

# APPENDIX

# GLOSSARY

## Newham Borough Characterisation Study Terms

The following definitions explain commonly used terms found in this study.

### Active Frontage

The principal external face of a building that fronts onto streets or open spaces and is characterised by entrances, windows and other openings i.e. **fenestration** that create interest and activity. In **town centres** and other mixed use settings, active frontage can include non-residential uses at ground floor which interact with and can invite the public into these spaces e.g. a cafe, library or shop. In residential settings, active frontage can be achieved through well resolved **boundary treatments**, **defensible zones**, **facades** and internal layouts that create a defined and positive relationship between the public street and private building.

### Building Line

The linear definition of a building's **frontage** facing the street. Usually shared by different building **typologies** and sizes to organise the definition between the public street and private internal space of the building and **urban block**.

### Big Box

A building **typology** often found in **Industrial** and **Out of Town Retail** areas, characterised by a coarse **urban grain** and poor **frontage**, set within **impermeable** and **illegible free form blocks**.

### Boundary Treatment

The physical interface that delineates the **public** street from the **private** building, crossing which enters a **defensible zone** before reaching the building entrance. Often associated with residential buildings, treatments can include planting, low fences or walls.

### Character Area

A geographical area defined by shared physical, environmental, social and economic characteristics. Character areas can vary in size and mix of components but are most recognisable and understood as a 'place'.

### Contemporary development

Contemporary development is the architecture of the 21st century. No single style is dominant, with development using a range of **typologies** and **urban forms**. It is characterised by efficient **layouts** that use a combination of **low rise**, **mid-rise** and **tall buildings** in **perimeter blocks** to **optimise capacity**. These tend to be set within **gridded street** networks that are highly **permeable** and **legible**.

### Courtyard Block

A form of development whereby a central shared courtyard or green space is defined by a perimeter of apartments arranged in **linear blocks**. The internal space is private and used for shared amenity, accessed either via the internal circulation from the surrounding buildings or from the street via a gated access. A highly efficient form of development, the perimeter buildings can comprise a number of **typologies** including **terraced housing**, **linear blocks** and **taller elements** integrated into the overarching **urban form**.

### Cul-de-Sac Block

A block characterised by an unconnected street network with routes terminating in a series of dead-ends. A common layout typically associated with estate layouts, **Post War Inner Suburbs** and **Industrial** areas.

### Datum

The prevailing building height of an area which serves to unify different building **typologies** and architectural styles through this shared and defining characteristic.

### Defensible Zone

The area occupying space between a building entrance and the **boundary treatment**. Typically associated with residential buildings, they provide a sense of spatial separation and visual privacy between the **public** street and **private** home at ground floor.

### Density

The compactness of a **typology** or **urban form** and how efficiently it uses available land and space to accommodate its capacity e.g. floor area, number of homes, number of jobs etc.

## Design-led Approach

Using urban design and architectural processes to prepare robust proposals that represent the optimum design response to a site. This process should be evidenced through exploring a range of different **scale**, **massing**, **layout** and **typology** options.

### Efficient

An efficient building or block makes best use of available space and land, using a **design-led process** to identify an optimum **urban form** through **scale**, **massing** and **layout**.

### Enclosure

The extent to which streets and open spaces are visually defined by buildings, walls and trees. A continuous perimeter of these components between **public** and **private space** can achieve enclosure.

### Facade

The external faces of a building, characterised by a choice of materials, windows, doors, entrances and openings.

### Fenestration

The arrangement of entrances, windows, balconies and other openings on a building **facade**. A well composed fenestration can achieve well balanced proportions and help reduce **visual bulk**.

### Floor Area Ratio (FAR)

A metric used to calculate **density** across building types and uses. Expressed as the ratio of a building's total floor area e.g. capacity, to the size of the plot on which it is built. This method of reporting **density** focuses on how efficiently a particular **typology** and/or **urban form** uses available land and space to accommodate its capacity. See page 327 for more information on how FAR has been calculated in this study.

### Free Form Block

A free form block is an **urban form** that includes a loose and irregular layout of buildings and spaces, resulting in an absence of clearly defined edges and an ambiguous boundary between public and private space. Blocks can be **permeable** to pedestrians but are usually set within **impermeable** and **illegible** street networks e.g. cul-de-sacs, estate layouts.

## Frontage

The front face of a building well articulated with entrances and windows. Well defined frontage enables overlooking from the building out into the street or space, creating a positive relationship between the two.

### Gridded Street Network

A style of street network defined by a repetition of streets and **urban blocks** intersecting at right angles, comprising an overall grid structure. Regular grid patterns allows for ease of accessibility and legibility.

### Hard Character Edge Condition

The character area has a clear boundary defined by its relationship to (usually linear) major infrastructure or structural natural features e.g. a railway, road or river.

### High Density

High density refers to an **urban form** that is very compact, typically comprising **mid-rise** and **tall buildings** tightly arranged in **perimeter blocks** as well as free-standing tall buildings set within a tight **urban grain**. This form of development is very efficient and optimises the **floor area ratio**. In Newham, high density development is generally contemporary, lends itself to a great mix of uses and is characteristic of **Urban Neighbourhoods** and **Town Centres**.

### Historic Inner Suburb

Historic inner suburbs consists of mostly **terraced housing**, with social amenities such as libraries, churches and schools, and a number of local and **town centres** focused on main roads with predominantly independent shops and other businesses reflecting the multi-cultural diversity in the area. The street pattern predominantly consists of a medium-to-fine **gridded street network** that creates long **orthogonal** urban blocks.

### Illegible

The combination of buildings, streets, trees and open spaces that lack visual cues to create an environment that is difficult to navigate. In Newham, illegible environments are associated with **Post War Inner Suburbs**, **Industrial** and **Out of Town Retail** areas.

## Impermeable

An unconnected street or pedestrian network with a low frequency of routes, inhibiting easy passage of movement. Often associated with coarse **urban grain** patterns or **illegible** layouts such as **cul-de-sacs** or **free form block estates**. In Newham, this characteristics is associated with **Post War Inner Suburbs**, **Industrial** areas or **Out of Town Retail** parks.

A rational layout establishes a positive relationship between buildings, streets and open spaces through a connected and **legible** street network, strong definition between **public** and **private spaces** and an appropriate sense of **enclosure**. In Newham, rational layouts are associated with **perimeter blocks**, typically those found in **Historic Inner Suburbs** and **Urban Neighbourhoods**.

An irrational layout lacks a coherent relationship between buildings, streets and open spaces. Streets and pedestrian routes are often **illegible**, with an irregular arrangement of buildings and spaces providing very little definition between **public** and **private space**. As a result, streets often lack any sense of **enclosure**. In Newham, irrational layouts are associated with **free form blocks**, typically those found in **Post War Suburbs**, **Industrial** and **Out of Town Retail** areas.

## Industrial

Industrial areas across the borough includes warehouse and logistics type buildings, large scale infrastructure and some unused, historic industrial infrastructure. These areas are generally set within **free form blocks**, gated and inaccessible to the public. The **urban form** consists of post-war and modern industrial park development, comprising industries located in sheds and offices of varying sizes, usually constructed in concrete and steel. Newer industrial units are constructed within gated industrial estates, with planted and private streets, leaving large areas of impermeable plots.

## Layout

The layout of a block relates to the arrangement of buildings, open spaces and streets and the relationship between these components in creating an **efficient**, positive and **legible** environment.

## Legible

The combination of buildings, streets, trees and open spaces that use visual cues to create an intuitive and easily navigable environment. In Newham, legible environments are often associated with town centres, **Historic Inner Suburbs** and **Urban Neighbourhoods**.

## Linear Block

A building consisting of stacked apartments and maisonettes organised in a linear **urban form**. Can be stand alone and running parallel with a street to form a contemporary terrace, or form part of a **courtyard block** that forms the perimeter between the public street and private internal space.

## Local Centre

These areas typically serve a localised catchment often most accessible by walking and cycling and include local parades and small clusters of shops, mostly for convenience goods and other services. They may include a small supermarket, post office, pharmacy, laundrette and other useful local services.

## London City Airport

London City Airport is an international airport and is located in the Royal Docks in the south of the borough, approximately 6 miles east of the City of London and 3 miles east of Canary Wharf. These are the twin centres of London's financial industry, which is a major user of the airport. The airport creates a distinct identity in the area around Gallions Point Marina.

## Low-rise Building

Low-rise buildings are classified as buildings up to and including 3 storeys e.g. up to 9 metres.

## Low Density

Low density refers to an **urban form** that is not compact, typically comprising **low-rise** detached and semi-detached buildings. In residential use, these buildings are set within loosely arranged **perimeter blocks**, whilst in commercial and industrial use these buildings can be single storey, large floorplate, detached buildings arranged in generous **free form** layouts. In some cases this can include tall **point block** buildings set in free form layouts with an absence of any surrounding **urban grain**. Low density forms of development present a highly inefficient use of land with a low **floor area ratio**. In Newham, low density development can take many forms and uses including a variety of residential buildings in **Post War Inner Suburbs**; big box retail buildings associated with **Out of Town Retail** parks; and sheds and warehouses found in **Industrial** estates.

## Massing

The three dimensional volume and structure of a building's **urban form**. Massing is expressed through the size, shape and **scale** of its different components. Commonly understood as the expression of a building without any finer architectural elements and details. Massing can influence the ways in which a building is perceived, particularly in regards to reducing the impact of **visual bulk**.

## Medium Density

Medium density refers to an **urban form** that is compact, typically comprising **low-rise** and **mid-rise buildings**. In residential use, these buildings are usually **terraced houses** or **apartment buildings** arranged in **perimeter blocks**, whilst in commercial and industrial use these buildings can be multi-storey, large floorplate, detached buildings set within **perimeter** or **free form blocks**. This form of development is mostly efficient, with contemporary examples optimising the **floor area ratio**, whilst traditional examples are often more spacious and less efficient. In Newham, medium density development is generally residential or residential-led with mixed use at ground floors, and associated with **Historic Inner Suburbs**, **Urban Neighbourhoods** and **Town Centres**.

## Mid-rise Building

Mid-rise buildings are classified as buildings between 4 and 6 storeys e.g. between 12 and 18 metres.

## Optimising Capacity

The practice of following a **design-led-process** to identify the **typology** and **urban form** that makes best use of available land and space. The optimum capacity has respect to the **scale**, **massing** and **layout** most appropriate to an established or desired character.

## Orthogonal

A type of geometry used to describe the characteristics of an **urban block** defined by right angles.

## Out of Town Retail

Out-of-town retail parks are enclosed shopping areas located outside of a **town centre**. Generally large **big box** units set within **free form blocks**, they are surrounded by large parking lots and accessed by car with little pedestrian or cycling accessibility. Users generally utilise these retail areas to undertake large purchases of goods.

## Perimeter Block

A perimeter block is an **urban form** that concentrates the development of a city block along its outermost - or public - edges to strongly define a boundary between **public** and **private** or **semi-private** space. This form is highly efficient by making best use of available land and avoiding surplus spaces that lack clear role of function. The blocks themselves are **impermeable** but are set within a highly **permeable** street network.

## Permeable

A connected street or pedestrian network with a high frequency of routes that allow easy passage of movement, often associated with fine **urban grain** patterns. In Newham, this characteristic is associated with **Town Centres**, **Historic Inner Suburbs** and **Urban Neighbourhoods**.

## Plot

An area of developable land less public open space, primary road infrastructure, and non-developable areas.

## Point Block

A singular tower building that is not adjoined to any adjacent buildings or set within a defined structure. The absence of this structure means the point block meets the ground on its own, lacking a clear and positive relationship to the street. In many cases they appear as **illegible** 'objects in space' rather than forming part of a coherent urban structure. In Newham, they are often associated with **Post War Inner Suburbs** and **free form block** estates.

