

CAMDEN TOWN PLACE PLAN UPDATE

December 2013



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1. The Area and Purpose of this document

Camden Town is internationally renowned as one of the most dynamic and unique places in London, iconic for its alternative fashions and acclaimed music scene. The markets, shops and entertainment venues draw the crowds in their thousands, but behind the buzz and bustle Camden Town is also home to large diverse residential communities and a thriving and innovative business environment. Steeped in history, the area has a rich architectural heritage, with the Regents Canal running through its heart.

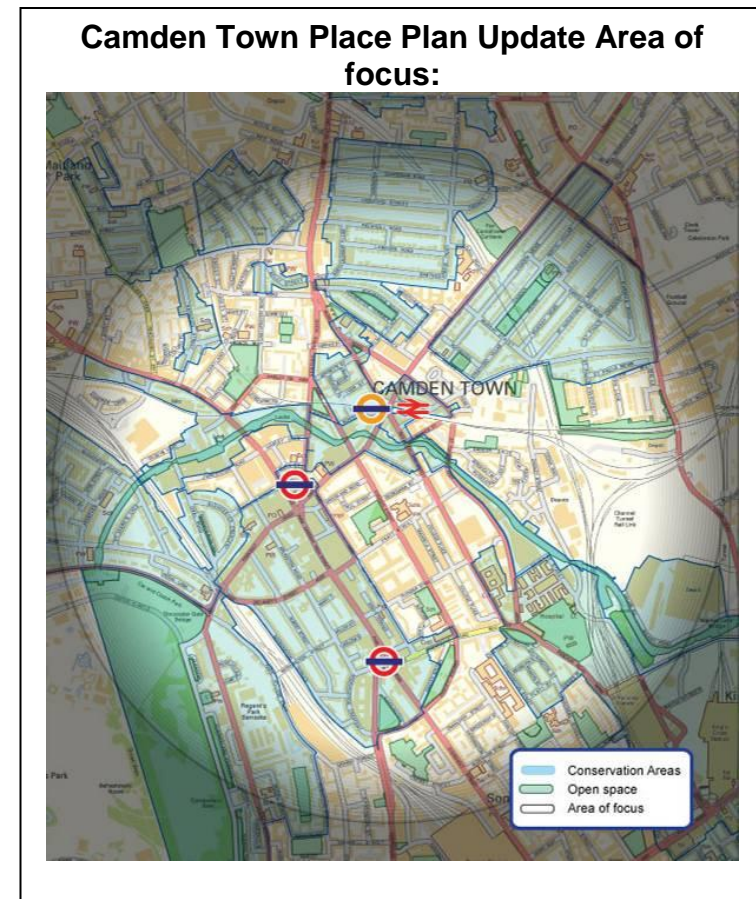
Camden Town is a successful town centre but balancing the needs of residents, businesses and visitors is an on-going challenge.

The Camden Town Place Plan was originally published in 2010, and is available on the Council's website [here](#). Since then work has been underway to deliver the original actions of the Place Plan and considerable progress has been made, as can be seen by the monitoring reports on the Council's website [here](#).

With a number of actions being completed and wider circumstances having changed, including funding cuts and the introduction of the [Camden Plan](#), which sets out the ambitions for improving Camden as a borough, there was a need to review the Place Plan objectives and actions.

This document therefore is the outcome of a review of the previous work and engagement with local stakeholders to look at and identify the current priorities and objectives for Camden

Town. It does not wholly replace the 2010 Place Plan but brings the work and action plan up to date, reflecting current priorities and objectives and provides details of how the Camden Plan objectives can be delivered in Camden Town, through effective partnership working. This update should be read in conjunction with the Vision and background information of the 2010 Place Plan.



2. Stakeholder engagement

Two workshops were held with local stakeholders (in March 2012 and March 2013) to discuss the key issues for Camden Town. These discussions have been used to inform this review.

The Vision from the 2010 Camden Town Place Plan, which formed the basis of the discussions at the workshops, can be viewed [here](#).

The workshops used a variety of methods to create constructive discussion, creative thinking and to generate feedback on different aspects of the 2010 Place Plan.

The workshop held in March 2012 looked at the relevance of the objectives in the 2010 Place Plan, and representatives from a variety of organisations worked together to identify key issues and discussed aspirations for the future of the area.

The second workshop, held in March 2013, worked with stakeholders to identify priority actions for Camden Town, to deliver the key objectives and bring the Place Plan up to date.

