

(Strengths, Weaknesses, Opportunities, Threats. - Missings & Assets.)

STRENGTHS:

1	C	• Attractive area with many open Green spaces
2	PS	• Green Belt designated areas
3	PS	• Conservation Area
4	P	• Major Transport Links <ul style="list-style-type: none"> ○ Close to M25, M1, A1/A41 ○ Mill Hill Broadway 20 Minutes to Central London ○ Good Access to Luton, Heathrow, Stansted & Gatwick (via Rail) Airports ○ MHE limited shuttle service on Northern Line
5	C	• Great Location between Central London & the “Country”
6	C	• Safe Environment (relatively)
7	C	• Reasonably affluent
8	P	• High Street (MHB)- “Few empty shops”
9	C	• Good Schools (State & Private)
10	P	• Some Independent Retailers and some Multiples
11	P	• Urban Village Character
12	C	• High Value set amongst most residents
13	C	• Resident led Neighbourhood Forum
14	P	• Wide Pavement (sunny side) in Mill Hill Broadway, could be used for a market etc
15	C	• Close to Brent X shopping centre
16	C	• Some restaurants in the Broadway attracting visitors
17	C	• Premium Housing
18	C	• An area rich in history, with the presence of the Quakers, Wilberforce, Miller, Raffles etc.
19		• Tree Preservation Orders in place to protect many trees
20		• Good Bus service into Mill Hill Broadway
21		• Strong willingness to Volunteer (when encouraged)
22		• Good Churches & Synagogue
23		• Fire, Ambulance and Medical Centre near MHB
24		• Library/Information Centre in Hartley Av. Mobile unit @ Salcombe Gardens
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WEAKNESSES:

1	P	• Little or No “affordable housing”
2	P	• Noise & air pollution around Mill Hill Broadway Station & Motorway
3	P	• Severe traffic issues notably around School arrival & departure times, notably Selvage Lane-Apex corner, Bunns Lane-Devonshire-Kelly’s Corner, The Ridgeway, Bittacy Hill-Frith Lane, Hale Lane & Graham Park Way.
4	P	• The “Undercroft” or Bus station at Mill Hill Broadway Station is both unsightly and in very poor condition.
5	P	• Mill Hill Broadway Station Car Park (Council owned) in poor condition (steps & ramps not well maintained!)
6	RA	• NO “step-free” access at Mill Hill East or Mill Hill Broadway stations. Vital for the less-abled and those with luggage
7	P	• Lack of low cost Parking across Mill Hill and specifically for people using Mill Hill Broadway for shopping/dining out
8	P	• Parking confusion on “Match Days”
9	P	• Real lack of local employment opportunities
10	P	• A1/A41 crossing from Daws Lane to the Broadway
11	L	• No active Traders Association
12	P	• Lack of control over design standards for shop fronts and premises above.
13	P	• High price of housing - pricing out the young, and destroying the “Family unit” <ul style="list-style-type: none"> ○ Will result in little support for new families from grand-parents and then little support for the elderly, as families live too far away to help immediate relatives
14	P	• Few safe Cycle routes
15	P	• Not Known - “a hidden part of London!”
16	RA	• Poor Park supervision (needs better rubbish/dog mess collection & more security)
17	RA	• Cricket Club in Mill Hill Park; operating out of hideous old metal containers since their pavilion burnt down.
18	P	• Retail offering is weak; many residents see no reason to visit the local shops
19	P	• “No Events” in Mill Hill. Poor advertising of Events, but few inclusive ones anyway
20	RA	• Poor management of Public Spaces, notably in the Broadway
21	RA	• Bins left out on pavements by shop/restaurant owners and many residents
22	P	• Too many flats, not enough small houses
23	P	• Not enough for the young to do in Mill Hill
24	P	• No Cinema or Entertainment
25	P	• Poor Bar offering
26	P	• Poor service on Northern Line from Mill Hill East with Shuttle service operating most of the day/evening. Adds at least 20 minutes to journey times with change at Finchley Central
27	RA	• Bus & Tube timetables at Mill Hill East not co-ordinated
28	P	• Mill Hill Village, Mill Hill Broadway and Mill Hill East no longer seen as one
29	P	• There is a lack of control over developments, and a need for an

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		integrated development plan
30	P	• Mill Hill Station Car Park empty at weekends because of high charges
31	P	• No public Toilet in Mill Hill Broadway (except in Library)
32	RA	• Mill Hill Cemetery has a “Green Flag” award but none of our other Green Spaces do!
33	P	• Graham Park Way now heavily congested as Colindale/Graham Park is developed
34		• No Community Centre where all can gather
35		• No “Town Square”
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OPPORTUNITIES:

