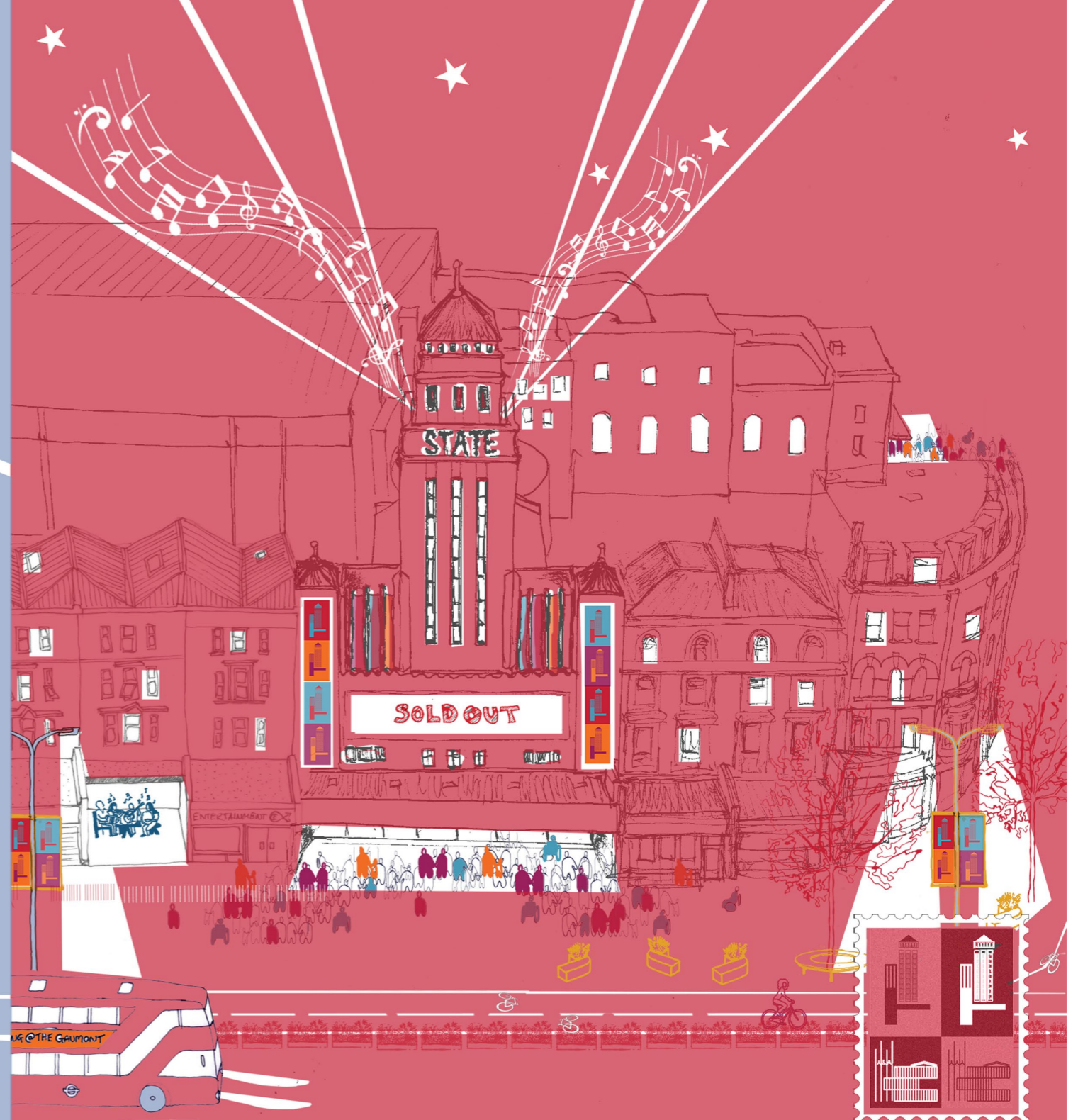
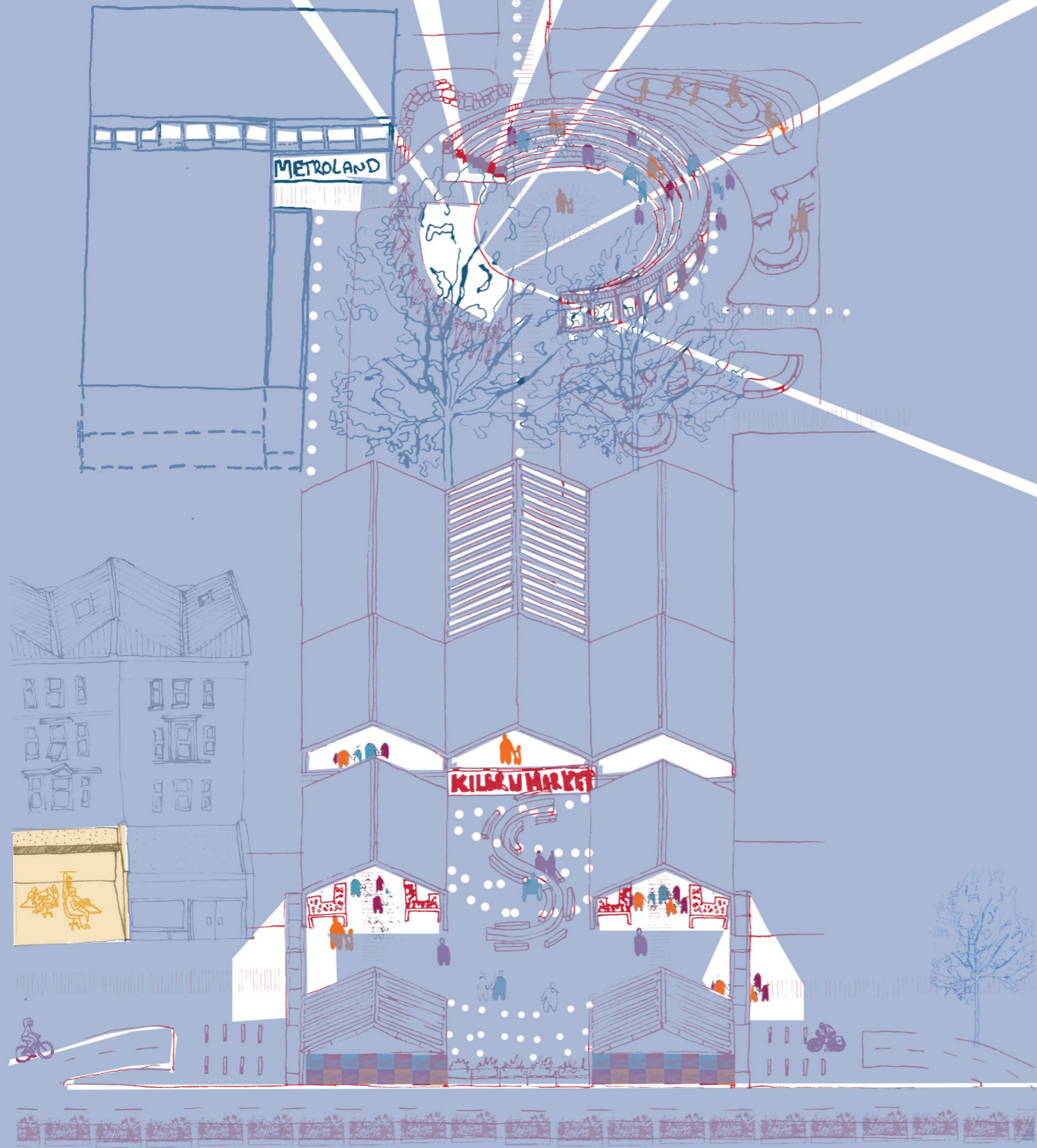


HOW CAN KILBURN HIGH ROAD

BECOME A CORRIDOR OF CARE?





Welcome to Kilburn!
I'm here to show
you how our High
Road has been
transforming.

Abstract

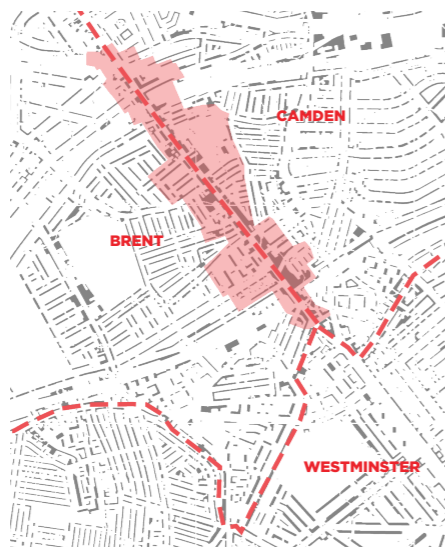
Within this Design Think Tank module, we will explore how the concept of a corridor of care can be beneficial for both the high street and its users, within the context of Kilburn High Road. With 90 percent of Londoners living within a 10 minute walk of their local high street, the issue of empathetic regeneration and maintenance is pertinent, not just for Kilburn, but for Greater London and the UK too.

We will approach this research through three lenses influenced by the Mayor of London's Good Growth By Design documents: 'Making London Child-Friendly', 'Safety in Public Space: Women, Girls, and Gender Diverse People', and 'Designing with Disabled Experience'. Furthering this, economic, social, and spatial considerations will be evaluated through two testbed sites: The Gaumont State Theatre and Kilburn Market, resulting in a specific output, highlighting what is currently working along Kilburn High Road, and what needs to improve.

Our approach seeks to utilise a mixture of research methodologies, these being place-based (observations, sketches and photographs), text-based (archival research, policy and funding strategy interrogation, and interacting with current literature on the wider topic), and people-based (business surveys, questionnaires and involvement with Brent Council).

Through this understanding, a personal reading of Kilburn developed by the group, resulting in the research question of how Kilburn High Road can become a corridor of care?

In reaction to this breadth of exploration of the street, a manifesto developed, with a radical and ideal view of what Kilburn High Road could become. This was useful to solidify the group direction to solving how a corridor of care can be realised. Through subsequent policy proposals filling perceived deficits in the legislative landscape, schemes for both test beds and the street were developed, grounded in real time constraints.



Context

Kilburn High Road is situated between the boroughs of Brent and Camden.

Having to refer to two boroughs on aspects from policy, to refuse timetables, to funding arrangements, presents a logistical challenge that we will attempt to solve.

With a distinctly Kilburn identity already having been formed by the locals, our approach aims to support and improve this through built and policy-based interventions.

Strategy

What?

- Corridor of Care
- Two sites as test-beds
- Adaptable long-short term strategy

Why?

- Revitalisation desired by community
- Strategy to be used London and UK wide
- Two sites with latent potential

How?

- Good Growth by Design lenses
- Interrogation of policies and funding routes
- Engagement with stakeholders

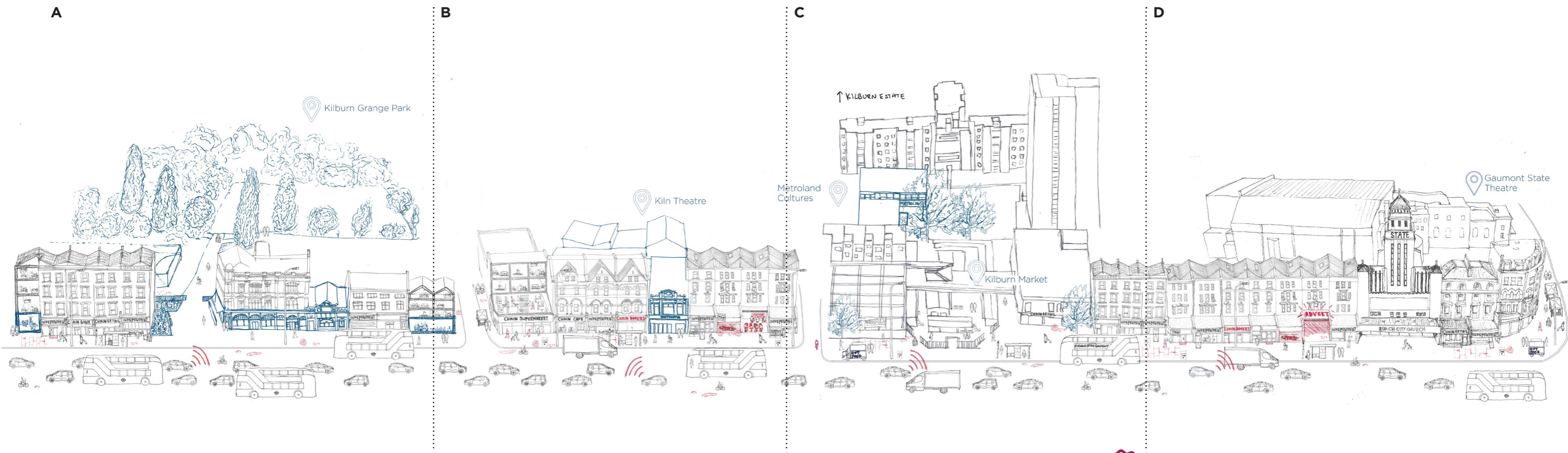
Who?

- Launched in 2023, One Kilburn is an alliance of local people, organisations

and businesses, supported by the 3 councils.

- Instrumental in forming the Kilburn neighbourhood plan





“ the answer is not to attempt to make non-normative groups ‘fit’ with an unforgiving world, but to instead create built surroundings that recognise human vulnerability and ageing, and emphasise care, interdependence and conviviality”



“Children need the freedom to get around independently, to call on friends to play, hang out and enjoy their neighbourhood [and] allowing them to do so offers intergenerational benefits”



“Safety can be understood through three lenses: freedom from violence, harassment and intimidation; usability; and sense of belonging.”



The Three Lenses

We assessed Kilburn High Road both objectively and subjectively using the three lenses of the Good Growth by Design guidelines, imagined as “characters” experiencing the street. This approach allowed us to understand how people

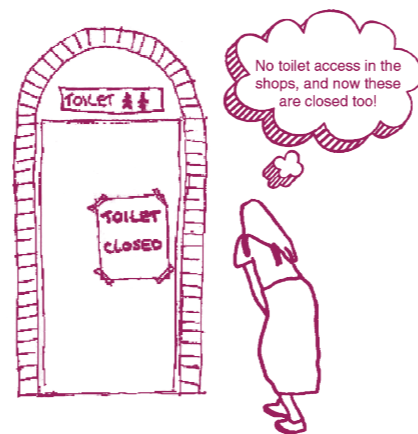
interact with the space, identify areas needing urgent care or intervention, and uncover opportunities for design improvements that better serve the communities living and using the high street. Over the following four pages,

we present this reading alongside sections and collages that further explore what Kilburn means to us; capturing its character, culture, and everyday life while building empathy into our research and design process.



Existing Reading A

Grange Park plays a key role on the high street, it provides the largest and only access to public green space around the high street. Through the three GGbD lenses we have identified areas of care and lack of care in this area of the high street.



Kiln Theatre



Existing High Street Experience Elevation

Existing Reading B

Although it is promising to see a majority of step-free accesses into shops along Kilburn High Road, there is still a large portion that prove difficult for those with reduced mobility to navigate alone.

Pavement widths are for the majority satisfactory, but when taking observations, there were points of tension for people in wheelchairs, with buggies, or luggage, due to rubbish bags littering the way.

Points of darkness and recess are frequent along the street, leading to feelings of unease and concerns regarding safety.

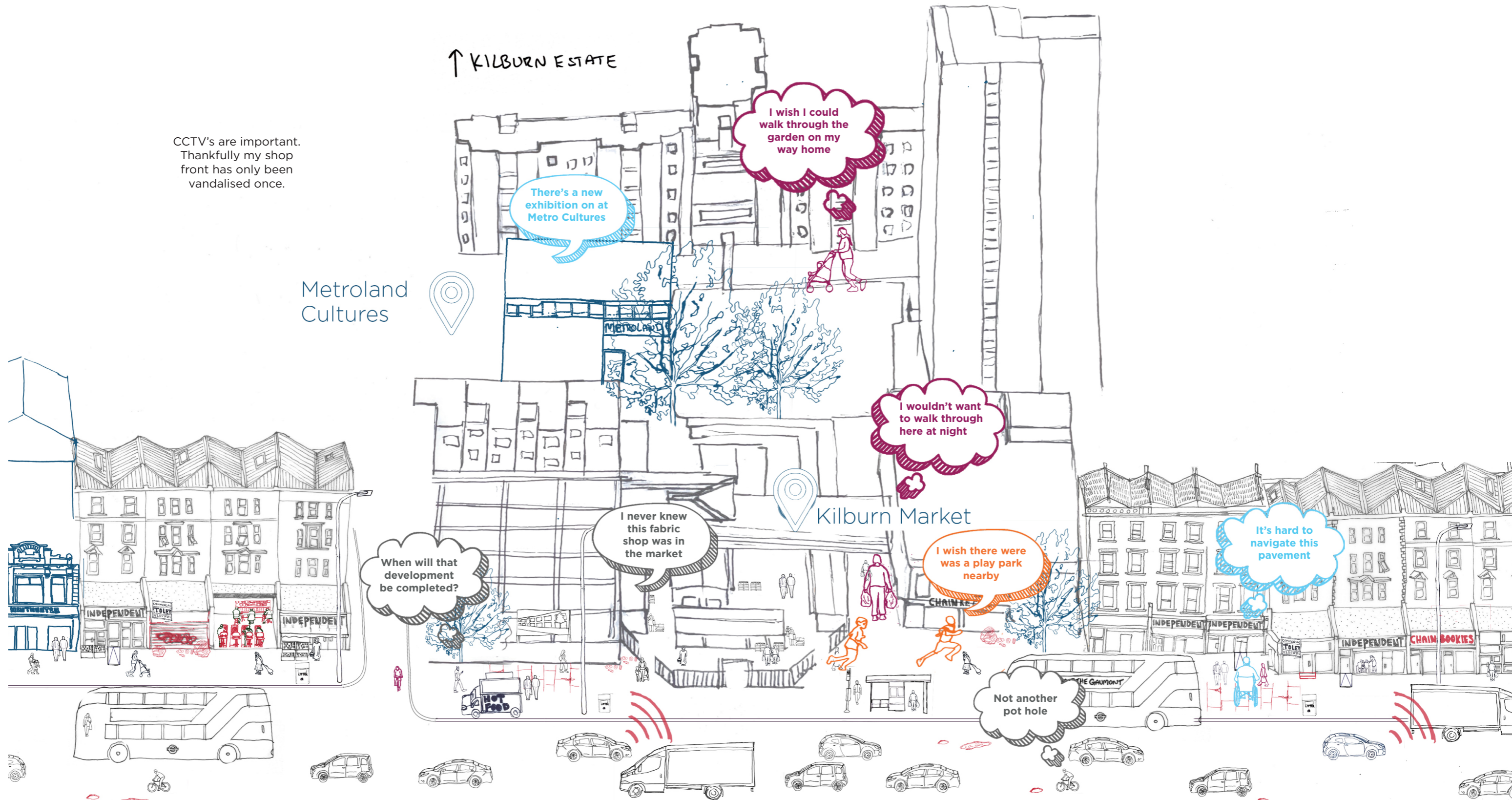


Existing High Street Experiences

CCTV's are important. Thankfully my shop front has only been vandalised once.

Metroland Cultures

↑ KILBURN ESTATE



Existing Reading C

Kilburn has around 400 shops, of which a quarter are national chains. (McDonald's, Poundland x2, Iceland, Aldi) The street also has a heavy presence of low-grade takeaways and budget supermarkets, which together

make fast/processed food the most accessible option for most shoppers. The pub density (historically tied to its Irish heritage) means alcohol-led venues are the single largest category by count. Betting shops compound

this - as they tend to cluster on high streets serving lower-income populations.

On the other hand,

- Cultural venues, ie The Kiln Theatre supports mental well-being, community

cohesion, and creative expression

- Kilburn's world food supermarkets (Persian, halal, Afro-Caribbean grocers) are genuinely valuable: they stock fresh produce, legumes, and

whole ingredients that are often cheaper and more nutritious than mainstream chains.

- Charity shops provide affordable goods and reduce waste
- Barbers and hair salons

are important social hubs, known to support mental health conversations.



Existing Reading D

The Gaumont State Theatre is a highly visible and iconic presence on Kilburn High Road. Yet despite its prominence, it currently operates in isolation, offering little connection to the surrounding community.

Its size and architectural presence are striking, but without active engagement, the building remains detached from the life and identity of the high street.

My dad left me in the cinema while he met friends. I was 12, and it felt safe.

To a newcomer, the lanes might feel overwhelming, even repulsive.

The Kiln Theatre asked us to share our Kilburn stories. Despite some challenges, people clearly value the High Road and its memories.



The park matters for children. Many don't have gardens, so they come here to play.

To me, the noise of Kilburn is home. It replaces stress with serenity.

I try to chat to all the customers. My English isn't so good, but it's getting better.

I saw a rack of regional Irish newspapers, the biggest selection I'd ever seen.

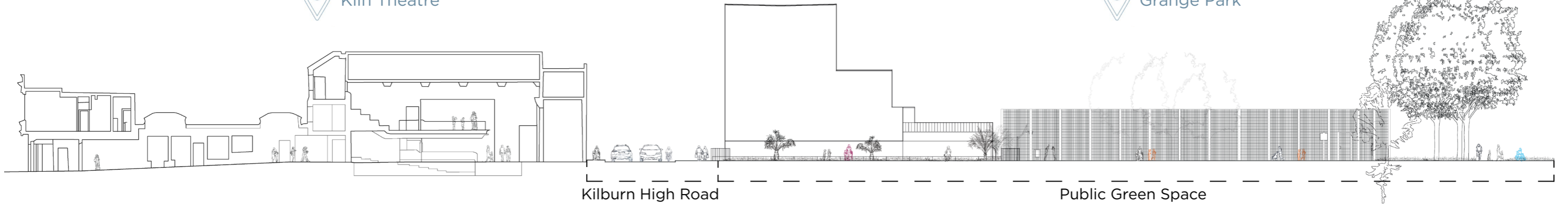
In 1938, the State Cinema opened. They called it 'an acre of seats' in the Garden of Dreams.

Kilburn High Road, not far now. Kilburn Square, halfway! Kilburn Park Lane. St Mary's School bell. Phew, made it.

My mum was 18..back from a school trip to Nazi Germany.. she'd got into trouble for refusing to Nazi salute! Fascism would never have happened in Kilburn.

Kiln Theatre

Grange Park



The Kiln Theatre

The speech bubbles draw on voices collected through Celebrating Our Stories, a heritage project by the Kiln Theatre documenting Kilburn High Road through local memories and conversations. Now part of the Chronicles of

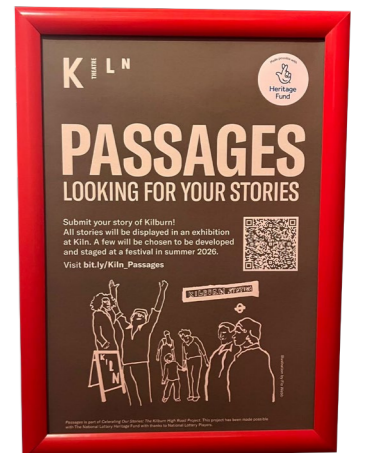
Kilburn exhibition, these oral histories highlight everyday experiences of play, safety, migration, belonging and memory, revealing the social and emotional connections people have with the area. The section cuts through

Grange Park and the Kiln Theatre, two of the High Road's most valued spaces today.

Grange Park

The section cuts through Grange Park and the Kiln Theatre, two spaces that represent some of the most valued parts of the High Road today. Recently regenerated, Grange Park provides one of the few accessible green

spaces along the street, while the Kiln Theatre continues to act as an important cultural and civic anchor.





Rich Culture

Kilburn is defined by its exceptional cultural diversity. In South Kilburn, almost 1/3 of residents report speaking a language other than English at home. The area is home to a wide range of communities, including large Irish, Black

African, Caribbean, and South Asian (Indian, Bangladeshi, and Pakistani) populations, alongside significant Somali, Polish, Eritrean, and Ethiopian communities. Overall, around half of residents come from Black, Asian and Minority

Ethnic backgrounds.

This diversity is visible along Kilburn High Road, where independent shops, markets, and food venues reflect the many cultures that shape the area. While parts of the

high street face challenges, this cultural richness remains one of Kilburn's greatest strengths; something that should be celebrated, supported, and allowed to thrive through future interventions.