The groups focused on several specific priorities and the table in the next section identifies these priorities and the updated objectives that the stakeholders wanted to take forward

The workshops were attended by representatives from the following organisations:

- Camden Councillors
- Camden Town Speaks
- Camden Square Conservation Area Advisory Committee
- North Camden Town Neighbourhood Forum Working Group
- Pirate Castle
- Camden Railway Heritage Trust
- The Regents Canal Conservation Area Advisory Committee
- Camden Town Unlimited
- Camden Lock
- Tiptree, Barling & Havering Tenants Residents Association)
- Camden Square Area Tenants Residents Association
- Camden Garden Estate residents
- St Mungos Housing Association
- Primrose Hill Conservation Area Advisory Committee
- Redeemed Christian Church of God
- Brocton Capital
- Hawley Wharf working group
- Castlehaven Community Association

The full workshop reports are available to download [here](#).

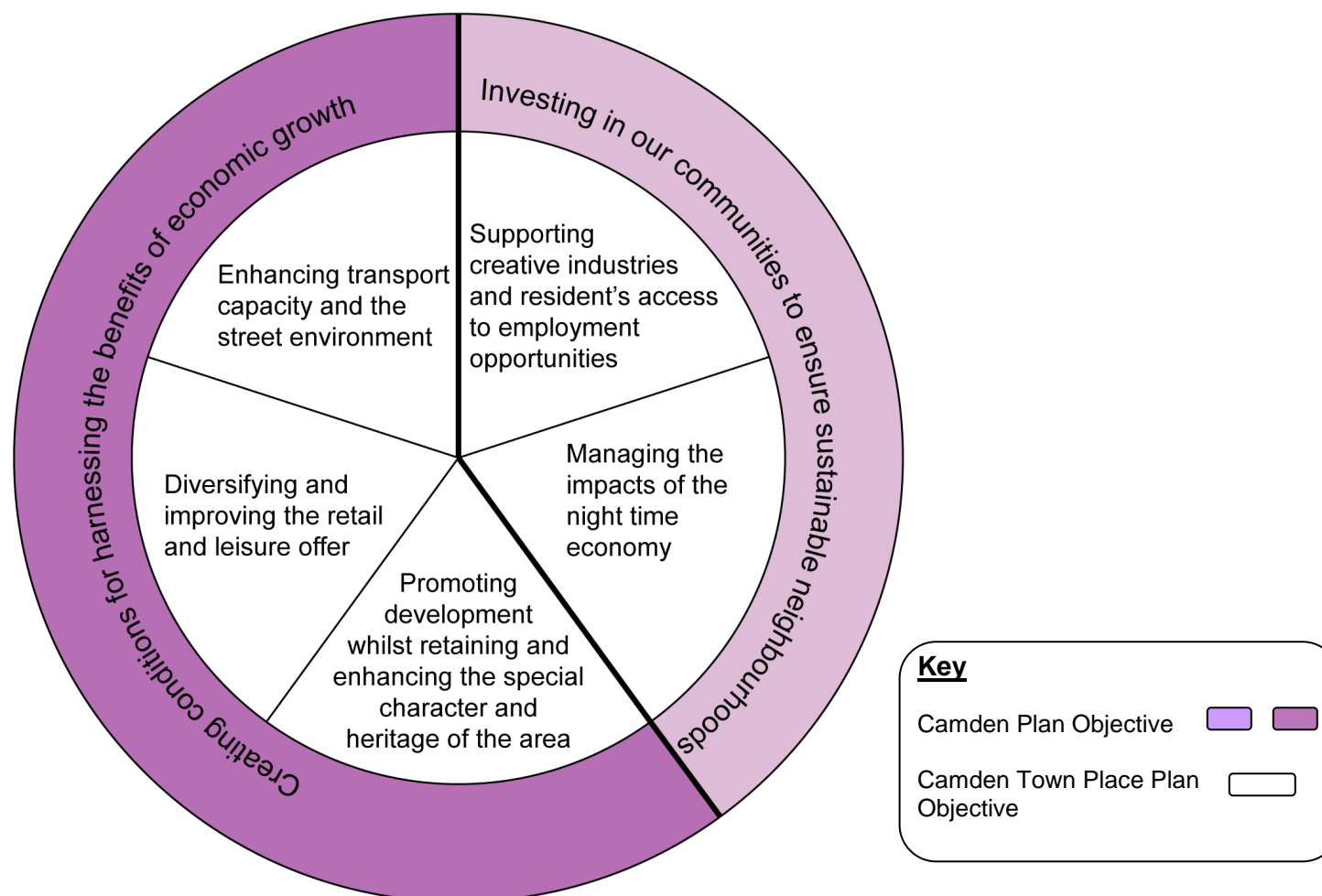
3. Camden Town Priorities and Objectives

