working for the future of Edgware Road
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I am delighted to present the Edgware Road Action Plan to you. The Action Plan was the subject of extensive consultation before its final adoption by the City Council’s Cabinet in February 2006. A snapshot of the results from that consultation can be found on page 32.

The publication of this Action Plan is an important contribution to the City Council’s One City programme. As well as bringing about much important physical change with the support of Transport for London, it will contribute to the area’s economic well being, and in particular improve the situation for small businesses. In the future, we hope that the Action Plan will also support Westminster’s aspiration for the establishment of a Business Improvement District for the area.

The Action Plan is also about working with residents and businesses in bringing about ever-greater community cohesion. The process of developing the Action Plan has already brought people closer together, and I look forward to that continuing as we deliver the many improvements to the area envisaged here.

I look forward to working with you to make our collective vision a reality.

Councillor Danny Chalkley
Cabinet Member for Economic Development and Transport

Edgware Road is home to many people – it is lined with flats and some Association members live here or in the near vicinity. Our members say that they want a pleasant, practical high street, in which they can walk, shop, bank, eat and drink with enjoyment and in safety. Some of the required elements are already in place, a few as a result of the discussions over the last year. Some improvements will be implemented over the next year, with essential funding secured already.

However, further efforts will be needed, as the Action Plan envisages a grand, cosmopolitan Edgware Road, attracting residents and visitors to its environs. The community will have to continue to work together in order to steer the right course and we have a fantastic blueprint on which to base efforts in the form of this Action Plan.

Heather Acton
Chair, The Marylebone Association

It has been an honour for me to be involved, on behalf of the Association, in the continued discussions about the redevelopment of the Edgware Road. It pleases me that a consensus has been reached about its future. The Edgware Road is more than just a thoroughfare; it is an experience, a community in itself, it is the nucleus of a way of life for many. We have all been gunning for the same outcome – an Edgware Road which retains its traditional roots but which is modernised so as to provide comfort and enhanced safety for pedestrians and quality services for its users, whilst preserving a community spirit. Residents, businesses, shoppers, service users and tourists are all brought together by the magic of the Edgware Road and this is why it has been, and will always remain, so important for us to look after it. I am convinced that the Action Plan for the Edgware Road fulfils this aim.

Daniel Geller
Chair, Hyde Park Estate Association
The emergence of a formal Action Plan for the improvement of the Edgware Road is marvellous news for all those of us with an interest in the success of this important London street.

It is easy to forget that Edgware Road is a busy shopping street at the very heart of the West End of London within walking distance of Oxford Street and Paddington Station, and with underground stations at either end. Given these features how could Edgware Road not be a success?

Well the answer is that despite all this there is much to be done. The street needs to offer a shopping experience which attracts more people to visit more frequently whilst maintaining the cultural diversity which contributes to its appeal for so many. What is more it must do this whilst preserving and protecting the environment and character of the neighbouring residential areas.

The Edgware Road Action Plan provides a welcome opportunity for true partnership amongst a broad range of interests and it provides an exciting platform which if widely promoted and supported, could see the start of changes to Edgware Road which will be a benefit to everyone involved.

Hugh Seaborn
Chief Executive, The Portman Estate

This Action Plan represents an important step forward in the continued development of the Edgware Road economic and social environment, which will in time crucially benefit both local businesses and residents. The Church Commissioners, landlords of the adjoining Connaught Village, with its mix of boutiques, small local businesses and specialist restaurants, support this strategy for the future. In accordance with this vision we will endeavour to support the programme efficiently and effectively.

Joseph Cannon
Head of Projects and Strategy, The Church Commissioners for England

It is important that the development and management of London’s streets takes into account the needs of all road users. In doing so, there is a need to find a balance between the movement of people, vehicles and goods, whilst ensuring that our streets are safe and a place that people want to be. Edgware Road plays an important role in the street scene of Central London and performs both a local and strategic function for the Capital.

Transport for London is committed to working with Westminster City Council together with the communities of Edgware Road and its immediate surroundings in promoting and delivering an exemplar streetscape project which will build on the area’s vibrant qualities. The Edgware Road Action Plan is a very successful example of partnership working.

Mike McCrory
Director of Road Network Development, Transport for London
context

An Action Plan is about partnership working to identify, promote and fund important improvements that will help revitalise an area.

As part of our commitment to secure a positive change in the Edgware Road, the City Council has produced an Action Plan for the busy commercial and residential area between Marble Arch and the Marylebone Flyover.

Action Plans are an effective means of channelling local concerns, support and funding into a selected area to generate improvements. We are already using them to great effect in our work to revitalise Leicester Square, Chinatown, Covent Garden and other areas of the West End as part of our Civic Renewal Programme. The forthcoming One City Vision will provide continuity in the Council’s support for the Edgware Road.

This Action Plan sets out the background and principles for achieving change. At the heart of the document is a schedule of actions and a likely timetable for delivery, if funding can be found.

Our approach is an inclusive process, drawing together ideas from a wide range of interest groups, including the Edgware Road Dialogue Group, local residents and traders, amenity societies, business associations, the police and emergency services, Transport for London, The Portman Estate, Church Commissioners and other key agencies.

This document is the final Edgware Road Action Plan as adopted by the City of Westminster Council’s Cabinet in February 2006. A draft version was subject to wide consultation that included community workshops, roadside exhibitions, press coverage and the distribution of over 4,500 copies of the Edgware Road Action Plan. In addition, full text versions of the Action Plan were made available in Arabic.

This document reflects the views and concerns that have been received through the process of consultation, for example from the Marylebone and the Hyde Park Estate Associations. The associations have been very supportive throughout the consultation period and have expressed continued support for the City Council’s aspirations for the Edgware Road.

Another example of partnership working is the further commitment of several million pounds that has been received from Transport for London. This together with the on-going support from The Portman Estate and Church Commissioners is an example of how the City Council continues to work in partnership with key stakeholders in the Edgware Road and its surrounding area.

This Action Plan is presented to you as the final document that works towards a better future for the Edgware Road.

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1 Edgware Road Dialogue Group is attended by representatives of the Marylebone Association, Hyde Park Estate Association, the Police, Hilton Metropole Hotel, Transport for London, The Edgware Road Association, The Portman Estate, Church Commissioners and the City Council.
introduction

For many the Edgware Road is an arterial highway used to access the West End, for others it’s a place to live, work or visit. However, we recognise the Edgware Road has a long history and deserves an exciting future.

