

GOLDERS GREEN  
TOWN CENTRE

# Culture & Community

**Action Plan**

**BARNET**  
LONDON BOROUGH

# Contents

1. Introduction

2. Methodology

3. Results

4. Discussion

5. Conclusion

6. References

7. Appendix

8. Glossary

9. Index

10. Acknowledgments

11. About the Author

12. Contact Information

13. Copyright

14. Disclaimer

15. Privacy Policy

16. Terms and Conditions

17. Sitemap

18. Feedback

# **Contents**

<b>Introduction</b>	<b>4</b>
<b>Character</b>	<b>5</b>
<b>Method</b>	<b>17</b>
<b>Aims</b>	<b>19</b>
<b>Next steps</b>	<b>42</b>
<b>Appendix</b>	<b>44</b>

Golders Green is renowned as a vital part of multicultural London. This Action Plan aims to nurture community activity while supporting the growth of a broad, inclusive and accessible cultural scene.

While retail and commercial activity are important to any high street, community and cultural uses are essential ingredients for the resilience and vitality of Town Centres like Golders Green. As well as drawing visitors from further afield, they can help to build lasting, resilient and inclusive connections between the Town Centre and its immediate neighbourhoods.

From 2017-2020, the local community worked together with Barnet Council to put together a Town Centre Strategy to guide future improvements and development in Golders Green. This Strategy captures a number of aspirations and proposes interventions relating to community and cultural activity.

The Action Plan provides a refreshed picture of community priorities following the pandemic by looking at existing cultural and community organisations in Golders Green Town Centre, supported by the findings of a series of public engagement workshops. It will go on to identify a set of broad **aims** for promoting community and culture, based on the aspirations and needs of local people.

Each aim will be supported by a series of clearly defined **actions**, with step-by-step guidance on how to get started. Some of these actions will be delivered directly by Barnet Council, while some could be suitable for interested members of the local community to take on themselves. While each action scaled can be carried out separately at a modest and achievable scale, together they work towards a major revitalisation of community and cultural infrastructure in Golders Green Town Centre.

This Action Plan has been developed in parallel with a Way-finding Action Plan, which sets out ideas for making Golders Green an easier and more pleasant place to walk, cycle and linger. Barnet Council has committed a modest level of capital investment towards directly delivering some of the ideas in these Action Plans, as well as a programme of 'pilot' events in 2023. Beyond this period, the Action Plan will provide a framework for future investment and development in the Town Centre.

**character**

# urban context

Golders Green is one of Barnet's 14 District Town Centres. Temple Fortune is about 15 minutes walk to the north on Finchley Road, and is strongly linked to Golders Green Town Centre, both as a point of comparison and through organisations which operate across both town centres.

It is also around 15 minutes walk to the east of the Brent Cross - Cricklewood Regeneration Area. New residential and commercial development can be expected to bring challenges but also significant opportunities to Golders Green.

The Town Centre itself centres around the junction of Golders Green Road, Finchley Road and North End Road. In planning policy terms, the District Town Centre extends from Ravenscroft Avenue in the northwest to West Heath Drive in the Southeast, and from Rodborough Road in the south to the railway bridge over Finchley Road to the north (see plan, right).

However, this Action Plan will also consider the relationship of the Town Centre to its surrounding areas, and explore perceptions of where it starts and ends. In the context of community and cultural activity, it will also be relevant to consider the proximity to other Town Centres and their respective cultural and community infrastructure.



Map showing boundary of Golders Green District Centre

# land uses

Commercial activity in Golders Green is tightly focussed around Golders Green Road and North End Road, with retail parades turning the corner south on Finchley Road and some scattered businesses extending north from the Underground Station. The station and its associated depot dominate the northeast of the junction, with small commercial units clustered around the entrances.

The main parades along Golders Green Road include a strong retail component. Although there are a significant number of vacant units along the high street, there is also evidence of long-standing specialist clothing and food businesses, and signs of a more diverse emergent food offer, which includes Korean, Japanese, Turkish restaurants and supermarkets. Restaurants and cafés are more prevalent around the railway bridge at the northwest of Golders Green Road and to the east of the junction of Finchley Road (opposite the station).

An ecosystem of small business units sits behind the high street on Accommodation Road and in railway arches.

- KEY
- restaurants + cafes
  - drinking establishments
  - takeaway
  - business
  - storage + distribution
  - hotels
  - community facilities
  - entertainment leisure
  - general
  - vacant
  - K cafe
  - C charity shops
  - B bakery
  - G gambling / betting
  - B banks
  - E estate agent
  - vacant
  - C car repair garage
  - shops
  - financial +prof service

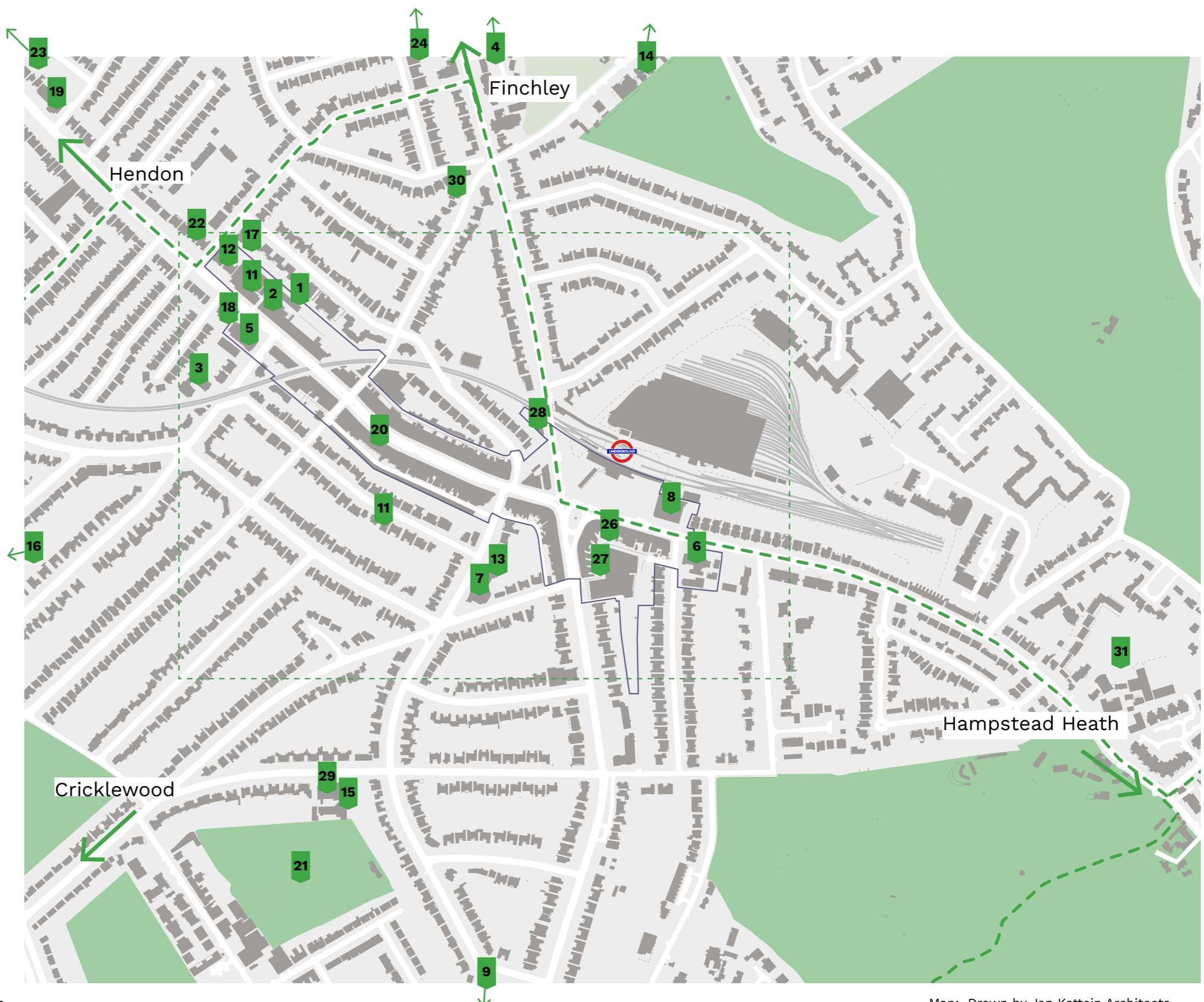


Map of Town Centre uses (October 2022)



# directory of community + faith spaces

KEY		
1	Ohel David Eastern Synagogue	✡
2	Heichel Menachem Shul	✡
3	Beth Hamedrash	✡
4	Alyth	✡
5	The Greek Orthodox Cathederal of the Holy Cross & St. Michael	✝
6	Golders Green Parish Church	✝
7	Golders Green Methodist Church (Trinity Church)	✝
8	Hillsong Church	✝
9	All Saints Childs Hill	✝
10	Heruka Kadampa Meditation Centre	☸
11	Farsophone Association	👥
12	Golders Green Library	👥
13	Perform Golders Green	👥
14	Proms at St. Jude's	🎵
15	The Rimon Jewish Primary School	✡👥
16	Wessex Gardens Primary School	👥
17	Jewish Learning Exchange	✡👥
18	Monkey Puzzle Day Nursery	👥
19	Sage Nursing Home	👥
20	The Jewish Association For Mental Illness	✡👥
21	Friends of Childs Hill Park	👥
22	Ravenscroft Medical Centre	👥
23	Noa Girls	✡👥
24	Jewish Family Centre	✡👥
25	The Hope of Childs Hill	👥
26	Chinese Cultural Centre	👥
27	Crossfit Atara	👥
28	The Refectory	👥
29	Golders Green Synagogue	✡
30	Golders Green Unitarians	✝
31	King Alfred School	👥



0m 100m 200m 300m 400m 500m



# community & faith spaces

Golders Green is home to a host of community spaces, many of which are associated with its diverse faith communities. Some of the most visually prominent in the town centre are illustrated below.

## Beth Hamedrash

Independent Ashkenazi Orthodox Jewish congregation & charity. The charity provides religious services at the Golders Green Beth Hamedrash Synagogue, maintains the Synagogue building, promotes educational and social activities, raises and distributes funds for charitable purposes.

## The Greek Orthodox Cathedral of the Holy Cross & St. Michael

Built in 1914, the Cathedral hosts religious events and is open for bookings in between public holidays and religious events. It also operates as a school under the name Holy Cross Greek School

## Golders Green Parish Church

Anglican church located to the east of the town centre. The Church is used often as a community space and hosts a range of community events posted on their website.

## Golders Green Methodist Church

Also known as Trinity Church, is a multi-cultural Church, with over fifteen nationalities worshipping together each Sunday. The Church also hosts dance classes for young people by Perform Golders Green.

## Hillsong Church

The Hillsong Church is a global contemporary Christian Church. Hillsong bought the Hippodrome in 2021 from Markaz El Tathgheef El Eslami (Centre for Islamic Enlightening). The Hippodrome operates on Sundays for 11am services.

## Jewish Learning Exchange

The JLE hosts social and educational events for young people from their site on Golders Green Road next to the Library.

## The Refectory

The last remaining pub in the town centre serves drinks and food with a beer garden. It is over a century old and has a rich cultural history including iconic live music events.

7: Golders Green Methodist Church



8: Hillsong Church



3: Beth Hamedrash



5: The Greek Orthodox Cathedral of the Holy Cross & St. Michael



17: Jewish Learning Exchange



6: Golders Green Parish Church



28: The Refectory



# event spaces

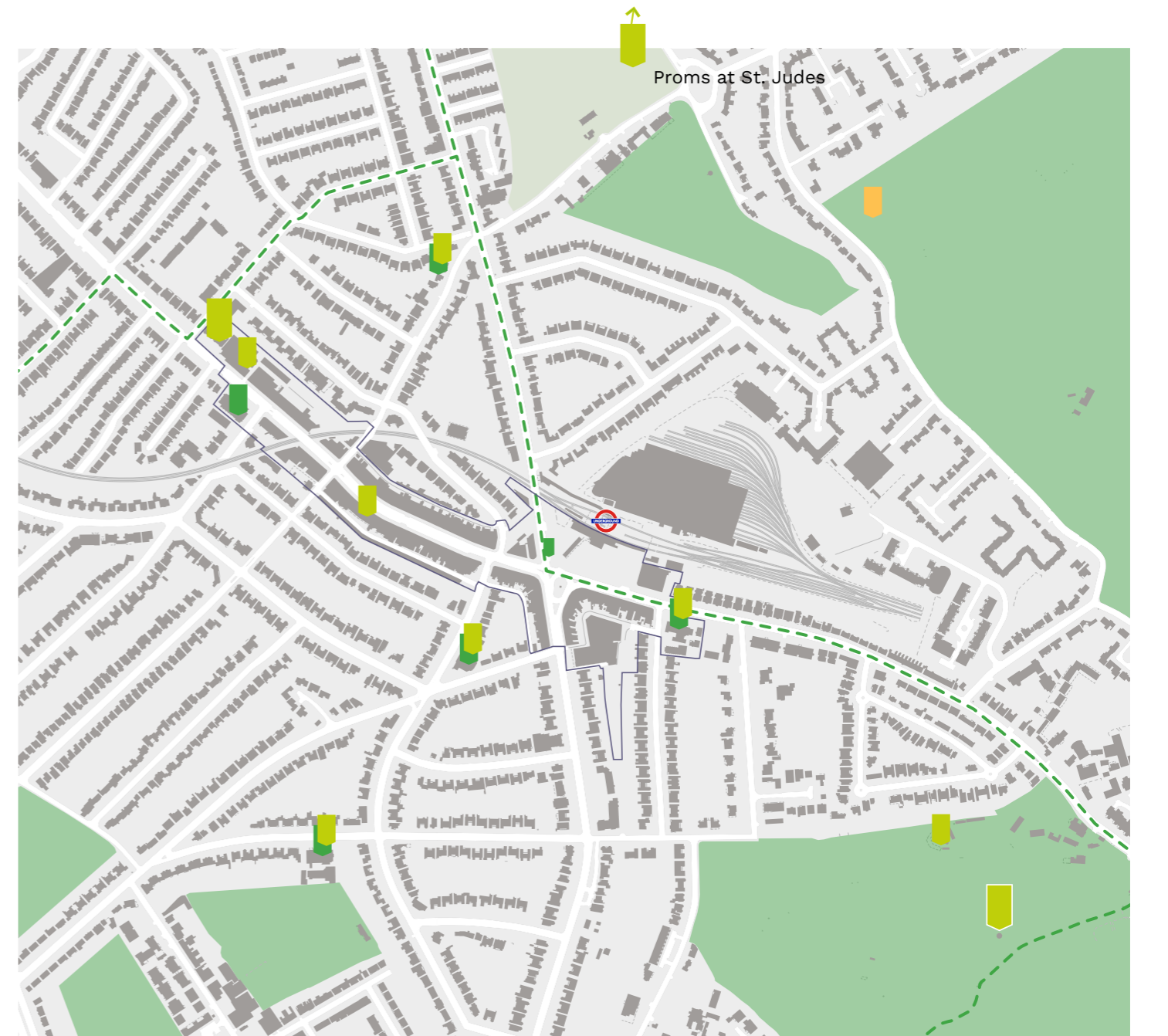
While there are few dedicated spaces for cultural activity in Golders Green, faith, community and outdoor spaces host a lively calendar of events.




