



VISIONS FOR NORTHOLT

A community-led vision for the future of Northolt

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EXECUTIVE SUMMARY

Visions for Northolt

Visions for Northolt is an ambitious community-led regeneration programme which aims to ensure that future investment in Northolt reflects local priorities, needs and aspirations.

In 2019, a large proportion of Northolt fell within the top 20% of most deprived areas in England. This inequality has been further exposed by Covid-19. Initial research revealed that local people feel that Northolt has been forgotten and that the area has not benefited from the investment seen across the rest of the borough.

“There is a sense that Northolt is forgotten and neglected”

- Local representative, 2019
Neighbourhood Research (Year Here)

In response, Ealing Council are working with the local community to ensure that investment is directed towards Northolt. As set out in the new **Ealing Council Plan** and **Plan for Good Jobs**, Northolt is a priority area of focus.

It is important that local priorities are the starting point for any future investment. It is equally important that there are ongoing opportunities for local people to influence, co-deliver and lead change.

Between January - August 2021, Ealing Council appointed New Practice and RESOLVE Collective to work with local people to design and deliver the first phase of Visions for Northolt. The aim was to develop a shared and community-led **vision for the future of Northolt** by working with local people to understand common values and goals.

This report includes a draft of this vision, based on the feedback provided by the hundreds of people who have contributed so far. This report also sets out how this vision was created and some of the exciting work that is already underway.

A mix of methods were used to engage a diverse range of people, including:

- **One to one conversations**
- **Website and online survey**
- **Digital workshops**
- **Printed activity packs and surveys**
- **Resident-led walking tours**
- **School workshops**
- **Pop up events**

Over **300 local people took part**, including those who live, work, study, visit or run a business in Northolt.



Visions For Northolt Banner, Northala Fields

EXECUTIVE SUMMARY

Visions for Northolt

A range of views were recorded. Common values and goals were identified to help create a shared vision for the future of Northolt.

In some cases it will not be possible to reach a consensus, but this shared vision will help us to reach compromises which secure benefit for all.

This vision is formed of 4 vision pillars:



Led by Northolt:

Support the people working to better the community and provide positive foundations for future engagement.



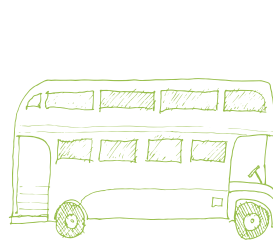
Clean Northolt:

Ensure a clean, healthy and resilient Northolt by caring for valuable local resources.



Thriving Northolt:

Grow the local economy and high streets to allow Northolt to thrive.



Connected Northolt:

Create connections between Northolt's neighbourhoods and to wider areas.

Significant and long-term investment will need to be secured for Northolt, involving multiple stakeholders and partners. It is important to recognise that this change will take time. However, local people want to see visible change in the short term. Some exciting work is already underway to help deliver this vision, including:

- **A Community Review Panel has been established**, including 3 local representatives from Northolt. This panel plays an independent advisory role in reviewing planning applications and policy across the borough.
- **Ealing Council and Transport for London have secured over £7.2m** central government funding to deliver improvements to the Church / Mandeville Road and Ealing/ Kensington Road corridors, bringing benefits for all road users, including pedestrians and cyclists. This will include public realm improvements to make Northolt's high streets more attractive and accessible for all.
- **Ealing Council and multiple local partners have secured support from the Mayor of London to develop a 'Future Neighbourhood Strategy' for Northolt.** This strategy will explore locally-led ideas to reduce waste, pollution and carbon, and create new jobs in the green economy.
- **A plan of action to grow and enhance Northolt's high streets** will be developed with local businesses and communities over the next 6 months.

This vision is the start of an exciting journey for Northolt. There will be continued opportunities to get involved.

To find out more and sign up to receive email updates, visit our website:
www.visionsfornortholt.co.uk

You can also email us at:
visionsfornortholt@ealing.gov.uk

We would like to thank everyone who has participated and supported this programme so far. The team worked alongside a number of local representatives who have been critical to the success of this first phase. The Visions for Northolt branding and illustrations were created by local artist Alaa Alsaraji.

Visions for Northolt was initiated by Ealing Council's economic growth service. We are responsible for regeneration, climate action, inward investment and business growth and support across the borough. We are working with communities and businesses to rebuild the local economy as the borough recovers and renews from Covid-19. We are focused on directing economic growth towards our most disadvantaged communities by enabling new jobs to be created and attracting investment to support thriving, sustainable and resilient neighbourhoods.

INTRODUCTION

Visions for Northolt is an ambitious community-led regeneration programme which aims to ensure that future investment in Northolt reflects local priorities, needs and aspirations.

Visions for Northolt is about empowering local people to influence, co-deliver and lead change.

Through desktop research and one-to-one conversations, an inclusive and extensive community engagement programme was developed in partnership with local people.

The team also reviewed findings from previous engagement activities, including the Neighbourhood Research 2019 by Year Here. The aim was to build on this engagement and avoid repetition.



Northolt Village Signage, Ealing Road

INTRODUCTION

Visions for Northolt

What is Visions for Northolt?

Visions for Northolt is a community-led regeneration programme designed and delivered in partnership with local people.

Visions for Northolt is piloting a new model for empowering communities to influence, co-deliver and lead change.

The aim is to ensure that local priorities, needs and aspirations are the starting point for future enhancement, growth and investment in Northolt.

The first phase of Visions for Northolt ran from January - August 2021. Over 300 local people took part, including those who live, work, study, visit or run a business in Northolt.

Visions for Northolt seeks to be an example of best practice community-led regeneration and engagement.

Why is Visions for Northolt needed?

The aim is to develop a shared and community-led vision for the future of Northolt by gathering a range of views and identifying common values and goals.

This vision will:

- **Ensure that future enhancement, growth and investment** in Northolt reflects the priorities, needs and aspirations local people.
- **Act as a shared evidence base** which can be used as a starting point for emerging policy and projects, enabling different stakeholders to work together to develop proposals for Northolt.
- **Support inclusive decision-making** by looking at potential ideas for ongoing engagement and partnership working.
- **Empower local people to influence, co-deliver and lead change** by celebrating existing local activity and recognising this as a critical starting point for future proposals in and around Northolt.

How was Visions for Northolt delivered?

The approach to engagement was based on 5 principles:

- **Listen to and understand a range of views** by gathering quantitative and qualitative data in an inclusive way.
- **Recognise that things need to be done differently** to achieve the best outcomes for local people by not shying away from difficult conversations and working collaboratively towards change.
- **Co-design and co-create** by developing a genuine engagement process in partnership with local people, bringing together different stakeholders through short-term action.
- **Celebrate existing positive initiatives** in and around Northolt and ensure all local collaborators are appropriately remunerated.
- **Support long-term and community-led resilience building** by facilitating a range of activities that galvanize community participation.

Who is this report for?

This report may be used by all. In particular, this report seeks to bring value to:

- **Local people:** Those who live, work, study or visit Northolt.
- **Local organisations and businesses:** Community organisations that work to support people in Northolt, and employers and businesses based in Northolt.
- **Local authority and service providers:** Ealing Council and service providers including housing associations and providers for transport, health, crime and education services.

This vision will enable more joint working across these different groups, helping us to reach compromises which secure benefit for all.

All feedback collected, as well as future findings, will be published online. This data can be used by all as a starting point for projects in and around Northolt.

INTRODUCTION

Local context

Northolt is located in the north-western corner of the London Borough of Ealing. The area is made up of 2 political wards, Northolt Mandeville to the north and Northolt West End to the south.

Northolt is home to over 30,000 residents. The area is **extremely diverse**. Over half of residents are of ethnic minority background, with prominent ethnic groups including African, Indian and Caribbean. Nearly 1/3 residents do not use English as their main language. Polish is the second most widely spoken language after English.

In 2019, a large proportion of Northolt fell within the **top 20% of most deprived areas**. This inequality has been further exposed by Covid-19. Many residents have suffered job losses at Heathrow Airport or work in businesses that support the aviation industry.

Northolt is seen by its community as a **neighbourhood divided into two halves**, separated by the A40 and the Target Roundabout. High levels of severance and social isolation mean the area cannot be treated as one entity.