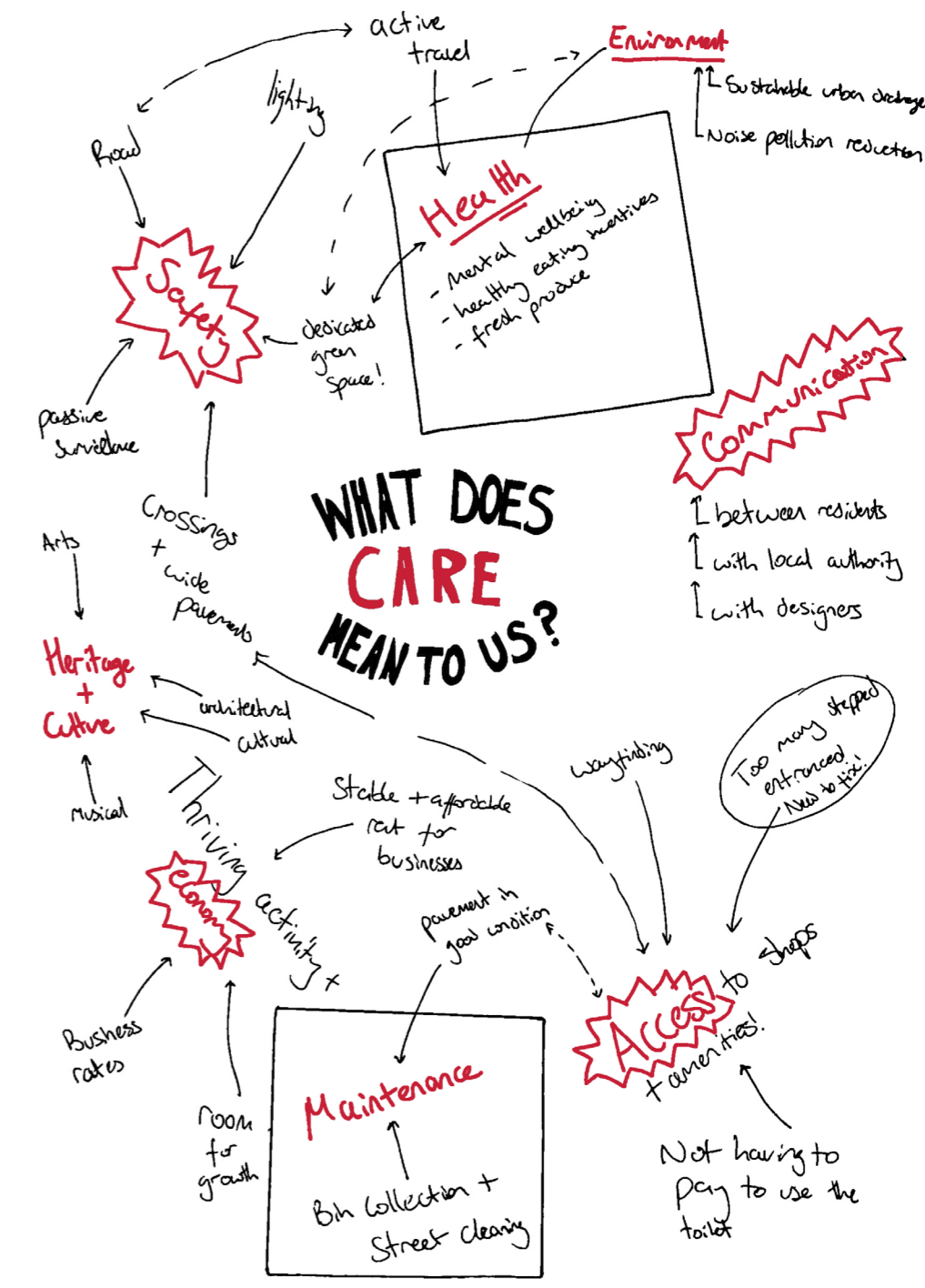
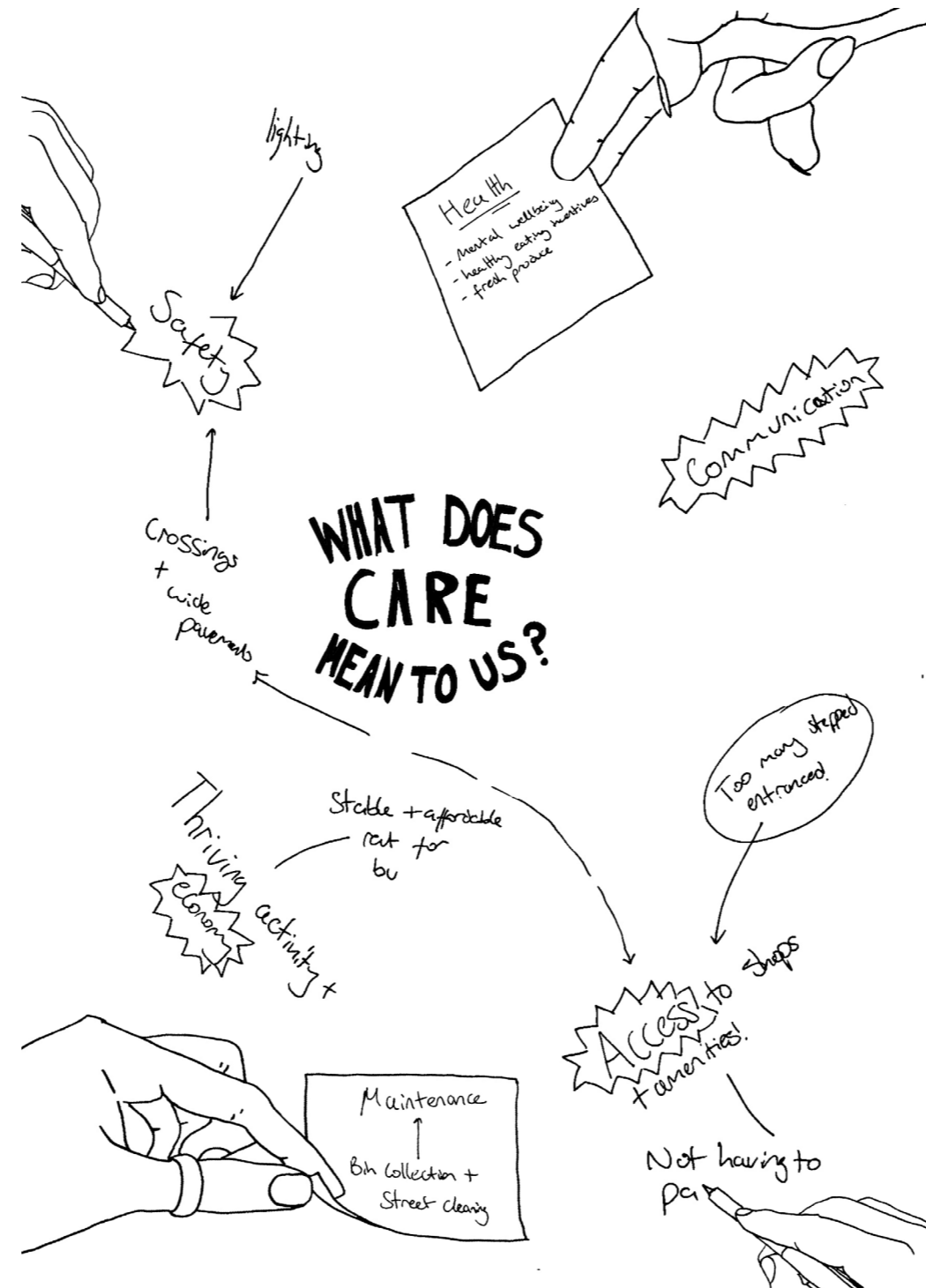
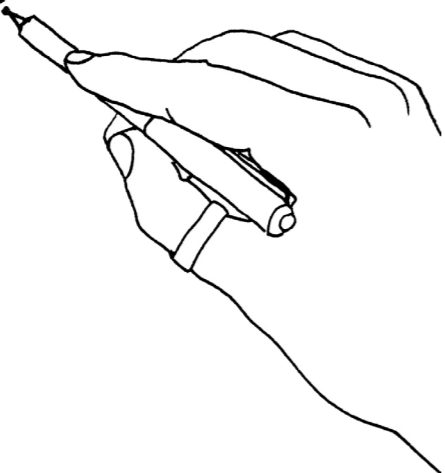
 Kiln Theatre



HOW CAN KILBURN HIGH ROAD BECOME A **CORRIDOR OF CARE?**



WHAT DOES CARE MEAN TO US?



Defining Care

A Corridor of Care is a high street shaped around everyday wellbeing; safe, accessible, and fair for all.

It treats the high street as vital social infrastructure, embedding health, safety,

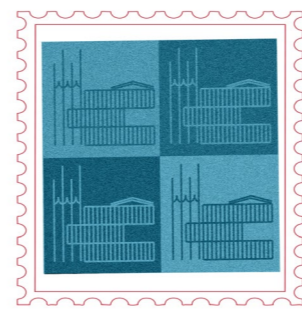
economy, environment, heritage, and learning into daily life, with care being paid toward marginalised communities.

Kilburn Market's infrastructure was built as part of a post-war urban redevelopment scheme. Along with the 17-storey block of flats, often referred to locally as the "pocket skyscraper"

Brent Council and the private owners are misaligned on the market's future.



The Terrace @ Kilburn Square, the retail and leisure development, is under construction. Estimated completion: 2026, but doesn't seem to be progressing that way. Plans to refurbish the market is still planned but no starting date or design confirmed.



New detailed plans for two-story glass buildings and a green roof submitted for the market area.

Construction was expected to begin on the Kilburn Square redevelopment.

1960's

2011

2023

2025

A vision for Kilburn Market

2005

2021-2022

2024



Early regeneration ideas for the run-down precinct, including a new public square.

Market Re-development stuck in Limbo since 2005

Brent Council held consultations and developed design options for the estate, with residents choosing preferred designs. In November 2022 Brent Council's cabinet approved major development plans for the Kilburn Square Estate.

Baara Construction appointed as contractor, with construction management plans submitted, anticipating a roughly two-year build.

Private owners are not prioritising community-focused improvements.



Test Bed 1

A Vision for Kilburn Market

This vision for Kilburn Market illustrates the market as a space that occupies the area of the current Kilburn square which meets the high road and the Kilburn Estate Garden to the rear of the market. It incorporates elements of play,

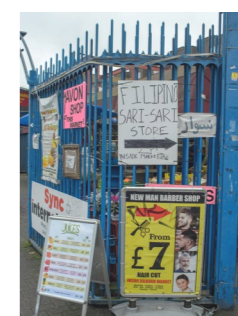
shelter, spaces for formal and informal gathering, flexible and temporary structures, the possibility to host a range of activities throughout the year. We would like the market to establish itself as a key anchor to defining Kilburn High road's identity.

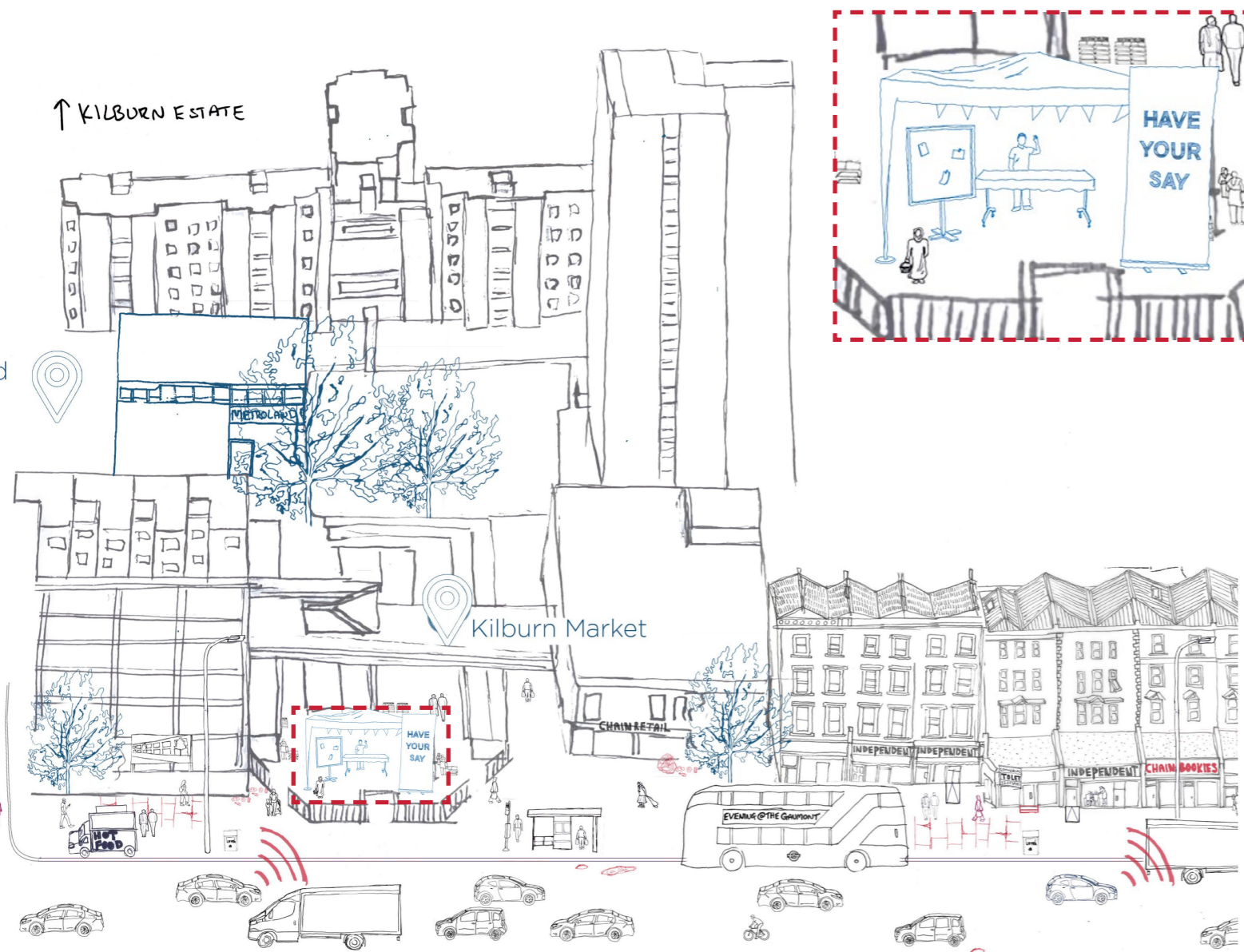
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Market Opening Hours



Existing Kilburn Market





From speaking with locals, the team learned the market needs better communication with the council, support for trader networks, more activity in the space, and a stronger identity so people know it's there.

Conversations at the Market

Before exploring potential improvements to the market, it was important to first engage with the people who use and support it daily, including local visitors and stall holders. Conversations and informal feedback were

used to understand their everyday experiences of the space, as well as what they feel is missing or could be improved within the current environment. These insights helped build a clearer understanding of how the

market functions socially and spatially, and began to shape ideas for how it could evolve in response to the needs and values of its community.



More people should know what the market offers

The rent we pay for our stalls feels fair

Traders often sit and share tea

THE MARKET NEEDS CLEARER SIGNAGE

There's a friendly network between stalls



We currently handle our own advertising

What's it like to trade here?

Many of us have built relationships with local residents

There's a strong sense of community

We look after each others stalls

Regular customers from the community keep coming back



Programme
Annual programme run by Brent Council's Market team and/or independent markets

Local Entrepreneurs
Digital engagement campaign via TikTok / other social media platform to attract the next generation of entrepreneurs

Murals
• Implement market signage through collaboration with local artists and creators

A Civic Square
• Pedestrianise the centre through traffic re-routing on market days creating a lively, safe and activated town centre

Market Stalls
• Pitches to be provided at affordable rates, minimum of 80% of stallholders from Brent

Market Infrastructure
• Power is run in the ground to accessible points on the pavement for market stalls to connect to



Kiosk of Solidarity



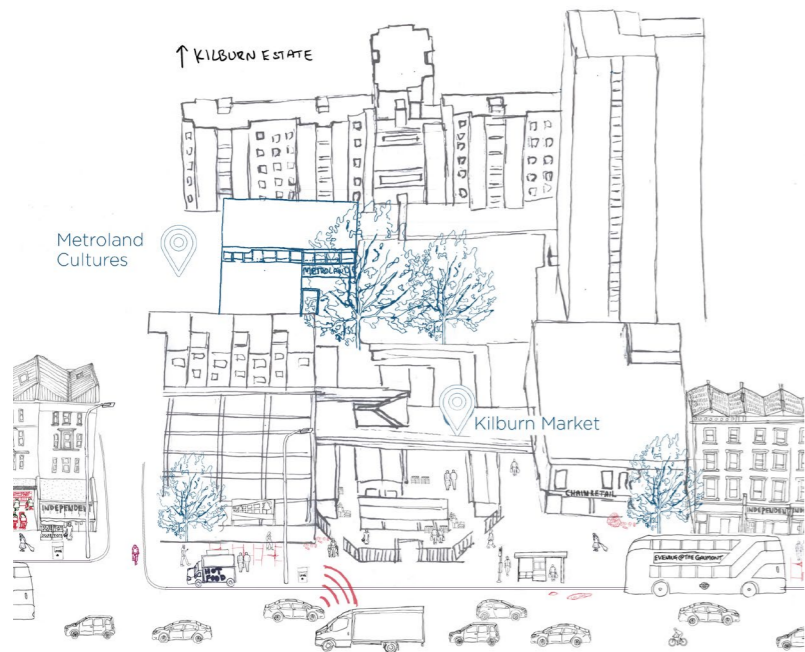
Crisp Street on Air



Wards Corner Community Plan



Neasden Town Centre Placemaking and Sustainability Action Plan



Existing Kilburn Market



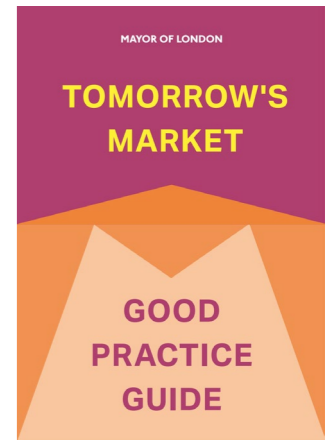
Chilton Square



Nutford Place



Root and Erect using GGbD document



GLA GGbD document

Precedents

The proposal for a new Kilburn Market Square has taken inspiration from several London-based projects including a Town Centre Plan, a community led market redevelopment, a carefully designed play park and

flexible, temporary use urban realm spaces.



View towards Kilburn Square Estate



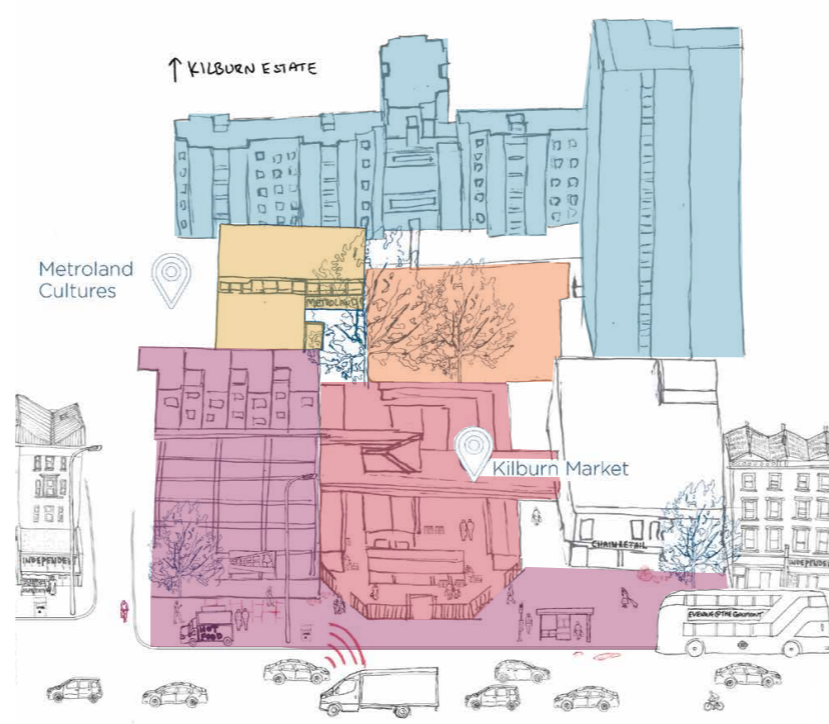
View towards Metroland Cultures



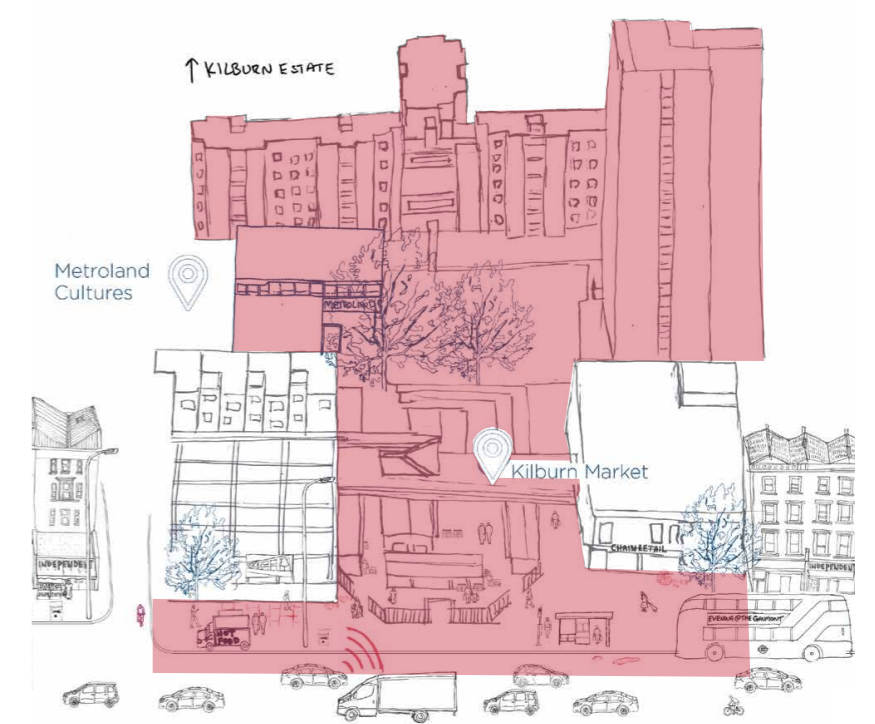
View from Kilburn Estate Garden towards Kilburn Market



View towards Kilburn Market from Kilburn Square



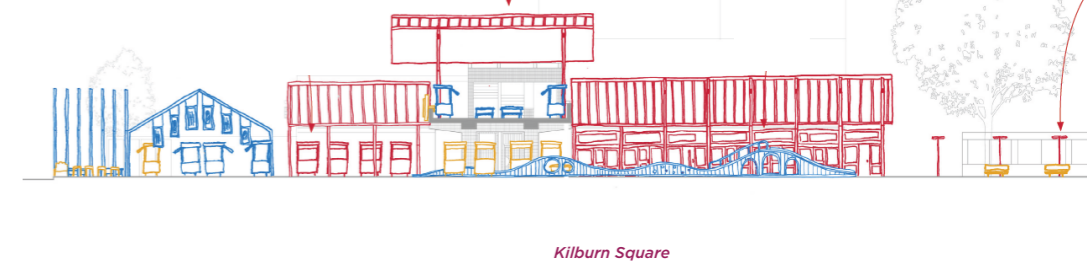
Existing Kilburn Market context



Proposed arrangement

- Kilburn Square Estate
- Kilburn Estate Garden
- Kilburn Market
- Kilburn Square Mall & Square
- Metroland Cultures

- New Kilburn Square



Examples of Metroland Cultures' engagement with Kilburn and the wider Borough of Brent

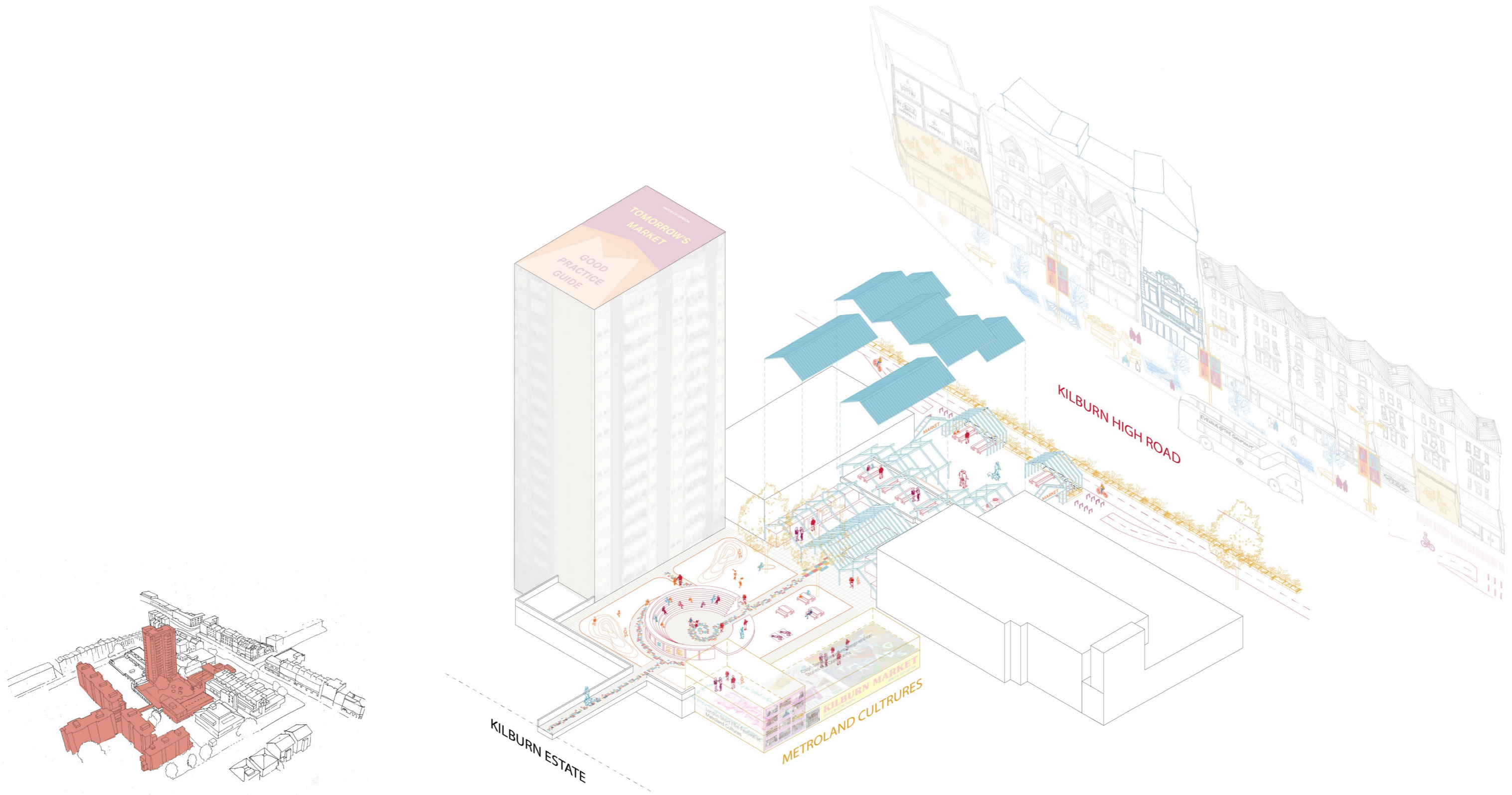
A New Kilburn Square

The market is situated in a key area of the high street, its immediate context comprises the current redevelopment of Kilburn square Mall which is facing major delays, Kilburn square, Metroland cultures which is a studio and arts

organisation and Kilburn Estate Garden and Kilburn Square Estate to the rear of the site. The current arrangement of the market includes a fence around the perimeter of the market, poor maintenance

of the stalls and market infrastructure. These are attributes that support a lack of care for the market. The green space to the rear of the market is permanently fenced off. Many current traders would

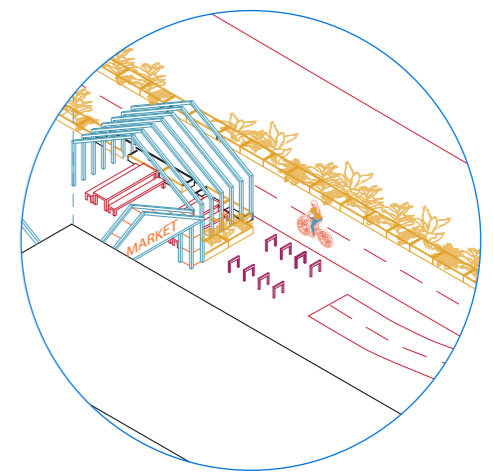
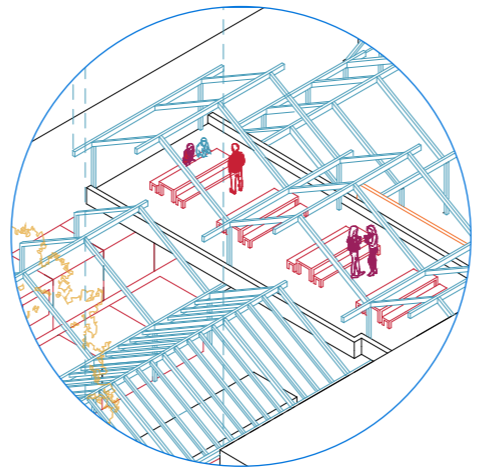
like to see the spaces in and around the market to be activated more. Our proposal aims to expand the market to encompass the key areas around the market and to develop a new Kilburn square.

