

# Delivering the vision

The Council's approach to supporting and promoting the success of the West Hampstead area will be based on a set of specific actions. These have been organised under five distinct but interlinked sections:

## 1. To secure real local benefit from development opportunities

- Ensure community involvement in shaping developments in the area and identifying priorities for local benefits from major developments

## 2. To support a successful local economy with a thriving neighbourhood

- Support the local business environment including a thriving and diverse neighbourhood that meets the needs of people who live, work and visit the area, together with local employment opportunities
- Work together to promote the area for people who live work and visit the neighbourhood and to improve the appearance of the shopping areas

## 3. To provide new open space and improve the local environment

- Provide new accessible open space that benefits the whole community and continue to improve the quality of the parks and open spaces and food growing opportunities in the area.

## 4. To deliver improved local services

- Secure investment from a range of sources including planning agreements into additional primary school places as necessary, housing, health, community, nursery places and local youth facilities

## 5. To make it easier and more pleasant for people to move around the area

- Improve the quality of experience for people in streets and public spaces and improve pedestrian and cycling routes.
- Work to further improve access to stations, road traffic and parking issues

These sections have been used to bring together the range of issues at play in the area, although there are large areas of overlap between them and some issues play a part in more than one section. A summary of the identified issues and potential ways of addressing them are described under each section below, with specific actions brought together in the Action Plan on page 46.

# To secure **real local benefits** from development opportunities

## **The scale of potential change**

needs to be managed carefully so that best advantage can be taken of the opportunities to protect and enhance the area.

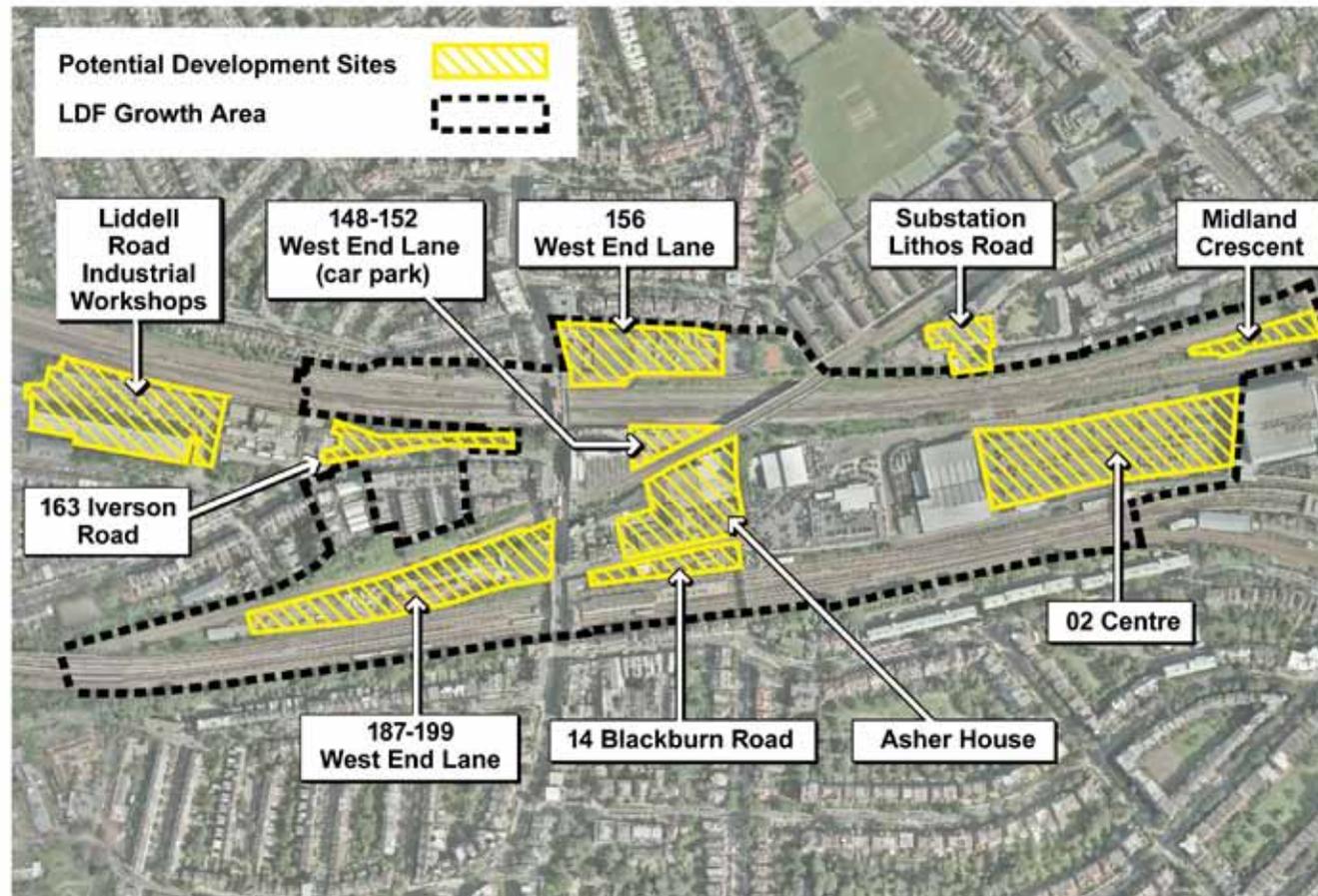
## To secure real local benefits from development opportunities

West Hampstead Interchange area has been identified as an area of growth and this change is beginning to happen. The map below shows key sites which are likely to be subject to development proposals over the next 20 years and includes sites identified in the Camden's Local Development

Framework draft **Site Allocations document**, Camden's Community Investment Programme and through recent major planning applications or expected applications.

The scale of potential change in the area needs

to be managed carefully so that best advantage can be taken of the opportunities to protect and enhance the area and allow stakeholders to be involved in shaping the change.



### Key Objectives:

- Work with the community to develop more detailed area planning guidance
- Involve the local community (where possible) in identifying priorities for how developer contributions are used

### Working together to shape the change

The community has been involved in discussing potential developments and change in the area for a long time, including the draft Planning Brief in 2005 (which was not adopted). The desire for clear guidance to shape the change happening in the area is fully recognised.

The role of this Place Plan, developed in conjunction with the community, is to help guide developers at an overall strategic level as individual proposals come forward. The Council will work with developers and the community to ensure that change can help deliver the shared vision and



improve aspects of the area such as affordable housing provision, open space, moving around the area and community facilities as set out in the following sections.

