Dartmouth Park Neighbourhood Plan
Dartmouth Park Neighbourhood Plan

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Introduction
We were commissioned by the Dartmouth Park Neighbourhood Forum (DPNF) to undertake a series of engagement exercises in Dartmouth Park. The aim of the engagement was to reach out to the local community and find out their views on the future of Dartmouth Park, with the aim of including these views in the Dartmouth Park Neighbourhood Plan.

Engagement Programme
As there had previously been extensive engagement, we agreed with the DPNF which areas to concentrate the focus of our engagement on, in order to avoid duplicating their work. It was agreed that make:good would concentrate on contacting:

1- Local Businesses
2- Residents across a range of estates
3- Schools and young people
4- TRA’s and resident groups previously not spoken to

Engagement Focus
To ensure we were asking people the right questions with a focus concentrated on the existing draft policies we also agreed with the committee on preparing:

1- A list of topics/questions to discussed/asked with regards to the categories on the draft policy document (Section 3.4)
2- Images of potential development sites to encourage people to give their ideas around what should be proposed in those areas (Section 4)
3- A way of capturing policies that people thought were of priority (Section 5)

The engagement priority areas list and engagement focus lists can be found in the Appendix A
We set up an approach for engagement and ensured we worked with the committee to help us develop a recognisable brand in line with their previous work, and a programme for engagement that would focus on the hard to reach groups.

During the engagement process we met people who recommended other people we could speak to, which resulted in building new networks and discovering new insight through the duration of the project.
We designed a number of engagement tools to help us collect insights and ideas from residents.

Posters that were displayed around the neighbourhood

Postcards recording reach and collecting insight

Examples of policy cards used to record people’s priorities

Examples of cards displaying sites for potential development and sites for possible enhancement - these were used to generate ideas around what people want to see on these sites in the future
2.0 - Our Engagement Process
make:good believe in embedding ourselves in an area and finding existing groups, activities and programmes to work with to ensure we become a familiar with the neighbourhood.

These groups and places were chosen together with the Dartmouth Park Neighbourhood Forum as people and places that we needed to target to ensure greater awareness of the project and broader insight.
In order to have on site presence and to meet groups of residents that had not been previously involved in the project we built a mobile pop up to go to the areas with less reach.

This pop up is a tool to encourage people to stop, explore and share their views about what they love about Dartmouth Park, and to comment on the existing draft policies.
In order to create an accessible method for collecting and sharing the content from the engagement and design process, we worked with the Dartmouth Park neighbourhood Forum to update their website and keep a record of engagement events.
3.0 - Engagement Programme
3.1 - Local Business Engagement
We started engaging with businesses in Dartmouth Park on 16-02-16. We dropped in on them on four other occasions ensuring we spoke with businesses we had not been able to speak to previously. We left businesses a leaflet so that they were aware of the project, had our contact details and knew how to get involved.

The first questions we asked the businesses was ‘What would help your business to grow and thrive?’ as a way of identifying areas for future improvement and enhancement.

Key Findings- Highgate Road

“Diverse streets where people stop longer”

Highgate Road businesses tended to be very happy with their location and customer base but felt more footfall in the future should be encouraged. Some ideas around encouraging more customers were:

- Making the area more attractive for young people to stop by after school (ie. homework clubs, after school hang out spaces, youth clubs)

- Encouraging more office spaces as currently the majority of weekday customers are from the residential area so it tends to be quieter for business during the weekdays

Sah Gate Tailoring- Very happy in the area but would like more clients

The Village Cafe- I like my customers, especially students coming after school. Encourage young people

Vantage Pharmacy- They closed down the offices that brought (weekday) business
**Key Findings - Highgate Road**

“**Improved public realm and protecting community facilities**”

- Improving the public realm and using the large walkway space outside the shops to create more seating, add greenery and make it easier for businesses to enhance the public realm (i.e., put lights in the trees at Christmas). It would be nice to have better communications with the Council to make it easier to decorate the area.

- Protecting the diverse mix of local customers and reinstating community friendly places such as the Dartmouth Arms. Pubs attract people to the area and this in turn means there are more people using local businesses.

**Rosella** - [Maintain] the strong family community [of the area].

**Maintenance of outdoor spaces**

**Post Office** - It is a good area. More footfall would help my business.

**Southampton Arms** - Main local client base. Community status (assets of community value are important in protecting community facilities).
Key Findings - Highgate Road / Swain’s Lane

A number of the businesses we spoke to on Swain’s Lane have been in the area for many years. ‘Theo’s’ hairdressers has been there 22 years, the newsagent ‘Meg’s News’ has been there 25 years and sandwich shop owner of ‘Rolling Rolls’ had been there 20 years.

“Open up unused shops to increase the range of shops and encourage more trade and footfall”

It was interesting to note the differences in priorities across the different business locations. For Swain’s Lane shops we heard:

- The closing of the businesses at the top of Swain’s Lane seems to have affected footfall and business. Business owners feel it’s important that those shops are reopened soon.

- Some shops suggested that to encourage footfall there need to be other ‘useful’ businesses in the area such as a hardware shop, delicatessen or dry cleaners.
Key Findings- York Rise

“Encouraging more footfall. Making York Rise shops more visible”

York Rise businesses were generally the most challenging to engage with, some like the Lure Fish Kitchen, Monsoon Indian Cuisine, and Studio 63 seemed to open late in the day and The Village Vet, Face to Face and Backs and Beyond were usually staffed by employees who felt the hierarchy of the company meant they were unable to answer our questions without the owner being present. This, as well as the range of businesses (from cafes to a vet to an osteopathy clinics) meant there was a wide range of business types open at varied times of the day and catering to a wider market which in essence could be explored to see if it works well for encouraging footfall on what is a quieter less travelled part of Dartmouth Park.

From the businesses we spoke to most of them were of the opinion that:

- The Dartmouth Arms should be reopened as when it was running it used to bring more footfall to the area.

Truffles Deli- Footfall to create more direction to York Rise

The Choice Dry Cleaners- More footfall, more customers and maintain regular customers
Overall most businesses wanted more footfall in the area. How this could be done varied from:

- Opening up boarded shops (Chester Balmore and York Rise) and having a mix of businesses to compliment the current range of businesses

- Re-opening the Dartmouth Arms as this used to bring people to the York Rise area which improved business for the surrounding shops

- Cutting down on Estate Agents as they were perceived as not bringing in good footfall

- A number of businesses said their customers are regulars who live in the surrounding area. They felt it was important to maintain this customer base and encourage people to shop in the area.

- A number of businesses on Highgate Road mentioned that there used to be offices in the area. Since the offices closed their weekday daytime customer base has been reduced

- There was one business that suggested encouraging footfall through creating walk tour maps or an app that encourages people to walk around the area and explore streets such as York Rise. They suggested that if all the businesses worked together to come up with a theme/ coordinated concept then York Rise shops could be known for that theme and that might encourage more interest in the area

- On Highgate Road the businesses mentioned improving the public realm or creating nicer places for people to stop and stay longer in the area. One business suggested that the Council should make it easier for businesses to put up Christmas lights or bunting to decorate the trees so as to make the shopping areas more friendly and accessible
3.2 - Pop Up Engagement
We held our first pop up event on 23-02-16 in the Highgate Library and HNCC. This was a preliminary event to meet residents within existing groups and gather insight. The day we went coincided with ‘Rhyme Time’ at the Library and ‘Drum and Dance’ at the HNCC which both attract parents with young children.