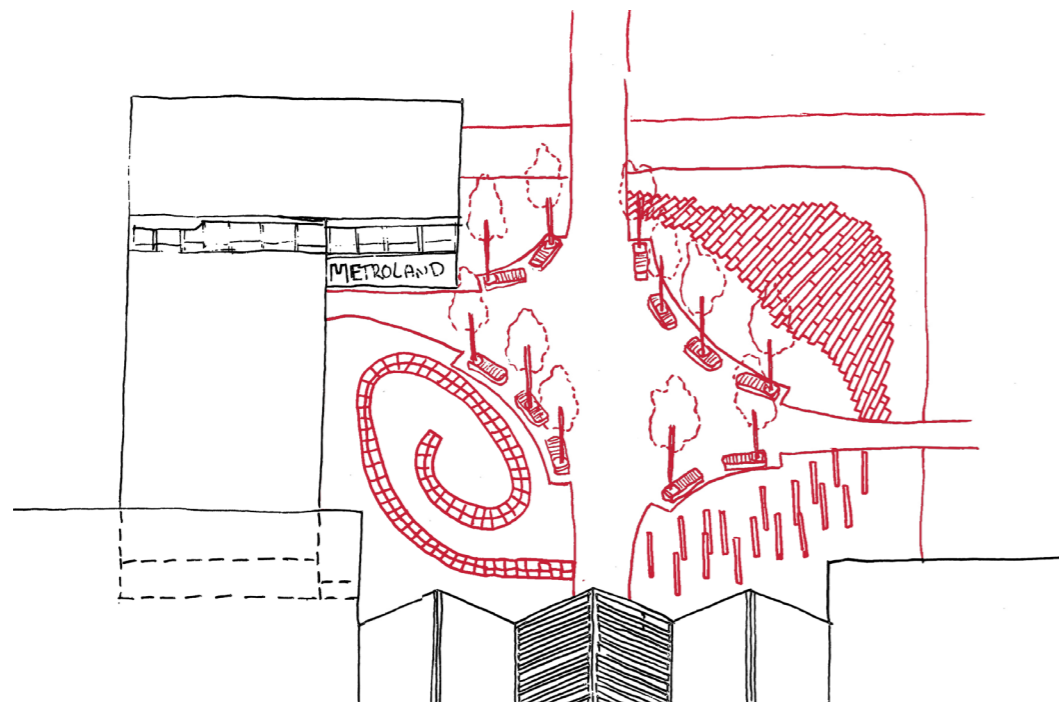


Kilburn Square Proposal

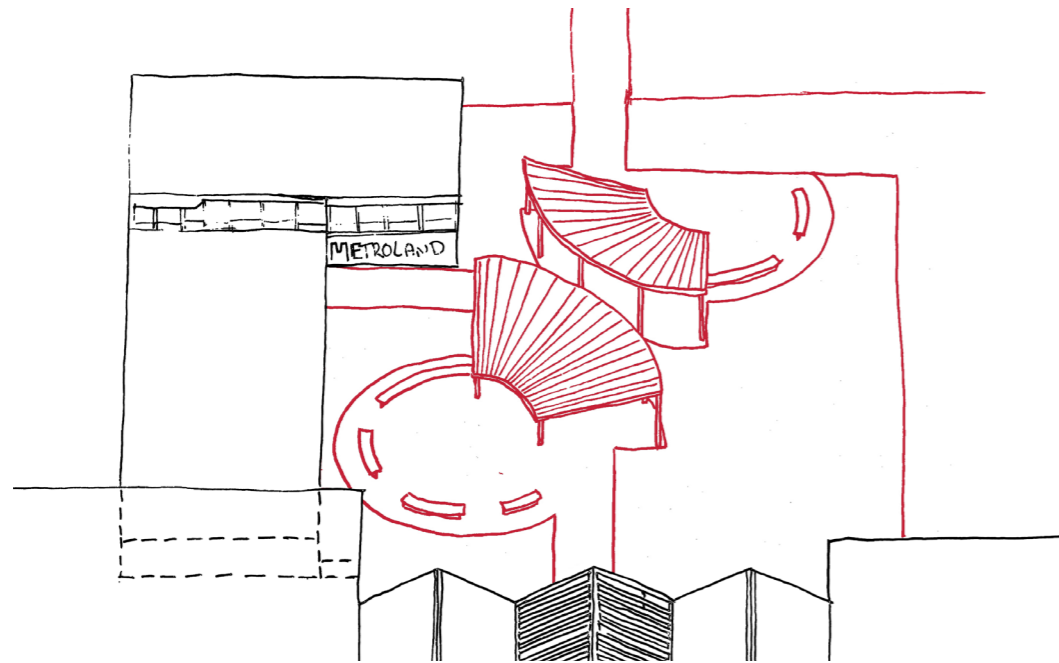
The market proposal aims to extend the community's control of how places are used. In this case we are suggesting that a symbiotic relationship can develop between the high street, market and metroland

cultures, where metroland would have the potential to help programme events and activate the central green space. This would extend the market's window of use and add to the vital need for public spaces to gather.

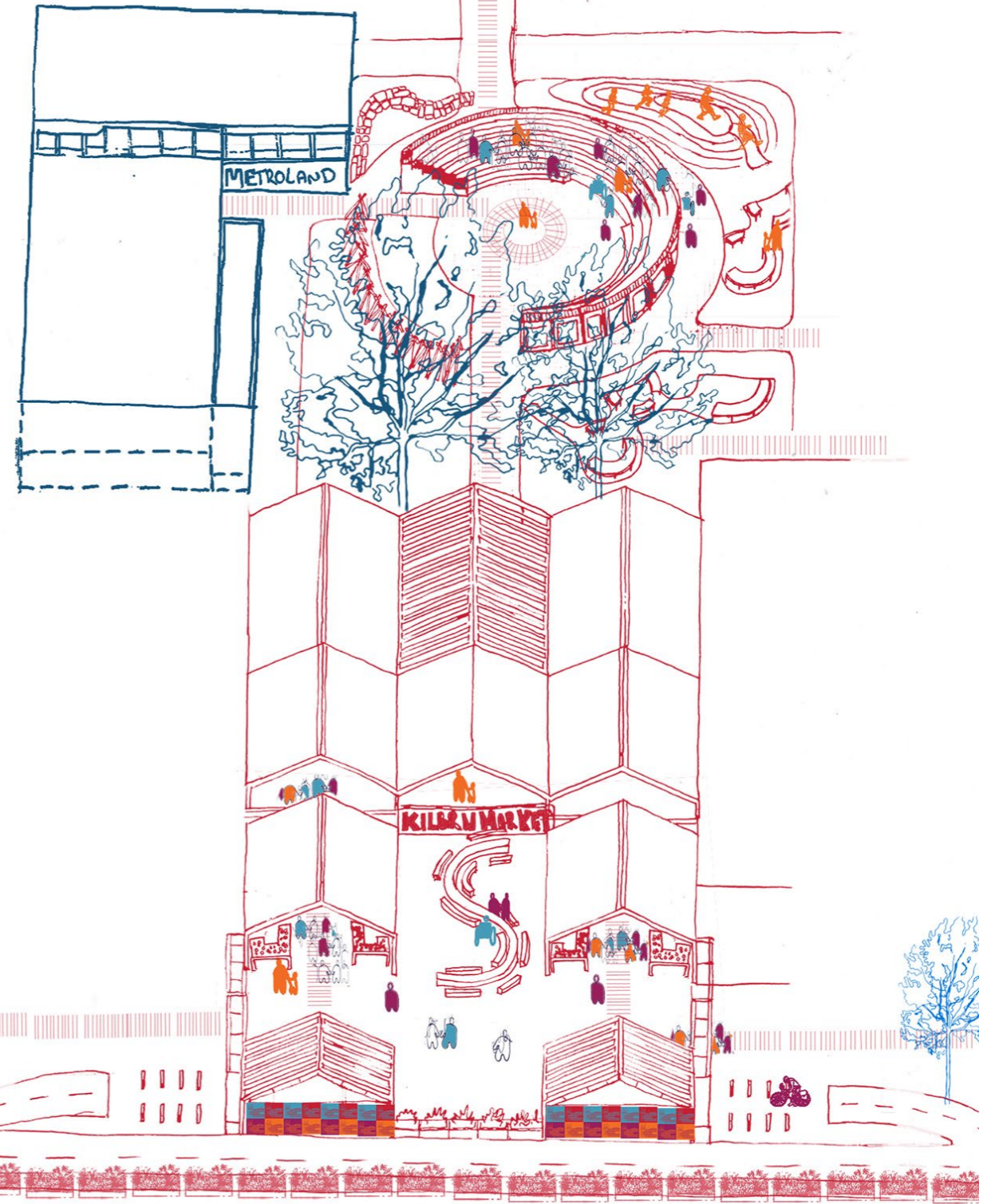




1



2



3

Kilburn Square Garden Design Options

Option 1

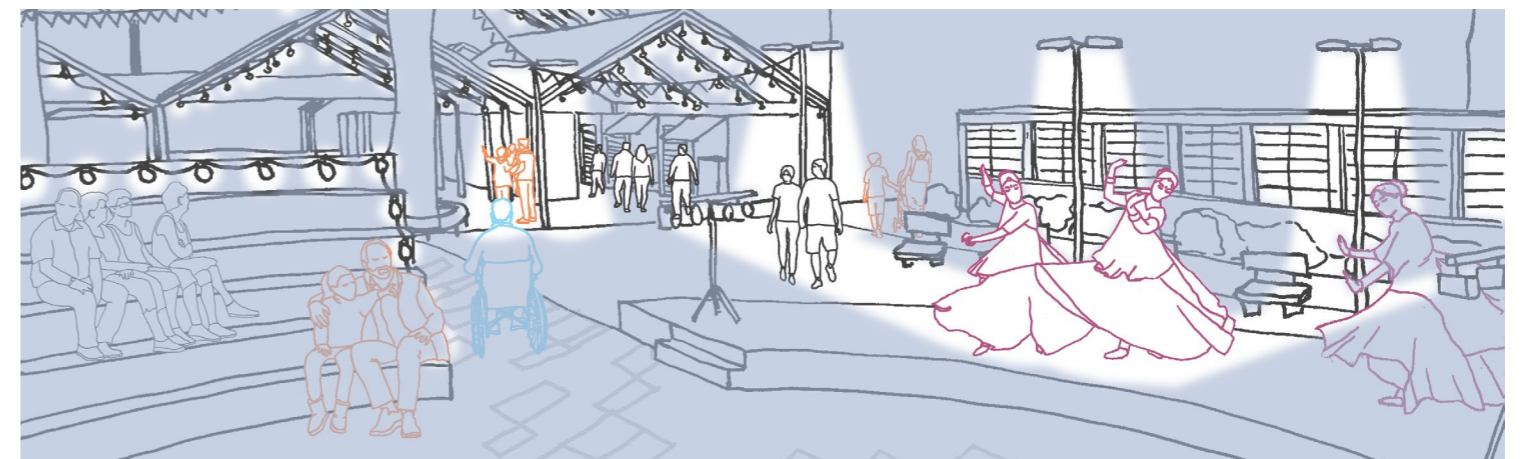
With a heavy emphasis on play throughout the space, the option was not chosen due to lack of engagement with Metroland Studios, leaving no room to put on events within the square. The large reduction in green space through the play elements was noted

Option 2

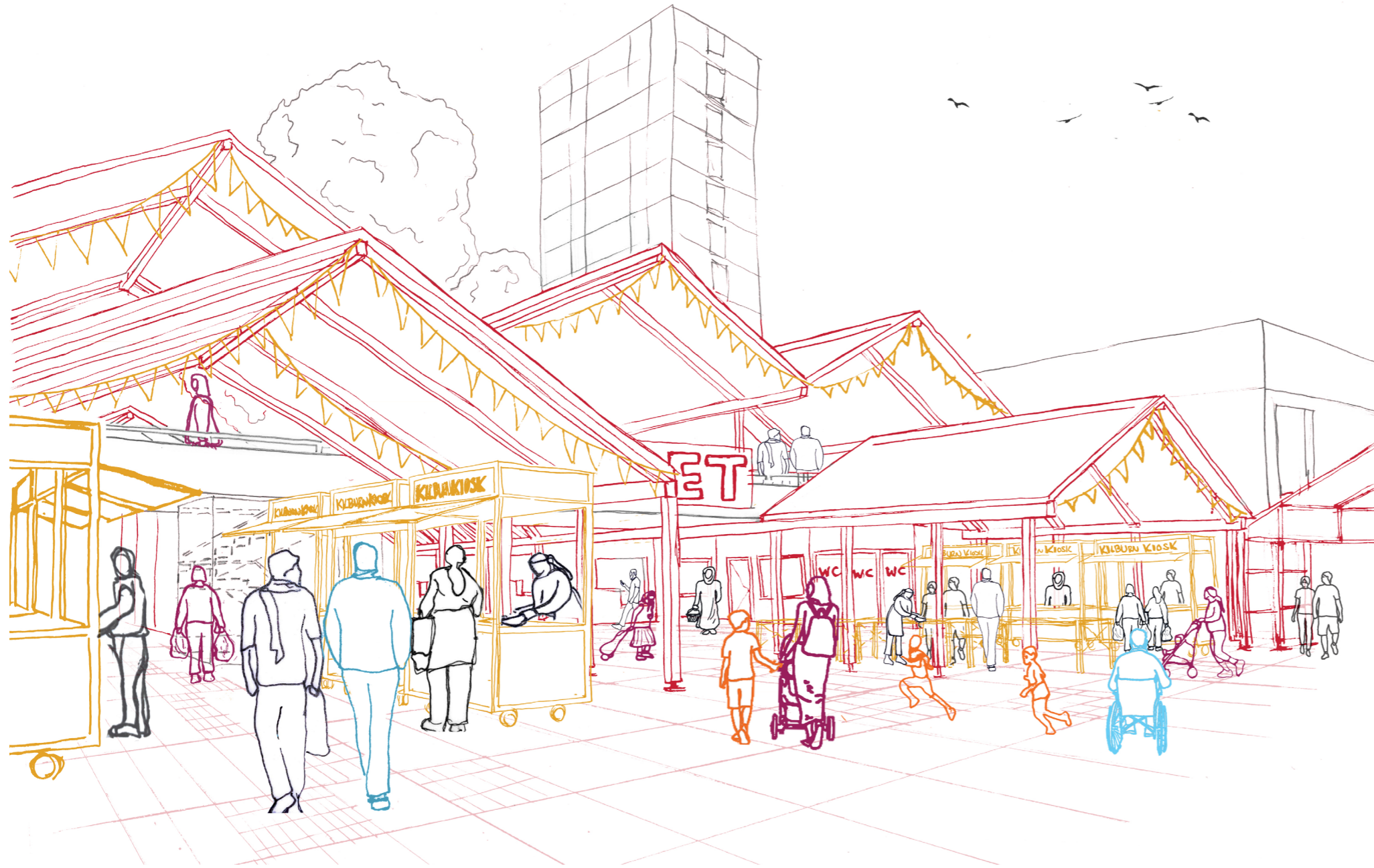
A heavier push to facilitate meeting and engagement with Metroland through amphitheatrical seating, along with retained green space, but lack of opportunity for play was noticed. Lack of formal pedestrian engagement to Kilburn Estate Gardens

Option 3 - Adopted

The amphitheatre hosting community art display areas on its circumference reached a happy medium. With green space, areas of play, and engagement to each adjacent site, the scheme strives to make the Market a celebrated asset along Kilburn High Road



Night Performance in Kilburn Square Garden



View from Kilburn High Road Market entrance.

With a bit of careful redesign, the market finally gets the presence it deserves! I shouldn't say... but this was my favourite option!



- Permanent Structure
- Semi-Permanent Structure
- Temporary Structure

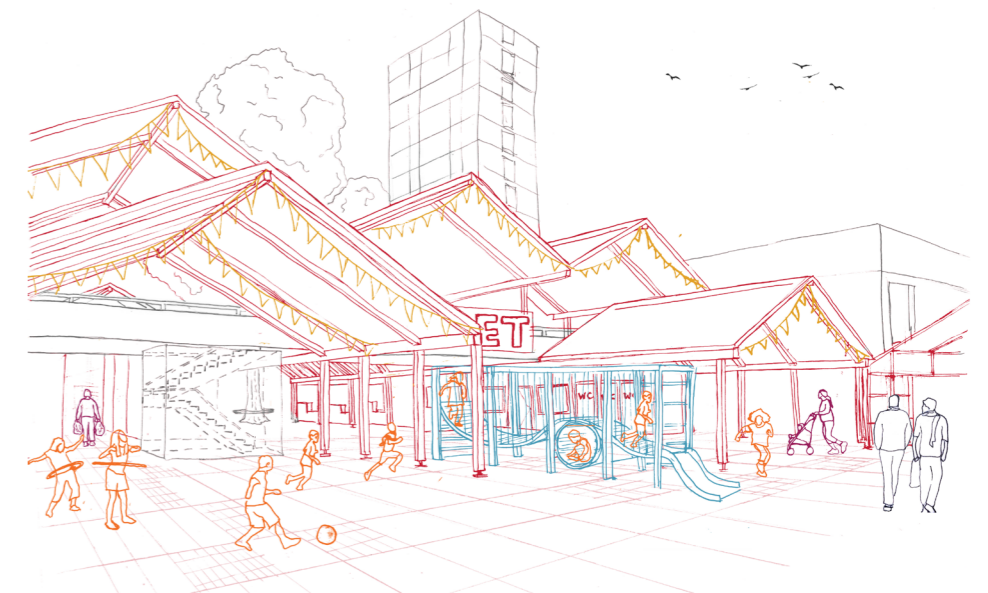
Market Layout Flexibility

The front of the market is designated to be a flexible and temporary space that can accommodate short to mid-term uses. From daily activities to monthly set ups, this space can be left open, be filled with kiosk stalls, new

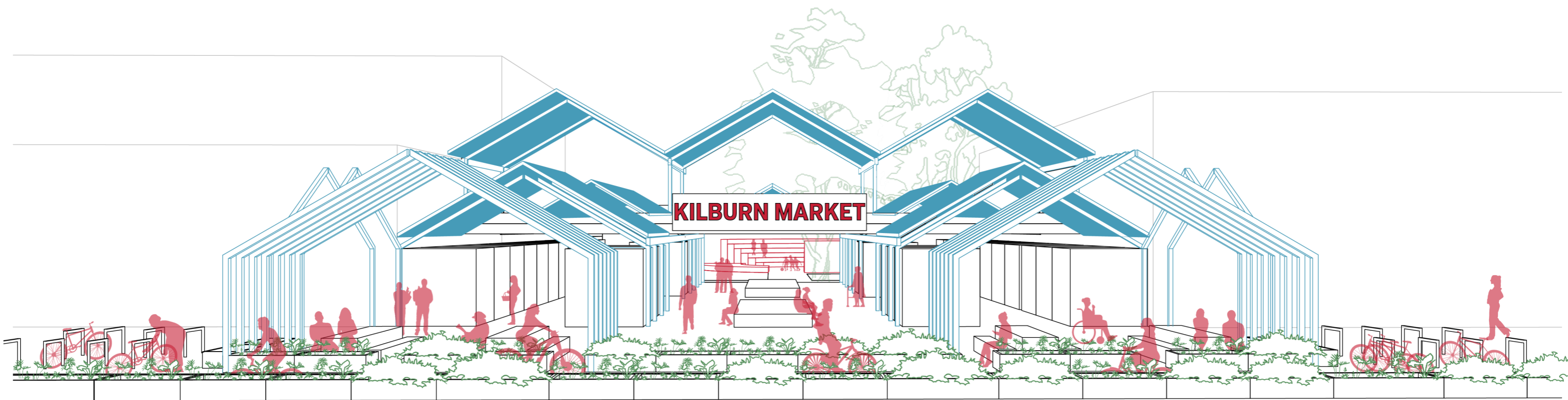
enterprises, forms of informal gathering, dining benches and incorporate play structures.



Temporary set up of benches and music.



Mid-term use of play structures.



High Road Icon

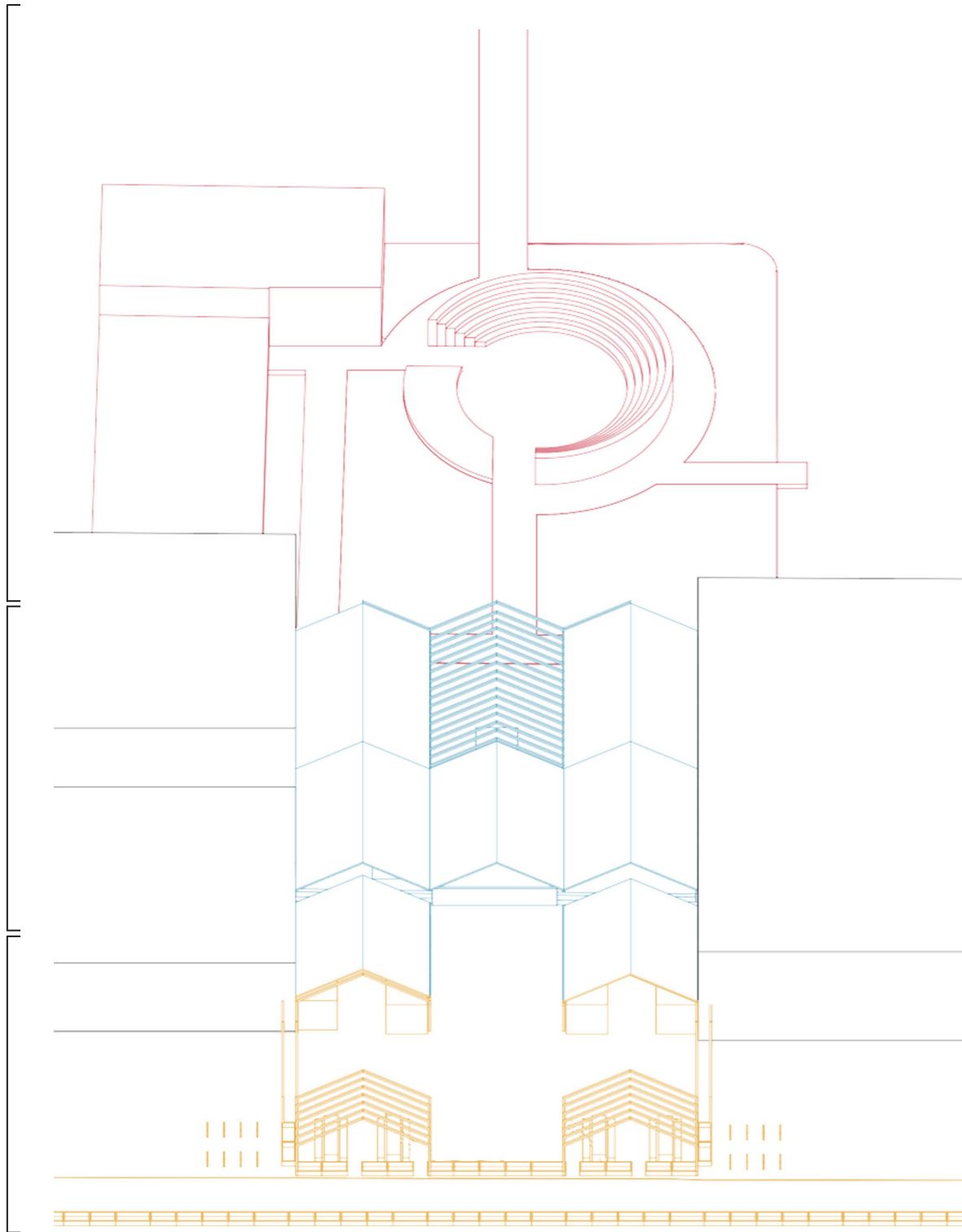
Once developed, the new Kilburn Market will exist both for day and nighttime use, with temporary stalls and street play options being utilised in the day, and performances by groups within Metroland Studios being put on in the

evenings at Kilburn Estate Garden. Alongside adaptable use depending on time of day, the encouragement of temporary stalls within the site allows for variety during busier periods, and attracts new visitors in the process.

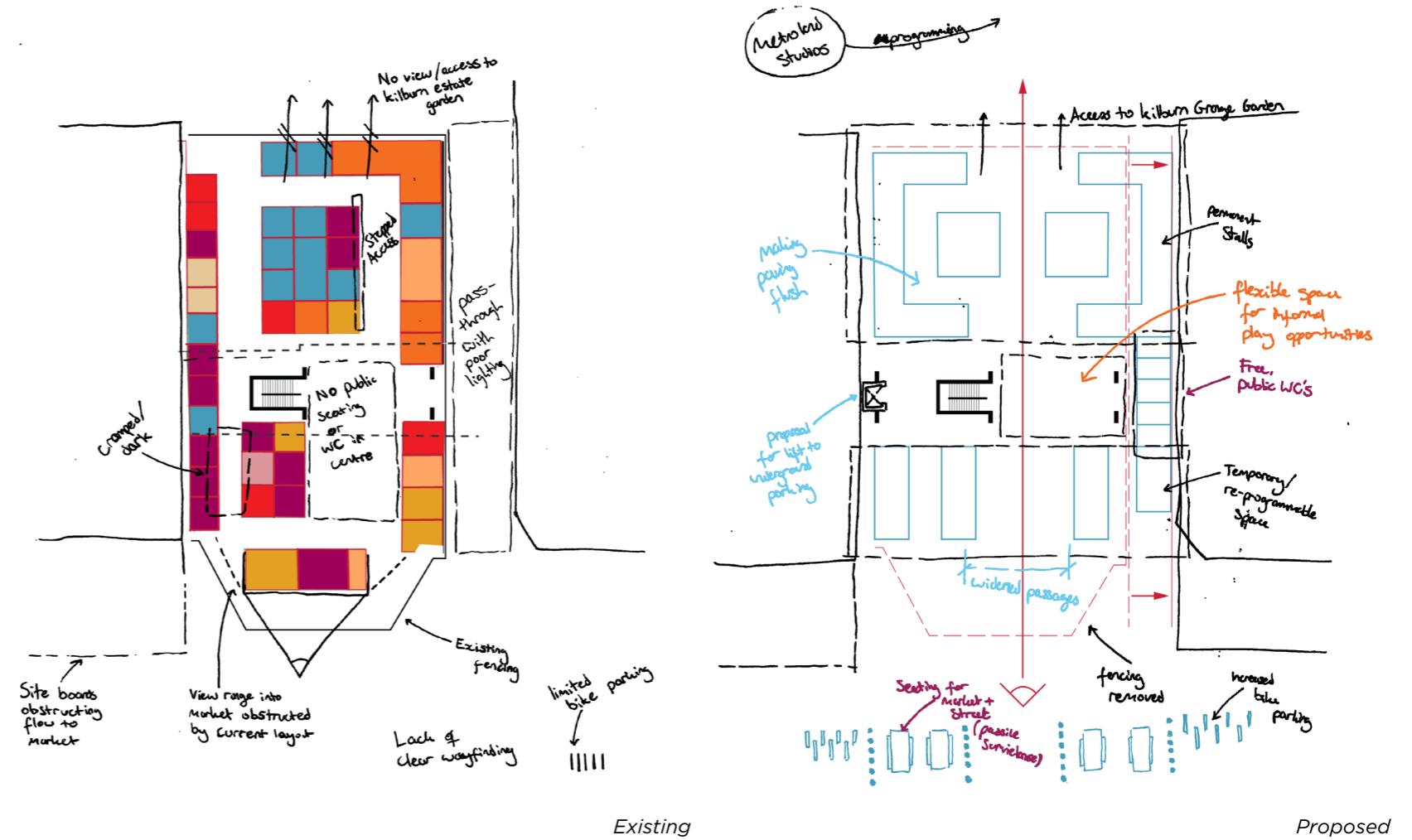
INCREASED URBAN PLAY AND CONNECTION TO METROLAND STUDIOS

NEW ACCESSIBLE MARKET LAYOUT

INCREASED VISIBILITY AND PASSIVE SURVEILLANCE



Main Market Zone Thinking



Market Design Moves

Strengthening Identity

Retention of the bold, blue roof language of existing stalls, and introduction of new market iconography in the forms of symbols and flags.

along with the removal of existing fencing allowing permeability of the site. Increase of lighting provision and flush paving to increase public safety and comfort.

Access for Vendors and Public

Wider, more rational passages,

Opening the Site

Increase in formal bike parking and extension of

market presence into the street highlight the site. Linear views in to Kilburn Square Garden encouraged through these moves.

Reprogrammable and Adaptable

Adaptability to busy and quiet periods with introduction of

temporary seating and stalls when required. Low rents offered to small stalls as a launchpad for varied and new businesses.

