

# Ruislip Town Centre Improvements

Information Event for Local Independent Businesses  
24 April 2019



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# Introductions

- Welcome
- Presentations: setting the scene
- General Questions & Answers
- One to-One advice and registering interest



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# Why are we here tonight?

- For you to meet the team;
- To let you know what specialist expertise and financial help will be available to you;
- To share some recent examples which have greatly improved business turnover, and
- To involve you from the start

# Town Centre Improvements Team

**Helena Webster**

Community Engagement & Town  
Centre Improvements Manager

**Catherine Flew**

Town Centre Improvements Officer

**Hayley Thomas**

Town Centre Improvements Officer

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# Shop Front Grant Scheme



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# Shop Front Grant Scheme

Hayes Town Centre



Northwood Hills



Ruislip Manor



Harefield Village



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# Shop Front Grant Scheme

Eastcote



Windsor Street, Uxbridge



Ryefield Parade



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# Shop Front Grant Scheme

The offer to independent shops is:

- 80% Grant towards the cost of the works up to a maximum of £4,800 for a single unit;
- Free design and project management expertise;
- Support with planning/listed building applications
- Access to vetted specialist contractors;
- LBH invoice shopkeeper for the 20% contribution; and
- Branded franchises not usually eligible

***Terms & Conditions include maintaining a good frontage***



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# Shop Front Grant Scheme

If the cost of the improvements is....	Then the Council pays....	And you pay....
£1,000	£800	£200
£3,000	£2,400	£600
£6,000	£4,800	£1,200
Please note, the maximum grant is based on a £6,000 project. So if the project costs more....		
£8,000	£4,800	£3,200
£10,000	£4,800	£5,200

*The average grant offered to businesses in other schemes was £3,500 with an average contribution of £875 from businesses*

# Shop Front Grant Scheme

## What improvements can you apply for?

- Signage - including window graphics and projection/hanging signs
- Awnings/canopy
- Refurbishment of existing shop front & surround
- Lighting

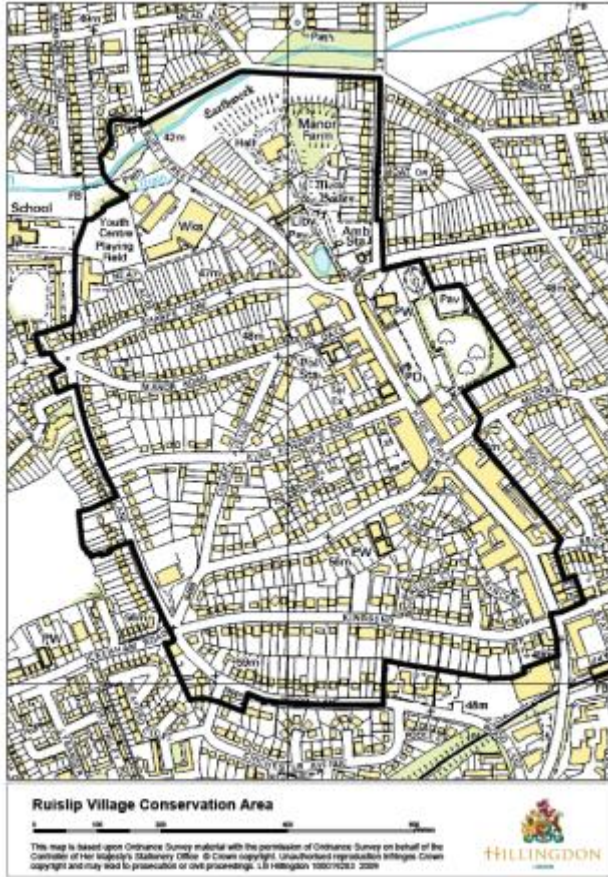
# Shop Front Grant Scheme

Expected to be phased over two years up to March 2021



# Shop Front Grant Scheme

## Ruislip Village Conservation Area



- All shops within the town centre are in the Ruislip Village Conservation Area
- Some improvements may require planning permission or listed building consent.
- Officers support available for applications

