

CRICKLEWOOD

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London Plane tree, image from London Borough of Brent

Transforming the public realm

Following positive feedback at the public consultation events held in September, final details are being put together for the Outer London Fund (OLF) public realm improvement works in the town centre. Planned works include the repaving and decluttering of footways in the centre of Cricklewood, to help create a more cohesive town centre identity; a new avenue of trees lining a widened footway along Cricklewood Lane; and a street greening strategy

to plant 50 new trees in the local area. A series of small projects will see carefully designed improvements implemented along the length of Cricklewood Broadway. These include new signage, lighting, paving, planting and noticeboards to facilitate movement around the town centre and to support local businesses. Pending final agreements, the works will commence on site in November and will complete in spring 2014. Disruption for residents and businesses will be kept to a minimum, especially during the forthcoming Christmas period.

Lighting up the winter season

The town centre will usher in the holiday season with the switch-on of new, bespoke festive lights at Winterfest on 23 November. The event will be located outside the Crown Moran Hotel and on Yew Grove. Winterfest will include carols, street theatre, a laser light show, a specialist gift market on Yew Grove from 1-6pm, and the switch-on at 5:30pm. Winter-themed shop windows are also being prepared to help build a community atmosphere at this special time of year. The window decorations will include fairy lights, fir trees and natural foliage. In addition, businesses will be asked to add something that they don't normally sell to their shop windows, and residents will be challenged to find them, in a Spot the Oddity competition throughout December. Contact Sally at Retail Revival on 07889 173101 for further information.



Winterfest 2012, image by Thomas Ball

October Networking Event

On 30 October the Cricklewood Outer London Fund (OLF) team will host its final Networking Event for town centre residents, businesses, council representatives and other stakeholders from 6:30-8:30pm at the Crown Moran Hotel. We all share the desire to regenerate Cricklewood but are we each taking the team role best suited to our strengths? Find out in this fun and interesting networking event. Participate in a series of collaborative teambuilding tasks, hear a presentation by keynote speaker Robin Lee, of Robin Lee Architecture and a Cricklewood project consultant, on the final list of projects to help transform the environment in Cricklewood, and meet the newly elected members of the Cricklewood Town Team.



Cricklewood Networking Event,
image by Thomas Ball, 2012

Business Profile: Carters

Independent shops have the ability to increase their turnover if they broaden their market and open up a web-based shop, but there are many issues to consider before taking the plunge. Sanjay Patel from Carters, on Cricklewood Broadway, quickly found this out.

Sanjay sells a wide range of Catholic statues, rosary beads and other religious goods and his customers are willing to travel long distances to visit him. He knew that he had a



Sanjay Patel at Carters, image by Thomas Ball, 2013

market niche and that with a well-designed web shop he could sell to new customers across the country. Retail Revival's Matt Skeggs worked with Sanjay to help him understand his web requirements and next steps, which included putting together a tender brief to send out to web designers.

Four important E-tail considerations for independent shops include:

- Do they have enough staff to pick and pack stock as orders come in?
- Will the products be competitively priced once postage and staffing costs are included?
- Will they be able to hold the quantities of stock required, or can they rely on wholesalers to supply on demand?
- Will the website content management system be simple enough to enable the retailer to update the web shop on their own?

Sanjay made the decision to start gently and recruited an expert to write the website and upload about 400-500 lines that he knows he can stock in enough depth to service orders as they come in. He plans to add lines and increase the size of his online shop over time and manage his resources carefully. Sanjay is excited about the future: "I feel that if we don't try and adapt to technological advances we won't survive on the high street. My website should be up

and running by March 2014 and we will see how much effect it has had on our bottom line."

Making spaces with Cricklewood Town Square

The Cricklewood Town Square roamed across the community throughout September, turning disused patches of land into temporary, tiny civic spaces. It began by transforming the grass space outside B&Q into Cricklewoof dog show, held a Ceilidh on Keyes Road, a library at the Railway Terraces, a chess tournament outside Beacon Bingo, and finished by turning the rooftop car-park above Hassop Road into a walk-in cinema. The response was extremely positive, with local people saying, "We thought this sort of thing couldn't happen here". The project succeeded in showing how useful public space in Cricklewood could be. The next step is to find a permanent home for the Town Square.



