

Night Time Economy in Kilburn Draft Action Plan Consultation Summary



Why we consulted

Kilburn is a major town centre shared between Brent and Camden Councils and noted for its vibrancy and dynamism with an established evening offer that is important to its economy. Concerned by its historic loss of music venues, challenging retail trading conditions and deteriorating public realm, Brent council has made Kilburn a priority town centre. We want to work with local businesses, stakeholders and residents to address this.

Because there is growth in London's night time economy we are seeking to facilitate an increased evening leisure offer in Kilburn to help draw out the area's rich cultural and social history. We want this to act as a catalyst to help boost the High Road's economy and have a positive impact on the entire town centre throughout the day.

To respond to these challenges and opportunities, Brent drafted a three-year action plan with a focus on developing stronger local partnerships and cross-boundary cooperation to tackle anti-social behaviour, improving the public realm, strengthening Kilburn's cultural identity and promoting the town to wider audiences.

We consulted on this draft plan with Camden Council, Kilburn stakeholders, High Road businesses and local residents groups in October-November 2019 and the results are summarised below.

Scope of consultation

Consultation period	30 September – 11 November
Consultation boundary	Kilburn town centre (Brent and Camden sides)
Target groups	<ul style="list-style-type: none">• Camden Council• All town centre businesses (Brent and Camden)• Resident groups adjoining the High Road• High Road stakeholders and statutory bodies
Consultation method	<ul style="list-style-type: none">• Online survey via Brent consultation hub• Door to door engagement with businesses• Emails to resident groups, stakeholders and statutory bodies

Responses received

Respondent type	Consultation hub	Emailed response	Total
Businesses	6	0	6
Statutory body	1	3	4
Stakeholders	3	0	3
Community group	1	3	4
Residents association	5	0	6
Individual resident	26	3	29
Total	42	9	52

42 online responses were received via the Brent consultation hub. Nine emailed responses were received which did not adhere to the survey question format and consisted of general comments only. These were collated and taken into account but could not be statistically analysed within the overall survey responses.

Equalities monitoring

Where equalities monitoring data was provided, the majority of responders were from a white background aged 45+.

Question responses

Question 1	Response rate	Number of responses	
Do you support the priorities set out in the Night Time Economy Action Plan?	75%	27 supportive	68%
		13 not supportive	33%

Question 2	Response rate	Number of responses	
Are there any additional actions that need to be included?	78%	29 yes	73%
		11 no	28%

Question 3	Response rate	Number of responses	
Are there any actions that need to be removed/changed?	58%	21 yes	53%
		19 no	48%

Question 4: What type of businesses would you welcome in Kilburn?

Responders rated their responses as follows:

Very Positive	Positive	Neutral	Negative	Additional responder suggestions
Music venues	Guided tours	Entertainment (e.g. crazy golf)	Casino	More pubs
Comedy venues	Dance venues	Escape rooms	More chain restaurants	Bookshop that opened in the evenings for events
Theatre + open air theatre (additional to The Kiln)	Street food vendors	Night club		Roller disco
More independent restaurants		Night market		Small craft beer bottle shops with seating inside and outside

Question 5: What do you think will most encourage people to visit Kilburn during the evenings?

36 responses. Response rate 90%

Cleanliness and community safety themes dominated (both during the day and at night). Other suggestions (in no ranking order) included:

<ul style="list-style-type: none"> Improving the daytime ambience and offer 	<ul style="list-style-type: none"> Events with live performances - could be live music, poetry slam, book launches, DJs, comedy 	<ul style="list-style-type: none"> Community open nights at the Gaumont and UKCG Help Centre (Kilburn National)
<ul style="list-style-type: none"> Community cultural spaces (large and small) for flexible use by residents 	<ul style="list-style-type: none"> Mixed economy 	<ul style="list-style-type: none"> Renovating Kilburn Square
<ul style="list-style-type: none"> More pop-up restaurants 	<ul style="list-style-type: none"> Good shops 	<ul style="list-style-type: none"> Thoughtful street architecture and murals

<ul style="list-style-type: none"> • Live music 	<ul style="list-style-type: none"> • Good quality restaurants, pubs, music venues 	<ul style="list-style-type: none"> • Reclaiming Willesden Lane as a worthwhile destination for high quality restaurants and pubs
<ul style="list-style-type: none"> • Cultural exhibitions/spaces and events 	<ul style="list-style-type: none"> • Security and cleanliness 	<ul style="list-style-type: none"> • Small boutique hotel
<ul style="list-style-type: none"> • Slightly higher end chain restaurants but mixed with good variety of unique independents 	<ul style="list-style-type: none"> • Street food market with live music in Willesden Lane (and road closure to facilitate this) 	

Question 6: [What aspects of Kilburn's cultural heritage would you like to see celebrated?](#)