Metroland Event Programming

Initiating conversations with Metroland Studios to

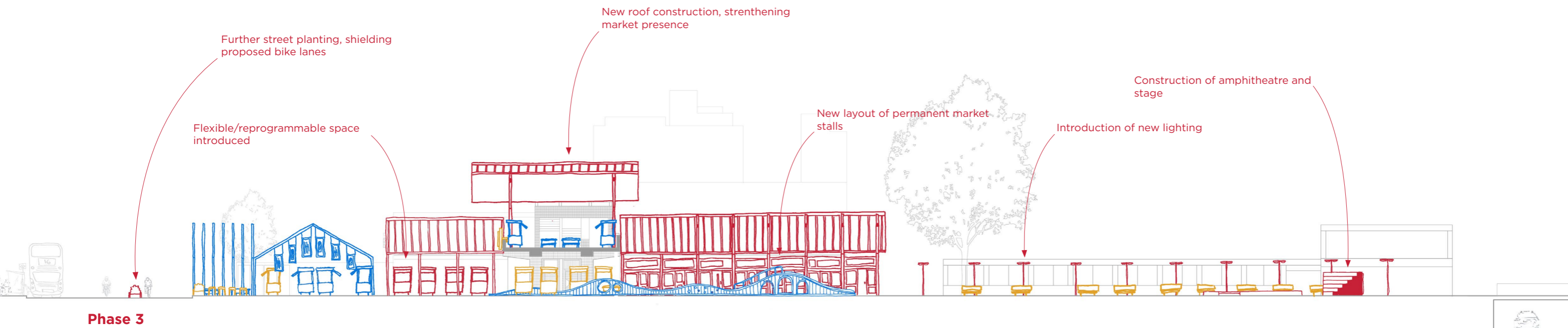
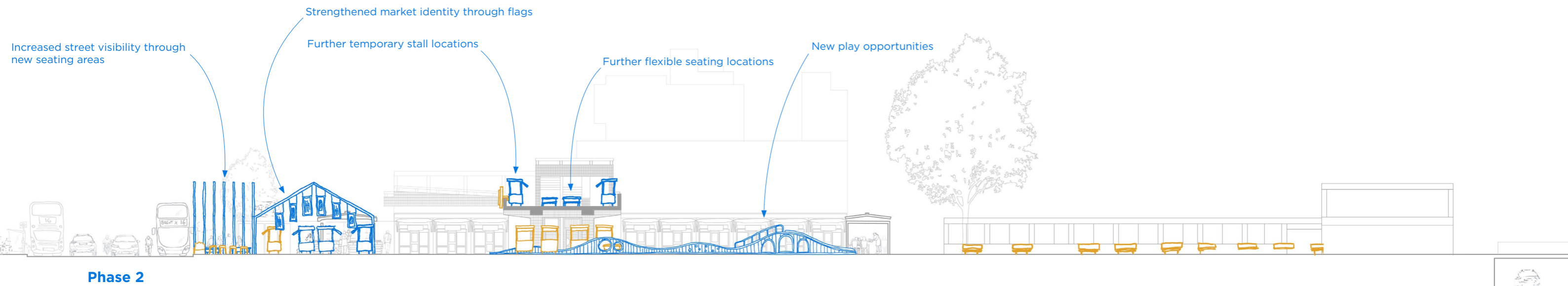
encourage them to make use of the new amphitheatre

Introduction of Play

More diverse routes of movement for children. Activation of Kilburn Square Garden for events and exhibitions to be held.

Safety and Comfort

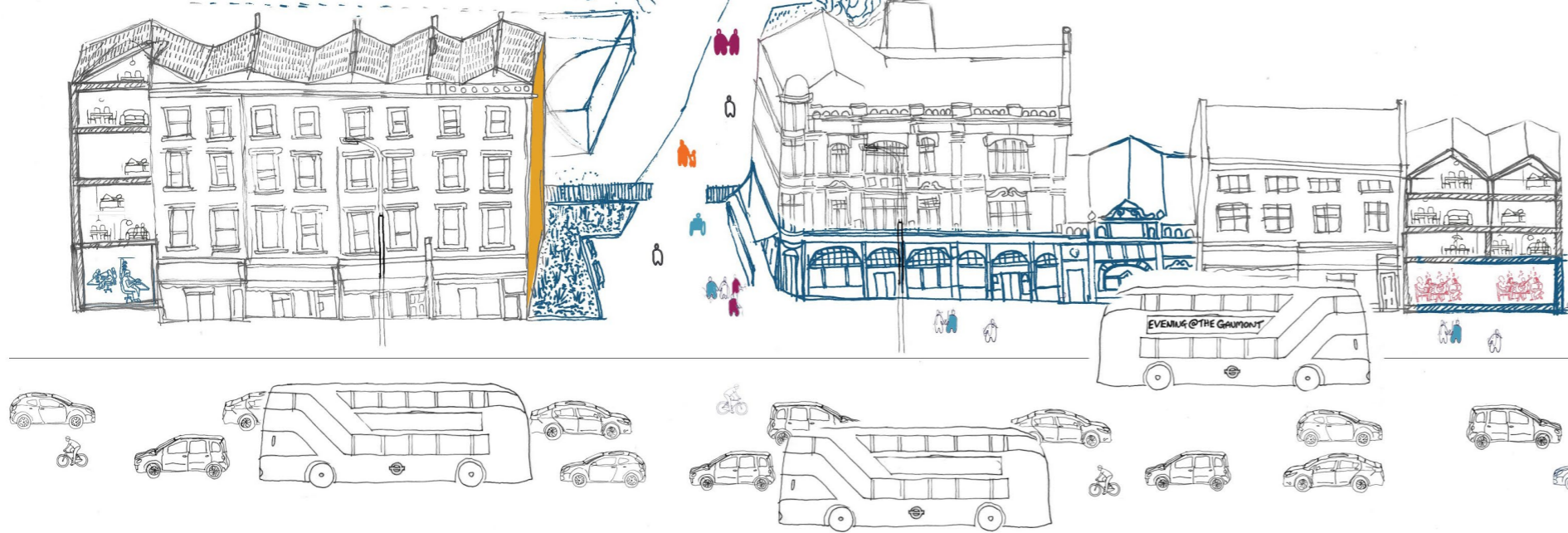
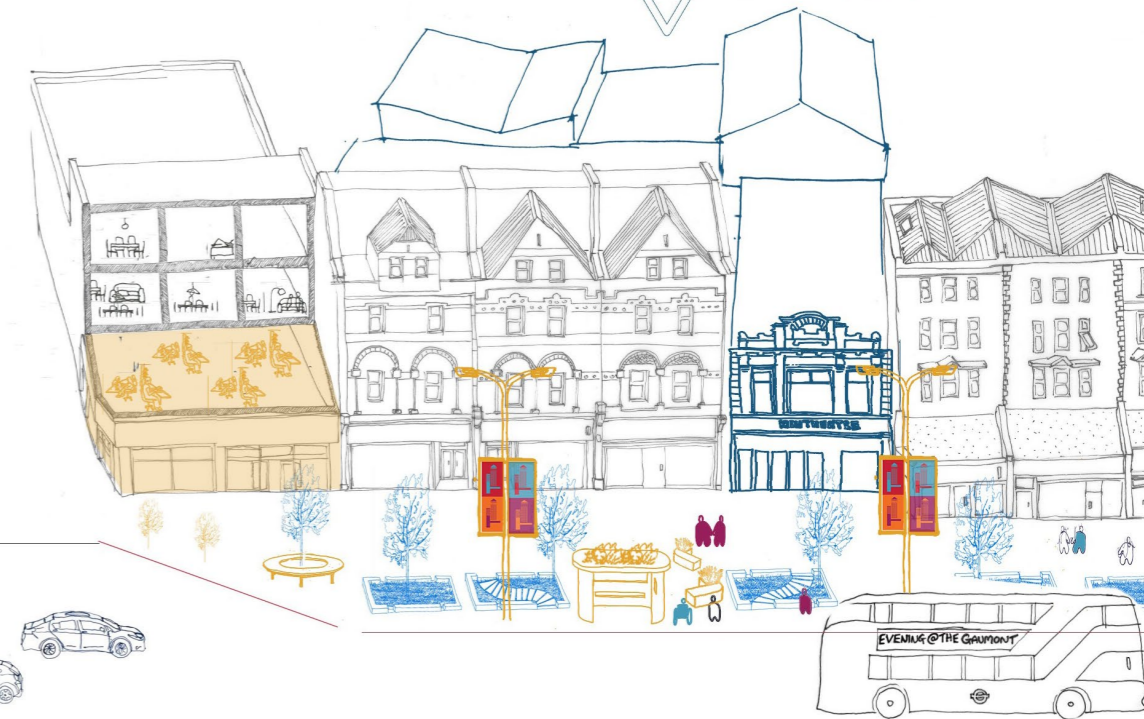
Increase in passive surveillance with large new seating provision. Introduction of new free public WC's



Kilburn Grange Park



Kiln Theatre



Street Condition

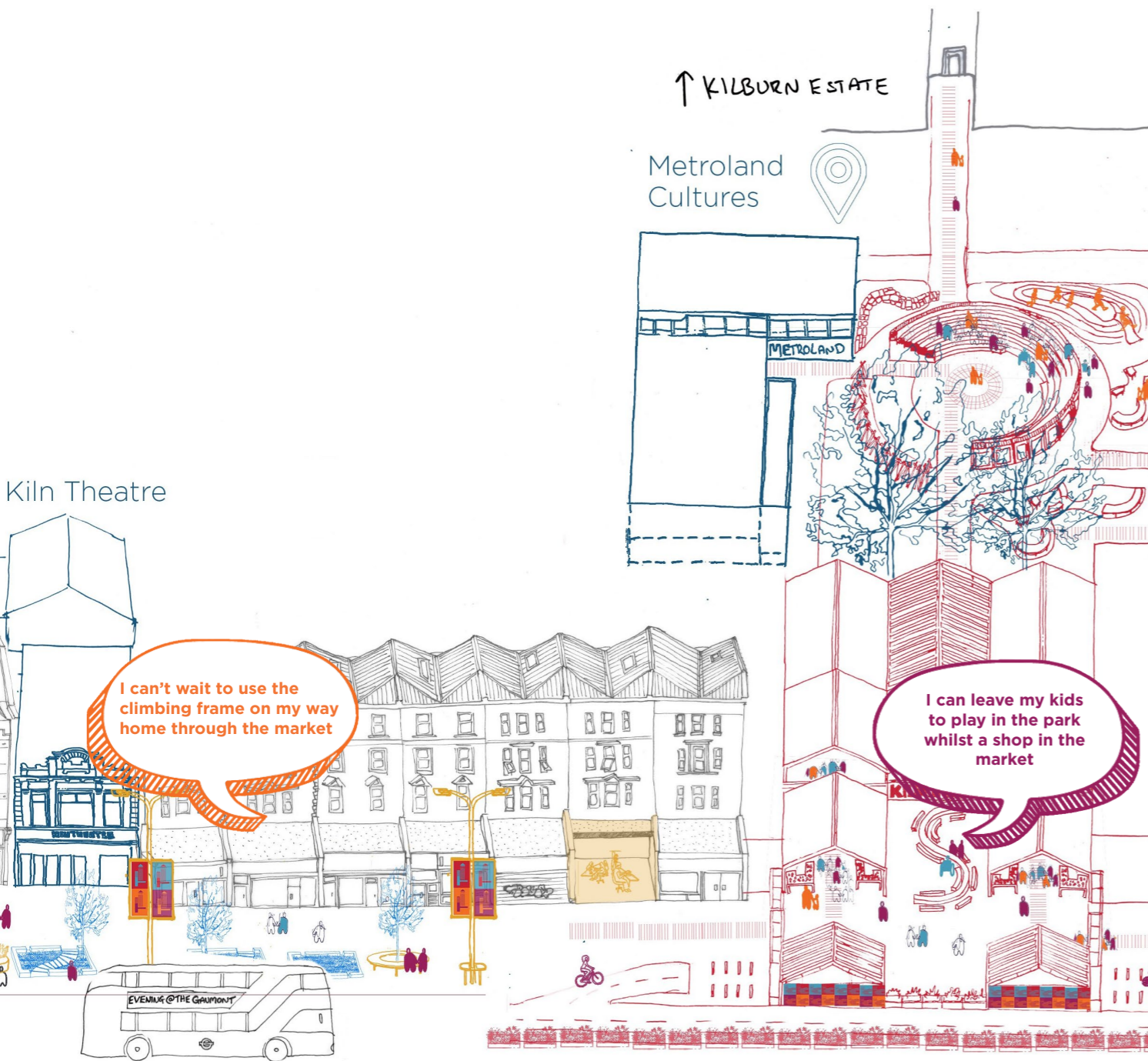
Room for Improvement

An assessment of existing High Street conditions identified key opportunity areas, organised into three categories based on scale and level of intervention, and aligned with a phased delivery strategy.

Category 1 interventions are low-impact and deliver immediate improvements. These cost-effective measures involve small enhancements to existing infrastructure, such as away-finding flags to street lighting columns.

- **CAT 1**
Additions / Amendments to Existing Infrastructure
- **CAT 2**
New Infrastructure
- **CAT 3**
Significant New Infrastructure





Longer Term Interventions

Category 2 and 3 interventions propose new infrastructure at different scales. Category 2 focuses on streetscape improvements such as extended pavements, street greening, and redesigned bus stops. These

interventions also encourage continued community participation through initiatives like temporary public art installations that celebrate Kilburn's creative identity. Category 3 introduces more

significant spatial change through a Community Right to Occupy policy, enabling residents to identify underused buildings and take on temporary stewardship. This creates opportunities for community-led activity.

A PHASED STRATEGY FOR KILBURN HIGH ROAD

A MENU FOR CHANGE

CURATED PROPOSALS FOR THE BUILT ENVIRONMENT • SERVED IN THREE COURSES

FIRST COURSE — SHORT TERM (0 - 2 YEARS)

- WAYFINDING FLAGS**
Colourful identity flags on existing lamp columns — instant character and orientation at street level.
- PAINTED STREET LIGHTS**
Existing lamp columns transformed with bold colour — a visible signal that the street is cared for.
- BOARD GAMES AT LIGHT BASES**
Chess, draughts and ludo inlaid around LIGHT bases — inviting dwell, play and chance encounter.
- PULL-DOWN SEATING**
Fold-flat wall seats along key frontages — occupation on demand, unobtrusive when not in use.

SECOND COURSE — MEDIUM TERM (2 - 5 YEARS)

- NEW STREET LIGHTS**
Purpose-designed luminaires — warmer tone, smarter controls and a stronger identity for the street.
- WAYFINDING BENCHES & PLANTERS**
Benches with integrated directional signage and planted edges — rest, orientation and greenery in one.
- TRANSFORMED BUS STOPS**
Redesigned shelters with seating, live info, planting and lighting — waiting made dignified.
- PUBLIC ART INSTALLATIONS**
Local artist commissions embedded in the realm — sculpture, light and surface that narrate place.
- EXTENDED PAVEMENTS**
Wider footways reclaiming road space — more room to walk, sit and trade at street level.
- NEW STREET TREES**
Native, climate-resilient trees planted along the corridor — shade, ecology and beauty for decades.

THIRD COURSE — LONG TERM (5+ YEARS)

COMMUNITY RIGHT TO OCCUPY
A legislated and locally championed right for communities to take stewardship of long-term vacant or neglected buildings of community interest — activating dead assets as social infrastructure: maker spaces, food banks, clinics, cultural venues and more.

6,968 square meters



4,000 Capacity



The bingo hall closed, State sold to Ruach Church
2007

The Royal Philharmonic Orchestra performed, marking the first live music since the 1970s
2025

The auditorium turned into a ballroom and bingo club, with a smaller cinema added
1960s

Entertainment Venue

1937 Cinema

Designed by George Coles, the venue seats 4,004 and quickly became a popular destination for film, theatre, and live performances including pantomime, circus, ballet, and concerts.

When opened it was the Largest Cinema in Europe

1980 Bingo

The main cinema became a bingo hall, while the smaller cinema ran as Odeon Kilburn (1985-1990)

2009 Church

Ruach Church opened after minor restoration and still uses the building only on Sundays.



And our next stop - the Gaumont State Theatre! I've heard it was once the biggest theatre in Europe, though I've never been inside - the opening hours are a bit strange.

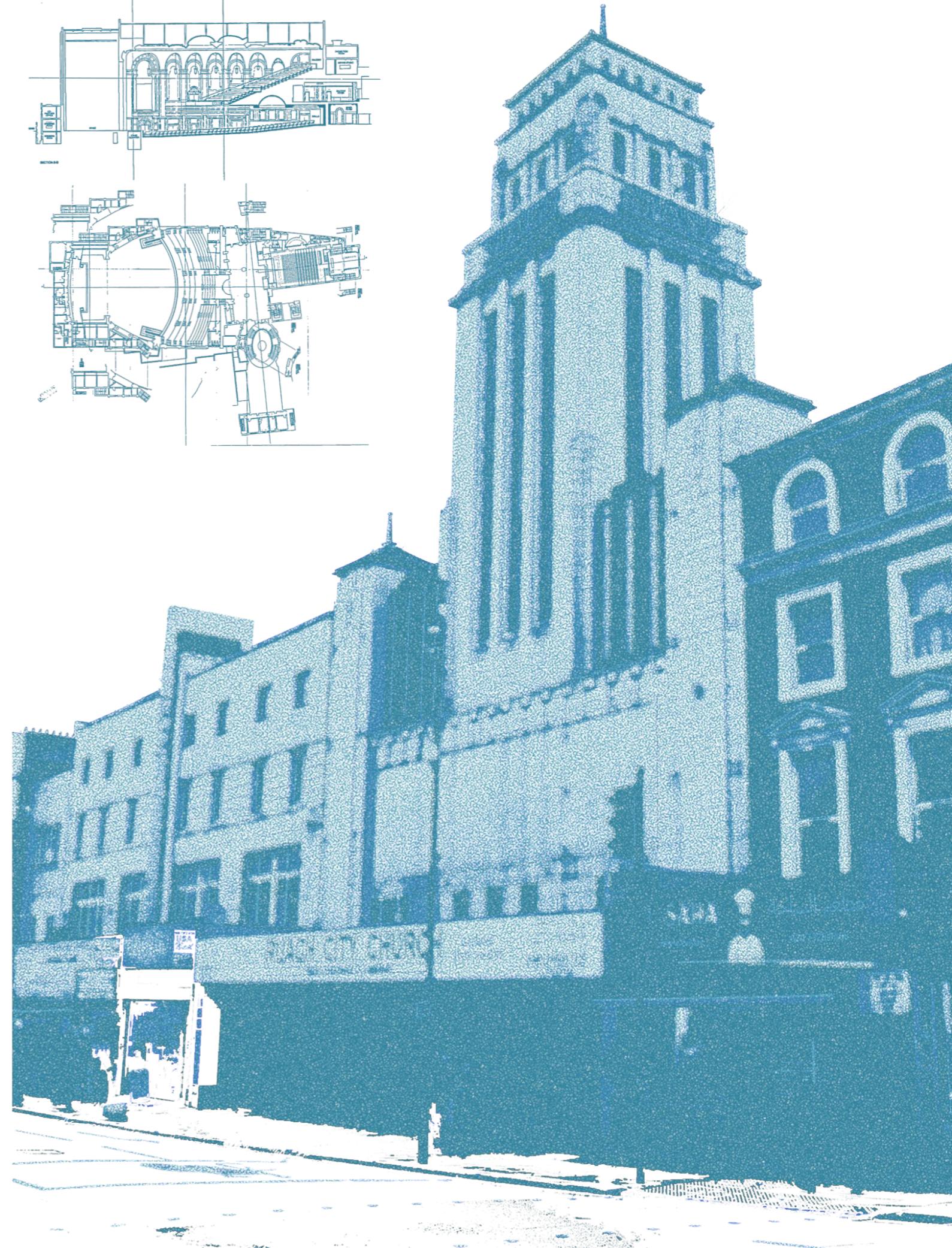
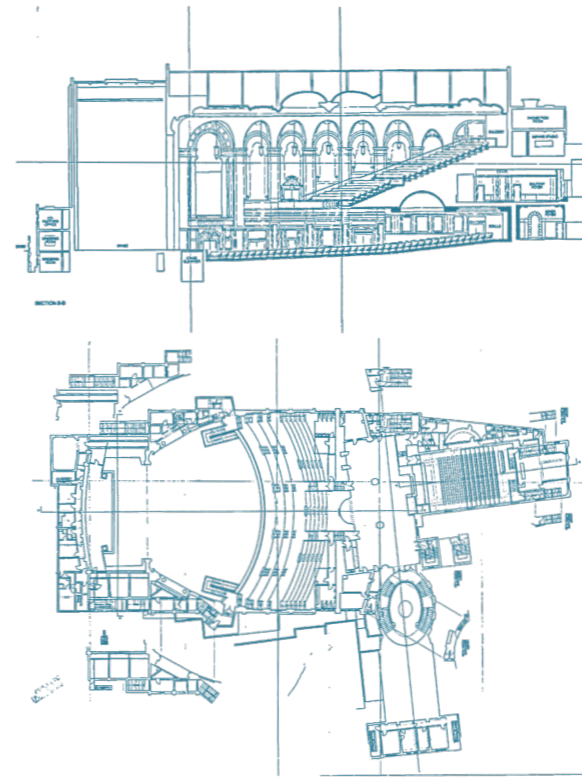


Test Bed 2

The Gaumont State Theatre

The Gaumont State Theatre was identified early in our site research and is also highlighted as a site of latent potential within the Kilburn Neighbourhood Plan. Rich in history and architectural significance, the building has

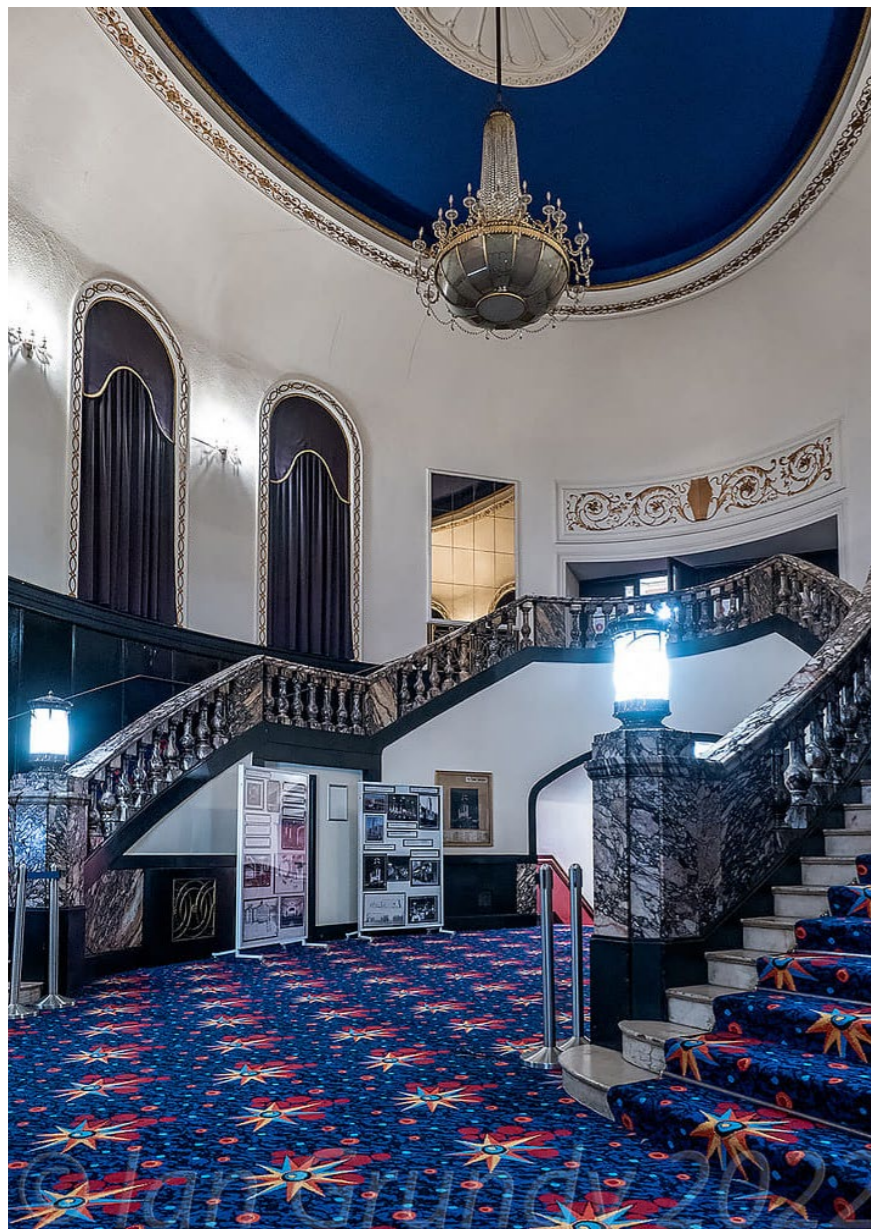
the capacity to become a key cultural and entertainment destination for Kilburn; attracting visitors, supporting local activity, and celebrating the area's diverse cultural identity.





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M													
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The Gaumont Opening Hours



Does Ruach Church Care?

The Gaumont State Theatre is currently owned by Ruach City Church and operates primarily for Sunday services, opening for roughly two hours once a week. Even at peak attendance, services host around 2,000 people; only

half of the building's capacity and this occurs infrequently.

As one of Kilburn High Road's largest and most significant heritage assets, the building remains largely inactive for the majority

of the week. Discussions with Brent Council indicate previous requests for façade maintenance have gone unaddressed due to financial constraints.

This highlights a critical

issue; a landmark of significant cultural and spatial value is being severely underutilised. Without intervention, this key piece of infrastructure will continue to fall short of its potential to serve the wider community.



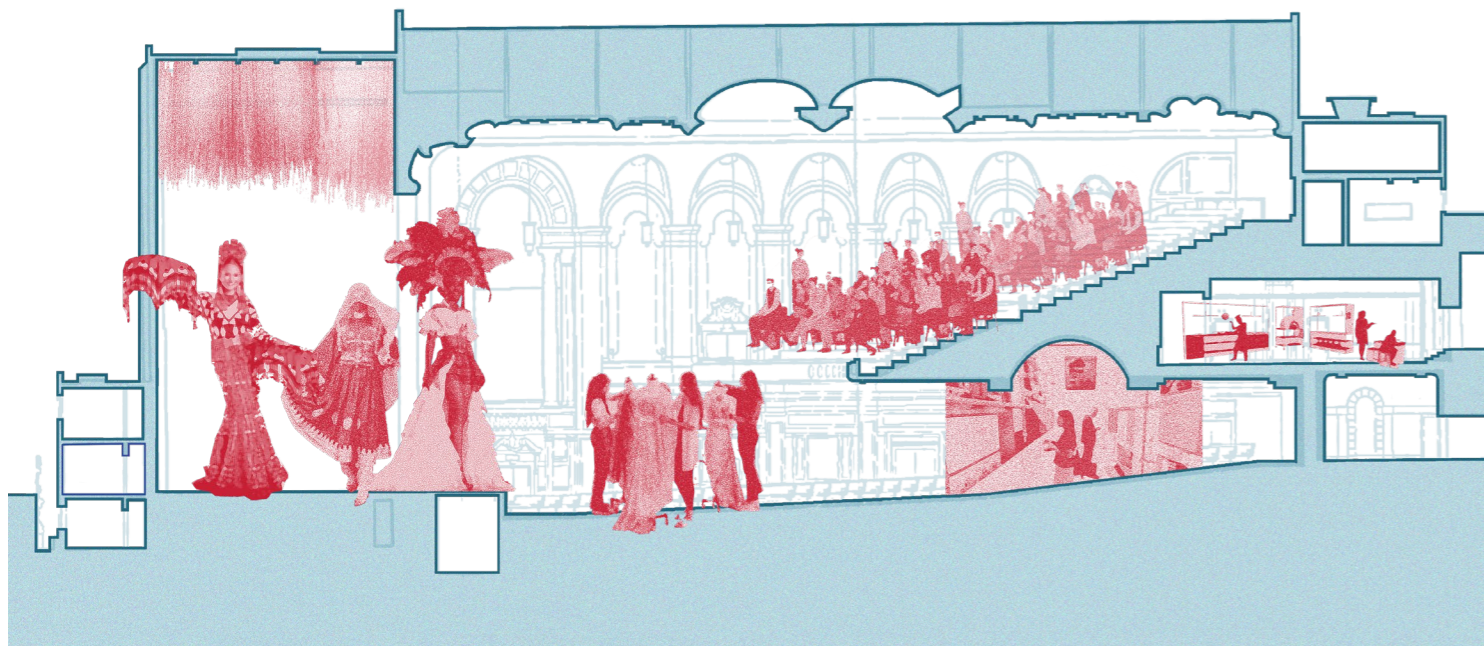
Strands Art Centre,
Belfast



MEMO



Finnish Church,
London



What it Could Be

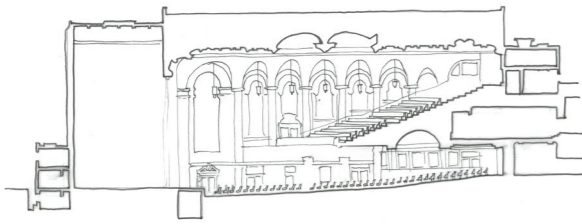
It can be successfully transformed into a vibrant, multi-use cultural space that serve diverse and intergenerational communities. The Memo Arts Centre and Strand Arts Centre show how historic venues

can support inclusive arts programmes, education, and local events that bring diverse communities together.

