

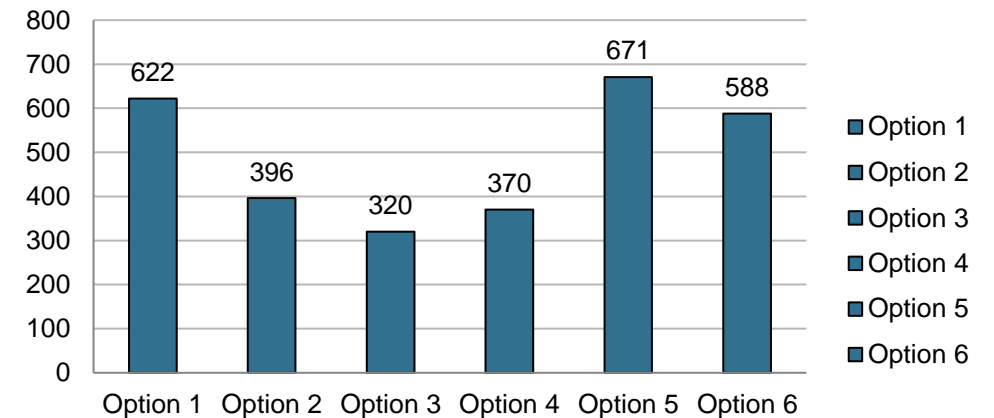
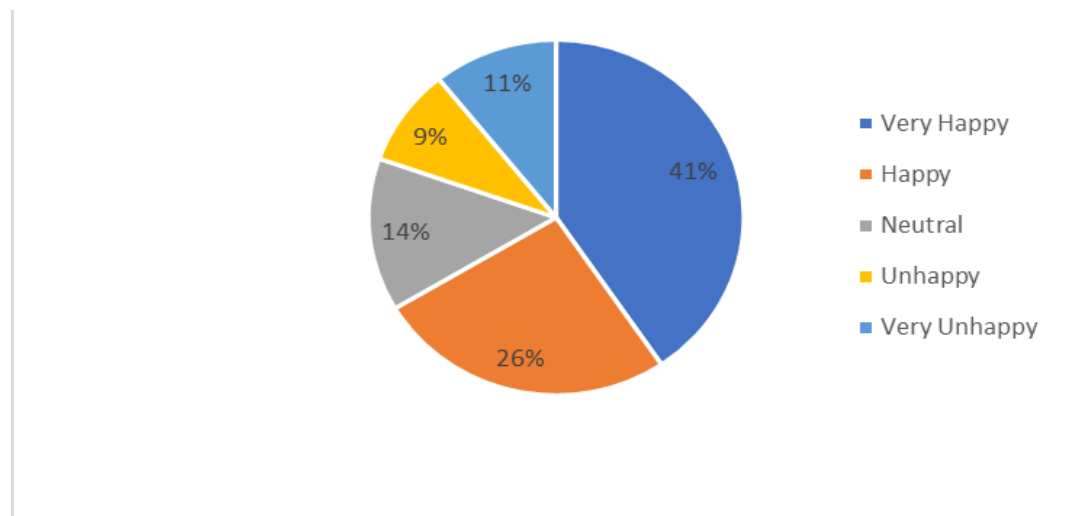
Harrou High Street Fund

South Harrou Bridge Mural &
Round 1 Consultation Feedback

- The South Harrow Bridge Mural survey was undertaken to deliver a mural on South Harrow bridge under the High Street Fund programme. Six designs were drafted and proposed to the community at South Harrow to rank their favourites.

	Visitors	Voters
South Harrow	1240	176

- What do you think of the mural designs overall?