## Post War Inner Suburb

Post war inner suburbs consists of a mixed housing character that reflects a period of fast-paced state-led systematic development. In Newham it can include unembellished **low-rise** and **mid-rise** brick walk-up flats; **low-rise** brick and timber-clad detached, semi-detached and short-run **terrace houses**; and **tall point block** buildings containing stacked apartments.

All buildings generally have a poor relationship with the street often characterised by deep set back **building lines** dominated by off-street surface car parking and poorly defined **layouts** far from the street and lacking clear **frontage**. Where set in **perimeter blocks** these are often relaxed, spacious and curvilinear in form. In **free form blocks** the street network is typically **illegible** and inaccessible e.g. **cul-de-sacs**. In most cases public space design is poor as large parts of sites are dedicated to parking lots, private green space set behind fences and 'left over' green spaces with little obvious function or use.

## Rectilinear

A type of geometry used to describe the characteristics of an **urban block** defined by straight lines.

## Roof Form

The type of roof based on its three dimensional size and shape, often belonging to and characteristic of different **typologies**. Roof forms can include flat, gabled, hipped, mansard, butterfly, saw-tooth and more.

## Scale

Most commonly understood as building height, though scale is relative to another (usually neighbouring) building's height. It can also relate to the size of a building's different elements e.g. **massing**, **fenestration**, rather than purely its absolute building height.

## Set Back

A step-like recess in **massing** of upper storeys, used where proposed building heights exceed the **shoulder height** of street. This strategy can preserve the established **street width ratio** and allow daylight to reach lower storeys.

## Shopping Parade

Small clusters of shops, mostly for convenience goods and other local services, usually totalling no more than 5-10 frontages. Where designated in the current Local Plan (2018) these are named Local Shopping Parades. Where designated in the Draft Local Plan, these are named Neighbourhood Parades, reflecting their wider role beyond shopping.

## Shoulder Height

The height of a building established from the ground up to the parapet or eaves, beyond which additional storeys may be visually distinct from the principal urban form. Additional height beyond this point can be achieved through a **set back**, accommodation within the roof form, or an extruded mass i.e. a **taller element**.

## Soft Character Edge Condition

The character has an unclear boundary but can be defined by its relationship between different characteristics of the urban fabric. This can include an incremental change in density, typology, scale, massing, layout, street network and landscape - usually a combination of these characteristics.

## Strategic Industrial Land

Strategic Industrial Locations (SILs) are London's main reservoirs of industrial and related capacity. They are essential in supporting a healthy mix of employment uses across the borough and to the functioning of wider London. The character of these areas varies with the types of industry from heavy industry to light-industrial parks.

## Street Hierarchy

A system of classifying different routes within a movement network. This is principally based on the type and volume of movements a route supports, as well as its characteristics in terms of neighbouring building **scale**, use and **enclosure**. The character of a route can change along its length e.g. High Street along an arterial route.

## Street Width Ratio

A metric used to express the relative **enclosure** of a street by its surrounding buildings. Defined by the ratio of a building's height relative to the width of the street (**building line to building line**) it is fronting. Expressed as building height : street width, this ratio can vary dependent on the desired character of the street, though generally a 1:1 ratio is often appropriate.

## Tall Building

Tall buildings in Newham are defined as those over 21 metres measured from the ground to the principal top of the building; usually a parapet. This broadly equates to any building 7 storeys or taller. In areas identified as appropriate for tall buildings, this study defines a series of tiered categories, with different ranges appropriate for different settings. These categories include:

- 21 metres to 32 metres (7 to 10 storeys)
- 33 metres to 40 metres (11 to 13 storeys)
- 41 metres to 50 metres (14 to 16 storeys)
- 51 metres to 60 metres (17 to 21 storeys)
- 61 metres to 100 metres (21 to 33 storeys)
- Up to 100 metres (33 storeys)

## Taller Elements

Taller elements are components of a building that exceed the established **shoulder height** of the principal **urban form**. For example, where the corner of a **courtyard block** apartment building steps up to 8 storeys and the remainder of the building is at 6 storeys.

## Terraced Housing

Terraced housing is a form of compact residential development whereby individual houses are arranged in a continuous row and share **party walls** between one another. Traditionally terraces comprise 2 storey urban terraces from the Victorian era, or more grand 3 storey townhouses from the Georgian era. Contemporary terraces are increasingly common as a **low-rise** form of development that can achieve **medium densities**.

## Town Centres

Town centres consist of metropolitan, major and district centres. District centres are distributed more widely than metropolitan and major centres, providing convenience goods and services for more local communities and accessible by public transport, walking and cycling. Typically they contain 10,000–50,000 sqm of retail, leisure and service floorspace.

Metropolitan and major centres serve wider catchments, drawing residents from across the borough and beyond. They enjoy high levels of accessibility and contain a higher proportion of comparison goods in addition to employment, leisure, service and civic functions.

## Typology

The classification of buildings into typical and easily recognisable types, based on shared characteristics such as **scale**, **massing**, **layout**, architectural style and period. This can organisational device can also apply to **urban blocks** e.g. **Perimeter Block**, **Free Form Block**.

## Urban Block

An area bounded by streets and occupied by buildings. This can include **perimeter blocks** or **free form blocks**.

## Urban Fabric

The overall collection of characteristics that define an urban area. This collection can include **urban grain**, **density**, **typology**, **scale**, **massing**, **layout**, **street network**, and landscape.

## Urban Form

The overall three dimensional shape, size and configuration of a building as a result of its **layout**, **scale** and **massing**.

## Urban Grain

The arrangement and relationship between buildings and streets. A **fine urban grain** pattern consists of compact buildings arranged in a highly **permeable** network of streets and pedestrian routes that wrap around or permeate small urban blocks. This pattern is usually associated with historical parts of a **town centre** that have a focus on pedestrian movements, with their overall structure having remaining in-tact overtime.

A **coarse urban grain** pattern consists of more spacious buildings with larger footprints, inefficiently arranged in large **urban blocks** that present few opportunities for pedestrian **permeability** and much greater distances between streets. This pattern is usually associated with contemporary parts of **Town Centres** that have lost their original structure through the fusing together of plots to accommodate larger building footprints, or **Industrial** and **Out of Town Retail** areas that have been designed around vehicular rather than pedestrian use.

## Urban Morphology

A descriptive term to articulate the combination of different physical components including buildings, blocks, streets, open spaces and natural landscapes that define the different characteristics of an **urban fabric**.

## Urban Neighbourhood

Urban neighbourhoods consists of **mid-rise** and **tall buildings** of **medium density** residential, hotel and office use. They consist of mostly **contemporary development** that directly interface with the street with little or no **defensible zone**. The urban structure consists of a **gridded street network** of and **perimeter blocks** that is highly **permeable** and **legible**.

These areas are generally recently newly designed through masterplans and even though these areas exhibit physically good quality urban design principles, these areas often lack a mix of uses and access to services that contribute to the 15-minute liveable neighbourhood. There is also often less communal amenity spaces available to residents when compared with **post-war inner suburb** developments.

## Visual Bulk

The perception of a building's **urban form** usually experienced from street level. An overbearing sense of visual bulk is typically an undesirable trait, with **scale**, **massing** and **layout** all having a role in reducing this.



# MEASURING DENSITY

Measuring density for the purpose of this characterisation study is relevant in describing one aspect of built character. There are a number of ways to measure density, though the analysis of urban morphology in Chapter 4 uses Floor Area Ratio (FAR). This method is used because it is a measurement of physical mass and how efficiently different urban forms use land and space. It is agnostic to typology and use, meaning it can be used to objectively and accurately compare different characters across the borough.

Net FAR is used and refers directly to immediate sites or plots, discounting streets, open spaces and infrastructure outside of these boundaries. For the purpose of this study, whole urban blocks are measured as a collection of these sites or plots to help give a more balanced view of density, avoiding anomalies from individual sites. This measure can be cross-referenced between example plots to see how similar densities can produce different levels of intensity and other built character descriptions.

Other elements of built character are described through the study from different perspectives, highlighting that density is not the only relevant measure to consider. The analysis of these different characteristics can be found within Chapter 4.

## Calculating net FAR

## Guidance

## Diagram

**Net plot area** relates to net developable area of a plot, the result of the gross area less public open space, primary road infrastructure, and non-developable areas.

**Total built Gross External Area (GEA)** is calculated as the total floorspace in square meters on a plot. This includes all uses in all buildings within a plot, ground floor and above.

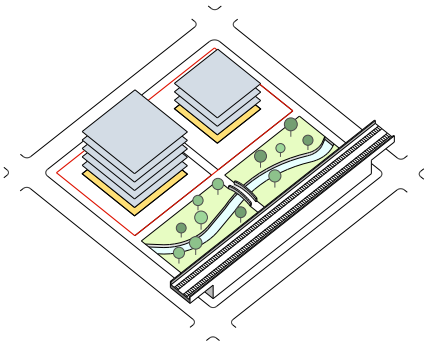
**Net Neighbourhood Floor Area Ratio (FAR)** is a factor of the total built (GEA) to net plot area.

+

Total built GEA

= Net FAR

Net plot area



# CHAPTER 9 INDEX OF USEFUL REFERENCES

## 1. Enabling cohesion and celebrating diversity

### 9.1.1 Meanwhile uses

- London Plan Policy SD7 (Town centres: development principles and Development Plan Documents)
- London Plan Policy H3 (Meanwhile uses as housing)
- London Plan HC5 (Supporting London's culture and creative industries)
- London Plan Policy G8 (Food growing)
- [Meanwhile Use London](#)
- [Newham Community Wealth Building Strategy](#)

### 9.1.2 Diversity in the public realm

- London Plan Policy SD7 (Town centres: development principles and Development Plan Documents)
- London Plan Policy D3 (Optimising site capacity through the design-led approach)
- London Plan Policy D5 (Inclusive design)
- London Plan D8 (Public realm)
- London Plan D9 (Tall buildings)
- London Plan Policy S4 (Play and informal recreation)
- London Plan Policy S6 (Public toilets)
- Accessible London: Achieving an inclusive environment SPG (Oct 2014)
- Planning for equality and diversity in London SPG (Oct 2007)
- [GLA's Expanding London's Public Realm Guidance](#)
- [Newham's Parks and Open Spaces Design Guide](#)
- Newham's Draft Streetscape Design Guidance
- [TfL's Healthy Streets Approach](#)

### 9.1.3 Foster ownership of the public realm

- London Plan Policy D5 (Inclusive design)
- London Plan D8 (Public realm)
- London Plan G4 (Open space)
- Public London Charter (October 2021)
- [Newham's Parks and Open Spaces Design Guide](#)
- Newham's Draft Streetscape Design Guidance

### 9.1.4 Accessible playspace

- London Plan Policy S4 (Play and informal recreation)
- Accessible London: Achieving an inclusive environment SPG (Oct 2014)
- Planning for equality and diversity in London SPG (Oct 2007).
- [GLA's Playspace Calculator](#)
- [Shaping Neighbourhoods: Play and Informal Recreation SPG](#)

- [Fields in Trust Guidance for Outdoor Sport and Play](#)
- Newham's emerging Streetscape Design Guidance

### 9.1.5 Flexible and adaptable living spaces

- London Plan Policy D6 (Housing quality and standards)
- London Plan Policy D7 (Accessible housing)
- London Plan Policy H10 (Housing size and mix)
- London Plan Policy H11 (Build to Rent)
- London Plan Policy H12 (Supported and specialist accommodation)
- London Plan Policy H13 (Specialist older persons housing)
- London Plan Policy H15 (Purpose-built student accommodation)
- London Plan Policy H16 (Large-scale purpose-built shared living)
- Housing SPG (March 2016)
- Accessible London: Achieving an inclusive environment SPG (Oct 2014)
- Large-scale Purpose-built Shared Living LPG (Consultation draft, January 2022)
- [Emerging Good Quality Homes for All Londoners](#)
- [Approved Document M: Access to and use of buildings Volume 1: Dwellings](#)
- [Approved Document B: Fire Safety Volume 1: Dwellings](#)