Other planning documents that can help shape change in the area include the Site Allocations document, which once adopted will provide a planning framework for a number of individual sites in the area and clear guidance on what development is expected to deliver on each site.

This will be an important consideration in planning applications for these sites.

The Site Allocations document does not however cover all the sites that could come forward in the area and cannot control when or if sites are actually developed. It is therefore important to look at how each of these sites could individually or collectively contribute to achieving the overall wider vision and objectives of this Place Plan.

### **Developing further planning guidance**

The Council recognise that there is a strong desire locally for Neighbourhood Planning and the opportunities for this provided by the new Localism Act. A new Fortune Green and West Hampstead Neighbourhood Development Forum is being set up.

Given that the Council has identified the need for further work in this area, opportunities to work together to produce more detailed guidance should be investigated further. This could take the form of a more traditional planning document such as a Supplementary Planning Document, an Area Action Plan or could utilise the new legislation provisions to develop a Neighbourhood Plan. The Council will continue to discuss the best way to take this forward with stakeholders (**Action D1.1**)

Whatever form this more detailed area planning

guidance takes it could look at the area as a whole in a more site by site specific way, provide further clarity and ensure a coordinated approach across the various potential development sites to achieve the priorities identified in this Place Plan. The two plans could be mutually supporting documents, which guide the future shape of the area.

This document could look at the opportunities for using high density developments compatible with the local setting to provide a mix of uses whilst also enabling the provision of more open space and improved routes through and around the area. Any higher density development needs to be clearly balanced against the potential impact on the character of the area but could also identify the key views that should be retained and protected. This would help guide developers in drawing up their proposals but also help secure the highly valued village feel of West Hampstead.

### **Minimising impacts of developments on local people**

The scale of potential development in the area could bring a range of benefits and the local community need to feel confident that they will see real gains from change.

This can partly be achieved through use of legal agreements (called **Section 106 Agreements**) to secure funding for appropriate



support for local facilities and services. For example the approval for the student accommodation on Blackburn Road required a range of local benefits as part of the approval. These include requiring the developers to make all reasonable endeavours to use a percentage of local residents of Camden within the workforce, investigate local procurement to help support local businesses together with financial contributions for improved or additional open space, social community facility investment, health facilities and environmental improvements to the immediate or surrounding area.

A similar approach will be taken with other sites in the area to secure appropriate benefits. The pooling of these kinds of resources from a number of developments would mean that more substantial improvements and benefits can be achieved for the local community.

The Council is constantly reviewing how they deal with Section 106 Agreements and how to be more transparent about the money received and how this is to be spent. It has therefore been proposed to publish information more clearly on the council website.

The emergence of the **Community Infrastructure Levy** will impact on the nature of the way these funds are generated and also how money will be spent. The Council is still considering how best to manage this process and is hoping to consult on this in late 2012.

Local stakeholders have expressed a strong desire to be involved in setting the priorities for how the funds generated through Section 106 contributions and the Community Infrastructure Levy will be spent. The Council is actively looking at ways in which this could be achieved and the more detailed planning guidance offers a significant opportunity to set priorities, but is not the only way.

Local community groups could be consulted about the use of certain funds, such as community facility funds or environmental improvements, but the process needs to be transparent and representative of the whole community's needs. The Council will continue to investigate ways in which to do this in conjunction with the community, taking council resources into account (**Action D1.2**).

### **Co-ordinating Council owned properties**

The Council's own land and buildings in the area are being explored through the **Community Investment Programme (CIP)** and in West Hampstead in particular could help deliver affordable housing, new school places and improved community facilities.

The District Housing Office at 156 West End Lane is a key site within the town centre, with various council office functions on West End Lane and

Travis Perkins builders' merchants to the rear. The decision has been made to dispose of the site to generate funds for investment in CIP priorities like community centres, schools and housing estates.

The site offers a significant opportunity for the provision of new retail and business space and both affordable and private homes.

The site's location adjacent to Crown Close open space also presents opportunities to improve this provision for the wider benefit of the area and to potentially improve the footpath link adjacent to the site (discussed further in 'To improve open spaces and environmental improvements' section).

Further sites in the area may emerge from the CIP, which is a long term programme. The more detailed area planning guidance mentioned above could assist in co-ordinating the development of Council-owned sites with those owned by private developers in the area (**Action D1.3**)

### **Maintaining balanced communities through improved housing mix**

An important aspect of protecting the character and diversity of West Hampstead will be ensuring there is a good mix of housing in the area. In particular it is important that there is a range of housing that



people can afford, so they are able to remain in the area and remain connected to their communities. The need for affordable housing was identified as a priority for stakeholders.

There are clear planning policies requiring the provision of affordable housing, generally provided by Registered Social Landlords (RSL) or shared equity schemes. There is limited potential for the Council to mitigate the impact of high cost home ownership in the area for private housing, but there are measures that can assist access to cheaper housing. This includes positively considering proposals for low cost market housing, through innovative funding arrangements, designs and methods of construction and also seeking a mix of homes of different sizes in schemes. The CIP aims to help address this issue by ensuring the delivery of a range of housing types and tenures to increase diversity and choice in an area. Other developments coming forward will also need to provide an appropriate mix of housing unit sizes and tenures in line with the Council's adopted planning policies (**Action D1.4**).

## Communicate with local community

Given the extent of change and development anticipated in the area, it is particularly important that the community in West Hampstead is able

to input into the design of major schemes at an early stage and to ensure there is communication between developers and the community. The Council will continue to encourage developers to take a proactive approach to engage with local people in relation to major development proposals. This should include the use of Development Control forums as well as ensuring that residents are kept informed of progress on major schemes (**Action D1.5**).

### What is already being done:

- Draft Sites Allocation Document provides a planning framework for a number of sites in the area.
- CIP exploring best-use of Council-owned land in the area.
- Development Control forums for large sites with potential developments prior to planning applications.

### Proposed headline actions:

- Work together with stakeholders to develop more detailed area planning guidance. Either through existing planning legislation such as a Master Plan, Supplementary Planning Document or through supporting stakeholders to develop a Neighbourhood Plan.
- Work with the community to identify priorities for spending contributions from developers (where appropriate).
- Ensure delivery of key CIP sites and other major developments assist in meeting objectives and aspirations for the area and its communities.
- Ensure developments provide improved housing choice in the area, to enable people to stay in the area long term.
- Communicate more effectively the benefits of major developments as well as how local people can be consulted and involved in the process.