Cricklewood Town Square,
image by Spacemakers, 2013



Portraits of a High Street at Navruz Restaurant, image by Thomas Ball, 2013

OLF Updates

Preparations are underway for the shop front and building improvements project by **Gort Scott Architects** for the parade of shops extending from Pedro's Café to Costa Coffee on Cricklewood Broadway to begin this autumn.

On 26 September, Navruz Restaurant hosted a photography exhibition by local photographer **Thomas Ball**. Portraits of a High Street featured 150 images of shopkeepers in Cricklewood. The photographs were also projected onto a screen on the Cricklewood Town Square. Acoustic guitar music was kindly provided at the event by Alex Godley. Keep an eye out for the team from Gort Scott, who will be installing the photographs in shop windows.

The festive lights designed by **Haberdashery London** will be installed in the town centre in early November.

Retail Revival's Creative Windows project has begun in Glasses 2 Go, Army and Navy Stores, and Iffy's. It is set to roll out to a further 10 shops before March. The project will enable Cricklewood shops to make a visual impact on the high street by showing off their products using bespoke props designed by artists. The creative windows project will attract new customers and provide participating businesses with the knowledge to design innovative shop window displays in the future.

Cricklewood Town Team News

Cricklewood Town Team officers were elected at the Steering Group

meeting on 24 September. **Danny Maher**, CEO of Ashford Place, was elected as Chair; **Tommy Moran**, owner of the Crown Moran Hotel, as Vice-Chair; **Angela Payne**, a member of the Mapesbury Residents' Association, as Secretary; **Renee Gallagher**, local resident and current CIP Project Coordinator, as Treasurer; and **Marie Hancock**, Chair of NorthwestTWO Residents' Association, as Publicity Secretary. A mission statement and sub-groups are being formalised. The group will meet five times a year. More information is available at Cricklewood.net.

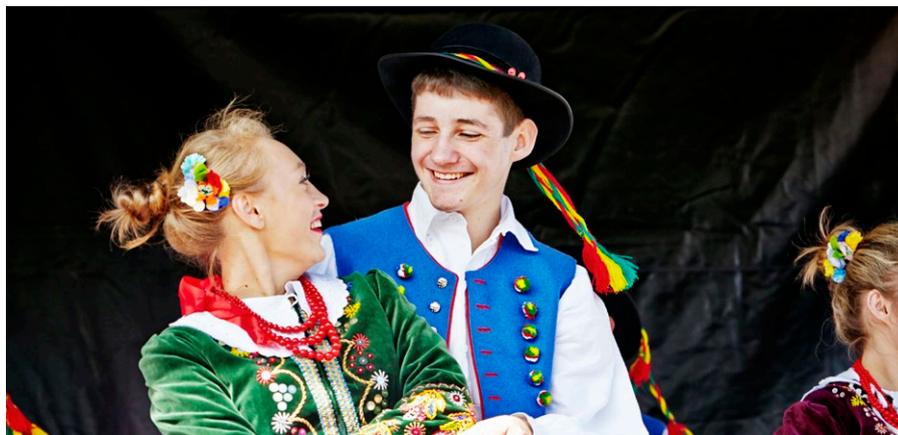
Town centre businesses can register with Cricklewood.net and submit offers or promotions to feature on the website by emailing info@cricklewood.net.

Cricklewood Homeless Concern has changed its name to Ashford Place,

offering community services and engagement, capacity building and social enterprise development.

Research on migrant workers

Since 2012, the presence of casual migrant workers on Cricklewood Broadway has been an increasing concern. Ashford Place, a member of Cricklewood Improvement Programme, will be working with local businesses and public agencies over the next few weeks to find out more about this migrant group and to formulate a response that will benefit the local community as well as the migrant workers. Please contact Laura Chilintan at Laura.Chilintan@ashfordplace.org.uk for more information.