This meant the bulk of the insight we received was about activities for toddlers and parents.

Key Findings- (Community Facilities)

“The community facilities provide a lot of activities for young parents and attract people from outside Dartmouth Park”

- People emphasised that the HNCC is unique because of the amount of space available. This results an array of activities that other community centres do not offer.

- People wanted more shops in the area especially by the Chester Balmore development. Some suggestions for businesses or provision for those spaces were: GP surgery, an ATM, convenience store, a cafe and shops offering fresh produce and organic food.
We held out first mobile pop up at Whittington Estate on 11-03-16. We met over 20 people who live on the estate and the immediate surrounding area. As we were in the area when schools were closing we met many parents of young children and received insight and drawings from some of the younger residents of Whittington Estate.

Key Findings- (Sense of Community)

“It’s a great community and our children are friends. I know people in my neighbourhood”

-The word community came up numerous times when speaking to residents of Whittington Estate. They value that the area is pedestrianised as it allows them to meet more people when they walk through the estate. Many residents have lived there a for a number of years and know their neighbours

-People wanted support for more social housing, and to encourage the type of development that allows families to stay and grow in the area

-A number of residents also suggested it would be useful to have more shops in the area and they highlighted the need for this by the Chester Balmore development
On 17-03-16 and 19-03-16 we held outdoor pop ups along York Rise, outside the Railways Estates and at the Parliament Hill Farmers market.

We met a wider range of residents especially council and social tenants who were born and raised in Dartmouth Park. We started noticing a change in priorities according to where residents live.

**Key Findings- York Rise/Railway Estates**

“It’s becoming really upmarket. People are being priced out and moving away and we don’t know our neighbours anymore.”

A number of concerns and areas for opportunity from the York Rise and Railway Estates pop up were:

- To protect their homes and those of their community as they are increasingly seeing changes in their community due to rising house prices

- To have more greenery in the area as they are further away from the Heath. These properties do not have much garden space they would like a green space incorporated into the estate or nearby
We found the Parliament Hill Market pop up beneficial because we met an array of residents of different ages with a range of views for the future of the Dartmouth Park area.

**Key Findings- Parliament Hill Market**

“Bring back the Dartmouth Arms. It was a good community local pub.”

There were a range of concerns covering numerous topics from social housing to encouraging independent businesses and stopping larger chains from taking over the area. Across a number of topics we heard:

- There are cyclists in the community who want better cycle infrastructure and feel there should be more cycle areas on the Heath

- People from various income backgrounds and age groups across the Dartmouth Park area want to see the Dartmouth Arms reopened

- The pop up was held on the weekend following the announcement that Benugo would be taking over the Parliament Hill cafe. This meant we heard a lot of people comment about protecting local businesses especially in light of the fact that the Parliament Hill Cafe offers food ranging from low prices to higher prices to cater for different incomes
Our final pop up took place on the corner of Highgate Road and Gordon House Road. This position allowed us to speak to a number of students from La Sainte Union and William Ellis School. We also heard from a number of Lissenden Gardens residents.

Key Findings - Gordon House Road / Lissenden Gardens

"Bring back the Dartmouth Arms. It was a good community local pub."

Standing on the junction of a busy road brought about conversations about transport and pollution amongst many other topics. We heard:

- Concerns over traffic and air pollution
- Some of the younger community members who go to school in the area were concerned that there are too many schools in the area and if they were combined it would create room for more housing or other facilities
- There was a general concern over the rising property prices and what that this might drive people out of the area and change the diversity of the community
Views from the pop up engagement were different according to where we were. We heard priorities from parents with young children, older residents, council tenants and homeowners across Dartmouth Park. Some of the things we heard were:

**Pop Up at Highgate Library and Highgate Newton Community Centre (HNCC)**
- People value the HNCC and the Highgate Library especially for it’s range of activities for parents and toddlers. As well as the activities people also value how much space there is at the HNCC which allows for multiple events.

- People would like to see the Chester Balmore shops opened as there are a limited amount of convenience shops in the vicinity of the library and community centre. Some suggestions for shops were for a cafe, convenience store, GP and provision for an ATM.

- People value that Dartmouth Park is quiet, green and has a diverse population.

**On Street Pop Up at Whittington Estate**
- Community was the thing people value the most in this area and they talked about how important it is that they know their neighbours and that their children play with each other.

- People want to see the Chester Balmore shops opened and they want more activities for teenagers.

**York Rise, Railway Estates and Parliament Hill Farmers’ Market**
- People value the Heath, how green and quiet the area is, the trees, their neighbourhood and neighbours, the style of architecture in the area and the good transport links.

- People use, support and value the local independent businesses, the HNCC and the Highgate Library.

- People would like to see more independent shops in the area and they would also like to protect the current businesses from development and from becoming larger chains.

- People would like the local community to be protected so they can carry on living there and this could be done by encouraging more social and affordable housing.

- Better street maintenance.

**Highgate Road and Gordon House Road Pop Up**
- Conversations with people in this area centred around valuing the greenery, trees, the Heath and local businesses.

- There was concern over how much traffic and noise there is on Highgate Road. People suggested reducing access to Highgate Road and making it for goods, taxis and buses only, others suggested implementing better cycle facilities.
3.3 Youth Engagement
We visited the Fresh Youth Academy where we spoke to young people of various ages from 13 to 19 about what they love about Dartmouth Park. We also discussed how some of the disused spaces across the neighbourhood could be enhanced and made more welcoming.

**Key Findings - Parliament Hill Market**

‘The youth centre helped me with my coursework at school and with CV building. They helped me with everything and now I am a volunteer here. It keeps me motivated.’

The feedback received unanimously showed that everyone likes and values the youth centre. Some of the young people who have lived in the area all their lives also emphasised that there is a good sense of community and they know their neighbours well.
The engagement session at Fresh Youth Academy highlighted some of the priorities for young people in the area and uncovered some of the challenges they are facing for their future in Park. We heard:

-A top concern amongst the people we spoke to was that they fear they will lose their youth centre. The two threats are from government cuts and from the current plans to redevelop the site.

-Some people were weary of engagement and consultation as a few years before their youth centre by the Chester Balmore shops was shut down and now they have a new one and have been in it 18 months and now there are plans to downsize it and change it.

-They highlighted that most people talk about ‘having more things for young people to do,’ yet there are continued threats to youth services.

-People said they value their community and how diverse it is. They feel safe because they know their neighbours.