These include Golders Green Library and the adjacent Chabad House, the Jewish Learning Exchange, Golders Green Unitarians, JAMI and Golders Green Parish Church. Events listed online and on local notice boards include religious, artistic, dance & educational activities.

Some of the most popular and well-attended events include concerts at the Golders Hill Park Bandstand and the Proms at St. Judes. Although both sit well outside the Town Centre, residents from Golders Green will travel to attend these events.

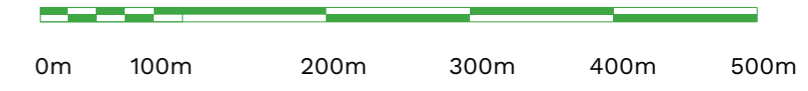
Every year for the last 29 years, a Giant Menorah has been illuminated outside Golders Green Underground Station to celebrate Hanukkah, the Jewish 'Festival of the Lights.' Thousands of residents and visitors travel come to see the spectacle and enjoy free donuts.

The Discover Barnet Presents... Summer Festival first took place in 2021, and featured a packed programme including open air cinema and major sports screenings, community carnivals, live music, artisan food markets, open air theatre, street performers, and activities for the whole family. The majority of the programme's events and activities were free to attend.



KEY	
	faith events
	community events
	grassroute events

Map: Drawn by Jan Kattein Architects



## Golders Green Parish Church

**TODDLER GROUP**  
@ GOLDERS GREEN CHURCH



Meet weekly on  
Tuesdays 9.30-11.30am

**£3.00 Entrance Fee**

Held in the church  
More details contact the office  
020 8455 1873  
Golders Green Church  
West Heath Drive  
NW11 7QG

You are warmly invited to  
Asian Service at Golders Green Parish Church



Sunday 20 November 2022 at 4pm

All are most welcome  
Food will be served after the service

Future dates for Asian Services 2022  
18 December 4 pm Carol Service  
15 January 4 pm Sunday Service

...rily but not exclusively draw people from local Pakistani and In  
th and beyond. This service will be offered in a variety of langu

## Jewish Learning Exchange



**STUDENTS**  
FRIDAY NIGHT  
**DINNER**



## Golders Hill Park Bandstand



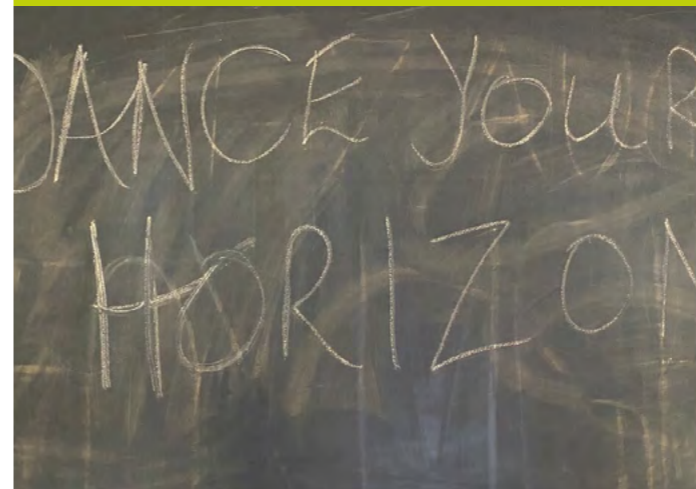
## Proms at St. Judes



## The Greek Orthodox Cathedral of the Holy Cross & St. Michael



## Golders Green Methodist Church



## Golders Green Library

Madhuriya created an event.  
25 October 2019



**Madhuriya Art House**

THURS, 7 NOV 2019  
Stepping Stones - Storytelling through Dance  
London  
1 person interested

## Golders Green Unitarians



## FREE Tai Chi & Qi Gong class - Hampstead




















Alex Jacobs created an event.  
4 October



SAT, 8 OCT  
FREE Tai Chi & Qi Gong class on Hampstead Heath  
London  
Interested

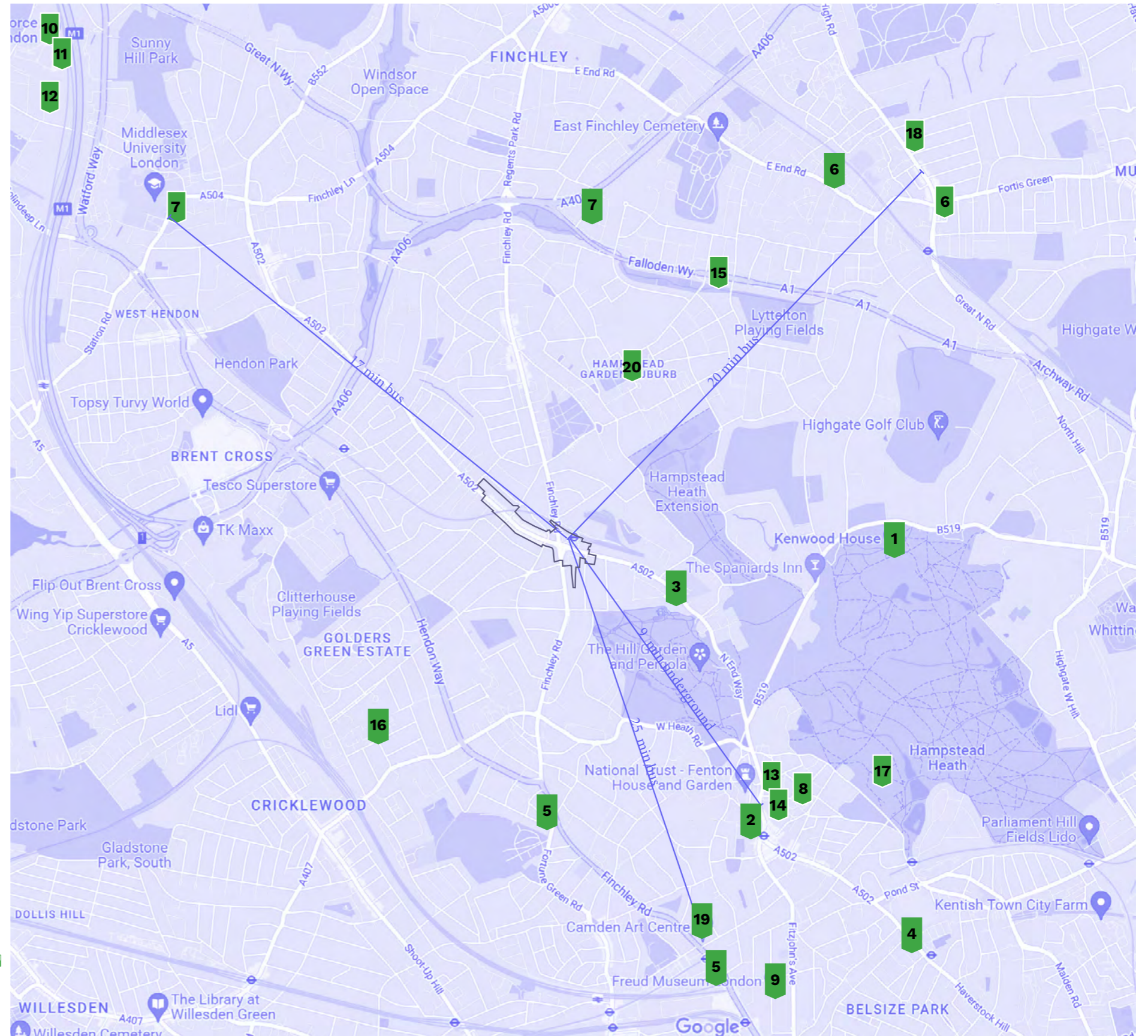
# cultural assets

Although the Town Centre lacks cultural assets such as theatres, art galleries and museums, nearby areas offer local residents the opportunity to engage with cultural activity. These include institutions within Barnet, like the artsdepot in East Finchley, but also the cinemas, theatres and galleries to the south in Hampstead (London Borough of Camden).

KEY	
1	Kenwood Open Air Theatre 
2	Everyman - Hampstead 
3	King Alfred Pheonix Theatre 
4	Everyman - Belsize 
5	Vue - South Hampstead 
6	Pheonix Cinema 
7	Ravensfield Theatre 
8	Burgh House 
9	Freud Museum 
10	Royal Airforce Museum 
11	Grahame White Factory 
12	Museum of Domestic Design + Architecture 
13	Catto Gallery 
14	Gidens Art Gallery 
15	Hampstead Garden Gallery 
16	Jill George Gallery 
17	Affordable Art Fair Hampstead 
18	Offshoot Gallery 
19	Camden Art Centre 
20	Proms at St Judes 



Map: Google Maps



The historic fabric of Golders Green is a treasured part of its contemporary character, and bears witness to the Town Centre's vibrant past. The Town Centre is also home to a large number of faith spaces which reflect its long-standing diversity.

The unique historic architecture of Golders Green is recognised in its status as a conservation area.

The 'Golders' name is said to derive from a 14th-century resident called Godyere. While there was settlement in the area from at least the late 18th century, a hamlet began to emerge here where from 1827 when the new Finchley Road crossed an older route (now Golders Green Road/North End Road).

However, it was the arrival of the London Underground station in 1907 which spurred the development of the Town Centre we see today. This enabled residential development around Golders Green and the creation of Hampstead Garden Suburb to the north.

These residential areas reflected a distinct vision for peaceful, leafy suburban residential district. Golders Green began to emerge as the commercial centre to serve this area with the shopping parades which form the heart of the Town

Centre were built between 1909 and 1918, designed by Herbert A. Welch, H. Clifford Hollis and T. Merrison Garrood. Subsequent infill development (including the impressive bank building currently occupied by Lloyds) and the War Memorial (completed in 1923) were also designed by Herbert A. Welch.

Together with complementary shopping parades, the result is a Town Centre which relates strongly to its surrounding residential context, but is a clearly defined, lively and intense commercial centre

### Cultural spaces

Spaces for leisure and entertainment emerged in Golders Green in parallel with residential and commercial development.

The Hippodrome was constructed as a 3000 capacity music hall in 1913. In the same year, the elegant neo-classical Ionic Theatre cinema was constructed. The Lido Picture House cinema (later the Cannon

Golders Green) followed in 1928 in an Egyptian Atmospheric style at the corner of Golders Green Road and Ambrose Avenue with 2000 seats.

The Hippodrome played host to prominent global artists, often as a staging post immediately before or after shows in the West End, and was altered to include a full theatre stage. It was acquired by the BBC in 1969 and converted into a radio studio and concert hall, becoming home to the BBC Concert Orchestra. As well as prominent rock bands like Queens, Jethro Tull, the Kinks and Roxy Music, the Hippodrome would also host theatre, boxing, comedy, as well as radio and television broadcasts.

The original Ionic Cinema was demolished in 1975. A single screen cinema was constructed together with a supermarket. The structure remains a part of the adjoining Sainsbury's supermarket visible today.

The Lido Picture House was demolished in 1987 and the site is now occupied by the Sage Nursing Home.

### Pubs

The Refectory, now a public house was opened in Golders Green in February 1916, and is thought by some to be the first ever restaurant to have its kitchens entirely powered with electricity. It also hosted a number of prevalent rock musicians at the time hosting performances by The Who in 1964 and Jimi Hendrix in 1966.



Many pubs in Golders Green have closed over last few decades, leaving the Refectory as the last one standing in the Town Centre. The Prince Albert Pub, situated at 290 Golders Green Road, was a popular meeting point for local residents as it used to be a great jazz pub which served great food and had a buzzing atmosphere. It was demolished in 1995 to locals' surprise.

The Castle was situated at 452 Finchley Road. This pub closed in 2012 and was demolished in 2016.

The Royal Oak was situated at 1117 Finchley Road. This pub closed in 2006 and is now used as a clothes shop.

The White Swan was situated at 243 Golders Green Road. This pub closed in 2013 and was demolished in December 2017.

## Faith spaces

Golders Green's links to London's Jewish community pre-date the arrival of the Underground in 1907. In 1895 a Jewish cemetery was established adjacent to Hoop Lane, with the first burial in 1897. Golders Green Crematorium was opened in 1902 (although much of it was built after 1905).

Faith centres within the Town Centre boundary date from the early 20th century. The Greek Orthodox Cathedral was constructed in 1914, while St Alban's Church (now Golders Green Parish Church) was completed in 1933. The Lincoln Institute on Broadwalk Lane become home to the Beth Hamedrash synagogue in 1934, before passing on to the Ohel David Eastern synagogue in 1959.

Many other faith centres, including Golders Green Synagogue and the current Beth Hamedrash synagogue were constructed outside the Town Centre boundary within residential districts. The Unitarian Chapel on Hoop Lane was completed in 1925. A Presbyterian church was constructed south of the Town Centre on Finchley Road in 1911.

Other faiths have previously been represented in the Town Centre. The Presbyterian church on Finchley Road was used as a Hindu place of worship until 2013, while the Hippodrome was briefly used as a Muslim place of worship before passing to the Hillsong Church.



Photo: Ionic Theatre, 1970



Photo: Odeon Cinema



Photo: Ionic Theatre, 1970



Photo: The consecration of a Torah scroll in 1971

**The 2020 Golders Green Town Centre Strategy was supported by extensive study of the town centre and consultation with local stakeholders. While the Town Centre Strategy and its evidence base take a broad view of Golders Green and considers wider-ranging improvements, many of its findings are directly relevant to cultural and community activity are listed below.**

## Community spaces

Golders Green library has been identified as a Core Library. This means that it will offer: + Most popular items to loan + Some space to study + A range of activities for children and older adults + Self-service opening + Limited staffed hours + Community space for hire.

- There is no Golders Green Community Centre.

## Cultural activity

- There is no market in the centre. The nearest regular markets are in Hampstead, West Hampstead, Swiss Cottage, at the Parliament Hill, in Brent Cross Shopping Centre, Highgate and Fortis Green.
- There is no pop-up space available in the centre. Nearest are in Hampstead and Brent Cross Shopping Centre (from £365/day).
- With the Hippodrome, Golders Green was, for many years, a London hotspot in terms of entertainment and culture.