## 2. Imaginative forms of local street activation

### 9.2.1 Provide local uses that support 15-minute neighbourhoods

- London Plan Policy T2 (Healthy streets)
- London Plan D8 (Public realm)
- London Plan D9 (Tall buildings)
- Shaping Neighbourhoods -Character and context SPG (2014)
- Sustainable transport, walking and cycling LPG (Consultation draft – September 2021)
- [Newham's Infrastructure Delivery Plan](#)
- [Newham's Town Centre Evidence Base](#)
- [Newham's Town Centre and Retail Strategy](#)

### 9.2.2 Active residential ground floors

- London Plan Policy D3 (Optimising site capacity through the design-led approach)
- London Plan Policy T2 (Healthy streets)
- Housing SPG (March 2016)

- Housing Design Standards LPG (Consultation Draft - Feb 2022)
- Optimising Site Capacity: A Design-led Approach LPG (Consultation Draft - Feb 2022)
- Newham's Draft Streetscape Design Guide
- [Healthy Streets for London](#)

### 9.2.3 Car parking in the public realm

- London Plan D8 (Public realm)
- London Plan Policy T2 (Healthy streets)
- London Plan Policy T6 (Car parking)
- Newham's Draft Streetscape Design Guide
- [London Plan Policy T6 Parking](#)

## 3. Living well with high density

### 9.3.1 Streetscapes along busy corridors

- London Plan D8 (Public realm)
- London Plan Policy T2 (Healthy streets)
- London Plan Policy T6 (Car parking)
- Sustainable transport, walking and cycling LPG (Consultation draft – September 2021)
- Newham's Draft Streetscape Design Guide
- [Healthy Streets for London](#)
- [GLA's Expanding London's Public Realm Guidance](#)
- [TfL Streetscape Guidance](#)
- [TfL Pedestrian Comfort Guide](#)

### 9.3.2 Design and placement of tall buildings

- London Plan Policy D3 (Optimising site capacity through the design-led approach)
- London Plan D9 (Tall buildings)
- London Plan Policy HC2 (World Heritage Sites)
- London Plan Policy HC3 (Strategic and Local Views)
- Assessing the impact of tall buildings on the historic environment (Historic England, November 2021)
- Newham's Draft Streetscape Design Guide
- [Healthy Streets for London](#)

### 9.3.3 Healthy, high quality homes

- London Plan Policy D6 (Housing quality and standards)
- London Plan G5 (Urban greening)
- London Plan SI 2 (Managing greenhouse gas emissions)
- London Plan SI 4 (Managing heat risk)

- Mayor of London's Delivering Quality Homes Handbook (Draft, November 2021)
- Housing Design Standards LPG (Consultation Draft - Feb 2022)
- Optimising Site Capacity: A Design-led Approach LPG (Consultation Draft - Feb 2022)

### 9.3.4 Private and shared amenity spaces

- London Plan Policy D3 (Optimising site capacity through the design-led approach)
- [London Plan Policy D6 \(Housing quality and standards\)](#)
- London Plan D9 (Tall buildings)
- Mayor of London's Delivering Quality Homes Handbook (Draft, November 2021)
- [Newham Private Outdoor Amenity Space Local Plan Evidence Base](#)

## 4. Managing industrial and residential relationships

### 9.4.1 Intensification of employment uses and appropriate co-location

- London Plan Policy E4 (Land for industry, logistics and services to support London's economic functions)
- London Plan E5 (Strategic Industrial Land)
- London Plan E6 (Locally Significant Industrial Land)
- London Plan E7 (Industrial intensification, co-location and substitution)
- London Plan Policy D13 (Agent of change)
- GLA Industrial intensification and co-location through plan-led and masterplan approaches Practice Note (November 2018)
- Mayor of London Industrial Intensification and Co-location Study: Design and Delivery Testing (2019)
- [GLA Industrial Intensification and Co-location through Plan-led and Masterplan Approaches](#)
- [Mayor of London Industrial Intensification and Co-location Study](#)
- [Newham Employment Land Review](#)

### 9.4.2 Environmental quality and nuisance

- [London Plan Agent of Change Policy D13](#)
- [Mayor of London's Industrial Intensification and Co-location through Plan-led and Masterplan Approaches](#)

### 9.4.3 Positive ground floor conditions

- [London Plan Agent of Change Policy D13](#)
- Newham's Draft Streetscape Design Guide

### 9.4.4 Access and servicing for different uses

- [London Plan Agent of Change Policy D13](#)
- [Mayor of London's Industrial Intensification and Co-location through Plan-led and Masterplan Approaches](#)

## 5. Modelling for air quality improvements

### 9.5.1 Use physical and green buffers to improve air quality locally

- London Plan Policy SI 1 (Improving air quality)
- London Plan Policy G1 (Green infrastructure)
- London Plan Policy G5 (Urban greening)
- Air Quality Neutral LPG (Consultation draft, November 2021)
- Air Quality Positive LPG (Consultation draft, November 2021)
- Urban Greening Factor LPG (Consultation draft, September 2021)
- [Newham's Air Quality Action Plan 2019-2024](#)
- Newham's Draft Streetscape Design Guide
- [London Plan Policy SI1 Improving Air Quality](#)
- [Using Green Infrastructure to Protect People From](#)

### 9.5.2 Co-locate to create buildings as buffers

- London Plan Policy SI 1 (Improving air quality)
- London Plan Policy G1 (Green infrastructure)
- London Plan Policy G5 (Urban greening)
- Air Quality Neutral LPG (Consultation draft, November 2021)
- Air Quality Positive LPG (Consultation draft, November 2021)
- Urban Greening Factor LPG (Consultation draft, September 2021)
- [Newham's Air Quality Action Plan 2019-2024](#)
- [London Plan Guidance Air Quality Positive](#)
- Air Quality Neutral LPG (Consultation draft)
- Air Quality Positive LPG (Consultation draft)

### 9.5.3 Building orientation and massing of residential buildings

- London Plan Policy SI 1 (Improving air quality)
- London Plan Policy G1 (Green infrastructure)
- London Plan Policy G5 (Urban greening)
- Air Quality Neutral LPG (Consultation draft, November 2021)
- Air Quality Positive LPG (Consultation draft, November 2021)
- Urban Greening Factor LPG (Consultation draft, September 2021)
- [Newham's Air Quality Action Plan 2019-2024](#)
- [Newham's Local Implementation Plan](#)
- [GLA Using Green Infrastructure to Protect People From Air Pollution](#)

### 9.5.4 Optimise internal residential layouts to mitigate the impacts of poor air quality

- London Plan Policy D6 (Housing quality and standards)
- London Plan Policy SI 1 (Improving air quality)
- Housing SPG (March 2016)
- Housing Design Standards LPG (Consultation Draft - Feb 2022)
- [Newham's Air Quality Action Plan 2019-2024](#)
- [GLA's Air Quality Action Matrix](#)

### 9.5.5 Reduce vehicular movements

- [London Plan Policy T1 \(Strategic approach to transport\)](#)
- [London Plan Policy T2 \(Healthy streets\)](#)
- [London Plan Policy T6 \(Car parking\)](#)
- [Sustainable transport, walking and cycling LPG \(Consultation draft – September 2021\)](#)
- [TfL's Healthy Streets Approach](#)
- [Newham's Climate Emergency Action Plan](#)
- [Low Traffic Neighbourhoods](#)
- Newham's Draft Streetscape Design Guide
- [School Street Principles](#)
- [Newham Waste Management Guidelines](#)

## 6. Safeguarding and enhancing Newham's built heritage

### 9.6.1 Safeguarding and enhancing heritage assets and their settings

- [London Plan Policy HC1 \(Heritage conservation and growth\)](#)
- [London Plan Policy HC2 \(World Heritage Sites\)](#)
- [London Plan Policy HC3 \(Strategic and Local Views\)](#)
- [London Plan Policy D9 \(Tall buildings\)](#)
- [Assessing the impact of tall buildings on the historic environment \(Historic England, November 2021\)](#)
- [Design in the Historic Environment](#)
- [Assessing the impact of tall buildings on the historic environment](#)
- [Conservation Area Appraisal and Management Plans](#)
- [Shaping Neighbourhoods: Character and Context SPG](#)

## 7. Unlocking small sites in residential neighbourhoods

### 9.7.1 Enhancing character through adaptation and alteration of houses

- London Plan Policy D3 (Optimising site capacity through the design-led approach)
- London Plan Policy H2 (Small sites)
- [London Plan \(2021\) Policies D3 and H2](#)
- [Small Sites Design Codes LPG \(Consultation draft\)](#)
- [Shaping Neighbourhoods: Character and Context SPG](#)

### 9.7.2 Unlocking development on narrow and constrained small sites

- London Plan Policy D3 (Optimising site capacity through the design-led approach)
- London Plan Policy H2 (Small sites)
- [Small Sites Design Codes LPG \(Consultation draft\)](#)
- [Optimising Site Capacity: A Design-led Approach LPG](#)

### 9.7.3 Accommodating scale and massing in low rise residential neighbourhoods

- London Plan Policy D3 (Optimising site capacity through the design-led approach)
- London Plan Policy H2 (Small sites)
- [Small Sites Design Codes LPG \(Consultation draft\)](#)
- [Optimising Site Capacity: A Design-led Approach LPG](#)
- [Shaping Neighbourhoods: Character and Context SPG](#)
- [BRE Site Layout and Planning for Daylight and Sunlight: A Guide to Good Practice BR209 2022 edition](#)

### 9.7.4 Opportunities for mid-rise development in low rise settings to enhance local character

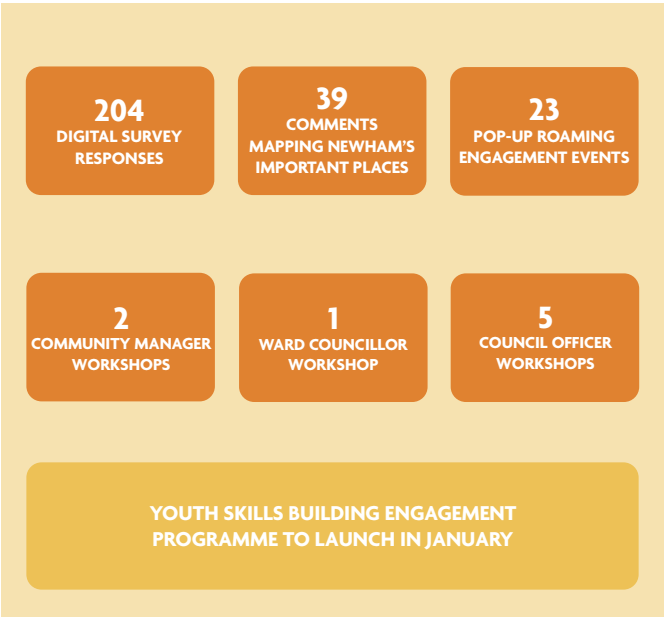
- London Plan Policy D3 (Optimising site capacity through the design-led approach)
- London Plan Policy H2 (Small sites)
- [Small Sites Design Codes LPG \(Consultation draft\)](#)
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- [BRE Site Layout and Planning for Daylight and Sunlight: A Guide to Good Practice BR209 2022 edition](#)

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ENGAGEMENT PROGRAMME OVERVIEW



Newham has the youngest and one of the most ethnically diverse overall populations in London. The borough has the second-highest rate of poverty in London at 37% with a 2017 Trust for London and New Policy institute report showing that 36% of local employees are in low-paid work.

The following engagement programme was developed to offer multiple and overlapping ways for people to participate; ranging from sophisticated digital tools, to pop-up in person engagement events and creative youth engagement processes.