South Harrow Bridge Mural Survey - Winning Design Option 5

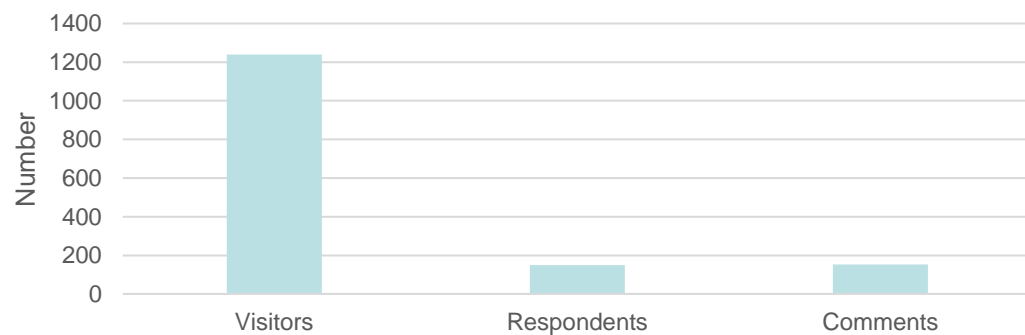


- Planning permission to be sought.
- Entering into legal agreement with TfL.
- Only the mural to the wall – which is the core of the mural, is targeted to be **completed by March 2022**.
- The artwork to the bridge is dependant on safety works that TfL need to complete. This is planned to follow at a later date and Harrow Council will continue to offer support to TfL.

- Public feedback on a range of public realm and creative placemaking interventions proposed for the local centre at Northolt Road, South Harrow
- Consultation 6 April -16 May 2021
- Posters on Community and Park noticeboards
- My Harrow
- Website
- Leaflets distributed just over 1 mile radius from centre of consultation. In South Harrow this was 11,394 door drops residential and business on 7 & 8 April
- Leaflets at Roxeth Library
- Hardcopies available on request

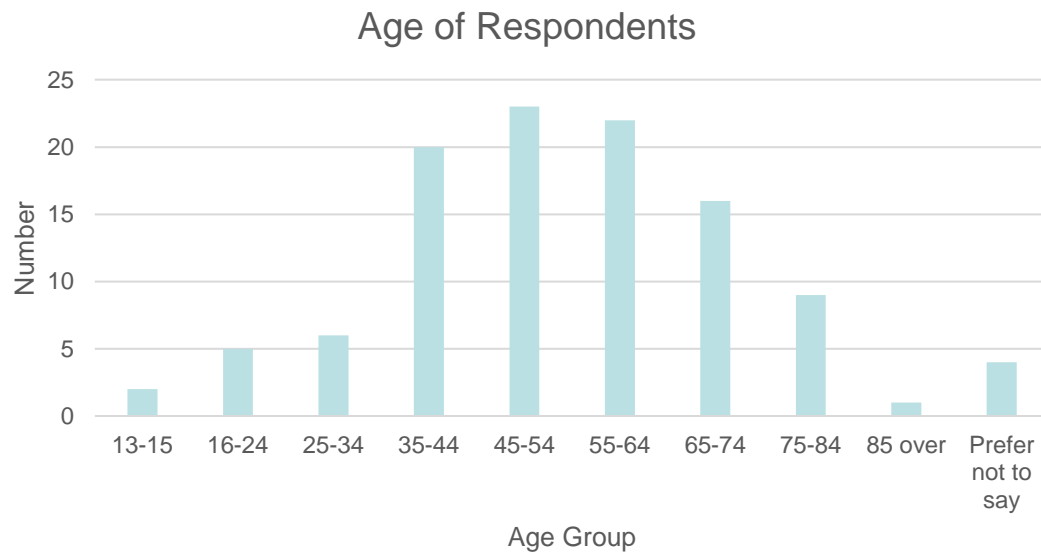
Demographics information on respondents

Visitors, Respondents and Comments



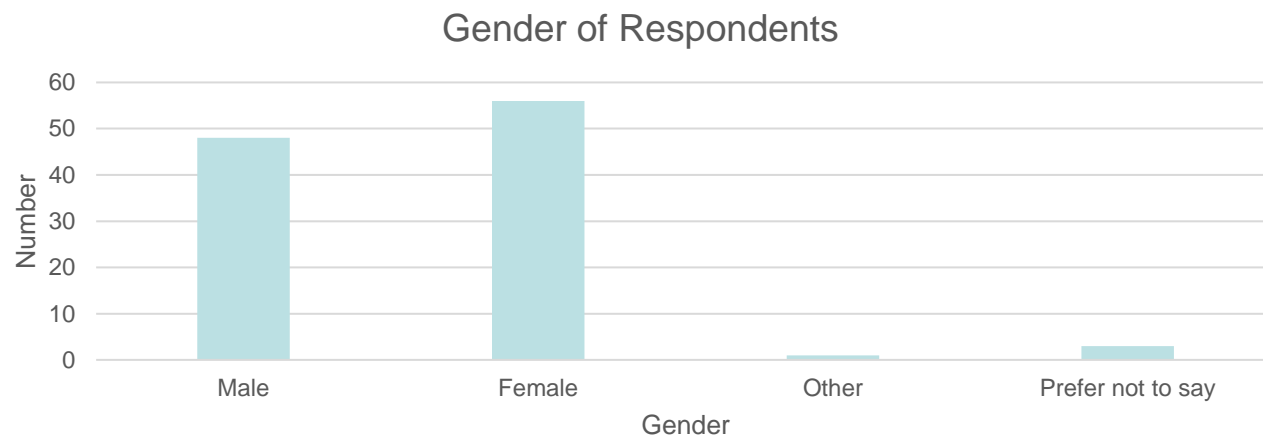
	Visitors	Respondents	Comments
South Harrow	1240	149	153