-There were concerns that the current location of the youth centre is hidden and there isn’t much footfall in the area so most people do not know about it. In their old location near the Chester Balmore shops more young people came because it was visible.
3.4 - One to One Conversations with Residents and Tenants
We spoke to a number of TRA representatives across Dartmouth Park. We tried to speak to the Heads of TRA groups in most circumstances, or residents who have lived in the area for a long time and have insight over a longer period of time. In almost every case residents representing a street or wider group made clear that their views do not necessarily represent the views of their group. Where possible we have tried to get a cross section of views of the street by speaking to more than one than just the Head of TRA groups. This is shown on the header of each interview.
What do you love about where you live?
The Community, the estate I live on and the way it was designed with pedestrian streets. It allows you to meet
with, and get to know your neighbours

What would you change about it?
The consultation process. I am disillusioned by it. It is used as a method of tweaking already set ideas. Chester
Balmore is an example of this. I stopped going to the meetings for it and a lot of what was promised was not
achieved.

Housing
What type of housing do you think is needed in the area?
A mix of housing ranging from studio and one bed to larger family homes. Build communities with a mix of
age ranges, places for children to places for children to play and a mix of tenancies. Social cohesion and having
people with different backgrounds mixing is important otherwise you create ghettos. Gated communities
and fear comes when people do not mix and do not understand or know their neighbours. Engender a mix. If
you create the right environment people will get along.

Community
What are the gaps in community facility provision- what is needed in the area?
All play areas and all parks should be designated as assets of community value. Places and areas that
courage people to go out and be a community should be protected, not closed down then reprovided.
Shops, community centres and youth centres are key to communities.

Design and character
What are your views about the scale of development that would be appropriate in the
area and in particular views on additional tall buildings in the area
Scale should be kept low and densities similar to what it is on Whittington Estate (200 per acre). High rise
does not work, it is limiting in that it accommodates a certain type of person who enjoys living in a flat block
such as young professionals. The Borough architects that built Whittington Estate realised high rise does not
work for communities and social relationships. The layout is important and it has to create situations where
people meet each other. On Whittington Estate this is done by the way private and public space is distributed.
Simple things like how from my kitchen window I look out into the play area and onto the street means there
is safety and parents can keep an eye on their children and their neighbours children playing.

High rise buildings also have maintenance cost implications. You need powerful lifts to keep the building
working, those lifts need maintenance. Communal entrances can also create safety problems which leads
to the need for concierge service, CCTV and in the case of Chester Balmore- gated communities. On
Whittington Estate everyone has their own front door onto a safe pedestrian space. The experience of leaving
your house is important and there are networks of streets, transitional spaces from pedestrian streets to the
main road. The terrace model works, there are lots of routes around the estate and people have options of
how to move around their area. The little everyday movements make a big difference.
Views on infill developments (side and rear extensions, loft developments, garden developments)

There has to be planning control which takes into account local interests. This is why locality is so important. We are in a conservation area and there should be the aim to ‘Be a good neighbour.’ As long as you live on a streets, in a community and a neighbourhood then your actions will have an impact on everyone else.

Neighbourhood Centres and Employment

What type of centres would people like to see?

Ones with open shops. Protected businesses and shops. People get into a routine and a habit so when shops are closed down during redevelopment they get into new habits and move on and the businesses lose their core clientele. When a business moves they can’t just come back and this changes the community. Closing down shops affects the residents and that relationship people have with their centres cannot be replaced.

Are there any particular shops/facilities that people would especially like to have (which may be important particularly to Swain’s Lane)?

In this part of Dartmouth Park the Chester Balmore shops are what is important. During consultation we were promised shops on that development. The development has now been finished for 2 years and there is no activity. We were promised updates and newsletters but we have not had any for a long time. Some shops that we lost when they demolished the area that now has the Chester Balmore development were:
- General store- for immediate needs
- Laundrette- people used to meet each other there
- Chemist
- Dentist
- Hairdressers
- Fashion Workshop
- Picture Framers with the gym and youth academy

Currently the walk from Chester Balmore to Swain’s Lane is riddled with boarded up shops. There seems to be no urgency in either circumstances. In terms of Swain’s Lane I wonder if there is a time factor as to when people should start building after getting planning permission.

In terms of other types of shops or businesses I noticed Highgate Cemetery has no cafe area and recently the Bean about Town van set up outside there and they seem to be very popular.

Transport and Streets

Any views on electric car charging points, more cycling provision and sustainable methods of transport that should be encouraged in the future.

I don’t know much about electric cars but my instinct says it’s a good idea. The fewer cars the better.
What do you love about where you live?
Greenery, the Heath and the people in the area. There is a good social mix and the architecture and designs of the building tell the history of the area. We wouldn't want to live anywhere else. There are programmes and activities available to residents such as the Dartmouth Park Film Club and talks at the library. These are a great way of bringing people together. The Heath is also a public space where you can go regardless of who you are, and whether you have a family or not you feel part of the area.

What would you change about it?
- Encourage more activities for over 50’s and encourage more events and facilities that bring different generations into contact.
- Ensure changes being made (such as houses being turned into flats) are done in a sensitive way and preserves the historical buildings.

Design and character
What are your views about the scale of development that would be appropriate in the area and in particular views on additional tall buildings in the area.
This needs to be carefully considered according to the area. There are tall houses that blend in some areas and not in others.

Views on infill developments (side and rear extensions, loft developments, garden developments)
Woodsome Road houses tend to not have basements due to the water table. Several years ago someone constructed a basement despite opposition and this caused some cracks on the walls of neighbouring houses. Neighbours have to be mindful of each other.

Housing
Is there a specific need for housing for older people?
When people get older they may not necessarily want to be placed in accommodation with other older people. There are examples of some older people opening up their homes to young professionals so that the extra space they have is occupied and in turn their tenants can keep an eye on them or assist them in maintaining the property. Mixed age living is important.

Neighbourhood Centres and Employment
What type of centres would people like to see?
It's important to support independent businesses and that there is a sense of community linked to the shops. A good example is A1 bookshop where you buy a reusable bag with the logo of the shop and when reusing it, you show your support for local businesses and advertise them as well.

Are there any particular shops/facilities that people would especially like to have (which may be important particularly to Swain’s Lane)?
The hardware shop used to be very useful. For a while it was taken over and run as a community shop but
didn’t work out well. It would be good to try a similar model. It would be good if the Dartmouth Arms reopened as that is affecting business for York Rise residents, and closed shops and spaces make an area feel unsafe. The closed shops on Swain’s Lane also need to be opened up soon as ‘Boarded up shops are bad psychologically for communities.’

Independent shops or chains?
Independent. What would be useful is to have a database of local crafts people and businesses so if someone needs, for example, a plumber or other services then they can use the database of local people. That would help support the community feel of the area and encourage local businesses.

What would make you use local shops more than you do now?
There are a wide range of great shops but some, like the bakery, are not very affordable so having a mix in price range would be good.

What improvements to the public realm in the neighbourhood centres would you like to see?
Brookfield School does not have much play space and it might be useful to use community facilities such as the proposed Mansfield Site to cater to some of the school’s needs. Another idea might be to have an ambitious offer for the use of the Mansfield site to provide a climbing wall and to offer activities like judo and gymnastics.