Local people feel that issues with crime and social isolation are related to a **lack of accessible community assets**. Some community spaces have faced challenges as organisations have struggled to find the capital and resources required to run and retain such facilities.

Northolt boasts numerous **green spaces** which are an important part of the area's social infrastructure.

There are a number of **active community groups** in Northolt. These groups are critical to the area's social, cultural, and economic value, and central to the success of any future community engagement or projects.

Local people **feel a strong attachment to Northolt** and many expressed an interest in getting involved in decisions about their local area.

In 2019, initial conversations revealed that local people felt that existing initiatives aimed at supporting locally-led decision making were **unrepresentative** of the community.

“People think they won’t be listened to, that it’s just an exercise”

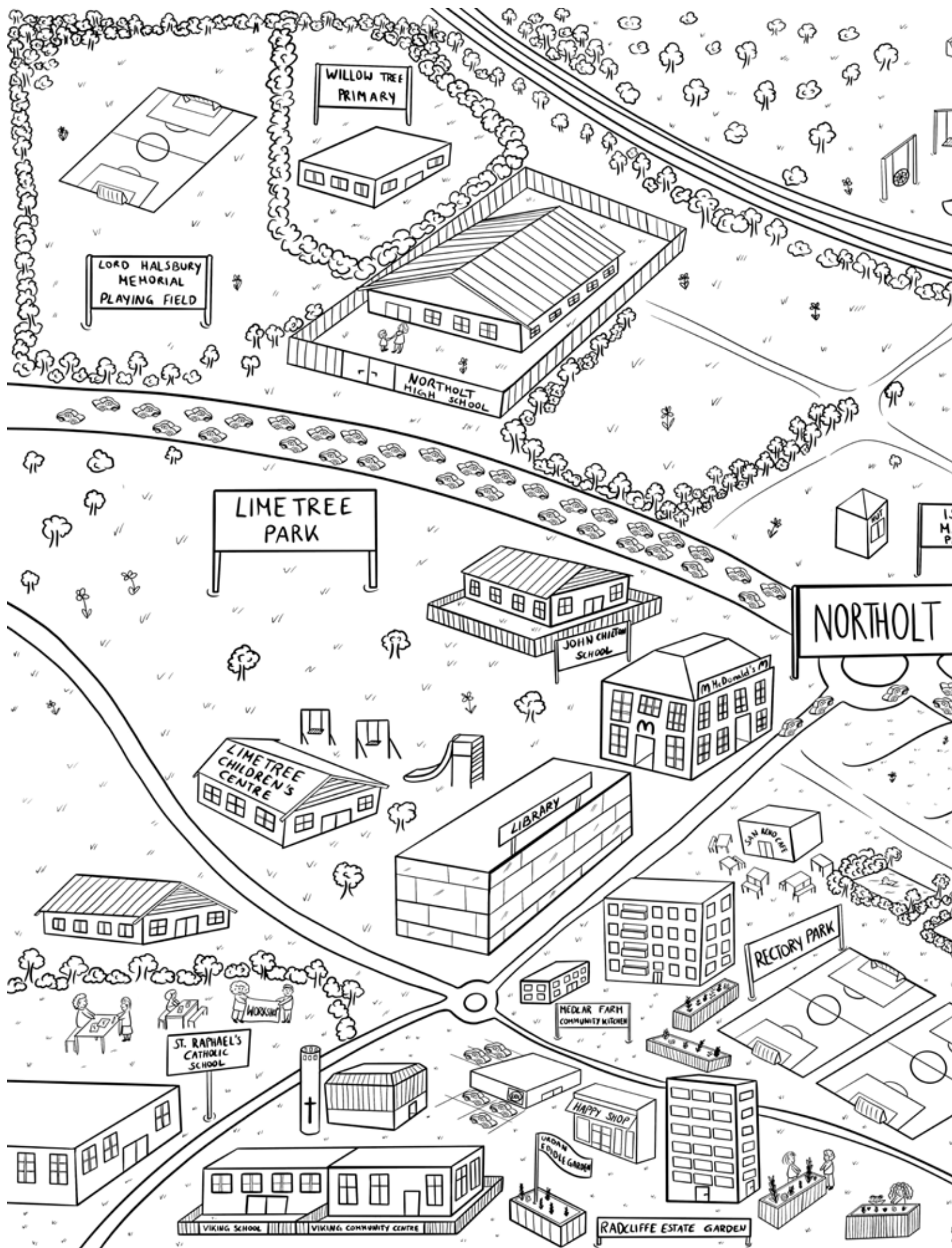
- Local representative, 2019
Neighbourhood Research (Year Here)

“Once [the community] know their voices will be heard... then they will come forward”

- Local representative, 2019
Neighbourhood Research (Year Here)



Northala Fields



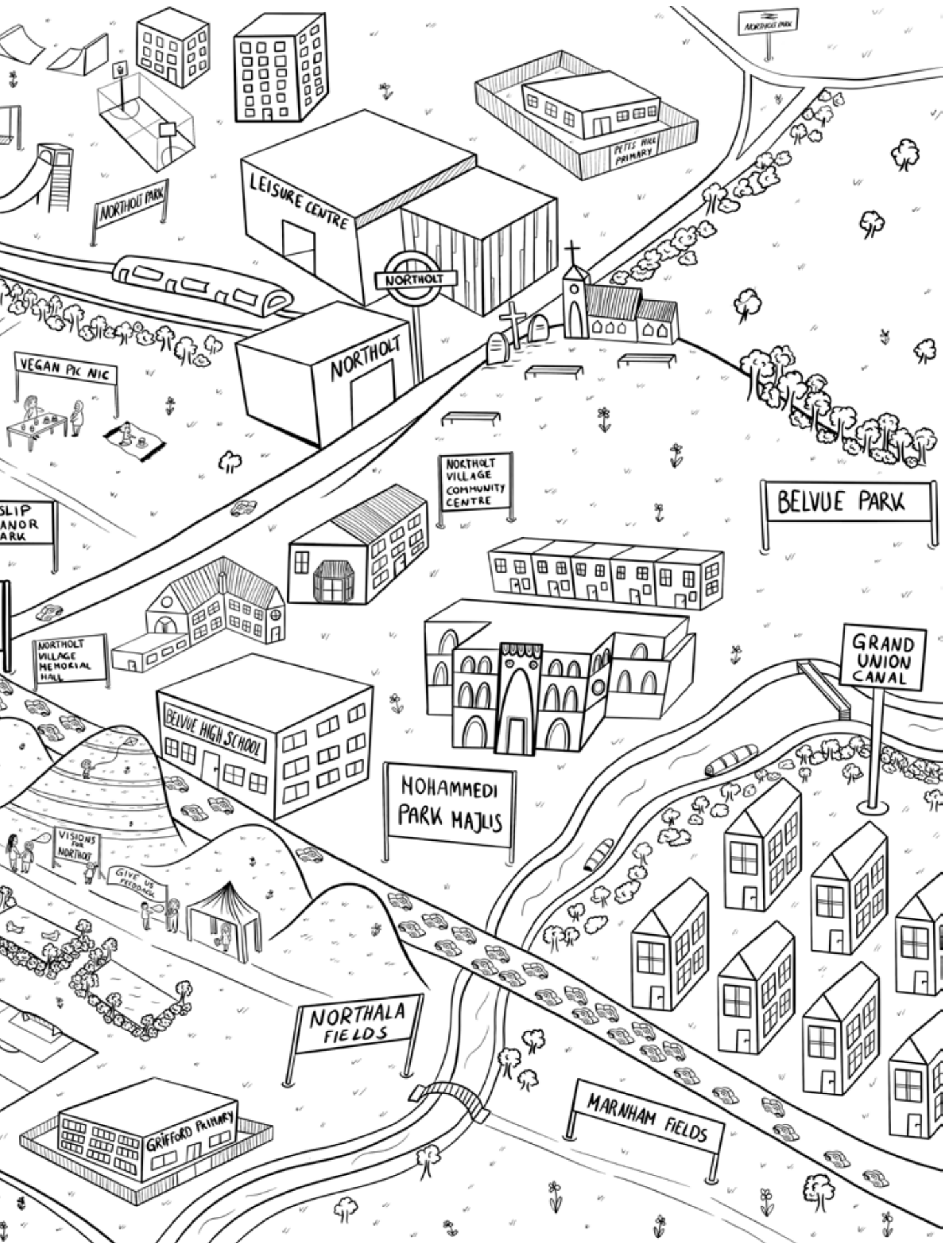


Illustration by local artist Alaa Alsaraji

VISION

The aim of this first phase was to develop a shared and community-led vision for the future of Northolt by understanding common values and goals.

