

Report for: Housing and Regeneration Scrutiny Panel, 6 February 2017

Item number: 11

Title: Support to District High Streets

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Ward(s) affected: All

Report for Key/

Non Key Decision: Non-key This report is for information and does not require a decision.

1. Describe the issue under consideration

This outline report seeks to inform and apprise Members on the work being carried out by the regeneration and economic development teams to support local (District) High Streets. It ought to be noted that for the purposes of this report, High Streets are loosely defined and do not adopt the Planning definitions and hierarchy of town centres (referenced in the web links below in section 10).

Wood Green High Road and Tottenham High Road as subjects of the council's regeneration plans are referenced under a different agenda item and are therefore largely omitted from this report.

This report will be supplemented by visual presentation at the Panel meeting.

2. Cabinet Member Introduction

N/A

3. Recommendations

Members are requested to note the work being undertaken to support our High Streets. Members may further wish to note that Myddleton Road is London's best High Street winner of 2016.

4. Reasons for decision

The report is only to apprise Members of the activities being undertaken to support the High Streets.

5. Alternative options considered

N/A

6. Background information

Discussions were held between a Cabinet Adviser and officers on general issues of the High Streets and small businesses in late 2015. At that time, it was perceived that one of the major ways to support the high streets would be to improve/enhance shop frontages.

It was agreed that the focus of our high streets support should be District Centres and Neighbourhood/Local Centres respectively defined as centres:

- providing convenience goods, retail and leisure services for local communities and accessible by public transport, walking and cycling;
- typically serving a localised catchment area accessible by walking and cycling that include local parades and small cluster of shops that may have sub-post office, pharmacy, launderette and other useful local services.

Wood Green, one of the thirteen London Metropolitan Centres, defined as a centre having at least 100,000 square metres of retail leisure and floorspace with a significant proportion of comparison goods is subject with Tottenham to the council's regeneration plans. (More details on retail hierarchy and town centres secondary frontages appear in section 9 and 10 below).

This report outlines the measures being taken to largely support our district and local neighbourhood High Streets.

Briefly, the work to support our high streets comprises two components:

- on-going business engagement work to encourage and support high street traders groups and
- physical/enhancement works.

Business engagement and support

Our High Streets and small business sector are important for meeting our corporate growth priorities and for contributing to the well-being of the borough in the form of employment and community cohesion. In time, they will also provide a critical source of revenue stream to the Council with the impending diminution of the Rate Support Grant.

High Street entities and the small business sector are facing challenging times. As there is no borough-wide Chamber of Commerce to represent and support them, it is imperative that the Council undertakes engagement and outreach work to sustain and encourage their growth.

The council's approach to supporting the High Streets is a combination of being responsive and being proactive as circumstances warrant. The High Street business groups are primarily business-led and at different stages of development

The council works directly with the existing High Street business fora of Wood Green Business Forum, Green Lanes Traders Association and Tottenham Traders Partnership.

Many of the traders groups are formed when faced with a specific issue such as crime or car parking and fade away when the matter is resolved. Last year there was

a co-ordinated Council-led support to the traders of Wightman Road affected by the road works.

Traders in Hornsey High Road are looking to form a business group whereas those in Muswell Hill and Myddleton Road are established and focus on organising their own local events without much involvement of the Council. (The Council also actively supports Small Business Saturday - the national campaign which encourages consumers to shop locally and support small businesses in their communities. The event takes place on the first Saturday in December to kick-start shopping for the festive season).

The Chief Executive has regular meetings with the Haringey Business Alliance - an umbrella group representing the business fora and traders groups across the borough.

Winning the trust and cooperation of High Street and small businesses through business engagement and outreach work is a slow and laborious process. However it is rewarding in that our engagement/interceding activities have seen increased footfall in the High Streets, thereby improving the financial and employment sustainability of the businesses and further investments from the businesses in the area. More importantly, these investment decisions are predicated on how the businesses perceive the business friendliness of the council and its ability to bring about positive and meaningful change.

Streetscape works

Business groups are also formed with proactive support and engagement of the Council to undertake specific streetscape improvement works. The joint co-operation of business owners is necessary to attain the necessary streetscape improvements.

A number of streetscape improvement schemes aimed at historic buildings, shopfronts and/or the public realm have been implemented or are underway in the borough, to large extent driven by availability of funds from various sources and the need to restore/retain best features of the high street.

Currently they are two shopfront improvement schemes underway – namely Finsbury Park High Street (tri-borough project) and North Tottenham Townscape Heritage Initiative. Following the completion of streetscape schemes, we have witnessed reduction in vacant units and traders have reported uplift in their takings with others funding improvements to their premises themselves.