Environment and sustainability
Are there any existing open areas that need to be protected?
There is an opportunity to bring more tree pits onto streets and encourage trees to be incorporated onto streets.

Transport and Streets
Any views on electric car charging points, more cycling provision and sustainable methods of transport that should be encouragd in the future
Eileen cycles and Andy does not so there were mixed views. Eileen would like to see more cycle infrastructure encouraged. Andy however likes to meander through the Heath ‘lost in thought’ and feels it is challenging being a pedestrian walking through the area whilst also having to be conscious of bike activity.

Other comments- Community that works from home
Woodsome Road has got a number of people who work from home- there’s a painter, professors, journalists and writers just to mention a few. Andy who works from home needs to leave the house to keep his sanity and there are a good range of shops available to go out for breakfast and lunch, and to meet other community members. There is an opportunity to open up a business hub allowing people to get out of the house, hold meetings there and network. ‘Going out and doing something and knowing the people where you live stops you from being a victim and from feeling isolated’
What do you love about where you live?
Greenery, the trees, the Heath and the range of things there are for people to do and the co-op.

What would you change about it?
Would ensure it was written to the policies ‘to keep the area diverse.’

Design and character
What are your views about the scale of development that would be appropriate in the area and in particular views on additional tall buildings in the area.
1- Development can be good but it needs to be social/ethical development. I am wary of private developers doubling densities. It has an impact on schools and infrastructure.

2- Developments should be ‘practical for living life.’ Practical for modern families of all shapes and sizes. It should take into account things like more and more people are now working from home. Aesthetics are important but they should not be at the top of the hierarchy. They should focus on being accessible to all. In order to protect Council housing stock and to retain housing for council tenants and those in need there need to be people who have worked in development within the council. People who understand how to negotiate with developers and come out on top.

Are there any areas that could benefit from redevelopment
The Murphys site could be a good place for social/council housing and perhaps a new school to support new people coming into the area.

Housing
What type of housing do you think is needed in the area?
1- Social housing is key and there should be priority to local people. We don’t want to lose the diversity of the area. People should be like a nature reserve-protected. We are an asset of community value.

2- I am weary of the use of the words ‘affordable housing,’ what does that even mean? A house of £400,000 is affordable to someone with a salary of £50,000 a year. It means different things to different people and needs to be well defined in the policies. The term ‘social housing’ also needs to be clarified because a co-op is also considered social housing. This area needs different housing types in order to keep it diverse.

Is there a specific need for housing for older people?
There is housing need for local people and for refugees and at the same time you find instances of some older people with large houses that are under occupied. The co-op model works well in that there are a range of house types and when an elderly person sells their house to a co-op a larger family or group in need can use that house while they in return occupy a smaller flat. It is a community that works together and looks after each others needs ensuring nobody ever has to be alone or lonely. Unlike housing associations, co-op members sit on a committee and have a say. The co-op also has a small shop of subsidised groceries.
Community

What are the gaps in community facility provision—what is needed in the area?
The worry is we are losing our community facilities. The 1 o’clock club and adventure playground are all under the Corporation of London and they are cutting down the hours these facilities are open. They are the ones who want Benugo to take over the cafe. They seem to prioritise the look of a place but negate the needs of local residents. Dominance of aesthetic over local need and they never consult.

How can the current community facilities be improved?
There is a nature reserve by the train tracks behind the Gordon House Road houses. It is an overgrown path and there are lots of fruit trees and mulberry bushes. It’s interesting history about the area as well as La Sainte Union school used to be an orchard. We need to encourage the schools and community to save and preserve and use such spaces.

Neighbourhood Centres and Employment

What type of centres would people like to see?
1- There is the problem of ‘mystery landlords’ with closed shops and they seem to be holding out for a better offer and meanwhile we have closed shops.

2- We should encourage homes/ flats on top of shops but ensure there is continuity of trade of the businesses below the developments. This area is losing local independent businesses because people would rather flatten areas and rebuild. If it is viable to have flats above shops, that’s great but designs should include ways of having continuous trade through the construction process. This may save not only financial but environmental costs.

Independent shops or chains?
Chains like Benugo are not affordable. You can’t hang out in a chain or spend hours there after having only bought a cup of tea. Chains can mean an area loses it’s feeling of community.

What would make you use local shops more than you do now?
I used to use the Swain’s Lane shops but they are have changed and cost a lot more now so I stopped. York Rise is a bit unfriendly and there really isn’t anywhere to hang out. It worked better when the Dartmouth Arms was there. Maybe if it was pedestrianised it might work better.

Transport and Streets

Any views on electric car charging points, more cycling provision and sustainable methods of transport that should be encouraged in the future
We should encourage car free communities or car sharing and car clubs to improve the environment. I like the idea of ‘The library of things,’ a library where people can borrow useful items (drills, tennis racquets) from other community members and lend their useful things as well.

With many schools in the area the traffic can be very bad and on Gordon House Road the pavements are narrow so there is no healthy space between leaving your house and getting into the roads. Residents of Gordon House Road cannot claim ownership of the front of their houses. There should be more cycle provision and less focus on cars, currently there is an imbalance.
Dartmouth Park Neighbourhood Plan
Data and Insight Analysis - Residents and TRA Groups- Views from Heathview Co-op residents
What do you love about where you live?
The Heath is important for fishing and it is a nice place, and the HNCC is important because without it there is nothing for young people to do.

What would you change about it?
The Chester Balmore Estate is not practical or liveable because the building itself has a number of issues with the passive heating and the quality of build. People are not settled and there are changes still being made to it.

Design and character
What are your views about the scale of development that would be appropriate in the area and in particular views on additional tall buildings in the area?
Infill housing is preferable to knocking buildings down. Development is necessary if it provides new housing. Things change, places and neighbourhoods change.

Housing
What type of housing do you think is needed in the area?
There is need for housing and it needs to be a mix of tenure but this mix has not worked well on Chester Balmore. There are huge differences between what tenants want and what leaseholders want and Camden Council is making the situation worse by seeming to prioritise the needs of leaseholders over council tenants. In this case the experimental mix of tenure is not working well. In addition there needs to be consideration around the different types of tenure - often times people talk of affordable housing but what does that mean affordable for who? This term needs to be applied properly and not used loosely.

Is there a specific need for housing for older people?
There is, but other areas to consider as priority would be working to tackle homelessness and providing housing for those most in need. Another specific need is for ex-servicemen, affordable rents and homes for people working in emergency services like the fire brigade or those working in health services like nurses. If homes are being built for a new generation of leaseholders make those home affordable for first time buyers and encourage the creation of homes for young people in the area.

Community
What are the gaps in community facility provision - what is needed in the area?
- A small park somewhere within the built up/residential area.
- More to do for teenagers especially opportunities for learning. Community programmes such as woodwork or opportunities for career development and learning practical skills should be encouraged.
- A TRA hall for Chester Balmore as currently they have nowhere to hold special events such as community fun days. There is nowhere for the community to meet without having to pay to hire a space.