يعتبر الكثيرون أن إدجوار بود مجرد شارع رئيسي للمرور السريع إلى حي الوست إند، ولكنه بالنسبة لآخرين مكان للمعيشة والعمل والزيارة. ونحن ندورنا تعتبر إدجوار بود موقعنا له تاريخ عريق ويستحق مستقبلاً مثيراً.
The origins of modern day Edgware Road can be traced back to its sylvan beginnings when the Celtic Britons used it as a forest track. This was long before the Romans appropriated the route to create what was to become Watling Street. The present day road is upheld as one of the most important feats of pre-Victorian engineering. As testament to this, today's thoroughfare follows much the same path as chief engineer Telford's original 1811 design.

To the south, where it meets Bayswater Road and Marble Arch is the site of the infamous Tyburn tree. In the 17th century Oliver Cromwell was exhumed and posthumously hung in chains after the restoration of Charles II. Throughout its past the road has been associated with many famous characters and events. Shakespeare was said to have acted at the Red Lion Inn during his time as a strolling player whilst Ben Jonson was a frequent visitor to the Old Wheatsheaf Tavern.

To the north where the road becomes Maida Vale, it crosses the Regent's Canal. South of the Westway and to the west you will find Paddington Basin and the junction of the Grand Union and Regent's canals - known as Little Venice. The Metropolitan line opened in 1863 and Edgware Road gained high profile status becoming one of the stations on the world's first underground railway.

There have been many communities that have settled in the Edgware Road at different times, beginning with the Huguenots in the 18th century and subsequently followed by the Greeks and Asians. Add to this, is a history that includes various painters, bohemians and writers living in and around the locality, and we can see how Edgware Road can be regarded as a microcosm of wider London itself.

There has been a Jewish community in the Edgware Road for the past 200 years. The West London Synagogue was founded in 1870 and most of its founders were previously members of the Bevis Marks Synagogue. In its current incarnation the road boasts a myriad of cafés, restaurants and shops that specialise in Middle Eastern food and culture alongside the longer established premises. Arabic communities and businesses are an important part of the road's modern day life. Arabic communities began arriving in the late 19th century with the expansion of British trade in the Ottoman Empire and this immigration has continued. In the 1950's Egyptians arrived to seek work and education. In the 1970's a larger influx into Edgware Road began. Money from the Gulf oil boom brought Arabs to the area, which also coincided with the Lebanese civil war. The overthrow of the Shah in Iran and civil unrest in Algeria contributed to further immigration, and Arabic communities have continued to settle and set up business in the Edgware Road up to the present day.

Famous as one of the oldest roads in Britain, Edgware Road has an extensive and important part in London's history and continues to hold a certain attraction for its present day inhabitants. From ancient times when the area was covered by Middlesex forest to today's bustling stretch of restaurants and shops, many different races and peoples have made up the ever-changing face of this area. This is illustrated by the 18th century French Huguenots that settled in Paddington village; the opening of the first ever Indian restaurant in 1810; the Jewish reformers who founded the West London synagogue in 1870; and to the present day Middle Eastern community that began to settle in earnest in the 1970's, the road and its surrounding area has emerged as a composite of different cultures and religions that have thrived in recent years.
Our vision for the Edgware Road, between Marble Arch and the Marylebone Flyover reflects the support we have received from residents, businesses, landowners and public agencies. We believe that this vision is realistic and achievable. It incorporates:

- Its function as a key central London arterial route, minimising any detrimental impacts.
- An attractive, vibrant, safe and accessible urban environment that offers good residential, business and visitor amenities.
- A strong and distinctive identity as a shopping and eating district, serving residents, local workers and visitors, ensuring that people of all ages are catered for.
- A place that celebrates its full cultural diversity and cosmopolitan image.
- A place that adds to the tourism offer of central London.

This vision has been used to shape this Action Plan. The contents of the actions are listed and arranged under five topic headings:

> identity
> movement
> amenity
> safety and security
> cultural and visitor offer
identity

We believe that the Edgware Road can be known more than just the A5. Whilst it will continue to remain a toll free route for the Congestion Charge, the City Council with its partners will work together in order to develop a sense of identity. Its less apparent function as a retail and eating district may offer one such positive role, together with acknowledging the importance of the distinctive surrounding areas.

كما نعلم أن شارع إدغوار رود أكثر من مجرد طريق سريع للسيارات حيث سيبقى مكاناً من رسوم اليرور البخصصة لهذا الشارع، علينا أن البلديّة تحرص على الاستقرار مع الجهات المشتركة على الهوية القوية والمشتركة لهذا الشارع. وربما يمكن تحويل إحدى أوجه الشارع غير المشهورة، والمستحيلة في كونها حياً للمحلات التجارية والمطاعم، إلى إحدى الأدوار الإيجابية المستقبلية له، وكمثلها أهمية كبيرة للمناطق المحيطة بها.
retail destination
At times it’s hard to see the Edgware Road as a busy or bustling shopping district, being located so close to Oxford Street, London’s premier shopping area, and local residents often speaking of their preference for the shops in Marylebone High Street.

Nonetheless, there is something special about the Edgware Road. Whilst it offers the same basic comparative goods and services found in most inner London shopping districts, there is a core section which promotes a uniquely cosmopolitan offer. Complementary to the Edgware Road are the distinctive surrounding areas, such as Connaught Village and Portman Village, that offer a sophisticated range of shops and restaurants.

sector studies
How much this unique identity should be promoted or moved away from is hard to determine without a greater understanding of the Edgware Road’s retail sector and socio-economic profile, and of its contribution to central London. We believe a study is needed that would include shopper, visitor and resident surveys, if this important background information is to be obtained.

In addition, we will help convene focus group discussions, involving residents, businesses, landowners and key agencies that will consider the study findings and work together to develop and promote a strong identity. It may be that a shopping and eating district that caters for a culturally diverse neighbourhood and curious, offbeat tourists is indeed appropriate.

branding
Subtle branding and advertising, possibly including overseas advertising will be an important aspect in promoting the area and securing its new role. Any branding developed will be complimentary to the West End offer. However, we feel that there is as much work to be done to improve its current function and appearance as a retail street. We will work with landowners and property owners in addressing persistent problems of vacant shop units; the need for shop front and building improvements; and the need to produce a good, high quality mixed retail offer. Promotional schemes can be used to help encourage this developing brand. The City Council will also promote the Youth Passport scheme in the area which enables young people to take advantage of the discounts that are available through this provision.

We will suggest the introduction of voluntary discount schemes for residents when using local shops, services or leisure facilities. This will help increase local patronage. Offering parking discounts to visitors using off-street car parks when visiting local restaurants may help boost trade for both parties and reduce parking conflicts with residents, a positive experience in Chinatown.
**working together**
Partnership working with businesses, landowners, head leaseholders and the City Council will be critical, as will the role of the Edgware Road Business Association. The Edgware Road will benefit from businesses working in concert to agree a consistent approach to opening hours and outdoor dining. This will help avoid the present cluttered approach to al fresco dining and situations where premises are operating out of hours, making the street appear unattractive or quiet during regular shopping hours.