Age breakdown



South Harrow	Age Group	Number	Percentage
	13-15	2	2%
	16-24	5	4%
	25-34	6	5%
	35-44	20	19%
	45-54	23	22%
	55-64	22	21%
	65-74	16	15%
	75-84	9	8%
	85 over	1	1%
	Prefer not to say	4	3%

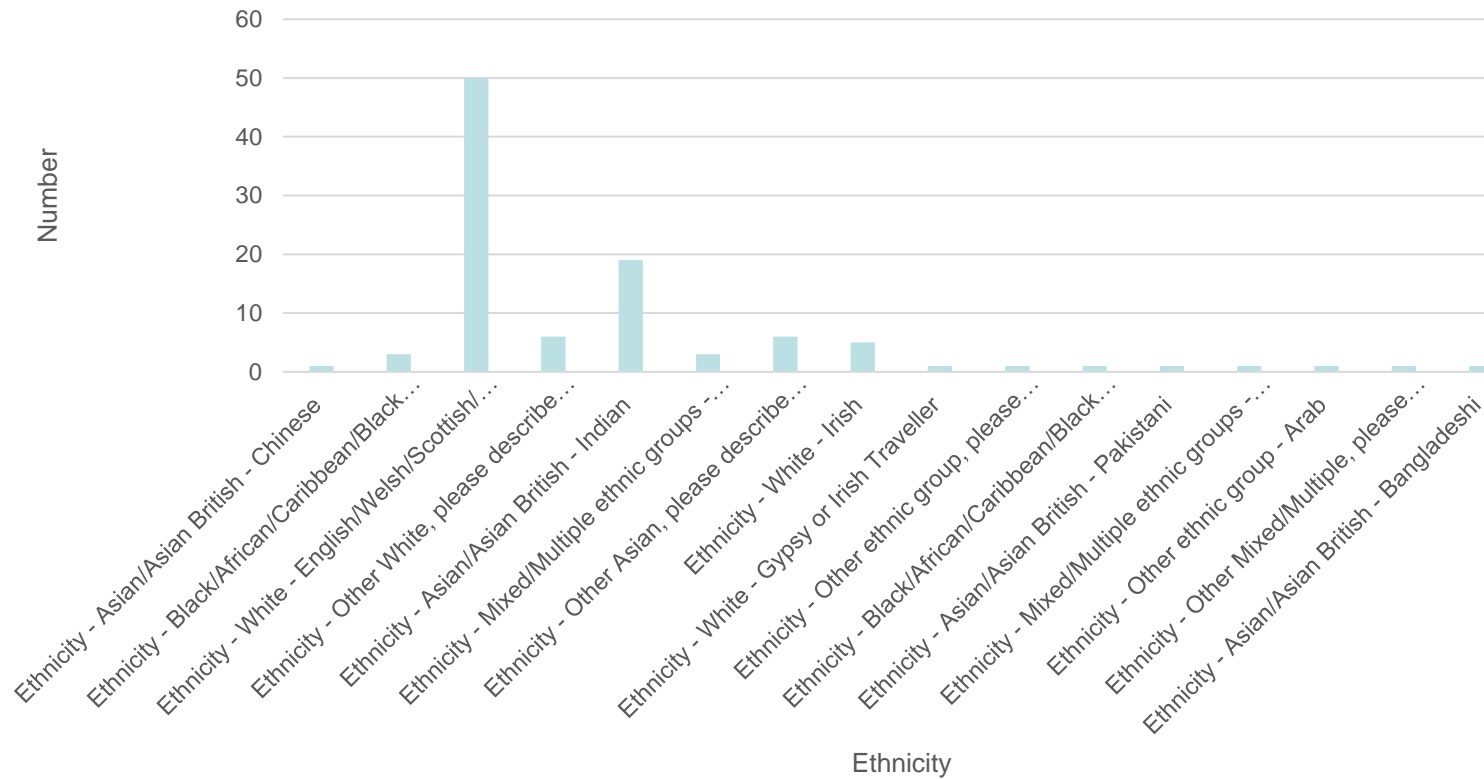
Gender breakdown



South Harrow	Gender	Number	Percentage
	Male	48	44%
	Female	56	52%
	Other	1	1%
	Prefer not to say	3	3%