Silk Road Festival, image by Thomas Ball, 2013

Silk Road Festival celebrates Cricklewood

Cricklewood's second annual Silk Road Festival offered a week of exciting events in the town centre. The Festival kicked off on 1 September with the combined Cricklewood Cruise and Irish Road Rally and an afternoon of alfresco performances at the Windmill. Arts and cultural nights continued at venues across the town centre during the week and culminated

in a fantastic outdoor event on Saturday 7 September. The open-air festival featured stalls selling food and drinks, arts and crafts, live performances, interactive workshops, and children's entertainment. Results from a survey conducted at the festival showed that most people lived locally, had come with their families, and would definitely come again to the festival next year. The Silk Road Festival is part of the Mayor of London's Outer London Fund project, a three-year initiative that is helping increase the vibrancy and growth of high streets across London.

Residents' Reports

NorthwestTWO Residents' Association

Cricklewood scooped up prizes at the 2013 Brent in Bloom awards, including first place in the front-garden category for John Quinn of Wotton Road; joint-first place for Mora Primary School in the schools' category; second place in the neighbourhood award and recipient of this year's outstanding achievement award for NorthwestTWO Residents' Association; and joint-second place in the container category for Chris Elsdale of Astley Avenue. Brent in Bloom is the first heat in the In Bloom competition, which leads to the regional heat, London in Bloom, and the national Britain in Bloom. Two members of NorthwestTWO Residents' Association, Carol and Stella, featured in the latest issue of *Green Pages*. Produced by Brent Council in association with Veolia, *Green Pages* is Brent Council's quarterly residents' recycling newsletter. For further information visit www.brent.gov.uk/recyclemore or call 020 8937 5050.



Mapesbury Dell, images by Thomas Ball, 2013

Mapesbury Residents' Association

Mapesbury Residents' Association (Mapra) postponed their Local Enterprise Fair in September, but planning continues for next year. Please contact David Gee on david.gee123@ntlworld.com with expressions of interest. In addition, the children's pirate ship at Mapesbury Dell has now been repaired thanks to a grant from the Veolia Trust, making the play area better than ever.

Upcoming Events

Networking Event 30 October

Meet the people who help to shape Cricklewood during a session of facilitated networking. Key speaker Robin Lee of Robin Lee Architecture will present the projects that will help transform the environment in Cricklewood, hear from the newly elected members of the Cricklewood Town Team, and participate in a fun team building exercise. The event will be held in the Sala Room at the Crown Moran Hotel from 6:30–8:30pm. RSVP to info@cricklewood.net.

Winterfest 23 November

Cricklewood will usher in the holiday season with Winterfest on Saturday 23 November 2013. There will be a hand-made gift market, hot food stalls, street theatre, stage entertainment and more, from 1–6pm outside the Crown Moran Hotel and on Yew Grove. The switch-on will take place at 5:30pm.

Business Association Meeting 27 November

The Cricklewood Business Association offers businesses an

opportunity to work together as a group to further their individual economic growth and that of the town centre. The group meets bi-monthly at the Crown Moran Hotel. For more information contact info@cricklewood.net.

Mapesbury Dell Christmas Carols 17 December

Come along for mulled wine, Father Christmas, gingerbread men, and carols around the Christmas tree from 6:30pm. Everyone is welcome.

Creative Cricklewood Events On-going

The Open Mic and Art show continues every Thursday from 8pm at the Windmill Pub, 57 Cricklewood Broadway. Every Friday Cricklewood writers spend 90 silent minutes writing together from 3:15pm at Meral's Café, 44 Cricklewood Lane. Every third Tuesday of the month we explore the history of local and surrounding areas. More information is available from creativecricklewood.org.

Cricklewood Newsletter

The Cricklewood Newsletter is a quarterly publication produced by Udenson Caldbeck Associates for the Cricklewood Outer London Fund project. It is delivered to all town centre businesses and available online at cricklewood.net. Please send ideas for articles and comments to info@cricklewood.net.

Cricklewood Town Team

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Environmental Health and
Noise Pollution: 020 8359 7995

Brent Council

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Planning: 020 8937 5210
Environmental Health: 020 8937 5252
Noise Pollution: 020 8937 5252

Camden Council

Switchboard: 020 7974 4444
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