# Shop Front Grant Scheme

## Conservation Area - Planning Guidance

- External shutters are not generally accepted - alternatives options could include internal shutters, collapsible shutters, or protective film for shop front windows
- Internally lit signage is not accepted - alternatives options could include swan lights or trough lighting
- Maintain original features, such as traditional shop fronts and awnings



# Shop Front Grant Scheme



Total Cost £3,024  
LBH Grant £2,419  
Shop paid £605



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# Shop Front Grant Scheme



Total Cost £2,230  
LBH Grant £1,784  
Shop paid £446



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# Shop Front Grant Scheme



Total Cost £3,450  
LBH Grant £2,760  
Shop paid £690



# Shop Front Design Team

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*by* GOOD  
PEOPLE

## The Team

Lee Newham - Creative Director

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Twitter: [goodpeopletweet](https://twitter.com/goodpeopletweet)

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*by* GOOD  
PEOPLE

WE HAVE OVER 20 YEARS EXPERIENCE WORKING IN PACKAGING, BRANDING, RETAIL, HIGH STREET REGENERATION AND MARKETING FOR BRANDS AROUND THE WORLD. BOTH LARGE AND SMALL.



**10 YEARS AGO WE HELPED A LOCAL SHOP  
SAVE MONEY BY MAKING THE MOST OF  
WHAT THEY ALREADY HAD.**

SYDENHAM



BEFORE

SYDENHAM



AFTER (enamel sign)