Ethnicity breakdown

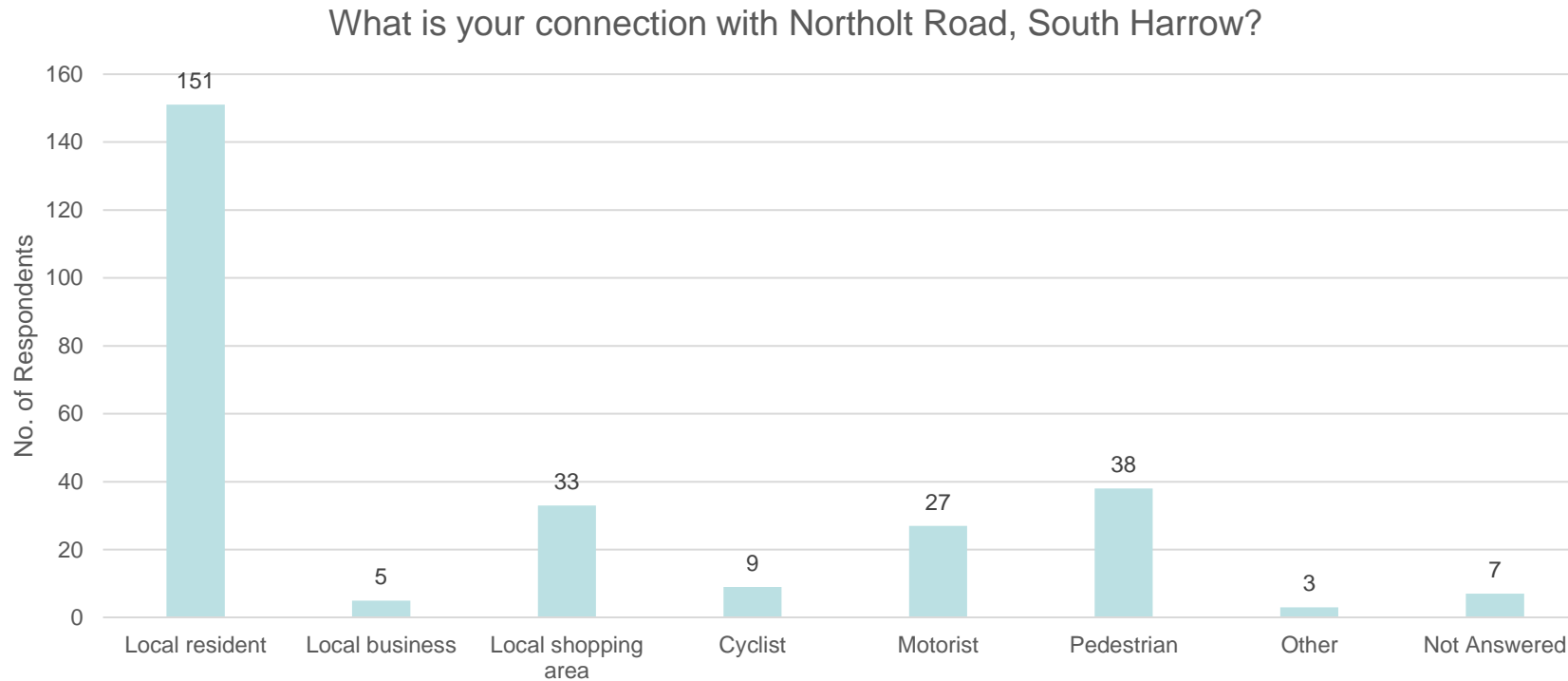
Ethnicity of Respondents



	Number of respondents	Percentage
South Harrow		
Ethnicity - Asian/Asian British - Chinese	1	1%
Ethnicity - Black/African/Caribbean/Black British - Caribbean	3	3%
Ethnicity - White - English/Welsh/Scottish/Northern Irish/ British	50	50%
Ethnicity - Other White, please describe beginning "White - "	6	6%
Ethnicity - Asian/Asian British - Indian	19	19%
Ethnicity - Mixed/Multiple ethnic groups - White and Asian	3	3%
Ethnicity - Other Asian, please describe beginning "Asian/Asian British - "	6	6%
Ethnicity - White - Irish	5	5%
Ethnicity - White - Gypsy or Irish Traveller	1	1%
Ethnicity - Other ethnic group, please describe beginning "Other ethnic - "	1	1%