To support a successful local economy with a thriving neighbourhood

Framing

Tel: 020 7431 0701  
www.thequartinhampstead.co.uk

**Supporting local businesses,** particularly through the current economic downturn and capitalising on the strengths and opportunities of the area's varied business environment is important to the economic and social wellbeing of the area

## To support a successful local economy with a thriving neighbourhood



West Hampstead benefits from a strong local economy, with West End Lane shops being at the heart, a wide variety of businesses in the area and a large number of micro businesses or freelancers working from home. Supporting local businesses, particularly through the current economic downturn and capitalising on the strengths and opportunities of the area's varied business environment is important to the economic and social wellbeing of the area and is a key priority of the Place Plan.

### Key Objectives:

- Protect and promote the village character of the area
- Support West End Lane and Mill Lane shops and businesses
- Meet the needs of the people who live, work and visit the area

### Supporting West End Lane and Mill Lane shopping areas

On the basis of our current data, West End Lane appears to have seen its overall vacancy levels decrease from a peak in 2010. However a notable feature in West End Lane has been the high number of businesses moving into and out of the area. The units do not appear to be staying vacant for long, which indicates that demand is high, but that

individual businesses are perhaps struggling to compete in the current economic climate.

Mill Lane shopping area has however seen a significant increase in its vacancy levels and has one of the highest rates amongst the Borough's neighbourhood centres. The number of long term vacant units appears to be generally low but again there is a high turnover of uses moving in and out, which may indicate that businesses are struggling.

It is recognised that the two retail areas have completely separate identities and different requirements and roles to play however, they have similar issues that need to be addressed by the council and its partners.

The Council previously had resources to fund direct business support activities, however because of the local government cuts we have been forced to adopt a new strategy, acting as an enabler to small businesses through signposting them to national and regional growth support organisations.

The Council's support to businesses now includes signposting retailers to information, providing support to Town Centre business forums and trader groups, ensuring retail sector representation on the new Camden Business Board, streamlining communications through the Council's Business Portal and assessing and reporting on the annual monitoring of the boroughs main town centres

including West Hampstead (**Action E1.2**).

A new West Hampstead Business Forum has recently been formed, with representatives from a variety of businesses in the area. The Council helped to facilitate this and will continue to offer support and assistance, although the Forum will be remain self-managed and independent of the Council. The Forum are currently establishing their role and activities but this could provide a more comprehensive local network for the channelling of information so that local businesses are kept up to date with opportunities and support (**Action E1.1 and E2.1**).

### Maintaining diversity in West End Lane and Mill Lane

A successful, vibrant and diverse West End Lane is a key priority for local people in the area. The Council's recently adopted **Local Development Framework (LDF)**, contains specific planning policies to robustly protect shopping frontages and to ensure that an appropriate balance of uses is maintained within town centres and neighbourhood centres. **Camden Planning Guidance** contains additional area specific guidance relating to West Hampstead identifying key retail frontages and secondary frontages and providing clear guidance relating to the percentage of retail versus non-retail



uses that can be allowed. The Council can control some changes to uses in the town centre but not all as a number of changes, such as the change from a retail shop to a coffee shop, can take place without the need to obtain planning permission. The Council will continue to monitor the mixture of uses carefully and where planning approval is required apply this guidance or take appropriate enforcement action where necessary (**Action E1.4**).

Mill Lane is very different in nature to West End Lane, with a mixture of independent shops and services meeting a different range of needs. The high vacancy rate is a concern and actions need to look at how this could be addressed. This may include working with landlords, more effective promotion of shops and services and physical improvements (**Action E1.3**).

Whilst independent businesses contribute significantly to the character of the area, the Council can have no control over whether existing premises are occupied by an independent business or chain, provided that it operates within the authorised planning use class. However, local people can actively support independent businesses, as where people choose to spend their money can be a huge support to local independent businesses. Local people can in this way influence the shops and services available in the area.

### **New retail developments**

Some of the potential developments happening in the area would have frontages onto West End Lane and would therefore have an important impact on the town centre. Camden planning policies seek to help and promote small and independent shops by encouraging small premises suitable for occupation by small businesses including affordable provision.

**Camden Planning Guidance** seeks to ensure that where large developments of new retail provision (generally over 1000 square metres) is being provided it should include suitable provision for small businesses. This would be in the form of a small unit of no more than 100 square metres, designated for retail use. Camden also encourages developers to seek 'independent users' for this provision, which is defined as being a user generally



with 'no more than 5 stores'.

There is also an emphasis on seeking an affordable rent for that specific centre and securing this through a legal agreement. This needs to be negotiated in each case and to take account of the overall economic viability of any scheme. Given that small and independent businesses are a strong characteristic of this town centre, retaining this is a key priority for the area (**Action E1.5**).

### Support for an occasional market

The successful Christmas market held in 2010 and 2011 on West End Green demonstrates the potential benefits that an occasional market could bring to the area. Presenting the opportunity for small businesses and traders to promote themselves and draw people into the neighbourhood.

The location of such a market does need to be carefully considered to ensure that any negative impacts are minimised. Opportunities for a more permanent space should be explored as developments in the area come forward, with landowners or as part of the overall more detailed area planning guidance process (**Action E2.2**).

The setting up and running of an occasional market has been championed by ward councillors to

date and requires a lot of planning, organisation and basic administration. Opportunities should be explored to see who may be best placed in the future to take on this role including talking to the traders associations and local groups (**Action E2.2**). The Council is also undertaking a review of its Street Trading Strategy which includes markets and could potentially help in providing support and guidance for occasional markets.

### Look and feel of the shopping areas

The town centre is characterised by the winding nature of West End Lane and a mixture of mansion blocks with commercial uses at ground floor and some lower level purpose built units. A number of historic shop fronts remain, and the Conservation Area Appraisals and Management Strategies identify a number of these as positive contributors to the character of the area. It is also recognised that some detailing has been removed or covered by newer shopfronts and that any further erosion of the character needs to be carefully monitored

The Council has recently adopted new planning guidance on good shopfront design principles and advertising has been produced and is being applied by the Council's Development Management and Planning Enforcement Teams. The Council will make further efforts to support retailers and local businesses

in West Hampstead to make positive improvements to their shop frontages and take enforcement action where necessary. Through working together with the business community improvements to the appearance of West End Lane can be secured (**Action E2.4**).