The table below identifies the priorities and outlines updated objectives which the stakeholders wanted to take forward. Each objective has its own section within this document where they are fully explored. Key actions for all of the objectives are included within each section and a full Action Plan Update can be found at the end of the document

Priorities	Place Plan Update Objectives
Creative Businesses and Jobs: Camden Town is an important commercial centre beyond just the visitor economy. In total it is home to over 22,000 jobs and more than 60% of its total commercial space is used for offices. It is a significant Creative Cluster within the London Borough of Camden.	Supporting creative industries and resident's access to employment opportunities
Night time Economy Camden Town has a large number of bars, pubs and clubs providing a destination for an exciting and vibrant nightlife which is important for the local residents as well as the visitor economy.	Managing the impacts of the night time economy
Transport Connections: Camden Town is a well connected centre and an important interchange served by underground services, Overground rail and a range of bus services. However many of these services suffer from congestion and overcrowding at particular times and the quality and legibility of some pedestrian and cycle routes to and through the area is in need of improvement.	Enhancing transport capacity and the street environment
Shopping and Entertainment Camden Town is the largest town centre in Camden and is designated a major centre in the London Plan. It is perhaps best known for its independent markets and vibrant music and entertainment venues. It attracts over 15 million visitors a year and is a destination for Londoners as well as visitors from the rest of the UK and abroad (<i>London and Partners, 2010</i>).	Diversifying and improving the retail and leisure offer
Special Character and Heritage Assets The area is characterised by a varied built environment with a large number of historic buildings and built heritage including former industrial buildings and transport infrastructure such as railways and the Regent's Canal.	Promoting development whilst retaining and enhancing the special character and heritage of the area

3. Camden Town Priorities and Objectives - The Camden Plan

The Camden Plan sets out clear ambitions and outcomes that the Council are planning to have achieved by 2017, with some proposed immediate next steps and longer-term plans on delivering the ambitions of the plan. Five strategic objectives have been developed, which will act as the framework for this programme. The Council accepts that we can not deliver the plan alone and that to achieve our ambitions for Camden we need to work with both the community and our partners. The Camden Town Place Plan update encapsulates the objectives of The Camden Plan and provides the detail of how these can be delivered for the area.



Objective 1: Supporting creative industries and resident's access to employment opportunities

Camden Town is one of the most exciting districts in London and the creative industries which it hosts create a strong and vibrant business community.

The Borough of Camden has survived the recession better than most and ensuring that residents continue to benefit from this is vital. The residents and stakeholders across the focus area are showing strong signs of community resilience and individual ambition and the Council seeks to support and encourage new opportunities for all. There are a number of initiatives which are delivering such survival and helping to put Camden Town at the heart of the UK's creative community.

The Collective Scheme was opened by Camden Town Unlimited (CTU) in 2010, with the support of the Council and from funds from the Mayors Regeneration Fund. It is a pioneering project that enables and supports people who would like to set up their own business. It provides incubator hubs and pop up shops to support and showcase innovation (this is in reference to Action 1.1).

The Collective is located in a former redundant warehouse in the south of Camden High Street that has been transformed into a "wireless, wall-less" office to provide affordable work space. The moveable internal structure enables the space to be quickly reconfigured. It can be a studio, meeting room, or catwalk within the same day. It offers reduced rent desk space to new companies and individuals in the creative industries, enabling them to work in a collaborative

environment where they can build contacts and networks, share knowledge and foster new talent (Action 1.2). To the north east of Camden Town, there is an area of existing light industry, particularly studio /workshop spaces. Where in productive use, these are an important element of Camden Town and should be harnessed and supported alongside Camden's other priorities.

This is an important part of the long term strategy for improving and enhancing the area and to support the community.

CTU, the Council and the Mayor of London are all working together to continue the success of this project. One of the key aims alongside supporting creative businesses to start up and grow, is to create a platform for showcasing creative output by matching talented creative individuals with creative industries businesses, building skills and employability (Action 1.2 and 1.3).

The 'Kings Cross Recruit' Centre opened in 2013. This helps to place local Camden residents into jobs with occupiers of and suppliers to the King's Cross Central development. This is a mechanism for Camden Town residents to access employment opportunities in specific sectors and industries, particularly due to the proximity and good transport links to this area from Camden Town. (Action 1.3)

Objective 1: Supporting creative industries and resident's access to employment opportunities

The Council also uses planning agreements (Section 106) for larger developments in the area to help promote work opportunities for local people and purchasing of local goods and services.