- There is no museum in the town centre.
- Golders Green Town Centre does not host any cultural festivals

## Sports & leisure

Within the town centre boundary:  
+ 2 Martial Art Centres + 1 Fitness Centre including a small swimming-pool + 1 Pilates Studio + 1 Ballet Centre + 0 Bike lanes.

Further away, within the 10-min walk circle: + 12 Tennis Clubs & private Tennis Courts + 4 Parks with playing fields and playgrounds + 2 Yoga Studios.

## Evening economy

There are only 2 pubs within centre:

- The Refectory Pub - Sports pub with venue space in basement and outdoor area at the back - hosted one of first Jimi Hendrix's gigs in London, was a famous rock venue.
  - + The Gate Lodge Small Irish pub.
- A number of pubs closed: + The Castle + The White Swan + The Royal Oak Hotel

Currently there a few amenities open in the evening. Golders Green has little night-time economy with its 2 pubs. The many restaurants are mostly functional and quite not atmospheric. Therefore they are not considered as evening leisure destinations.

Extracts from the Town Centre Strategy document have been listed below to give a shortened overview of the findings. For more in depth information, the [Town Centre Strategy](#) can be viewed in full online.

Over 70% of the community agree with the Town Centre vision. They were positive about the area's rejuvenation and the ambition for a less car dominated, more community focused and greener place.

The Town Centre Strategy goes on to set out a spatial vision based on three sub-areas: West Side, 5 Parades and Golders Green Hub. For each, the Strategy puts forward a vision statement and a series of specific interventions to work towards them. The Council carried out extensive consultation to test these ideas.



## West Side

The West Side's existing qualities, such as its intimacy, its distinctive religious and cultural offer and its slower pace will be retained and developed for the wellbeing of the local community.

Proposals include:

- seating, planting and community art to the forecourt of Golders Green Library
- public art and planting to create a Western gateway to the Town Centre
- establishing a market on the Riding
- opportunity sites for a food hall and a community centre on Golders Green Road

## 5 Parades

The 5 Parades will be a place where innovation is developed and displayed. The setting will be park like, leisurely and sociable.

Proposals include:

- establishing a new creative hub at the Telephone Exchange
- new parklets on Golders Green Road
- Sunday street closures for markets and festivals
- enhancements and lighting to the historic architecture of Cheapside

## Golders Green Hub

The GG Hub will connect people to transport and to places. It will be a welcoming arrival space where those of all ages can meet, gather, spend time, work, eat and shop. The area's historic buildings will frame public spaces and an improved bus station, providing new shops and facilities and injecting renewed life and vitality into the area.

Proposals include:

- creating a new temporary public square at the junction of Golders Green Crescent
- activating historic building frontages and railway arches
- working towards the creation of a permanent new public square through 'meanwhile' uses on a car park/car wash site
- aspirations for cultural and leisure uses around the current Sainsbury's site



# method

# method

The Action Plan has sought to pick up on and continue earlier conversations, while recognising a lapse of time since the Town Centre Strategy's adoption during which the demands of supporting residents through the Covid-19 pandemic were tested.

All of those who left contact details as part of consultation from 2017-2019 were invited to participate in the development of the Action Plan, which is developed and delivered through a hybrid dialogue:

- 1) Wide outreach through a dedicated project website, social media accounts, an online survey questionnaire, and a physical Tea Party held on-street in the Town Centre to reach new community members
- 2) A series of three interactive public workshops to develop ideas for graphic identity and way-finding
- 3) The formation and support of a Golders Green Town Team which will have the capacity to deliver a programme of events in the Town Centre

Engagement activities have been developed to sense--check, update and add specific detail around way-finding, community and cultural

activation within the spatial framework of the Town Centre Strategy (see above).

As the development of the Action Plan has been driven by these conversations, engagement inputs are integrated in the baseline maps and analysis of the Town Centre on the following pages.

## GOLDERS GREEN TOWN CENTRE STRATEGY

FROM JULY 2017



**aims**

# strategic goals

Interventions in Golders Green Town Centre should seek to:

- Establish common ground for community uses: secular and/or multicultural spaces and events which provide opportunities for long-standing and new residents to come together
- Balance celebration of the heritage of Golders Green with a forward-looking, welcoming Town Centre that gives space to current and emerging cultural producers
- Support the emergence of Golders Green as a destination for specialist food & drink
- Grow and stimulate and support a cultural evening offer. Music, cinema and visual arts, including non-commercial activity
- Support young people and children to take an active part in the cultural life of the Town Centre through skills development

# aims

## 1 nurture & promote existing activities

Growth and diversification of cultural activity in Golders Green should be well-rooted in the existing community to ensure its sustainability and accessibility. Building the capacity and reach of existing organisations will allow them to play a leading part in shaping the future cultural life of the Town Centre.

## 2 build networks across Barnet

While there is relatively little formalised cultural activity in the Town Centre, it is well-connected to other parts of the Borough with significant cultural institutions. Golders Green can learn from these neighbours to develop a distinct cultural offer tailored to its stakeholders.

## 3 celebrate heritage & civic assets

While many of its former civic and cultural buildings are now closed or limited in their function, they remain key components of the historic urban character of Golders Green and its unique appeal. Highlighting historic fabric and, where possible, activating the spaces around these assets contributes to the cultural identity of the Town Centre as a whole.

# actions

GOLDERS GREEN TOWN CENTRE TEA PARTY  
OCTOBER 2022

Support the emergence and agency of a Golders Green **Town Team** to instigate and deliver community and cultural events.

Build **digital tools and graphic design assets** for promoting community and cultural events across Golders Green.

Provide and manage **community notice boards** that show off the best of what's happening in Golders Green.

Invite experienced institutions from outside Golders Green to hold cultural events in the Town Centre.

Activate the Library forecourt to make the very most of one of the Town Centre's last remaining publicly owned and cherished civic assets.

Highlight the ornate historic architecture of Golders Green through carefully considered feature lighting.

## 4 give culture pride of place on the high street

Much of the cultural and community activity of Golders Green is informal, individual or invisible in the Town Centre. Inviting, exhibiting and hosting visual arts alongside celebration of its distinct commercial offer in the Town Centre strengthens links between the high street and the community it serves.

Trace an art trail through Golders Green's shops and restaurants.

Bring forgotten corners back to life through meaningful and locally embedded artworks.

Build the reputation of Golders Green as a dining destination through a recurring food festival.

Celebrate the diverse range of winter festivals observed in Golders Green through distinctive festive lighting.

## 5 activate under-used spaces

As rejuvenated cultural activity emerges in Golders Green, dedicated space is needed on the high street, supporting the emergence of non-commercial uses to complement and build resilience of the Town Centre through a unique and diverse offer.

Bring film back to Golders Green one screening at a time.

Use vacant shop frontages on the high street to give young people and cultural producers a stake in the Town Centre.

Seek opportunities to secure dedicated, long-term community spaces.

# strategic goals mapping

KEY

**COMMUNITY NOTICE BOARDS**

A. Golders Green Library Forecourt

B. Outside Golders Green Station on GG road

C. Golders Green Station

**LIBRARY FORECOURT ACTIVATION**

.D. Golders Green Library Forecourt

**FEATURE LIGHTING**

E. War Memorial

F. Hippodrome

G. HSBC

H. Cheapside Terrace

**ART TRAILS**

I. Virgin Money Box

J. Bucceri Barber Shop

K. Carmelli Bakery

L. Wallers

**PUBLIC ARTWORK**

M. Sainsbury's

N. Cheapside Adj Wallers

O. North Finchley Bridge

P. Low Rise TFL block

Q. Accommodation Rd Garages

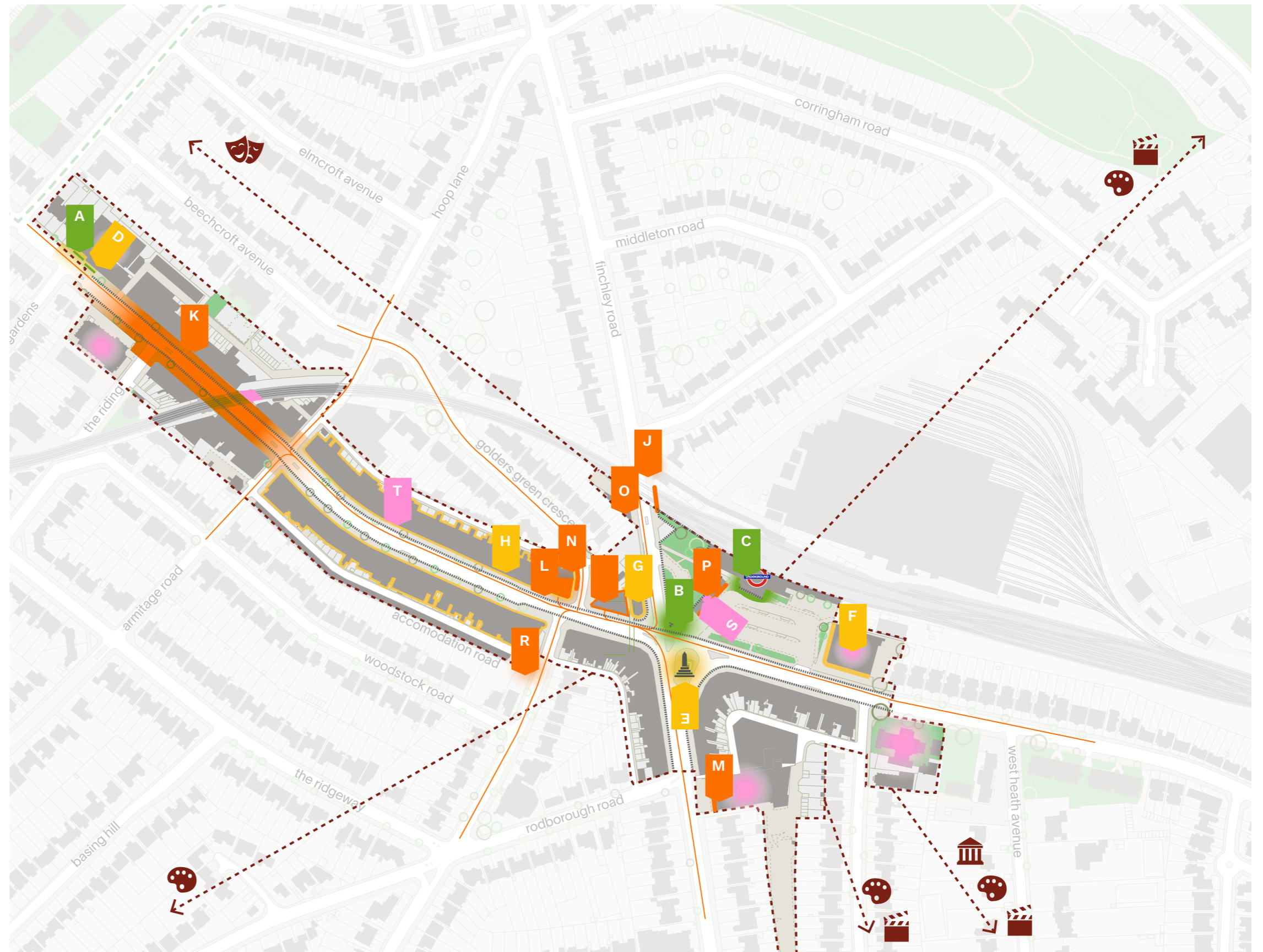
**FEATURE LIGHTING**

R. Golders Green High Street

**ACTIVATE VACANT SHOP FRONTAGES**

S. Low rise TFL Vacant unit

T. Vacant unit on High Street



Map: Drawn by Jan Kattein Architects

**nurture & promote**

**existing activities**

# nurture & promote existing activities

Support the emergence and agency of a Golders Green Town Team to instigate and deliver community and cultural events.

The establishment of a Town Team to promote improvements in Golders Green was identified as a key recommendation in the Town Centre Strategy. More recently, the majority of respondents to the online survey questionnaire indicated that they do not feel well informed about or involved with changes to the Town Centre.

## Key Objectives

- Ensure that an expanded cultural offer in Golders Green is inclusive, uniquely appealing and strongly informed by local demand and interest
- Empower community members to shape and drive cultural activity in the Town Centre
- Help existing cultural practitioners and community groups to form resilient networks
- Encourage new cultural producers to make their mark in Golders Green

## DO YOU FEEL INVOLVED IN LOCAL DECISION MAKING?



**38%**  
STRONGLY  
DISAGREE

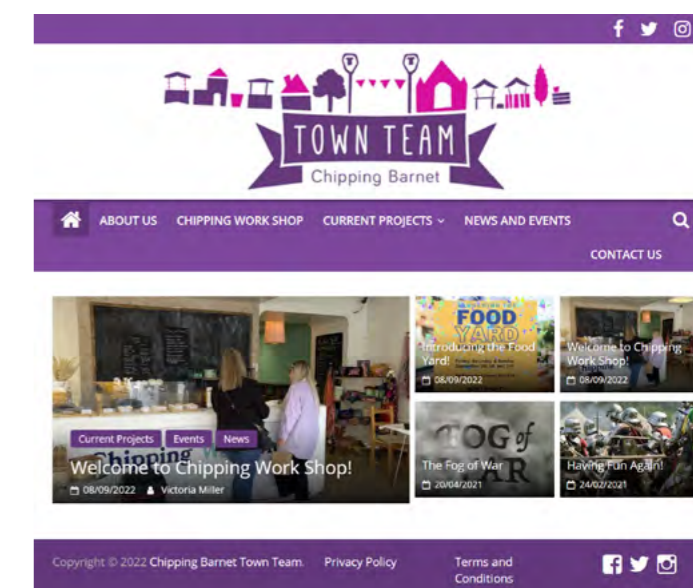
## Who Should be Involved

- London Borough of Barnet
- Business owners
- Community groups & youth organisations
- Faith groups
- Schools
- Local residents

## Steps

- 12-24 months**
- Evaluate existing stakeholder networks
  - Contact a broad cross-section of the diverse demographic of Golders Green
  - Promote Town Team to Town Centre users through on-street events and online outreach
  - Hold initial workshop meetings with people interested in forming the Town Team to define principles and purpose
  - As the Town Team gathers momentum and capacity over its first year, a specialist design team will work with them to implement a programme of cultural events in the Town Centre
  - Establish knowledge and capacity within the Town Team to deliver future events.

## Precedent



**Chipping Barnet Town Team** has been operating in its current form since 2013. They organise regular markets, events, and are working together on a Community Plan.



# nurture & promote existing activities

Build digital tools and graphic design assets for promoting community and cultural events across Golders Green.

Many people feel that there is little visible cultural activity in the Town Centre, and report a distinct, while many community activities can feel associated with distinct faith groups. A graphic identity for Golders Green will provide a powerful set of tools for people to shout about what's already going on in Golders Green, while establishing a common voice which makes it clear that everyone's invited.