We will consider the appointment of a service facilitator or community liaison officer, similar to that in Chinatown, if we find that present lines of communication between the Council and the business community are insufficient. The Edgware Road Dialogue Group continues to provide a suitable forum and will continue to be serviced by the City Council; and we will encourage residents and businesses to support their local representatives on the Group. We will also work to put the business community in touch with existing business organisations, such as the Circle Initiatives and other emerging Business Improvement Districts (BIDs).

**business improvement district**
BIDs offer an effective and equitable means for businesses to lever in additional funding for a select area from local businesses through a democratic process. The funds are used to purchase additional services for the area and street improvements. We will support the Business Association in its efforts to establish a BID for Edgware Road. The City Council in its forthcoming One City Vision has made a commitment to support the economic-well being of the Edgware Road and its surrounding area.
movement

The Edgware Road is an important central London transport corridor and will remain so, with Transport for London’s plan to designate the road as a toll free route for all vehicles, as the decision to extend the Congestion Charge Zone westwards has now been made. Whilst we recognise the need to keep traffic flowing smoothly in the Edgware Road, more can be done to promote safe and convenient walking, good access and servicing as well, if its shops and businesses are to truly thrive. The economic well-being of the Edgware Road is supported in the City Council’s forthcoming One City Vision.

إن إدجوار رود شرعيان هام للنقل والمواصلات وسط لندن. وسيظل كذلك، حيث تخطط هيئة النقل العام لندن بزيادة شارع مجانى لمرور كل المركبات حيث تم توزيع منطقة رسوم المرور باتجاه الغرب من نطاقها الحالي بوساط البدية. ويبندا تدرك ضرورة الحفاظ على سهولة المرور في إدجوار رود. فإنه يمكن بذل المزيد من الجهود لضمان سير المشاة بأمان ويسر. وتشييد الوصول إلى مختلف أرجاء الشارع وتحسين الخدمات فيها. عملًا على تحقيق الازدهار الحضري للمحلات والمشروعات التجارية في الشارع. إن المستوي الاقتصادي لشارع إدجوار رود سيحظى بالدعم المستمر من قبل البلديه ضمن الخطة الخمسية.
transport
Laid out to suit the movement of goods and people, the Edgware Road continues to perform its role as a major central London arterial route. More than 3,400 vehicles per hour pass along the Edgware Road during peak hours. An additional 1,200 vehicles cut across its length. The road plays and, in TfL's current plans, will continue to play a pivotal role in its central London road network. Keeping traffic moving in the Edgware Road is essential not only to London but to local residents and businesses. We support effective traffic management, designed to improve bus transit times, maintain smooth traffic flows and provide access for local businesses and residents. Further efforts to reduce rat running across traffic and tailor coach access arrangements would bring added benefits not only to traffic flows but also to the neighbouring residential areas.

parking and deliveries
The reliance on lorries and cars for deliveries or transport will always be a feature of central London. Having Red Route status and the extension of the congestion charge has its own particular issues that make deliveries and collections complicated. With many businesses having limited storage or using fresh products, frequent deliveries are important. Additionally, a few outlets offer large products or large numbers of products for sale (e.g., furniture, supermarkets). People may need to return by car or van to collect them. We also recognise that travelling by private car is sometimes the only possible or convenient mode of transport, particularly for the disabled or families.

We will work with TfL to survey kerb-side activity and review opportunities for improving parking and loading provision in the Edgware Road area. We will provide up-to-date guidance for residents, businesses and their customers about loading and unloading. In addition, we will work to encourage the use of off-street car parking for visitors, through better public information or promoting improvements to the car parks themselves.

walking
Past emphasis as a traffic route has meant that pedestrians have faired second best. Unappealing subways sunk below a busy highway, over 1km of “safety” guardrail installed to fence pedestrians in and, limited opportunities for crossing, has impeded pedestrian movement and the area’s function as a shopping district. Despite the barriers to movement, pedestrian numbers remain high, with some stretches of the eastern side of the road recording over 1,000 pedestrians per hour during peak times. Flows on the western side, however, are half this level.

We want residents, workers and visitors to feel at ease when walking, and to encourage their use of local shops, parks and gardens. We feel efforts could be made to improve pedestrian facilities, by acknowledging desire lines removing guard rail and providing more and better pedestrian crossing points. Subway upgrades or, better still, their replacement with surface crossings would be of clear benefit to walkers. The junction of Cumberland Place / Oxford Street, Park West Place and many of the uncontrolled crossing points on the side roads adjoining the Edgware Road are hotspots for vehicle / pedestrian conflicts and need re-examining if pedestrians are to venture out safely.
clutter
But it’s not just about looking at the balance between vehicles and pedestrians. So much more could be done to help pedestrians if we were to look again at the myriad of bollards, posts, cabinets, telephone boxes, bus shelters, tables and chairs, ‘A’ boards, etc. that compete with pedestrians for pavement space. Street furniture usually performs a valid function; but if installed without care, it can impede pedestrian comfort and at times threaten safety. Efforts must be made to tackle physical clutter. We will work to remove redundant or unnecessary street furniture; cut down on essential street furniture; improve its design and careful siting; and clear away any unauthorised items on the public footpaths.

legibility
Signs are important too, to both drivers and pedestrians. If done correctly, signing is obvious and at the same time unobtrusive in the street scene. This isn’t the case in the Edgware Road, which suffers a proliferation of traffic signs and accompanying signposts that clutter the area. Pedestrians, on the other hand, have little to go on, with few way finders and shop numbering offering only intermittent help.

The Action Plan supports a thorough review of traffic and pedestrian signs, including the provision of more legible and comprehensive public information signs and an insistence on premises displaying street numbering.

expert help
Even with our knowledge and experience, improving vehicle and pedestrian flows remains a challenging task. Specialist organisations and interest groups, such as the motoring organisations, Living Streets, Westminster Action on Disabilities and the London Cycling Campaign can make important contributions. We will seek their input in securing these improvements.
amenity

A high level of amenity for residents makes good business sense and can be shared by all. What attracts and retains residents in an area will equally attract visitors and shoppers, encouraging them to stay rather than pass through. This action plan takes a holistic approach to our street environment and identifies improvements to the streetscape, services, communications and local business activities.
streetscape
Whilst traffic tends to dominate the street scene along the Edgware Road, we can help to soften the impact for residents, workers and visitors. Emptying the street of its physical clutter will go some way to improve visual amenity, opening up vistas into the more attractive side streets and the area’s more architecturally interesting buildings. Unifying street surfacing materials and selecting items from a compatible range of high quality street furniture will help establish a more co-ordinated and attractive street scene. Transport for London has given a commitment that the Edgware Road will be a high profile example of streetscape improvements as part of a London wide initiative.