Key Actions for Objective 1

1.1 Continue to support The Collective scheme for creative industries, businesses and enterprises and encourage new and existing businesses to grow in Camden Town.

1.2 Continue to support young people build their employability skills by matching talented creative individuals with creative businesses for work placement and employment opportunities.

1.3 Continue to utilise its Employment and Skills Network and opportunities arising from the King's Cross development and to link local people with local employers in the Camden Town (and the borough as a whole).



Objective 2: Managing the impacts of the night time economy

Camden Town's many entertainment venues, restaurants and bars attract large numbers of visitors throughout the year. The area contains a renowned concentration of music venues, such as the Roundhouse, which positively contribute to the area's economy, reputation, attractiveness and rich cultural heritage. These venues play an important role in the area's thriving night time economy and to Camden's wider role as a destination for entertainment and culture.

However, some other aspects of the night time economy and the increasing number of visitors passing through the area put pressures on policing, transport and street cleaning. Balancing the night time economy with the needs of local residents remains a challenge and the Council and other stakeholders attach great importance to managing the impacts on night time uses in Camden Town. Camden Town has now achieved Purple Flag Status, which recognises excellence in the management of centres at night.

It must also be remembered that Camden Town's diverse economy and mix of uses, for example its large residential population and vibrant shopping, mean it is much more than a predominantly evening or night-time entertainment destination.

It is considered that the community will be more resilient if people feel safer. As such, community safety remains a priority for the people of Camden Town, with residents wanting a more visible late night presence of police on the street. Additional policing in Camden Town is a significant

driver in respect of crime reduction and safety. There is continued investment in additional police officers and this remains a high priority for the Council (Action 2.1).

Camden Town is well served by evening and late night public transport, with night buses and taxis being the predominate forms of transport in the early hours, once the tube has closed. Ensuring people can move out of the area quickly at the end of the night with minimal impact on residential areas is important to the local community. A large number of people use minicab offices to get a taxi, while many others would chose to take a black cab. Exploring the possibility of providing a Black Cab taxi rank is a priority for the area. Due to the limited on street car parking available in the area, double parking occurs which creates amenity problems for both visitors and residents of Camden Town. Through providing a designated Black Cab rank, this would seek to reduce the use of taxi touts and the amount of double parking of minicabs (Action 2.2).

The Departure Lounge has been in operation since 2010. It is an area which provides a facility offering people pastoral care and guidance/help in finding their way home safely. Due to its continued success, further funding has been secured to ensure that this facility continues to provide such assistance for a least the next 3 years (Action 2.3).

Camden Town has successfully broadened its appeal in recent years to become one of the most visited destinations in

Objective 2: Managing the impacts of the night time economy

London. The Council has worked effectively in partnership with local businesses, Camden Town Unlimited (CTU) and our partner agencies to improve the quality of the night time offer and to raise the profile and public image still further. The Camden Town successful music scene is accessible and diverse and should continue to be promoted and supported.

The scheme is voted upon by the Purple Flag Advisory Committee a partnership of key stakeholder groups, including central and local government, police, business and consumers. Such partnerships have led to increased engagement with venues which have improved understanding of issues experienced by both residents and licensees.

One such scheme is venues around Chalk Farm are now piloting 'Quiet Streets', where venue staff go out in high-visibility jackets at closing time, and encourage patrons to leave the area quietly.

This status and pilot projects highlights the effective work which all stakeholders have achieved since 2010. However, there is still work to be done and we need to continue to improve and build upon this standard to make Camden Town a better place to work, visit and live. (Action 2.4).

To continue to improve and build upon this standard, further work is required across the Council services. Of particular concern is the number of licensed premises in the Camden Town Area. While these play an important role in the area

and are part of its attraction, ensuring they do not harm the area's character or negatively impact the residential community is vitally important. Sharing information about licensed premises is key to the joint working between Council services and residents. Awards for good behaviour towards good licensees could encourage all licensees to strive for a good reputation within Camden Town and across London. Rather than focusing on the negatives, reporting on the positives should be encouraged (Action 2.5).

Early intervention on negative reports regarding licensees, to advise and support the management of the venue to improve their service is encouraged. Where engagement is not successful, managers and landlords should be made aware that a licence review may result. Early intervention and making all licensees aware of the detailed process of the licence review is a proportionate and consistent approach across all of Camden's licensed premises (Action 2.5). Such schemes are seen as a significant driver in respect of crime reduction and safety with key links to improving quality of life for residents who are affected by the night time economy and supporting a more resilient community.

The Council recognise that street cleaning is very important to businesses and residents. Street cleaning measures include providing and maintaining litter bins to try and prevent the litter in public places and regular collections. The Council places great importance on maintaining a clean environment with minimum disruption to residents and businesses.