## Key Objectives

Build a clear and instantly recognisable visual identity for the Town Centre for which local people feel a real sense of ownership

Provide local grass-roots organisers with the assets to make effective and visually arresting promotional materials, making it easier to spread the word

Provide a central resource (website) for people to find information about what's on in the Town Centre.

Only 21 of 76 survey respondents were able to identify participation in cultural activities in the Town Centre. Of these, 12 mentioned activities specifically relating to religion. Three respondents mentioned participation or attendance at musical events, while two respondents detailed secular community activities.

## Who should be involved

- The general public, including young people
- Town Team
- Local businesses and event organisers

## Steps

- 12-24 months
- Establish key elements of local character through online survey questionnaire
  - Interactive workshops to identify graphic motifs which resonate strongly with their sense of the Town Centre.
  - Establish social media channels.
  - Develop a unique graphic identity for Golders Green that is legible, distinctive and flexible.
  - Put together clear and easy to use templates and guidelines for people to put together their own posters and reports.
  - Build an easy-to-use website
  - Hand over ownership of graphic assets, social media handles and website to the Town Team.

# nurture & promote existing activities

Provide and manage community notice boards that show off the best of what's happening in Golders Green

Alongside long-standing residents, there are more recent arrivals who may not already be linked in to community networks, as evidenced by many of those who participated in on-street engagement events. Many existing residents feel that there is little evidence of anything beyond a commercial offer, and that existing cultural and community activity is inconspicuous from the high street.

The Town Centre Strategy proposes a community notice board to the Library forecourt. Additional signage around the Station could reflect a growing ambition to host events which attract visitors from afar.

## Key objectives

- Promote dialogue between community organisations and cultural producers in the Town Centre
- Give community and cultural activity a legible footprint in the Town Centre
- Help attract visitors to Town Centre events and encourage new arrivals to join in with community activities

## Where



+ additional sites as part of forthcoming public realm works

## Who should be involved

- Library services
- Transport for London
- Town Team
- Local businesses

## Steps

- 12-24 months
- Identify stakeholders willing to manage access and updates to notice board
  - Engage with landowners for opportunity sites
  - Develop detailed, site-specific proposals for notice boards, incorporating Golders Green bespoke graphic identity, opportunities for event promotion and temporary artwork display
  - Apply for planning consent to display advertisement
  - Install bespoke signage framework
  - Assign control of access to display case to accountable local body

## Precedent



We Made That + Madison Graphic, Burnt Oak Library: This community notice board responds to the graphic strategy delivered as part of the town centre strategy in a fun and unique way which reflects Burnt Oaks existing cultural assets whilst empowering locals to engage in community programs.

**build networks  
across Barnet**

# build networks across Barnet

Invite experienced institutions from outside the Golders Green to hold cultural events in the Town Centre.

While many people feel that there is relatively little in the way of visible or accessible cultural activity in Golders Green, the Town Centre is extremely well-connected. Residents frequently travel away from the Town Centre to take part in community or cultural activities in Temple Fortune, Finchley, Brent Cross or Hampstead.

The wider borough is rich in cultural destinations, including strong grass roots activity. Many are experienced with some of the challenges associated with nurturing cultural activity in comparable Town Centres.

## Key objectives

- Leverage the experience of knowledgeable partners to organise fantastic cultural events in Golders Green that change people's perceptions of what's possible in the Town Centre.
- Grow local arts engagement and build a clearer picture of demand for cultural space
- Learn from experienced actors to give grass roots activity in Golders Green the greatest chance for growth

“There are so many cultures here that a lot more could be done.”

## Who should be involved

- Proms at St. Jude's
- artsdepot
- Faith groups in the Town Centre
- Parks management and associated Friends groups

## Steps

- 12-24 months
- Establish contacts with neighbouring organisations
  - Arrange 'away day' with a working group to visit and learn from cultural organisations
  - Engage with operators of Golders Green community and faith spaces to establish appetite for hosting cultural events
  - Explore sites for outdoor events e.g. local car parks
  - Host a programme of events within faith and community spaces
  - Maintain communication between Town Team and cultural organisations from neighbouring Town Centres
  - Explore opportunities for on-going mentorship of emerging Golders Green cultural producers by neighbouring institutions

## Precedent



**Proms at St Judes:** A nine day music and literary festival enjoyed by audiences every summer for the past 30 years. The festival is held in Central Square, Hampstead Garden Suburb. They offer a hugely popular programme of both free and ticketed concerts, heritage walks and literary festivals. Run by volunteers, all profits go to charities.

**celebrate heritage &  
civic assets**

# celebrate heritage & civic assets

Activate the Library forecourt to make the very most of one of the Town Centre's last remaining publicly owned and cherished civic assets.

Golders Green Library is housed in a handsome Art Deco edifice at the approach to the Town Centre from Brent Cross. Long-standing residents have strong memories of it from their school days. However, the library's limited staffed hours and recessed entrance limit its street presence undermining the library's broad programme of activities.

Its relatively deep forecourt includes, along with the bins, some of the Town Centre's only benches and a bright notice board in good condition. The Town Centre Strategy proposes that this site should be incorporate seating, planting, public art and a community notice board.

## Key objectives

- Increase visibility, increase accessibility + welcome of the library through pilot events
- Make the forecourt a nicer place to dwell/linger - seating, lighting, audio installation (e.g. Studio Weave)
- Bring literary/storytelling activity out onto the street

## Where



## Who should be involved

- Library management
- Chabad Golders Green
- Jewish Learning Exchange

## Steps

- 12-24 months ↓
- Meet with library management and Chabad House to review access and servicing arrangements to forecourt.
  - Re-orient refuse storage and cycle-parking.
  - Install new seating with opportunities to integrate literature and story-telling through physical exhibition and audio playback.
  - Integrate signage highlighting the presence of the library and publicising events & opportunities, shared notice board with Chabad House.
  - Support Town Team to promote and run short-form writing competition to collect literary material for exhibition and playback.

## Precedent



## Studio Weave, The Lullaby Factory II:

An extension of their original Lullaby Factory exterior installation into the Great Ormond Street Hospital cafeteria. The design incorporates interactive, kinetic and tactile elements to increase accessibility and engagement.

# celebrate heritage & civic assets

Highlight the ornate historic architecture of Golders Green through carefully considered feature lighting

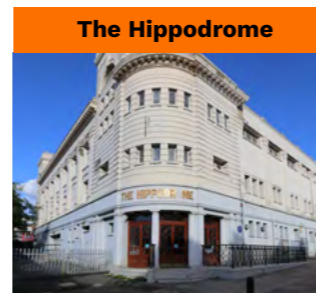
The early 20th century terraces, monuments and cultural buildings of Golders Green routinely feature in conversations about the Town Centre's character and assets. Together, they form an urban assemblage around the principal junction and Golders Green Road which is instantly recognisable during daylight hours. However, many of these are obscure after nightfall, when many residents report safety fears discourage them from visiting the Town Centre.

Over 60% of survey respondents identified historic landmarks as key gateways to Golders Green.

### Key objectives

- Enhance visibility and appreciation of historic character
- Highlight buildings of cultural significance in Golders Green
- Help the Town Centre to feel safer and more attractive in the evenings
- Bolster civic pride

### Where



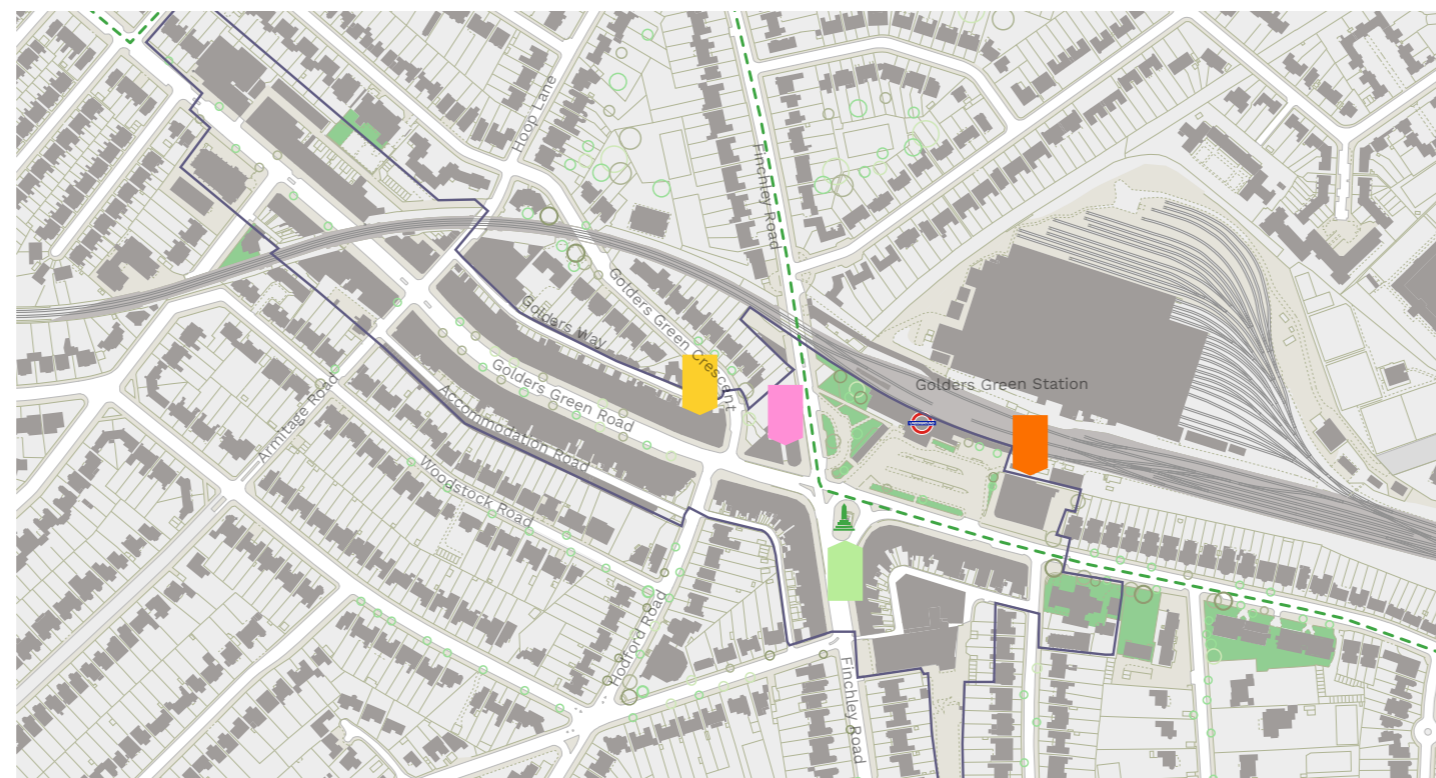
### Who should be involved

- Conservation officers
- Street lighting team
- Historic England
- Hippodrome ownership
- Library services
- Private landowners

### Steps

12-24 months

- Consult with conservation officers and street lighting team to agree approach to illumination, minimising undue light pollution and impact on residents.
- Engage with private landowners to gauge receptiveness to lighting installation, establish agreement in principle.
- Commission lighting designer to develop concept designs.
- Submit proposals for Listed Building Consent.
- Finalise agreements with any private landowners as necessary.
- Implementation by specialist lighting contractor



Map: Drawn by Jan Kattein Architects

### Precedent



Studio Dekka, The Salisbury Hotel, Haringey

**give culture pride of place  
on the high street**



# give culture pride of place on the high street

## Trace an art trail through Golders Green's shops and restaurants

During the development of the strategy, a multitude of individual artists and creatives with a strong attachment to Golders Green came forward. At the same time, many find the Town Centre's offer is overwhelmingly commercial, with little visual evidence of cultural activity on the high street.

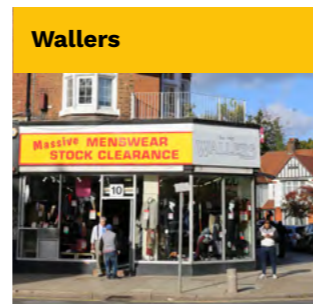
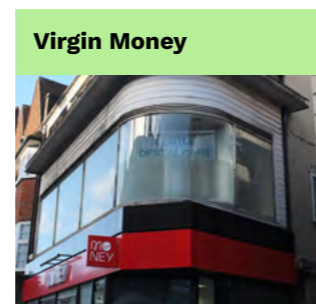
“There is lots of artistic activity in Golders Green, but it's hard to see on the high street.”

### Key Objectives

- Establish mutually beneficial links between local businesses and cultural producers.
- Support the development of a commercial offer and evening economy which is unique and characterful.
- Encourage exploration and dwell time on the high street.
- Give visibility to local artists, growing their profile as well as their capacity to take on public commissions.

### Where

While an open call should be maintained for interested businesses, sites of particular prominence and iconic long-standing local businesses should be targeted for inclusion.



### Who should be involved

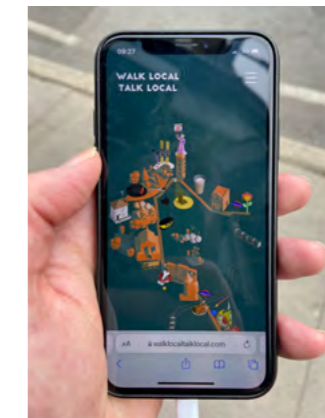
- High street businesses
- Highways
- Local artists
- Street lighting

### Steps

- 12-24 months
- Identify key opportunity sites
  - Engage with landowners and Highways
  - Engage with high street business owners to identify willing to provide shop front display space to short-term artistic interventions
  - Develop art trail fixing strategies, e.g. plaques fixed to lamp posts, window vinyls and displays, floor markings, sculptural interventions.
  - Commission artists to design artworks for selected sites
  - Coordinate production and installation of artworks
  - Produce and promote online map and supplementary resources linked by QR code
  - Compile thorough record including re-deployable resources for the Art Trail to be repeated

### Precedent

**Jan Kattein Architects, Redbridge Art Trails:** Three separate trails celebrating local history and culture using a smartphone app to navigate between plaques, artifacts and special artworks that tell stories gathered from local residents.



# give culture pride of place on the high street

Bring forgotten corners back to life through meaningful and locally embedded artworks.