In addition, we have identified Nutford Place, Marble Arch and the Marylebone Flyover as important focal points that would benefit from bespoke public space improvement projects. In the case of the flyover, this could go beyond its simple cleaning to incorporate a public art project that could provide a new, architectural lighting effect.

Planting and additional trees would be a welcome, softening addition to the street scene, and the Plan will continue to explore the opportunities for new planting within the Edgware Road corridor and its adjoining streets. Underground services, pavement vaults and CCTV, however, may hinder finding many suitable sites. The use of hanging baskets on lamp columns would go some way to meet this deficit. The Plan encourages strengthened lamp columns to meet the loading requirements and local businesses to participate in hanging basket sponsorship. In addition, TfL has given a commitment to ensure that the streetscape proposals for the Edgware Road will be of the highest quality. TfL and WCC will work in partnership to achieve this objective.

services
The Edgware Road itself already has one of the most intense cleansing regimes in the West End, in terms of the number of collections, coverage by street sweeping, street washing and bin emptying. However, there is still room for improvement, particularly in adjoining streets (e.g., Park West Place). We will endeavour to review the street cleansing and washing arrangements, and will look to local businesses to help secure a pavement washing machine dedicated to the area. Re-running our successful “Don’t Dump” and “Bags Off the Street” Initiatives will do much to reduce the visual impact of rubbish and the amount of time it stays on the pavement. Many businesses and visitors fail to dispose of their rubbish properly, including at the right time for their refuse collector. In addition we will maintain our high levels of service tackling litter created by free newspapers, prostitute carding and flyers, and removing the eyesore of graffiti and flyposting. TfL is considering trialling the use of Dacrylite, a non-stick invisible coating, as an alternative to stippling for its new street furniture.

Public toilets are provided within the Marble Arch subway systems. These are an important service for the many visitors, shoppers and passers-by. They are not, however, easy to find. We intend to rectify this with improved signage. Working in partnership with TfL, new ground level crossings will be provided in the Marble Arch area for the first time since the gyratory was completed in 1964. New ground level pedestrian crossings will be provided at the five junctions forming the gyratory and the four pedestrian subways will be permanently closed.

The proposed scheme will benefit pedestrians by providing ground level links between Edgware Road, Oxford Street, Bayswater Road and Hyde Park, making pedestrian movements safer and easier. The scheme will not affect the public toilets; access will be by the steps from the West Island.

In the shorter term, however, we hope to provide a new Automatic Public Convenience at ground level mid-way along the Edgware Road for those pedestrians making the 1km journey along its length or for those on a more localised shopping trip.
Requests have been made for public seating along the Edgware Road, which would help provide resting opportunities for the elderly, infirm or those with small children during shopping trips. The provision of public seating will be considered as part of TfL’s design scheme for the streetscape improvements. The design of the seating provision will take into consideration that it is not prone to misuse.

communications
Reporting equipment failure or specific amenity problems is an important part of maintaining a high quality street environment. Making this a simple task as possible is the central feature of the City Council’s new Customer Services Initiative. Multi-lingual leaflets detailing how the system will work will be produced and regularly distributed in the Edgware Road area. The leaflets could be used to publicise those services provided by other agencies, such as TfL, and their contact details. We also want to develop better communications with managing agents, building concierges and porters, as they are often the first to notice or be made aware of local problems, as well as being a useful information source for residents, workers and visitors.

business activities
Local businesses and how they conduct their activities have at times a direct impact upon local amenity. Late night opening hours, poor sound insulation, shop signs in Arabic script and customers that are noisy, drop litter or park their vehicles in residential streets do little to improve relations with the neighbours. We maintain a lot can be done to improve matters through better co-operation with the business community.

We will promote the introduction of a “Code of Conduct” for new and established businesses that covers among others, local litter patrols, signs asking patrons to leave their premises quietly, rubbish storage and disposal, and multi-lingual shop signs. We will seek the direct support of The Edgware Road Association in signing up businesses and as a key mediator in resolving any local disputes.

short term lets
The unauthorised use of permanent residential accommodation for short term lets primarily during the summer months has long plagued the housing blocks along the Edgware Road. Property owners are reminded of the requirement to obtain planning permission and often the consent of the head lease or freeholder to let their premises for a period of less than 90 consecutive days.

The impact on the lives of neighbouring residents and occasionally on the condition and appearance of the building itself is great. As such the City Council will continue in its efforts to identify and prosecute those who fail to obtain permission and occupiers who cause a disturbance. We will, however, examine the effectiveness of alternative methods to resolve the problem and to achieve the local provision of new, purpose-built holiday lets to meet the evident demand.
safety and security

It is vital that residents, workers and visitors feel comfortable, safe and secure. This can be achieved by giving a high priority to the enforcement of existing laws and policies, and the development of new crime and anti-social behaviour initiatives by the City Council in partnership with the Metropolitan Police and Transport for London. The provision of City Guardians and the Safer Neighbourhoods’ Police Team has made a positive impact on people’s safety and security concerns.
The City Council has an excellent record in the development of concerted, co-ordinated enforcement initiatives. As this work continues across Westminster, we will continue to apply the lessons learnt and new ways of working in our approach to the Edgware Road. We have a number of specialised enforcement officers who will deal with breaches of specific regulations, including our Street Environment Managers (SEMs), 24-hour operations officers, planning enforcement officers and parking attendants.

**environmental policing**
SEMs monitor the operations of our cleansing contractors, Oynx, and troubleshoot litter and waste problems. They regularly inspect the Edgware Road, dealing with street-based issues. The service is focused on keeping the streets clean, but has specialist call-in services that respond to incidents of commercial waste dumping, flyposting and graffiti. Our Street Licensing Enforcement and Noise Team are ready to respond to a range of problems, including:

> noise
> regulation of night clubs, late night bars, cafes and take-aways
> illegal street trading
> removal of prostitute cards
> food safety

They can be contacted on our Environmental Action Line on 020 7641 2000.

Our services are committed to maintaining the highest standards of street cleanliness and environmental health. Of course, with a responsibility across all of Westminster, our services are largely response driven and cannot provide a presence of authority on the street. And whilst crime figures for the Edgware Road have fallen in line with those for the whole of Westminster, it retains some notoriety as a hotspot for crime, fear of crime and anti-social behaviour.