Engagement was delivered across four primary methods:

- Characterisation Study Survey
- Mapping Newham's Important Places
- Roaming Pop-Up Engagement
- Youth Design Jam

The ultimate goal of each of these methods was to uncover participants' perceptions of what contributed to the character of their neighbourhoods, what the extent of these neighbourhoods are, and how they understood their local areas in terms of the 15-minute neighbourhood concept. The digital tools, including the survey and mapping activity helped provide a wide array of quantitative and spatialised data, while the in-person activities augmented this understanding with stories and anecdotes and other qualitative data.

The following sections of this report describe each of these methods in more detail, explaining their design and key findings.

**Analysis Framework**

A core consideration of the project team was ensuring representation across the Borough's diverse communities; both social and cultural communities and geographic communities. To act as a baseline subdivision of the Borough to inform how to distribute activities, the engagement team used existing Council Ward boundaries (which are to be redrawn in May 2022). This was of particular significance to the in-person activities including the Roaming Pop-up Engagement, where the team ensured engagement activities were delivered in all 20 existing Ward areas.

One aspect of the wider Newham Characterisation Study is in establishing a mapping of emerging new neighbourhood areas, based on an assessment of a wide array of factors; including function, morphology and planning designations.

To allow consistent analysis across the range of engagement methods included across the project, findings in this report, where they refer to particular areas and not more general reflections of Newham or to respondents individualised perceptions of place, are presented at a ward level. However, to assist in the analysis process, these have been clustered together to allow more general conclusions to be drawn and presented.

To allow this engagement data to be mapped against emerging neighbourhood areas, as well as the myriad ways in which the Borough is presently subdivided, the raw data is included as an appendix to this report.



# PROJECT PROMOTION

Promotion was used throughout this project in order to capture an extended audience beyond LB Newham's existing captured audience.

Whilst we visited each ward within Newham for engagement, we integrated a flying programme within this time - overall disseminating around 600 flyers around the borough directly into the hands of local people. Posters were also supplied to local libraries along the pop-up engagement route.

To create these flyers, we had collaborated with a local artist and illustrator from Rabbits Road Press, Sadie St Hilaire to create a limited run project flyer that displayed an image that directly reflects the 'character of Newham.' To the left you will see the example sketches provided. The final image reflected the middle sketch, young people with parents near a food market stall.

Online, we had run a number of paid promotional advertisements to support the communications being created and sent via LB Newham Council's platforms. These targeted pieces reached over 14,000 people across the borough.

In addition, emails were sent to potential participants via the co-create mailing list and the consultation database to further encourage participation from interested parties.



6

7



8

9

SURVEY

Making use of Newham Council's Co-Create engagement platform, the Characterisation Study Survey was created to develop a comprehensive understanding of participants' perceptions of their neighbourhoods and how they used them, and to explore how they functioned through the lens of the 15 minute neighbourhood concept.

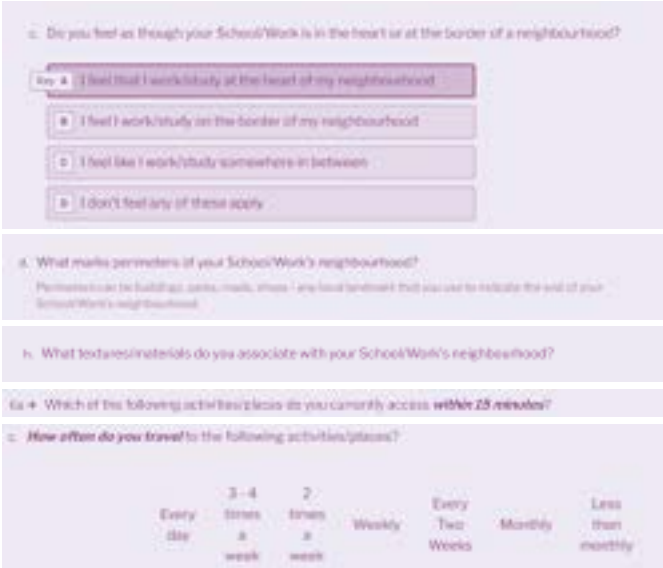
Activity Design

The survey was built in Typeform, a user-friendly and mobile-ready survey platform, allowing participants to respond from a variety of digital devices. It was written using easy-to-understand language that tried where possible to explain any complex terminology and avoid jargon.

The survey began with a range of questions exploring perceptions of local neighbourhoods. This was followed by a series of questions developed to understand perceptions and qualities of peoples' neighbourhoods following the 15 minute neighbourhood concept. This allowed participants to identify a range of activities that they could access within 15 minutes by active or public transport, and those that were missing or that they had to travel further to access.

The survey had begun with a question that differentiated those who were responding predominantly as a resident, someone who went to school or worked in the area or someone who was a local business owner. This was to be able to separate the data according to each perspective. Each questionnaire was tweaked to fit this audience.

This survey was accessible online or via printed pack where local people were able to phone a free number or email in order to receive a printed version of the survey and mapping activity alongside a pre-paid envelope to return to the design team.



Excerpts from Survey



How would you define your neighbourhood? What buildings and spaces are key to this area?

The words 'Victorian' and 'residential' appear frequently in respondents' descriptions. Though many use the words 'green' and 'trees', several consider it uncared for and visually disorganised. There is a wide range of landmarks that people feel defines the area, ranging from Queen's Market to the Earl of Essex pub, the Emirates cable car to East Ham town hall.

Selected Quotes:

- "Family area, with houses, parks and tree lined streets."
- "It's a network of residential streets of mainly Victorian houses and maisonettes"
- "It is quite disorganised and messy."
- "Urban; littered; mundane architecture apart from Hindu Temple"
- "Victorian houses"
- "We live in a network of Victorian streets alongside the historic Greenway."
- "Queen's Market, Central Park"
- "Manor Park, Earl of Essex, Old Manor Park Library, Wanstead Flats"
- "Wanstead Flats is the best part of my area."
- "Emirates cable car"
- "The Boleyn tavern, the Queens market"
- "The Key space is Central Park and there are two important buildings locally: East Ham town hall and St Mary's Church."

How would you define your neighbourhood? What buildings and spaces are key to this area?

A number of local landmarks and features were identified when looking at the survey results at a ward level.

Participants in the west of the Borough (green), identified the greenway as a key landmark, bisecting this area. West Ham and Plaistow parks were also highlighted.

In the north of the Borough (yellow), Wanstead Flats (which sit outside of Newham), were the most commonly identified feature.

In the east (red), the High Street and Town Hall were highlighted as landmarks, alongside Plashet and Central parks.

Participants in the south of the Borough (yellow)



unidentified the recently closed city farm as an important landmark, alongside Beckton Globe Library, the Excel Centre and Beckton park.



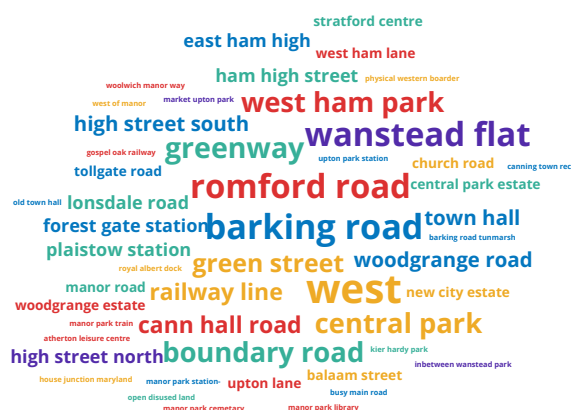


Do you feel as though you live in the heart or at the border of a neighbourhood?

There is a clear divide between those who feel a strong sense of belonging to their neighbourhood, and those who do not recognise their area as a "neighbourhood". The most common response was "I feel that I live at the heart of my neighbourhood" (35%), followed by N/A (20%).

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15



CANNING TOWN NORTH  
PLAISTOW NORTH  
PLAISTOW SOUTH  
WEST HAM



STRATFORD  
FOREST GATE  
MANOR PARK  
GREEN STREET  
LITTLE ILFORD



EAST HAM NORTH  
WALL END  
EAST HAM CENTRAL  
EAST HAM SOUTH  
BOLEYN



BECKTON  
ROYAL DOCKS  
CUSTOM HOUSE  
CANNING TOWN SOUTH



#### What marks the perimeters of your neighbourhood?

Respondents generally feel that the perimeter of their neighbourhood is marked by physical and linear elements of the built environment, such as main roads and railway lines. Common examples of these included the A13, River Thames and the Greenway. Others stated their neighbourhoods were defined by specific landmarks, such as parks, statues or pubs. Though some do not think of their local area as a "neighbourhood", others relate it simply to their local postcode, for example 'E7', or as the area they can reach within a certain amount of time, for example the area within a '30 minute walking distance'.

#### Selected Quotes:

**"The Greenway"**  
 "My neighbourhood feels quite small: bounded by Plashet Park and Plashet Girls' School..."  
**"Manor park train station, Romford road"**  
**"The railway line"**  
 "Romford Road to the South, Wanstead Flats to the North"  
**"Green street and Plashet Grove"**  
**"Busy roads and parks", "The park", "A roads"**  
 "The river is a natural border, along with the Greenway and the Trainlines"  
**"E7 postcode"**  
 "I don't feel like I live in a neighbourhood at all, really just vaguely South Forest Gate. If there are any perimeters these would be main roads. Romford"

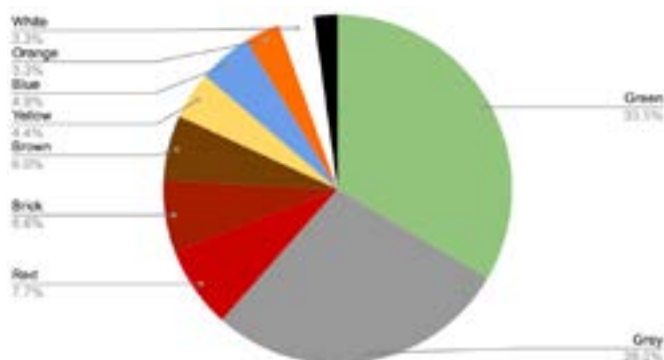
#### What marks the perimeters of your neighbourhood?

Barking Road and the Greenway were key severances identified by participants in the west of the Borough (green). Boundary Road was noted for its high levels of traffic.

In the north of the Borough (pink), Romford Road was most commonly identified by participants as a perimeter to their neighbourhood. Wanstead Flats, marking the northern boundary to the Borough was also highlighted. West Ham Park and Cann Hall Road were additional perimeters noted by a number of participants.

In the east of the Borough (red), Barking Road was

Participants in the south of the Borough (yellow) most commonly suggested Canning Town and the Royal Docks as the most significant boundaries to their neighbourhoods.



CANNING TOWN NORTH  
PLAISTOW NORTH  
PLAISTOW SOUTH  
WEST HAM

Grey  
Green  
Brown  
Brick Red  
Yellow

STRATFORD  
FOREST GATE  
MANOR PARK  
GREEN STREET  
LITTLE ILFORD

Green  
Grey  
Brown  
Blue  
Orange

EAST HAM NORTH  
WALL END  
EAST HAM CENTRAL  
EAST HAM SOUTH  
BOLEYN

Green  
Grey  
Brick Red  
Brown  
Orange

BECKTON  
ROYAL DOCKS  
CUSTOM HOUSE  
CANNING TOWN SOUTH

Green  
Grey  
Blue  
White  
Brown

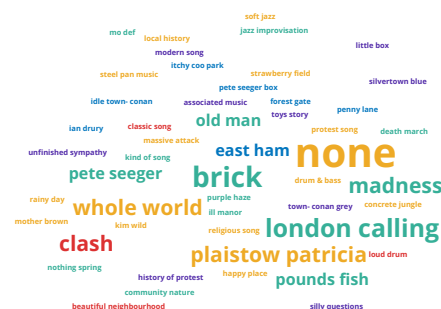
What colour do you most associate with your neighbourhood?