## **WE CAN HELP WITH**

- **ADVICE**
- **BRANDING AND LOGOS**
- **DESIGN EXTERNAL CHANGES TO YOUR SHOP**
- **PLANNING THROUGH TO ARTWORK**

## **WE CAN'T HELP WITH**

- **MENU'S AND OTHER ITEMS**
- **STATIONERY**
- **OTHER SHOPS**
- **WEBSITES**

## WORK IN OTHER CONSERVATION AREAS

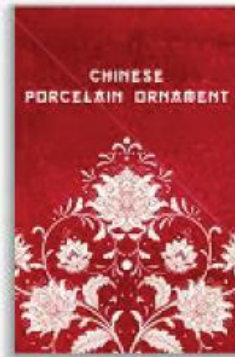
- HAREFIELD





YIM WAH HOUSE

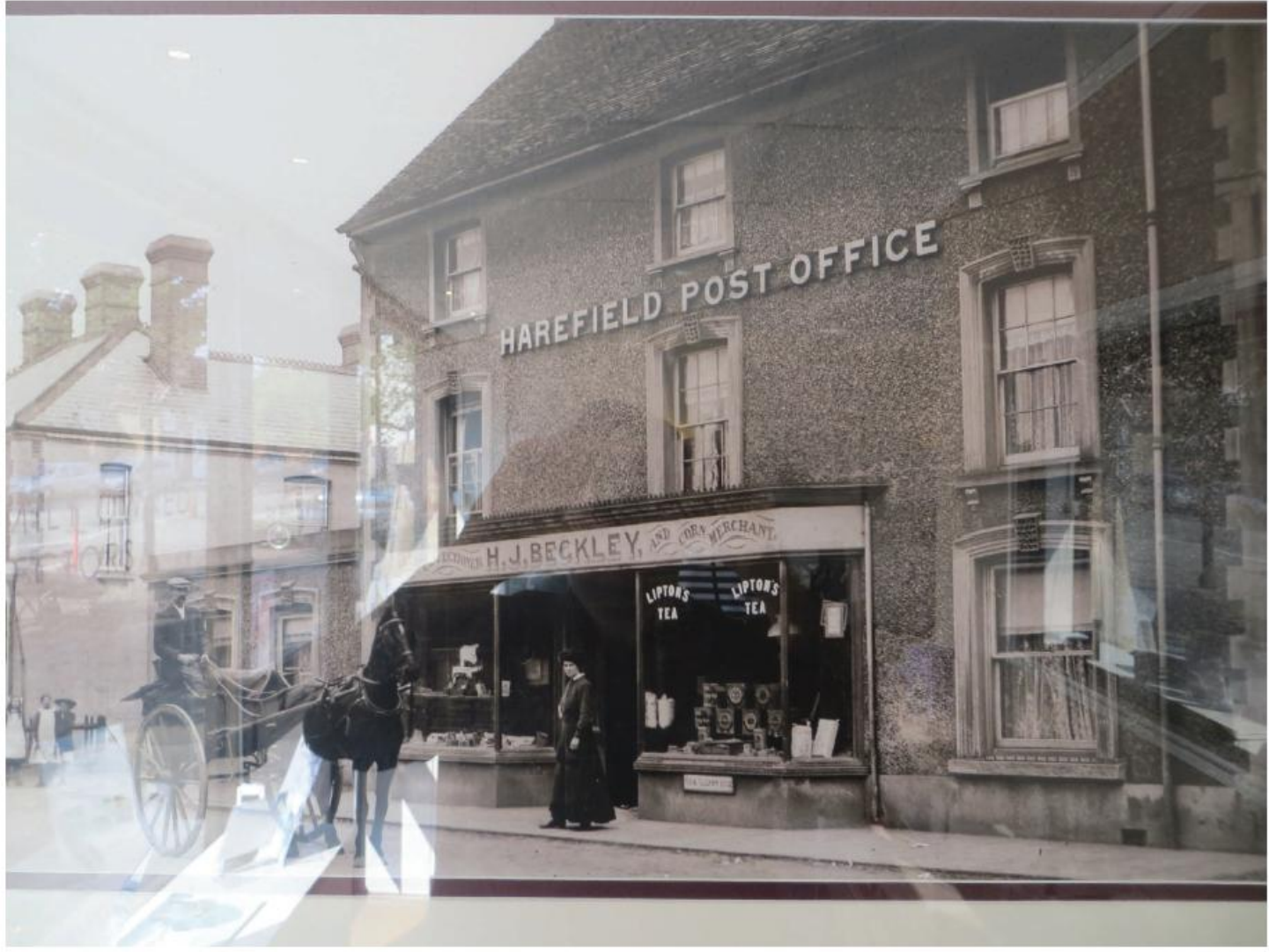
YIM WAH HOUSE













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WE LOVE COFFEE

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EST 2015





## **WORK IN OTHER CONSERVATION AREAS**

- **WINDSOR STREET**







17

# DIAMOND NAILS & SPA



No loading at any time

18-19



309

# Ottimmo Bao Bao

WEST DRAYTON  
PHILIPPS FARM

Keep us CLOSED

11am - 8:30pm



309

R

*Ottimmo* BAO BAO CAFÉ

45



*Ottimmo*  
BAO BAO CAFÉ

*Ottimmo*  
BAO BAO CAFÉ

OPEN

Martin's Place  
BISTRO

BISTRO

46 WINDSOR ST

Martin's Place  
BISTRO  
46 Windsor Street  
0181 511500

47

BROMPTON

BRONPTONS  
of London, Ltd.