Ethnicity - Black/African/Caribbean/Black British - African	1	1%
Ethnicity - Asian/Asian British - Pakistani	1	1%
Ethnicity - Mixed/Multiple ethnic groups - White and Black Caribbean	1	1%
Ethnicity - Other ethnic group - Arab	1	1%
Ethnicity - Other Mixed/Multiple, please describe beginning "Mixed/Multiple - "	1	1%
Ethnicity - Asian/Asian British - Bangladeshi	1	1%

What is your connection to the local area?

162 responses to this question



- Copenhagen Crossings were the most favoured public realm proposed intervention.
- 66% of respondents agree with the proposed location of Copenhagen crossings.
- 69% of respondents agree with the location of footway level parking.

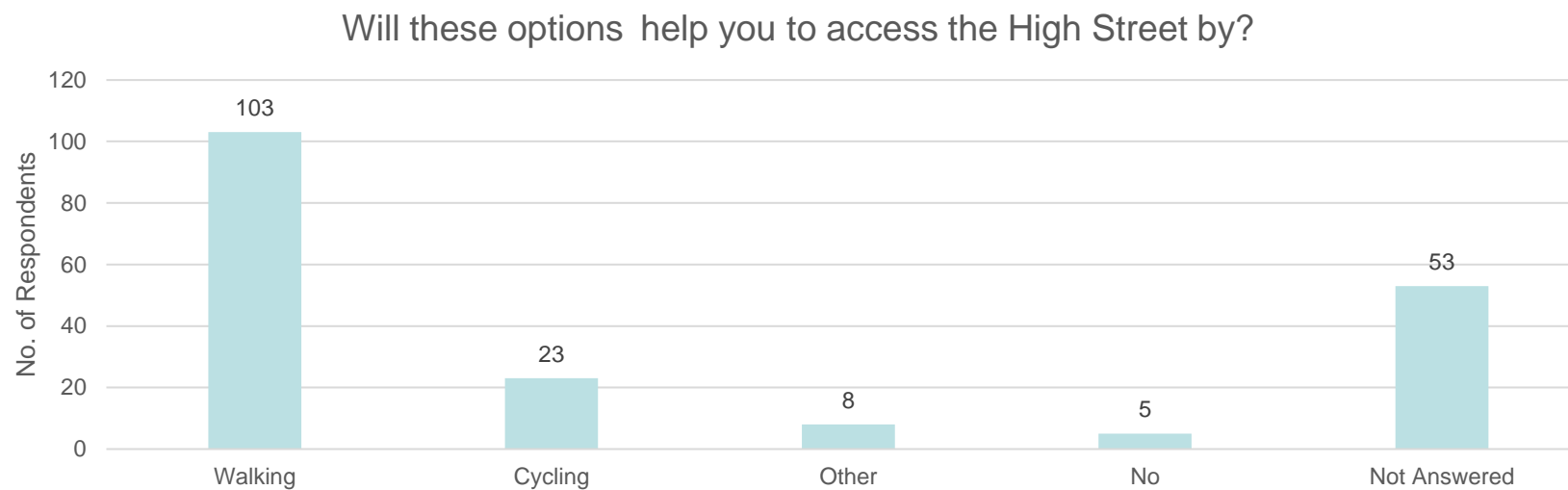
What other options/locations would you like to see?