How can the current community facilities be improved?
The snake park needs updating and securing. It’s not very safe for toddlers and should be updated to include more activities for a range of ages. The ballpark is also only open a few hours at a time and should allow for more hours so children can play and hang out there longer.
Neighbourhood Centres and Employment

Are there any particular shops/facilities that people would especially like to have (which may be important particularly to Swain’s Lane)?

The shop spaces on the ground floor of the Chester Balmore development should be reopened. Residents who were consulted originally should be allowed to have whatever they were promised reinstates because they were consulted on this and that promise should be kept. Some suggestions people have mentioned are for:
- Grocery and convenience store
- Doctors/GP
- Coffee shop
- ATM

Would you like to see more cycle parking? Seating?

Priority should be given to car parking. People should not be punished because they own a car. What considerations are being made for existing car owners?

Environment and sustainability

Do you feel there is enough public open space in Dartmouth Park?

There needs to be more green spaces in the built up areas. There are people who do not have access to gardens and they should have access to smaller green areas and play spaces.

Are there any existing open areas that need to be protected?

The Heath

Transport and Streets

Any views on electric car charging points, more cycling provision and sustainable methods of transport that should be encouraged in the future

Not sure in reality how electric cars will be implemented it seems to be a wish from green councillors as opposed to the wish of residents. The plans for restricted parking on Raydon Street may lead to conflict. Before making changes that restrict car owners, make public transport better and more affordable.

Other comments - Young People

The needs of young people are overlooked and decision makers are not being child friendly. There are facilities for children who are 5 and under but there need to be more things for children from 5 to 11, 11 to 15 and 15-19 years old.
What do you love about where you live?
The Heath, the activities for children on the Heath such as the 1 O’clock Club and the Lido.

What would you change about it?
I grew up in the area and went to Gospel Oak Primary school. In those days there wasn’t much for teenagers to do and there still isn’t. It has stayed the same and because there are so many schools here you find that after 3 o’clock they just wander around the area and they like to sit on our estate. They just sit outside and do not have anything to do.

Design and character
What are your views about the scale of development that would be appropriate in the area and in particular views on additional tall buildings in the area?
I don’t think demolition and building high rises is always the solution. Having tall buildings makes places feel dark and may lead to too many people living in one area. My friend lives on an estate that is undergoing regeneration and it is disruptive and unsettling. The council needs to stop selling their houses and properties and finding sites where they can build more social housing.

Housing
What type of housing do you think is needed in the area?
Social housing. There isn’t enough housing and you find people that who were originally on the waiting list have nowhere to go. I grew up here and my family and friends are here and I have two kids and don’t have a place of my own. I live with my mother so I was fortunate that she has a big enough place for me and my kids. My brother lives here as well. We are three generations under one roof because houses are not affordable. A lot of people are living in overcrowded conditions.

Community
What are the gaps in community facility provision – what is needed in the area?
There needs to be more for teenagers to do. Some people say the Heath is enough but there need to be structured after school activities for teenagers. Activities planned for them.

How can the current community facilities be improved?
There are great communities facilities on the Heath. The adventure playground and 1 O’clock Club are great for my kids but they have cut down the staff hours for those facilities and more and more places for children are being taken away or cut back. Those things should be protected and preserved.

Neighbourhood Centres and Employment
Are there any particular shops/facilities that people would especially like to have (which may be important particularly to Swain’s Lane)?
I usually shop in Kentish Town because it has everything I need. The only thing I can think of is there is nowhere to buy children’s clothes in the area. The place I really care about is the Cafe on the Heath and it’s sad that they want to turn it into Benugo. It needs to be protected as it’s one of the few things that we can afford.
What would make you use local shops more than you do now?
The shops in the area are not practical. I am a single parent on benefits and cannot afford to shop in Dartmouth Park. They seem to cater to the rich. If I want a tea or coffee I would rather make it myself or go visit my friends and get them to make me one.

Transport and Streets
Any views on electric car charging points, more cycling provision and sustainable methods of transport that should be encouraged in the future
I used to cycle before I had kids. I feel like it’s unsafe now and my kids have bikes but there is nowhere to use them as they don’t allow cycling on the Heath. It would be nice if there was cycle provision.

Other comments- The Highgate Road Divide
I don’t normally go to many things on the other side (east) of Highgate Road. It feels like a bit of a divide. I have a friend who lives on Croftdown Road and that’s the only thing I do on that side, I don’t feel the need to go there otherwise.
What do you love about where you live?
The Heath and how green the area is and my neighbours.

What would you change about it?
Protecting the shops and local businesses. We have a good TRA but it would be good to get more people involved.

Design and character
What are your views about the scale of development that would be appropriate in the area and in particular views on additional tall buildings in the area?
Not too high rise. New developments need to blend in with the existing. I am seeing new loft style apartments on Highgate Road, they should not take over everything.

Housing
What type of housing do you think is needed in the area?
Affordable housing for young people

Is there a specific need for housing for older people?
I don’t know what the current provision is but I think we need a good balance of types of housing so that this area does not just have one type of people.

Community
What are the gaps in community facility provision - what is needed in the area?
There needs to be more for young people to do. At Lissenden Gardens some people have been working with the Council to grow wild flowers. It’s good for the Council to support community groups trying to make their areas better.

Neighbourhood Centres and Employment
Are there any particular shops/facilities that people would especially like to have (which may be important particularly to Swain’s Lane)?
We are well served here with a good amount of small local shops. The costcutter is part of a chain but the owners know the people around here, it’s a chain with a personal touch. The Fish Shop and Chinese restaurant on Highgate Road have been closed for a long time now landlords should not be allowed to keep properties empty for so long. It would be good to have a cheaper fish and chips shop.

Transport and Streets
Any views on electric car charging points, more cycling provision and sustainable methods of transport that should be encouraged in the future
I used to cycle a lot but I am now scared. The roads seem so dangerous. It would be good to encourage more cycling in the area, I don’t know how and where it could be designed in though. It would also be good to encourage car clubs.
Dartmouth Park Neighbourhood Plan
Data and Insight Analysis - Residents and TRA Groups - St Albans Villas
Resident

What do you love about where you live?
The Heath, I live directly opposite to it and feel very fortunate to be here.

What would you change about it?
Open up the boarded up shops. They need to be open and flourishing.

Housing
What type of housing do you think is needed in the area?
Housing for social/ council tenants. Affordable housing for young professionals. Housing for people of
different incomes including those who service the shops. Housing that allows for older people to downsize,
not necessarily fully serviced but allowing older people to have help.

Design and character
What are your views about the scale of development that would be appropriate in the
area and in particular views on additional tall buildings in the area?
New developments should not be too high because it's not appropriate for the area.

Community
What are the gaps in community facility provision - what is needed in the area?
I don't really do much in the area. It is very well connected so I normally go to other parts of London for
entertainment. I don't expect everything to be here. There need to be more things for young people to do.
A good example of a youth programme is the Tricycle Young Company in Kilburn. It is a theatre that also
works as a community centre which leads to an interesting method of running programmes.