33 responses. Response rate 83%

Kilburn's Irish heritage was a popular response, as well its musical past, cultural diversity and the Gaumont State as a prominent landmark. Other suggestions (in no ranking order) included:

<ul style="list-style-type: none"> • Music 	<ul style="list-style-type: none"> • Guided tours of The Gaumont State and The National, celebrating their musical heritage
<ul style="list-style-type: none"> • Dancing 	<ul style="list-style-type: none"> • Diversity (with each culture represented in the retail and restaurant opportunities)
<ul style="list-style-type: none"> • Socialising 	<ul style="list-style-type: none"> • Walking tours of Kilburn area at night including pub visits.
<ul style="list-style-type: none"> • Arts and built heritage 	<ul style="list-style-type: none"> • Photos of Kilburn High Road past and present
<ul style="list-style-type: none"> • Variety of food 	<ul style="list-style-type: none"> • Status as a Roman Road
<ul style="list-style-type: none"> • Plaque honouring personalities who have lived, written and performed here: Orwell, Brian Eno, HG Wells, the Beatles and the Stones and Dudley Moore. 	<ul style="list-style-type: none"> • Paddington Old Cemetery

Question 7: [Please comment on the plan generally](#)

37 responses. Response rate: 70%

Theme	Public comments	Brent response
General comments	It is great that our council [has] come up with this idea and is trying to help business in area.	We recognise the need to work with Camden and all businesses, stakeholders and residents to achieve success.
The consultation process	Brent and Camden need to work together to achieve goals set out in plan.	We have consulted with Camden on the draft plan. We will make the relationship more explicit in the final version, setting out where our priorities align. However, as Kilburn is the priority town centre for Brent we expect to take a stronger lead in delivering the plan.
Day time offer	The Council should also consider managing the day time economy.	We will manage the day time economy and will make our priorities for this more explicit within the final version. However, tough retail conditions nationally are not yielding economic growth and the day time cannot be our only focus.

Night time offer	Why the focus on the night time economy?	Kilburn already has a healthy night time economy and this is where there is most growth within the wider London economy. We will also use this as the catalyst to improve the daytime economy.
	How will you support and cater for night workers between 11pm-6am within a holistic approach to managing Kilburn at night.	We will give further consideration to this within the final plan.
Evening offer	Why the emphasis on attracting young professionals? What is the offer for the non-drinking local Muslim community, plus young and old people?	Young professionals are increasingly renting in the area and generally have greater funds to spend on leisure. However, we accept they are not the only audience and we will undertake further consultation to inform how local people use the High Road at night. We want an affordable and diverse local offer that caters for a wide range of ages and backgrounds and is not dominated by alcohol.
Cleanliness	Dirty shop fronts, rubbish, graffiti, pigeons and poor pavements: you need to fix these to attract more people.	We are enforcing against businesses that do not maintain their premises and will continue to educate businesses about time banding and trade waste requirements. We will enforce where there is sufficient evidence. Cleanliness is important but not the sole reason for sluggish economic growth. We will also work on public realm improvements and making the local offer more explicit.
Planning	Too many chicken/kebab shops bring down the tone of the area.	Quality takeaways are appropriate within town centres and they are lower in Kilburn as a proportion of total businesses compared to many Brent centres. However, planning policies are in place to restrict the growth of new takeaways.
Policing	An increase in night time venues may generate crime. Why not have a jointly funded team between Brent and Camden Councils, which could be populated by both Camden and Brent officers?	Both councils will continue to work with the police to address crime and ASB issues. However, the council and police do not have the resources for a jointly funded team. In terms of crime hotspots, there are other parts of both boroughs in greater need of available police resources, which will present challenges for policing the High Road.
Willesden Lane	Further work is required to develop a locally specific plan with actions for Willesden Lane.	We are at an early stage of discussions, formulating ideas through the Willesden Lane Focus Group. We will set out further details and plans for wider business engagement within the final version.

Paddington Old Cemetery	A walking route through the cemetery will encourage anti-social behaviour and remove the air of quiet contemplation the cemetery provides.	We think this element needs further consultation within a wider plan for the cemetery itself. We will remove this action from the final plan.
Finances	There is no budget attached to this plan. Will funds be made available to effect the change that is needed?	There are no core budgets for High Road improvements. Both councils will need to identify and obtain external funding to deliver key actions within the plan and this may influence the timing and delivery of key project elements. We will make this more explicit in the final version.

Next Steps

- Respond to consultation feedback and re-draft the plan accordingly
- Undertake further consultation on how local people use the High Road
- Continue to liaise with Camden to finalise the plan including additional details on supporting the day time economy
- Publish final plan at beginning of 2020/21 financial year
- Commence further businesses engagement to seek local buy-in to the plan

Contact

Richard Hay
Kilburn Town Centre Manager
Brent Council

020 8937 1975
richard.hay1@brent.gov.uk