

Emerging narrative on PLACE

I am concerned that the Borough I live and work in is *identity-less* and *not a destination it's a transit city*. People just drive through here. Its party of a journey not the destination.

Hounslow is really made up of a few smaller areas with unique identities and histories. There are big differences between different areas like Chiswick, Feltham and Cranford. I would say there are inequalities between areas but less inequality within areas.

What is the best outcome for Hounslow by 2035?

"People will know where Hounslow is."

If I had all the power, I would...

"change the mentality of people so that there is no litter by using fines, social norms and signs."

I also worry that here is a general lack of pride in the place - the environment is noisy, dirty and polluted; the town centres are neglected and uninviting; the range of cultural and leisure activities on offer are dying and under-funded; and underutilised assets are lost opportunities for the Borough.

I am concerned about *heavy air and noise pollution and waste, litter everywhere* affecting the liveability of the

Borough and especially in parks and open spaces. The use of Heathrow Airport as an economic asset must be balanced with the threats it poses to air quality and noise pollution

Whilst wanting *decent, affordable housing*, I fear that *developer-led* rather than resident-led developments has resulted in Hounslow's open and *green spaces threatened* and fear *filling [the] borough with high rise buildings*. I want the Council and its Partners to *listen and engage the community* and develop '*better not bigger*', to maintain our suburban feel and cultural heritage.

I can see that Hounslow is *full of potential, with assets* that, if capitalised on by a *strong, engaged public and private sectors working in partnership*, can stop the Borough *heading wrong way* by 2035. I have a strong connection to the open and *leafy, green spaces*. I think we should *make better use of our green spaces and spend money on what we have now – green spaces, parks*.

"Hounslow is in a good location, it has good access routes to the South East and South West..."

I value the public transport an access to London. Hounslow has *great transport links*, but more needs to be done to tackle congestion and the *horrible traffic*.

Being home to Heathrow and the media industry, there should be opportunities to make Hounslow a *pioneering*

Borough by capitalising on our existing businesses and identify our niche- maybe an IT innovation Hub or media centre and to have more job *opportunities and for local people*.

I feel that we are getting *left behind*. We need to use our assets and history better especially at local levels as a way of projecting identity and invest in Hounslow to have something to be proud of and people will come to Hounslow because of its green spaces, coffee shops, fun nightlife culture, High Street quarter, cinemas and restaurants and have more than '*nothing to say: I just drive through*'.

Emerging narrative on PEOPLE

As a resident and worker in the London Borough of Hounslow, I really value the NHS and the health care system. It's important to have access to good health care and a social safety net. Although, I am not so worried about my own physical activity or lifestyle, it's important for me to be able to access treatment and care.

We need to care for the most vulnerable especially people who are homeless. I am worried about health care and particularity about mental health care services and social care. We need support and careful treatment for the mentally ill to prevent stigma within the community. I believe the government should do something about it

What would you like to see in Hounslow in 2035?

“Careful treatment of the mentally ill, lots of compassion & acceptance, support and a strong decline in stigma. A cure for mental illness through genuine research and professional input”

What do you fear for Hounslow

“ Increase in daily crimes and a substantial amount of unsafe neighbourhoods”

“Increased hate crime, people increasingly afraid to go out”

I worry about the level of homelessness and daily crime within the Borough, which continues to increase, making it unsafe for us to go out. Drug addiction, antisocial behaviour and gangs are particularly worrying for me. But I am not really worried about terrorism. I do fear many neighbourhoods in the Borough will become unsafe in the future.

Education is very good in the borough, in fact some people come here because of our schools. I think the Borough would benefit from increased investment in the upskilling and training of people, to create a higher skilled workforce and improve employment opportunities within the Borough. Without skills, there's a glass ceiling that no one can break through and so people either get stuck in low paid jobs, probably at Heathrow, or they must leave the area completely as it's less and less affordable. At the moment, we have too many people in low skilled jobs and people come into the borough to fill the higher paid, highly skilled work.

What would you like to see in Hounslow in 2035?

“Local jobs for local people”

“Upskilling and helping young people to be job ready”

I am disappointed and frustrated with the lack of social, entertainment and leisure activities in the Borough, which creates a lack of lifestyle aspirations for us as residents. There is nowhere to go to meet people or to develop ourselves. I fear that the lack of activities for young people means that they engage in antisocial behaviour.

I hope that in the future Hounslow has a lower crime rate and the community feels safer. I hope we can deal with homelessness and care for the elderly and people with mental health issues and that we have facilities and spaces that promote wellbeing.

Emerging narrative on RELATIONSHIPS

Although I am a resident and worker in the Borough of Hounslow, I have a stronger sense of belonging and more pride of the locality I live. I value the friendships that I have made through my leisure activities and I am motivated by the challenges we face together. I recognise and am proud of the contribution my community makes to the overall physical and cultural diversity of the borough but I don't think others do!

“there is no longer any sense of place or cultural heritage, this has been lost in the name of development”

My experience, reflected in my concerns for the future, is that not enough is done to support the community groups I am involved in or has offered any resources when I have tried to set one up. Conversely, I have seen a decline in community spirit and I believe that my sense of community, is often despite the institutions that claim to represent me or the organisations and technologies that are driving so much development and change that I feel excluded from.

“I want parks and green spaces to be used for picnics not drugs”

For example, the places and spaces where I used to meet people are disappearing fast. I think this is because they are less safe, and are not valued for their richness and quality or even recognised as anything more than a green space. My community and I feel threatened by new developments which

either fail to protect our places and communities or replace them with artificial, characterless places.

“Hounslow: the best place for diversity, for all the communities of the world. Because of this Hounslow has great opportunity to grow as a global place....”

“in 2035, people will come to Hounslow because of its green spaces, coffee shops, cinemas and restaurants”

In 2035, I hope that the full value of my community group has been recognised. I hope that more people have got involved and that I get support from public services and commercial organisations. I think they should acknowledge the importance of my views and the views of my friends and neighbours, that has made sure that the borough of Hounslow is still attractive with the distinctive town and village centres that has been key to Hounslow's economic success. I know that other community leaders have also been working hard to ensure that newcomers are not only made to feel welcome but that they also get involved in at least one of our many community groups.

I think that if we respect each other and that if we are listened to, we will all benefit from Hounslow's multicultural diversity. There will be more places to eat, to go out and meet my friends without having to go to Richmond or Kingston. I think I might even trust the organisations and institutions that represent me once again.

“in Hounslow in 2035... I hope we will live together as a diverse community and mix well together. At the moment we live together but don't mix!”