**policing**
As part of our commitment to keeping Westminster safe, we have extended our Civic Watch programme to include the Edgware Road, and deploying a regular, uniformed warden service in the area. In Leicester Square and Chinatown, our City Guardian service has proved a resounding success in attending local problems that arise, and indeed have contributed to the areas’ reduced rates of crime and anti-social behaviour. The City Guardians’ presence has been welcomed by residents and businesses alike.

City Guardians offer a highly visible, on the spot presence, actively co-ordinating Council services on the ground and managing our public realm, dealing with anything from tackling dog fouling to monitoring the outside of problem premises. It is important to emphasise that although the City Guardians have provided a form of re-assurance to residents, businesses and visitors, they are not a replacement for the Police. They do not have the powers to arrest. They will, however, act as the eyes and ears for the Police and be on hand to help in emergencies, patrols or joint enforcement operations.

The Action Plan welcomes the support from the Metropolitan Police in its creation of a new Safer Neighbourhood Police Team, covering the Edgware Road and Paddington area. This new unit provides one Police Sergeant, 2 Police Officers and 3 Police Community Support Officers who provide local surveillance and cannot be re-allocated to operations elsewhere. We continue to support establishing regular foot patrols in Edgware Road and its neighbouring streets, including after 10pm and around the garden squares to deter persistent problems of prostitution, street crime, noise, littering and general public disorder.
community safety office
We believe that establishing an office or base for the new City Guardian service in the Edgware Road would raise its profile, offer a higher quality of service and further help tackle the fear of crime. To this end we will continue to identify vacant premises, preferably at ground level, and contacting local landlords and property agents. Depending on its size and suitability, it is hoped that the space could be shared with the Safer Neighbourhood Team, creating a local operations’ centre that would promote intelligence sharing and a greater co-ordination of services. Any additional room(s) could be made available to the local community or a community-based service, subject to security arrangements. We hope that landlords will appreciate the benefits such a service would bring to their own property holdings as well as the neighbourhood.

community involvement
More can be achieved if we involve the community in the fight against crime and the fear of crime. We would urge local residents and businesses to do their part; to act quickly to report incidents of violence and crime, kerb crawling, begging, rough sleeping and other anti-social behaviour, using third party reporting if necessary; and to support local neighbourhood watch groups. We will offer support in setting up and running such groups. We will promote a radio-link system for businesses warning of systematic shoplifters and aggressive beggars.

security measures
In addition to raising the quality of the street scene, there are physical improvements that would bring added benefit to tackling crime and the fear of crime. Public lighting is a vital component for an attractive as well as secure street environment. We support the increase of lighting levels for the carriageway and footways, and proposals to change the standard sodium based electric light to a whiter, brighter tungsten source. This will improve colour rendering and facial recognition. We could also look into the installation of a system with changeable lighting levels, so that the intensity of light could be increased at peak times or during an emergency, subject to considerations of lighting pollution and protecting residential amenity. The issue of lighting will be addressed through TfL’s proposals for the streetscape improvements.

Ground floor commercial premises can have an important impact in improving security and the street environment. Shop front improvements, including the replacement of solid security shutters with brick bond shutters, and leaving display lights on overnight, provides additional street illumination and a less threatening environment, as well as offering promotional and security benefits to the businesses themselves. We plan to work with local businesses so they may actively play their part.

CCTV can play an important part in tackling crime and the fear of crime. Currently those located within the Edgware Road are for traffic management purposes, though the Council and Police do have access to some of the equipment. We will, however, look for opportunities to develop a bespoke CCTV scheme that links into the current CCTV monitoring service for the West End.
cultural and visitor offer

Encouraging people to visit and spend time on the Edgware Road is of fundamental importance if we are to make it more attractive and amenable for visitors and residents alike.

The Edgware Road has always been a busy, bustling place, with many vehicles and people passing. It is imperative we aim to capture these people by providing something that makes them want to stop and enjoy the area. We feel the way to achieve this is by supporting and promoting the area’s multi-cultural identity.

We recognise that the Edgware Road and its distinctive surrounding area will continue to be part of London’s international and national appeal.

تشجيع الناس على زيارَة شارع إدجوار رود وقضاء بعض الوقت فيه يعد من أهم الأمور الأساسية لتحقيق هدفنا يجعله جذاباً ومرходимاً للزوار والسكان على حد سواء.

إدجوار رود كان دائماً موطناً مزدحماً بالنشاط، وتم عبره أعداد كبيرة من السيارات والناس. ومن الضروري أن تحاول جذب هؤلاء الناس ليتوقفوا في المنطقة ويعمَّعوا بها، ونحن نرى أن الأساليب الأمثل لتحقيق ذلك هو الدعاية للمنطقة وتعزيز الهوية للثقافات المتعددة.

نحن نؤكد أن شارع إدجوار رود والمنطقة المحيطة به سيكون جزءاً من مدينة لندن الجذابة للمواطنين والسائحين.
We believe that there exists the potential to make the Edgware Road and its immediate surrounding areas a part of London’s well-trodden tourist trail. Physically the area is well situated, bounded at one end by Hyde Park with Marble Arch providing an impressive gateway from the south and east, and terminated at the other end by the Marylebone Flyover and neighbouring Paddington Station and its Basin developments. In addition some see the area as a marker, delineating the entrance to the West End and central London, all of which gives the Road a strong physical identity.

To make the most of its location it is crucial to give the area further definition by emphasising its cultural diversity and character. It is this feeling of distinctiveness, of a special place, which makes Chinatown such a popular destination. The promotion of its own special identity will help to define the Edgware Road and the distinctive surrounding areas. The aim will be to lead to increased and varied business and visitor activity in the area. This in turn will give people more reason to spend time and money in the area, instead of simply passing through to somewhere else more enticing.

Together with the support of Westminster City Council’s Youth Service we will aim to encourage our young people to take part in a range of youth activities in the area. We will also ensure that we signpost more effectively the existing youth provision in the locality.

We could take a creative, offbeat approach to its culture and cultural offer in order to help position the Edgware Road and its distinctive surrounding areas as a more discreet alternative to the mainstream cultural offer of the West End. An events programme could include a short film festival, foreign language films, or performances by specialist theatre groups. A food festival reflecting a wide range of cuisine available in the area could add to the cultural offer.

It will be important to make the most of what the built environment has to offer. We will maximise the use and impact of key buildings within the area, working in partnership with property owners, religious and local amenity groups, and English Heritage to improve the appearance and setting of public buildings, including Marble Arch. We will also make sure that the utmost is done to improve cultural and community offers in considering local redevelopment opportunities.