During outdoor workshops on Golders Green a night walk, corners between the high street and residential side streets were reported as feeling unsafe through although many feature buildings of distinctive architectural character. Meanwhile, several local artists reported limited opportunities to engage with or work in their own Town Centre also during engagement

26% of those surveyed could not identify positive characteristics that make Golders Green stand out

## Where



## Who should be involved

- Sainsbury's
- Transport for London
- Cheapside ownership
- Local artist
- Local schools

## Steps

- 12-24 months
- Engage with landowners and business owners at key opportunity sites
  - Engage with Barnet Council conservation officers to discuss approach to heritage assets
  - Write and distribute artist briefs, identifying opportunity sites, technical constraints and summarising public engagement outcomes and local cultural and historical narratives
  - Refine proposals with commissioned artists
  - Clean, repair and decorate existing building fabric as necessary to receive artwork
  - Commission muralist to implement selected artwork
  - Implement clear repair/maintenance regime in case of vandalism or graffiti

## Precedent



**The Bakerloos + Jan Kattein Architects, Tottenham Tales Mural:** Tottenham Tales (completed 2021) is a public, collaborative, tiled artwork located in Tottenham. It was commissioned by Jan Kattein Architects and Haringey Council. The design was informed by a workshop with students at the local Brook House Primary School. In a collaborative drawing workshop with primary school children, we collected motifs relating to the area's history and the everyday experience of young Tottenham locals.

# give culture pride of place on the high street

Build the reputation of Golders Green as a dining destination through a recurring food festival.

Golders Green has a vibrant speciality food offer which is perhaps the most visible expression of its cultural diversity on the high street. Residents recognise this as a significant attraction which brings visitors to Golders Green and contributes to their own experience of the Town Centre. However, many also question the cultural value of this commercial offer. Local musicians remark on the lack of opportunities to perform in their Town Centre.

## Key objectives

- support the emergence of Golders Green Town Centre as a destination for eating out and specialist food shopping
- build on the success of local restaurants to grow an expanded evening economy which includes cultural activities
- grow relationships between high street businesses and local cultural producers
- create opportunities for local artists to perform in the Town Centre

After local parks, restaurants and cafés are the most popular places for survey respondents to spend time in Golders Green.

## Who should be involved

- Town Centre restaurants and food businesses
- local musicians and performers
- LBB Highways, licensing teams
- Transport for London
- Specialist market/event operator

## Steps

12-24 months

- engage with restaurants, cafés and bakeries to secure buy-in for participation in food festival
- identify spaces to host music and performances within existing high street premises
- develop a festival concept: scalable from a single night of special menu offers, up to a temporary street closure with outdoor performances.
- consult with Highways, licensing teams and TfL to make space in the public realm for a larger festival if needed.
- promote and deliver inaugural food festival with complementary performances
- establish templates for repetition in following years.

## Precedent



### Harringay Green Lanes Food Festival:

On a northeast London high street, the local Traders Association organised a festival with over 80 food stalls, live street art, live street entertainment, hand made arts & craft to promote the street's emergence as a major destination for great food..

# give culture pride of place on the high street

Make space for the performing arts at the fringes of the high street.

Residents note a significant lack of secular cultural activity within the Town Centre. However, there are very few available internal venues, or publicly owned property assets suitable for conversion.

At the same time, residents report that street corners in the Town Centre can feel unsafe and are sites of anti-social activity. Temporary closure of Golders Green Crescent at the junction with Golders Green Road demonstrate the site's capacity to attract casual visitor with a minimal impact on traffic and accessibility. This was demonstrated as part of the Discover Discover Barnet Summer Festival in 2021.

## Key objectives

- Activate quiet street corners to help routes home through the Town Centre to feel safer and naturally surveilled
- Create opportunities for local artists to perform in their Town Centre.

## Where



## Who should be involved

- artsdepot
- Perform Golders Green
- local musicians and performing artists

## Steps

- 12-24 months
- Identify local artists and performers with an appetite to hold outdoor performances in the Town Centre
  - Develop an events programme to coincide with busy shopping times in the Town Centre to give performers the greatest chance of success
  - Install temporary bespoke outdoor furniture concurrently with a programme of outdoor performances to ensure that their proper use is established from the outset
  - Secure licenses as required for amplified performances.

## Precedent



**Jan Kattein Architects, Enfield Fountain Island:** A modular stage, a miniature swap shop and a mobile café trailer operated by a local business were designed to support the community's re-emergence from the coronavirus pandemic. The stage became the public venue for Enfield Live, a summerlong programme of free music and public performance.

# give culture pride of place on the high street

Celebrate the diverse range of winter festivals observed in Golders Green through distinctive and unique festive lighting

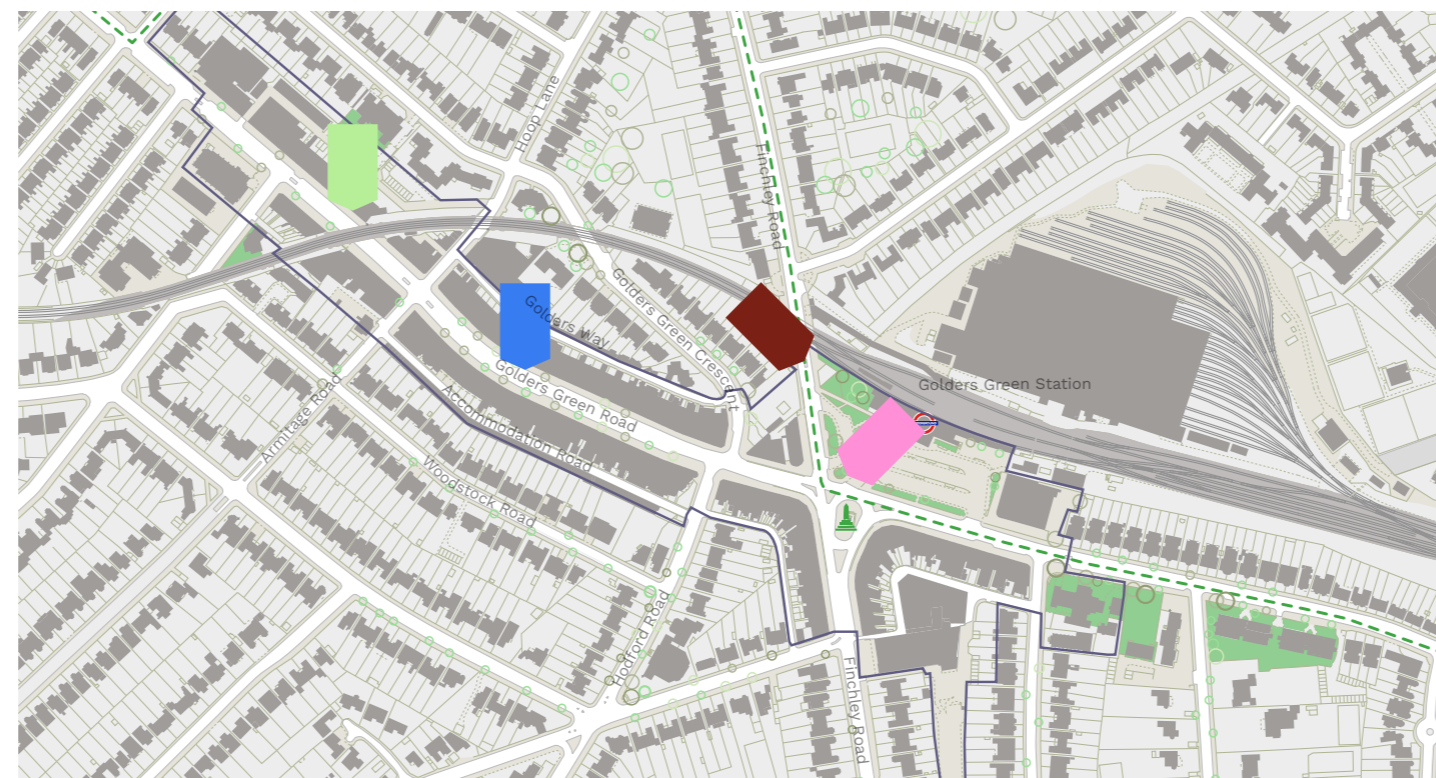
The current festive lighting at the Town Centre looks dated and needs an uplift. Golders Green is famous as a centre for Jewish culture in London, but is also home to many other languages and cultures, with significant Christian, Muslim, Hindu, Buddhist and Sikh populations.

The lighting of London's largest menorah at Golders Green Station each December is already a fixture on the calendar. Festive lighting should complement this, and extend the celebration from the station forecourt into the high street.

## Key objectives

- Include designs and motifs appreciated in all cultures
- Contribute to the lighting of key areas of concern and points of reference, e.g. junctions at Golders Green Crescent and Hodford Road, HSBC building etc
- Festive lighting elements should be designed in order to adapt to future public realm lighting improvements

## Where



## Who should be involved

- Barnet Council Street Lighting team
- Main electrical contractor
- Electrical subcontractor for festive lighting installations

## Steps

12-24 months

- Consult with the street lighting team to agree on an approach for festive lighting
- Coordinate with Barnet Council on priority locations
- Submit proposals for review and costing
- Coordinate details with specialist subcontractor for selected lighting installation

## Precedent

**Burnt Oak festive lighting, Light Follows Behaviour** Bespoke designs in line with a place making strategy and identity guidelines for Burnt Oak developed in collaboration with local community groups and organisations.



**bring under-used  
spaces back to life**

# bring under-used spaces back to life

Bring film back to Golders Green one screening at a time.

Older residents recall the loss of the Town Centre's iconic cinemas. The Everyman in Hampstead is a popular destination for culture outside of the Town Centre and a common reference point for the type of facility people would like to see in Golders Green.

In the absence of obvious opportunity sites for large-scale new development within the Town Centre, occasional screenings and "pop-ups" can be used to test demand and build the case for investment in a dedicated cinema space. During the tea party a number of people suggested the reinstatement of a cinema would be beneficial to the local cultural offer.

## Key objectives

- Bring together residents with a passion for film and build capacity to organize film screenings
- Provide opportunities for local artists to screen their work in the Town Centre
- Support the emergence of a diversified evening economy
- Demonstrate demand for a permanent cinema space in Golders Green

## Where



## Who should be involved

- Local film-makers
- Sainsbury's
- Friends of Childs Hill Park
- City of London (screenings at Golders Hill Park or Heath Extension)
- The Refectory
- Landlords of vacant high street units

## Steps

- 12-24 months
- Call out for interested residents and stakeholders
  - Learn from comparable community-led cinema groups
  - Identify screening spaces in the Town Centre, which could include existing community spaces, pubs, restaurants and empty shops
  - Identify suitable spaces for outdoor screenings
  - Commission specialized operator for pilot screening programme, including films selected by public vote
  - Invest in high-quality projection and sound equipment to facilitate an on-going programme
  - Investigate feasibility of restoration of ABC Cinema adjacent to Sainsbury's as a community-led cinema

## Precedents



**The Castle Cinema, Chatsworth Road:** The Castle Cinema is an independent, crowdfunded, community cinema on Chatsworth Road, Hackney. After a successful crowdfunding campaign in 2016, the space originally housing the historic Castle Electric Theatre was brought back to life. They screen a wide array of cinema, from independent cinema to blockbusters.

# bring under-used spaces back to life

Use vacant shop frontages on the high street to give young people and cultural producers a stake in the Town Centre.

Many feel that the high street in Golders Green is overwhelmingly commercial in nature, with little space for community activity or youth. There are also few places for long-standing residents, more recent arrivals and different faith groups to come together.

At the same time, vacant retail frontages are demoralizing and reflect a fall from the high street's well-remembered glory days. While national trends indicate the need for high streets to diversify beyond a purely retail offer, the success of JAMI's Head Room Café demonstrates demand for spaces with a community offer on the high street.

## Key objectives

- Activate vacant shop fronts on the high street
- Provide opportunities for social enterprises and young entrepreneurs
- Promote social cohesion by providing spaces for community
- Build the case for permanent new community space in Golders Green

- Build the capacity of local community groups to take a leading role in its programming
- Provide spaces for young people to spend time in the Town Centre

## Who should be involved

- Landlords of vacant high street properties
- Transport for London
- Local social and cultural enterprises
- Experienced meanwhile operators

## Steps

- 12-24 months
- Engage with landlords of vacant high street properties to secure competitive short-term lease arrangements
  - Engage an experienced 'meanwhile' operator to develop a residency model for short term, highly affordable rental for social and cultural enterprises
  - Develop clear residency criteria to reflect community priorities
  - Call out for applications
  - Identify publicly owned assets to develop follow-on space for successful organisations.
  - Operate a rolling programme of short-term residencies to allow a range of organisations and individuals to test their models over the course of 6 months to 1 year

## Precedents



### Jan Kattein Architects, Acton HFA:

Jan Kattein worked with Ealing Council, Kal Di Paola and the Acton community on a funding application to turn a disused shop into a fashion workshop and retail outlet based on re-use and circular economy principles. The Re-store will host community workshops around the theme of re-use.



# bring under-used spaces back to life

Seek opportunities to secure dedicated, long-term community spaces in the Town Centre.

While the above actions seek to build community and cultural activity incrementally and in the immediate term, many of the changes residents would like to see in the Town Centre require long-term commitment and stability.

Across London and the UK, high street retail faces significant pressures from online sales. In order to remain lively and well-used, Golders Green Town Centre will need to further diversify beyond in order to thrive. Provision of space for cultural and community activities should be seen as essential to the long-term economic viability of the Town Centre, as well as essential to community cohesion. Securing such spaces should be a priority in disposal of any public sector assets in the Town Centre.

## Key objectives

- Provide a secular community space within or close to the Town Centre with the capacity to host cultural activities
- Ensure that future space provision is closely aligned with community needs and is invested with a real sense of local ownership

Many of the measures included in this Action Plan will serve to pilot ideas and build local capacity with a view to their longevity and growth. As the Council owns very few property assets in the Town Centre, securing a dedicated long-term space for community and cultural will require an opportunistic, responsive approach considering all available options.

## Who should be involved

- Town Team
- Transport for London
- British Telecom (Telephone Exchange)

## Steps

- 12-24 months
- Monitor implementation of this Action Plan
  - Sustain contacts with landowners established through delivery
  - Maintain contacts with community groups, cultural producers and creative enterprises
  - Develop an evidenced specification for new community space in Golders Green
  - Continue to explore the capacity of improved outdoor spaces to support community and cultural activities
  - Explore opportunities to secure long-term ownership of existing Town Centre spaces, particularly those in public ownership
  - Explore delivery of new community space through any future section 106 agreements associated with new development in or around the Town Centre

## Precedents



**Lordship Hub:** The Friends of Lordship Park held regular festivals and events lobbying for improvements to their park, before working in partnership with the council to secure funding to build the Hub which they now operate.



**Wave Cafe:** Located in a church hall, the café operates one day a week, alongside art and yoga sessions. Through a partnership with Harington, the café is staffed by young people with learning difficulties and disabilities as part of a year-long internship programme.

# next steps

# next steps

The Actions set out above seek to match community priorities against current opportunities within Golders Green. While they work towards a common set of overall aims and support the principles of the Town Centre Strategy, these ideas will far exceed currently available funding.

This Action Plan will be issued for community consultation. Local stakeholders are invited to identify which measures should be considered a priority for early delivery. A limited amount of capital funding has been allocated towards the immediate delivery of activations measures during 2023, while there is also potential for the priorities it lays out to inform investment in public realm improvements into 2024. It will continue to guide improvements to the Town Centre as future funding becomes available.