A few years ago the Le Swap programme started and the change was very noticeable because now you get
young people wandering around between schools at various times of the day and after school there is so
much movement on the streets and the buses are full. There are also quite a lot of community police patrols.
To ease the high traffic of students it would be good to work with the schools and community centres to
provide homework clubs or after school activities.

Neighbourhood Centres and Employment
Are there any particular shops/facilities that people would especially like to have (which
may be important particularly to Swain’s Lane)?
-Swain's Lane looks terrible, not cheerful at all. There was a wonderful shop with a variety of things such
as brooms and potato peelers, hardware, stationary, and buttons. It was bizarre but it worked well. The
new agent has now started stocking more things to cover the shortfall.
-The Tesco on Swain's Lane has limited storage space so their stock is also limited.
-There is a very good shoe repair shop I go to outside of this area. It's popular because they repair shoes, sell
shoes and belts and provide a great service. That type of shop might do well here.
What do you love about where you live?
It is a safe area and nice. I live opposite the police station which is fortunate.

What would you change about it?
Lack of parking near my house. Recently my car was scratched so maybe more CCTV would be helpful.

Housing
What type of housing do you think is needed in the area?
Finding any type of housing in the area is a struggle. I lived with my mum then moved to a one bedroom flat and lived there for over 5 years trying to raise 3 kids. Raising children in a small space is a struggle and there are underlying problems that my children have from that time. There needs to be more family housing for the people living in cramped conditions. My sister is currently living in a one bedroom flat with her family and she can't find a place in the area we grew up in and have lived in all our lives.

Community
What are the gaps in community facility provision- what is needed in the area?
Children's play areas closer to home. There was a park near our house but they closed it down. I don't feel safe sending my children further out. Sommers Town has good facilities for children and Kilburn has a 'Families in focus' programme which offers family days out and family activities. I wish there was more of that here.

Neighbourhood Centres and Employment
Are there any particular shops/facilities that people would especially like to have (which may be important particularly to Swain's Lane)?
I use the Highgate Road shops but they lack in variety. Prices are quite high and they charge a lot of money because they don't have that much competition in the area, but they are conveniently located.

What improvements to the public realm in the neighbourhood centres would you like to see?
The greenery in the area is nice. I would like to see it protected. The problem is dog mess in the green areas. There is a lot of it. I am scared of dogs and so are my kids so I feel isolated from going into the parks.

Transport and Streets
Any views on electric car charging points, more cycling provision and sustainable methods of transport that should be encouraged in the future?
I work at the airport and my husband is a taxi driver. For me to get to work I need to use a car and he needs a car to make a living so we need decent parking and we don't have that. I don't think cutting down car use is appropriate for everyone.
What do you love about where you live?
Haddo House, it’s a great building

What would you change about it?
Security. The Council needs to think about how they work with the police to minimise crime and how they sort out traffic build up issues in the area.

Design and character
What are your views about the scale of development that would be appropriate in the area and in particular views on additional tall buildings in the area?
A good example of architecture in keeping with the area is extension on Ravenswood Estate which has the timber on it. It is a great design with a great sense of balance I don’t think the Chester Balmore building, it does not respect the surrounding area.

Housing
What type of housing do you think is needed in the area?
Council housing. This area used to have a lot of good quality council housing but it is all being bought out and taken away. Gentrification is happening and I feel threatened in Haddo House, like at any point it may be taken away from me.

Community
What are the gaps in community facility provision - what is needed in the area?
The area is changing to accommodate the new wealthy residents. The Lido should be for local people. They should close the car park so only people who walk, cycle or use public transport come there which would allow local residents to benefit from it. Right now it seems to be for people who drive there.

Neighbourhood Centres and Employment
Are there any particular shops/facilities that people would especially like to have (which may be important particularly to Swain’s Lane)?
I go to Tufnell Park for more of an offer. Swain’s Lane shops closing has really reduced the offer. I hope they reopen and have independent businesses. Chester Balmore also used to have some very good shops, I didn’t know they would take away such good shops.

Independent shops or chains?
The Council should support independent businesses. Some of them have been here for many years. It’s been a shopping precinct for generations. There are good shops but quite pricy as people with more wealth come into the area the prices go up.
Transport and Streets

Any views on electric car charging points, more cycling provision and sustainable methods of transport that should be encouraged in the future.

Haddo House gets pollution because it’s on the corner. There is a lot of traffic congestion on our corner. They should divert the roads by Gordon House Road or maybe the roads could be prioritised for goods, buses and taxis. This area is well connected, why do people need to drive their children to school? It’s destructive for the environment.

I am however not convinced increasing cycle lanes and cycle parking is the solution.
What do you love about where you live?
It is convenient, located close to Gospel Oak and the Heath. Parliament Hill Farmer’s market

What would you change about it?
The Swain’s Lane shops were convenient and really nice. It’s a shame they closed some of them.

Housing
What type of housing do you think is needed in the area?
London is expensive, what might be useful here is shared housing for young professionals, and housing options for older people looking to downsize. I have an assistant who works from my home office but she cannot afford to live here.

As an architect I always think about how space can be best used and maximised so that no houses or spaces are underused and are going to waste when there are other people who might use those spaces more efficiently.

Community
What are the gaps in community facility provision - what is needed in the area?
Cheaper swimming facilities or even a heated pool. It’s wonderful having the Heath but it is seasonal. For the Forgotten London competition I put in a proposal to turn the ASF site into a community centre with allotments, space for markets and green streets. This area used to be the Kentish Town common so it was about making it into a green corridor again.

What improvements to the public realm in the neighbourhood centres would you like to see?
Good lighting along College Lane, pocket parks and lighting in alleyways by the community centre might help create more footfall and make it feel safer.

Neighbourhood Centres and Employment
Are there any particular shops/facilities that people would especially like to have (which may be important particularly to Swain’s Lane)?
A greengrocer. Somewhere where people who work from home can go and have meetings. Currently I arrange to have meeting in cafes.

