
Brent awards centre study

Urban Practitioners has been appointed as lead consultancy in investigating options to regenerate Willesden Green in north London.

The practice, drafted in by the London Borough of Brent, will head the project with advice from CB Richard Ellis on property and market research from Ipsos MORI.

The work is part of the Willesden Town Centre Partnership's aim of bringing investment to the area, which in recent years has suffered from increased levels of competition from nearby towns and retail centres.

The Positioning Willesden Green initiative will work with local business, residents and other stakeholders to ensure that potential investors are made aware of the opportunities available.

Town centre regeneration manager Samuel Caldbeck said: "The initiative is an important first step in rebranding the centre to secure its long-term economic success."