369

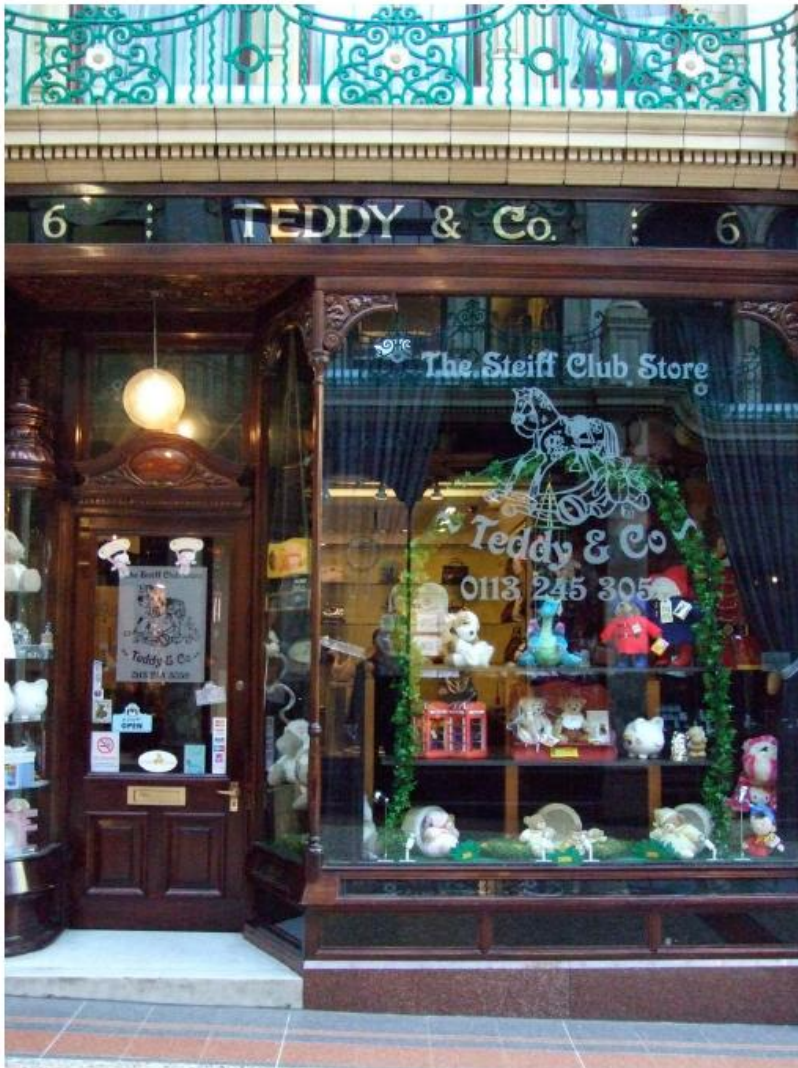
01895 234162

**WENDY'S** *Hairstressers*

Number 53

WENDY'S  
*Hairstressers*  
WINDSOR STREET  
01895 234162

Ear Piercing  
available



# R.V. RALPH WATCH REPAIR SPECIALISTS

PROPRIETOR P.J. INGLETON F.B.H.I

UXBRIDGE 31896

No 4



R.V. RALPH WATCH REPAIR SPECIALISTS



01895 231896



**TIMEX** QUARTZ  
Smart inside and out



R.V. RALPH WATCH REPAIR SPECIALISTS

R.V. RALPH WATCH REPAIR SPECIALISTS



**R.V. RALPH** WATCH REPAIR SPECIALISTS



**R.V. RALPH** WATCH REPAIR SPECIALISTS

01895 231896

**TIMEX** SMART  
Smart inside and out

**R.V. RALPH** WATCH REPAIR SPECIALISTS

SEIKO





## **IN CONSERVATION AREAS**

- **RESPECT THE BUILDING**
- **KEEP SIGNAGE SIZES IN PROPORTION**
- **EXTERNAL LIGHTING PREFERRED**
- **SAVE MONEY BY KEEPING YOUR SHOP FRONT**
- **KEEP IT SIMPLE**
- **HAVE YOUR BRANDING VISIBLE TO PASSERS BY & YOUR STREET NUMBER ON YOUR SIGN**
- **THINK HOLISTICALLY**
- **BE CONSISTENT**



