

**MD2901 Appendix A: High Streets for All Challenge  
Stage 3 – Recommended project list**

Project Title	Borough	Area	Inner / Outer	Lead organisation	Organisation type	Officer project description	HSFA Revenue (£)	HSFA Capital (£)
<b>Kilburn High Road</b>	Camden / Brent	NW	Inner / Outer	London Borough of Camden	Local Authority	The project is led by Camden Council in partnership with Brent and aims to create a participation model with meaningful opportunities for local people to shape change in their neighbourhood through a suite of live projects. A range of projects have been identified, underpinned by local strategy work that include a Camden Future High Street Strategy and an emerging Night Time Strategy being led by Brent. The project is based around the ambition to develop a Community Improvement District pilot alongside action testing. The partnership between two local authorities and TfL who own and are developing the railway arches represents a meaningful opportunity to work with a significant landowner to test new ideas and models of business incubation and community business.	135,000	20,000
<b>Church End</b>	Brent	NW	Outer	SAAFI	Community Interest Company	The project aims to build upon an existing local authority led regeneration project on Church End. The community led partnership aims to deliver a suite of projects which will provide support for young people, teach cooking skills, and grow the long-term capacity of community based organisations. The project feeds into a wider masterplan and area action plan process. The project revolves around a vacant unit which will be refurbished to create a Youth Hub and Cafe on the High Street also testing new models of flexible workspace. The new space will have a significant revenue support to animate and organise a programme of events including community meetings and youth events. Additionally, there the project will support the street market which is being relocated to bring forward a residential development.	200,000	100,000
<b>Wealdstone</b>	Harrow	NW	Outer	Wealdstone Traders' Association / Harrow Council (accountable body)	Traders' Association / Local Authority	The project will build on the community capacity work developed during Stage 2 of the Challenge and deliver a series of interventions including a masterplan that builds on the town centre strategy, provides design guidance for key sites, affirms local identity and provides a visual toolkit for shopfronts, business support guidance as well as testing four pilot markets. Funding is also sought to help activate and improve Wealdstone Square.	150,000	0
<b>Harrow Road</b>	Westminster	NW	Inner	Westminster City Council	Local Authority	The project looks to continue the implementation of the Harrow Road Place Plan, which aims to improve connectivity and public realm, providing more access for young people to skills and entrepreneurial spaces, bringing more uses onto the high street and build the capacity and resources of local businesses. The project focusses on a series of short term activation projects and pop-up markets, the development of a digital asset mapping tool and a detailed feasibility study exploring the potential of converting 40 garages into workspace. The project aims to improve connectivity and public realm, providing more access for young people to skills and entrepreneurial spaces, bringing more uses onto the high street and build the capacity and resources of local businesses.	115,000	0

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<b>Barking Town Centre</b>	Barking & Dagenham	NE	Outer	Make It Barking Ltd	Limited Company	The project aims to transform an under used council office building into an innovative hybrid workspace model and multi-use venue, alongside public realm improvements to the building forecourt and a programme of related events and activities, as a means to facilitate town centre regeneration. The intention is to unlock the growth potential of Barking town centre and provide a better mix of uses to drive footfall both during the day and at night and bring a wide range of benefits to local businesses and the community such as job creation, business support, music, arts and culture, a work and sell market and development of the night time economy.	0	100,000
<b>Wood Green High Road</b>	Haringey	NE	Outer	Future Wood Green Business Improvement District	Business Improvement District	With a focus on green skills, growing and the food economy this project aims to create a growing space and rooftop garden on the under-utilised carpark roof of The Mall shopping centre in the metropolitan town centre of Wood Green, in order to support the emergence of a revived food-based identity for the area. The project also includes associated wayfinding improvements to the high road. The project aims to support local supply chains, employment and skills opportunities, and in turn address local issues related to the future of the high street such as air quality, public health, retail offer and the night time economy.	200,000	0
<b>Hackney Wick Circular High Street</b>	Hackney / Tower Hamlets	NE	Inner	Hackney Wick and Fish Island Community Development Trust	Limited Company	Hackney Wick Circular High Street is a route and a designated area for local communities to come together, to have visibility and a voice in development; develop pandemic emergence strategies; and lay the foundations for long-term social wellbeing and a resilient, inclusive local economy. The project focuses on the finer grain streets, yards and alleyways around Hackney Wick as places that support local community life in the absence of a traditional high street, and seeks to provide a space where young people, pre-Olympic residents and newer residents come together. The overarching challenge for the project is opening up spaces and assets for enterprise, social cohesion and wellbeing.	100,000	70,000
<b>Redchurch Street</b>	Tower Hamlets	NE	Inner	onRechurch CIC	Community Interest Company	The projects seek to address the issue of vacancies and transient uses and bring established adjacent communities back to the high street. Community engagement has demonstrated the need for opportunity, employment, equity and a sense of belonging for local people which this strategy seeks to address to create a more resilient neighbourhood.	80,000	0
<b>Fore Street, Edmonton</b>	Enfield	NE	Outer	REACT (Residents of Edmonton Angel Community Together)	Incorporated Neighbourhood Forum	The projects aims to activate new uses on the High Street in Angel Edmonton via a multifaceted cultural programme that will be based out of the Good Growth Funded 'Living Room Library' project on Fore Street, and revitalise nearby Leeds Street Market by incorporating new adaptable infrastructure to support the next generation of local traders. The project also includes an innovative approach to the creation of a social enterprise management model to administer the proposed strategy and develop and manage the cultural programme through the Living Room Library. This will allow an integrated approach to community engagement to be embedded into the proposals and also build capacity in the local young people via a mentor and training programme.	200,000	0