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The tables below briefly summarises the schemes currently being implemented and those completed in the past decade. Comprehensive details of these schemes can be viewed through the web links that appear in section 9 of the report.

High Street enhancement scheme currently underway:

Scheme	Source of funding	Type	Scheme start
Finsbury Park High Street Regeneration (Tri-borough project)	GLA, Hackney, Haringey and Islington Council	Shop front improvements/redecoration only.	2015 (to 2017)
North Tottenham Townscape Heritage Initiative	Heritage Lottery Fund and local businesses	Restoration of historic buildings. Street-facing facades – full height inc shopfronts & roofs. No works to public realm	2017 (to 2020)

High Street enhancement scheme completed:

Scheme	Source of funding	Type	Scheme completed
West Green Road and Tottenham High Road	GLA High Street regeneration	Shopfront redecoration, artwork and pocket park.	2015
Green Lanes		Restoration and renewal of building facades, shopfronts and public realm	
Tottenham Heritage Initiative (THI): - Bruce Grove	Heritage Lottery Fund, Haringey Council and property owners.	Commercial properties. Restoration and repair of historic exteriors inc shopfronts improvements.	2011
Tottenham Heritage Initiative (THI): - Windsor Parade - Tottenham High Rd	Phase 1 also benefited from European Regional Development Fund, Housing Corporation and Stadium Housing Association.	For phase 1 refurbishment of residential units above shops. No works to public realm.	2008
Partnership Schemes in Conservation Areas (PSiCA) - Bowes Park, Myddleton Rd	English Heritage Economic Regeneration grant scheme	Restoration and repair of elevations to historic buildings inc replacement shopfronts.	2015
Partnership Schemes in Conservation Areas (PSiCA) - Tottenham High Rd		Repair and restoration of historic properties inc shopfronts	2011

Archway Road shutter replacement project	Haringey Council (Local Area Business Growth Initiative)	Shutter replacement to retain businesses	2008
Heritage Economic Regeneration Schemes (HERS) - Tottenham High Road - Blue School Tottenham - The Old Well, Tottenham - Hornsey High Street - Campsbourne Parade	Heritage Economic Regeneration Scheme, English Heritage, European Regional Development Fund, Haringey Council, property owners	Repairs to historic buildings and structures	2007

7. Contribution to strategic outcomes

The work contributes to Priority 4 of the Corporate Plan to promote sustainable housing, growth and employment.

8. Statutory Officers comments (Chief Finance Officer (including procurement), Assistant Director of Corporate Governance, Equalities)

Finance and Procurement comments

There are no financial or procurement implications deemed relevant to this report. However, it should be noted that the Council complies with the conditions and requirements of the external funding organisations and its' own procurement rules.

Legal comments

There are no legal implications deemed relevant to this report. However, it should be noted that the funds received from external organisations are subject to terms and conditions including legal agreements.

Equality

Our high street business owners/managers reflect the diversity of our resident communities. Our direct on-going engagement/outreach work ensures that they are not marginalised and have access to business support and streetscape improvement schemes offered by the Council and its partners.

High Streets are shared spaces to be used and enjoyed by everyone. Hence the High Streets enhancement programmes not only benefit business owners but make them more welcoming places that benefit everyone who live, work, visit and shop there.

9. Use of Appendices

- The London Borough of Haringey has one Metropolitan Town Centre (Wood Green) and five District Centres (Crouch End, Muswell Hill, Tottenham High Road/Bruce Grove, West Green Road/Seven Sisters and Green Lanes).

Haringey's Town Centre Secondary Frontages are listed in the council's development management document pre-submission version January 2016:
http://www.haringey.gov.uk/sites/haringeygovuk/files/06_haringey_dmp_dtp_221215.pdf

- The web links below provide a more comprehensive and pictorial view of the streetscape enhancement schemes summarised in the tables that feature in section 6:
<http://www.haringey.gov.uk/planning-and-building-control/planning/major-projects-and-regeneration/heritage-and-conservation-regeneration-projects>
More photos and details can be found at [Completed Heritage Restoration Projects \(PDF, 2MB\)](#)
- Myddleton Road - London category winner of The Great British High Street Awards 2016:
<http://thegreatbritishhighstreet.co.uk/high-street-of-the-year-award>
<https://www.youtube.com/watch?v=y7FqjKZlypo&feature=youtu.be>
<http://thegreatbritishhighstreet.co.uk/100-ways-to-help-your-highstreet>

10. Local Government (Access to Information) Act 1985

Technical classifications of town centres appear in the London Plan March 2015 (pages 380 to 393).

http://www.london.gov.uk/sites/default/files/the_london_plan_malp_final_for_web_06_06_0.pdf

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