

Highams Park Community Plan – Ideas List

Administration & Organisation of Highams Park (AHP)

Description	Comments
Policy Overview:	
<p>Under the heading, '<u>A portal for all</u>', the group is dedicated to improving existing communication within Highams Park, the facilitation of new community activities through enhanced communication, and the establishment of an external image for the community. The two general activity headings are:</p> <ol style="list-style-type: none"> (1) Multi-media internal communication (2) Branding, both attracting external interest and providing a platform for external activities (grants etc..). More particularly, external branding will – as far as the activities of this group are concerned – concentrate upon establishment of an integrated political voice for the HP area. We hope thereby to overcome some of the difficulties associated with the fragmentation of administration over Highams Park 	
Increase awareness of existing facilities	
A contact point for locals willing to take out & help elderly	
More widely publicised existing facilities and care such as HP Care.	
Compile a directory of health services in the HP area chiropodists, dentists, doctors, etc.	
Compile a directory of voluntary organisations providing services	

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A contact point for locals willing to take out & help elderly	
Projects:	
(1) Portal for all	
A communication network, built on as many media as possible to facilitate comprehensive communication. Above all, we will seek to avoid the problem of ‘website fatigue’ through mutual referencing cross the means of communication. The basic idea is to reach as many people as possible through distinct communication media and to encourage them to make use of all media. Equally, communication should take care to reference different demographics.	
a) HighamSpark Newsletter	
Appearing monthly with news, as well as providing a forum for artistic endeavour (poets corner etc..). Street representatives would be responsible for dissemination, collation of material etc. Ideally, we would have very little advertising to distinguish the newsletter from commercial ventures.	Liaise with existing Parish magazines etc. FUNDING IMPLICATIONS
b) Web Portal	
The primary aim is to collate all existing activities and groups in one accessible site. In addition, however, the site should be designed to allow new groups to establish through it. In addition, however, the Web Portal should have links to useful information in the Borough (see below, political branding).	Find and liaise with all existing groups to establish their buy in and use of site. FUNDING IMPLICATIONS

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Online forum to provide ideas to feed into plan	
Permanent display of HP portal web address in Town centre on branded banners hanging from lamp posts	Straw polls show that residents don't think to look on the web for HP information even though much is there already and is easily Googable. We can conclude that advertising the portal will be as important as creating it.
Banners saying "support your local shops"	
c) Physical Notice Board	
Attractive notice boards should be established. Provisional sites: Library, Tesco's, Signal box, Doctors Surgery (HP Health Practice)	Access to notice boards will require some thought. FUNDING IMPLICATIONS
Local notice board/s.	Better information to residents. Highams Park station platforms with Highams Park events advertised. At station (there are plans for the line to be taken over by London Overground in 2015) on trees and in local shops. Take over existing notice boards from LBWF
Large electronic screen with scrolling details of local events and information	Paid for by ads?
d) Community Radio	
Liaise with Schools to assess interest in establishment of web-based radio (useful for school based media studies courses)	The Schools already have equipment and may be able to integrate the Radio into their existing courses etc.. COST-NEUTRAL
Examine how to use existing informal networks to disseminate information and to seek feedback/input). (e.g. Mum's, dog walker's, etc)	Dog walkers all talk to each other on a regular basis. Likewise Mum's at the school gate.

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(2) Branding	
<p>The Primary aim of branding is to give the HP plan area a voice in the wider community, especially as regards its representation within a fragmented political administrative environment. We have broken down the issue of branding into three distinct areas:</p> <ul style="list-style-type: none"> (1) Political Branding (2) Cultural Branding (3) Commercial Branding <p>The first of these themes would remain the primary responsibility of Admin & Org; the final two might usefully be dealt with by other groups.</p>	<p><u>Known</u> identity (c/f Blackheath): “Quirky, cool”</p>
Integrated marketing	Develop overarching branding
Highams Park “logo”/ brand/ identity panel on signs, furniture & buildings	Does “logo” need trademarking? Sell letterheaded stationery. Can we petition the Council to brand Highams Park? Include signal box in logo.
Agree Highams Park “livery” colour for railings and street furniture. Apply to all regardless of ownership.	
New uses for existing buildings (e.g. Budgens / Regal)	
Blends in with the village environment in appearance	
(2.1) Political Branding	
We note the large number of authorities exercising powers within HP (Council, Corporation of London, Network Rail, Transport for London). We note also the problems associated with representation in Highams Park (fragmented ward boundaries,	

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current lack of participation, designation as district centre etc...). Accordingly, political branding should be lead by the strategic aim to demonstrate that the HP plan area and administration around it is a representative body whose views cannot be overlooked. Ideally, all authorities and representatives should be making the 'Portal for All', their first point of reference with regard to Highams Park matters. Nonetheless we recognise also that we must build interaction with all representatives in the age-old face to face manner to achieve these aims. Accordingly, strategy builds slowly.	
a) Encouraging Participation	
Several strategies might be thought of to encourage participation, initially at ward level. <u>Street Representatives</u> should also alert residents to ward meetings, encouraging participation. We should also establish; 1) forms to be filled in by residents on matters to be brought up at ward fora; 2) Feedback forms etc.. informing residents about strategies to ensure follow up of issues raised with Councillors etc.	COST-NEUTRAL
People willing to work on community projects but need coordination to bring like minded people together	E.g. litter picking and garden allotment scheme
Create a "Volunteer Centre" to publicise volunteering opportunities.	Treat the retired as a resource not a problem.
b) Making participation easy, fun and transparent	
We should be reporting across all nodes of the portal for all on ward meetings etc.. Lively articles (magazine), reports (radio) and	FUNDING IMPLICATIONS

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summaries (website) should foster political engagement. Equally, we should consider ‘the Savvy Citizen of Highams Park’ page/articles giving human interest to issues of how to achieve things in the Borough (reports on real-life planning objections etc...)	
c) Standing Group	
In addition, the Admin & Org team should establish a standing group to manage constant face to face contact with Councillors, MPs, MEPs. Alderman etc...	COST-NEUTRAL
Does Highams Park get a fair share of LBWF investment and opportunity? If not, what can be done to correct this?	Use a freedom of information request re LBWF spending by Ward? Is it a problem of boundaries and organisation?
New way of looking at Highams Park as a single democratic unit	
HP ambassadors. Badges & accreditation.	Visible point of contact at events. Helps create trust when visiting houses collecting feedback.
(2.2.) Commercial Branding	
a) Which Brand?	
Survey to establish the preferred brand for Highams Park, e.g. Highams Park Village, with shops, greenspaces etc.. vs Highams Park Hub, or ‘family space for busy city workers.’	How is Highams Park distinguished from Chingford/Walthamstow?
b) Branding Markers	
Consider how to establish a marketing strategy (<u>without infringing on established businesses</u>) to promote the brand.	

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c) Furnishing Highams Park	Suggest Highams Park badge on benches and signal box
2.3. Cultural Branding	
Largely to be undertaken by other groups. One suggestion might be managed by Admin & Org.	
a) Twinning	
Consider twinning with similar areas in Europe (funding available). Suburbs of Berlin would suggest themselves (similar mix of greenspace etc.	Neuköln, Berlin is comparable with the whole of Waltham Forest; is a section of it similar to Highams Park?/Liaise with Waltham Forest (existing twinning) Any synergies with business/arts etc..?