## **MENU:**

**AWNINGS (TRADITIONAL): £2500**

**AWNINGS (CASSETTE): £1800-2200**

**SHOP FRONT (ALUMINIUM): £3000-5000**

**SHOP FRONT (WOOD): £6000-10,000**

**SIGNAGE (ALUMINIUM TRAY & VINYL): £1500+**

**SIGNAGE (BACK PAINTED GLASS): £1500-3000**

**WINDOW VINYL: £200-500**

**SIGNAGE (ILLUMINATED TRAY): £1500-3000**

**HANGING SIGN: £500-700**

**LIGHTING (OVERHEAD): £500-700**

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PEOPLE

# Additional Investment

- Public realm 'refresh'
- Addressing vacant shops



# Public Realm - Town Centre Refresh

- Funding earmarked to refresh street furniture, landscaping and create a town centre ‘Wow’ feature
- Existing ‘Stop & Shop’ parking places to be individually marked to maximise parking capacity
- Town centre branding and identity to be developed



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# Public Realm - Town Centre Refresh

Town centre street furniture & landscaping



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# Public Realm - Town Centre Refresh

Examples Town centre 'branding' features

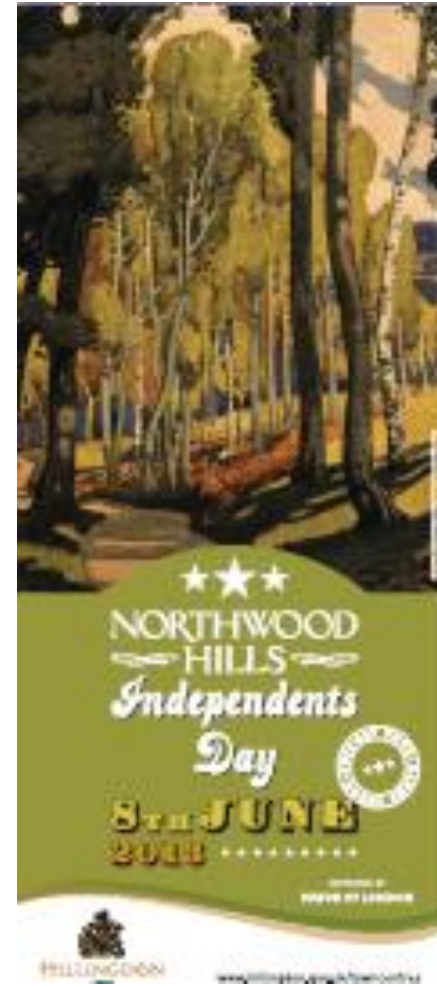
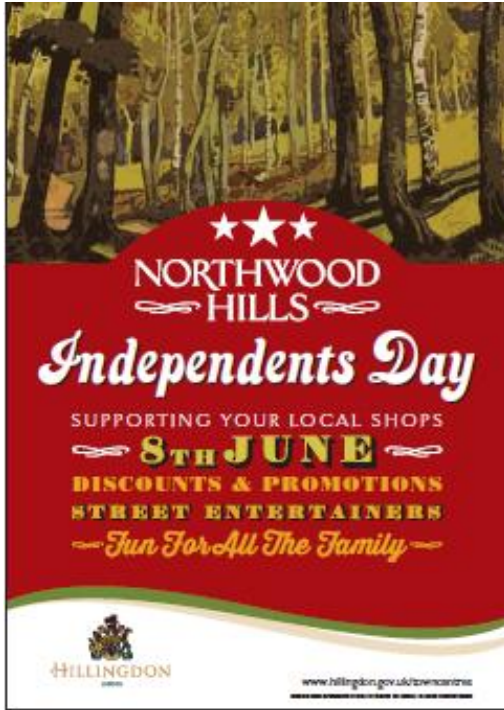


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# Public Realm - Town Centre Refresh

Town  
Centre  
branding  
example -  
Northwood  
Hills



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# What else is happening?

Bringing empty shops back into use



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# What else is happening?

Bringing empty shops back into use



Test trading the Duck Pond Collective up to end of May 2019



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# Ruislip Town Centre Improvements

## Any Questions?

Opportunity for general questions

Specific queries can also be discussed 1:1 with consultants and officers



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