

Councillor Matthew Sanders
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Boris Johnson
Mayor of London
City Hall
The Queen's Walk
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31st July 2011

Dear Mayor Johnson,

Re: Steele's Village, London Borough of Camden

I am writing to you on behalf of residents and businesses in the Steele's Village area of Camden.

You won't yet find Steele's Village on a map of London. The label refers to the previously somewhat overlooked stretch of shops, restaurants and residential streets between Chalk Farm and Belsize Park. In order to promote their businesses as a destination in their own right, local entrepreneurs have come together with residents and renamed the area "Steele's Village" (after Sir Richard Steele, who was co-founder of the *Spectator* and a local resident). They have funded improvements to the street scene, encouraged new businesses and are working innovatively to revitalise community activism in the area. The new name has been quickly adopted by locals and visitors.

Now, we need your help to formalise this popular colloquialism. We are hoping to rename both bus stops – currently called Prince of Wales Road and Steele's Road, on the 168 and N5 bus routes – to officially mark "Steele's Village".

Any unilateral change would clearly have cost implications, and it may be that local organisations could provide some funding to help with this. Alternatively, there may be an opportunity if maps and signage are due for routine reprinting relatively soon. Either way, we hope that the bus stops can soon be updated to show Steele's Village taking its rightful place within London's famous collection of small villages.

I look forward to hearing from you – and please do let me know if you require any further information or if your officers would like to meet.

Yours sincerely,

Councillor Matt Sanders
Haverstock ward, London Borough of Camden