The Action Plan also invites interested stakeholders to take an active role in its delivery. During 2023, the emerging Golders Green Town Team will be invited to deliver a programme of three events to support the aims of the Action Plan and the Town Centre Strategy with the support of Barnet Council's appointed design team.

Individuals and organisations are also encouraged to get in touch if they are interested in participating or championing specific Actions, whether as cultural producers, project partners or as community organisers, we want to hear from you. Please contact us at:

[goldersgreentowncentre@gmail.com](mailto:goldersgreentowncentre@gmail.com)

Updates on the outcomes of this engagement process and next steps towards delivery will be posted on the new Golders Green Town Centre website, Facebook and Instagram accounts:

[www.goldersgreentowncentre.co.uk](http://www.goldersgreentowncentre.co.uk)

@goldersgreentowncentre

@goldersgreentowncentre

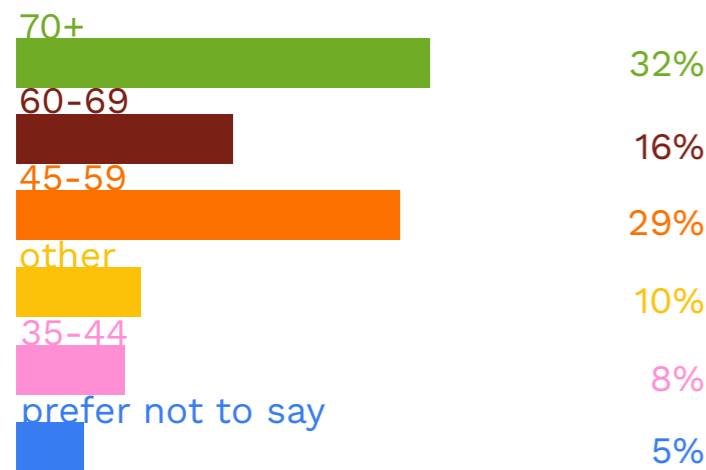
**appendix:**

**town centre conversations**

# questionnaire

The Town Centre Strategy consultation found strong support for increased cultural activity in Golders Green, and particularly for cinema, festivals and events in the Town Centre. In order to identify any shifts in local priorities, and to add detail about how people visit and navigate the town centre, we carried out an online survey from 11th August - 28th October. Outreach was also promoted through Engage Barnet.

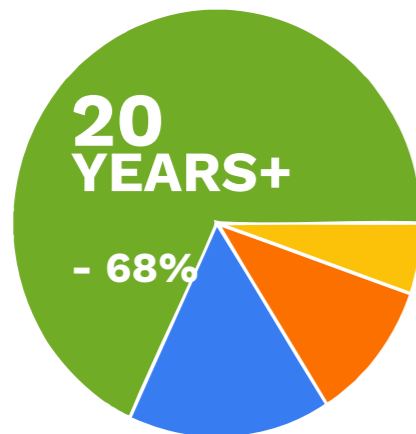
## AGE GROUP



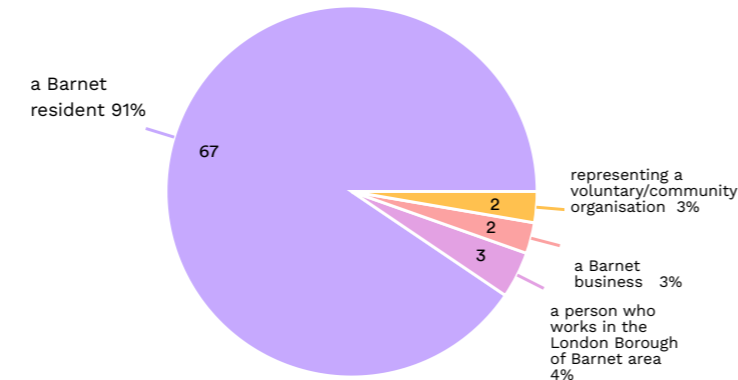
Those responding to the questionnaire were predominantly from older age groups...

## HOW MANY YEARS HAVE YOU HAD CONNECTION TO THE AREA

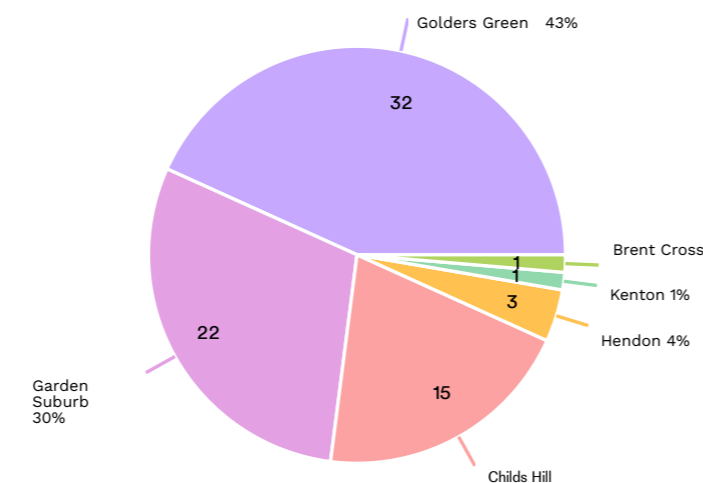
68% of which living or working in Golders Green for more than 20 years, showing a long-standing relationship with the Town Centre.



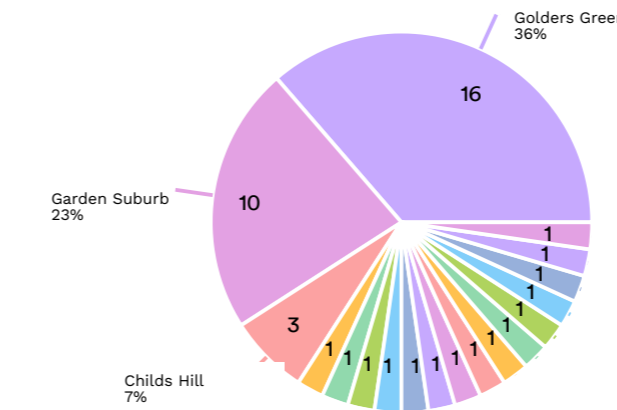
## ARE YOU A RESIDENT?



## DO YOU LIVE IN ANY OF THE FOLLOWING WARDS



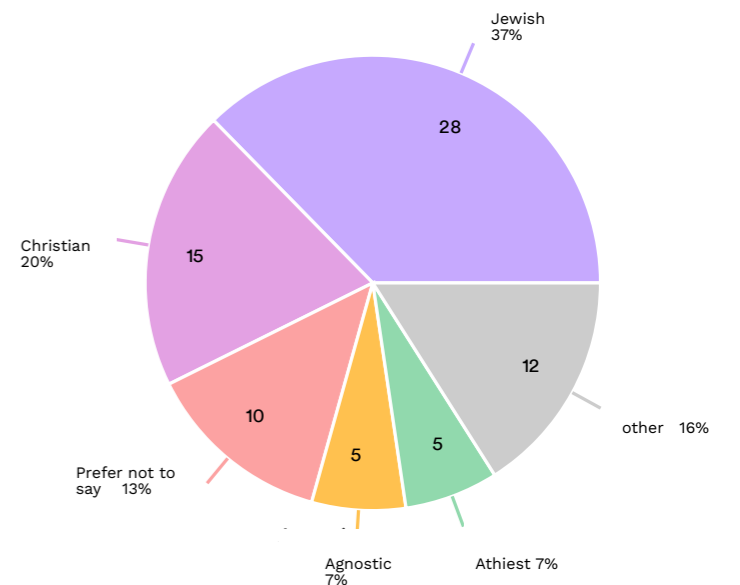
## DO YOU WORK IN ANY OF THE FOLLOWING WARDS?



other responses - Golders Green | Garden Suburb | Childs Hill | no | retired | Sunbury upon Thames Central London Camden | Semi retired |pensioner who does not work | Staples Corner | work outside the borough in the Royal Borough of Greenwich | Hendon| Belsize Park | Central london| City Westminster

We also engaged with local businesses through a GAP analysis study and speaking with respondents over the phone

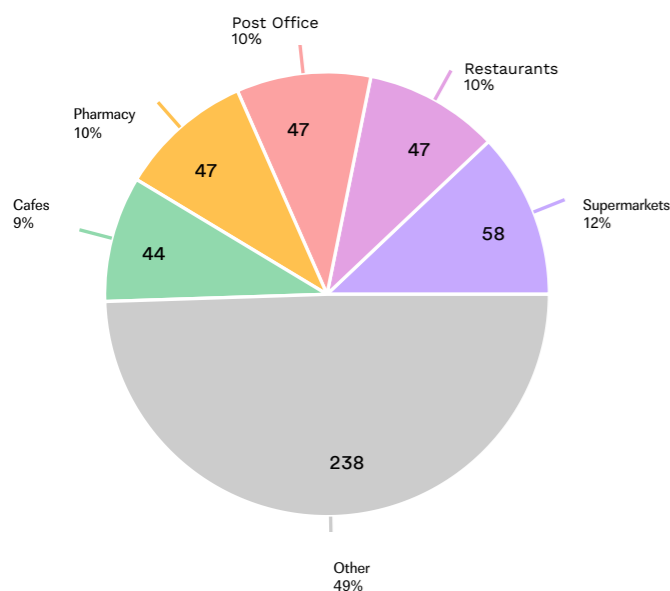
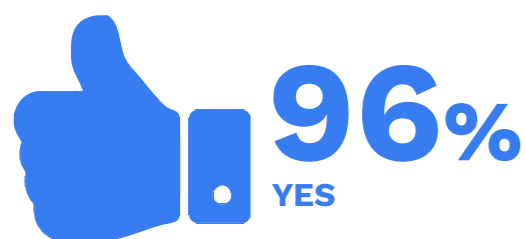
## RELIGION OR BELIEF



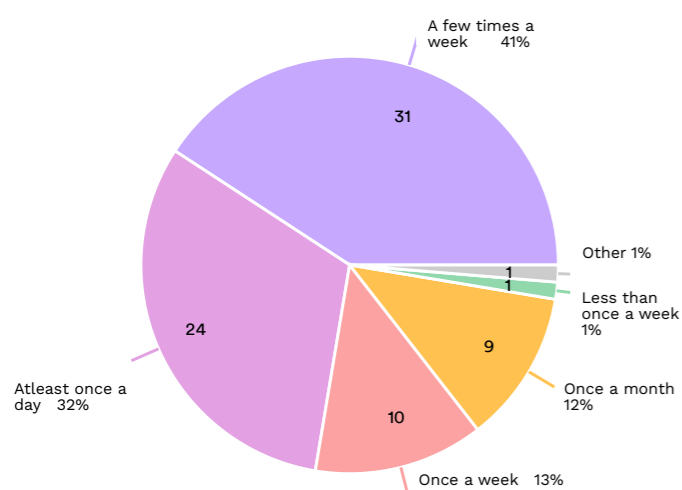
The majority of survey respondents stated Jewish or Christian beliefs. This is comparable overall with the proportion of beliefs in Golders Green. While most of the religions prevalent in Golders Green were represented, no members of the area's significant Buddhist minority responded.

# questionnaire

DO YOU VISIT ANY OF THE BUSINESSES IN GOLDERS GREEN TOWN CENTRE?

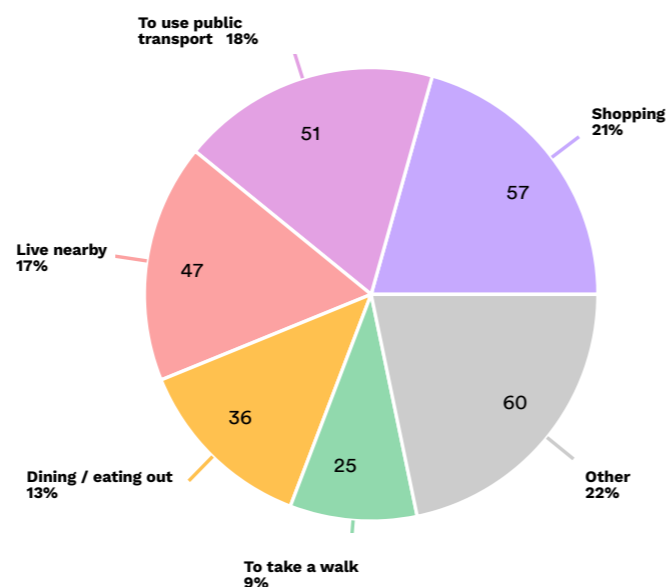


HOW OFTEN DO YOU VISIT GOLDERS GREEN TOWN CENTRE?



The survey suggests that the Town Centre is well used, attracting 41% of local residents a few times a week and even 32% at least once a day.

When asked why they visit, respondents said the following:



The most popular responses were to use public transport and for shopping, reflecting traditional uses of a town centre arranged around a transport hub. However, many respondents are also visiting the Town Centre for pleasure (dining/eating out or to take a walk).

WHAT ACTIVITIES WOULD YOU LIKE TO SEE IN THE TOWN CENTRE THAT WOULD ENCOURAGE YOU TO SPEND MORE TIME THERE IN THE DAY?

## 65% VISIT AFTER 7PM

Popular themes in responses to this question included greenery, cleanliness, seating, and less traffic. Some respondents mentioned leisure and cultural activities.

DO YOU VISIT GOLDERS GREEN AFTER 7PM?

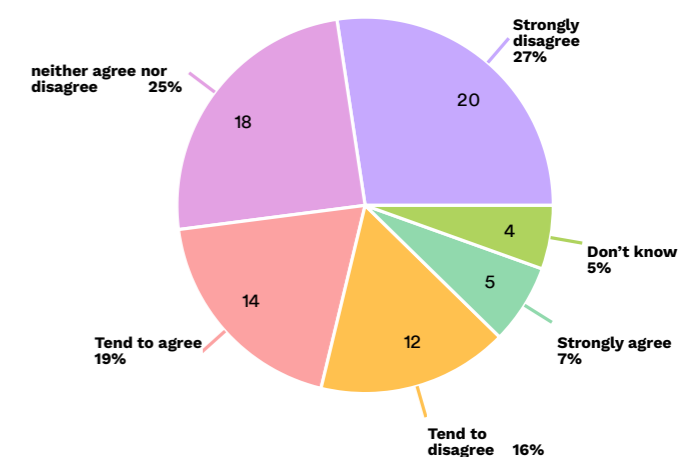
It is clear from the survey that the evening economy is important to local residents. It is also fair to say that people seem to feel safe enough to walk into the town centre after 7pm. (63% of residents walk into the town centre).