Objective 2: Managing the impacts of the night time economy

Opportunities are currently being explored to provide additional toilets in the area which are available for use during evening and overnight. Uri-lifts are being explored as an option, as well as a night time community toilet scheme. A small toilet scheme for women and men who are not comfortable using an uri-lift is also being explored, as well as the best location for all of the proposals (Action 2.6).



Key Actions for Objective 2

- 2.1 Continued partnership investment in policing.
- 2.2 Continue to explore the opportunity for a Black Cab rank within Camden Town.
- 2.3 Continue to support the 'Departure Lounge' facility within Camden Town over the weekends.
- 2.4 Continue to highlight Camden Town's Purple Flag status for the night time economy and work in partnership to maintain the status.
- 2.5 Continue to enhance the relationship between good licensees and residents by promoting awards for Good Licensees and monitor early interventions to advise and support the management to improve, where negative reports are received on licensees.
- 2.6 Explore opportunities for new permanent urinals/toilets within Camden Town.

Objective 3: Enhancing transport capacity and the street environment

From the markets through to High Street North, Britannia Junction, Camden Road and into the project area, there have been a number of design-led public realm investments which have created a more integrated street design.

Priorities for the Camden Town Project are Cobden Junction and High Street South. Such projects will complete the upgrade to the High Street by extending the exemplar High Street North project down to Cobden Junction at Mornington Crescent. This area is important for bus routes, but it is a TFL road.

Whilst budgets are tight and further funding would have to be sought, the Council are still continuing to encourage and explore funding opportunities for this area. Funding will be encouraged to ensure that the south of the High Street is improved in line with the work which has been recently focused on the north and the commercial area of Camden High Street (Action 3.1).

The tube station site is of crucial importance to Camden Town as a vital transport interchange and as a potential development site at the heart of the area. Most visitors' first impressions of Camden Town are as they exit the tube, therefore this site is highly significant in terms of perceptions of Camden Town as a place (Action 3.2). TFL is currently looking at a new 24 hour tube service at weekends from 2015. Such proposals should be taken into account when looking at remodelling options for Camden Town Station

Capacity at Camden Town Station is something that has been a priority for Camden Town for many years, with the station being closed for exit at certain peak periods (Action 3.2).

There is generally support for works to improve the tube station and it's surrounds but local stakeholders have expressed the following should be taken into account:

- Works below ground should not dictate what happens above.
- Lessons from previous planning refusal should be learnt and mistakes not repeated.
- Meaningful input from local people into the proposals from conception stage.
- On going dialogue and consultation throughout the process.

Stakeholders at the workshop raised the issue in relation to traffic calming in the area. The Council has recently approved a 20mph borough wide speed limit which will be implemented throughout 2013-2014. The Council is in discussions with TFL to see if this approach can be adopted on all 'red-routes' throughout Camden Town as well. Having already successfully worked with TFL to secure a 20mph on Camden High Street, the Council seek to continue to discuss this approach for other red routes across the Borough (Action 3.3)

There is continued interest from Canal and River Trust (formerly British Waterways) and stakeholders to improve the

Objective 3: Enhancing transport capacity and the street environment

canal side for Pedestrians and Cyclists, however although there is limited budgets and no scheme proposals at this stage from either Canal and River Trust or the Council, this remains a high priority for all (Action 3.4). Yet, the Council will continue to encourage cycling and other sustainable transport measures (including walking) where ever possible. The London Canal and River Trust are investigating the installation of Legible London signage on the canal. The proposed locations are either side of Camden Town and this is sought to encourage people to use the canal and take advantage of the links which it provides to further destinations.

The Council will continue to investigate cycle corridors and the additional provision of cycle lanes, cycle parking and creating pedestrian links across the focus area. The Council are currently looking into feasibility studies for west to east cycle routes running across the focus area. The Council, along with other stakeholders will also seek to improve the walking routes and destination trails between Camden Town and Euston and Camden Town and Kings Cross.

Since the 2010 Place Plan Document was published, the Government have announced proposals for a new high speed rail link (HS2) to connect London to Birmingham and potentially in the longer term further north to Scotland. Camden Council remains fully opposed to the proposals for HS2 and is dismayed that the Government has not listened to our concerns regarding the impact, including the loss of homes, businesses and communities and the damning blight, which is likely to last for decades.