We feel that there are a number of steps that can be taken to reinforce the area’s character and attract visitor interest. Enabling local communities to celebrate religious or cultural festivals could give structure to a calendar of free events embracing all aspects of the area’s cultural mix. It may well appeal to local residents, as well as those drawn from outside the area. The Edgware Road should be promoted as a welcoming place for visitors, capitalising on its own history of providing a home for varied ethnic and culturally diverse groups. This friendliness could be underwritten through the provision of multi-lingual visitor guides to the area, as well as perhaps a staffed information portal for visitors to the area.

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actions and timetables

The following pages set out the actions the City Council would like to achieve for the Edgware Road and surrounding areas, working in partnership with residents, businesses and stakeholders. The approximate cost of implementing each action is categorised as shown in the key below. Each action is also grouped into short, medium and long term priorities.

All these actions are aspirational and will only be carried forward by securing funding. This means it is imperative that we all work together, in partnership, if we are to achieve our collective aims.

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تستعرض الصفحات التالية الأعمال التي يود مجلس المدينة أن يجزها في شارع إدجوار رود والمناطق المحيطة به. بالتعاون مع السكان والمشاريع التجارية وأصحاب الكنائس. وقد أدرجنا التكلفة التقديرية لتطبيق كل عمل من هذه الأعمال مرتب حسب الأولوية كعمل قصير أو متوسط أو طويل الأجل.

وكل هذه الأعمال هي طموحات وسيتم تنفيذها حال ضمان التمويل. وهذا يعني أنه من الضروري أن نعمل سوية إذا كنا نريد أن ننجح في تحقيق أهدافنا الجماعية.
identity

Short term

1. £
   Carry out a study of economic and cultural structure of Edgware Road and its contribution to central London. To include shopper, visitor and residents, including young people surveys and possibly involve School for Oriental and African Studies (SOAS), London School of Economics (LSE) or University of Westminster (UoW).

2. £
   Develop and promote a strong identity for Edgware Road through focus group discussions (e.g., landowners, businesses, residents, and young people). Important role as a shopping and eating district that serves visitors and a culturally diverse local community.

3. £
   City Council to co-ordinate events that contribute to the ethos and promotes Active Citizenship as outlined in the forthcoming One City vision.

4. £
   Promote the introduction of voluntary discount schemes for:
   i) Rescard holders using local restaurant or leisure services in Edgware Road (e.g. Cinema).
   ii) Car parking discounts for visitors to local restaurants or leisure services as incentive to use off-street car parks.

5. £
   Link local employment opportunities and under/unemployed local residents in Edgware Road and its wider catchment area through the Paddington First Employment Scheme.

6. £
   Promote membership and roles of the The Edgware Road Association, Hyde Park Estate Association and Marylebone Association as the representative business and residents groups, and the Dialogue Group as the primary focus for partnership working whilst encouraging other community groups to engage.

7. £
   Promote the distinctive surrounding areas of the Edgware Road. Work in partnership with local stakeholders, for example The Portman Estate and Church Commissioners, to improve and support the retail, restaurant and cultural offer.

Medium term

8. £
   Review and, subject to pedestrian and residents amenity concerns, facilitate and achieve for selected premises and / or sections of Edgware Road:
   i) Consistent opening hours.
   ii) Outdoor tables and chairs.

9. £
   Consider opportunities for appropriate subtle “branding” of the Edgware Road area.

10. ££
    Produce a directory of local businesses, community organisations, local services and residents groups, and promote through a free publication or an Edgware Road “Community” website or webpage linked to similar websites, including the City Council’s website.

11. £££
    Evaluate and, if appropriate, appoint
    i) WCC community liaison officer similar to Chinatown, or
    ii) Local services facilitator or
    iii) Make use of existing organisations (e.g., Circle Initiatives or Church Street).

12. £££
    Work with the Business Association towards developing a Business Improvement District for the Edgware Road.

13. £££
    Consider establishing an overseas advertising campaign through partnership working with prominent local hotels and near-by department stores.

Long term

14. £
    Review development potential of Edgware Road for:
    i) Underground station access improvements.
    ii) Provision of dedicated holiday lets as specialist buildings or part of an appropriate mix of uses.
    iii) Provision of key worker housing.
    iv) Opportunities for planning benefits.

15. £
    Work in partnership with landowners and head leaseholders to:
    i) Tackle issue of vacant shops and other premises.
    ii) Promote an attractive built environment, encouraging shop front and building improvements and using Council powers where necessary.
    iii) Provide an attractive mix of shops, restaurants and other uses that support a good quality, mixed retail offer and a vibrant street.
**Short term**

**M1 £**
Monitor and publish roadside noise and pollution levels, and consider designating Edgware Road as a pilot Low Emission Zone.

**M2 £**
Maintain minimum footway clearance standards, and remove any obstructions from within 2.0m.

**M3 £**
Carry out a street environment audit designed to tackle physical clutter by:
- Remove redundant or non-essential street furniture on footways
- Rationalise essential street furniture
- Rationalise number and location of telephone kiosks
- Remove guard railing, allowing informal pedestrian crossing
- Replace planters / leaning rails in Nutford Place with bollards

**M4 ££**
Work in partnership to improve setting of Marble Arch as a national monument, including opportunity to install monumental fountain and appropriate landscaping.

**Medium term**

**M5 £**
Establish a dialogue with hotel operators on coach access requirements and review coach ban to protect street environment but maintain essential coach access.

**M6 ££**
Carry out a traffic management audit, designed to:
- Improve bus transit times
- Improve traffic signing
- Reduce cross traffic flows but maintain local access within the general area
- Improve traffic flows through side road reviews
- Review conditions and facilities for cyclists

**M7 ££**
Review and improve on-street servicing and parking provision and reduce its impact on congestion.

**M8 ££**
Provide legible and comprehensible public information signs, including shop numbering, and consider leaflets and a wayfinding/public art scheme.

**M9 ££**
Engage important interest groups to assess Edgware Road street environment, namely:
- Living Streets (formerly Pedestrian Association)
- Westminster Action on Disabilities
- London Cycling Campaign

**M10 ££**
Improve design and location of bus shelters (sight-lines and footway clearance).

**M11 £££**
Improve pedestrian access and safety through adjustments to existing and possible provision of new crossing facilities. Includes opportunities to provide straight crossings, all-red phases, consistent crossing designs, especially in locations of accident hotspots.

**Long term**

**M12 £££**
Promote improvements to off-street car parking service (hours, security, charges) as alternative to on-street parking.

**M13 £££**
Upgrade public lighting, subject to lighting pollution considerations, in:
- Edgware Road
- Park West Place
- Undercroft of the Marylebone Flyover
- Other side streets that have not benefited from WCC's recent lighting improvement programme

**M14 £££**
Work to improve appearance and setting of public buildings in Edgware Road area (e.g., synagogues, churches, tube stations, possibly hotels).