The most common colour mentioned was green (33%), closely followed by grey (28%). This reflects the answers to previous questions, which describe Newham as a combination of dense urban areas and large green spaces. The words, 'red', 'brick' and 'brown' all appeared often, illustrating the dominant material of Newham's housing as being red brick. Bold colours such as yellow, blue and orange were less common.

What colour do you most associate with your neighbourhood?

Green and grey were the most commonly selected colours across the whole Borough. However, a number of more specific selections were made in parts of Newham. This includes the identification of red brick in the wards in the west (green) and east (red).

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CANNING TOWN NORTH  
PLAISTOW NORTH  
PLAISTOW SOUTH  
WEST HAM



STRATFORD  
FOREST GATE  
MANOR PARK  
GREEN STREET  
LITTLE ILFORD



EAST HAM NORTH  
WALL END  
EAST HAM CENTRAL  
EAST HAM SOUTH  
BOLEYN



BECKTON  
ROYAL DOCKS  
CUSTOM HOUSE  
CANNING TOWN SOUTH



What sounds/smells do you associate with your neighbourhood?

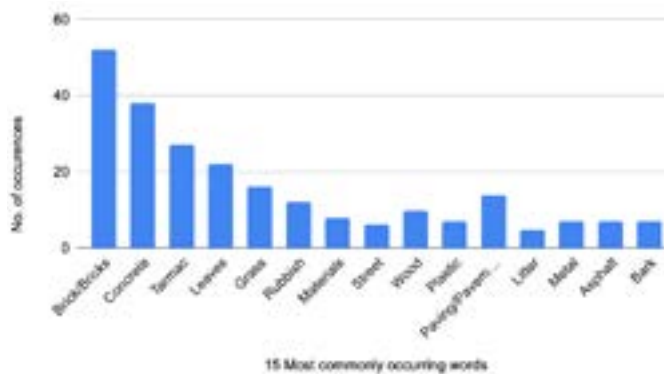
Responses can broadly be grouped in to two large categories; those that reflected negative perceptions of pollution, traffic and litter, and those that positively reflected access to natural space within the borough.

What song makes you think of your neighbourhood?

Participants noted a number of songs, the most common of which include 'Plaistow Patricia' by Ian Durie and the Blockheads. Songs by London artists including The Clash and Madness were also suggested.

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21



What textures/materials do you associate with your neighbourhood?

The materiality of Victorian brick is the key texture people associate with Newham, with 52 respondents mentioning this. Concrete and tarmac appear 65 times in total, suggesting that many people perceive more modern and urban elements as more characteristic of the area. Other answers indicate a chaotic or untidy aspect to Newham's streets, with words such as 'rubbish', 'materials', 'plastic' and 'litter' appearing quite frequently.

Though several respondents mention natural materials (e.g.: grass appears 16 times, bark 7 times), the most commonly-occurring textures are man-made. This indicates that people perhaps do not perceive Newham's streets as particularly green, despite close proximity to large parks.

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CANNING TOWN NORTH  
PLAISTOW NORTH  
PLAISTOW SOUTH  
WEST HAM



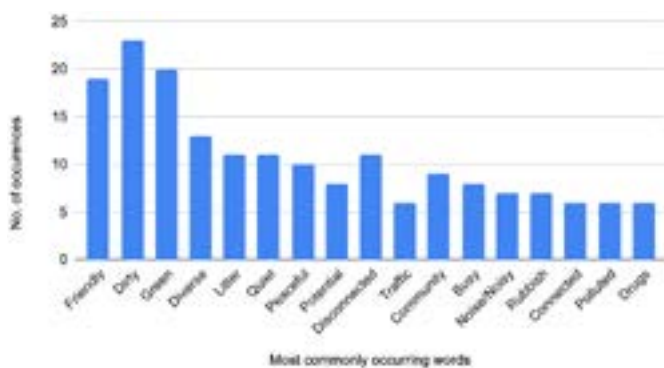
STRATFORD  
FOREST GATE  
MANOR PARK  
GREEN STREET  
LITTLE ILFORD



EAST HAM NORTH  
WALL END  
EAST HAM CENTRAL  
EAST HAM SOUTH  
SOLEYN



BECKTON  
ROYAL DOCKS  
CUSTOM HOUSE  
CANNING TOWN SOUTH



What 3 words come to mind when you think of your neighbourhood currently?

Frequently occurring words include 'friendly' and 'diverse' indicating that many people feel Newham is welcoming and culturally diverse, a positive characteristic of the area. This suggests that for many the positive characteristic traits of Newham are cultural rather than physical.

Other words which convey the culture and mood of Newham include 'quiet', 'peaceful' and 'community'. Though some contrasting words appeared, 'peaceful' appeared more often than 'busy', and 'quiet' appeared more often than 'noise' or 'noisy', indicating that people think of other residents as somewhat private. Some answers referred to the negative physical cultural aspects of Newham: 'disconnected', 'dirty' both appeared over 10 times, and 'rubbish', 'polluted' and 'drugs' all appeared over 5 times each. However, the word potential appeared 10, indicating that several people are hopeful for Newham's future.

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CANNING TOWN NORTH  
PLAISTOW NORTH  
PLAISTOW SOUTH  
WEST HAM



STRATFORD  
FOREST GATE  
MANOR PARK  
GREEN STREET  
LITTLE ILFORD



EAST HAM NORTH  
WALL END  
EAST HAM CENTRAL  
EAST HAM SOUTH  
SOLEYN



BECKTON  
ROYAL DOCKS  
CUSTOM HOUSE  
CANNING TOWN SOUTH



What 3 words come to mind when you think of your neighbourhood currently?

A number of key words and phrases were used by participants when looking at responses at a ward level.

In the west of the Borough (green), participants noted it's changing character and suggested a peaceful nature.

In the north of the Borough (pink), while participants suggested that noise was a negative issue, it was also highlighted as being friendly, with 'community' and 'connected' other common words selected by respondents.

Participants in the east of the Borough (red) highlighted the potential of the area with 'family' a common selection. Poverty was however a negative association selected by respondents.

In the south of the Borough (yellow), participants noted greenery and a peaceful quality, alongside the areas multi-cultural community. Busyness and litter were noted as negative associations.

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25





### What is missing from your neighbourhood?

A wide variety of assets were identified as missing from respondents neighbourhoods.

A large number of participants noted a lack of community facilities, including community and leisure centres and places to gather.

Amongst a number of commercial spaces, cafés, pubs and supermarkets were all highlighted as necessary assets by participants.

### Selected Quotes:

- "More quality restaurants, workshops, classes & community events"
- "a nice coffee shop, places that bring the community together"
- "There should be more for young people - skate park, music venue, places to hang out without fear"
- "There should be more places for bike storage"
- "we need nice outdoor seating areas with trees and green spaces and coffee shop along with clean streets and happy highstreets"
- "the diverse community i loved is slipping away because the prices have been driven up so much"
- "Community spaces, nothing for families, we desperately need a playground"
- "We're missing affordable amenities - all the new places appearing are not accessible to some of the community."

### What is missing from your neighbourhood?

While respondents across the Borough generally noted a similar mixture of assets that they felt are currently missing from their neighbourhoods, a number of area specific responses.

In the west of the Borough (green) a number of participants commented on the need for improved quality of pavement and road surfaces. A lack of coffee shops was also identified.

Some participants in the west of the Borough (red) suggested that the quality of offer on the High Street in that area was in decline.

Participants in the south of the Borough (yellow) noted a need for more community facilities, lacking some of the assets found elsewhere in Newham.



### What would make you more likely to walk and cycle around your neighbourhood more?

Participants raised a number of general points on changes to infrastructure which might make them more likely to use active travel in the Borough, including improved and dedicated cycle paths, improvement to existing road surfaces and marking and the introduction of more cycle storage. Improved street lighting and improved cleanliness were linked by some participants to greater incentive to walk in the Borough.

Traffic and danger from vehicles was raised by a number of participants as a deterrent to active travel.

### Are there any areas of Newham that you try to avoid? Why?

A wide variety of locations were suggested as unappealing to participants. Some of these locations were linked to fear of antisocial behaviour and personal safety, while others were noted as lacking any particular features or activities to incentivise visiting.

East Ham and High Street was noted by some participants as suffering from high levels of congestion and street littering that discouraged visits. The commercial offer was noted by some participants as not appealing.





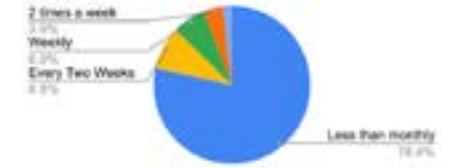
### 1 RUNNING SMALL ERRANDS



### 2 OUTDOOR PHYSICAL ACTIVITY



### 3 ACCESSING PRIMARY HEALTHCARE



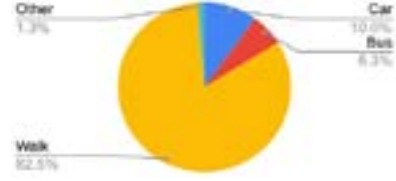
### 1 RUNNING SMALL ERRANDS



### 2 OUTDOOR PHYSICAL ACTIVITY



### 3 ACCESSING PRIMARY HEALTHCARE



How often do you travel to the following activities/ places?

Of the three activities most commonly carried out within 15 minutes of the respondents' homes, most people ran small errands and partook in outdoor activity between 3-7 times a week (41-58%), whereas for accessing primary healthcare, the most common response was 'less than monthly' (78%).

#### 1. Running Small Errands

Of the activities carried out within 15 minutes, running small errands was the most common. Most people completed this activity at least once a week (76%), and around half of respondents do it over twice a week (56%).

#### 2. Outdoor Physical Activity

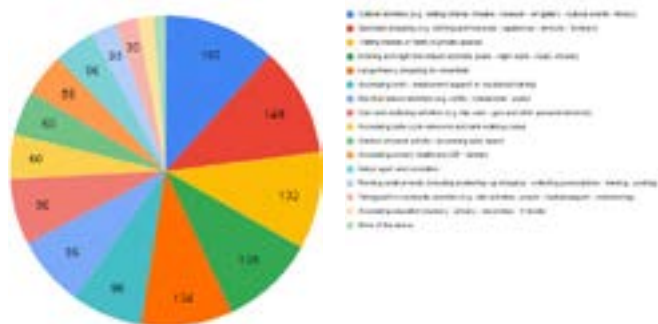
Most of the respondents partake in outdoor physical activity at least twice a week (73%). The most common response was that people partake in outdoor physical activity every day (32%).

#### 3. Accessing Primary Healthcare

Outdoor physical activity was the third most common amenity accessed within 15 minutes. This was accessed by most people less than monthly (78%).

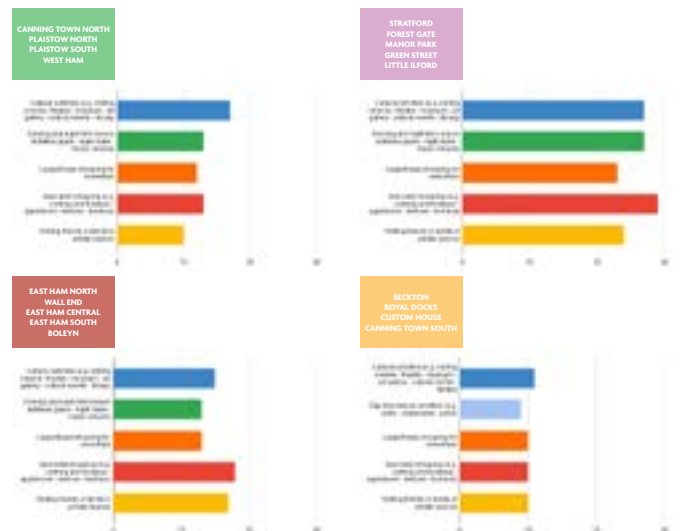
What transport method do you use most often to travel to these activities/places?