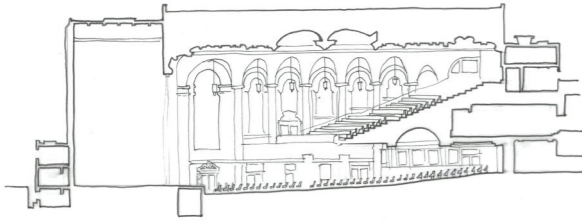
Similarly, Exeter Phoenix and the community campaign to restore Govan Lyceum

demonstrate how theatres can become vital civic spaces; supporting culture, creativity, and shared community life. anchors; supporting arts, community life, and local economies.

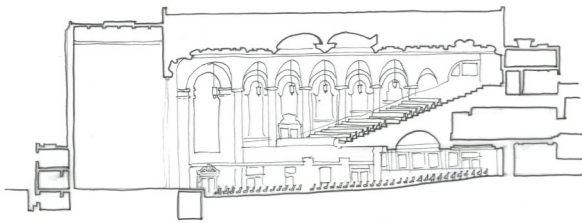
Monday



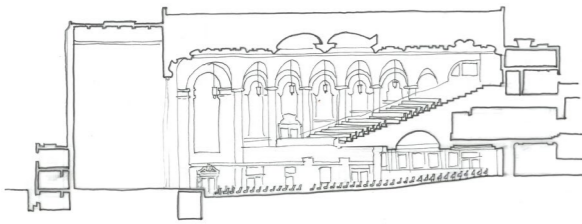
Tuesday



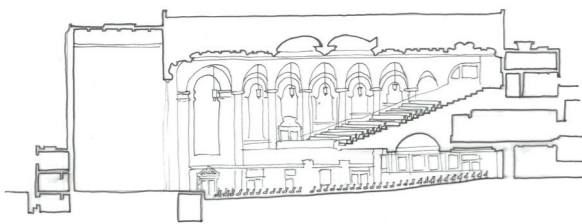
Wednesday



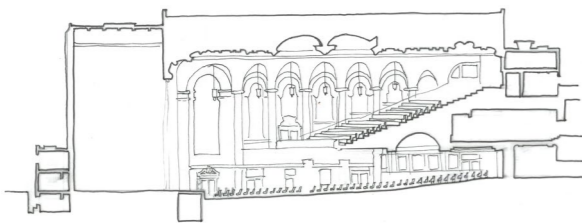
Thursday



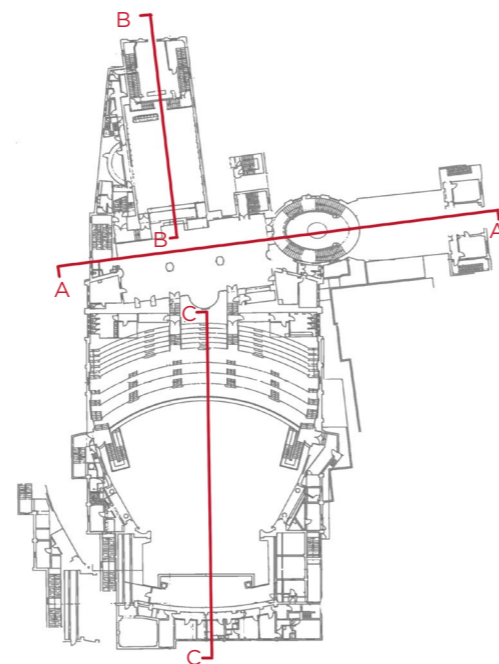
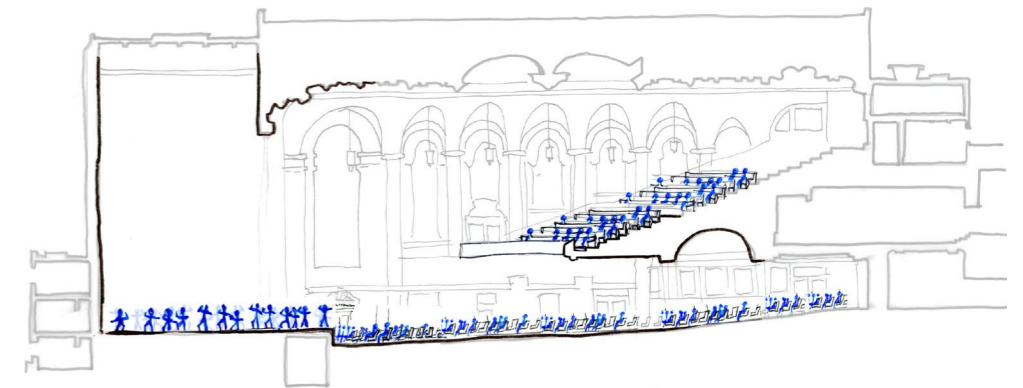
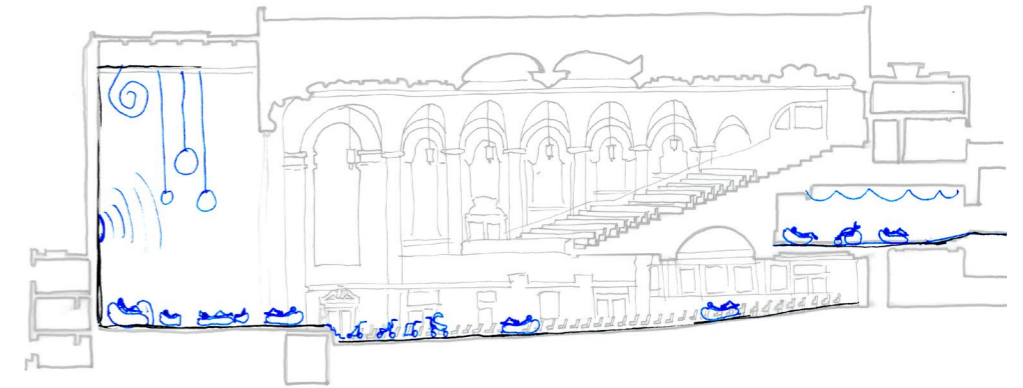
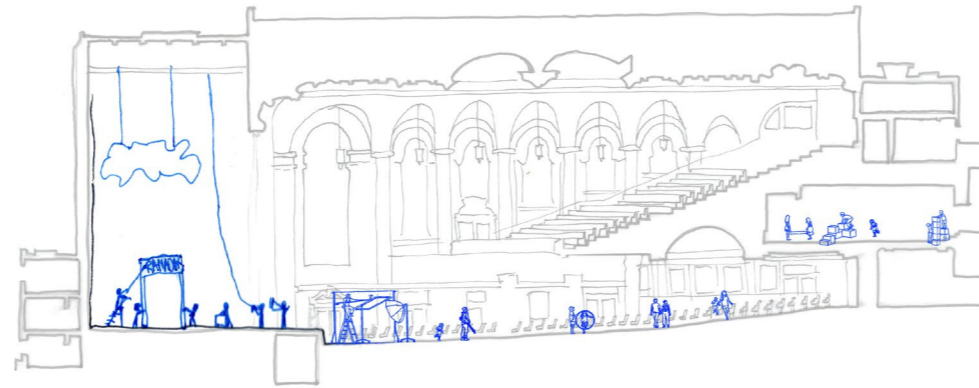
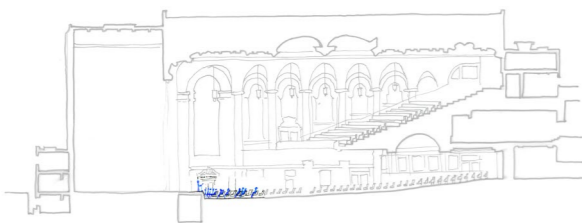
Friday



Saturday



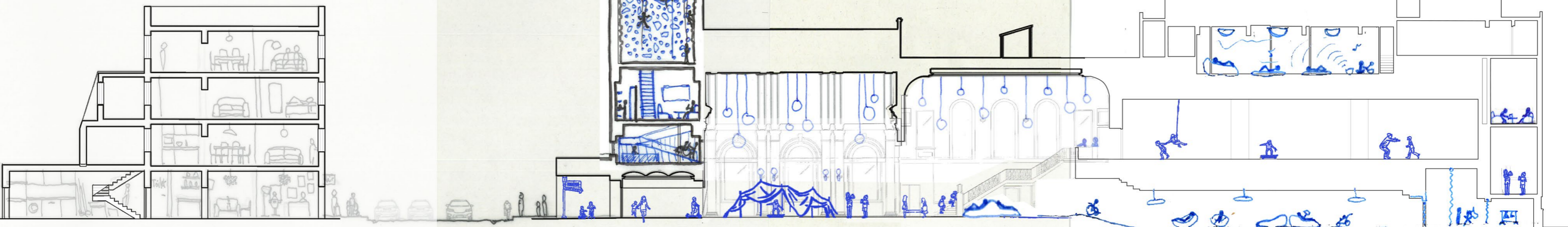
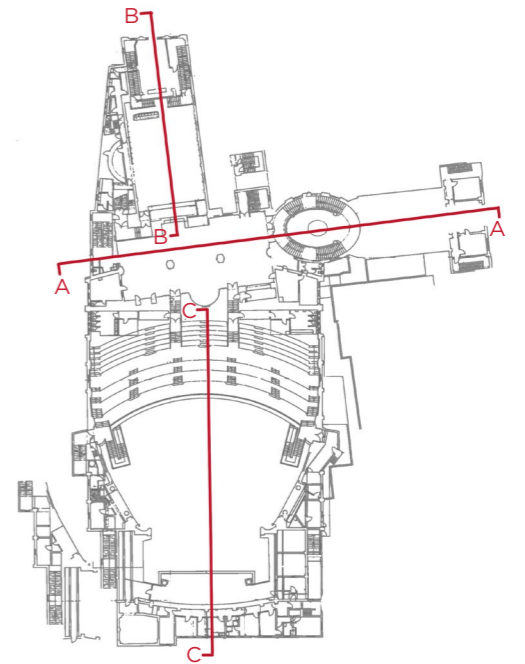
Sunday



Section CC

The series of sections on the left, (Refer to animated GIF version in appendix) illustrate the current jarring under utilisation of space. This is contrasted by our proposal to re-activate the cinema through social and cultural

programming, enabling local residents and communities to reclaim an important landmark on their high street. Events and activities will range from school plays and dance lessons, to larger performances and exhibitions.



Section AA

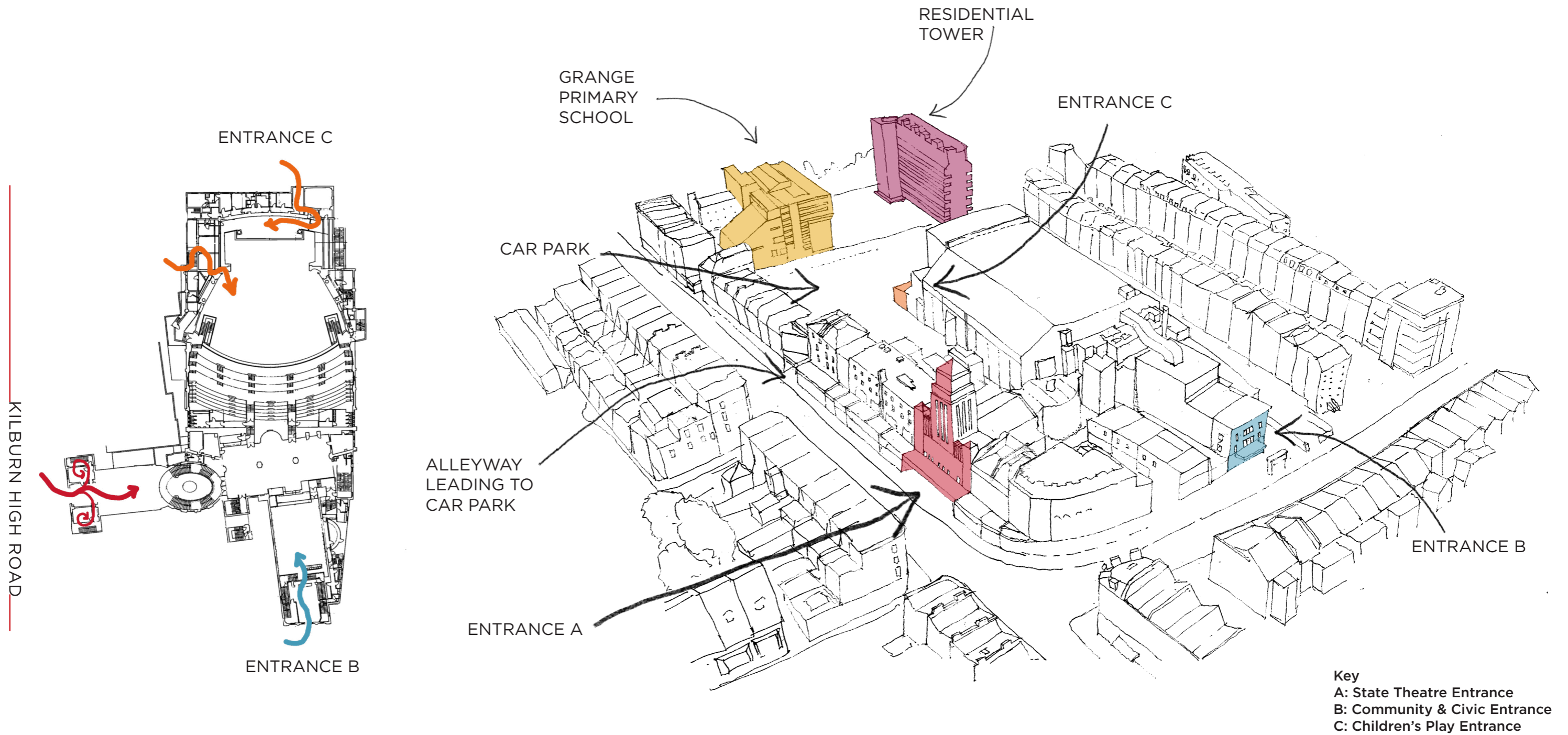
Utilising the Infrastructure

Given the excess of vacant and under utilised space, at approximately 6,000sqm, re-occupation of the Gaumont will necessitate a phased approach. This will involve a slow but eventual uptake from various community

organisations with the ability to programme, manage, and host activities and events. From an initial surveying of the site, the tower structure was identified as a large void with over a 3 storey headroom. This space

provides an opportunity for a quick win, having qualities to be transformed into an incredible rock climbing venue, providing much needed space for children and youth, and ultimately catalysing future occupation

by other important local residents and communities.



Access & Arrival

The theatre sits within a tight urban block where the surrounding streets, housing and service spaces strongly influence how the building is accessed. The narrow alleyway leads to the existing car park behind the

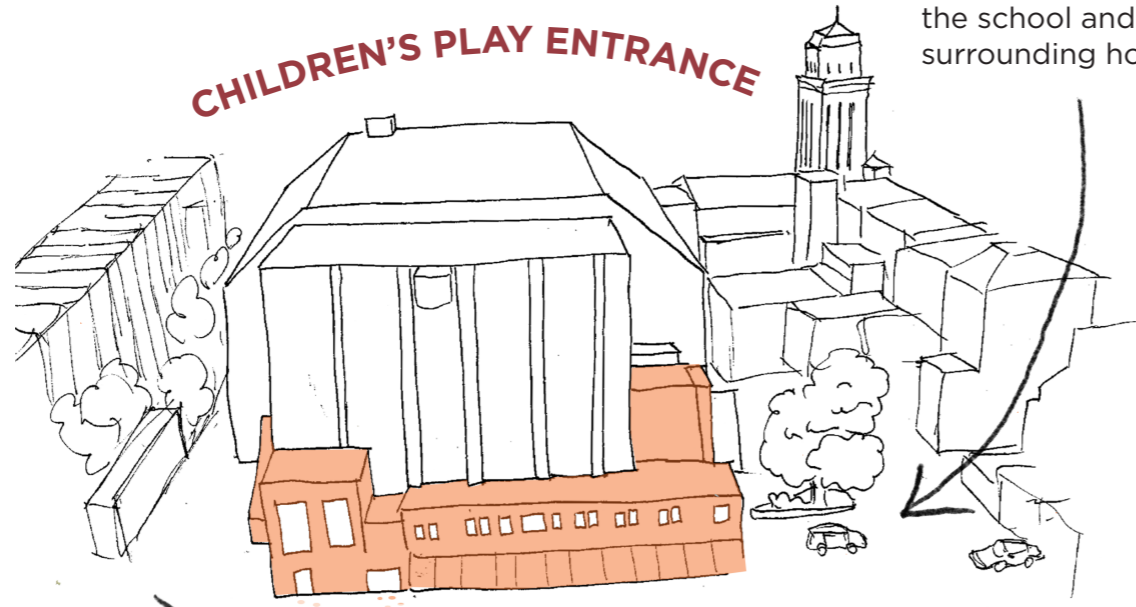
theatre, positioned between the building, Grange Primary School and a residential tower. Although currently underused, this space sits at an important intersection between the school, housing and the theatre itself.

The proposal uses these surrounding conditions to organise access into the building. Rather than relying on a single entrance, a series of entrances respond to different directions of movement and neighbouring

uses. Providing alternative routes into the building reduces the reliance on a single formal entrance, potentially intimidating for some members of the community, and allows users to access spaces more

comfortably through quieter and more familiar parts of the site.

CHILDREN'S PLAY ENTRANCE



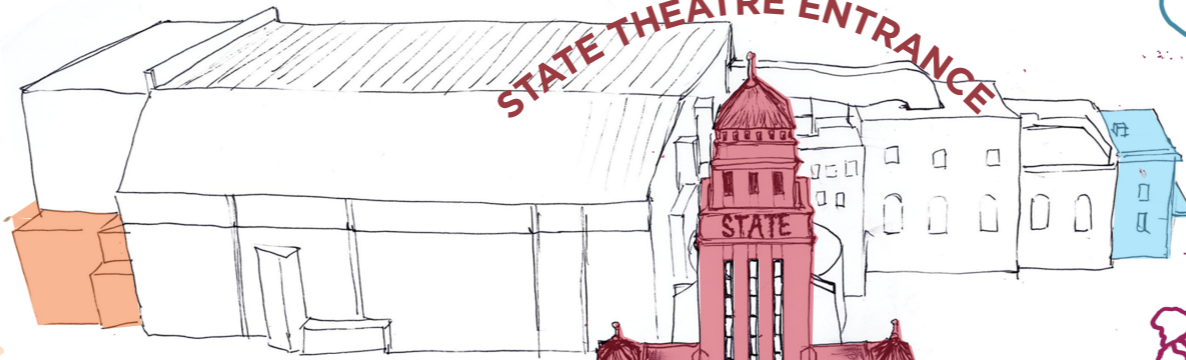
Children to reclaim the former car park as an extended play space, with natural surveillance from the school and surrounding housing.

COMMUNITY AND CIVIC ENTRANCE

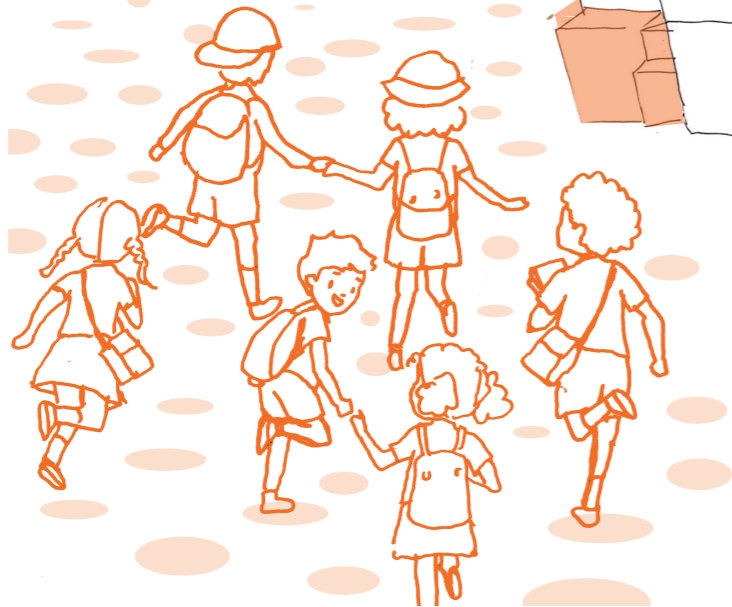


Accessible entrance directly from the bus stop, supporting wider community participation

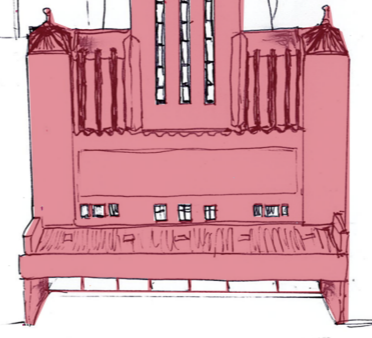
STATE THEATRE ENTRANCE



Dedicated children's entrance directly connecting the school to the theatre



Main entrance for performances, music and large public events



Primary public entrance connecting the theatre to Kilburn High Road



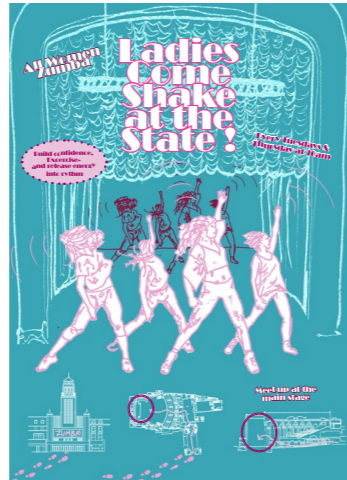
Reactivating The Gaumont

To reactivate the Gaumont and reconnect with its history as a multi-use entertainment venue, a weekly programme introduces activities through three project lenses. The posters show how these are expressed through uses

such as relaxation spaces, children's workshops and women-led classes.

The first phase focuses on low-scale activation, using existing unused areas of the building rather than

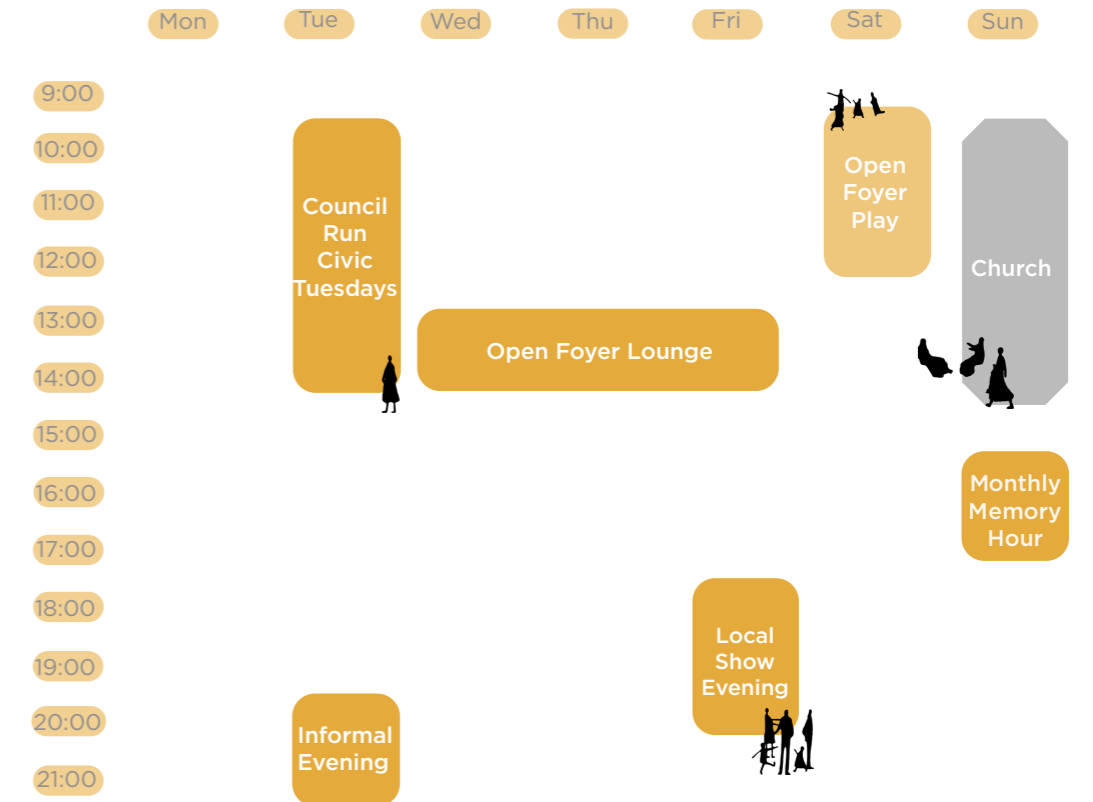
introducing physical changes. The council supports this through civic drop-in sessions offering employment guidance and informal discussions about the High Road and the building's future.