WHAT ACTIVITIES WOULD YOU LIKE TO SEE IN THE TOWN CENTRE THAT WOULD ENCOURAGE YOU TO SPEND MORE TIME THERE IN THE EVENINGS?

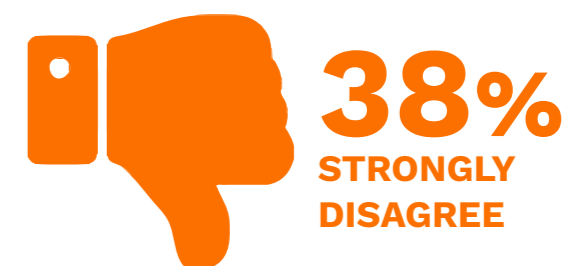
Responses suggested that public realm improvements such as seating, greening and cleaner, calmer streets, are equally important to

spending time in the Town Centre in the evening. Several respondents mentioned the need for more pubs, while a significant minority mentioned cultural events and community meetings.

DO YOU CURRENTLY PARTICIPATE IN CULTURAL ACTIVITIES (I.E. RELIGIOUS, COMMUNITY, AND/OR ENTERTAINMENT EVENTS) IN THE TOWN CENTRE? PLEASE SPECIFY.



DO YOU FEEL INVOLVED IN LOCAL DECISION MAKING?



Despite the fact that respondents were mostly long-standing local residents, clearly many feel a lack of awareness and agency in what happens in their local Town Centre.



LLOYDS BANK  
Please be patient when using our Cashpoint.  
Please operate in the area.

BANK

At any time  
No loading  
Mon-Fri  
8.00-6.30pm  
Sat-Sun  
8.30-4.30pm

Gravelands  
L10 11 0W  
TO LET  
0202 8731 9777

The Artisan

LITERALLY THE FUNNIEST  
Alperton 83

TA  
FREE

Price  
Check

SE  
ON

# town centre tea party

In order to introduce the Action Plans and associated works to local stakeholders, we held a public Tea Party in Golders Green Crescent on 6th October 2022. As well as testing the temporary closure of Golders Green Crescent for events as set out in the Town Centre Strategy, this was a chance to promote the questionnaire while gathering more in-depth responses and building networks towards the institution of a Town Team.

In total, over 100 people stopped to engage with the Tea Party. Of these, an estimated 50-60 stopped to listen or speak in detail about Golders Green. The majority of attendees were resident in the local area. The second most prevalent group were those visiting the town centre for shopping. We also spoke a small number of respondents who were in the town centre to visit friends or family, as well as one person taking a walk for pleasure and just one person who works in the town centre.

## Perceptions of the town centre

A number of respondents were involved in formal or informal community activity, including the Friends of Child Hill Park, JAMI and an (apparently informal) network of residents on Golders Green Crescent. Some respondents attend local

synagogues and churches. A local musician and a poet joined us, while one respondent volunteers teaching English to Ukrainian refugees.

Respondents were largely unable to identify opportunities to participate in cultural activity in the town centre. The loss of the Hippodrome as a cultural venue was keenly felt by many respondents, who remember it as a BBC theatre, as was the loss of the cinema adjacent to Sainsbury's. Others also mentioned the lack of local pubs (following demolition of the Castle), feeling that, while a valuable asset, the Refectory does not have a significant cultural offer as it does not host live music.

Several respondents were aware of local artists and musicians, but felt that this activity does not have a presence in the town centre, suggesting that networks are

better established and formalised elsewhere in the borough (Finchley).

A number of respondents observed that, despite the large number of faith spaces around the town centre, there is lack of secular community space within the town centre. Many felt excluded from community activities associated with other religions, or indeed other religious sub-groups.

Many respondents also noted a lack of activities for young people in the town centre.

The sole person we spoke to who works in Golders Green noted that he had little reason to stay around after work.

Opinions varied regarding the quality of the high street offer. While many enjoy the high street's range of cafés, and visit the town centre specifically for that purpose, some feel that the street is excessively dominated by middle eastern food and drink and questioned the quality of the overall retail offer.

“There are so many cultures here that a lot more could be done.”



“What about a space for musicians?”

“It's all commercial.”

“We need more pleasant places to sit that are not restaurants”

“Golders Green has no heart anymore”

“Golders Green town centre is very good for food shops - but not a lot else.”



# town centre tea party

## Stakeholder priorities

Several respondents suggest that way-finding to local parks would be beneficial in terms of the leisure offer, i.e. Basing Hill, Childs Hill Park, Golders Hill and Hampstead Heath Extension.

Several attendees also volunteered the idea of activating vacant high street premises through community or cultural activity. There was measured support for public artwork and way-finding interventions, but greater enthusiasm for cultural activity (visual arts & music) and greening.

One resident proposed a project they had discussed in principle with neighbours to create micro-art galleries in the rear garages along Golders Way. They also highlighted the importance of finding educational opportunities through the process of development and involving young people to develop a sense of ownership.

A small number of respondents suggested that space for youth, to include recreation and skills, should be identified.

Cultural venues like the Hippodrome, the cinema and the Castle pub are very much missed.

There is lots of artistic activity in Golders Green, but it's hard to see on the high street.

People feel the need for more common ground in the town centre.

There should be more for young people to do in Golders Green.

Many people are involved in formal or informal community activity in Golders Green.



WHAT HAVE WE MISSED?

WHAT HAVE WE MISSED?

What activities would you like to see in the Town Centre that you think encourage you to spend more time there in the evenings?

Do you currently participate in cultural activities in the Town Centre, i.e. religious, community, and entertainment or events?

How do you think cultural activity could be better supported in the Town Centre?

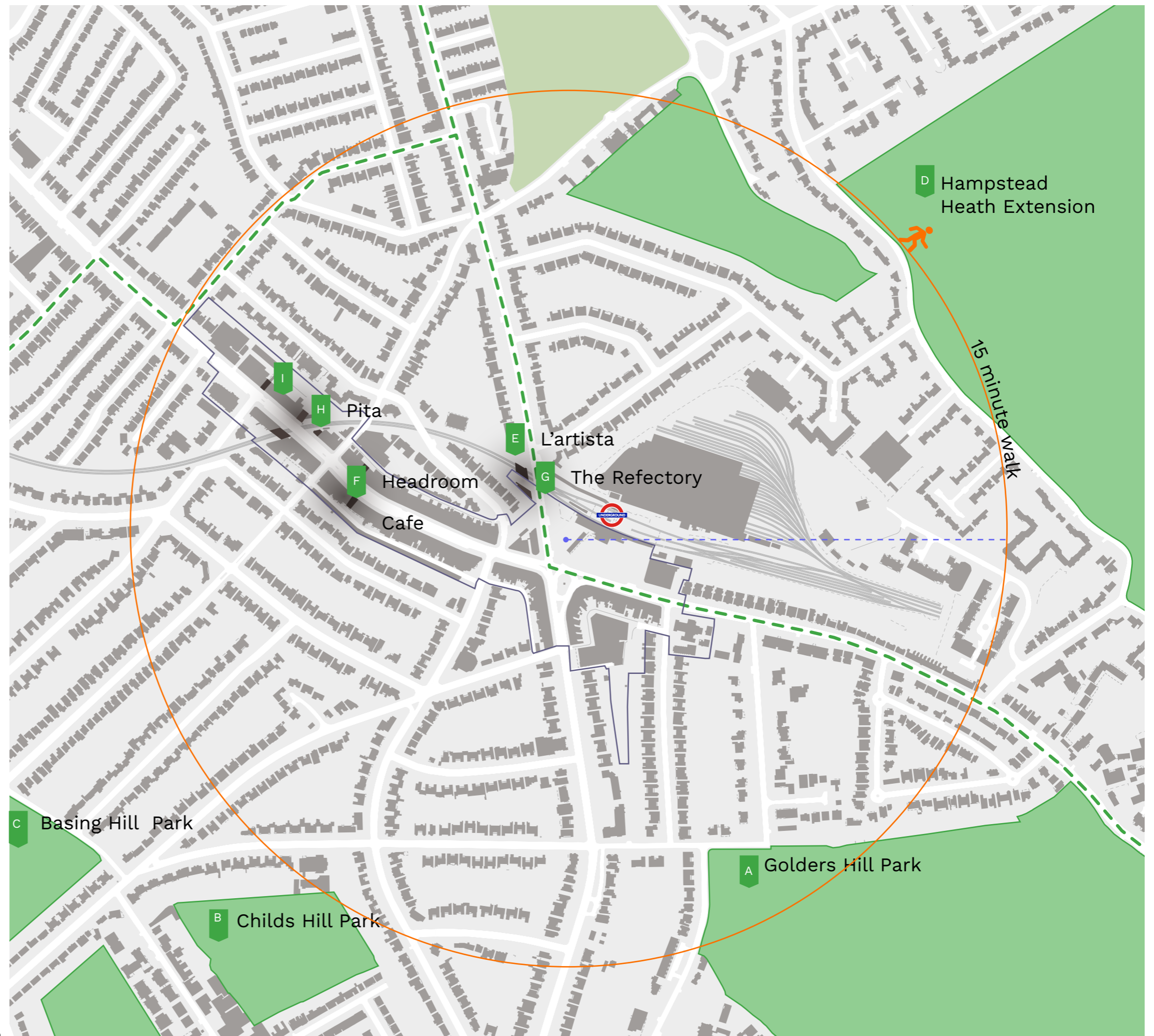
# Golders Green Town Centre Tea Party - Cultural Activity & Community Mapping

# favorite spaces

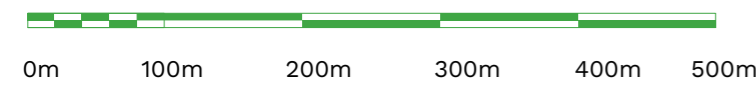
Residents really value the green spaces near Golders Green however feel that they're hidden ....

Golders Hill Park, Childs Hill Park, Hampstead Heath Extension and Basing Hill Park are amongst the top responses to locals favorite places to spend time in Golders Green. Eating out and dining is also essential for local residents. Acknowledgement that these green areas provide huge cultural / community & leisure offers to local residents is a key step in being able to action the celebration, enhancement and development of these green offers.

When asked, 'if you were showing a friend around Golders Green, where would you take them?' Many of the answers were either 'Golders Hill Zoo', restaurants such as 'Pita, Carmelli Bakery, Headroom Cafe + Hampstead Heath Extension. It is evident that Golders Green has lots to offer and the most important assets are eateries & green spaces.



KEY	
A - Golders Hill Park	D - Hampstead Heath Extension
B - Childs Hill Park	E - L'Artista
C - Basing Hill Park	F - Headroom Cafe
	G - Refectory



Map: Drawn by Jan Kattein Architects

# favorite spaces

A: Golders Hill Park



B: Childs Hill Park



C: Basing Hill Park



D: Hampstead Heath Extension



E: L'Artista



F: Headroom Cafe



G: Refectory



H: Pita



I: Carmelli Bakery



# type safari

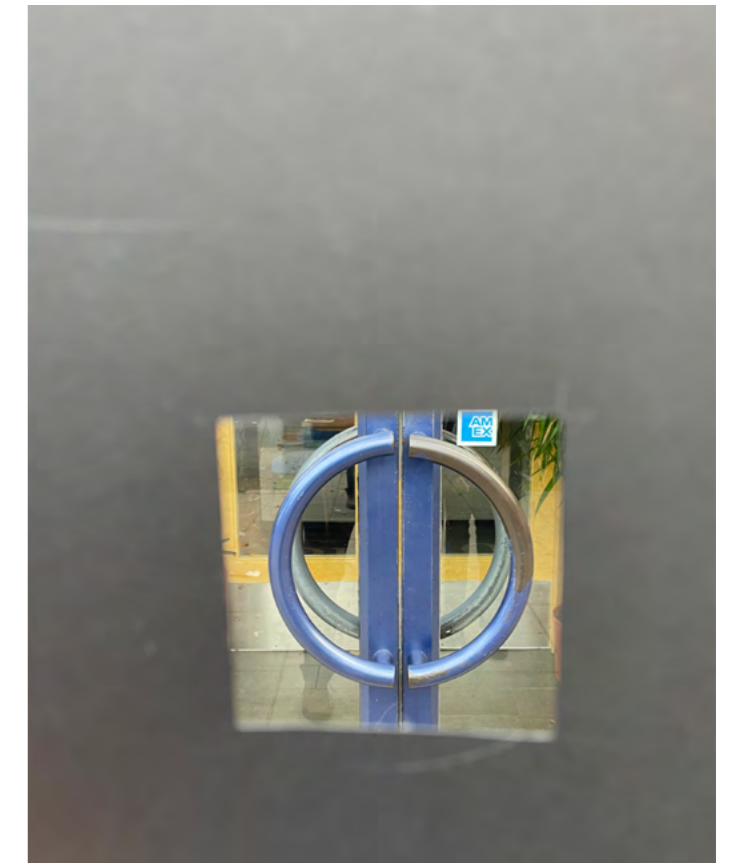
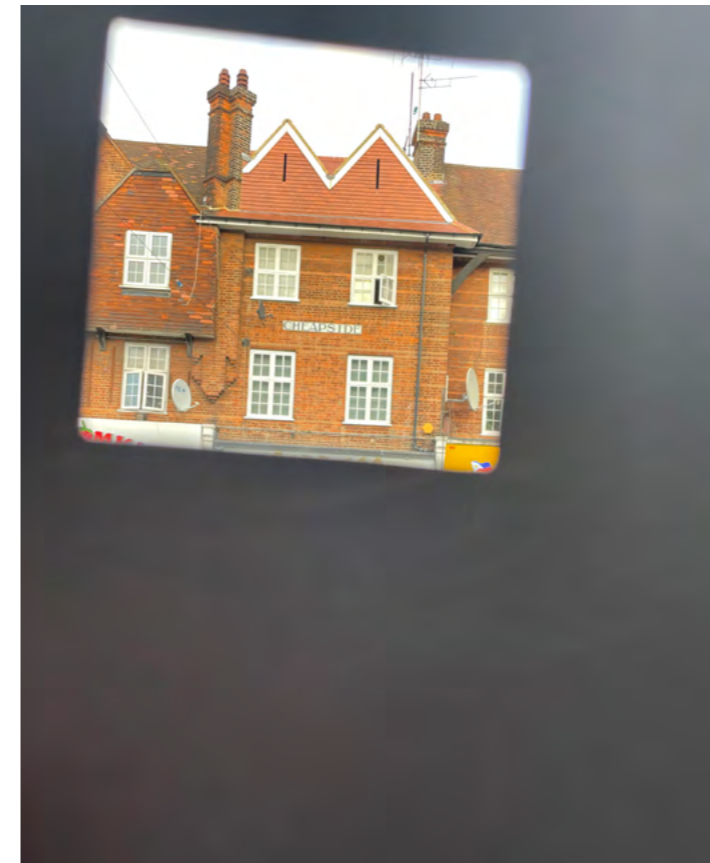
**In order to support the generation of a bespoke graphic identity for the Golders Green Town Team, Fraser Muggeridge Studios led a 'Type Safari' around Golders Green Town Centre. Workshop participants were asked to find distinctive forms around the Town Centre which suggest lettering, as well as favourite examples of existing typography and signage.**

This exercise in directed looking and noticing results in a visual compendium of moments, features and characteristic which speak to workshop participants about the character of Golders Green, while capturing specific forms which could be used directly within the new graphic identity.