For all of the top three amenities accessed within 15 minutes, the majority of respondents access them by walking. For running small errands, outdoor physical activity, and accessing primary healthcare, the percentage of people who walked to use each amenity was over 80%. Car and bus were the next two most common modes of transport to access each of the three amenities.



Which of the following activities/places do you currently travel beyond 15 minutes to access?

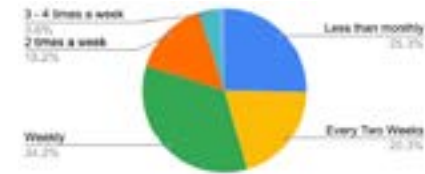
Visiting cultural activities, specialist shopping and visiting friends or family were the most popular activities which incentivise participants to travel beyond their 15 minute neighbourhoods.



Which of the following activities/places do you currently travel beyond 15 minutes to access?

As with the question relating to activities within peoples' 15 minute neighbourhoods, the results at a ward level to this question remained largely consistent across all areas.

### 1 CULTURAL ACTIVITIES



### 2 SPECIALIST SHOPPING



### 3 VISITING FRIENDS IN PRIVATE SPACES



### 1 CULTURAL ACTIVITIES



### 2 SPECIALIST SHOPPING



### 3 VISITING FRIENDS IN PRIVATE SPACES



How often do you travel to the following activities/ places?

#### 1. Cultural Activities

Over half of people carry this out at least once a week (52%), and 45% carry it out between 1-2 times a month. This indicates that travelling beyond 15 minutes does not seem to deter people from engaging in cultural activities, which is perhaps not surprising due to the high number of cultural venues, and the wide spread of these around London.

#### 2. Specialist Shopping

Most of the respondents carry out specialist shopping once a month maximum (76%). The rest of respondents partake in it between 2-8 times a month, 18% carry it out between 2-4 times a month, while just 5% of people carry it out more than once a week.

#### 3. Visiting Friends in Private Spaces

This activity was most commonly carried out between 1-2 times a week (51%). 68% of respondents visit friends in private spaces at least once every 2 weeks.

What transport method do you use most often to travel to these activities/places?

For activities accessed beyond 15 minutes, there was a wide spread of transport methods used. For cultural activities, the most common mode of transport was train/DLR (34%). This was followed by car and 'other' modes of transport. For specialist shopping, the most common mode of transport was car (26%), closely followed by train/DLR (24%), and then bus (22%). For visiting friends in public spaces, the most common mode of transport was walking (40%), followed by car (26%).

## MAPPING NEWHAM'S IMPORTANT PLACES

Mapping Newham's Important Places was developed to take advantage of the map surveying capabilities of Newham Council's Co-Create engagement platform. This tool allows participants to pin locations across the Borough, and share information on them. As part of the Newham Characterisation Study, this tool was adapted to be used to develop a community mapping and identification of spaces and places significant to local people, representing a diverse area of landmarks.

#### Activity Design

While the wider project team were able to undertake a mapping of assets and spaces from a range of existing data sources, this tool allowed development of an additional layer to this analysis, including identification of places that may have significance at a more community level, or to only one small subset of Newham's population.

The instructions included to guide participation encouraged respondents to share spaces that may hold significance to them or their community, alongside assets or locations more typically understood to be landmarks. Participants were also asked to share information on what made these places special, how regularly they visited them, and how they contributed to wellbeing. It was possible for participants to upload images or other files of relevance or that helped to demonstrate their significance.

Across the duration of the digital engagement period, 67 participants contributed 75 locations. 154 votes were cast by participants to endorse others selections, and 29 comments were added to locations.



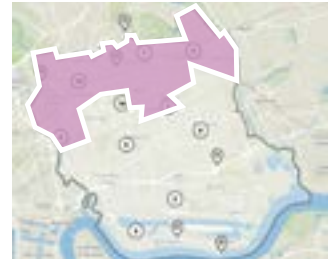


STRATFORD  
FOREST GATE  
MANOR PARK  
GREEN STREET  
LITTLE ILFORD

#### Stratford, Forest Gate, Manor Park, Green Street and Little Ilford.

- Out of the 4 areas, there were most unique locations mentioned in the north of Newham (23 comments on 19 locations).
- The most common theme to appear in these comments was 'Public Realm & Placemaking'
- People frequently praised facilities that provided opportunity for volunteering and socialising, green space for wellbeing, and landmarks that give places in north Newham a sense of identity.

Location	Number of Appearances
Highway Vineyard Church	1
Maryland Station	1
Forest Lane Park Playground	1
Forest Gate Community Garden	1
Forest Gate Clock And Water Trough	1
The Arches	1
Mature Trees That Flank Chestnut Avenue	1
Godwin Road Community Planter	1
Manor Park Bit Of Wanstead Flats	1
Earl Of Essex	1
Old Manor Park Library	1
Stratford Park	1
The Zaraza Courtyard	1
Queens Market	3
The Blue Bridge and Bow Creek Ecology Park	1
The Prana Space	3
Stratford Circus Arts Centre	1
The Spotted Dog Inn	1
Cody Dock and Twelvetreets	1
<b>Total</b>	<b>23</b>



#### Mature trees that flank chestnut avenue:

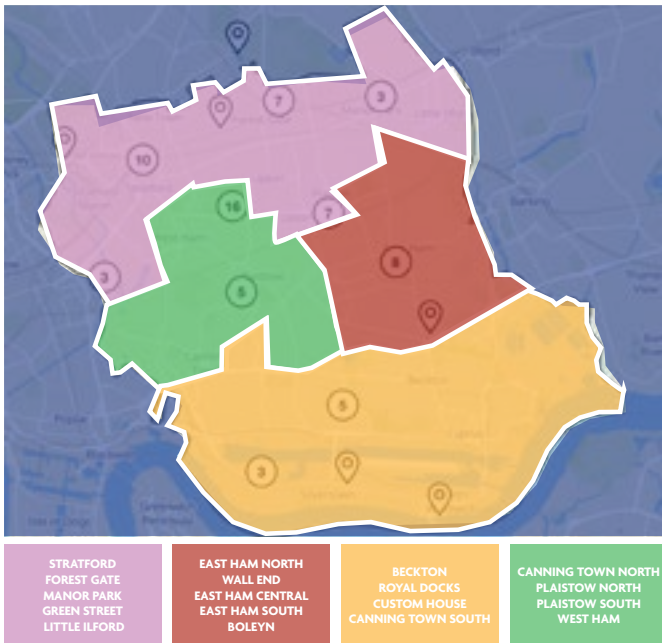
"These large trees are completely beautiful, and make this road, which is very wide, feel just gorgeous: leafy, stately and peaceful"

#### Earl of Essex pub:

"A beautiful historic pub and listed building, which is being allowed to crumble as the current owner wishes to redevelop the building into flats."

#### Queens Market:

"I visit three times a week. It is important for socialisation (...) It is essential to my household's wellbeing because I buy fruit and veg there at the most affordable prices in newham"



EAST HAM NORTH  
WALL END  
EAST HAM CENTRAL  
EAST HAM SOUTH  
BOLEYN

BECKTON  
ROYAL DOCKS  
CUSTOM HOUSE  
CANNING TOWN SOUTH

#### Wall end, East ham central, East ham south, Boleyn.

- There were 14 comments left about locations in east Newham, and the only duplicate location was Plashet Park, which recieved 2 comments.
- The most common tag to appear in these comments was 'Culture, sports and events'.
- Common threads between the locations included buildings of historic significance, cultural shared workspaces, and amenities such as cafés which also put on community arts events.



Location	Number of Appearances
Plashet Park	2
Passmore Edwards Building	1
Drag Strip	1
Fly Tipping	1
The Wobbly Road	1
Artcore International	1
Street Art at Upton Park	1
Theatre Royal Stratford East	1
Central Park East Ham	1
East Ham Nature Reserve	1
Red Door Studios	1
Newham Town Hall clock tower	1
Central Park Cafe	1
<b>Total</b>	<b>14</b>

#### Plashet park:

"Essential for all people in the community to access an open space where they can walk, meet friends, jog, partake in gentle exercise"

#### Passmore edwards building:

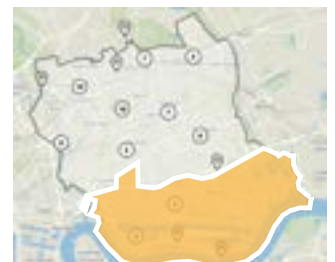
"Historic building that many people have fond memories of"

#### Central park cafe:

"Great place for the community, a safe space for parents & children hosting events."

#### Beckton, Royal docks. Custom house, Canning Town South.

- There were 10 comments left about locations in south Newham, relating largely to external green and public space and key heritage assets.
- The most popular location was Newham City Farm / King George V Park, which appeared 4 times, with the comments stating the importance of preserving this area.
- Common tags for the south of Newham included 'Nature and biodiversity', 'Heritage & Culture', 'Health & Wellbeing' and 'Social inclusion'.



Location	Number of Appearances
Newham City Farm / King George V Park	4
Itchycoo Park Beckton	1
Brick Lane Music Hall	1
Cranes on the Docks	1
Western Gateway	1
Final stages of Capital Ring Walk	1
Royal Docks And Thames River Areas	1
<b>Total</b>	<b>10</b>

#### Newham city farm & King George V Park:

"A safe, managed community hub for families, volunteers, schools, community groups. Part of the local heritage for almost 45 years"

#### Itchycoo Park Beckton:

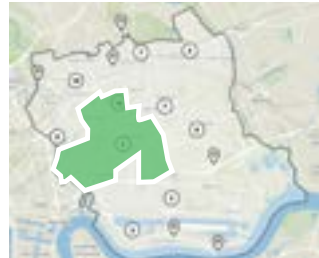
"Beckton pond has been a focal point for families and nature lovers since mid Beckton was built in the 1980s."

#### Royal Docks & Thames River areas:

"The redevelopment of these 2 areas over recent years has made use of such important natural & man made historical sites (...) though there may be a risk of Over-development here, which needs thoughtful control, it's the reason I've returned."

#### Canning town north, Plaistow north, Plaistow south West Ham.

- Out of the 4 areas, there were most comments left about locations in the west of Newham (27). The number of comments was higher than each of the other areas relative to their size.
- The most popular location by far was West Ham Park, which received 12 comments, describing the park as invaluable for residents and visitors.
- Most of the comments were tagged with the themes 'Public Realm & Placemaking' and 'Health & Wellbeing'. Other comments relate to active travel and the significance of leisure centres for the community.



#### West Ham Park:

"I live near West Ham Park and am in there most days, especially since the pandemic hit as a walk among the trees and flowers improves my mental state no end."

#### Greenway route:

"It provides green space and access to other local landmarks such as Three Mills and the Channelsea Path. It also hosts the Greenway Orchard which is beautiful in Spring and Summer."

#### Leisure centres Balaam and Newham:

"These groups are vital to the community and a refresh and rebuild of these centres is vital for the poorer south of the borough."

#### Outside Newham

- There were 5 comments left about 3 locations just outside Newham borough boundary,
- Generally the comments focus on green spaces and the benefits to wellbeing they provide for nearby residents, across all ages, and how they were additionally important in lockdown.



Location	Number of Appearances
Jubilee Pond	2
Wanstead Flats	1
Tracks (Cranmer Road Arches)	1
Radha Krishna Temple , 5 — 7 Cedars Road E15	1
<b>Total</b>	<b>5</b>

#### Jubilee Pond:

"I notice how a walk round it really boosts my sense of wellbeing - this was particularly important when my children were newborns and when we were in lockdown and all the playgrounds were closed - I am sure many others feel the same."

#### Wanstead Flats:

"Wanstead Flats is really vital to the wellbeing of huge numbers of local people who use it every day for walking, running, other exercise, walking dogs, meeting friends, and much more."