Transport and Streets
Any views on electric car charging points, more cycling provision and sustainable methods of transport that should be encouraged in the future
Driving around here is an obstacle but I feel safer driving than cycling. Cycling provision is good if they can rationalise it well along the roads and provide cycle racks. There could Santander Bikes near the Heath and places to cycle where people feel safe. More electric and shared cars is a good idea.
4.0 - Enhancement Sites Feedback
Highgate Road- Ideas
- A place to sit seems like a good idea but the busy road is off putting
- Having tables and a place to sit would be really nice
- Encourage greenery here
- Boris bikes
- Flower beds would make it a nicer place this could be made a larger project by making them community flower beds or have the schools involved and make it a caring for streets project
- Green corridor that could have community events and a market

ASF Garage
- A community centre with allotments and green walkways to reflect on its history of being part of the Kentish Town common
- A park or green space that hosts markets and there can be allotments of community gardens/ planting
- Independent local shops
- Need to ensure it does not turn into high rise housing

Murphy’s Site
- This could be a great site for new council housing and schools
- Affordable housing
- Best solution for this site could be to introduce high density low rise terraces. Affordable housing on a sloping site. An interesting example of good housing on a sloping site is Branch Hill Estate in Hampstead
- Affordable housing/ council housing for people across different generations. This could be a way of preserving the community mix.
Community centre lanes - Ideas
- It needs to be made to feel safer, maybe with lighting or colour
- Better planting and nicer paving
- I am not convinced doing anything to it would stop the dog poo problem
- Removing the solid fencing and making a visual connection with the community centre so it does not feel unsafe or unsecure

Highgate Newton Community Centre - Ideas
- Worried if it were a green space it’ll be used for dogs and dog poo will make it an unpleasant space to bring children
- A climbing wall for teenagers or having a ping pong table
- Plant liquid amber trees to add vibrance and colour
- Community garden

Community centre lanes - Ideas
- Planting
- Activity space for teenagers
- Pocket park
- Add benches and flowers so people can sit there
Mansfield Bowls Club
- This has to be preserved for community use
- Every plan for this seems to be thrown out. We need to compromise otherwise it might end up heading for the worst. I think there should be a mixture of housing and community space but if we keep fighting everything it’ll end up just being housing
- Community centre offering rick climbing, judo, yoga and healthy exercise activities
- Housing, but it must be affordable or council housing. It should also have a community aspect. I don’t see the need for much for private housing here.

Croftdown Road - Ideas
- Worried if it were a green space it’ll be used for dogs and dog poo will make it an unpleasant space to bring children
- A climbing wall for teenagers or having a ping pong table
- Plant liquid amber trees to add vibrance and colour
- Community garden
- A kiosk to serve hot food
- My bedroom window faces this space I wouldn’t want people hanging out there or making noise. Leave it as it is

Swain’s Lane
- Boarded up shops are an invitation for not caring and graffiti. Is there a limited amount of time people can wait after being granted planning?
- This is detrimental to our shopping streets. They need to reopen the shops or get on with the development
- Reopen the shops
- Is it possible to encourage reuse of spaces instead of flattening things all the time? Or if there was a way for trade to carry on while building flats on top so there is continuous trade. We should encourage design that minimises shops having to close down
5.0 - Draft Policy Feedback
During the pop up engagement we presented the headlines for the draft policies to the community. They were asked to comment on and put a sticker against the policies they agreed with. Retaining and supporting affordable housing in the area and protecting trees and green spaces came out as the top categories people want the policy to concentrate on and implement. Cycling was a contentious issue with some residents happy to have more cycle facilities and some drivers felt encouraging cycling is a step towards stifling car usage.

Some comments around the overall policies were:

- Affordable housing needs to be defined in depth as affordable is subjective

- I think the community and the plan shouldn’t be afraid to use phrases such as ‘social housing’ and if it’s not referring to council social housing maybe use phrases like community social housing, private development social housing and use ‘social housing as an umbrella term for affordable housing that reflects the rates of council housing.’
Design and Character

Comments
- Buying a site and building and extending a house allows us to stay here. Pro small scale developments
- Protect and preserve; as long as you’re not caught up on window details
- If we only build in old style you lose the value of the now

Housing

Comments
- When developing new homes, adding facilities you need to consider schools, GPs, Roads and tube capacity. Concentrate on ensuring facilities are protected
- Too jargony and unspecific. Older people - there is an offensive concept behind the wording which can be prejudice. To assume all older people are not able bodied or that they all want to live together based on their ages is not right
Neighbourhood Centres and Employment

Comments
- Pubs should be protected as assets of community value
- If it is viable to use spaces above flats as then that is good but we should try to encourage ways of constructing that allow continuous business. Once a business moves it’s hard for it to come back and pick up where it left off
- Is there a way of ensuring landlords do not just sit on their shop properties. It has a negative effect on the high street when shops are boarded up
- There are many people who work from home in this area. We could have a business hub for people who work at home, when they want to have meetings or just to get out of the house and meet other people.

Community

Comments
- I am worried about the loss of community facilities and threat of closure of more
- A key thing is to focus on things for young people in the area to do. There are lots of schools in the area and a lot of young people
- The starting point should always be community and people, a shared ethos
Environment and Sustainability

- Protect our trees. They have been here a long time and make the area what it is.
- Trees are important and vertical spaces are important. 3 dimensionality of the area is important and green spaces can be vertical as well as horizontal. We need to have more green spaces.

Transport and Streets

- The word safety is vague. Also you need to be careful with things like safety of children on the road.
- There’s a balance between safety and freedom.
6.0 - Strategy for ongoing engagement
Dartmouth Park Neighbourhood Plan
Strategy for Ongoing Engagement

Some future methods of engagement would be to:

- Holding a series of topical capacity building workshops/ pop ups that encourage community members to understand what planning is and how they can influence it

- Continue working with young people and inviting them to committee meetings and having a platform for them to first understand more about planning and then asking them to devise their own priority policies

- Setting up ways of online feedback

- Building a database of contacts for the wider community who want to be involved or who want to be kept informed about the project and sending out monthly emails and updates about the progress of the neighbourhood plan and informing them about upcoming events

- Having celebration events/ outdoor street party or pop up to update community members on the progress of the plan
6.0 - Appendices
Appendix A
Dartmouth Park Neighbourhood Plan
Engagement Priority Areas

The agreed list for priority groups and areas to engage with were:

**High Priority** - TRA’S, RA’s and residents of:
- Croftdown Road
- Chester Balmore
- Haddo House
- Heathview
- Old Brookfield
- St Albans Villa
- Whittington Estate

**Intermediate Priority** - TRAs or RAs and residents of:
- Laurier Road,
- Glenhurst Ave,
- Highgate Road.

**Lowest Priority** for engagement
- Woodsome Road
- Boscastle Road,
- Brookfield Park,
- Chetwynd and Twisden,
- Dartmouth Park Road,