This vision is formed of 4 vision pillars which set out local priorities for Northolt, based on the feedback provided by the hundreds of people we have heard from so far. More detailed feedback can be found in the later sections of this report.

A range of different views were heard and recorded. It is important to recognise that in some cases it will not always be possible to reach a consensus.

Throughout this report, different views are presented in a balanced way. We have highlighted where there is agreement and also where this is not the case. Sometimes there are difficult conversations to be had. This vision focuses on common values and goals to help steer these conversations.



Resident-led walking tour

VISION

Vision pillars



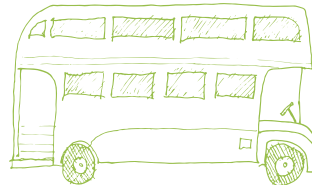
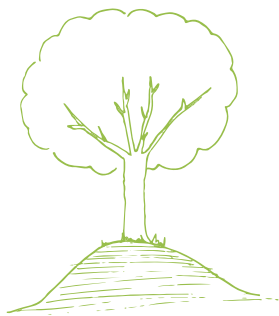
Led by Northolt:
Support the people working to better the community and provide positive foundations for future engagement.

- **Support** existing organisations and community organisers who are working to better Northolt. Recognise these as critical to Northolt's current social, cultural, and economic value, and central to the success of any community engagement or projects.
- **Create** meaningful opportunities for local people to take part in decision-making and lead change. Create dedicated opportunities for young people to influence change.
- **Celebrate** local assets, forgotten history and positive community initiatives to foster a strong and positive local identity.



Thriving Northolt:
Grow the local economy and high streets to allow Northolt to thrive.

- **Improve** the offer of Northolt's high streets to support a strong local economy, including a diverse mix of uses.
- **Encourage** places to eat, drink and socialise in Northolt.
- **Create** new and better opportunities to access good quality jobs and training for all ages and backgrounds.
- **Ensure** high streets are safe and accessible to all.
- **Support** young people through activities and spaces that encourage a sense of responsibility and pride in the area and community.



Clean Northolt:

Ensure a clean, healthy and resilient Northolt by caring for valuable local resources.

- **Ensure** buildings and public spaces are maintained and well cared for.
- **Address** issues with waste and create more opportunities for recycling.
- **Protect and celebrate** green spaces and greening initiatives, making sure these are safe and accessible to all.
- **Facilitate** inclusive conversations about sustainable transport to address concerns about air quality and noise pollution, taking into account the full range of local opinions on this issue.

Connected Northolt:

Create connections between Northolt's neighbourhoods and to wider areas.

- **Improve** traffic and parking arrangements to allow people to move around safely.
- **Address** the feeling of 'disconnect' across Northolt through improved wayfinding and signage.
- **Create** safe and attractive routes to walk and cycle, connecting different parts of Northolt, as well as connecting Northolt to wider areas.
- **Enhance** public transport connectivity in areas not served by the existing stations.

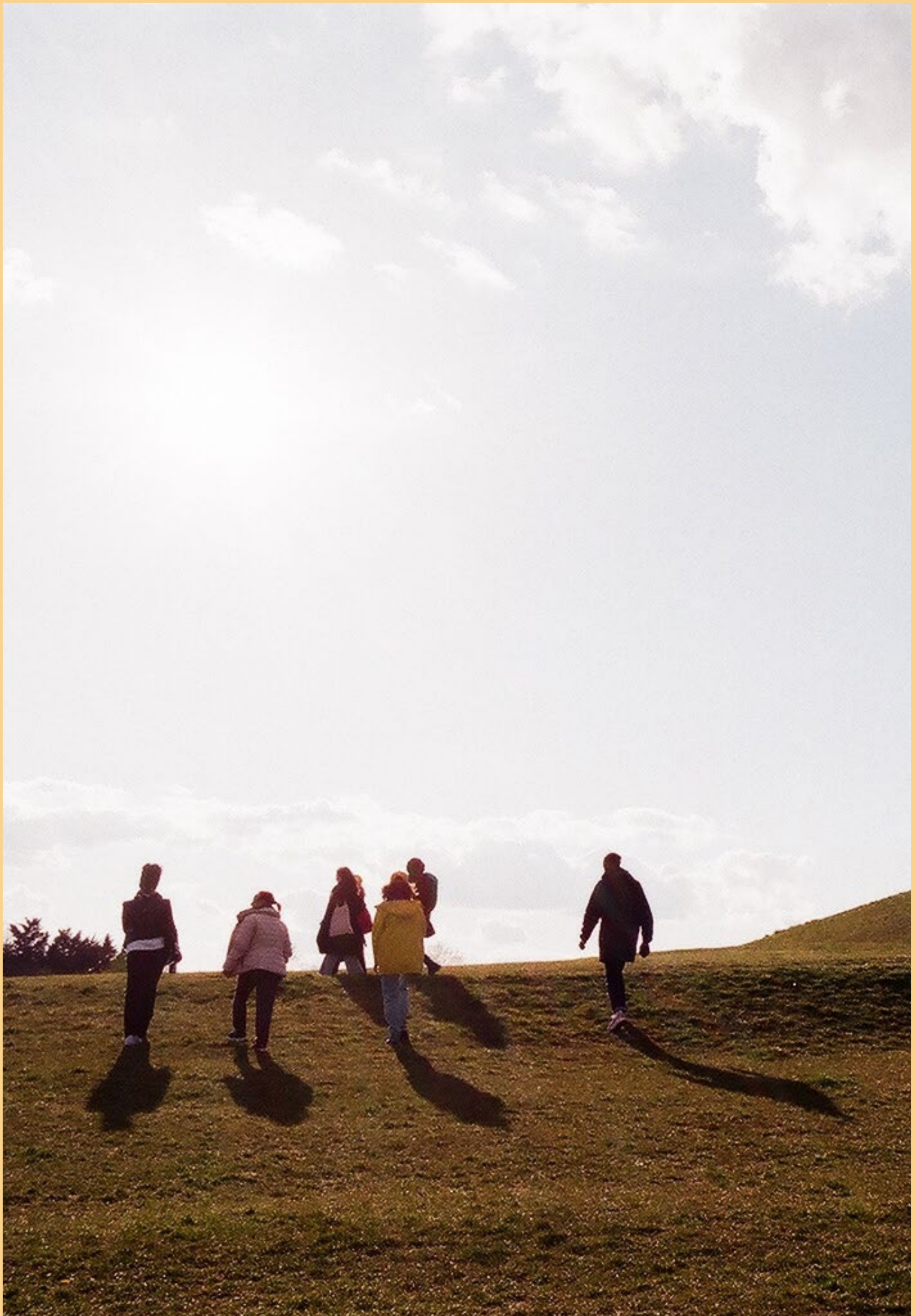
FINDINGS

Visions for Northolt capitalised on the opportunity to work with local people in lieu of pre-determined proposals. This allowed for genuine ideas, concerns and questions to take priority.

The engagement programme combined digital and physical methods to capture a range of contributions from across the area.

The key findings are summarised on the following pages. Instructions to access all the survey responses can be found in the appendices of this report.

Visions for Northolt was delivered during various periods of Covid 19 restrictions, affecting the ability to meet in person and gather in groups. This impacted the engagement approach.



Resident-led walking tour

FINDINGS

Initial conversations

Initial conversations with a range of different representatives from across Northolt shaped the approach to engagement. Contact was made through social media call outs and email.

Participants: 11

Who: Residents, community organisations, local artist, student, service providers, council officers

Key findings

- Northolt's **green spaces** are an important community asset.
- Existing community spaces are considered to be well used by Northolt residents.
- There is perceived to be a **lack of investment in social infrastructure**. People referenced the closure of community centres and other spaces as an example of this.
- In particular, it is felt that there is a **lack of spaces for young people** in Northolt. This was perceived to be a key contributor to issues with anti-social behaviour across the area.
- There is a **clear divide** between the north and south sides of Northolt. The main roads act as physical barriers.
- It was felt that Northolt would benefit from highly visual **place branding** that celebrates the area. Comparisons were drawn with neighbouring boroughs that do this well.
- There is a wide **range of existing organisations** working to support Northolt residents.