# ROAMING POP-UP ENGAGEMENT

A comprehensive series of roaming pop-up engagement events were delivered as part of the Newham Characterisation Study. Traveling by cargo-bike, the project team visited all 20 Council Wards over the course of 23 pop-up events. These took place in a wide array of locations, from high streets to libraries, shopping centres to parks.

A easily transportable engagement kit was developed to allow a flexible and low-carbon community engagement activity.

Dates      Locations

- 26/10/21 Royal Victoria Dock Tesco Express
- 28/10/21 Celestial Church of Christ
- 28/10/21 Manor Park Library
- 28/10/21 Plashet Park - Play area
- 30/10/21 Central Park
- 31/10/21 Bow Arts, Royal Albert Wharf
- 4/11/21 Canning Town Library/Rathbone Market
- 4/11/21 Plaistow underground station
- 4/11/21 Newham Sixth Form College
- 5/11/21 Barking Recreation Ground
- 5/11/21 Stratford Underground Station
- 5/11/21 Forest Lane Park
- 5/11/21 Tesco express Katherine Road
- 6/11/21 West Ham Park (North Gate)
- 6/11/21 Stratford Library
- 10/11/21 17 Barking Road, Newham
- 10/11/21 High Street South
- 10/11/21 North Woolwich Library
- 24/11/21 Star Lane DLR Station
- 24/11/21 West Ham Station
- 24/11/21 Custom House Library
- 27/11/21 Sainsburys, Becton Triangle retail park
- 27/11/21 272 Green St
- 27/11/21 15 High Street North

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Activity Design

The Roaming Pop-up Engagement tools were developed to replicate the data gathering approach in the two digital tools adopted as part of the wider engagement programme; the survey and mapping; while offering a more flexible space for gathering anecdotes and stories from Newham residents and visitors.

The toolkit was designed to be easily transportable by cargo bike and demountable in a matter of minutes. This required a focus on lightweight components that could be regularly re-used across multiple events per day.

There were three key data-gathering devices included as part of the toolkit:  
Live surveying board: This printed board included a number of questions from the online survey and acted as a space to provide visual representation of participant input. While this board provided specific questions, the purpose of these was more generally to act as a series of prompts to wider ranging conversations that were gathered by the engagement team, to be coded and analysed at a later date.

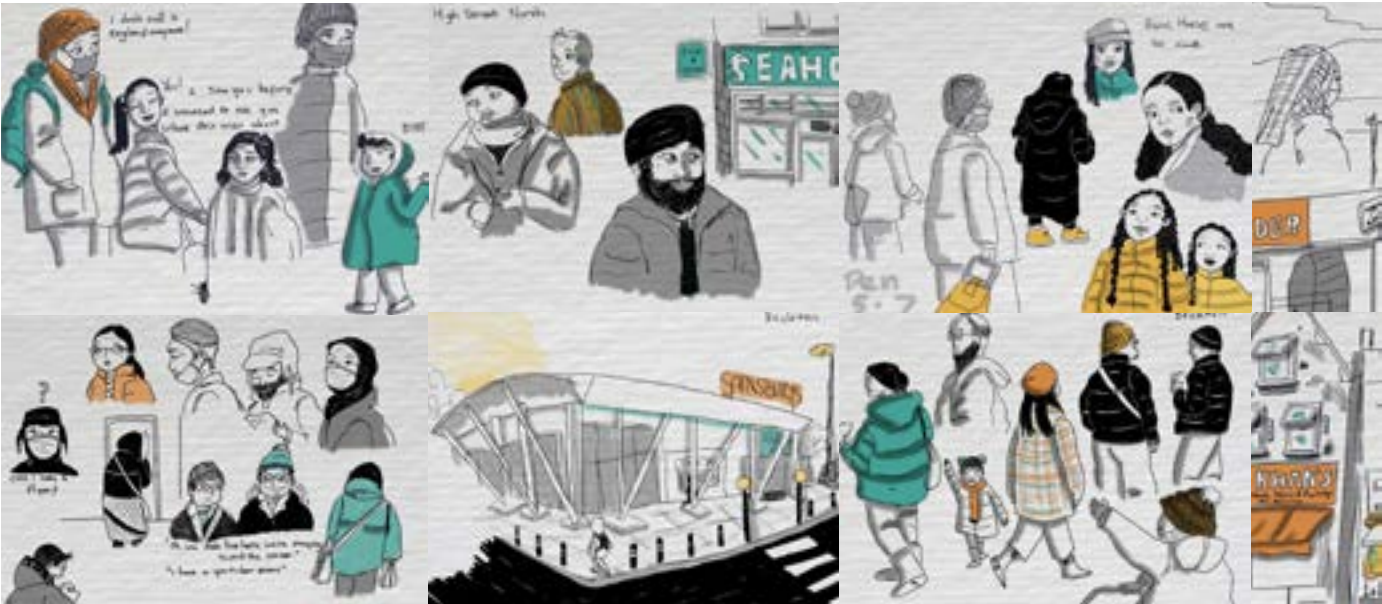
Mapping activity: This activity replicated the 'Mapping Newham's Important Places' online activity, and prompted participants to identify important landmarks in their neighbourhood; from significant landmarks like parks and community centres, to smaller and unexpected landmarks to local communities. This tool was also used to prompt conversations around peoples' 15 minute neighbourhoods and what assets they were able to access, or that may be missing, from their immediate surroundings.

Printed Engagement Pack: As an accompaniment to the two digital tools, the engagement team produced the Printed Engagement Pack, which provided a paper reproduction of the entirety of the online survey and an equivalent mapping exercise. This was distributed to interested participants during the Roaming engagement, and left in libraries for remote participation.

A core objective to the Roaming Pop-up Engagement was ensuring that the project team visited all 20 of Newham's Council Wards, representing a wide geographical and demographic spread of locations. The list of locations was developed in collaboration with Council officers, focussing on identifying locations that represented a wide array of spatial typologies across the Borough, and where possible trying to align events with times when these spaces would be active and busy. This included specific alignment with other events, and a number of events coincided with engagement activities being delivered by the Council as part of the Local Plan Refresh process.



To capture some of the conversations that were taking place along our pop-up tour, we continued to work with local illustrator Sadie St Hilaire to capture the spaces in which we were occupying and the Newham locals that engaged with our process.



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STRATFORD  
FOREST GATE  
MANOR PARK  
GREEN STREET  
LITTLE ILFORD

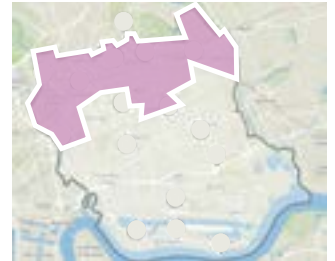


Overall in the northern collection of wards, there is positive mention of access to high-quality places to eat and shop - access and use of local high streets is often mentioned as a positive aspect of the area. Green spaces and parks have also been praised in the area mentioning Forest Lane Park by name as well as Manor Park Cemetery and Muller Park.

Some felt that along the high streets, there lacked variation within the offering thus creating high streets with scattered activation across location and time of day.

There is concern over the changing of the area. People have felt that across these northern wards Stratford and Canning Town have the council's eye as local people understand these areas being of interest for further development but felt this juxtaposed with the shutting down or reduction in community services or increase of council housing or affordable rent properties.

The most frequently mentioned 'heart' of Stratford was Stratford library, and The Coronation Theatre is also mentioned as a key building in North Newham. A commonly occurring concern was about safety and crime, particularly around Green Street Station and Upton Market, and fly-tipping around North Newham.



#### Stratford:

"Using community skills to create change. We need to work with kids for education on food, growing and exercise outdoors. Abbey Garden, Stratford has a gardening club. Lots of green in Muller Park. The heart is Stratford library."

"Difficult level access at station (E15). University of East London area could be greener. Stratford is 'shiny' but it is drab in the uni area."

#### Green Street:

"Green Street has good rent, and is closer to London. The new builds are like greenhouses, but transport links have improved."

"Nothing is within walking distance."

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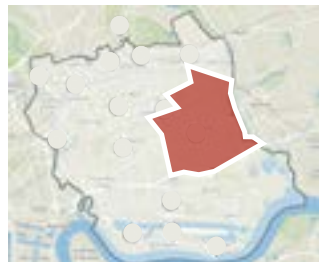
EAST HAM NORTH  
WALL END  
EAST HAM CENTRAL  
EAST HAM SOUTH  
BOLEYN

BECKTON  
ROYAL DOCKS  
CUSTOM HOUSE  
CANNING TOWN SOUTH

Positive aspects of East Newham that came up were green spaces, such as Plashet Park and Central Park. Its multicultural community and variety of shops was praised by residents. Residents feel the most useful amenities to have within 15 minutes would be a variety and shops and restaurants.

Commonly occurring concerns in East Newham centred around safety, in particular drug usage in parks and a perceived lack of police presence in East Newham.

Residents feel that East Newham is a somewhat "forgotten" part of the borough, and many facilities are out of reach for residents who do not drive, which poses issues for young people in particular. Some residents attribute the increased number of young people getting involved with crime to a lack of youth facilities.



#### East Ham:

"I don't feel safe on the High Street. Fly tipping is an issue and so is potholes. We need education to give local people a sense of pride."

"Plashet Park is a great park with a community of dog walkers! It won awards! But then flag burning dampens it."

#### Bolyeyn:

"Multicultural. 100% what it needs in 15 minutes is a good variety of shops and good restaurants."

"It's hard especially for young people and if you don't drive to reach places. This is the most forgotten part. 10-15 years ago you could see so many young people getting into crime and drugs. There is nothing to do, no affordable housing. There is nothing to do around for students."

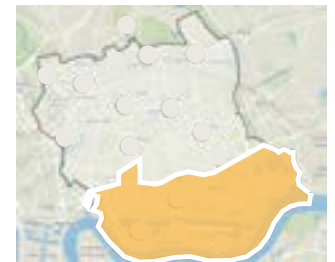
Popular aspects of South Newham amongst locals included the Greenway cycle route, although some felt it could be better connected to other cycle routes. Many are hopeful that the New Elizabethan train line will help to better connect the borough to Central London.

Residents described areas such as Beckton as having a strong sense of community, and opportunities for older people were praised in North Woolwich. Other positive aspects include the green space, such as Beckton Park and Newham City Farm, which people feel creates more incentive to buy in these areas.

Residents spoke about the need for more youth facilities in South Newham, and one resident mentioned a youth club in Custom House which is due to close soon. Many spoke of the importance of protecting other amenities such as the library, which residents feel has been invaluable during the pandemic, and the city farm.

People described a "disparate, spread-out feel" in the more industrial areas, such as in Canning Town. Similar to other areas of the borough, safety was a commonly occurring theme, with people mentioning drug use in parks, and a lack of police presence on the street. Others spoke about the poor condition of the streets, mentioning uncut grass and broken lampposts.

In terms of shopping, people spoke about difficulty in accessing shops without a car, and the lack of small, specialist food shops. Young people stated that they often need to travel out of the borough, to Woolwich to access shops and activities.



#### Beckton:

"There are big and nice parks in Beckton. This gives an incentive to buy [property]."

"What makes Newham great is the people and sense of community. But, it's small and I feel growth is taking priority over people."

"The library is a vital resource for students who can't access institutions during Covid-19."

#### Custom House:

"There is lots of greenspace which is great. The farm shut down which was sad."

"I am a Custom House resident. There is nothing in the area, the youth club is about to shut. The library is fantastic but places for the elderly and the youth are closing."

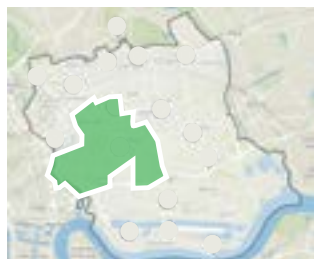
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West Ham Park and Plaistow Library were described as centres of the community of West Newham, and great assets to the area.