If in the future it is felt that the erosion of the historical character is still an issue, the Council could then consider further measures to control this by applying additional planning controls in the form of an Article 4 Direction. This would mean that certain alterations that are currently permitted would require planning permission.

### Works to improve visitors to West End Lane and Mill Lane

Significant work has been carried out around the station area of West End Lane with a view to improving the street environment, removing street clutter and improving movement around the area and this is discussed in more detail in a later section of the plan. The works however did not extend north of the main station area and opportunities to extend these improvements should be explored further to ensure a unified perception of West End Lane. The overall setting of the shops and services along Mill Lane could be investigated further to consider whether there are opportunities to improve the appearance of the centre (**Action M1.2**).

Legible London signs are being proposed for West End Lane to assist people moving around the area. The inclusion of Mill Lane retail area on the Legible London scheme could help in making people more aware of the shops in the area and encourage them to visit (**Action E2.3**).

### Support for creative / micro businesses

West Hampstead has over 200 businesses from the cultural and creative industry sectors many of which are micro businesses with under 5 employees or freelancers working from home. These contribute significantly to the local economy and the character of the area.

The principle business types are software and electronic publishing, followed by music, film, photography and advertising.

As for other parts of Camden the availability of affordable workspace to make the transition from working from home to commercial premises is difficult. Given the indication of high levels of these types of business, opportunities for the provision of this type of space, including small workshops and serviced office space should be explored particularly as part of new developments. This could include the provision of some form of touchdown space or serviced meeting space to allow businesses to have a

formal setting for meetings to help the transition from the home working environment (**Action E1.6**).

### Helping young people into work

Whilst West Hampstead generally has high levels of employment, the younger population (16 – 20 age group) has shown a possible upward trend of unemployment together with neighbouring Kilburn. Given the potential development opportunities in the area, the Shaping Services work is investigating opportunities to prepare young people to take up opportunities locally through working with the Voluntary Community Sector to ensure people are work ready (**Action E1.7**).

#### What is already being done:

- Supporting business community through targeted information and support,
- Applying planning policy and supplementary planning guidance to protect diversity of high street uses
- Updated planning policies and guidance have come into effect relating to shop fronts.

#### Proposed headline actions:

- Support the newly established Business Forum
- Facilitate engagement with local land owners and landlords to consider how the private sector can support a thriving centre and reduce the vacancy rate in Mill Lane
- Negotiate with developers of retail space to try and secure the provision of space suitable for small independent retailers (A1) and utilise S106 negotiations to secure this as affordable space where possible.
- Look for opportunities for the provision of a space suitable for an occasional market, with both developers, existing landowners or on public land.
- Work with Business Forum and partners to investigate opportunities to increase visitors to West End Lane and Mill Lane.
- Secure new employment floor space in developments appropriate for small start up businesses, shared meeting spaces or serviced offices.

To provide new open space and improve the local environment

**Improving the amount of accessible open space** and quality of the environment was a priority identified by local people. Opportunities to explore could include new public spaces, orchards, food growing opportunities and more street trees.



# To provide new open space and improve the local environment



Improving the amount of accessible open space and quality of the environment was a priority identified by local people. Opportunities to explore could include new public spaces, orchards, food growing opportunities and more street trees.

## Key Objectives:

- Provide new accessible open space to benefit the area
- Continue to improve open spaces, food growing, biodiversity and sustainability
- Maintain the valued quality and historic character of the area

## New opportunities for public open space

The West Hampstead growth area and development opportunities offer the potential to provide new accessible open space for both existing and new residents and to secure improvements to existing spaces.

The Council and the community will work together with developers to secure appropriate open spaces to meet the identified needs in a coordinated manner. The nature of these open spaces should be developed in consultation with the community

whilst being mindful of potential impacts on Council resources from potential ongoing maintenance costs. (**Action G1.1**). A more detailed area planning guidance document can investigate this issue in more detail (**Action G1.2**).

Opportunities should also be explored for the provision of space suitable for occasional markets and community events which can also assist in boosting the local economy (**Action E2.1** and **E2.2**).

## Improving existing open spaces

The Council has completed improvement works to Maygrove Peace Park, with new and improved traditional playground, natural play for older children, outdoor gym and multi-use games area. These improvements and the active community around it helped earn the park a Green Flag and Silver award from London in Bloom in 2010.

West End Green has also been improved and new natural play equipment provided in Sumatra Road open space. Mill Lane open space will be upgraded following the completion of the expansion of Emmanuel primary school and will include improved natural play provision and enhancement of the ecological value and educational aspects for the school and wider community. This work will be done

in conjunction with voluntary groups and partners. (**Action G1.3**).

## Improving Green Chains and Corridors

The railway embankments are important parts of the green chains and biodiversity corridors in this area particularly due to the number of railway lines that pass through this area. It is important to ensure that these are protected and enhanced, particularly where developments are proposed alongside the railways.

The Council are also seeking to encourage partners, such as Network Rail, to ensure these lands are actively managed to ensure they help support the biodiversity of the area as a whole and work together to improve the missing green habitat link (**Action G1.6**).

## New opportunities for making the area greener

Work to provide more greenery on a number of identified estates has been undertaken in the area, including West End Sidings estate which includes the provision of food growing areas. A new community orchard has also been planted on Lymington Road estate.



Achieving a Greener Camden is a key objective for our **Green Action for Change** plan which identifies that working with our partners and communities is essential to achieving this.

The establishment of the ‘**Green Zones**’ scheme, will encourage communities to come forward with ideas or undertake audits to identify opportunities to improve all or a part of their local area, estate or street, and work with Camden to make those changes happen. There is likely to be some small funding opportunities for certain elements of this programme (**Action G1.4**).

This is because improvement to open spaces and finding food growing opportunities can be more than just Council parks or land as there are lots of spaces in the area that locals know about that could be improved, in various ownerships.

Local action is already happening in this respect, with a good example of this relating to a piece of land immediately adjacent to the entrance of Billy Fury Way and to the rear of 138 West End Lane. This is currently a dumping ground for rubbish and a potential fire hazard. Discussions initiated by the Safer Neighbourhood Team between the owners, Network Rail and the freeholder of the adjacent residential mansion block are exploring options for the tenants to take over the management of this space, upgrade it and bring it back into use.