If, despite our opposition, HS2 does go ahead then we need to get the best deal for Camden's communities. This is why we are developing the Euston Area Plan (EAP) and working to try to deal with the blight created by HS2. The Euston Area Plan is a document which is being prepared for the area around Euston Station to help shape change in the area up to 2031. This plan also includes the area around Mornington Crescent Tube station. Further information can be found at www.eustonareaplan.info.

If HS2 does not go ahead this work will not be wasted, the EAP work will be useful in refreshing previous Network Rail plans for the station and Council work for the Euston area.

Work is also ongoing to support the case for dropping the HS1/HS2 link which will run through Camden Town. Current proposals for the HS1/ HS2 link involve running the high speed trains on the existing North London line (NLL) and involve widening part of the railway viaduct in the heart of Camden Town and then rebuilding of a series of bridges (Action 3.5).

These works could lead to years of severely detrimental impacts for Camden's businesses, communities and the future operation of the NLL. They threaten Camden Town's global reputation and could cause years of disruption to Camden Town's vital economy. The proposals also threaten Hawley Wharf, a key development site which includes a replacement school the viability of which is now in question.

Objective 3: Enhancing transport capacity and the street environment

Key Actions for Objective 3

3.1 Investigate opportunities for securing funding for feasibility and modelling work for the South High Street area and undertake relevant public consultation.

3.2 Investigate opportunities with Transport for London and the community to agree and implement a shared vision for the redevelopment of Camden Town Tube Station.

3.3 Continue joint working with Transport for London to explore opportunities for 20mph speed limits on red routes within the area.

3.4 Investigate opportunities and funding to improve the canal side for pedestrians and cyclists.

3.5 Continue to work with partners and stakeholders to minimise and mitigate the impacts of the HS2 proposals in Camden Town should the scheme go ahead.



Objective 4: Diversifying and improving the retail and leisure offer

Improving the offer of Camden Town is a long term aspiration for the Council and Camden Town Unlimited (CTU). Over the past few years, the Council has supported new high quality developments in the north of Camden Town, including the regeneration of Camden Lock and the refurbishment of Roundhouse, that have helped to significantly improve this part of the area. It is recognised by stakeholders and the Council that the southern end of Camden Town would also benefit from improvements to help raise the quality of the High Street and the business environment.

CTU, in partnership with the Council, are continuing to deliver the award winning 'pop-up' shops programme that invests in and converts unused or vacant retail spaces into vibrant, temporary spaces to showcase creative retailers and enterprises. This helps to address the issue long term vacant premises by attracting high quality permanent retailers, whilst also helping to diversify the range of uses or businesses in the area. The latest project commenced in September 2012 thanks to additional funding from the Mayors Regeneration Fund, the Council and CTU. (Action 4.1)

This partnership approach seeks to stimulate investment by the private sector to maximise the positive outcomes from the investment already made. Such improvements to the business environment along the high street will also complement the desired streetscape improvements which are coming forward around Cobden Junction at Mornington Crescent (refer to Objective 3).

The Council has also been proactive in seeking a resolution to the long-standing blight of some derelict properties at the southern end of Camden High Street in an effort to kick-start the regeneration of this part of Camden Town. For example the Council has successfully engaged with the landlord of a property on the western side of Cobden Junction that was previously derelict to ensure a development has been brought forward without the need for a Compulsory Purchase Order (CPO). Such engagement is encouraged in relation to other properties to ensure that properties are not left derelict for years (Action 4.2).

The Council will also look to work with partners to investigate opportunities for new retail offers along the high street and other areas with existing retail frontages in the focus area. As well as continue to explore opportunities for more retail units at ground floor level, where appropriate, as sites are redeveloped (Action 4.3).

Maintaining a balance of uses and activities is essential to retaining the area's attractiveness as a place to live, work and visit and part of this is also helping to support existing businesses. The Wedge card, introduced in 2009, promotes independent businesses and retailers to local employees and residents, through advertising a variety of offers and vouchers to use across the area. This has recently been expanded to include a Mobile App to help expand its reach. Maintaining and promoting such incentives will continue to support and enhance the area's shopping provision (Action 4.4).

Objective 4: Diversifying and improving the retail and leisure offer

Key Actions for Objective 4

4.1 Continue to support and deliver the Pop-up programme to invest in and convert unused or vacant retail spaces into vibrant, temporary spaces to showcase creative retailers and enterprises.

4.2 Explore opportunities for early engagement with landlords to bring development forward on under-utilised property.

4.3 Investigate opportunities to improve the retail offer and active frontages within new developments along the High Street and other areas with existing retail frontages in the focus area.

4.4 Continue to support and expand the CTU Wedge card scheme, which promotes independent businesses and retailers to local employees and residents.