**Estates to engage as priority**
- Railway Estates
  (-Stephenson -Trevithick -Brunel -Newcomen -Faraday)
- Winifred Paul,
- Clanfield,
- Denyer,
- Sanderson,
- Carrol,
- Lissenden Gardens
<table>
<thead>
<tr>
<th>Business Name</th>
<th>Level of Engagement</th>
<th>What would help you business grow and thrive</th>
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</thead>
<tbody>
<tr>
<td><strong>HIGHGATE ROAD</strong></td>
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<tr>
<td>Vantage Pharmacy</td>
<td>Feedback</td>
<td>There used to be offices in the area and at lunchtime people that worked there would come to the pharmacy. We have lost business since the offices closed down. More parking spaces may also possibly encourage footfall</td>
</tr>
<tr>
<td>Kasa carpets</td>
<td>Feedback</td>
<td>It’s a good area and we are happy with our clients. I couldn’t ask for more. It's very upmarket</td>
</tr>
<tr>
<td>Regina hair and beauty</td>
<td>Flyer</td>
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| Rosella                   | Feedback            | -Strong family community here. Most of my customers are regulars, and people walk past here and stop to say hello. Maintaining the current community and encouraging families to stay here is key for my business.  
-It would be good if the Council was more open to allowing us to paint the railings or put fairy lights up at Christmas. This would brighten up the space outside the shop and encourage people to stay here.  
-The drainage outside the shops needs to be improved  
-More contact and co-operation from the Council |
| Sah Gate Tailoring         | Feedback            | Great area and we have good clients. Could do with more customers but generally we are happy                                                                                                                                             |
| Post Office               | Feedback            | I don’t necessarily get more customers because of the post office. People come in and use the post office but don't buy things. More footfall to the area would help, it's a very good area.                                                        |
| NHS Hospital              | Flyer               |                                                                                                                                                                                                                                           |
| M & A Coachworks          |                     |                                                                                                                                                                                                                                           |
| Southampton Arms          | Feedback            | -We normally have families coming in on weekends. They are our regular customers and we want to protect that community of customers  
-The courtyard garden attracts people especially in the summer it gets very busy. This is something that is important to the pub and we want that protected  
-It is a very well known pub and people come from different parts of the world but it also serves the local community  
-It would be good if they opened up the Dartmouth Arms again. I live on Woodsome Road and the closing down of that pub affected the area. |
<p>| Buchanan Rae Wilson       | -                   |                                                                                                                                                                                                                                           |
| PTW                       |                     |                                                                                                                                                                                                                                           |
| Fish Tales                | -                   |                                                                                                                                                                                                                                           |
| The Village Cafe          | Feedback            | Students are some of our best customers. They come by after school. Encouraging more young people to come and hang out in the area would be good.                                                                                           |
| News Food and Wine        | Flyer               |                                                                                                                                                                                                                                           |
| Perfect Dry Cleaners      | Flyer               |                                                                                                                                                                                                                                           |</p>
<table>
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<tr>
<th>Business Name</th>
<th>Level of Engagement</th>
<th>What would help you business grow and thrive</th>
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<tbody>
<tr>
<td><strong>SWAIN’S LANE</strong></td>
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<tr>
<td>Meg’s News</td>
<td>Feedback</td>
<td>More supporting shops would bring more footfall. The shops closing down on Swain's lane has been bad for my business. Business has been a bit slow since that happened. I have been here since 1991 (25 years) and the area is changing a lot. We are getting new customers which is nice but it hasn’t helped my business much.</td>
</tr>
<tr>
<td>M. Simmonds Pharmacy</td>
<td>Flyer</td>
<td></td>
</tr>
<tr>
<td>Rollin’ Rolls</td>
<td>Feedback</td>
<td>Open shops on Swain’s Lane. Closing those shops has affected my business. I have been here for 20 years and know the community well. Most of my business though comes from passing trade made of people going into the park.</td>
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<tr>
<td>H. Lawrence</td>
<td>Email</td>
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<tr>
<td>Saint Anne’s Shop</td>
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<tr>
<td>Gustus</td>
<td>Flyer</td>
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<td>Kalendar</td>
<td>Flyer</td>
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<tr>
<td>Theo’s Hairdresser</td>
<td>Feedback</td>
<td>I have had my business here for 22 years. To bring more customers into the area that also help our business, we need to encourage a better shop offer. We need useful shops like a hardware store, a bank or at least an ATM machine, a dry cleaners and delicatessen. Estate Agents are not useful for footfall. The shops that have closed on Swain’s Lane have affected our business as well, they need to be reopened. I always try and shop locally and support the Swain’s Lane businesses. It’s important that we support each other.</td>
</tr>
<tr>
<td>Fitzroy’s - Estate Agents</td>
<td>Flyer</td>
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<tr>
<td>Gail’s Bakery</td>
<td>Flyer</td>
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<td>Tesco Express</td>
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<td><strong>SWAIN’S LANE/ HIGHGATE ROAD</strong></td>
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<td>Carob Tree</td>
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</tr>
<tr>
<td>Bistro Laz</td>
<td></td>
<td>In the winter we get more local customers but other times it’s passing trade, mostly people going into the park. We see regular faces, get to know people and we also use the other local shops to support our neighbouring businesses. It would be good if there was a bank or ATM nearby, that would be good for the area. Another business that might be good for the area would be a butcher.</td>
</tr>
<tr>
<td>Al Parco</td>
<td>Flyer</td>
<td>Same management as Bistro Laz</td>
</tr>
<tr>
<td>Body Essence</td>
<td>Flyer</td>
<td></td>
</tr>
<tr>
<td>Business Name</td>
<td>Level of Engagement</td>
<td>What would help you business grow and thrive</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>---------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Studio Rejuve</td>
<td>Flyer</td>
<td></td>
</tr>
<tr>
<td>Costcutter</td>
<td>Flyer</td>
<td></td>
</tr>
<tr>
<td>YORK RISE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lure Fish Kitchen</td>
<td>-</td>
<td>Most of our customers are from the area and we do get some students too. We see mostly regular faces and local people from the area. More footfall would help the business.</td>
</tr>
<tr>
<td>Postal and Courier Etc</td>
<td>Flyer</td>
<td>Most of our customers are from the area and we do get some students too. We see mostly regular faces and local people from the area. More footfall would help the business.</td>
</tr>
<tr>
<td>Face to Face</td>
<td>Flyer</td>
<td></td>
</tr>
<tr>
<td>The Choice Dry Cleaners</td>
<td>Spoken to</td>
<td>Most of my customers are regulars and mostly local people. I have had the same customers for years and sometimes even if they move away they still come here. More footfall would help my business</td>
</tr>
<tr>
<td>Bonham and Reeves</td>
<td>Flyer</td>
<td></td>
</tr>
<tr>
<td>Backs and Beyond</td>
<td>Flyer</td>
<td></td>
</tr>
<tr>
<td>Studio 63</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Village Vet</td>
<td>Flyer</td>
<td></td>
</tr>
<tr>
<td>Truffles Deli</td>
<td>Spoken to</td>
<td>More footfall would help the business. The closing of Tufnell park has really reduced footfall. It would be great if this area had a brand or theme to encourage people to meander and walk past here. I wonder if there could be an app or a map that encouraged walkers to explore the neighbourhood and come here</td>
</tr>
<tr>
<td>Monsoon Indian Cuisine</td>
<td>Flyer</td>
<td></td>
</tr>
<tr>
<td>Village Cafe</td>
<td>Flyer</td>
<td></td>
</tr>
<tr>
<td>Continental Provision Stores</td>
<td>Flyer</td>
<td>Since the pub closed business is down, people used to go to the pub and stop by here for supplies. We have a good shop here. Organic fruit and vegetables and a good range of products. Having a free cash machine has helped my business a bit</td>
</tr>
<tr>
<td>Intermedia Africa Ltd</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Laviania’s Convenience</td>
<td>Flyer</td>
<td></td>
</tr>
<tr>
<td>Jackson Bros Ltd Family Butchers</td>
<td></td>
<td>Closing down and retiring soon.</td>
</tr>
</tbody>
</table>