If successful, this would significantly improve this area, provide a small pocket of additional space and is an excellent example of partnership working (**Action G1.3**).

There are a number of pockets of isolated land around the area, particularly along the railway lines similar to this that could benefit from improvements, which could be done on a piecemeal basis or more holistically as part of the green audit process (**Action G1.2**).

## Food growing opportunities

New food growing schemes have been implemented through the Capital Growth programme at a number of locations including the Homeless Hostel on Dennington Park Road and work has commenced to establish a community orchard at Lithos Road.

This programme enables interested / active groups wanting to establish community food growing projects, to access practical help, grants, training and support. Camden Sustainability Team and the Green Zones programme offers support and an enabling role to help set up schemes, in terms of helping to check ownership issues, assistance with leases and support to make the applications.

Opportunities can also be explored for new food growing opportunities as new sites come forward for development to incorporate aspects to allow this such as appropriate water points, positioning etc at early design stage (**Action G1.5**).

West Hampstead has a new Transition group, who have also been looking to identify sites for further food growing opportunities as well as other green improvements to the area.



## Tree Planting

Street trees can contribute significantly to a sense of green within an area and can assist in improving biodiversity and adapting an area to a changing climate. Camden is committed to its tree planting programme, including maintaining, replacing and new trees. The southern part of West Hampstead has been identified as a priority area for the provision of new street trees and Camden Council are applying for funds from the Mayor's 10,000 Street Tree Fund for greater London to help address this issue. If funding is granted the new provision could

significantly improve streets in the southern part of the area (**Action G1.7**).

Detailed investigation work will need to be undertaken to identify suitable locations. In some places it may not be feasible to locate new trees due to the proximity of underground services close to the surface of the pavement. This work is likely to be programmed for 2012.

## Promoting sustainability

The consultations indicated that residents in West Hampstead are very supportive of promoting greener and more sustainable ways of life. This is also a key objective of the Council's **Green Action for Change (2011-2020)** plan which outlines goals to reduce the carbon footprint and waste output of the borough through working with partners and communities.

Given the wide span of conservation areas and the number of listed buildings in West Hampstead there is a need to ensure energy efficiency measures preserve historic features and character. It is possible to improve the performance of these buildings whilst safeguarding them and their appearance so that they remain comfortable and attractive places to live into the future.

The Council has produced specific planning guidance '**Retrofitting Planning Guidance - June 2011**' to guide residents

through the planning process when considering retrofitting their houses with efficiency or renewable energy measures. This provides guidance for most of the typical forms of housing within West Hampstead and advice as to when planning permission or listed building consent will be required.

The Council will continue to investigate opportunities to assist with the costs of these works together with promoting national programmes such as the **Green Deal** which will come into effect in 2012. This scheme will offer loans to home owners to install energy saving measures in their houses

## Maintaining the area's valued historic character

The area's extensive conservation areas and listed buildings reflect its significant architectural heritage which is highly valued by local people. Both the conservation areas have appraisals which set out the special character of the area which are to be preserved or enhance. South Hampstead and West End Green Conservation Areas also have Management Strategies which were adopted in February 2011 and provide clear guidance about how the Council will seek to manage this historic environment. This guidance will be applied to all new developments in the area and provides an excellent tool for maintaining the valued character.

South Hampstead has an Article 4 Direction, to help preserve the character of the area as it had been previously identified as a conservation area at risk. This means that residential properties need to apply for permission for nearly all external alterations to their properties and boundary treatments to ensure there is no further erosion of the character.

### **Basement controls**

With high land values in the area, the development of basements has become increasingly popular as a means of gaining additional space, without having to relocate. This is a general trend here as well as in other parts of Camden. Whilst basement development can make efficient use of the boroughs limited land, in some cases they can cause harm to amenity of the neighbours, affect stability of buildings, cause drainage problems or damage the character of the area. The Council has produced some detailed guidance in the **Camden Planning Guidance - Basements and Lightwells**, which provides clear guidance where planning permission is required to ensure that this type of development does not detrimentally affect the area or neighbours.

#### **What is already being done:**

- Maygrove Peace Park awarded Green Flag.
- Completed park improvement works to Maygrove Peace Park, West End Green and Sumatra Road open spaces.
- New food growing opportunities provided at West End Sidings estate and community orchard at Lymington Road estate.
- New guidance on retrofitting sustainability measures.
- Updated Conservation Area Appraisal and Management Strategies for South Hampstead and West End Green Conservation Area.
- Camden Planning Guidance for Basements and Lightwells.

#### **Proposed headline actions:**

- Negotiate appropriate accessible open space in new developments and opportunities arising from Council owned sites.
- Use more detailed area planning guidance to look at co-ordinating locations.
- Continue to improve existing parks and open spaces in conjunction with local communities.
- Work with partners to lobby Network Rail to address the missing green habitat corridor along the railway and enhance biodiversity.
- Work with partners such as Transition, local residents groups and Safer Neighbourhood Team to explore all opportunities to improve green aspects of the area including establishing Green Zones and identifying potential sites for improvement.
- Support opportunities to increase food growing and for groups to access Capital Growth funds.
- Explore opportunities to deliver more street trees in conjunction with the Mayor's 10,000 street trees programme.

# To deliver improved local services

**West Hampstead has active community groups** and a number of facilities for local people, which are highly valued. Local people raised concerns about community provision across all age ranges and how services will continue to be delivered with cuts to government funding.

## To deliver improved local services



West Hampstead has active community groups and a number of facilities for local people, which are highly valued. Local people raised concerns about community provision across all age ranges and how services will continue to be delivered with cuts to government funding.

The development opportunities within the area provide a real opportunity to assist in ensuring the continued delivery of services to the community that meet the needs of both the existing and new residents. Although innovative methods of delivery should be investigated to ensure the long term sustainability of the services (**Action C1.1**).

### Key Objectives:

- Continue to monitor the demand for school places and nursery provision
- Continue to support local voluntary sector organisations and investigate innovative delivery of services.
- Negotiate with developers for 'affordable' provision of community space for local groups

### School and Nursery places

A lack of primary school places in the West Hampstead area has been an ongoing concern for

sometime. At the start of school year 2011/2012 provision had been increased at the new St Luke's Free School and through the expansion of the existing Emmanuel school one year earlier than originally expected. This increased the overall number of places by an additional 30 within West Hampstead and the wider area. Despite this there were still a number of unplaced children this year and the latest projections for future demand remain high.