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<b>New Malden Town Centre</b>	Kingston	S	Outer	Royal Borough of Kingston	Local Authority	The project will build on the emerging town centre partnership and secure the sustainability of this group. The programme will work with local businesses and landlords to examine the potential of creating a business forum or Business Improvement District. It will also deliver a programme community events and activation in the Town Square. The long term aim is for an operator to support the development of a community led, enterprise rooted in the community, to manage the space. High Street Gateways will pilot new culturally led animation of one high street gateway, along main routes into the centre from them, to add to the sense of arrival at New Malden The New High Street Community Hub space aims to address the lack of a dedicated community space, that can also encourage new business and social enterprise start-ups in New Malden.	120,000	0
<b>Rye Lane, Peckham</b>	Southwark	S	Inner	Mountview Academy Theatre Arts	Charity	The focus is to build the capacity of the local business network, which will be owned by the traders, to develop a sustainable business model. Specific activities include: tackling the climate emergency through the business support delivered by Tree Shepherd; the Deft Space enterprise hub providing support, networking and engagement opportunities; an online platform for the market; project management for the Dusk till Dawn sub-group to deliver a Night Time Strategy in Peckham; capacity building for a business crime partnership connected to the Safer Business Network; project management to the town centre arts project.	150,000	0
<b>Norwood Road and Norwood High Street</b>	Lambeth	S	Inner	Station to Station Business Improvement District	Business Improvement District	This project addresses the lack of supply of flexible and affordable workspace on and near the high street to increase the workforce in the area. By establishing and promoting a 'Collective' made up of key stakeholders that drives shared goals and provides a tailored package of support to realise potential, the area will be positioned as South London's primary flexible workspace targeting the Low Carbon Economy, Life Science, Creative & Digital Industries growth sectors. The project will create the explore future funding opportunities, begin work to designate the vacant White Hart pub into an Asset of Community Value, and focus on the long-term strategy of enabling larger vacant / underused sites to come into active use. It will also explore opportunities to participate in a customer / workspace matching app pilot.	100,000	30,000
<b>Bexleyheath</b>	Bexley	S	Outer	London Borough of Bexley	Local Authority	The project aims to encourage intergenerational relationships with improved public realm, providing a better night time offer (including culture, F&B, markets), and improving a sense of safety in the town centre. Stage 3 funding will enable the partnership to test and co-design a strategy and delivery plan with a short medium- and long-term vision for the area with a focus on young people and markets / night time activation. The public realm programme includes the creation of a Youth Board to inform decision-making and co-design. The project aims to use the market as a focal point to test activities in the town centre after 5pm, with a view to encourage businesses to open later if demand can be demonstrated.	110,000	50,000
<b>Greenwich Town Centre</b>	Greenwich	S	Inner	Royal Borough of Greenwich	Local Authority	The project will create a new culture-led high street experience that responds to local needs and tells local peoples' stories. The bid focusses on attracting new local audiences to the town centre including young people and expanding the evening offer. It aims to encourage local residents to make the town centre their own rather than catering entirely to tourists; improving the resilience of the town centre by addressing gaps in footfall (seasonal and day vs evening); growing an evening economy, addressing perceptions of safety; developing a local and sustainable supply chain, particularly for F&B businesses.	116,000	50,000
<b>Sutton High Street</b>	Sutton	S	Outer	London Borough of Sutton	Local Authority	Building upon Green Enterprise Partnership created at Stage 2 to increase green consciousness on the high street, the project aims to support independent businesses to embrace circular economy principles, developing a viable business case for sustainability initiatives. The project would provide business support and training, street markets and events and marketing and communication activities to promote the circular economy on the high street.	100,000	0