Resident-led walking tour

FINDINGS

Resident-led walking tours

Building on historical walking route maps, residents defined new routes that highlighted points of local interest and contention.

Numbers of participants were limited due to Covid-19 restrictions. Opportunities to facilitate similar activities with more participants will be explored through the next phase of Visions for Northolt, as set out in the later sections of this report.

Total Participants: 9

Who: Residents, community organisations

Route 1:

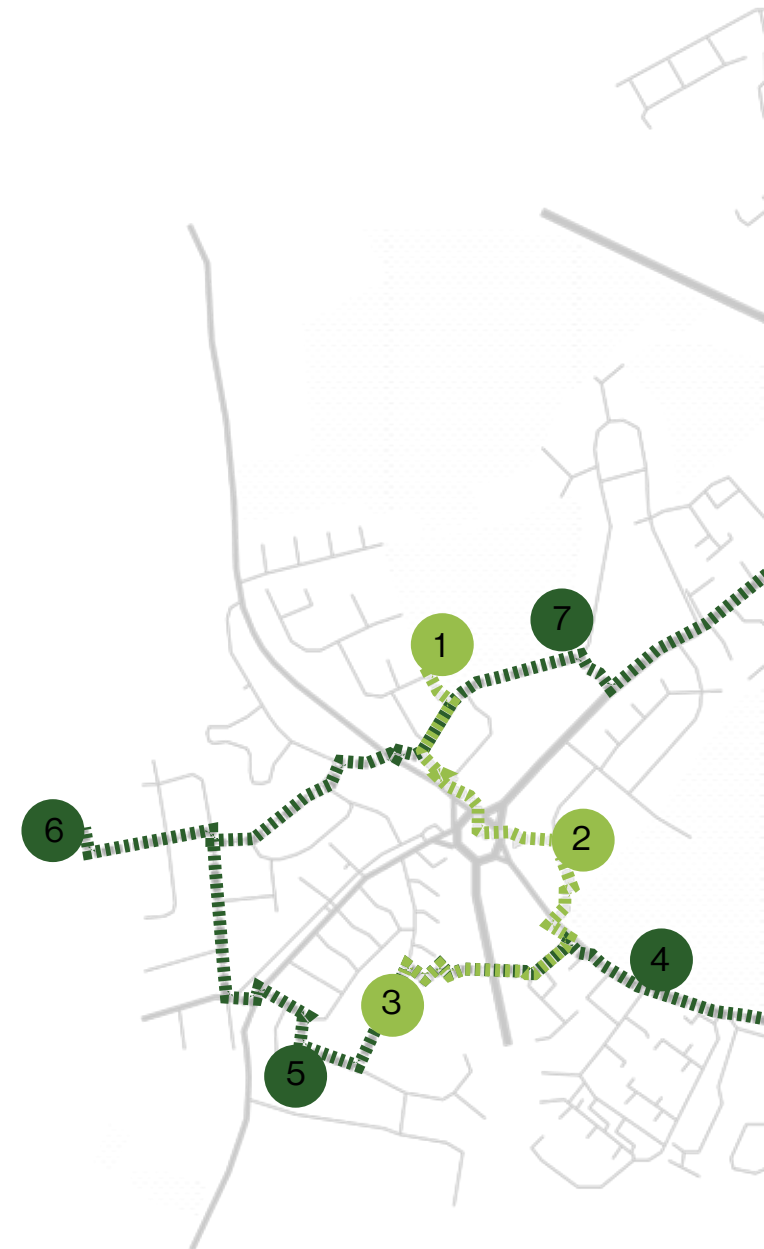
1. Islip Manor Park
2. St Mary's Church
3. Grand Union Canal
4. Northala Fields

Route 2:

1. Northolt Village Community Centre
2. Grand Union Canal Tow Path
3. Marnham Fields
4. Rectory Park
5. Viking Community Centre
6. Northolt Grange Community Centre
7. Lime Trees Park

Route 3:

1. Limetrees Children's Centre
2. Medlar Farm Community Kitchen
3. Radcliffe Estate Garden



Key

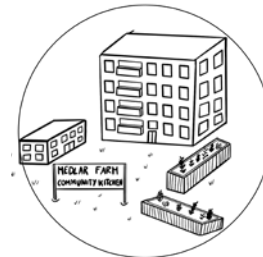
- Route 1 — —
Route 2 — —
Route 3 — —



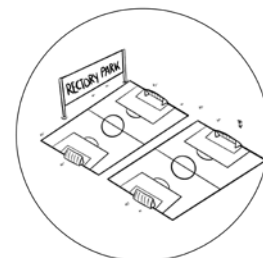
St Mary's Church



Northala Fields



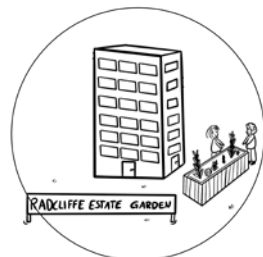
Medlar Farm Community Kitchen



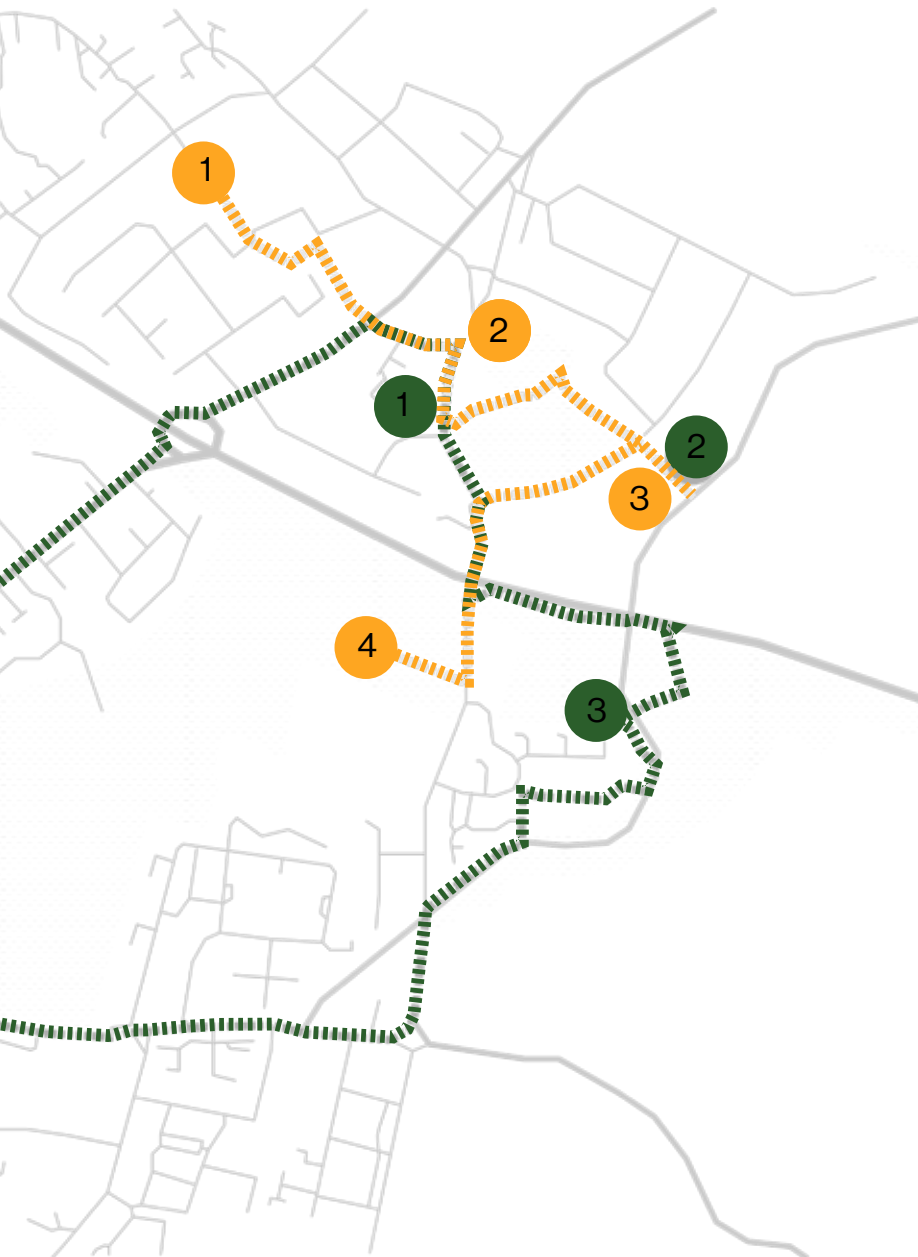
Rectory Park



Viking Community Centre



Radcliffe Estate Garden



FINDINGS

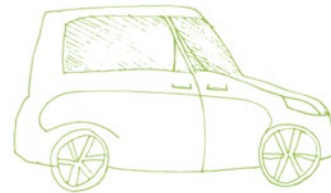
Resident-led walking tours

Key findings

- The first walk highlighted the issue of **litter** in Northolt's green spaces, demonstrating the need for further attention and care to be paid towards these spaces.
- Participants reflected on the **poor connectivity** between different areas. There were a number of revelations on the walk as residents discovered new sides to Northolt they were previously unaware of.
- Participants noted the **lack of a significant high street** in Northolt or a space where people can gather, eat, drink and shop.
- The second walk drew attention to the **need for signage** to celebrate some of the local assets within Northolt, such as the access to the canal.
- Participants reflected on the **forgotten history** and folklore of the area (e.g. the orchard that once was) and noted the need to celebrate these stories.
- The second walk drew to attention the **positive use of green spaces** in Northolt, such as cricket and football at the Rectory Park.
- On the second walk, **community centres** were a key focus. Many highlighted the variation in users and providers, as well as the challenges experienced by local operators in remaining open and continuing to provide services.



- Challenges relating to **crime** were noted, highlighting the impact it has on certain communities. The South Harrow Taskforce was seen as a positive example of how this is addressed in other areas.



- Participants noted the challenges with **traffic**, with some residents considering moving from the area due to the continued increase in traffic.
- The final walk highlighted local **organisations** that are positively impacting the area such as Urban Edible Gardens, run by Northolt resident Dina Tsuru. Dina has been working with Ealing Council to promote healthier eating and urban growing in the more deprived areas of Northolt. There is a need to continue supporting initiatives like these in the future.



Resident-led walking tour

FINDINGS

Survey

A digital survey sought to understand local priorities. This 5 minute activity was suitable for laptops, phones and other devices. Printed versions of the survey could also be requested by the project website or telephone line.

Participants: 94

Who: Residents, local businesses

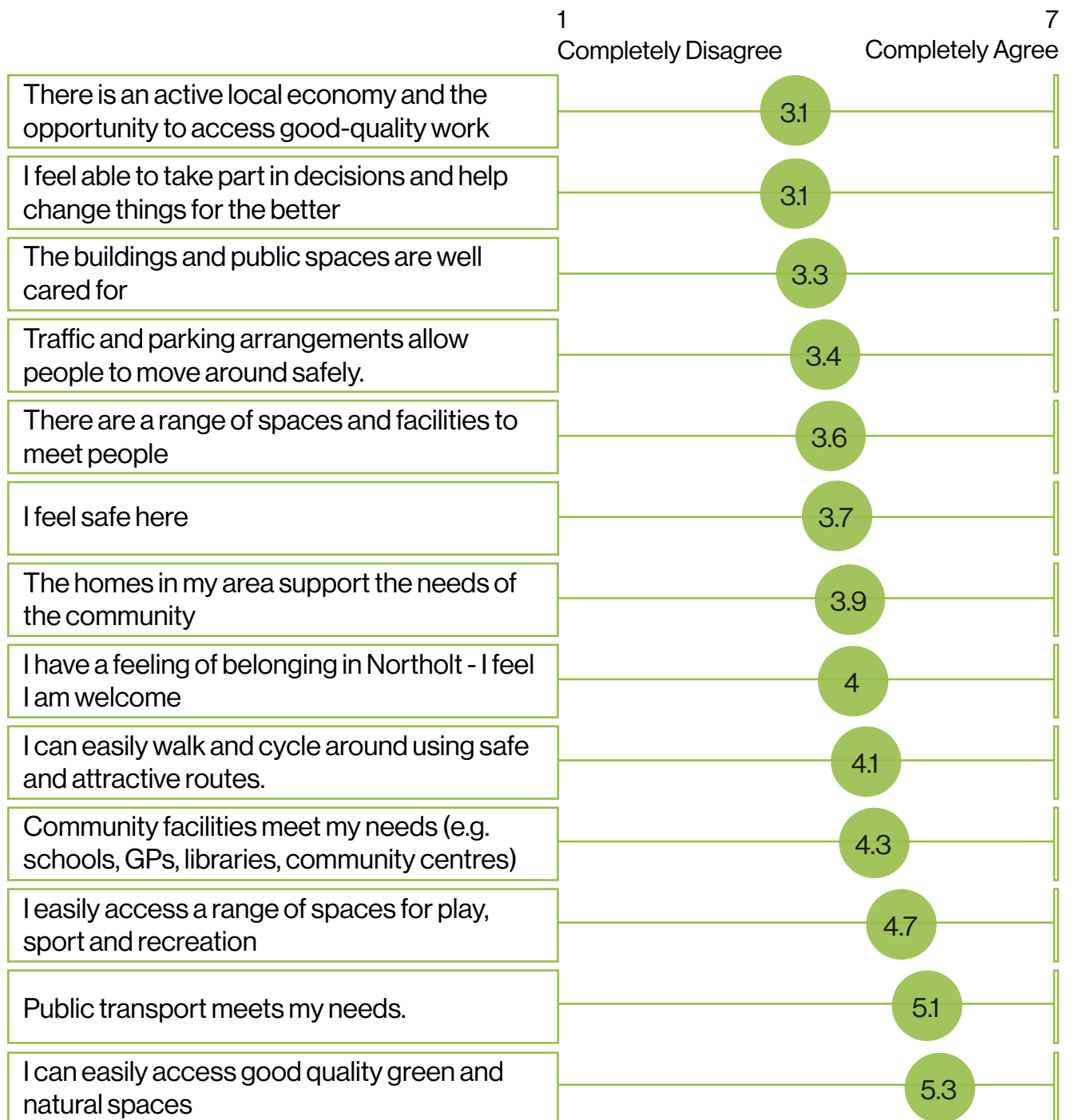
Participants were asked to: Rank the following themes based on **what needs most attention** in Northolt. The results were:

Most attention needed



Least attention needed

Participants were asked: Thinking about the area of Northolt you spend the most time in, to what extent **do you agree** with the following statements? The results were:



FINDINGS

Digital survey

Participants were asked: The UK Government has announced new funding opportunities to help communities recover from the COVID-19 pandemic.

How would Northolt best benefit from this investment?

What would good recovery look like in Northolt?

The results were:

Key findings

- 37% said **improving connectivity**, including; public transport; cycling and walking routes; and signage. Many raised the need to address road safety, pollution and congestion issues. Other suggestions included electric vehicle charging points and improving connectivity to surrounding areas.

“There is a lot of anti-social behaviour ... that puts people off walking and cycling more. Addressing that anti-social behaviour is key”

“Make it easier and more attractive to walk and cycle and make better connections with wider areas.”

- 28% said creating **new jobs and training** opportunities for local people of all ages. Respondents highlighted the need to create local employment opportunities by attracting new employers to the area.

“Employment skills training just for young people but for those over 50s”

“More local jobs for local people”

“Increasing training schemes and employment opportunities with local businesses”

- 24% said **improving public realm**, ensuring this is clean, safe, attractive and well maintained. Suggestions included increased urban greening and improved lighting.

“We need tangible and visible improvements as we often feel like the neglected part of Ealing.”

- 24% said more **shared spaces and activities** to bring people together, such as community and cultural events for all ages. Suggestions included outdoor markets and better activating green spaces.

“Youth activities that encourage a sense of responsibility and pride in the area and community. Create community gardens and projects that draw all ages”

“A nice social space something of the sort of a box park would help to create a shared community space.”