1	P	• Develop an integrated and co-ordinated development plan across Mill Hill
2	L	• Provide better management of our green spaces and in particular Mill Hill Park to encourage more use by all ages
3	P	• Develop Mill Hill Broadway station both visually & functionally, to include Step free access, and better parking
4	P	• Reduce Air & Noise pollution at Mill Hill Broadway
5	P	• Ensure renewable energy used in the design of new developments
6	P	• Provide renewable energy and sound proofing by deploying solar/sound proof panels along the M1 and the railway from Page Street to Scratchwood Services
7	P	• Build a multi-storey car park at Mill Hill Broadway station on existing Council run facility
8	P	• Bring a 1 or 2 screen Cinema to Mill Hill Broadway
9	RA	• Develop the Civil Defence Building at 80 Daws Lane into a Multi-use Community Centre/Business Hub, energising greater use of the Park by all
10	P	• Build “Affordable” housing (small good quality distinctive houses) near Mill Hill Broadway Station.
11	P	• Make Mill Hill one of the “Most Connected” communities (“just 1% of what will be connected to the Internet is connected today”)
12	P	• Make Mill Hill “Age Friendly” (see WHO definition)
13	P	• Provide a design guide for Shops and their flats above
14	P	• Bring more employment to Mill Hill and not just in service industries
15	L	• Provide more street trees. Clean up the street scene
16	L	• Improve the pedestrian experience across Mill Hill
17	P	• Provide better Cycle paths across the neighbourhood (Safecycle)
18	L	• Develop the speciality retail & restaurant offering to attract residents and visitors
19	L	• Encourage strong Community involvement
20	P	• Ensure cohesion across the unified “3 Mill Hills” (Village, East & Broadway)
21	P	• Drive the plan to bring a Tram or Light Rail link between Mill Hill East & Mill Hill Broadway(Part of the North & West London Light Railway)
22	P	• “Signpost” opportunities for distinctive high quality (while not overpriced) developments to attract investment
23	C	• Improving economic climate fuelling the right investments
24	L	• Run Community events to build a stronger neighbourhood
25	L	• Investigate provision of “H2 Bus” service as in Hampstead Garden Suburb
26	RA	• Car Club to encourage shared ownership
27	RA	• Bike (motorised) scheme (as one run by LB Haringey in Muswell Hill)
28	P	• Create a “Science & Technology Park” to bring employment
29	P	• Consider a Self-Build scheme
30	P	• Review highways layout at congestion pinch points
31	P	• Address Parking issues across designated area
32	P	• Improve the street scene and access for pedestrians & cyclists into Mill Hill Broadway -notably the passage across the A1/A41 from Daws Lane

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33	L	• Encourage the development of a strong Traders Association
34	L	• Encourage the development of an Information “portal” to tell everyone what happens in Mill Hill
35	L	• Clean-up Mill Hill Park, making it a more attractive venue for all. (Promote “Green Flag award” adoption)
36	RA	• Ensure Bus & Tube timetables at Mill Hill East are co-ordinated
37	P	• Include Public Toilet facilities in re-design of MHB Station
38	P	• Encourage “Distinctive” developments particularly at “Landmark” sites
39	P	• Provide a design guide for Advertising & signs across NW7

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THREATS:

1	C	• Proliferation of Nail Bars & Betting Shops
2	C	• Brent X £4bn redevelopment
3	P	• Cost & lack of Parking in/near Mill Hill Broadway
4	RA	• 80 Daws Lane may not be available at a price we can fund
5	P	• MRC leaving Mill Hill (40 Acres for redevelopment) 700 less jobs!
6	P	• Without local employment Mill Hill becomes a Dormitory town
7	P	• Ageing population becomes the majority unless we can attract younger families
8	P	• Any relaxation of planning rigour
9	P	• Homes allowed to develop for multiple occupancy
10	P	• Retail/Commercial properties allowed a change of use, into poor quality/high density residential
11	L	• Further paving over of front gardens to address bad parking policies with disregard for the environment
12	C	• Weakening in Economic climate
13	P	• Colindale developments and notably additional pressure on our roads
14	RA	• Dustbins left on pavements destroy the image on a great neighbourhood
15	P	• Any loss of community facilities e.g. Library, Fire/Ambulance, Medical centres and their ability to keep up with new demands from population increases
16	c	• Foreign property buyers who live here part time (“Ghost properties”)and offer nothing to the Community
17	P	• Lack of adequate infrastructure for new developments
18	P	• Further Incursion on our Green Belt with inappropriate developments
19	L	• Little available to keep young people engaged
20	L	• Some venues could attract undesirable activity as we evolve. (Spoilt by a few to the detriment of the majority)
21	L	• Poorly considered changes to road layout at Mill Hill Circus & Apex Corner
22	C	• Too many Charity Shops
23	P	• Developments that do not support the “Big Picture”
24	P	• Blanket 20MPH speed limit zones will cripple mobility for all
25	P	• Low cost garden buildings being erected for additional occupants
26	P	• The North West London lite rail goes from Mill Hill East via Page Street to Colindale bypassing Mill Hill Broadway effectively cutting Mill Hill in two.
27	P	• Lack of Enforcement by LBB indicates Developers can do what they like
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MISSINGS:

1	P	• A Cinema
2	P	• “Town Square” (Public Space) in the Broadway
3	P	• Top Restaurant offerings
4	P	• A Good Pub in Mill Hill Broadway
5	P	• Boutique Hotel
6	P	• Mill Hill is not a “Destination” to meet in
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ASSETS:

1	• 3 Golf Clubs, adding to Green spaces
2	• Saracens RFC
3	• Power League Football
4	• Several Gyms including open air one in Mill Hill Park
5	• Cophall Leisure Centre
6	• Several Playing Fields
7	• Lions at Five Ways Corner on A41/A1
8	• Mill Hill School Foundation Grounds
9	• St Joseph's development
10	• Mill Hill Park
11	• Arrandene Open Space
12	• Angel Green & Pond @ Milesplit Hill (recently designated a "Village Green")
13	• Simmonds Mede-"Village Green"
14	• Architecture along the Ridgeway, including two Memorials
15	• The Observatory (University of London)
16	• 80 Daws Lane (an eyesore we could turn into a fabulous Community Hub)
17	• Medical Research Centre (An Iconic building that needs to be developed sympathetically)
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