



## THE HIGH BARNET TOWN TEAM

**HighBarnet** Barnet Traders Association  
Representing the traders of High Barnet Town Centre

Issue1: October 2011

### Town Team Newsletter

Welcome to the first Newsletter of The High Barnet Town Team, reporting on the activities of the LB of Barnet, Barnet Traders Association and the Town Team to promote and improve High Barnet Town Centre with the benefit of a substantial award of funds from the Mayor of London's Outer London Fund.

#### Barnet Traders Association

In March 2011, the BTA was reconstituted under a new management team. During the subsequent six months the BTA has

- Sponsored, or raised sponsorship for, hanging baskets along our High Street;
- Successfully run the first High Barnet Lottery (more on the back page..)
- Designed a Visit High Barnet web site to be fully launched before Christmas with at least 70 traders participating at the outset; and
- Led the High Barnet Town Team (comprising the BTA, Barnet Society, Barnet Residents Association and Hadley Residents Association) to successfully bid, with LB Barnet, for a £416,000 grant from the Mayor's Outer London Fund.

#### The Outer London Fund Initiatives

##### Improving the appearance of our town centre

Approximately £325,000 of the grant money is to be used to effect improvements to the appearance of our town centre. It is condition of the grant that all of the money must be spent before the end of March 2012.

Planned improvements include:

- the planting of street trees
- provision for hanging baskets on High St. lamp posts

- removal of unnecessary guardrails
- removal of disused phone boxes and other clutter
- improved signage
- new uniform litter bins in heritage style
- improvements to pavements; and... last but not least,
- opening up and re-landscaping the church garden as an attractive and accessible town garden.

Architects and urban designers Metropolitan Workshop have been appointed to design the improvements to the churchyard garden, options for which include removal of hedges to make the garden more visible, repaving and possibly re-alignment of the paths, bicycle stands, work to the trees and perhaps some new trees, new benches and bins, and potentially a new paved area at the entrance to Church Passage from the High Street which could accommodate café tables.

*An exhibition of the proposals will be held in Barnet Church on Saturday 22nd Oct and in The Spires on Sunday when your comments will be invited.*

If you miss it, go to [www.visithighbarnet.com](http://www.visithighbarnet.com) for information.

#### Retailer support

£75,000 is being spent on retailer support

- Retail merchandising experts Vision On are undertaking a training programme for 25 independent traders. After a master-class, they will each receive four hours of on-site assistance and help in setting up their Christmas window displays - to follow a common theme
- In January, Retail consultant Retail Revival will be running a Counter Skills competition for shop staff to test 51 areas of skills and knowledge including cash handling, product knowledge, window dressing and retail security. Prizes will include a special prize for 'Best Newcomer' and a cheque for £1,000 to the overall winner.
- Barnet College is running a Business Start-up training course for entrepreneurs wishing to start their own business in Barnet.
- The Town Team is aiming to set up a Pop-up shop in which the best graduate of that course can trial their business for a period, rent-free.

*We will also be advertising for candidates. Do you know anyone?*  
Alongside, we hope to set up a Town Team Information Centre.

- A £15,000 fund is being made available for grants for shopfront makeovers – insufficient for new shopfronts but sufficient to fund or part-fund improvements to shop fronts by re-painting and/or new high-quality fascia panels. Discussions are in hand with a number of independent retailers and costs estimates are being obtained.

Other ideas being pursued are a Town Centre Magazine, Loyalty Card scheme and empty shop hoarding art.

## Christmas Events

The traditional Barnet Christmas Fayre, organised by the Barnet Arts Council, will take place on Sunday 4<sup>th</sup> December to include a street market, indoor craft market, funfair, go-karts, skating rink, theatre and dance performances, classical music, carol singers, pop and brass bands, strolling musicians, local history events, church bells, jugglers and fireworks.

In addition, £17,000 of the Mayor's money is to be spent on making 2011 a very special Christmas for High Barnet.

- A 23ft lit Christmas tree in front of Barnet Church; and enhanced lights in the trees in the Church garden

... and an amazing programme of events, organised by Retail Revival:

- Additions to the Christmas Fayre including "Barnet Larder" – a Food and Drink Christmas Market, Cookery Demonstrations, Chocolate Dipping Tank and Restaurant Vouchers
- On the evening 3<sup>rd</sup> December a celebrity switch on of the lights accompanied by Gospel singers, an impromptu concert by guest celebrity performers and dance performance by students of the Susi Earnshaw Theatre School. Plus mulled wine ... and hot chestnuts!
- Also on 3<sup>rd</sup> December, Things that Go Bump in Barnet. A whole day of 'ghostly' events, many designed to help generate trade, and evening events in the town's pubs and eateries.

- On Saturday 26<sup>th</sup> November, a series of activities and events based around board games – aimed at getting people into the town centre and shops – plus a very special competition, details of which will be unveiled shortly!
- On Saturday 17<sup>th</sup> December: "Go for the Juggler": Street entertainment: Jugglers, magicians, acrobats, mime artists and other exciting acts performing in the town centre; Circus Face Painting; and a Circus Skills Workshop for children of all ages (and their families).

Full details of this fabulous programme will be in a combined brochure to be distributed to 10,000 homes. The programme will be widely publicised, putting High Barnet on the map and bringing hundreds of visitors into our town – and hopefully shoppers into our shops!

\* \* \*

Enjoy High Barnet. It is a very special place – with its high concentration of independent retailers, its profusion of 'back-street' businesses and its long history, it is entirely unlike most other London 'suburban' centres.

The Town Team aims to celebrate this difference and to capitalise on it.

We will keep you informed.

Best wishes

**THE HIGH BARNET TOWN TEAM**  
info@highbarnettownteam.org



## The Lottery!



Our first High Barnet Lottery produced one happy £250 winner and raised £400 to help support our High Street. For the next Lottery we are more than doubling the prize money by offering a £400 First Prize and £200 Second Prize.

Tickets will go on sale at the start of December, with the draw in January.