- 22% said **improving high streets** and creating a strong local economy with places to eat, work, gather and shop. Suggestions included activating vacant units and attracting a diverse mix of businesses and uses. Many respondents wanted to see the existing high streets in Northolt made more attractive, welcoming and safer for all.

“Investment in local shops and high street to provide more jobs and more places for people to meet and socialise.”

“Encourage a range of different businesses to open in Northolt so we can do all our shopping locally.”

- 21% referenced **affordable housing**. Some respondents felt that new housing would worsen existing infrastructure challenges, including levels of car usage and access to green space. Others wanted to see affordable housing which supports existing Northolt residents, particularly young people who have grown up in Northolt. Many felt that upgrading existing housing, including sustainability upgrades, was important. It was generally felt that development needed to bring clear benefits to the existing community. Future engagement should focus on inclusive conversations about affordable housing, taking into account the full range of local opinions.

“Provide environmentally friendly housing and access to resources to upgrade housing to higher environmental standards”

- 18% said creating a **cleaner environment**, including tackling air pollution. Suggestions included community litter picking, improved facilities for recycling, increased climate emergency education and more opportunities for local food production.

FINDINGS

Digital workshops

Four digital workshops were facilitated.

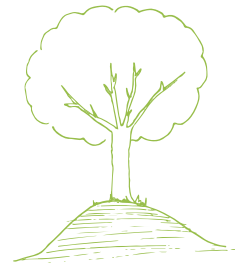
The first series explored Northolt through maps, encouraging participants to reflect on their relationship with the area and suggestions for the future.

Participants: 15

Who: Residents, local organisations

Key findings

- Participants highlighted the value of Northolt's **green spaces**, in particular Northala fields.



- Key **community assets** that were listed included Northolt Library, Northolt Village Community Centre and Northolt Leisure Centre. Participants stressed the need to maintain these assets for local people.
- Participants noted the sense of **disconnect** in the community. Many referenced the busy roads acting as a physical barrier. Many noted the negative impact of the commuter traffic which passes through Northolt.



- Many highlighted the need to improve the shopping parades and **high streets**, with a diverse mix of uses.

- Participants listed potential interventions to address these challenges, including:
- Integrating leisure and cultural **activities with public spaces** in locations such as Northala Fields and around the clock-tower. Suggestions included outdoor amphitheaters for performances and regular community events. Other ideas included outdoor community gyms to help activate quieter green spaces.



- Supporting initiatives to address **litter and cleanliness**. Suggestions included easier access to recycling bins and regular resident-led 'DIY clean-ups' including litter picking, fly-tipping patrols and maintenance of green spaces. The existing community litter picking group LAGER Can was referenced as a positive and impactful initiative. Other suggestions included events focused on donating unwanted items or exchanging items.
- Creating **places to gather** such as restaurants and cafes. Other suggestions included more outdoor seating in parks, as well as creating new spaces such as parklets.



- Testing ideas through **pop-up activities** and using these to inform longer term proposals. Suggestions included travelling pop-up cafes and picnics to activate different public spaces. Potential locations included green spaces and White Hart Roundabout.
- Creating local **walking tours and routes** to celebrate local assets and stories.
- Creating opportunities for **public art and murals**. Suggested locations included the subways around White Hart Roundabout.
- Promoting **information sharing** by creating a community platform for events and meeting local people.
- Promoting and partnering with **local businesses to offer open days** for local residents to meet employers and support the local economy.

FINDINGS

Digital workshops

The second series of workshops discussed inclusive governance and locally-led decision making in Northolt.

The aim was to understand local people's current interaction with different governance forums. With this understanding, we sought to develop ideas for more inclusive governance structures.

Participants were given examples to help generate suggestions. These included: Resident Associations, Community Advisor Panels, Business Improvement Districts, Town Teams and Youth Advisory Panels.

Participants: 15

Who: Residents, local organisations

Key findings

- Involvement in existing inclusive governance structures was generally felt to be poor.
- Many participants felt that there was a lack of visibility and **poor communication** about genuine opportunities to shape change in the local area. The lack of up to date local **notice boards** was highlighted as a challenge.
- Suggestions to address this included flyers in shop windows and **posters in areas with high footfall**, such as around Northolt Station and at Northolt Leisure Centre. Other ideas included using **libraries as 'touch points'** for information sharing.
- Participants also suggested working with key local representatives and organisations, including schools, who have **existing networks in the area** to help spread the word.
- Many participants found that meetings often did not fit with work schedules or other commitments.
- Suggestions to address this included offering multiple choices of times and dates, as well as providing **'quick' ways for local people to have their say** without needing to attend meetings. Drop in engagement 'clinics' were also suggested.

- Participants felt that it was important to demonstrate the potential impact of inclusive governance structures. Progressing and celebrating **'quick win' projects** could encourage participation by demonstrating that these structures can lead to tangible change on the ground.
- Some participants felt that agendas for community meetings were often pre-defined. It was felt that there should be opportunities to **keep agendas open and flexible** to address genuine local concerns.
- Some participants felt that previous community engagement had been based on information sharing rather than **genuinely listening** to local concerns and ideas.



- Suggestions to address this included being upfront **about the 'pros and cons'** of any proposals, enabling participants to make balanced and informed decisions.
- Participants discussed the need to get a **variety of people involved** in local decision making and to ensure groups are representative.

- Having a regular 'turnover' of attendees was seen as a good way to ensure that conversations do not become 'stagnant'.



- Participants highlighted that **not everyone can access online information** and virtual meetings. This challenge has been further exposed during the Covid-19 pandemic when access to local services, such as Libraries, has been limited.
- Other suggestions included providing language translations as well as easy-read versions of documents with larger fonts.
- Participants identified topics that they felt would benefit from new and inclusive governance structures. The most popular topics were **safety** and **town centres**.
- Other suggestions included **sharing engagement findings** across different services, organisations and groups, paving the way for more coordinated and collaborative action.

FINDINGS

School workshops

Three school workshops were conducted with Year 6 classes at St Raphael's Primary School. Young people were encouraged to create signs that celebrated what they loved about Northolt and what they would like to see more of in the future.

Participants: 90

Who: Local young people

Key findings

- Young people's experiences in Northolt were heavily centred around **large supermarkets and shops**, usually visited with parents.
- Participants identified **leisure activities as a positive aspect** of the area, such as swimming at the Northolt Leisure Centre.
- When asked what they liked about Northolt right now, participants identified **parks and green spaces** as important an local asset.
- Some participants noted the need to address issues with litter to create **cleaner streets and public spaces**.
- Other suggestions included addressing concerns around **crime and safety**.
- When thinking about how young people can create change in Northolt, many participants talked about **looking after the environment**. Suggestions included getting involved in litter picking, teaching others to be more eco-friendly and helping with tree planting in the local area.
- When asked what their hopes were for Northolt in the next 10 years, suggestions included making Northolt **safe, happy, clean and popular**.



St Raphael's Primary School workshop

FINDINGS

Northolt Day

Northolt Day was a pop-up event that allowed for short and impactful interactions with different members of the community.

This travelling event took place in multiple locations, addressing the physical disconnect across the area whilst activating Northolt's treasured green spaces.

The event built upon feedback previously received in workshops, surveys, and walks. Conversations focused on testing the emerging 'vision pillars' which set out local priorities for the future of Northolt.

The activities included:

Visioning board: A large board created from up-cycled materials such as wood and printer ink from the Northolt industrial estate.

Sign making: Participants were asked to create signs that reflected what they wanted to celebrate in Northolt and/or what they would like to see more of in the future. Materials were up-cycled from the Northolt industrial estate.

Surveys and feedback boards: A summary of feedback collected to date was presented on large boards. This feedback was discussed to test the emerging vision and to identify where there was a consensus or perhaps conflicting views.

The team worked with local collaborators who delivered complimentary activities for local people. These activities provided an attraction for the general public whilst celebrating existing organisations. Collaborators included; Katelijne, a resident and vegan activist, and Dina Tsuru from Urban Edible Gardens.

When: July - August 2021.

Where: Islip Manor Park, Northala Fields, Rectory Park, Belvue Park, Northolt Village Community Centre

Who: Residents, local organisations, service providers, local businesses, residents association



Northolt Day, Islip Manor Park

FINDINGS

Northolt Day

Key Findings

Findings are summarised by activity type due to the difference in demographic of participants. The visioning boards were largely used by families and young people in the area. The feedback boards were largely used by adults living and/or working in Northolt.

