CRICKLEWOOD BUSINESS ASSOCIATION

Minutes of meeting held on 31st October 2017

Present:
Matthew Dibben@brent Head of Employment and Skills.
Danny Maher danny.maher@ashfordplace.org.uk Co-Chair
Eoin Pardy epardy@claytonhotels.com   Co-Chair
Cllr: Lia Colacicco Mapesbury Ward Brent
David Rowley Carpet Time Cricklewood Lane
James Wright Metroline Travel Ltd
Holly Shackleton Crown Moran hotel
Osita Odenson Udenson Caldbeck Associates Ltd
Andrew Turner Argent Related
Shelleyna Rahman, Barnet High Streets & Town Centres Investments Manager, PCs Elton Koci and Jeff Lawrence
Childs Hill ward
Nadia Gass NEG Media Consulting

Business Strategy: Members agreed to develop a 20 year strategy for the Broadway. For starters –
Shelley will attempt to find the Exit Strategy that was produced by Robin Lee Architects (partner in the Outer London
Fund project which ended in 2014) The strategy will be a useful starting point for our 20 year vision document
Shelley and Matt will provide current examples of businesses strategies from Brent and Barnet town Centres
Shelley and Matt will coordinate desk research on Cricklewood and the local economy
David Rowley Carpet Time, Kaveh Savage from Savage London, Danny Maher and Eoin Pardy will meet to facilitate
the development of the strategy
Dave suggests and agreed to print Cricklewood Business Association business cards to distribute to all business as a
way of promoting the association
 Other thoughts on this issue included
Members will look out for potential funding programmes – e.g. Local Councils, Central Government, other statutory
agencies that may support the cost of a consultant
Andrew from Argent suggested he would invite a key member of the Brent X development to our next meet who
could bring the Membership up-to-date on when we will see the first developments taking place and areas affected
as a means of informing our 20 year vision
Matthew mentioned that his colleague, Claire Jones in Brent Council may be able to offer advise on our strategy
Members agreed that both Barnet and Brent should be approached for funding for the strategy development

Funding: Community Infrastructure Levy
Shelley will report information on Barnet CIL programme at our next meeting. Brent Council has currently a CIL
funding programme available for application
Osita told Members about a CIL bid she is leading on behalf of the Cricklewood Town Team (resident led group) to
next meeting which if successful will see the creation of a public space on Oakland's Road where shoppers and
residents can relax, enjoy an active space.
Shop fronts – Cllr. Lia introduced the idea of a shop fronts clean up initiative. More on this story later in the week.
Members agreed that Cricklewood Business Association membership be dependent on the applicant business
signing up for their shop to be cleaned by this initiative
Kaveh asked for more copies of the leaflet which he will pass on to his neighbours.

AOB:
PC Eton reported that the "No drinking zone" in the whole of Barnet has been removed by the council as of last
week. This is very disappointing news as we have seen a marked difference in a reduction of ASB and drinking on our
green space and around the Broadway, Barnet side. The No Drinking Zone had given the police leverage and more
grounds to tackle street drinkers and nip any potential ASB problems in the bud before they began. Elton said that
they would continue to patrol the area when they. Members agreed that a letter should be sent to the Borough
Commander reporting our disappointment and requesting that the Zone be restored. Action. Danny Maher

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Members gave a vote of thanks to Kevin Vincenzo Keating, Cricklewood artist, who was commissioned by NorthWestTWO Residents' Association to produce a mural as part of its 10th birthday celebrations.

Date for your diary: Next Meeting Tuesday 12th December. Let's start with refreshments and networking 8.30am-9am and then meeting 9am-10am.

End: Co-chaired by

Danny Maher
Danny.maher@ashfordplace.org.uk

Eoin Pardy
epardy@claytonhotels.com