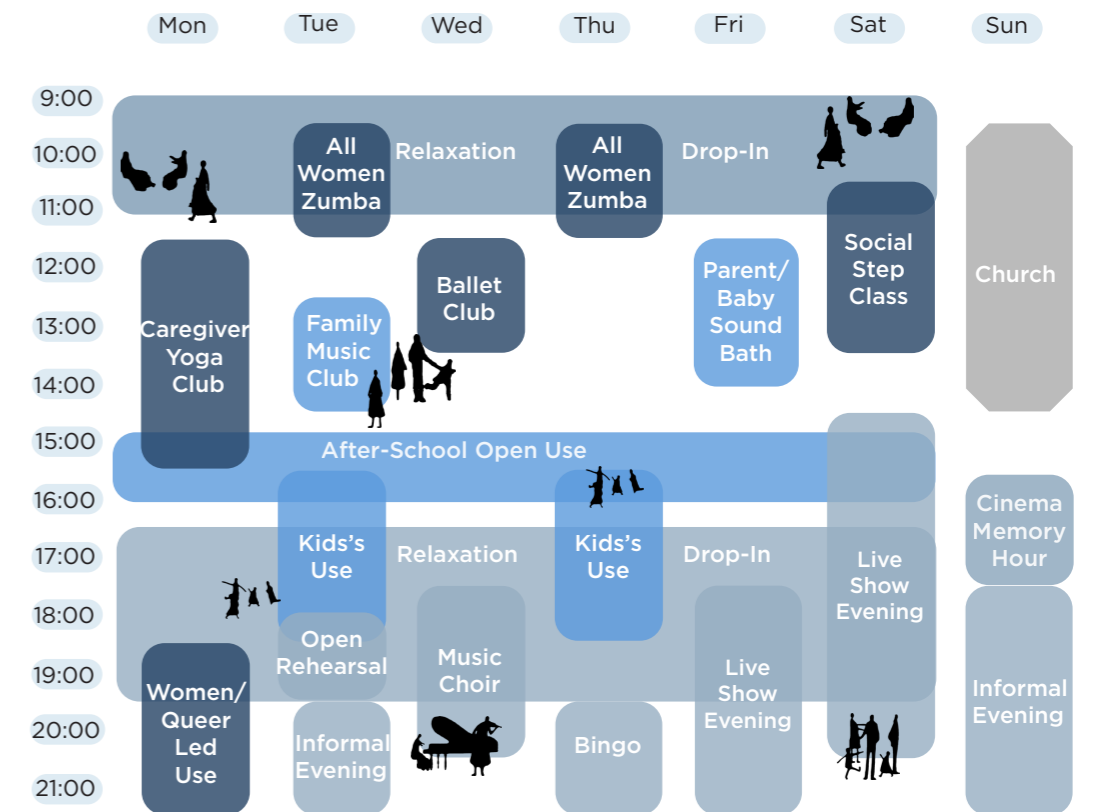
Phase 01 (0-1yr): Initial Activation

Phase 02 (1-5yr): Long - Term Use

WEEKLY PROGRAMME



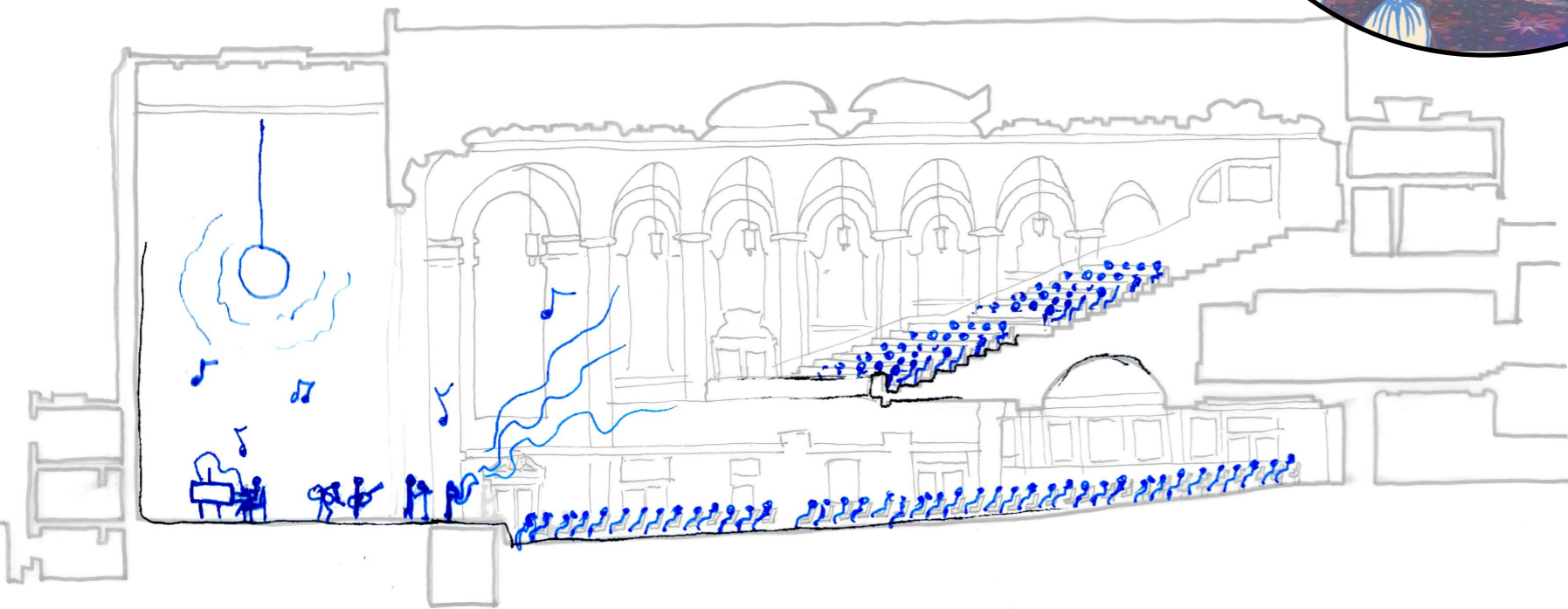
● Children / Young People ● Open to All



● Children / Young People ● Women / Gender-Diverse People ● Open to All



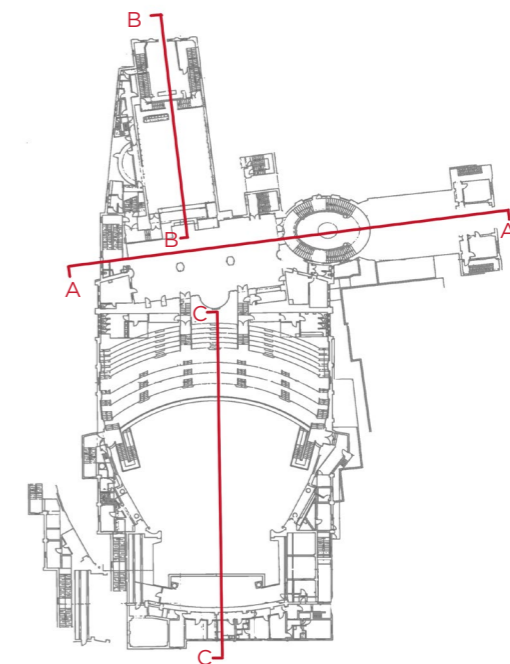
ENTRANCE B



Section CC



Section BB



Multi-Use

Due to the scale of the Gaumont State Theatre, multiple activities could take place simultaneously. This creates opportunities for people with different interests, skills, and backgrounds to share the same space—

encouraging natural interaction, collaboration, and community exchange.

As an active civic venue, the theatre could become a lively meeting place that supports creativity, networking,

and intergenerational engagement, strengthening community life for years to come.



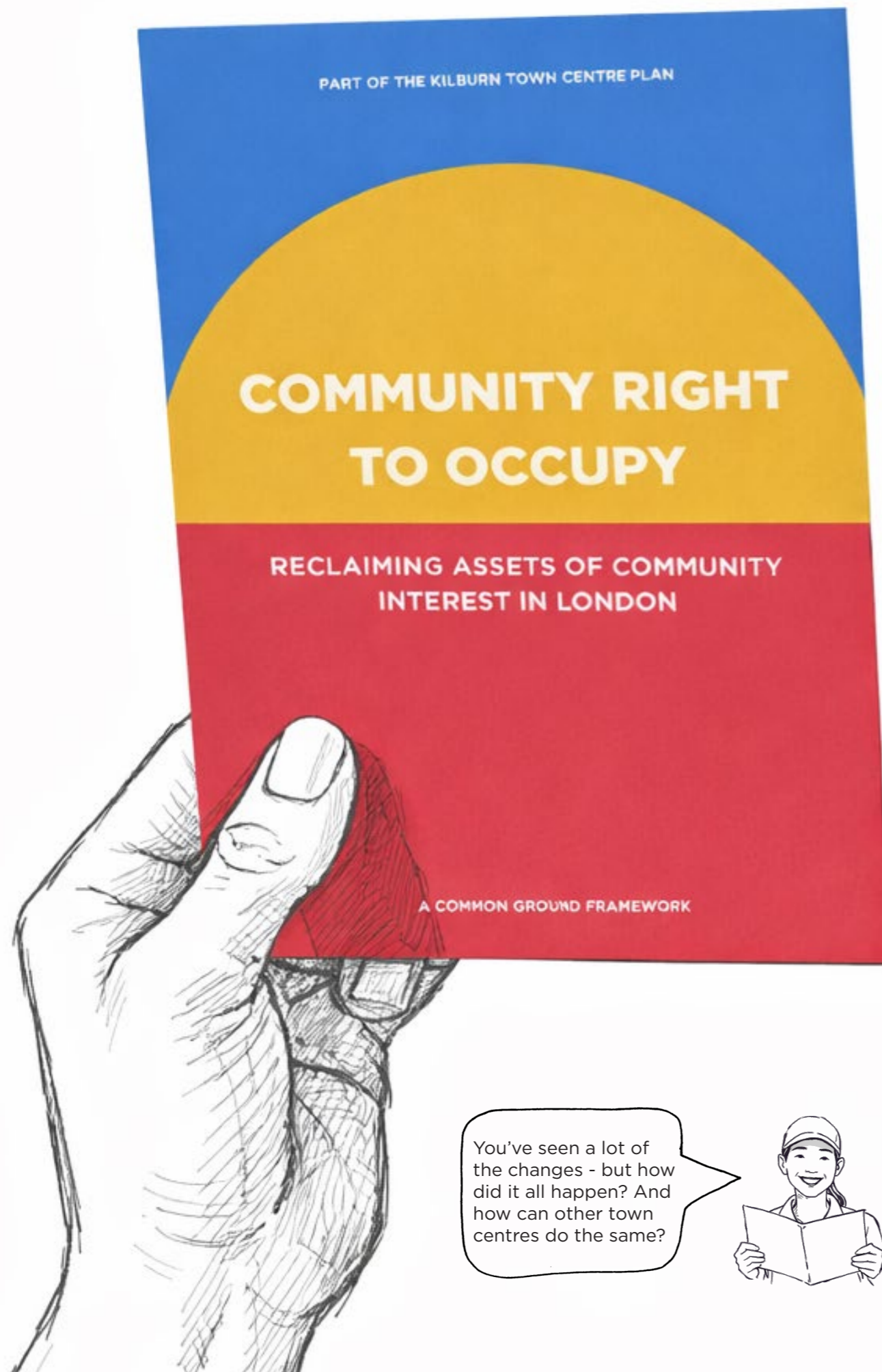
Ready to be Occupied

The Gaumont State Theatre is ready to be activated by the community. Its high-quality spaces and rich heritage sit waiting to be appreciated, offering Kilburn residents the chance to connect with the building's history

while shaping its future. By repurposing the theatre, the community can create new stories and experiences; bringing fresh life, culture, and narratives to this iconic space.

Now the Gaumont State Theatre is a valued part of the community, full of activity and reflecting the vibrancy of the area today.





You've seen a lot of the changes - but how did it all happen? And how can other town centres do the same?



Policy

Our proposal addresses negligent private ownership along Kilburn High Road by introducing a secondary listing as an Asset of Community Importance (ACI). By extending the moratorium period and targeting sites

with high community value, the policy ensures that if owners fail to act in the community's interest, a compulsory handover with monetary compensation can occur, unlocking opportunities for meaningful local use.

This approach aligns with the National Planning Policy Framework (NPPF), supports the London Plan, and reinforces borough-level policies that prioritise protecting local facilities.

FUNDING

High Street Rental Auctions
 - Designed to increase high street and town centre footfall & increase use of shops & services
 - By offering vacant units for rent at a lower rate than the market, local authority can support community & economic growth

Public Place Grant Fund
 - Designed to fund public place improvements & support local businesses
 - Local authority are responsible for allocating funds, but place owners can apply for grants
 - High street, high visibility

Business Rates
 - Local authority can offer a discount on business rates for businesses that are open for 2 years or more after a vacancy period
 - To access this rate relief, a business must be occupied for 18 weeks, it could be used to support local businesses

Community Asset Fund
 - A fund of grant money to support community assets
 - Grants for community assets can be used for a variety of purposes, including:
 - Improving the condition of the asset
 - Supporting the management of the asset
 - Supporting the activities of the asset

STEERING GROUP



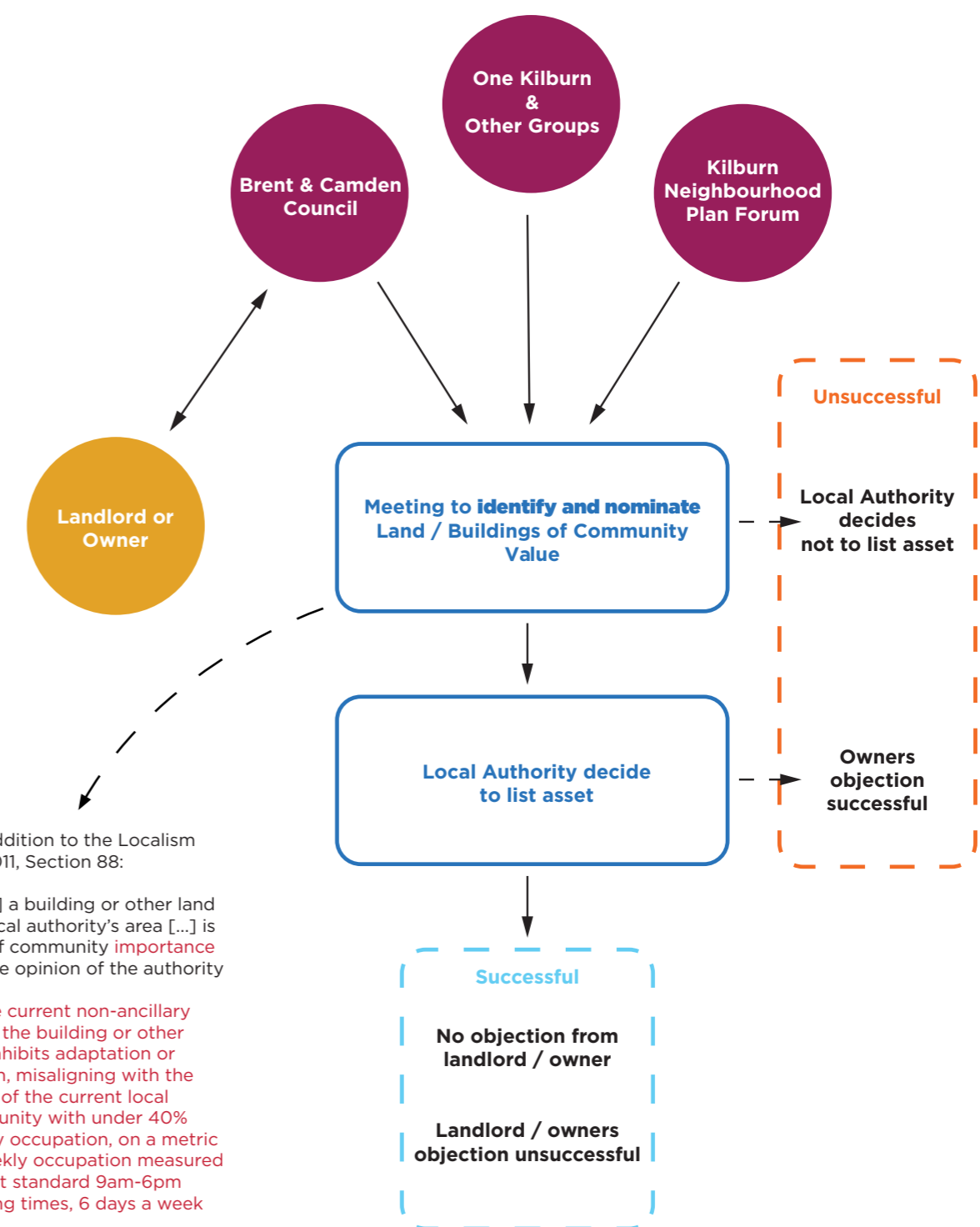
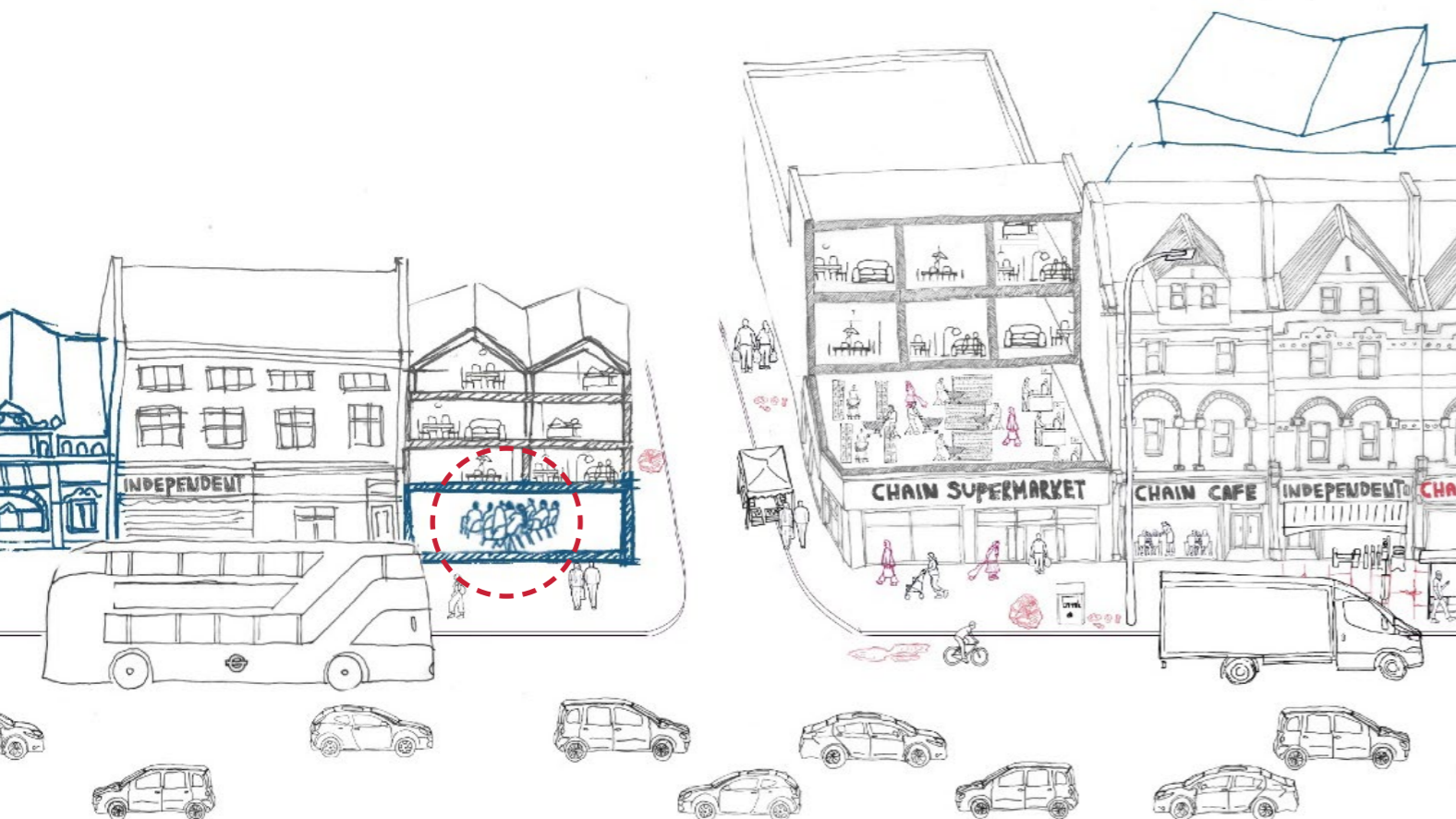
- Inform brief through workshop
- Review and consultation during design stage
- Determine the activities, events and facilities.
- Group and practice use
- Invest in food/trait to take ownership
- Determine the activities, events and facilities.
- Identify use it
- Voice needs that can be met with available space.
- Determine the activities, events and facilities.



SCAN TO HAVE YOUR SAY AND GET INVOLVED!

All feedback is welcome, so feel free to share it with the steering group - or better yet, sign up!





Our addition to the Localism Act 2011, Section 88:

(2) [...] a building or other land in a local authority's area [...] is land of community importance if in the opinion of the authority

(c) the current non-ancillary use of the building or other land inhibits adaptation or growth, misaligning with the needs of the current local community with under 40% weekly occupation, on a metric of weekly occupation measured against standard 9am-6pm opening times, 6 days a week

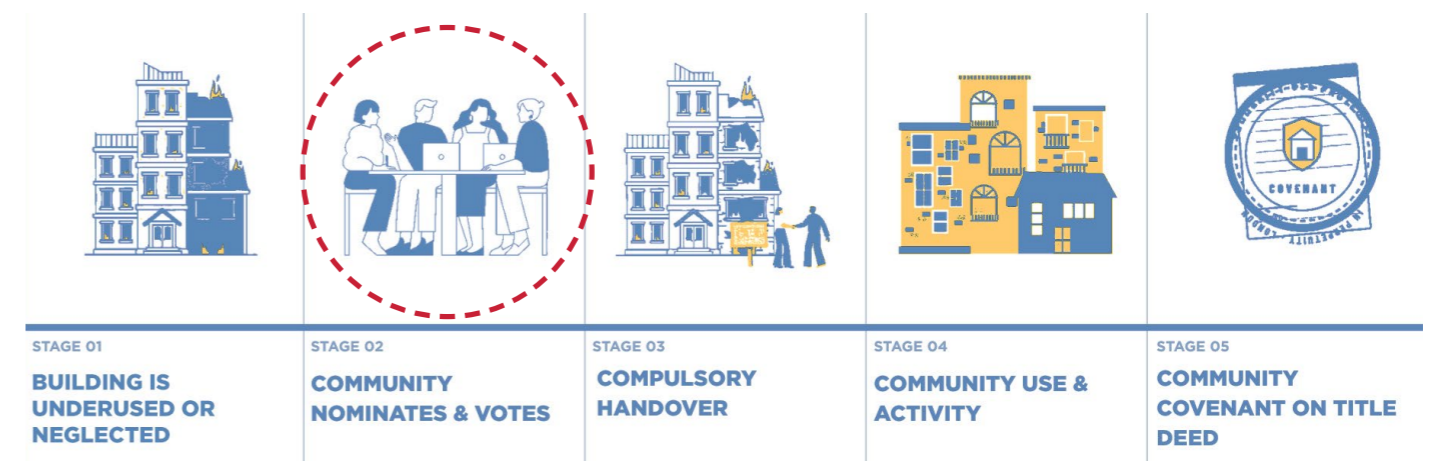
Asset of Community Importance Listing Process

Listing Process

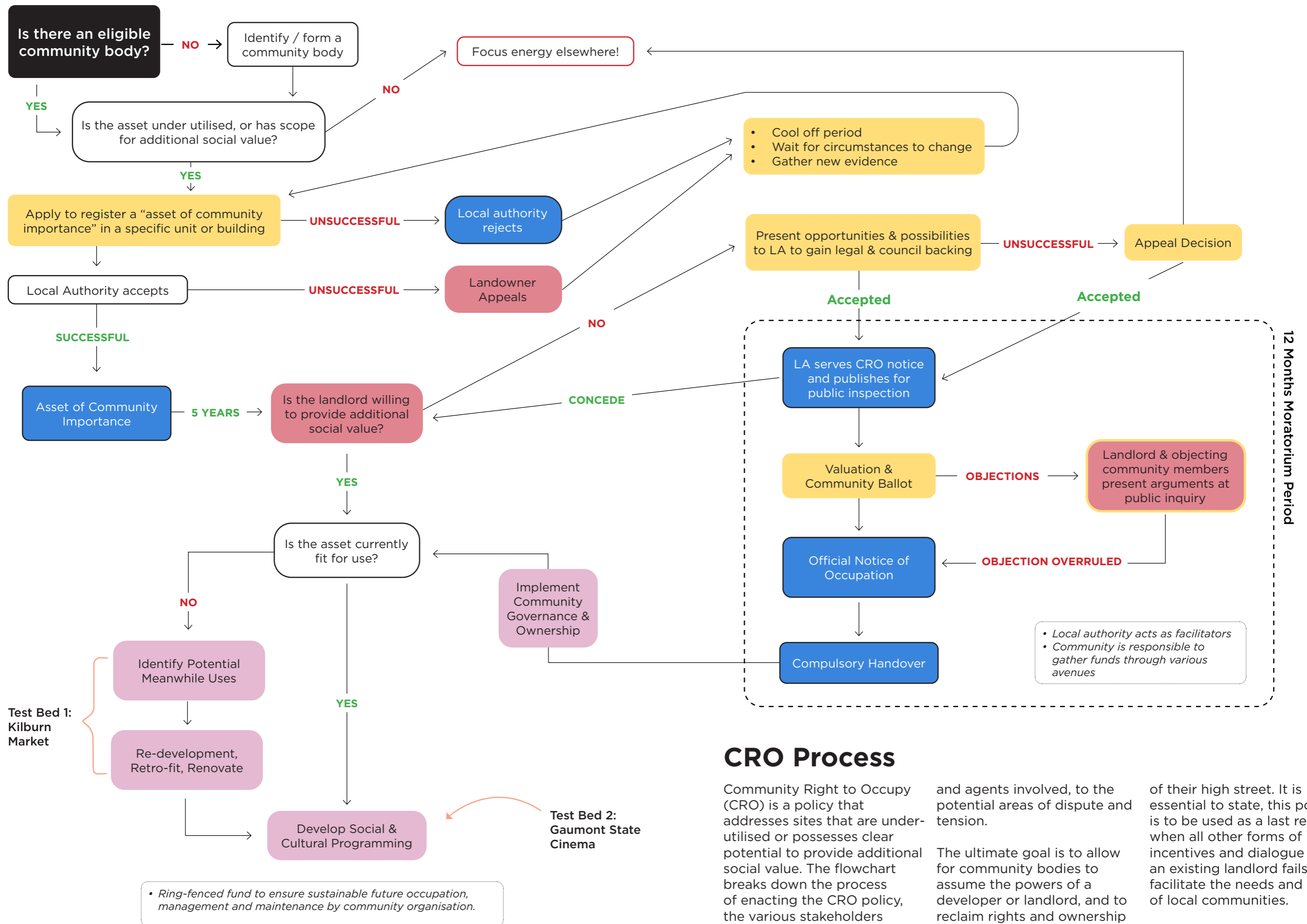
The market and the Gaumont State Theatre both suffer from a lack of attention from their current owners, resulting in a neglected space and an underused building despite their importance to the community.

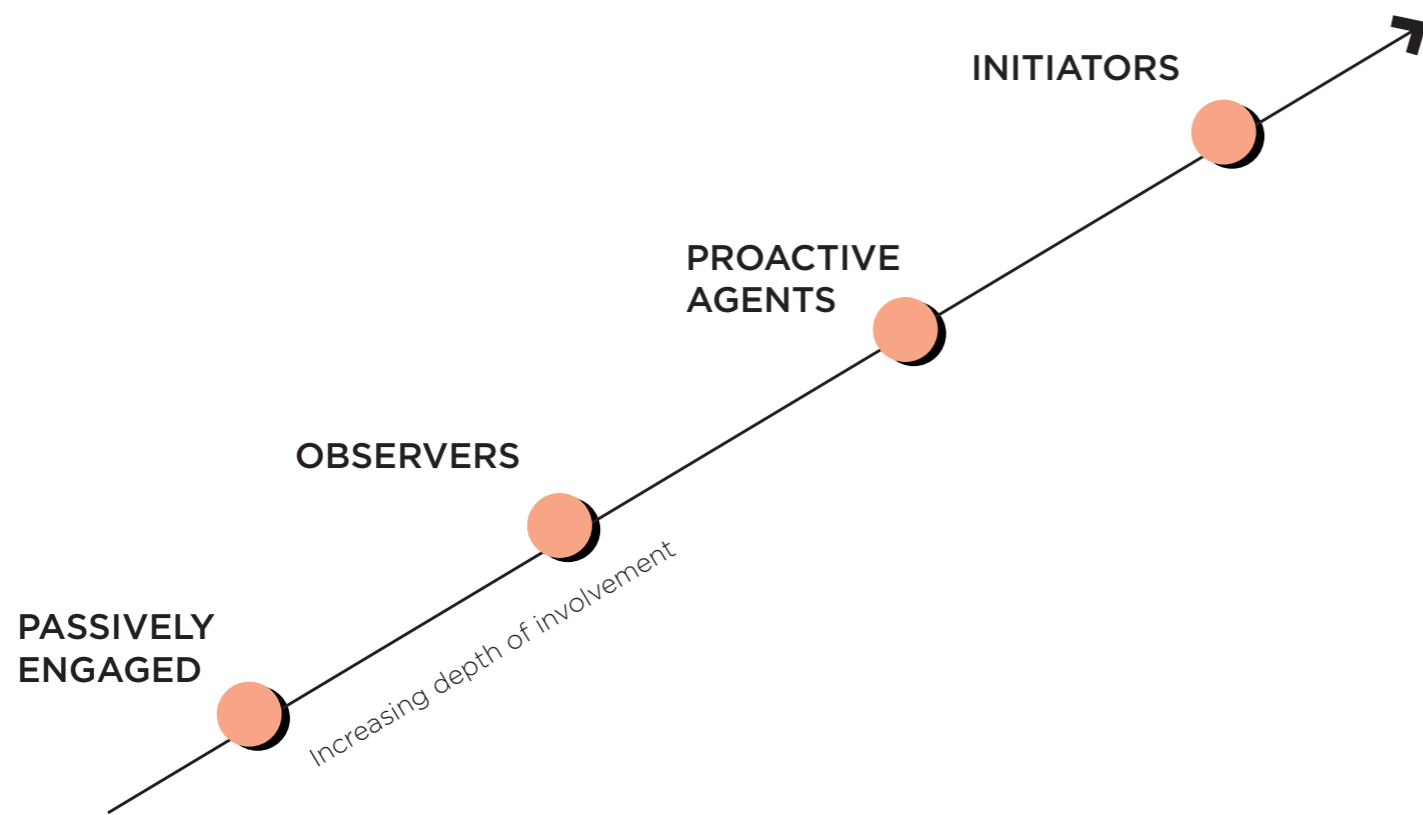
The Community Right to Occupy policy allows residents to nominate these sites as Assets of Community Interest (ACI). Following a community vote, the owner may accept or contest the listing. If approved, a

community covenant is added to the title deed.