Findings from the visioning boards:

- Many young people and families called for **more activities for young people**.
- Many stated their concern with **anti-social behaviour**. Some felt that the lack of opportunities for young people increased the risk of future involvement in criminal activity.
- There was a general consensus that creating **activities and spaces for young people** needed to be prioritised. Suggestions ranged from youth centres and sports facilities to more imaginative proposals, such as a zoo.
- Comments were made about the general up-keep of the area, calling for more frequent **waste** disposal and cleaning of public areas.
- More often than not, participants reflected positively on the **sense of community** in Northolt.



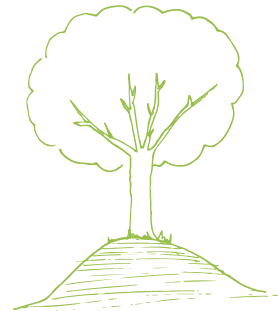
- There was a general interest in seeing more activities that **bring the community together**, addressing the disconnect between different areas in Northolt.



- Activities frequently listed included **sports, drama, arts and food**. Ideas included **picnics, festivals and markets**.
- A small number participants raised concerns that certain **communities were not being cared for adequately** and called for change. There were also comments made by immigrant families who reflected on hostility towards their community and urged for more support for families in similar situations.

Findings from the feedback boards:

- Participants noted the need for investment in local **high streets** and shopping parades.
- Many referenced the absence of a significant high street and wanted to see more places to **eat, drink and socialise**.
- Participants discussed the **challenge of unemployment**. Some wanted to see more initiatives to better support those looking for work in the area.
- Many reflected on the need to improve and support the **local economy**. Many noted that they wanted to support the local economy and invest in the area, however, the existing high street offer prevented them from doing so.
- There was general agreement that Northolt is a '**disconnected**' area, and would benefit from improved local connections. Suggestions included new signage and walking routes.
- There was a balance of opinions on the need to provide better **transport connections**. Some participants, largely those within walking distance of Northolt tube station, felt that public transport connections were acceptable. Other participants, largely those living in Northolt West End, felt that better public transport connections were needed, both locally and to the wider area.
-
- There was overwhelming agreement that more activities are needed **for children and young people**. Whilst there was acknowledgment that this is a country-wide issue, participants listed youth clubs, sports clubs and social spaces as lacking in the area.
- There was agreement that **streets and public realm** in Northolt needed to be better cared for. Litter was highlighted as a significant issue.



- In light of the previous comment, it was agreed that **green spaces** in Northolt are extremely important and should be protected and celebrated.
- It was felt that more monitoring or law enforcement was necessary to manage **anti-social behaviour**.
- Participants supported the idea that **local people should be more involved** in steering future change in Northolt. Many called for greater opportunities for said involvement.





Northolt Day, Islip Manor Park

NEXT STEPS

This vision is the start of an exciting journey for Northolt. There will be continued opportunities to contribute to this vision and to get involved in its delivery.

We have heard from local people about the significant challenges faced by Northolt, and the potential scale of opportunity. It is important to recognise that this change will take time. Significant and long-term investment will need to be secured, involving multiple stakeholders and partners. This vision will pave the way for more joint working across these different groups.

However, local people want to see visible change in the short term. The following pages outline some of the exciting work that is already underway to deliver this vision for the future of Northolt.

Potential ideas for ongoing engagement are also explored. The expectation is not that every proposal is taken forward, however, each proposal is relevant to the challenges and opportunities identified so far.



Resident-led walking tour

NEXT STEPS

Delivering this vision



Led by Northolt:

Influencing, leading and co-delivering change is important to local people.

What has happened so far?

In Summer 2021, a Community Review Panel was established, including 3 Northolt representatives. This panel plays an independent advisory role in reviewing planning applications and policy.

Through the Visions for Northolt website, local people will also be sign-posted to wider opportunities to influence change in and around Northolt. A borough-wide conversation, called Shaping Ealing, is currently underway to help create a new Local Plan for Ealing. This plan will set out a framework for the future development of the borough and inform planning decisions over the next 15 years. You can get involved [online](#).

What is happening next?

Potential ideas for ongoing engagement are explored on the following pages. Over the next 6 months we will be speaking to local people to see which of these ideas should be taken forward.

Thriving Northolt:

Creating thriving and connected high streets with a range of amenities, jobs and services is important to local people.

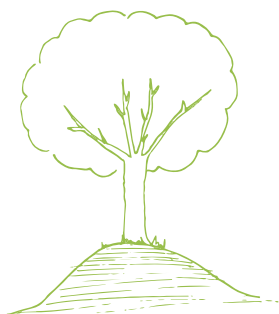
What has happened so far?

Local high streets are experiencing a resurgence, with lockdowns and travel restrictions resulting in a new-found appreciation and reliance on our local area. The 20-minute neighbourhood concept invites us to imagine thriving high streets, with job opportunities, services and amenities within walking or cycling distance of our homes.

What is happening next?

Over the next 6-months, a plan of action to grow and enhance Northolt's high streets will be co-developed with local businesses and communities, based on the 20-minute neighbourhood approach.

Over the next 24-months, we will work with local people to design and deliver public realm improvements to enhance and celebrate Northolt's high streets, making these safer and more attractive for all.



Clean Northolt:

Ensuring that Northolt is a clean and resilient environment is important to local people.

What has happened so far?

Ealing Council and local partners have secured support from the Mayor of London to develop a 'Future Neighbourhood Strategy' for Northolt. This strategy will consider how to tackle the environmental challenges faced by Northolt. Ealing Council declared a climate emergency in 2019 and adopted a Climate and Ecological Emergency Strategy in 2021. This strategy will consider these objectives at a local level.

What is happening next?

Over the next 12 months, Ealing Council and local partners will develop this strategy, exploring locally-led ideas to reduce waste, pollution and carbon, and create new jobs in the green economy.

In early 2022, we will be announcing an open call to identify additional local partners.

Connected Northolt:

Addressing poor connectivity, congestion, road safety and air quality is important to local people.

What has happened so far?

Ealing Council and TfL have secured over £7.2m from central government to improve the Church / Mandeville Road and Ealing/ Kensington Road corridors, bringing benefits for all road users. These improvements will create better connections to local and wider services, including measures to ease congestion, improve road safety and address air quality.

What is happening next?

In early 2022, we will be carrying out targeted consultation on these improvements which are anticipated to be implemented by Summer 2024.

Visit our website to get involved:
www.visionsfornortholt.co.uk

You can also email us at:
visionsfornortholt@ealing.gov.uk

NEXT STEPS

Potential ideas for future engagement



Northolt Peoples Panel

- A panel formed of local representatives could be set-up to shape and support delivery of projects.
- Members could communicate with their networks to ensure key decisions and opportunities are widely shared across Northolt.
- This panel could include access to council officers and other agencies.
- This panel could be embedded within projects of varying scales from the early stages.

Precedents:

- Purley Panel - Urban Symbiotics
- Walthamstow Young Advisors Group
- Ealing High Streets Task Force

Vision Pillars: Led by Northolt



Northolt Sign Competition

- An activity that could promote and embed existing and new businesses within the local community.
- A competition for local students to submit their ideas for signage on Northolt's high street.
- Winning entries could be developed into temporary signage in collaboration with local creatives.
- These signs could form part of a larger wayfinding programme, giving young people agency over the transformation of their local area.

Precedents:

- Wandle Park Billboards - Turf Projects
- Model City Hull, Playing Pretend Workshop- RESOLVE Collective

Vision Pillars: Thriving Northolt



Northolt Pop-ups

- Underused public spaces could be temporarily activated through creative interventions.
- A series of pop-up interventions by local creatives, ranging from installations to events. These could focus on key challenges and opportunities for Northolt.
- Examples could include 'keeping Northolt clean' through an intervention made of up-cycled local materials.
- These interventions could help generate interest in local spaces before investment and permanent projects come forward.

