



...MEDIA ALERT.....MEDIA ALERT.....MEDIA ALERT.....MEDIA ALERT...

7pm, Monday 2 July 2007

Residents' Public Meeting

The Eagle Pub, Chatham Road, London SW11

Council Responds to Local Residents with £59,000 Research Study to Save Northcote Road*, Battersea

With the Sustainable Communities Bill edging towards the House of Lords, and buoyed with enthusiasm that Wandsworth Council has committed £59,000 to independently survey local shopping habits, Battersea residents are holding a public meeting on Monday 2 July to boost the campaign and bring their vision of creating a retail conservation area closer to reality. Independent urban regeneration consultancy, URBED will be at the meeting.

Local MP and member of the Parliamentary Group for Small Shops, **Martin Linton** will explain what government can do to help the crusade. Wandsworth Northcote Ward Councillor **Peter Dawson** will outline how some of the national planning policy restrictions hinder the Council in promoting independent local retailers.

Over the coming months, the survey will give traders, customers and residents the chance to shape the future of Northcote Road, a place where they want small independent businesses and market traders to thrive and continue offering the unrivalled variety of speciality shops and restaurants that local residents love so much.

Harvey Heath, chairman of the residents' Northcote Road Action Group commented: "As indicated by our successful petition last year, such is the strength of opinion among local residents, eager to protect and nurture the unique character of the street, we are expecting a big turn-out on the evening. Ironically, it is the success of Northcote Road that residents fear will lead to its demise if the so-called 'clone' high street stores are allowed to squeeze out the independent shops responsible for the street's success."

**Voted London's second favourite shopping street in a listener poll conducted by Radio 4's Today programme in conjunction with CABE (Commission for Architecture and the Built Environment).*

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For further information and to arrange interviews with Northcote Road Action Group spokesmen, please contact:

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