Community Right to Occupy Timeline





Community Participation

Unaware – Know about High Street projects through word of mouth but don't engage due to limited time, incentives, or interest.

Observers – Aware of local plans and occasionally

attend consultations or events; includes residents, organisation members, and business owners.

Proactive Agents – Active participants who attend meetings, share ideas, and

support initiatives through groups or organisations.

Initiators – Highly engaged leaders who drive projects, build networks, secure funding, and often lead community groups.

STEERING GROUP



The Steering Group

When setting up a steering group to lead the initiative and coordinate community meetings, the established One Kilburn organisation was identified as a natural point of engagement. Within One Kilburn, however, gaps in

representation were noted. To address this, additional key groups are proposed to feed directly into the organisation, including the Kilburn Market Traders Association, Kilburn Youth Collective, and

Accessibility and Inclusion Panel. While some of these communities may already have indirect representation through existing corporate members, the inclusion of dedicated groups ensures a more direct and personal voice in decision-making.



Kiln Theatre



School Engagement

An example of engagement from community subgroups into the steering group is the primary research planned with Kilburn Grange Primary School.

One activity, Postcards from Kilburn, celebrates the area as

it is today.

Through this exercise, children identify places and qualities they enjoy and feel proud of. These responses highlight the positive aspects of Kilburn that the High Road should aim to reflect and reinforce.



Finally, the students at Kilburn Grange School get to have their say! I wish this had been around when I was there.

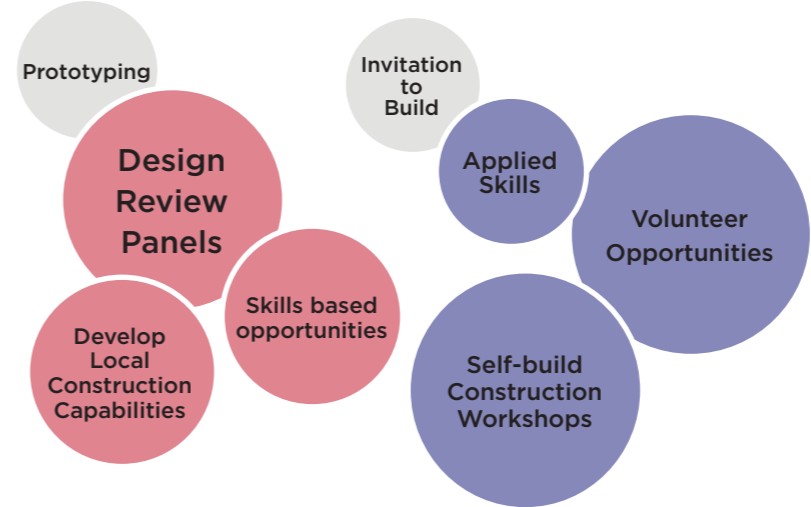
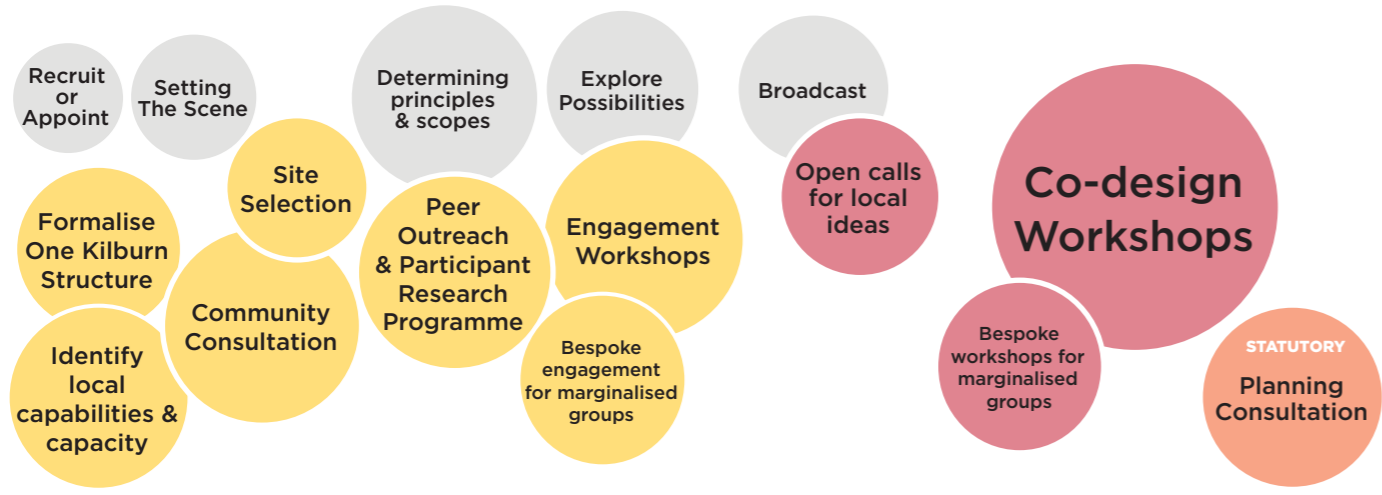


BEFORE

AFTER

Kilburn Grange Park

Kiln Theatre



← PLANNING APPLICATION SUBMISSION →

← Rolling Engagement Cycles →

Now the High Road looks after us, it's time we give back! Let's keep it thriving for years to come. Thanks for joining the tour and visiting Kilburn!



Kilburn Grange Park

There is more nature on the street, it has really improved my mental health mental health

There are places to sit and rest along the high street

I feel safe cycling along the highstreet

I can't wait to see my friends at the play group at the theatre

The street is well lit, I feel safe walking home

The pavement is wide enough for everyone to navigate through

Kiln Theatre

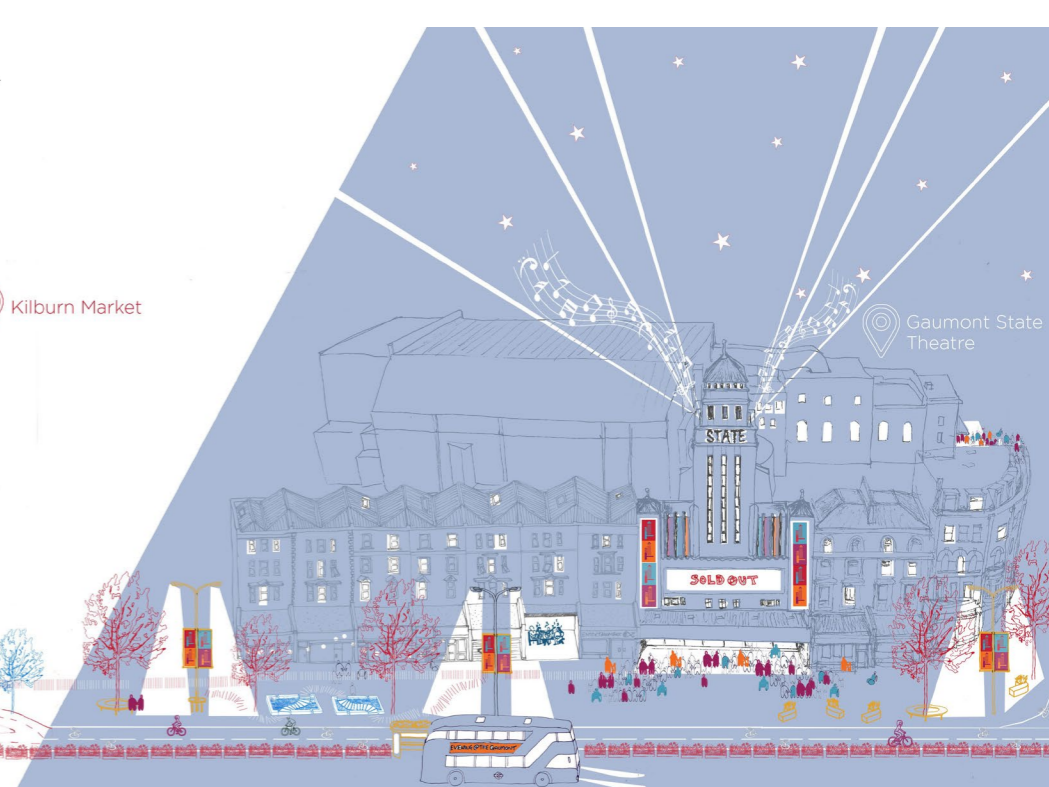
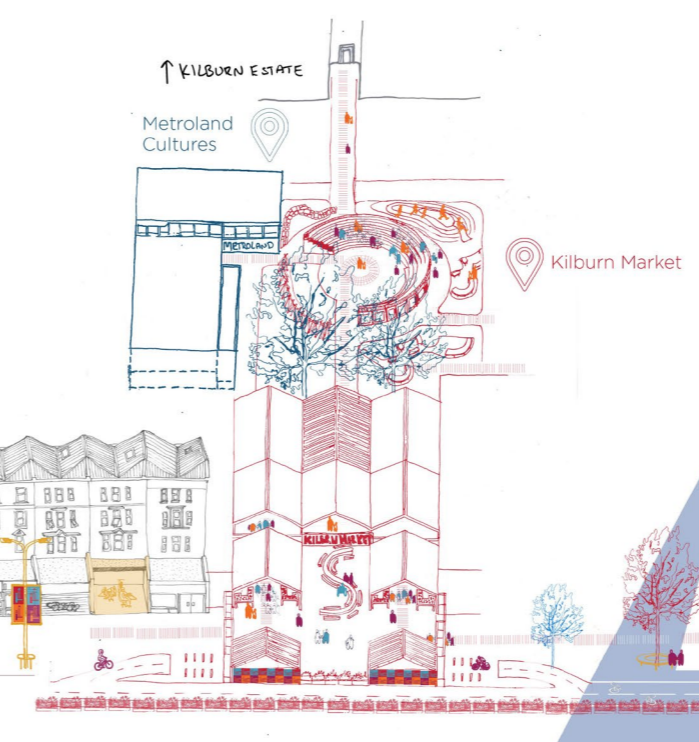
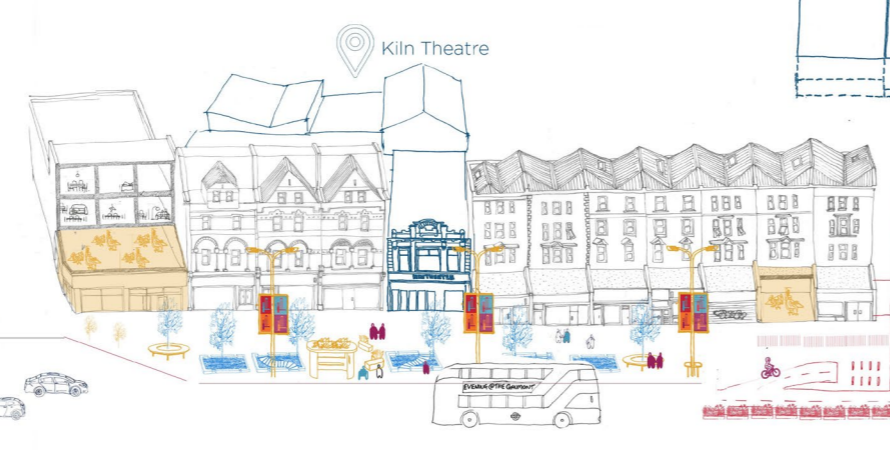
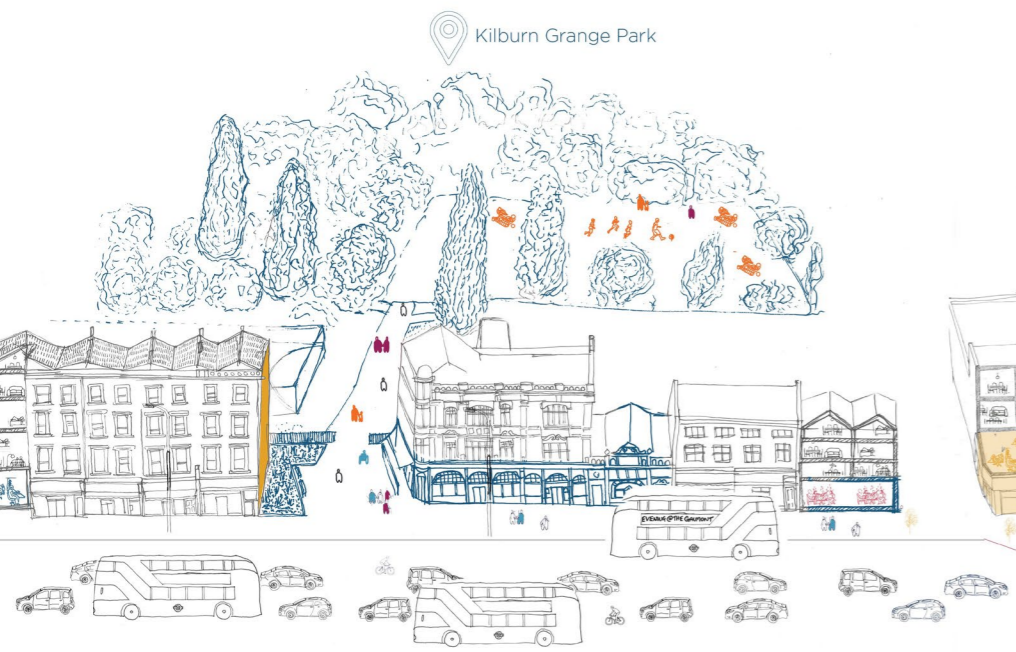


Continued Care

Looking after the High Road continues beyond the design and implementation of new interventions. A community WhatsApp group allows residents and traders to easily share issues, ideas, and updates with each

other and with the council. From reporting potholes to suggesting activities or improvements, small everyday actions help the community stay involved and ensure the High Road continues to thrive over time.





APPENDIX

Manifestos

I Look For Comfort, But It Is Not Here (Current Experience)

Child Friendly, India:

When I walk to school along Kilburn High Road, everything around me feels too big and too fast. I have to watch my feet because the pavement is messy and loud, and I find myself bumping into legs and bags. People rush past without seeing me, and I get pushed to the edge where the cars zoom by. The smell from the bins makes me scrunch my nose and I can't see very far ahead because there are signs sticking out and people crowding around shop doors. After school, we lean on the railings by the bus stop, even when none of us are going home yet, because it's the only place no one tells us to move. The street feels like it keeps nudging us forward, even when we're tired of walking. I don't feel like I'm part of the street - more like I'm trying to escape it. Lit up by the light of red and blue sirens, I see a couple travelling quickly in the distance, I wonder if they feel the same as us?

Accessibility, Mikele:

The high street overwhelms me. An ambulance screams past, horns blare, people shove me on the pavement and flashing lights from vape and takeaway shops all contribute to a feeling of mental overload. There is litter on the pavement and in the gutters on the way to the theatre. Rubbish bags have been discarded on street corners. Foxes have been at work here, there is evidence in the form of loose trails of scattered contents. Vendors have expanded their shop boundaries, their contents spilling out onto the pavement, each item contending for space and visibility. After the show, my partner will once again experience mobility challenges as they are faced with a piecemeal of sloped interventions along the high street, meaning we're unable to access several shops. There are no signs of nature on the street. I wish there was a more peaceful method to travel from Kilburn High Road tube station to the Kiln on a Friday afternoon, as even on our anniversary, my love of theatre has become clouded by the anticipation of an uncomfortable journey. My partner and I speculate on the woman with the lovely coat walking confidently past the many bright shopfronts, and contrastingly dark alleys. I wonder how she's feeling on the street this evening on her own?

Women, Girls and Gender Diverse People, Gabby:

Before I even leave my house, I'm already thinking about what I should wear to "conquer" the High Street. In the daytime, when it's sunny, I worry less. I walk quickly through the street to get what I need and get in and out fast to avoid the groups of young men gathered outside shops. I'm never sure if they're watching me, so it feels safer to keep my eyes forward.

When I'm going out to a party and need to take the train from Kilburn High Road, I feel like I have to put on a kind of confidence armour; walking with my makeup, hair, and outfit done. The bright storefronts illuminate me, exposing my dressed-up self to whoever is watching, perhaps under-secured alleyways where figures bunch up to drink, smoke, or just linger. The darkness makes everything feel uncertain. I rush forward, often arriving at the station sweaty and out of breath, my makeup on the edge of melting.

I sometimes fear the thought of bringing up children here, as with so little space to move comfortably, buggies have to creatively manoeuvre through gaps, bumps, cracks, and crowds, all while avoiding bikes speeding through red lights.

Where do women gather here? There isn't a public space that encourages us to interact. Instead, we find each other in places like the nail or hair shop; spaces that naturally attract women and create their own sense of belonging and connection, even if just for a moment.

As an active woman who likes to cycle to work and university, I must prepare myself just to get through this High Street safely. I usually try to cross it as little as possible, choosing instead to slip into Kilburn Grange Park and weave through smaller roads that take me away from the chaos. Cycling home, there are times when I'm desperate to pee. The toilet in the park is always closed, and there are no comfortable places to stop. So I know I must rush straight home, which means skipping any chance to stop for dinner or grab what I need from the shops.

The Street Listens, It Changes For Me (Ideal Experience)

Child Friendly, India:

Skipping to school along Kilburn High Road now, it feels like the street knows I am here. The pavement is wide and even, so I can look around instead of staring at my shoes. Cars slow down at the crossings, and the bright stripes and little islands in the middle make it easy to get across without rushing. I can see my friends from far away because the clutter is gone and the signs sit neatly above our heads. There are small places to stop that feel like they were made for us, with low walls, steps and benches tucked under trees. People gather there without being told to move on, and sometimes neighbours wave before we even reach them. The air feels calmer because the planting softens the noise, and the shopfront lights glow instead of glare. After school we choose where to hang out, sometimes by the play space near the bus stop, sometimes by the open seats beside the café. We are not pushed forward by the street anymore. We can pause, look around and stay as long as we want, like Kilburn High Road is a place to arrive in, not escape from. Across the street and through the trees, I see a couple I vaguely recognise. It's so quiet I can even hear them laughing over a spilt bottle from the water fountain. I wonder if they appreciate the new street as much as us?

Accessibility, Ben:

My partner and I drink from the free water fountain and laugh as my water bottle slips from my hands, leaving me to chase it down the street. Looking up, there are places to shelter from all climates; from the rain, wind and sun. In the colder months there are places where you can go to keep warm and share company without having to buy a coffee. There are places to stop, sit and rest; to meet a friend, to place a shopping bag, to wait for the bus. The pavement is wide enough to host all bodies; from people for whom mobility is challenging to children in prams to senior citizens with shopping trolleys. Sat on a bench under the trees, we see people put their rubbish in the numerous assorted bins along the street, with the pavements clear of any unnecessary obstacles. The premises that directly serve the high street are free to enter for people of all ages and demographics, with features enabling and encouraging access for people with disabilities. There are plenty of points to cross the road safely. There are murals that celebrate Kilburn's history and culture.

Seeing our feedback taken into account and informing change within our community makes me proud to be a Kilburn resident. Although initially implemented with neurodiverse residents in mind,

its lovely to see that the various barriers to mitigate sound and noise are appreciated by everyone who visits, highlighting the undeniable need for diverse residential feedback. The street has become a more comfortable place for us to traverse and dwell in. A familiar coat rides by on a bike and catches my eye, and with no fear of crossing, I'm able to go and compliment the owner. She begins to tell us of how positive the change has been for her too.

Women, Girls and Gender Diverse People, Gabby:

The simple act of getting food from the market has become light, almost weightless. The street is alive. More people and trees than cars, so breathing feels easy, natural. The corners of the road I used to avoid no longer feel threatening; they've softened, and diverting around them has become a pleasant, effortless detour.

I meet my neighbours at the market, and we chat about our plans for the week. There is space for all of us, our trolleys and baskets resting comfortably as we wander back and forth between the stalls. It feels safe, no fear of losing our belongings. A tram glides quietly past, weaving subtly through the soft boundary of greenery. Children run around in laughter, playing hide-and-seek while their parents gather what they need.

When I need to use the toilet, I step into a public pod at the edge of the market; clean, calming, scaled perfectly to hold a private moment. I can cycle the entire road without worry, guided by trails of nature. There is no chaos of traffic, no cruel bumps or broken pavement. I feel seen here, considered. Bike parking is abundant and the road now celebrates movement as we share the space in harmony. I cycle through pockets of scent; foods and cultures weaving into an olfactory tapestry. It's beautiful. It feels like belonging. When I need to freshen up, I can slip into small, dedicated hygiene pods; private spaces to shower, change, or simply reset. Now I can join the fun Zumba class on the corner of Kilburn Grange Park. The music hums through our bodies and into the space around us, inspiring passersby to interact. The ground vibrates with collective joy. We stand strong together. We feel good.

Afterward we laugh loudly, freely, and wander toward the water fountains and the lounging structures scattered around the park. It feels good today to be a woman. I feel safe walking home, calm, clean, content. I can stop in any shop along the way without fear of a threatening gaze or a harassing comment.

It feels light to exist here. It feels like belonging. It feels good to be part of this High Street.

The High Street through GGD Lenses

How does the highstreet currently improve disabled experience?

Where do children belong on Kilburn High Street?

What challenges do women, girls and gender diverse people face on the high street?

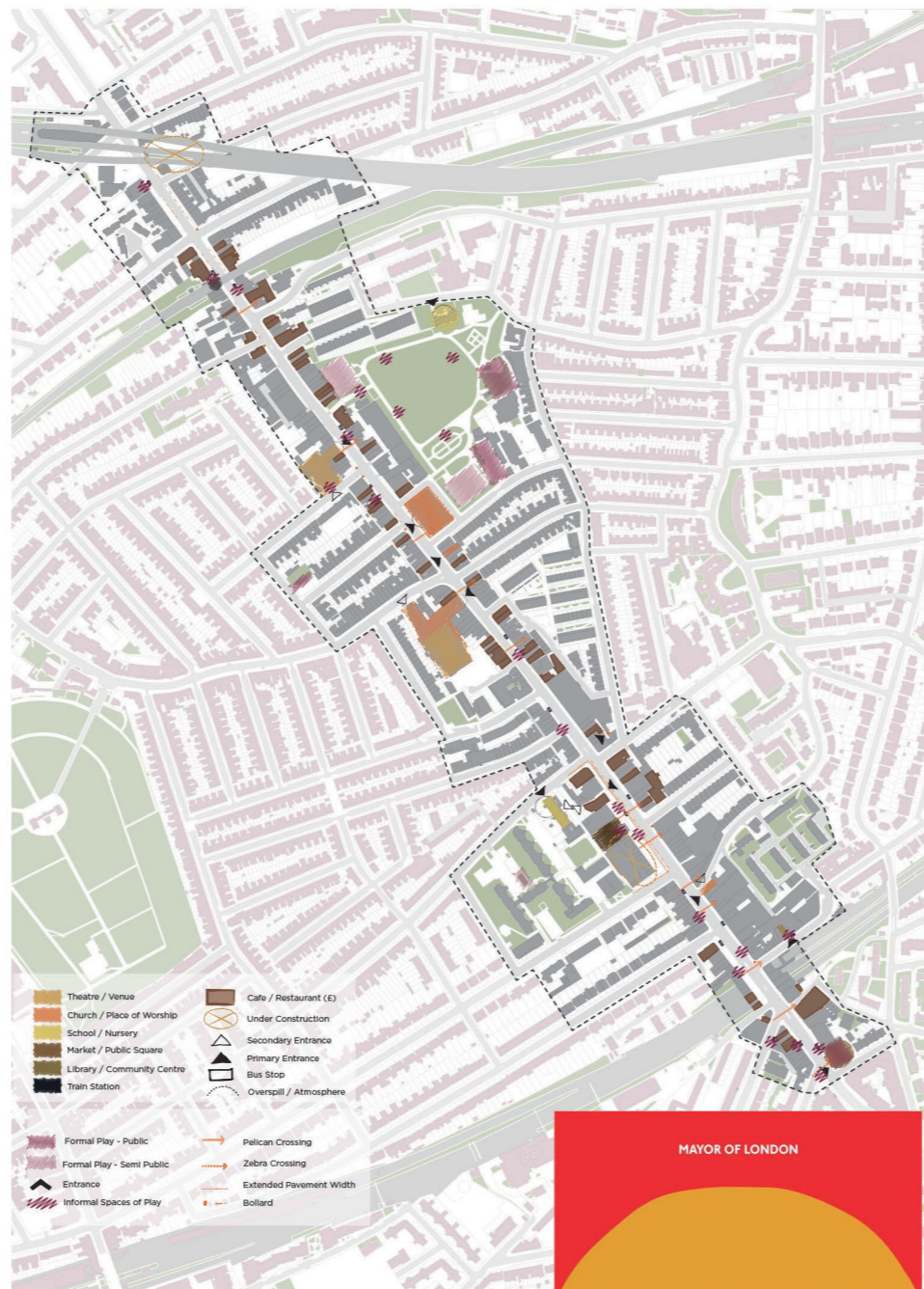


MAYOR OF LONDON

DESIGNING WITH

DISABLED EXPERIENCE

GOOD GROWTH BY DESIGN



MAYOR OF LONDON

MAKING LONDON CHILD-FRIENDLY

DESIGNING PLACES AND STREETS FOR CHILDREN AND YOUNG PEOPLE

GOOD GROWTH BY DESIGN



MAYOR OF LONDON

SAFETY IN PUBLIC SPACE

WOMEN, GIRLS AND GENDER DIVERSE PEOPLE

GOOD GROWTH BY DESIGN

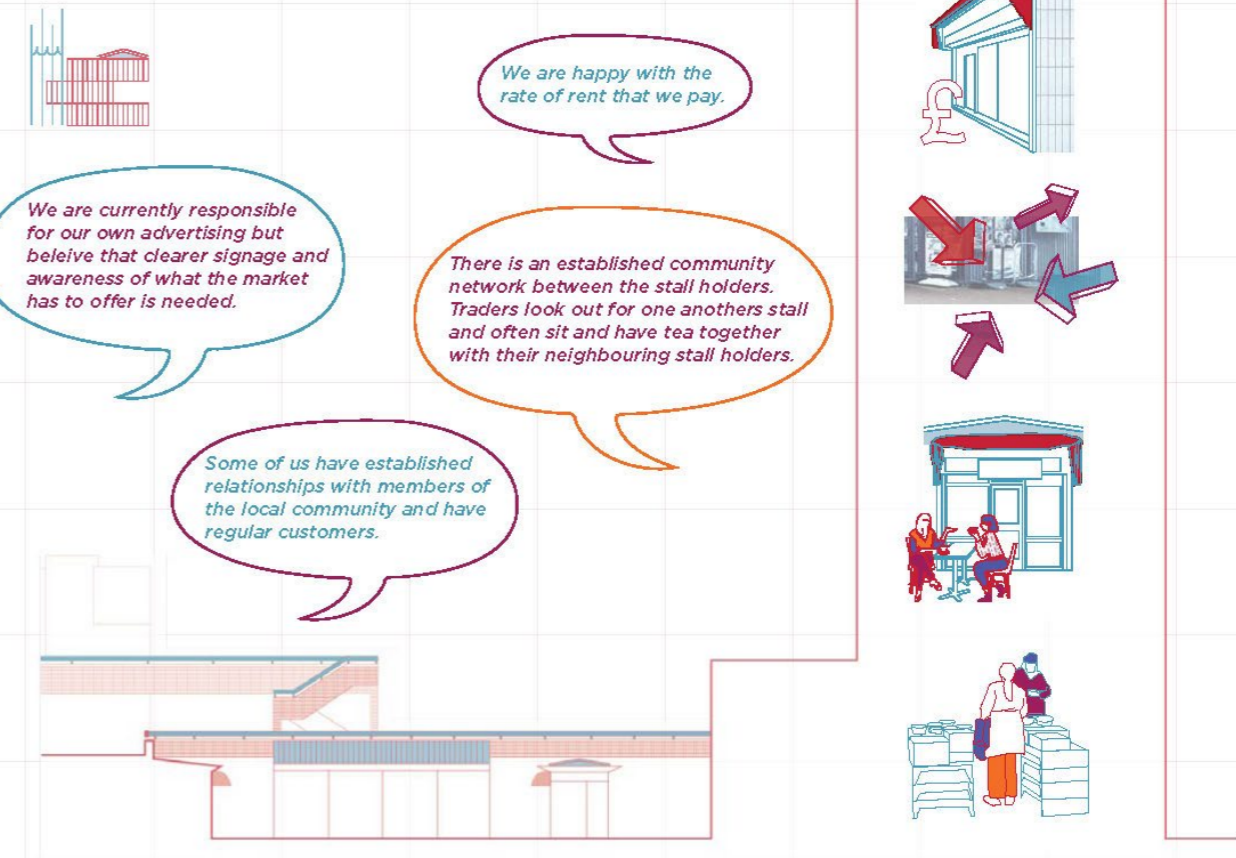
Conversations and Interviews

KILBURN HIGH ROAD BUSINESS QUESTIONNAIRE

- Question 1:** Are you an owner or employee of this business?
- Question 2:** How long have you owned this business/ how long has the business been at this location?
- Question 3:** How has the experience been through major changes over the last 5 years (for example coming out of COVID Pandemic, change in government etc...)
- Question 4:** Are you content with the current state of the high street (1-10)? If not, what challenges do you or your business currently face?
- Question 5:** How happy do you feel with the current rent of your business (1-10)?
- Question 6:** Do you feel your business fosters a sense of community? If so, how have you done this (purposeful or not?). If no, is this something you have thought about trying to do?
- Question 7:** Do you feel safe on the high street (1-10)? Does this feeling change during certain times of day/week/year?
- Question 8:** What do you feel is missing from the high street? (E.g. This could be anything from trees, to music venues, to more free spaces to relax.)