Objective 5: Promoting development while retaining and enhancing the special character and heritage of the area

Camden has developed a unique, internationally recognised identity, based on its cultural heritage. This identity remains current and is continually evolving. Future improvements need to be carefully designed so that they reinforce this rather than dilute it.

It is of vital importance that the elements which make up the current character of the place are protected, whilst acknowledging that there is scope for development and improvement in some areas. Any new development within this area should exhibit the highest standards of design and sustainability (Action 5.1)

Preserving and enhancing the area's heritage and character, while fostering appropriate development and change will be key to the future success of the area. Within the area there are a small number of listed buildings which are known to be at risk as a result of neglect and decay. Such buildings are listed within English Heritage's 'Heritage at Risk' list and are highlighted as sites which are in need of help to secure their future. Such buildings are important heritage assets and should be protected and developed to repair the buildings to their former glory. Such cases require working in close partnership with owners, the Council and other relevant organisations and partners (Action 5.2).

As stated, Camden Town has a wealth of heritage and character which is continually evolving. Through creating heritage information centres, visitors could be advised of the

range of local attractions in the area including historic buildings of specific architectural value (Action 5.3). Lock Keepers Cottage is a Canal Information Centre and a coffee shop. The centre provides information to members of the public about the current operation and history of the Regent's Canal and provides other relevant up to date information promoting local tourist attractions in the area. Strong partnership working between professionals and the local community could be harnessed and showcased through the heritage information centre (Action 5.3).

The Regent's Canal is an important part of the area and some feel it is underutilised. Alongside this historical feature which runs through the area, there are a large amount of heritage sites of interest which sit along the canal, which many people visiting the area do not appreciate. Through fostering heritage trails around the area, stakeholders felt that visitors would get to appreciate the architectural history of Camden Town. Such trails can be created to help guide visitors around the area whilst looking at specific subjects. Innovative signage to celebrate the Canals historic past and direct visitors towards Kings Cross and Regents Park should be investigated (Action 5.4).

After a 5 year break, the Camden Design Awards are being re-launched in 2013. Former award winners are diverse and include the Roundhouse, as well as schools and private houses. Any scheme can be nominated for the awards, and the shortlist is compiled yearly.

Objective 5: Promoting development while retaining and enhancing the special character and heritage of the area

This scheme seeks to encourage and celebrate good quality design across Camden. Heritage is an important element of Camden Town and new development should seek to preserve and enhance the existing built environment. The Camden Design Awards reward schemes which enrich the lives of those who live and work in and around them. Schemes which use Camden Building Control for their Building Regulations approval may also be put forward for the Camden Business Awards (Action 5.5).

The Council is committed to supporting Neighbourhood Planning. Neighbourhood planning was introduced through the Localism Act 2011. Communities can now prepare neighbourhood plans to influence the future of their area. Neighbourhood plans are planning documents that can establish general planning policies for the development and use of land in a neighbourhood. Neighbourhood plans must be prepared by an approved neighbourhood forum who should be a collective of people who live and work in the area.

Once formally approved, a neighbourhood Forum can write a neighbourhood plan for their area which sets planning policy against which planning applications will be decided. The Council is aware of community groups which are interested in neighbourhood planning in the area and will seek to support any emerging forum throughout the process of designation and through developing their neighbourhood plan (Action 5.6).

The Place Plan and Neighbourhood Plans are expected to be mutually supportive documents which guide the future shape of the area.

Key Actions for objective 5

5.1 Ensure the historic character of the whole area is protected and that new development responds to this and preserves and enhances the character and appearance of the conservation area.

5.2 Protect heritage assets through working on Buildings at Risk within the area.

5.3 Support Heritage information centres and developing the Canal Information Centre in the Lock Keepers Cottage.

5.4 Foster heritage trails around the area and investigate innovative signage to celebrate the Regent's Canal and its historic past.

5.5 Support the Camden Design Awards, inviting the public to nominate and vote for their preferred development within Camden Town.

5.6 Support neighbourhood planning in the area and work closely with community groups to help deliver shared objectives within the area.

4. Action Plan Update

Time scales – Short term – delivered by the end of 2014, Medium term – delivery by the end of 2015, long term – delivery beyond 2015, Ongoing – continuing action.