131 responses to this question

	Total number of responses	1st most frequent comment	2nd most frequent comment	3rd most frequent comment	4th most frequent comment	5th most frequent comment
South Harrow	131	Improve the cleanliness of the area by removing litter and installing more bins (25 respondents)	Reduce street clutter and encroachment of shop displays into the footway (25 respondents)	Improve the appearance and offering of the shops in the area (23 respondents)	Increase planting and install more trees (18 respondents)	Improves safety with CCTV and police presence to reduce ASB (13 respondents)

Will these options help you to access the High Street by walking, cycling or other?

116 responses to this question



Do you have any other comments or feedback on how we can improve the High Street?

110 responses to this question

	Total number of responses	1st most frequent comment	2nd most frequent comment	3rd most frequent comment	4th most frequent comment	5th most frequent comment
South Harrow	110	Ensure the area is clean and free of litter (council or local retailers) and provide more bins (47 respondents)	Improve safety with increased CCTV and police presence to reduce anti-social behaviour (22 respondents)	Improve the offering and quality of the shops, improve the shop frontages (22 respondents)	Remove clutter on the footways and prevent retailers encroaching into the footway with displays (20 respondents)	Increase planting and install more trees (13 respondents)

The creative art visual options for the High Street are listed below. Please rank these in order of preference.

- A - Murals
- B – Feature and Festive lighting
- C – Painted Lamp Columns
- D – Place Marker, eg Welcome sign
- E – Infographics on cycle routes
- F – Infographics on pavements
- G – Colourful Crossings
- H – Art Display Unit

To assess the overall preferences, the ranked options were assigned a score as set out below

Preference	Score
1	8
2	7
3	6
4	5
5	4
6	3
7	2
8	1

South Harrow 141 responses		Score
Rank 1	Painted lamp columns	878
Rank 2	Infographics on pavement	850
Rank 3	Murals	708
Rank 4	Place Marker eg. welcome sign	681
Rank 5	Feature and Festive lighting	519
Rank 6	Art display Unit	486
Rank 7	Infographics on Cycle routes	480
Rank 8	Colourful Crossings	369

If there was to be a main feature or a focal point along the High Street, where do you think it should be?

101 suggestions

The top option at South Harrow was the Station.

- South Harrow Station 26
- Library 21
- Eastcote Lane 10

What style and impact should a mural have and what should it represent?

Style		Impact		Should represent	
Commemorative	47	Colourful/eye catching	62	History of area	73
Abstract Art	42	Creates an identity	58	Diversity/community/culture	59
Geometry	30	Thought Provoking	37	Past/present/future	42
Typography	23	Has a message	31	Landmarks	35
Graffiti/Street Art	30	Wayfinding	29	No mural/none	5
No mural/none	10	No mural/none	7	Other	3
Other	9	Other	4		
Total	191		228		217

What should the murals not include?

The top three comments were:

Race 12

No mural 9

Graffiti 8

- Deliver initiatives before end of March 2022 that had strong support from round 1 consultation:
 - South Harrow Bridge Mural
 - Festive lights (in time for Diwali 2021)
 - Feature lights (in time for Christmas 2021)
 - Paved (Copenhagen) Crossings.
- Cease progressing with 3 lowest scoring initiatives identified in round-1 consultation for South Harrow - Colourful Crossings, Infographics on Cycle Routes and Arts Display Units.
- To help keep the conversation going, we have planned a number of drop-in sessions this summer, with a further round in the autumn.
 - The sessions are a great opportunity for local residents, including young people and businesses, to work together with the project team to refine local designs.
 - The drop-in sessions are part of the ongoing process to discover what is important to local people for their high street.
- Further consultation on designs will take place in the autumn before a final decision is made by the High Street Fund Programme Board.
- If you would like to be involved in activities, email edo@harrow.gov.uk

NORTH HARROW

Saturday 7 August 11am-4pm,

Monday 9 August 11am-6pm,

On the picnic benches outside
Red Cup Café

EDGWARE

Saturday 7 August 11am-4pm,

Tuesday 10 August 11am-6pm,

Outside the Police Station on
Whitchurch Lane

SOUTH HARROW

Wednesday 11 August 11am-6pm,

Saturday 14 August 11am-4pm,

Outside entrance to
South Harrow Market

RAYNERS LANE

Thursday 12 August 11am-6pm,

Saturday 14 August 11am-4pm,

On the picnic benches on
Rayners Lane