**M15 £££**
Promote and, if appropriate, pilot use of alternative fuel vehicles for:
- Westminster and contractor fleet vehicles
- TfL and contractor fleet vehicles
- London Buses
- Other statutory services
- Local car hire firms

**M16 £££**
Look to improve balance between vehicle flows and pedestrian safety and comfort at:
- Junction Great Cumberland Place / Oxford Street
- Marble Arch and access between Edgware Road and Hyde Park
- Side roads along the Edgware Road
- Neighbouring residential roads

**M17 £££**
Press for subway review at Marble Arch and Marylebone Road and develop options to:
- Upgrade subway
- Replace with surface crossing
- Find suitable alternative uses
- Fill in for additional pavement space
amenity

Short term

A1 £
Maintain appropriate levels of cleansing, community protection and problems / fault reporting services, including 24/7 operations.

A2 £
Re-run Don’t Dump / Bags Off Street initiative with multi-lingual campaign during summer season.

A3 £
Produce and distribute multi-lingual leaflets on reporting noise, litter, graffiti and equipment failure.

A4 £
Consider extending “hot line” service for reporting all street and amenity problems, equipment failures, etc in partnership between WCC and TfL.

A5 £
Undertake joint action programmes to remove all graffiti and flyposting with TfL, BT, Royal Mail and landowners.

A6 £
Review need for residents’ parking restrictions on Sundays and possibly 24/7 basis to reduce impacts of visitor parking.

A7 £
Promote services of local Citizen Advice Bureau in Marylebone.

A8 ££
Carry out street environment audit designed to tackle visual clutter:
   i) Rationalise traffic signs.
   ii) Remove / press for reduction of advertising on street furniture (phone boxes, bus shelters).
   iii) Remove unauthorised shop canopies and advertising.

A9 ££
Address chronic shortage of public seating for use by elderly, those with disabilities and shoppers.

A10 £
Promote repair and maintenance of Sussex Gardens fountain.

Medium term

A11 £
Promote and, where possible, require use of multi-lingual signs asking patrons to leave restaurant premises quietly.

A12 £
Press for shop signs to be in English in addition to use of Arabic script, and require display of shop number.

A13 £
Carry out an audit of premises’ on-site waste storage to reduce collections and problems of bags being left on street.

A14 £
Press for local take-away restaurants to help resolve littering (e.g., additional bins, co-ordinated litter patrols).

A15 £
Develop communications with managing agents and porters to provide better information links to residents on Council services.

A16 ££
Review waste collection service and consider introduction of special collection service (e.g. person operated vehicle).

A17 £
Review street cleansing and washing arrangements, including additional services for side streets and Park West and dedicated Aquazura cleansing machine.

A18 £££
Promote the introduction of a “Code of Conduct” for local businesses and restaurants including a mediation role where The Business Association, the local authority and residents will work together to resolve local resident / trader disputes.

A19 ££
Develop noise profile of premises in Edgware Road, measuring, advising and seeking compliance on noise leakage.

A20 £££
Consider the effectiveness of the implementation of WCC’s policies on short term lets, stress area and licensing hours and their impacts on local interests and visitor facilities.

A21 £££
Equip bus shelters with countdown indicators and investigate use of displays for other public / amenity information (e.g., let elderly or disabled persons board first, Crime Watch, litter, noise notices).

A22 £££
Establish a tree planting programme to create an attractive boulevard, and / or sponsored hanging flower basket programme.

A23 ££££
Establish public art projects for local areas including, Marylebone flyover undercroft and Nutford Place.

A24 ££££
Provide new, additional public toilet facilities and replacement facilities along Edgware Road, and take action to overcome any problem wet-spots.

A25 £££££
Carry out a public open space review designed to:
   i) Upgrade Nutford Place and tackle public disturbance issues.
   ii) Create new or improved venue(s) for events.
   iii) Improve appearance of undercroft of Marylebone flyover.
   iv) Provide additional pavement space for public art, public seating, or outdoor tables and chairs in selected locations, subject to local amenity considerations.
   v) Improve appearance of neighbouring streets (e.g. Seymour Place).

Long term

A26 £
Press Post Office to provide counter service in Edgware Road area.

A27 ££££££
Carry out streetscape improvements designed to:
   i) Upgrade carriageway surfaces in special tarmac to reduce tyre noise and pollution.
   ii) Upgrade all footways (inc. crossings and tactile paving) in consistent palette of materials.
   iii) Upgrade private forecourts to match footways.
safety and security

**Short term**

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- **S1** £
  Tackle aggressive street begging and promote an alternative-giving programme with donations to local charities. Run Awareness campaign.

- **S2** £
  Identify, contact and maintain register of prominent flyposting companies and issue prosecution threats.

- **S3** £
  Run multi-lingual campaign aimed particularly at visitors to deter littering (via poster campaigns, tourist information services).

- **S4** £
  Encourage reporting of rough sleepers and anti-social behaviour on 24hr hotline, and work with Social Services, St Mungos, Police and TfL to take action to remove rough sleeping (especially at Westway undercroft, subways).

- **S5** ££
  Crack down on prostitution and kerb crawling, particularly in Sussex Gardens, with regular foot patrols, removal of cards from phone boxes and threat of CCTV. Work with phone companies to block prostitute phone lines and investigate Compulsory Purchase Orders for brothels, offering accommodation to local housing association.

- **S6** £££
  Designate Edgware Road a Civic Watch area and support the provision of a dedicated City Guardian Team for the area.

- **S7** £££
  Support the provision of a Safer Neighbourhood Police Team for the Edgware Road area.

- **S8** £
  Establish regular Police / Guardian foot patrols within Edgware Road, including after 10pm and patrols around garden squares to deter noisy picnicking, littering and general public disorder.

- **S9** ££££
  Promote basing Civic Watch Team, Safer Neighbourhood Team and other enforcement staff in a “community safety office”, taking up vacant shop unit in Edgware Road to enhance joint working, raise service profile and help tackle fear of crime.

**Medium term**

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- **S10** £
  Promote and support development of local Neighbourhood Watch groups.

- **S11** ££
  Review Red Route enforcement, operating a dedicated Red Route warden service in the area, working particularly in the evenings; or introduction of camera enforcement; but sensitive to local servicing needs.

- **S12** ££
  Pilot new lighting system with ability to “turn lights up” late at night or in response to incidents or problem areas.

- **S13** ££
  Offer radio-link to businesses warning of systematic shoplifters, beggars, etc.

- **S14** £££
  Where possible, work with businesses to improve shop fronts, particularly the removal or replacement of solid security shutters with brick-bond shutters and have evening window displays, using Council powers where required.