Action Ref	Action	Timescale	By who
Objective 1: Supporting creative industries and resident's access to employment opportunities			
1.1	Continue to support The Collective Scheme for creative industry businesses and enterprises and encourage new and existing businesses to grow in Camden Town.	Ongoing	Council's Economic Development Team, Camden Town Unlimited
1.2	Continue to support young people build their employability skills by matching talented creative individuals with creative businesses for work placement and employment opportunities.	Ongoing	Council's Economic Development Team, Camden Town Unlimited
1.3	Continue to utilise its Employment and Skills Network and opportunities arising from the Kings Cross development to link people in Camden Town with local employers in the Camden Town (and the borough as a whole),	Ongoing	Council's Economic Development and Development Management Teams

Action Ref	Action	Timescale	By who
Objective 2: Managing the impacts of the night time economy			
2.1	Continued partnership investment in policing.	Short term (2013 onwards)	Council's Community Safety Team
2.2	Explore the opportunity for a Black Cab rank within Camden Town.	Short/Medium Term	Council's Transport Teams, Council's Community Safety and TfL
2.3	Continue to support the 'Departure Lounge' facility within Camden Town over the weekends.	Ongoing	Council's Community Safety Team
2.4	Continue to highlight Camden Town's Purple Flag status for the night time economy and work in partnership to maintain the status.	Ongoing	Council's Economic Development and Camden Community Safety Teams
2.5	Continue to enhance the relationship between good licensees and residents by promoting awards for Good Licensees and monitor early interventions to advise and support the management to improve, where negative reports are received on licensees.	Short / Medium term	Council's Licensing and Community Safety Teams and Council's Economic Development Team
2.6	Explore opportunities for new permanent urinals/toilets within Camden Town.	Medium / Long term	Council's Community Safety, Transport, Environmental Services and Development Management Teams

Action Ref	Action	Timescale	By who
Objective 3: Enhancing transport capacity and the street environment			
3.1	Investigate opportunities for securing funding for feasibility and modelling work for the South High Street area and undertake relevant public consultation.	Short/Medium Term	Council's Transport Team and Transport for London
3.2	Investigate opportunities with Transport for London and the community to agree and implement a shared vision for the redevelopment of Camden Town Tube Station.	Medium/Long Term	Council's Transport and Development Management Teams and Transport for London
3.3	Continue joint working with Transport for London to explore opportunities for 20mph speed limits on red routes within the area.	Short/Medium Term	Council's Transport Team and Transport for London
3.4	Investigate opportunities and funding to improve the canal side for pedestrians and cyclists.	Short/Medium Term	Council's Transport Team and Canal and River Trust
3.5	Continue to work with partners and stakeholders to minimise and mitigate the impacts of the HS2 proposals in Camden Town should the scheme go ahead.	Medium/Long Term	Council Placeshaping Team, Economic Development Team and HS2.

Action Ref	Action	Timescale	By who
Objective 4: Diversifying and improving the retail and leisure offer			
4.1	1 Continue to support and deliver the Pop-up programme to invest in and convert unused or vacant retail spaces into vibrant, temporary spaces to showcase creative retailers and enterprises and attract new high quality permanent retailers to the high street.	Short/ Medium / Long Term	Camden Town Unlimited, Council's Economic Development, Mayor of London.
4.2	Establishing a clear framework for working with landlords to ensure development is brought forward on under-utilised property.	Short/ Medium / Long Term	Council's Economic Development and Planning teams, Camden Town Unlimited
4.3	Investigate opportunities to improve the retail offer and active frontages within new developments in the focus area.	Short/ Medium / Long Term	Development Management services Council Placeshaping and Council's Economic Development,
4.4	Continue to support and expand the CTU Wedge card scheme, which promotes independent businesses and retailers to local employees and residents.	Ongoing	Camden Town Unlimited

Action Ref	Action	Timescale	By who
Objective 5: Promoting development and investment whilst promoting and enhancing the special character and heritage of the area			
5.1	Ensuring the historic character of the whole area is protected and that new development responds to this and preserves and enhances the character and appearance of the conservation area.	Ongoing	Council's Development Management and external partners including developers.
5.2	Protect heritage assets through working on Buildings at Risk within the area of focus.	Ongoing	Council's Placeshaping Service and Arts and Tourism.
5.3	Creating Heritage information centre and developing the Canal Information Centre in the Lock Keepers Cottage.	Ongoing	Council's Development Management, Arts and Tourism department and local community groups.
5.4	Foster heritage trails around the area and investigate innovative signage to celebrate the Regent's Canal and its historic past.	Ongoing	Camden Railway Heritage Trust, Council's Development Management Team and Arts and Tourism
5.5	Support the Camden Design Awards, inviting the public to nominate and vote for their preferred development within Camden Town.	Short/ Medium / Long Term	Council's Placeshaping service
5.6	Support neighbourhood planning in the area and work closely with community groups to help deliver shared objectives within the area	Short/ Medium / Long Term	Camden Placeshaping Service