

# Night Time Economy in Kilburn

## Draft Action Plan 2019-2022

### Quick Guide

#### Why we've produced this plan

##### Halting decline

Kilburn is a major town centre noted for its vibrancy and dynamism with an established evening offer that is important to Brent's economy. However, it has lost most of its historic music venues and we are seeking to intervene to support and strengthen local businesses and help revive the town centre's fortunes.

##### Growing the economy

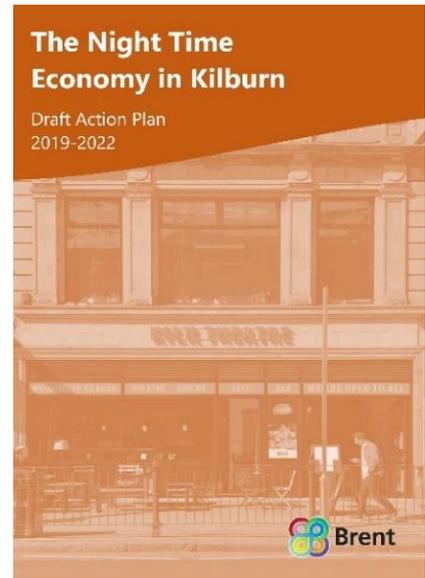
The night time is a key part of the economy that is currently providing economic growth within London and we want to support our existing evening businesses and encourage new, responsible ones to locate here. Doing this will also help to prevent a decline in high street retail during the daytime.

##### An offer that works for Kilburn

We want to create a vibrant and varied evening economy during the period 6pm to 11pm to draw in Londoners from across the capital without putting pressure on local neighbourhoods. We believe that offer should be affordable, accessible, and inclusive and set within a safe environment. By managing this process, we can boost Kilburn's economic vitality and help generate local jobs to make a positive impact.

##### Unifying the High Road

We also want to join up the day and evening economies to help transform the whole town centre and maximise economic growth. Our plan is inclusive for all businesses on both the Brent and Camden sides, putting a focus on developing stronger local partnerships and cross-boundary cooperation to tackle anti-social behaviour, improve the public realm and strengthen Kilburn's cultural identity.



#### The night time economy vision for Kilburn

Kilburn will be a lively, diverse and animated night time destination with a down-to-earth character. In close proximity to central London, it will offer an eclectic range of quality food with drink in an informal and unpretentious atmosphere.

Read and comment on the full action plan at:

<https://tinyurl.com/kilburneconomy>

# Our priorities

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## Building partnerships

- To work with Camden Council to identify areas of cooperation, joint project working and funding opportunities for improving the High Road.
- To form an active business group for both sides of the High Road to drive local improvements. This will work in partnership with Brent and Camden councils, the police and local residents and focus on tackling community safety, highways, public realm and licensing issues and improve reporting of enviro-crime, gang, knife and drug activities.

## Having a strong evening offer

- To focus on developing the evening economy up to 11pm.
- To establish a stronger Kilburn identity, drawing on its rich cultural/social/musical heritage.
- To support and promote a vibrant choice of accessible, inclusive, well-run and responsible venues catering for a diverse range of users. In doing so, to reduce the number of empty retail units.
- To support the creation of a food/entertainment with drink cluster around the Kiln Theatre at the northern end of the High Road.

## Developing new audiences

- To increase Kilburn's market share amongst residents as well as attracting young professionals from across London through social media promotions and incentives.
- To explore options for providing a localised, independent offer for Willesden Lane, complementary to the High Road. To also provide a new walking route to Queen's Park.

## Improving the look and feel

- To provide an attractive and welcoming gateway at Kilburn station to draw visitors into the area and encourage them to explore the High Road.
- To work with Camden on a joint public realm improvement scheme for the High Road to improve the streetscape, aid pedestrian navigation and improve road safety.

## Making it safer

- To enforce against street drinking and aggressive begging but provide outreach support for homeless people, rough sleepers and sex workers.
- To use our licensing and regulatory services to control and support growth in a safe and sustainable manner, limiting new off licences to help reduce anti-social behaviour.

## Cleaner and greener

- To provide a welcoming, clean, well-lit and safe town centre.
- To encourage use of public transport, utilising night tube and night bus services.

## Policies that protect

- To use our planning policies to protect pubs and limit the growth of takeaways, betting shops, adult gaming centres and shisha bars.

## Night time strategic map