- **S15** ££££
  Review lighting levels and introduce white light in the Edgware Road area to improve personal security.

**Long term**

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- **S16** £££
  Seek funding opportunities for CCTV to help against crime, antisocial behaviour, and general security.
culture and visitor offer

Short term

C1 £
Carry out visitor surveys in Edgware Road and guests of Hilton, Marriott, Victory and Cumberland Hotels and at different times of the year to investigate tourists' perceptions, requirements, spending patterns and investigate tourism role of Edgware Road.

C2 £
Promote Edgware Road as a London tourist destination under banner of cultural diversity, subject to visitor study outcomes.

C3 £
Promote positive identity as a vibrant, cosmopolitan district through co-ordination or contribution to visitor guide(s) to Edgware Road, Paddington and Church Street.

C4 £
Work with a range of cultural groups and faiths to identify activities that promote the range of cultural diversity or social inclusion. Ensure also that young people's concerns and views are articulated with the support of the City Council's Youth Service.

C5 £
Encourage a non-English film festival(s) or dedicating one screen to art house / minority films, inclusive of all cultures at the Odeon Marble Arch.

C6 £
Approach Westminster Archive Service, local library and schools to develop an exhibition charting the development of the Edgware Road area, providing a sense history and economic and social change.

C7 £
Promote the Marylebone library as an important information and community resource and encourage publicity events (books / music launches, signings), collections and book clubs within the multi-cultural theme.

C8 ££
Consider establishing a local quarterly or monthly "community" magazine to promote the Edgware Road area, with special features and information in several languages in partnership with the business community.

C9 ££
Acknowledge important religious festivals and support communities who wish to celebrate with decorations and lights, festivities or revised licensing hours on an exceptional basis, subject to amenity standards.

C10 £££
Explore the possibility for the provision of a community centre or meeting rooms along the Edgware Road or local environs.

Medium term

C11 £
Investigate the need for local classes and summer schools in foreign languages, cultural studies and English as a second language. Tap into Paddington First and Westminster Adult Education Services and tackle employability issues.

C12 £
Approach local schools and youth clubs to promote multi-cultural studies, cultural events and local arts projects, subject to curriculum requirements.

C13 ££
Establish programme of free events for Edgware Road, timed to welcome summer visitors, providing an events guide or listing for free distribution.

C14 ££
Promote cosmopolitan spirit through a range of events, such as food, art and cultural festivals in the Edgware Road area.

C15 ££
Support the introduction of a tourist information point or advice centre service in Edgware Road, with staff available to meet and greet visitors, give directions and help in making bookings.

C16 ££
Investigate opportunity to stage local performances by specialist theatre groups or stage a theatre festival, inclusive of all cultures who wish to participate, as an alternative to the mainstream West End offer.

C17 ££
Work with agencies and charities to engage local youths and to promote a local youth facility, training, and/or programme of activities.

C18 ££
Promote work of Lifelong Learning Services to develop and promote activities and facilities with a focus on the Edgware Road.

Long term

C19 ££££
Investigate opportunities for inclusion in new development proposals:
   i) Community centre or meeting rooms
   ii) Community safety office
   iii) Exhibition space or theatre
   iv) Public toilets
   v) Tourist information centre
project management

We recognise that much can be achieved in the Edgware Road. Existing resources can be targeted effectively, though additional sources of funding must be sought. Partnership working is critical to delivering the plan.

We have a multi-disciplinary project group for the West End and the Edgware Road, which co-ordinates activity across all Departments within the City Council. The group is project managing this Action Plan. For further information please contact the West End Team on 020 7641 7061.

The Edgware Road Dialogue Group has been established to oversee matters affecting the local area and act as a key partnership in taking the Edgware Road forward. The group brings together representatives of:

> Westminster City Council
> Transport for London
> The Portman Estate
> The Metropolitan Police
> Marylebone Association
> The Hyde Park Estate Association
> Edgware Road Association
> Church Commissioners
> The Hilton Metropole Hotel

The Dialogue Group meets regularly to review progress against the action plan and to consider the implementation of specific actions. We hope that this will continue to result in securing tangible benefits on the ground.

Our intention is to develop the plan in concert with the local people it will affect. The invaluable continued support from the Marylebone and Hyde Park Estate Associations together with The Portman Estate and Church Commissioners has been pivotal in taking forward the action plan to date. Transport for London’s further commitment of several million pounds for the Edgware Road is another tangible example of how an Action Plan can achieve results.

Funding is a critical factor. Actions are not made deliverable just because they are in the Action Plan. They are a list of concerns the community believes will help regenerate the area and form the basis for securing funding from a range of organisations who may be stakeholders in the area. External funding is necessary if we are to achieve our ambitions for the Edgware Road.

A Business Improvement District (BID) for the Edgware Road is one funding partnership structure that could prove appropriate. BIDs are where local businesses vote to pay an additional levy which it then decides on how best to spend in order to improve the environment. This may include paying for additional or improved services such as those set out in the Action Plan. The City Council wishes to encourage the establishment of a BID in Edgware Road to help take some of the actions forward. The City Council’s support for a proposed BID is further endorsed in its forthcoming One City Vision.
consultation results

As part of the public consultation in 2005, 4,500 Action Plans, together with translated summaries in Arabic were distributed. The responses the were received showed overwhelming support for the approach in the Edgware Road Action Plan. Below is a snapshot of the results.

- **Do you support our proposals to develop and promote a strong identity for the Edgware Road?**
  - 78% Yes
  - 22% No

- **Do you support the idea of a Business Improvement District for the Edgware Road?**
  - 78% Yes
  - 22% No

- **Do you support our proposals to promote safe and convenient walking and good access for servicing?**
  - 93% Yes
  - 7% No

- **Do you support our proposals to look at improving public spaces in and around the Edgware Road?**
  - 95% Yes
  - 5% No

- **Do you support the initiatives to improve safety and security through our City Guardian service, CivicWatch and CCTV?**
  - 97% Yes
  - 3% No

- **Do you support our proposals to reduce street clutter and visually improve the environment of the Edgware Road and its environs?**
  - 95% Yes
  - 5% No

- **Do you support the City Council’s efforts to explore the possibility of a community centre to serve the area?**
  - 70% Yes
  - 30% No

- **Do you support the proposals around consistent opening hours and al fresco dining in agreed areas?**
  - 72% Yes
  - 28% No

- **Do you support our proposals to encourage an attractive mix of shops, restaurants and other good quality uses to the area?**
  - 95% Yes
  - 5% No

**Total combined % response to the above questions**

- 87% Supportive
  - 13% Not supportive
For further information regarding the Edgware Road Action Plan, please contact:

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