Precedents:

- Croydon Art Store, Croydon
- M1RRORS Big Shop Friday - RESOLVE Collective

Vision Pillars: Clean Northolt



Northolt Walking Tours

- Opportunities could be created for local people to lead and document walking tours in Northolt.
- The aim could be to bring together different stakeholders to develop a deeper understanding of the challenges and opportunities faced by Northolt.
- These tours could be recorded and compiled into an audio-visual database which is published online for anyone interested in furthering their understanding of Northolt.

Precedents:

- Walking Tours - Visions for Northolt
- FerArts North Kensington Walking Tours
- Pop Up Magazine x 99% Invisible Podcast - Take A Walk
- 365 Leeds Stories

Vision Pillars: Connected Northolt



Want to get involved or find out more?

To find out more and sign up to receive email updates, visit our website:

www.visionsfornortholt.co.uk

You can also email us at:

visionsfornortholt@ealing.gov.uk

APPENDIX 1

LOCAL CASE STUDIES

There are a number of active community groups and individuals in Northolt that are critical to the area's social, cultural, and economic value.

Many respondents spoke about the positive impact of these local groups, such as the Northolt Village Residents Association, LAGER Can, and Urban Edible Gardens, run by Northolt resident Dina Tsuro, and many others.

The team worked alongside a number of local organisations and individuals to deliver this first phase of Visions for Northolt. The following case studies highlight just a few of these local organisations and individuals.

The intention is to grow this list of case studies through future phases of Visions for Northolt.

CASE STUDIES

Alaa Alsaraji

Alaa is an artist based in Northolt who used her skills to develop the visual identity for Visions for Northolt in a way that was both celebratory and sensitive to the local context. She also used this as a way to better understand her local community through her creative practice.

Alaa became central to the Visions for Northolt programme, joining walking tours, helping facilitate workshops, and contributing to 'Northolt Day'. Through this work she helped develop and communicate this community-led vision for Northolt.

Alaa has shared her experience in Northolt, reflecting on the journey through lockdown - both positive and negative - and some amazing moments of peculiarity in her area, the Racecourse Estate (for example, the well-attended Elvis impersonator performing on a local green space during lockdown). She spoke about the general perception of Northolt and her family's experiences since being here, highlighting the diversity in the area.



CASE STUDIES

Katelijne and The Freshwater Foundation

Katelijne is a relatively new Northolt resident who lives and works in the area and cares deeply about its future. Katelijne spends some of her free time litter picking in local parks in Northolt and has helped set up 'Friends of Islip Manor', a whatsapp group of individuals who have a similar dedication to the maintenance of the park. Friends of Islip Manor Park aims to:

- Create a thriving, happy, healthy, compassionate and sustainable community.
- Promote a plant-based lifestyle for all.
- Create a central meeting hub in Islip Manor Park.

Katelijne is speaking to Ealing Council about the possibility of bringing The Hut, a vacant hut in Islip Manor Park that was previously used for storage and communal use in the past, back into use.

The Freshwater Foundation led by Mark Robbins supports local people to realise projects of community benefit. Katelijne endeavours were a perfect fit. Mark and Katelijne are working together to make the restoration of 'The Hut' a reality. She is working on becoming a constituted organisation that can access larger sums of money to support future projects.

You can find out more about the Friends of Islip Manor Park and their ideas for the future of Northolt, as well as other local projects at by visiting:

www.visionsfornortholt.co.uk



Resident Led Walking Tour

CASE STUDIES

Laura Forrester

Laura and her mum previously ran day centres for the elderly in community centres local to Northolt, including the Viking Community Centre.

Laura is also part of the Ealing Council Race and Equality Commission, set-up to understand the impacts of racial inequality in Ealing and how these can be reduced.

Laura and her sister joined walking tours, workshops, and events throughout this first phase of Visions for Northolt. They shed light on the current challenges in finding and using affordable spaces to support local people in Northolt.

Laura's insight was particularly valued in the second Resident-led Walking Tour as the team compared the different spaces in the local community that have, at one point or another, provided services for local people but are now experiencing challenges worsened by the Covid-19 pandemic.

Laura is dedicated to the Northolt community and has been providing crucial services to the local community for years now. This continues to drive her quest for space in the local area and beyond. Laura and her mum's search continues.



Northolt Day, Islip Manor Park

APPENDIX 2

SURVEY DATA

We want to ensure that the feedback collected so far is accessible to all.

This data can be used as a starting point for future projects, enabling different stakeholders to work together to develop proposals for Northolt.

A dedicated engagement website was created, in collaboration with local artist Alaa Alsaraji. This website hosted online surveys, engagement activities and project information, and included language translation capabilities. This website was promoted through the Ealing Council newsletter, banners and targeted social media advertising.

To access all data from the survey responses, minus any personal data from participants, please visit our website:

www.visionsfornortholt.co.uk

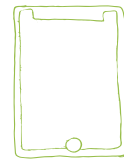
SURVEY DATA

Who participated?

Respondents to the digital survey were asked to complete an optional demographic question. This data was used to ensure that the feedback gathered was representative of Northolt's diverse community. The results are shown here.

Key findings

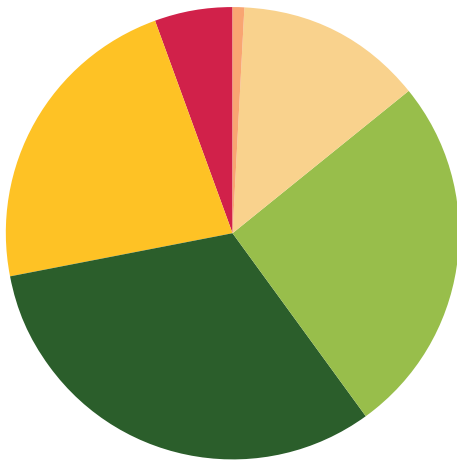
- Nearly **half of survey responses came from ethnic minority groups**, reflecting the demographic make up of Northolt.
- 91.2% of survey respondents live in Northolt, with approximately **equal amounts from each ward**.
- The digital survey was less effective at gathering insight from under 18-year olds. This gap was addressed through **school workshops**, involving 90 young people.



- 60.4% respondents used a phone or tablet to access the survey but have easy access to a computer and internet.
- 8% respondents used a phone or tablet to access the survey and do not have easy access to a computer and internet.

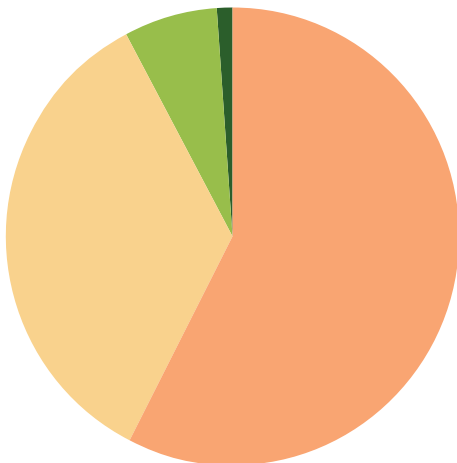


- 30.8% respondents used a laptop or desktop computer to access the survey and have easy access to internet.



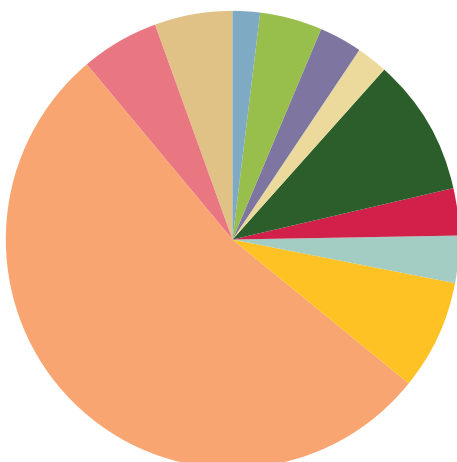
Age

- 1%** Under 18
- 13%** 19-30 yrs old
- 25%** 31 - 45yrs old
- 31%** 46 - 60 years old
- 21.7%** 61 + years old



Gender

- 57.6%** Female
- 34.7%** Male
- 6.5%** Unknown/Prefer not to say
- 1%** Non-binary



Ethnicity

- 52.1%** White: White British, Welsh Scottish, Irish or English
- 9.7%** Caribbean or Black: Black, Black English or Black British
- 7.6%** White: Other White
- 4.3%** Asian: Indian, Indian English or Indian British