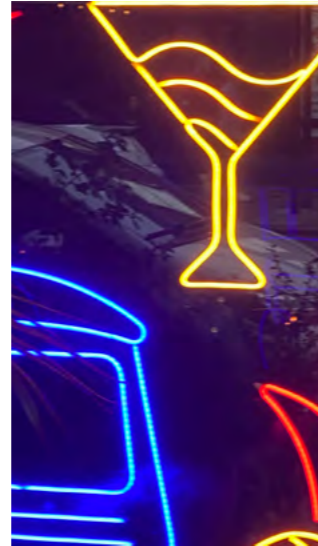
The result is a combination of idiosyncratic Arts and Crafts architectural detailing, mid-20th century retail advertising and exuberant contemporary shop-fitting and street art.

Our conversations also touched on the group's awareness of the Town Centre's creative and graphic history: past residents like Abraham Games, a British graphic designer, and Laszlo Moholy-Nagy, a Hungarian painter and photographer as well as a professor in the Bauhaus school. As well as the aesthetic heritage of

the Underground extension and the original promotional posters which are a popular adornment in guest bathrooms across Golders Green.



# type safari



**On 8th November 2022, Golders Green Crescent was closed between the hours of 2pm-4pm to allow the public to engage in an art workshop led by local Artist Ricky Klein which explored the topic ‘what does Golders Green mean to you’ & to help in establishing a graphic identity.**

## What does golders green mean to you?

Through passing conversations and more hands on attendance, the following thoughts were expressed...

One attendee spoke about the significance of Golders Green to him personally stating that Golders Green sums up what he loves about living in London. Although he doesn't live in GG, he loves the multi-cultural nature of the area and the multi-cultural food offer (Carmelli Bakery, Hummus Bar, Pita) on the high street and compared GG to areas in East London. He felt that Golders Green is missing a market which he said is an essential part of city living for him. He went on to say a market in GG would make him visit more.

Other key words from the exercise were ‘multiple cultures’, ‘a bit of everything’, ‘lots of different cultures’, ‘mixed population’ & ‘Jewish, Iranian Turkish, Polish’. These all clearly identify GG as a multi-cultural town centre however after discussions in more detail people felt that there is not much common ground or ways to facilitate community cohesion.

The second most prevalent thread was the notion that GG has great restaurants, cafes and shops along the high street. A few locals mentioned that they used to spend more time in Brent Cross however due to many shops being vacant they are spending more time in Golders Green to eat out or shop. Words present with mind mapping exercise – ‘lots of shops’, ‘cafes + restaurants’ ‘eating out’, ‘L’Artista’, ‘food’, ‘shops’

other words of note that arose from the mind mapping were... ‘no live music’, ‘better signage & street lights’, ‘safe’, ‘good transportation / links’, ‘family’, ‘compassion - homelessness’, ‘shop signs too bright’, ‘tube’, friendly’, ‘colour’, ‘sustainable jungle’

## Artworks

Within the artworks, a sense of civic and local pride was prevalent. People who engaged in the workshop spoke positively about their town centre holding themes of community, home and friendliness at the core.

The first attendee used the full scope of media provided and

produced an artwork which reflected the following:

Overarching theme of ‘greenery’, including parks Golders Hill Park, Childs Hill and the Heath Extension. They mentioned their passion for photography and that the parks and the local architecture, both industrial and more historic buildings, were great sources for inspiration. They went on to draw the significance of the wild nature of the parks and forests around which feel like an escape from London.

The second attendee used the mind mapping base to build up their collage material. This captured the following: thoughts around family and residents were prominent during conversations. Golders Hill Park and the Zoo were central to what gives meaning to Golders Green saying that they visit regularly on weekends. Shops + restaurants and the ‘tube’ were also key themes.

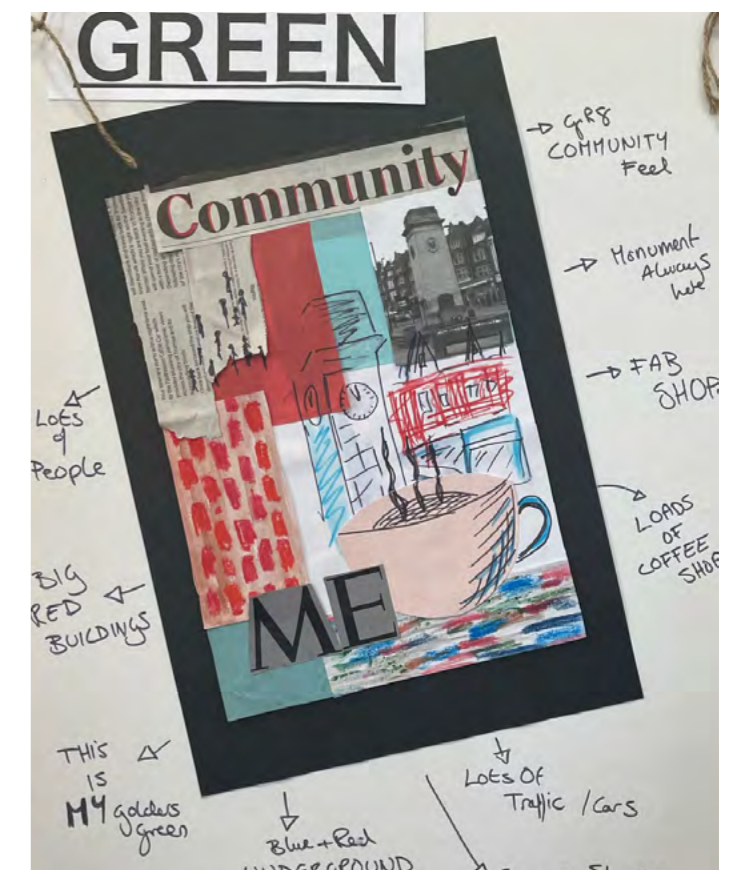
## Ideas for change

Several respondents suggest that way-finding to local parks would be beneficial, i.e. Basing Hill, Childs Hill Park, Golders Hill Park and Hampstead Heath Extension.

Reactivation and awareness strategy of the Public Library.

A couple of attendees volunteered the idea of more spaces for live music or theatre events.

Cohesion strategy for faith / community spaces.



## Conclusion

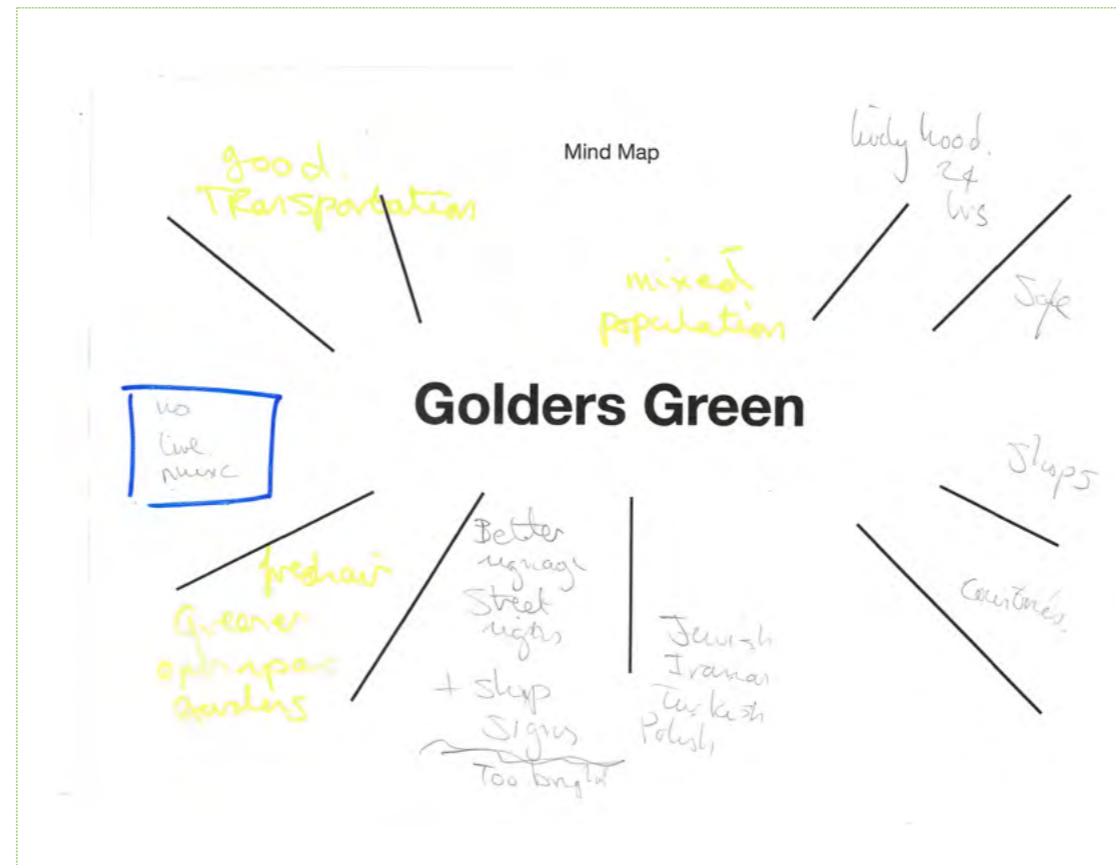
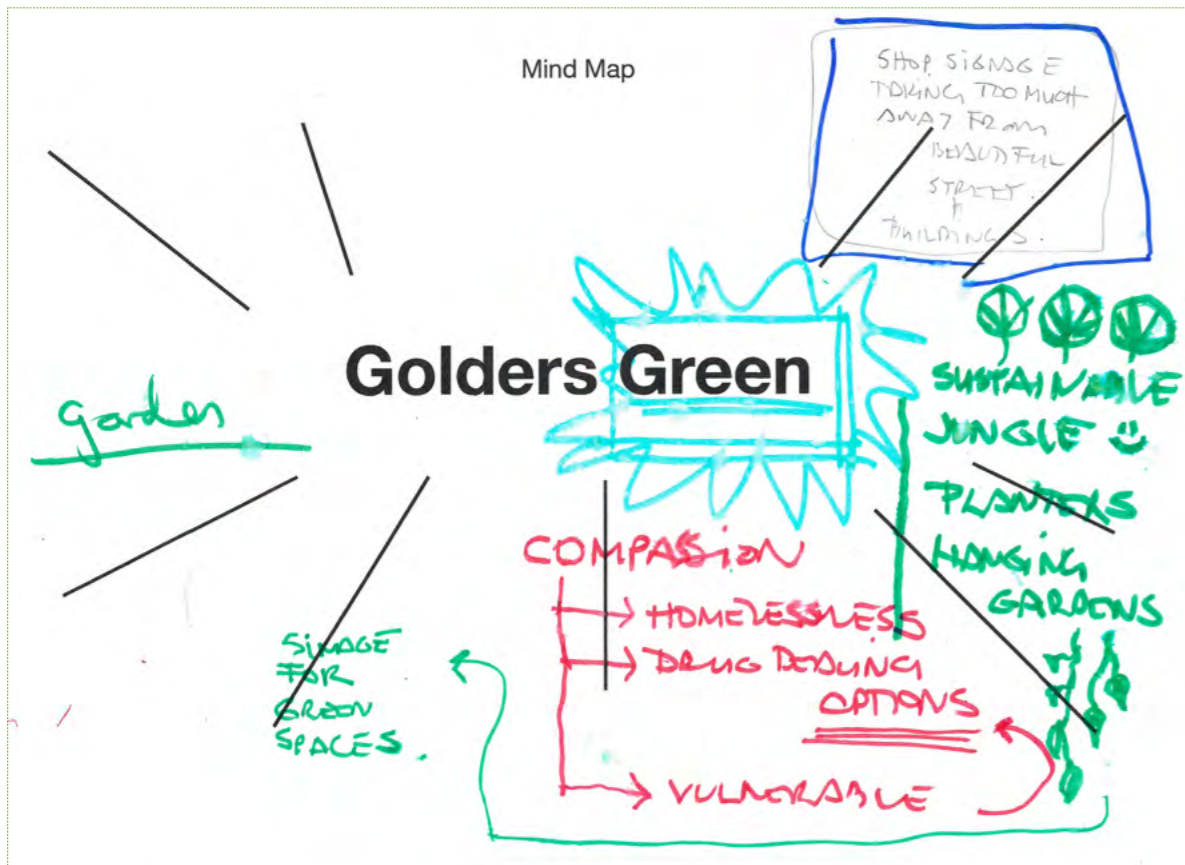
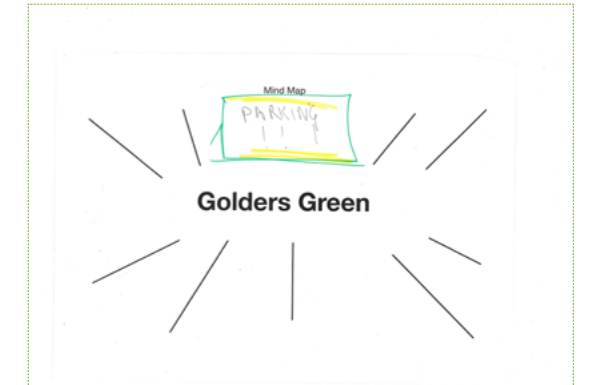
It was great to communicate with a younger audience during the art workshop which filled some gaps in previous consultation events. Many of the same themes chimed with the younger audience too but mentioned that artistic structures / events are not prevalent throughout the town centre.

When discussions around the public library were raised, a mixture of reactions arose. The majority of attendees felt negatively towards how it has been managed in last couple of years. Due to its closure and subsequent reopening, people seem to feel its lacking in function and doesnt serve the community like it used to. As the library is still a current asset also acting as a gateway to the town centre, the Library could become a potential site.

Our conversations overwhelmingly supported the case for increasing the range and visibility of community and cultural activities in the town centre and after chatting with local residents, there is real desire for more community facing spaces and cohesion. Many of the younger attendees mentioned the lack of live music or theatrical and even general

entertainment withn the town centre. Many travel to Brent Cross or Hamstead to satisfy those needs. It is also clear that there is no lack of community faith spaces in Golders Green, however engaging with these assets is seen as difficult due to a lack of strategy or common ground.







GOLDERS GREEN  
TOWN CENTRE