As part of the **CIP** the Council is considering the development of a new primary school in the area with the Council owned Liddell Road site (off Maygrove Road) being identified as a possible location. Officers are due to report back to Councillors in summer 2012 regarding pressure on places and the possible building of a new school on this site. The Council and its partners will continue to monitor the situation and explore the possibility of a new primary school in the area (**Action C1.2**).

The number of nursery and play centre places in the area also need to be considered and kept under review, particularly with regard to the changes in free provision requirements for disadvantaged 2 year olds. The reviews will include consideration of capacity in council buildings, voluntary sector and from new developments (**Action C1.3**).

### Health services

The predicted growth in the West Hampstead Area will contribute to a significant population increase in the area in the coming years. This will in turn increase the demand for local services such as Doctors and Dentists.

The NHS (currently through the Primary Care Trust) works with the Council to ensure that the needs of the area are met however, in the past the level of NHS engagement in major planning proposals has been limited. To ensure that the growing health care needs of West Hampstead can be met the NHS and the Council should consider how they can improve joint working in the future to ensure that resources are allocated in the most efficient way to where they are required. As major schemes come forward, applicants will also be required to submit social infrastructure studies to demonstrate what impact their schemes could potentially have on facilities in the area (**Action C1.4**).

### Supporting the voluntary and community sector

The Council's Communities and Third Sector Team have designed and implemented a new support and investment programme for voluntary and community sector organisations in Camden which is aimed at targeting reduced resources in areas of highest impact.



West Hampstead is home to a number of community groups which play a vital role in supporting the community of the area. These are less numerous than in other parts of the borough, and only a few have been funded by the Council in the past. The impact on council budgets of central government funding cuts has meant that some voluntary and community sector organisations are facing a reduction in funding and in some cases the withdrawal of funding.

The Sidings Community Centre which is a major provider of local services in the area was successful in securing funding. They provide community education and recreation programme's for adults, ESOL, creative writing, computing, dance and healthy eating amongst other things. The Community Association for West Hampstead (CAWH) which operates West Hampstead Community Centre was unfortunately one of the organisations affected by the cuts. The Council is working with the CAWH to offer transitional support and to assist with accessing alternative sources of funding. The Council has also introduced a new rent relief policy that will enable the CAWH to occupy the premises without needing to pay rent.

Continuing to work with voluntary and community sector organisations will be key to the continued delivery of community services (**Action C1.5**).

As discussed earlier in this plan, the Council is undertaking Shaping Services to think creatively about how it can support local services in the future. This work will consider how the Council can help enable services to be delivered more efficiently and in a way that focuses on the local priorities. This might include considering co-locating services to improve efficiency and resilience and considering the role of the area's schools as hubs for the community (**Action C1.1**).

## Youth Services

Some local people thought that the West Hampstead area had particularly poor youth facilities and identified a connection between this and anti-social behaviour.

There are however a number of youth services in the area and in the surrounding areas which can be easily accessed by local young people. These include the Sidings Community Centre at Brassey Road, the Kilburn Youth Station at Kingsgate Place and a bit further away Hampstead Community School and Westcroft Youth Project in Barnet and The Winch in Swiss Cottage. These provide a range of activities, sports, arts and youth support.

The Council is in the process of setting up the Area Youth Partnership, with West Hampstead falling

within the North Area. The partnership is made up of local youth service providers including the Council and voluntary sectors and aims to offer a coordinated service which maximises local staffing and financial resources, avoids duplication and is not restricted by area boundaries (**Action C1.6**).

The Council conducted a Youth Review Consultation and found that generally young people were aware of the services available to them in their area, but that knowledge of services amongst parents and adults was limited. Youth projects in West Hampstead have been engaging in outreach work to get more young people involved with local projects, and have also been liaising with local police, housing and schools to publicise their programmes. However, further publicity and promotional work would help to inform parents of the facilities on offer and to raise awareness (**Action C1.7**).

One potential small change that could help increase awareness of the existing facilities in the area could be to provide clearer signage to the Sidings Community Centre to improve way finding to the centre which is located at the top of Maygrove Peace Park (**Action C1.8**).



## Lack of affordable meeting space

Local representatives felt that there was a lack of affordable meeting spaces for voluntary and community associations to access. Such spaces may be identified or created through the many planned developments in the area or through the CIP programme and there may be possibilities to secure such spaces through Section 106 Agreements in major developments. Local representatives could also explore possibilities with local businesses or organisations which may have spaces they are willing to offer for this purpose. **(Action C1.6)**

## Community Safety

Local people also raised the connection between the provision of youth services and anti-social behaviour. Following the civil unrest of summer 2011 local youth projects in the West Hampstead area helped to engage young people in the Community Summit, Youth Actions Group conference, held in September 2011. This outreach work has been carried forward with young representatives from Kilburn Youth Station meeting with the local police to discuss concerns and to forge better relationships between young people and the local Safer Neighbourhood Team (SNT). The SNT are also active in setting up events with local youth groups and sports facilities to

encourage more young people to become involved in local activities and to divert them from anti-social behaviour **(Action C1.7)**.

Burglary remains a concern for local people and the local safer neighbourhoods team consider this to be a priority in the area although recent figures show that rates of this type of crime have significantly reduced. One of the main factors influencing this reduction is likely to be the SNT's targeted action with the local community over the last couple of years to set up wide reaching neighbourhood watch schemes that currently boast over 160 members. This has also included the circulation of a newsletter with information about how to secure property.

Improvement works to Billy Fury Way (as described in open space section) have helped to improve the environment and safety on this key pedestrian connection between Finchley Road and West End Lane. The Graffiti project which provided the mural at the West End Lane end of the passage has now been expanded borough wide with the railway bridge along the passage being a potential site for future coordinated graffiti work with local young people. The SNT is working with Network Rail and local residents to secure further improvements to the walkway **(Action M1.3)**.