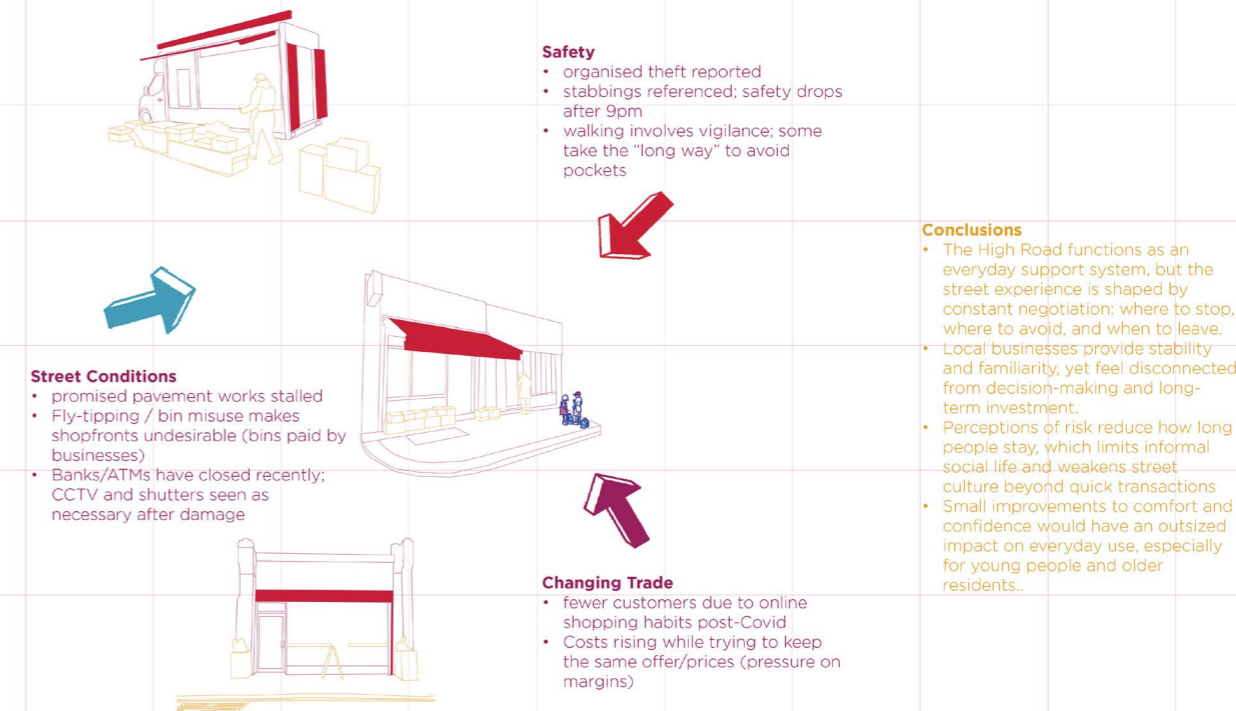


Conversations At Kilburn Market



Conversations on Kilburn High Road

Insights from local businesses and Interconnected Pressures



Youth Engagement & Workshop Proposal

Our Kilburn!

Primary Research

We are working with children at a local primary school to understand how Kilburn High Road is experienced through the eyes of young people. The research explores what children notice on the high street now, and what they would like more of if they could help design it.

Using creative, child-friendly activities, children share their ideas through drawing and making rather than written responses. A small set of illustrated templates and prompts supports different ways of responding while leaving space for imagination and personal experience.

Together, these activities help build a more accurate picture of Kilburn High Road as seen by children and young people.

Postcards from Kilburn:

Children are invited to choose from a set of illustrated postcard templates and draw their own postcard showing what Kilburn is like for them right now. They can include places they know, things they notice, or moments from everyday life in their neighbourhood.

Once completed, the postcards are scanned, scaled, and printed as real postcards. Each child receives their postcard as a thank-you for taking part in the research.



Our Kilburn

Primary Research

Design Our High Street:

- Children design one new element for Kilburn High Road, representing what they feel is missing.
- Proposals include buildings, parks, and places to meet, play, or gather.
- Creative tools support idea development and expression.
- The designs combine into a shared vision of a high street that feels safer, more welcoming, and more enjoyable for children.

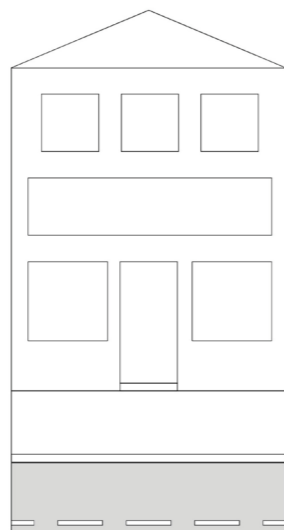


Accompanying Cut Out Sheet

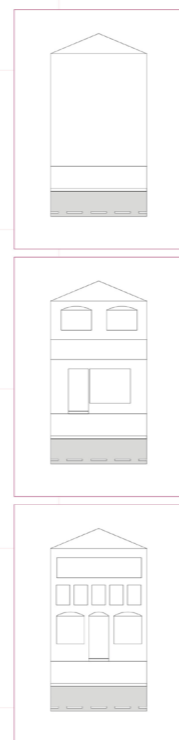
Our Kilburn!

Design Our High Street

We're building a class high street! Design one thing to add to it -- a building, park, meeting place, or anything you like. Draw it and add details to make it yours. You can use the cut-out pictures if you want help. There's no right or wrong idea--everyone's design will help create our shared high street!



Activity Templates



Policy

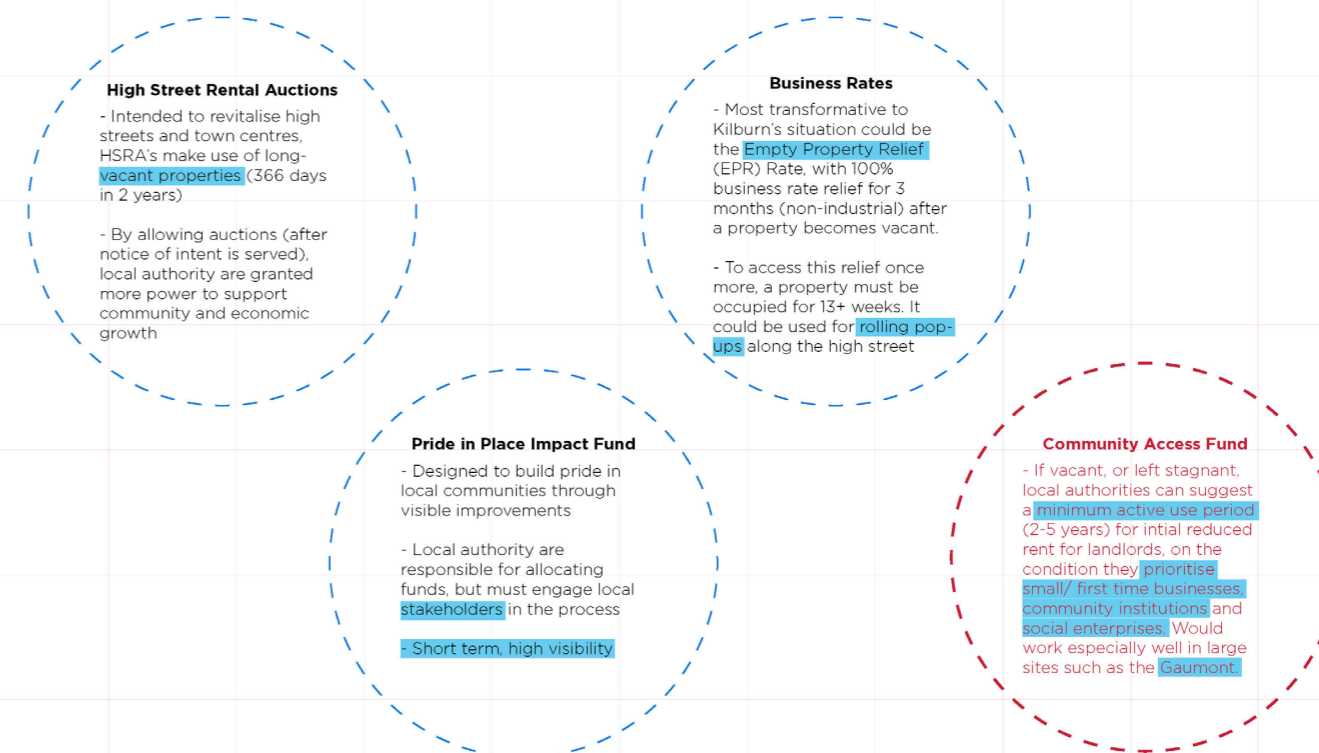
Through Our Lens

How Kilburn Neighbourhood Plan 2023-2033 relates to the GGBD documents



Applicable Funding

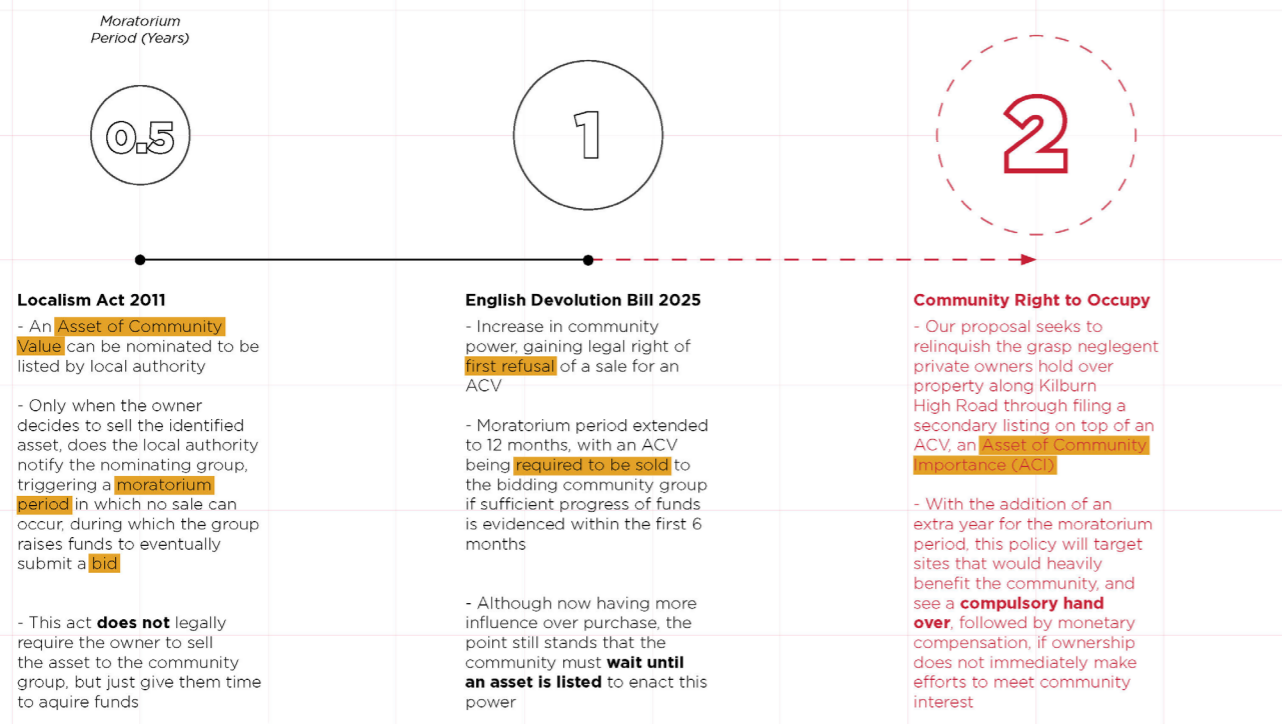
What funding exists, and what can be proposed?



Community Right to Occupy Proposal

Community Right to Occupy

How can we develop the Corridor of Care through a proposal of policy?



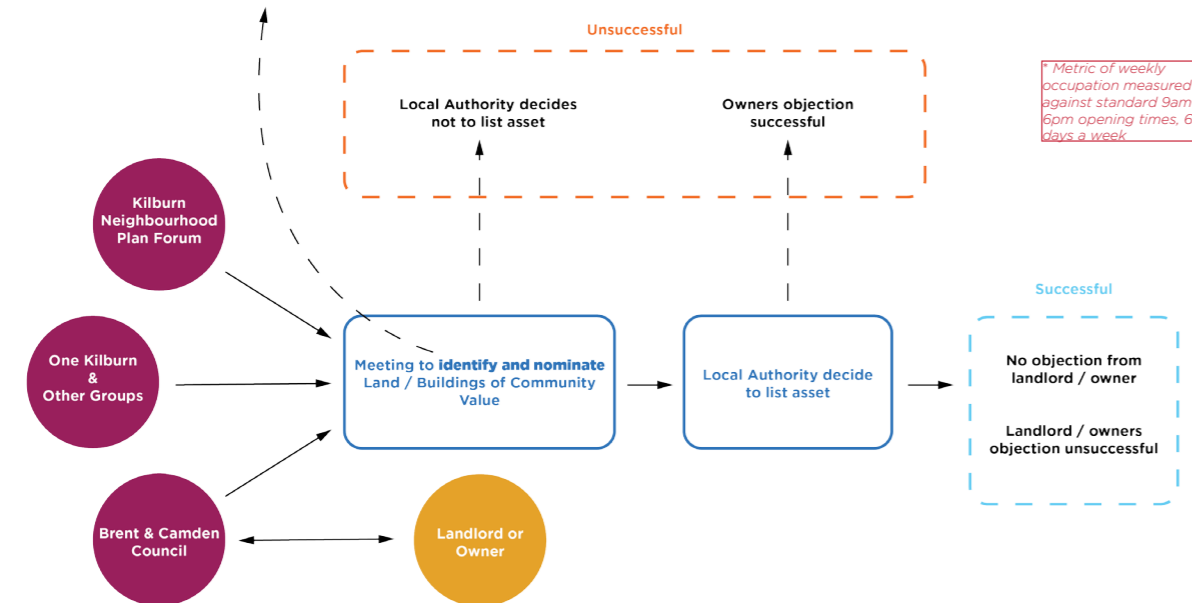
The Listing Process

How does the community evidence an Asset of Community Importance?

Localism Act 2011, Section 88:

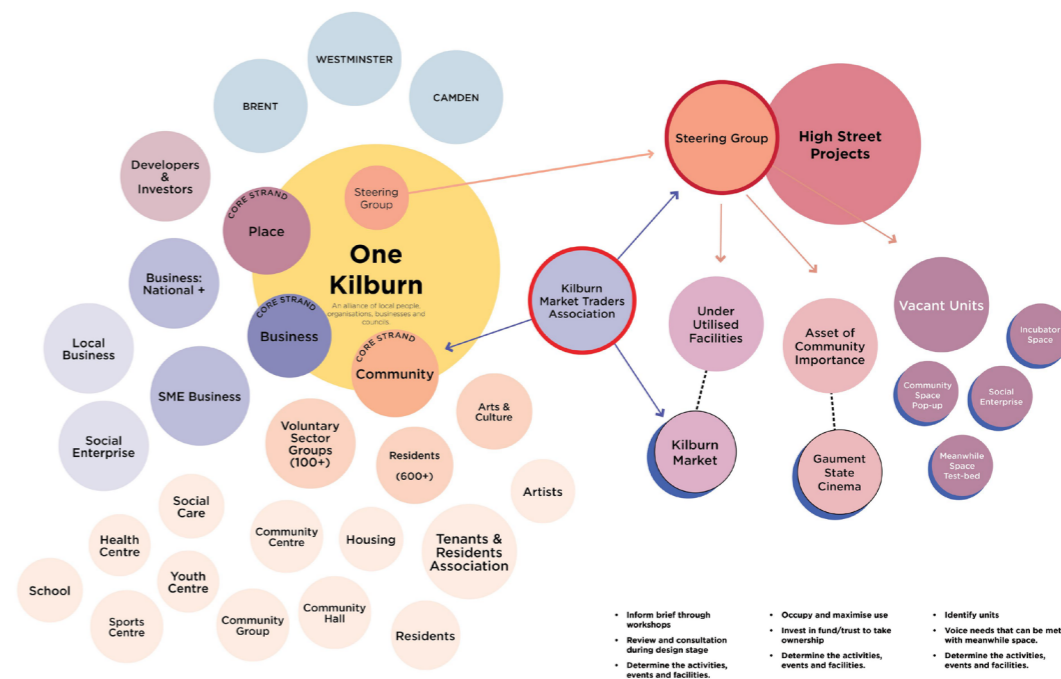
(2) [...] a building or other land in a local authority's area [...] is land of community importance if in the opinion of the authority

- (a) there is a time in the recent past when an actual use of the building or other land that was not an ancillary use furthered the social wellbeing or interests of the local community, and
- (b) it is realistic to think that there is a time in the next five years when there could be non-ancillary use of the building or other land that would further (whether or not in the same way as before) the social wellbeing or social interests of the local community, or
- (c) the current non-ancillary use of the building or other land inhibits adaptation or growth, misaligning with the needs of the current local community with under 40% weekly occupation



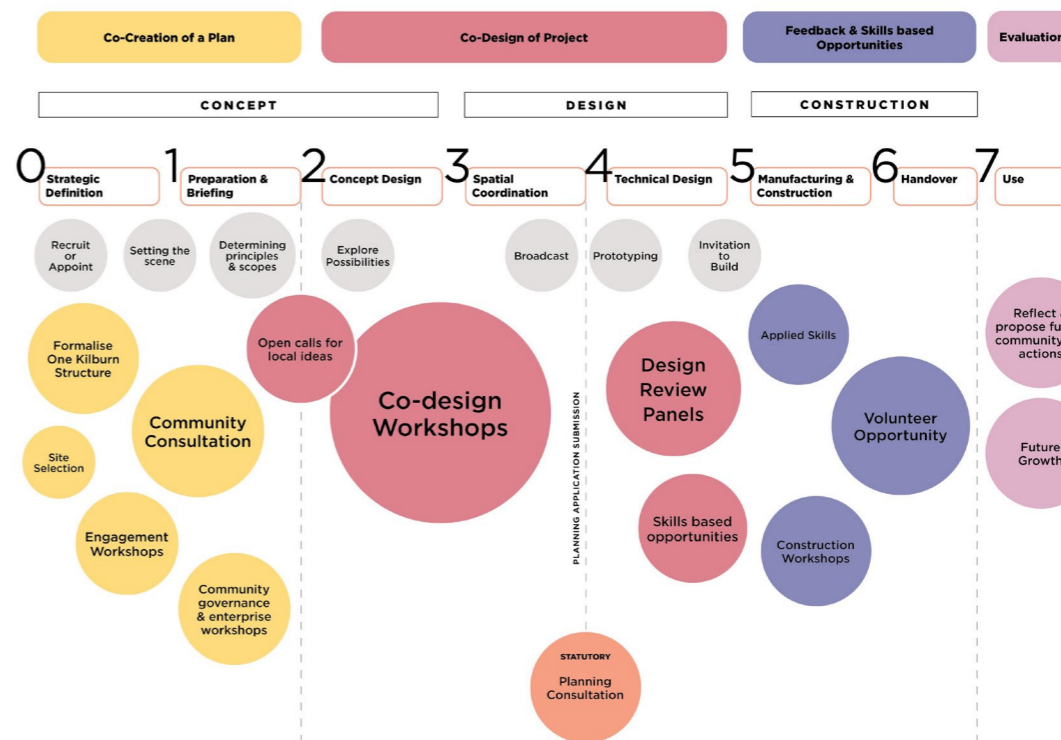
Steering Group

How Will the Community Get Involved?



High Street Plan of Works Proposal

What Are the Opportunities For Participation and Collaboration?



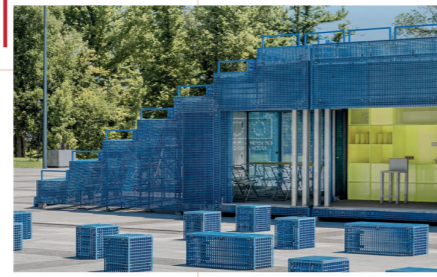
Phasing the Proposal

Future of Kilburn High Road

How can we begin to make an impact now and in phases? What are the levers and opportunities necessary to push for change?



Kiosk Of Reciprocity



House of Europe 'Mobile Pavilion'



Torquay Cinema



Poor Collective - Mitcham Market Banners



Chrip Street on Air

MARKET			
	SHORT - 1 year	MEDIUM - 2+ Years	LONG - 5+ Years
PROPOSAL	<ul style="list-style-type: none"> Engage with Metroland Cultures and discuss how could be activated Increase awareness of market Meanwhile interventions - Street furniture, Add temporary public amenities - (Sheltered areas without the need to purchase, public toilets, etc.) 	<ul style="list-style-type: none"> Market layout reshuffle to improve accessibility and connectivity Incorporate Kilburn Estate Garden into market life Facilitate independent pop-up stalls Explore the potential for redevelopment (Co-Design) 	<ul style="list-style-type: none"> Community "right to buy" Counter proposal co-designed with market vendors. Strengthen community identity and unique offerings market stalls have in comparison to established chains.
ACTIONS	<ul style="list-style-type: none"> Market stall maintenance works and shopfront improvements Improve signage & wayfinding Contact owner Register as a community asset 	<ul style="list-style-type: none"> Work with Metroland Cultures, Kilburn Estate Garden, and Kilburn Market stakeholders to form a cohesive management and governance framework (maintainence, security, right to use) 	<ul style="list-style-type: none"> Host workshops with market vendors to identify and design a new market
POLICY	<ul style="list-style-type: none"> Localism Act 2011 	<ul style="list-style-type: none"> Community right to buy Regeneration Act 	<ul style="list-style-type: none"> Community right to buy English Devolution and Community Empowerment Bill 2025
FUNDING	<ul style="list-style-type: none"> Pride in Place Impact Fund UKSPF (UK Shared prosperity fund) 	<ul style="list-style-type: none"> Good Growth Fund Future High Streets Fund Better Places Lottery Fund Arts Council England 	<ul style="list-style-type: none"> Section 106 CIL Future High Streets Fund Lottery Fund Levelling up fund (encompasses HRSA's)

GAUMONT THEATRE			
	SHORT - 1 year	MEDIUM - 2+ Years	LONG - 5+ Years
PROPOSAL	<ul style="list-style-type: none"> Register site as a community asset (Right to Buy) Work with the owners on a structure for community organisations to rent and use spaces Open up the building to host activities, events and functions in a phased manner 	<ul style="list-style-type: none"> Begin to transition control towards locals through Community Governance structures. Implement required infrastructure to support daily occupancy Maximise use. Ideally full occupancy 7 days a week 	<ul style="list-style-type: none"> Ultimate goal is for complete Community ownership Create a community hub with social, cultural, educational, leisure functions etc.
ACTIONS	<ul style="list-style-type: none"> Begin discussion with owner about (Right to occupy/use) agreement Engage with education providers to use space for arts, performance, etc. Set up program of events Collaborate with One Kilburn and utilise the extensive network of stakeholders 	<ul style="list-style-type: none"> Draft community governance structure with One Kilburn and other stakeholders Draft contracts and legal agreements to occupy/use building Create system & fee structure for renting space, with discounts to support charities, etc. 	<ul style="list-style-type: none"> Retrofit building into community hub with mixed offerings
POLICY	<ul style="list-style-type: none"> English Devolution and Community Empowerment Bill 2025 	<ul style="list-style-type: none"> Community right to occupy English Devolution and Community Empowerment Bill 2025 Regeneration Act 	<ul style="list-style-type: none"> Community right to buy English Devolution and Community Empowerment Bill 2025
FUNDING	<ul style="list-style-type: none"> Pride in Place Impact Fund Arts Council England Future High Streets Fund 	<ul style="list-style-type: none"> Lottery Fund Good Growth Fund Future High Streets Fund Levelling up fund (encompasses HRSA's) 	<ul style="list-style-type: none"> Levelling up fund (encompasses HRSA's) Lottery Fund Good Growth Fund CIL

HIGH STREET			
	SHORT - 1 year	MEDIUM - 2+ Years	LONG - 5+ Years
PROPOSAL	<ul style="list-style-type: none"> Meanwhile use (furniture) Liven street through soft interventions (Murals, Artwork) Create a cohesive wayfinding strategy Strategic street improvements 	<ul style="list-style-type: none"> Occupy / Buy Vacant Units Re-planting trees, (Greening of street) Develop cultural production and night time economy Safe pocket spaces 	<ul style="list-style-type: none"> Limits on unhealthy business offerings (ie. Gambling, vape stores, etc.) Multiple third spaces for communities Variety of services and offerings from local businesses Co-ownership of various high street units
ACTIONS	<ul style="list-style-type: none"> Identify landlords and track vacant units Set up community business investment fund Identify interventions and consult relevant parties to action 		
POLICY	<ul style="list-style-type: none"> Community right to occupy 	<ul style="list-style-type: none"> High Street Rental Auction 	<ul style="list-style-type: none"> Community right to buy English Devolution and Community Empowerment Bill 2025
FUNDING	<ul style="list-style-type: none"> Future High Streets Fund UKSPF (UK Shared prosperity fund) 	<ul style="list-style-type: none"> Pride in Place Impact Fund Good Growth Fund Better Places 	<ul style="list-style-type: none"> Future High Streets Fund Levelling up fund (encompasses HRSA's) Lottery Fund

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