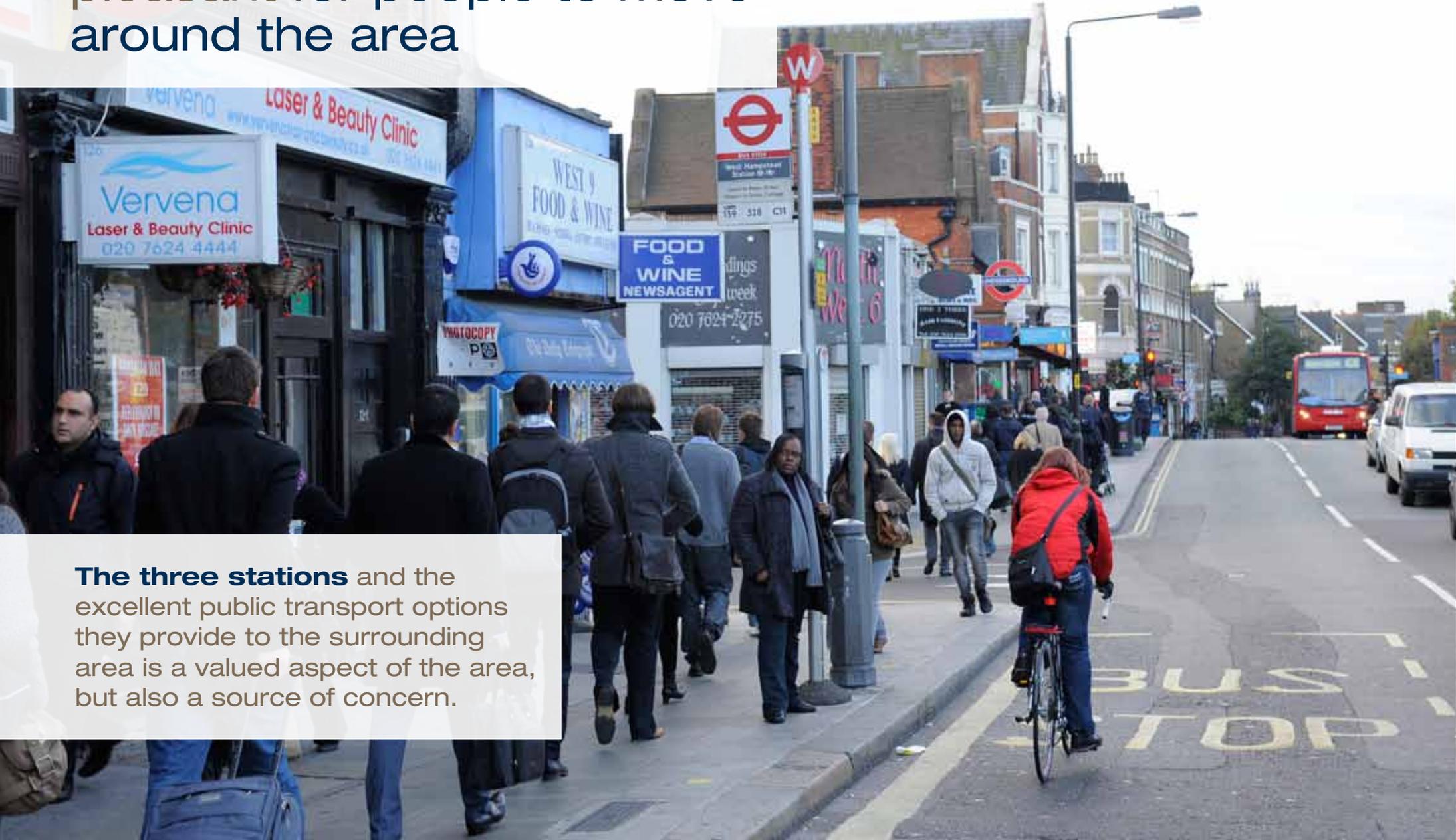
### What is already being done:

- The Council have designed and implemented a new support and investment programme for voluntary and community sector organisations and are offering various forms of support to voluntary organisations.
- The Council is undertaking Shaping Services work to think creatively about how it can support local services in the future.
- A review of Play Services throughout Camden.
- The north area youth partnership has been set up to deliver youth services more effectively in West Hampstead and the wider area.
- The local SNT have worked with the community to set up a number of neighbourhood watch schemes and have hosted particular events to engage with young people in the area.

### Proposed headline actions:

- Provide additional primary school places to meet existing and future demand if school planning work confirms need.
- Ensure that adequate health facilities are provided to cater for the predicted population increase and improve joint working with the providers.
- Investigate innovative delivery of services in partnership with local communities and voluntary groups in conjunction with Shaping Services work.
- Increase awareness of local youth facilities amongst the community.
- Continue to investigate collaborative opportunities with partners to engage young people in local activities and events, such as sporting clubs, graffiti life projects and outreach work.
- Explore provision of affordable meeting space for community group use as part of new developments and multi purpose spaces.
- Continue to improve community safety and the environment along Billy Fury Way and other footpaths.

To make it easier and more pleasant for people to move around the area



**The three stations** and the excellent public transport options they provide to the surrounding area is a valued aspect of the area, but also a source of concern.

# To make it easier and more pleasant for people to move around the area



The three stations and the excellent public transport options they provide to the surrounding area is a valued aspect of the area, but also a source of concern, due to the difficulties it can present in moving through the area and as a gateway to the town centre as a whole. Improvements to the train stations and services are already being delivered in the area and more are expected in the near future.

Movement around the area away from West End Lane connecting the town centres and residential areas would also benefit from significant improvement.

## Key Objective:

- Continue to improve how people move around and between the three station

## Improvements to the train stations and services

The works to the Thameslink station are complete with the new access onto Iverson Road now open. The new bridge and lifts, have improved accessibility and also serve to reduce the pressure on the footbridge, to the north of West End Lane. The works to expand the platforms to accommodate 12 carriage trains are also complete

and whilst these longer trains are now operating on the line they do not yet stop at West Hampstead.

The Overground station is currently small and the ability to provide a disabled access compliant station is limited. Increased service and capacity is also expected on this service post 2012. A proposed upgrade of this station is on Transport for London's list of priorities.

Given that the site adjacent to this station is an identified potential development site (187 West End Lane). Agreement has been made with Network Rail in conjunction with council discussions, to safeguard a parcel of land to allow for the future expansion of this station. Therefore any development occurring before this would not prejudice this expansion and will ensure that a substantial improvement to the on street interchange environment is achieved (**Action M2.1**).

The Underground Station also has no disabled access at present, but is not currently scheduled for upgrading. There has been ongoing upgrading works of the tube lines and suspension of services at weekends. **West Hampstead Amenity and Transport (WHAT)** are continuing to investigate issues on this line and work for improvement to services (**Action M2.2**).

## Improving the on street movement between stations

At peak times of the day in the morning and evenings the pavements between the three stations are crowded. With the expected increase in train services, capacity and local population ensuring the 'interchange area' is safe, attractive and functional remains a key objective for the area.

The Council has recently completed a number of improvements to the on street area between stations, including widening the pavements where feasible, extending crossing widths and removing street clutter where possible. Bus stops have been relocated and guard railing removed. These works have significantly improved the public realm area and the Council are continuing to work with partners such as WHAT around further improvements.

Given a number of potential new developments front onto West End Lane and the potential increased users of the area, opportunities to further explore on street improvements should be undertaken. The Council have expressed a clear requirement in the draft Sites Allocation document for new buildings along West End Lane to be set back adequately to provide a wider footpath to ease the pressure on the public realm (**Action M1.1**).



### Improving movement in and out of the area via pathways

The railway lines contribute to the division of the area and the ability for people to move around the area away from West End Lane. There are a number of footpaths adjacent to the railway lines which link the residential area to West End Lane and to each other.

Considerable work has been done by the Safer Neighbourhood Team, Councillors, council departments and other partners to improve the existing pathways across these areas.

The paths have been hotspots for anti social behaviour in the past and are in a rundown condition and poorly used. Work so far has included renaming the laneways so that they are clearly identifiable to all and could allow for consistent monitoring of any antisocial behaviour.

This has led on to a wider community project being championed by Council and the Safer Neighbourhood Team, with the renamed Billy Fury pathway (formerly Lithos Passage) celebrating its connection to the 1950's musician who recorded in the local area. A mural has been provided at the entrance to the pathway and Network Rail, the Council's street engineering and street cleaning services are working together to repair and improve the appearance of the entrance to ensure that it is more attractive to users. This is an excellent example of ongoing joined up working to deliver clear improvements to the area (**Action M1.3**).

Billy Fury Way footpath provides a good link from West End Lane through to Finchley Road and across to Lithos estate. It is a long pathway and further opportunities for improvement should be investigated as part of a wider strategy for movement around the area.

Black Path, north of the Thameslink station and Potteries, the footpath next to 156 West End Lane provide important links to and from the town centre from the surrounding residential areas.

Opportunities to further improve these to ensure they are used should be explored, particularly if 156 West End Lane is developed (**Action M1.3**).

The main route along Blackburn Road towards the O2 centre is well used but could benefit from some overall improvements to the pavement surfacing, sightlines and lighting (**Action M1.3**).

There are also currently limited existing opportunities for north south links across the interchange area as a whole. All these movement issues would benefit from an overall strategic approach and this can be further investigated in the more detailed area planning guidance study (**Action M1.4**).

### Promoting alternative means of transport

Improving how people can move through the area and creating more pleasant environments for the pedestrian and cyclist would help support people using these alternative means of travel.

Opportunities that can be explored relate to reducing traffic speeds in residential areas, allowing cyclists to go down one way streets and traffic calming measures at junctions to prioritise pedestrians. Increased cycling parking in suitable locations could also assist in promoting cycling in the area.



The Council is investigating these potential measures with residents in the area and implement feasible schemes (**Action M1.5**).

### Issue of car parking

Car parking is always an issue that generates debate. Camden's overall position is to encourage a reduction in motor traffic levels and encourage and promote the use of sustainable modes of transport such as walking, cycling and public transport. There is clear Planning Policy which is rigorously applied

to development proposals requiring there to be car free where there are good public transport options, which there are in West Hampstead.

The car free status of developments is a legal requirement on properties which prevents occupiers receiving a residents permit, which would allow people to park in the area. Internal systems ensure that this restriction is communicated to the Parking Department. Any breaches of the car free status, in terms of receiving residents parking permits can be investigated.

The issue of people avoiding the parking restrictions however requires a more general assessment of the parking controls in the area, to ensure that they are delivering the best option for all residents. The Council is undertaking a Parking Policy Review which will provide an opportunity to investigate this issue further.

Demand for parking in Camden is high and the Council seeks to maintain the balance between different and competing users: residents and their visitors, businesses operating and carrying out deliveries across the borough, disabled people and trades people.

There will be a continued need to manage this pressure, particularly as West Hampstead is identified as an area expected to accommodate more housing and employment space.

The Council's existing parking arrangements have played a key role in reducing the number of private cars travelling on Camden roads between 2001 and 2010 by 26%. In 2001 56% of households in Camden had no access to a vehicle. The number of resident permits issued in recent years has not increased indicating that car ownership in the borough as a whole is continuing at the same level and that the majority of households in the borough still do not have access to a vehicle.



As a result of the [Parking Policy Review](#) it has been agreed that a public engagement exercise will be carried out concerning controlled parking zones. As part of this process stakeholders will be provided with the opportunity to comment on the size, hours of control and the length of maximum stay in pay and display bays. The results of this consultation will be used to determine where changes to the current arrangements are required and will be investigated further (**Action M2.3**).

The Council will also continue to encourage the provision of car clubs as part of major developments.

### Impact of servicing on West End Lane

Stakeholders were concerned about the impact of vehicles servicing the two local supermarkets on West End Lane and the impact this had on general traffic flows. Specific complaints have been investigated with the supermarkets and the delivery times amended where feasible. A review will also study the waiting and loading restrictions along the whole of West End Lane to ensure these deliver the best solution for all users (**Action M2.4**).

### Dealing with construction traffic

West End Lane is the main north south route through the area and given the number of development potentially happening at the same time it is important that the potential impacts of construction are well managed. The Council requires detailed construction management plans for developments and has a range of regulatory powers to ensure impacts like noise, traffic, dust and pollution are minimised during the physical construction phase. Careful coordination of these plans will be required to minimise the impact on the area (**Action M2.5**).

#### What is already being done:

- Improved pavements and crossings on West End Lane around the interchange area.
- Decluttered the footpaths, removed guard rails.
- Footpaths all renamed to assist in better way finding and consistency.
- Lighting improvements to Black path.

#### Proposed headline actions:

- Continue to work with partners, such as Transport for London, First Capital Connect and Network Rail about transport service provision in the area.
- Negotiate with developers of 187 West End Lane to ensure that potential to improve London Overground Station is not prejudiced.
- Provide improvements for cycling in the area, including additional cycle parking.
- Investigate the controlled parking zone restrictions as part of the Parking Review.