One concern that was raised was road safety, in particular around West Ham Main Road and the Greenway. To improve this, residents proposed CCTV, a better police presence, and speed bumps. There is gang violence in Newham and clear divisions between areas, and residents feel organisations "on the ground" are not currently doing enough to tackle this. Another key concern was a lack of youth services, and the impact of this on both young people and parents.

Finally, people feel the West of Newham would be improved by maintenance work on the streets, in particular to pavements and lighting. These physical improvements may in turn contribute to a sense of pride in the area and reduced crime rates.



#### Canning Town:

"The green route cycleways are relatively good but are not part of popular longer routes."

"We need more youth clubs for children around here to get young people off the streets. We also need more affordable housing."

#### West Ham:

"West Ham Park is the heart of the community. I love walking through the autumn leaves. West Ham Park and its wildlife are a great asset."

"The first main issue is security, as there is a high number of reported burglaries. The second is a lack of youth services, for young people and parents."

Positive themes which occurred throughout Newham were the size and quality of green spaces. Many also praised the sense of community, diversity and friendliness of the borough. Transport links were generally praised, in particular Newham's buses. Many said spoke about a sense of the borough "growing" and some used the word "improving".

Amenities that people felt were invaluable include leisure centres and free facilities such as libraries, which put on free activities for children.

Though some said they felt the borough was generally safe, concerns around crime in certain areas was a commonly occurring theme.

Aspects many people felt could be improved include youth services and children's play centres.



#### Positive:

Park  
Community  
Shops  
Heart  
Library  
People  
Multicultural  
Growing

#### Negative:

Housing  
Safety  
Council  
Traffic  
Affordable  
Access  
Nothing  
Rubbish / Fly tipping

## COMMENTARY ON EMERGING NEIGHBOURHOOD BOUNDARIES

Following analysis of engagement feedback across multiple engagement strands, a number of observations and themes have emerged which help to steer the definition of emerging neighbourhood boundaries. Engagement activities focussed on identifying a range of local assets, from significant community landmarks to everyday amenities. Through a mixture of data received through online surveys and conversations during in-person engagement events, a range of insights have helped to inform an understanding of local residents' perceptions of their neighbourhoods; what features are central to them and what barriers or severances helped to shape their outer limits. This understanding is not comprehensive, and a key emerging theme was the extent to which some areas of the Borough had more easily defined neighbourhood features, while others, particularly those in the south and west, saw less easily drawn consensus.

#### Key Themes:

##### North/South divide

In large areas of the north and centre of the Borough, residents generally were more definitive in their identification of the neighbourhood in which they lived or visited. These were formed around central commercial high street areas, and conformed to our expectations based on previous definitions of the Boroughs neighbourhoods. Residents orientated their perceptions of their neighbourhoods towards these nearby high streets, which helped to define both the character of these neighbourhoods, and the central node of peoples' understanding of access to amenities within 15 minutes. Broadly these areas were viewed positively in terms of these two analytical frameworks; contributing to a distinct sense of place and as having a good mix of access

to everyday amenities. These areas also broadly conform to widely identified named neighbourhoods as understood by local residents - 10; Plaistow, 16; Forest Gate etc.

Conversations and findings in the south and western areas of the Borough overall suggested a less clear definition of what sat at the heart of neighbourhoods. Some areas, for example North Woolwich were highlighted for a lack of extensive high street amenity. Residents in areas of significant and rapid new residential development, for example Royal Albert Wharf, noted a lack of sense of place while surrounding developments were ongoing and a wider array of amenities were yet to be introduced.

#### Non-residential neighbourhoods

New Practice undertook pop-up roaming engagement in a number of non-residential spaces within the Borough. In these spaces, the vast majority of participants were workers or passing through on longer journeys. These areas were not perceived to be neighbourhoods per-se, lacking both the necessary sense of place and amenity. In the case of areas 6 and 7, clearly divided from the rest of the borough by Manor Road and the DLR line, this severance poses a significant challenge to future residential development in this area in the cultivation and shaping of place beyond its current industrial character. This is a similar challenge in area 1, bordering on development at Royal Albert Wharf identified by participants as lacking a clear sense of place presently.

#### Soft and hard boundaries

The emerging neighbourhood boundaries provide a positive reflection on local residents' expressed perceptions of a number of clear areas of severance

that subdivide the Borough, and contribute to the division of neighbourhoods as they are presently understood.

As above, in the case of the difference between perceptions in the north and south of the Borough, the north is characterised by a series of softer boundaries between historic neighbourhoods defined around high streets. Generally, the boundaries identified across areas 9, 10, 12, 13, 14, 15, 16 and 17 are softer, with many participants in these areas noting that they may access other high street areas depending on their need or desire for more specialist amenities.

In the south of the Borough, a range of severances present much clearer boundaries. In particular, participants identified the Newham Way as a significant boundary point across a range of engagement activities. This represented both a key boundary between neighbourhoods, and a wider perceptual boundary of long-term significance.

#### Stratford

Stratford and the areas in the north west of the Borough have proven the most difficult to develop a clear consensus on as part of analysis of feedback and input. This is in part impacted by the particular role Stratford has taken in the perception of participants, identified by many local residents as emblematic of uneven investment across the Borough.

The neighbourhood was identified by a significant number of participants as an area they were most likely to travel a greater distance to access from across the Borough. Generally, participants identified Stratford in terms of its recent commercial and residential development, defining its character in terms of the area north and west of Romford Road.



#### Reflection on changes to currently proposed boundaries

Broadly, the emerging neighbourhood areas in the north of the Borough conform to local residents' perceptions of their neighbourhoods, formed around key high street areas. One area that may be worth additional consideration is the interconnection of areas 12, 13 and 14, jointly forming East Ham. While there exists slight disconnect between the high street area of area 14 and that currently bisecting areas 12 and 13, anecdotal data from on-street engagement in this area suggests that local residents understand these as continuous and interlinked, and would regularly travel from areas 12 and 13 to access amenity in 14. The southern high street also acts as a central, rather than boundary point of surrounding streets, suggesting that areas 12 and 13 may be considered the same neighbourhood.

Area 4, stretching along the north bank of Royal Docks might benefit from being split, as conversations with residents at either end of this space suggest a general lack of permeability and travel across this area. Residents west of the Excel Centre tend to be orientated in terms of amenity along Silvertown Way, and as discussed above, residents towards Royal Albert Wharf note a lack of local neighbourhood centre and suitable amenity. The area around Royal Albert Wharf may benefit from reconsideration. Local residents identified a lack of an existing sense of place. However, neighbouring new development will enlarge this area northwards, increasing amenity. A wider definition as an emerging neighbourhood may support place-development ambitions.

# YOUTH ENGAGEMENT

Youth engagement as part of the Newham Characterisation Study was primarily focussed on establishing co-design opportunities with young people, focussing on development of Low Traffic Neighbourhood (LTN) installations as part of parallel work being developed elsewhere in the Council for delivery later in 2022.

This creative activity acted as a framework to explore young peoples' perceptions of their local areas, how they use them, and particular reflections on the challenges for young people in gaining equal access to public space.

**Activity Design**  
The programme was delivered over a series of iterative workshops, held at Stratford Youth Zone. This youth focussed community space acts as a hub for youth activity in the area, part of 5 Youth Zones operated by the Council's Youth Services team. Participant recruitment was facilitated by this team, who advertised the opportunity to their regular users, and was distributed to other youth spaces and schools.

The programme was designed to offer reciprocal value to participants. Alongside the offer of free food, the sessions were pitched towards young people with an interest in design and the built environment, and who might be considering a future in these industries. The programme was focussed around sharing information on the design process, insight into working in design practice, and developing concepts as part of a process that will have built outcomes.

Over the course of four sessions, participants were learned about the concept of LTNs, were introduced to design methodologies, and worked collaboratively and with support from facilitators to generate ideas for innovative modal filters and other LTN infrastructure that might contribute to place-based outcomes to replace outdated or temporary installations across the Borough.

These designs were presented to the Borough's Design Review Panel, a group of professional experts, who offered feedback on the emerging concepts and ideas for further development.

The Youth Design Jam facilitation guide is included as an appendix to this report.



Before starting the youth design Jam with Stratford Youth Zone, New Practice engaged a local youth group in Newham, ages between 10-16 to ask them about perceptions of their local neighbourhoods and to gather suggested project ideas to improve their areas.

From feedback, young people have few key positive points around how they view their local area. Firstly, the view green spaces as a key asset however understand that these spaces could be improved with more frequent maintenance.

Young people consider local shops to be an asset, they feel that there are a number of shops that they are able to access relatively quickly and easily.

Young people consider Newham to have good access to quality education.

In terms of more challenging aspects, young people considered there to be a lot of smoking, both of regular cigarettes and cannabis to be associated with anti-social behaviour decreasing a feeling of safety. The feeling of lack of safety persists around an understanding that the crime rates in certain areas of Newham are high and feel there is a high rate of violence and gangs.

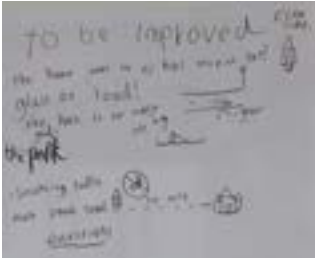


A final observation was that there was poor internet connection across Newham. Suggested ways to improve Newham were the following:

- Need more zebra crossings
- Less factories
- More clubs
- More hospitality
- More additions to the parks
- More local swimming pools
- More libraries
- We could add more zoos and farms that help wildlife
- Grow more plants for wildlife
- Save the bees

## Young People's Project Ideas:

- Swimming Pool**  
Creating a number of local swimming spots with access to changing lockers and showers.
- Animal Helpers**  
A volunteer scheme aiding in animal rehab or creating spaces to aid Newham's wildlife population.
- Local Community**  
Accessing a publicly-accessed recreation ground and set up for young people to take part in organised sports.
- Local Legends League**  
Schools in the local area to be invited to an organised football tournament for years 4-6 in West Ham training ground. 'Youngsters can become legends!'





# LTN DESIGN PROGRAMME

Over the course of five weeks, New Practice worked with a group of young people who accessed the programme via Stratford Youth Zone.

The programme was used to create inbuilt social value into the overarching engagement programme. The process involved working with a group of young people and taking them through a design process with a focus focussing on developing design skills. New Practice partnered with the Stratford Youth Zone to ensure that the young people's time was remunerated and dinner was provided.

New Practice created a Low Traffic Neighbourhood (LTN) design programme that focussed on developing learning around the design process, modal filters and other forms of LTN infrastructure in order to support young people to create their own modal filter designs.

This series of sessions were based around creating modal filters for Newham as part of the ongoing programme of internal investigation of existing LTNs across the Borough for future improvements.

In part due to the programme running over critical school and college exam periods, many young people were not able to come to each week consistently. However, New Practice facilitated a flexible structure and adapted to each students ability and knowledge.

Through this work, New Practice were also able to host very informal chats during breaks where more candid conversation around young people's perception of Newham was explored.

In Week 1, New Practice explored perceptions of neighbourhoods with young people. Young people (ages from 14-17) expressed their overall feeling that safety was a big concern; they feel as though gang rates are high and know many people who have been involved in gang activity or were interested in doing so. Many expressed a desire to leave Newham when they were able to.



In Week 2, the group explored creating a number of ideas and directions for LTN and modal filter designs. The group had devised a number of creative suggestions that not only created practical modal filter solutions but would include secondary functions, many of which had an interactive community benefit to them.

Week 3 was focussed in bringing in further detail to each design, encouraging thought about materials, colour, usage and furthering the development of each theme. Because of the number of the group, New Practice were delivered one-on-one supported design development, suggesting edits and discussing improvements whilst adopting live-modelling and sketching for immediate feedback.

Week 4 was an additional session offered to young people before the presentation during the week. This was a drop in style session to aid the development or answer questions around individuals design progress.

To support the Design Review Panel presentation session and ensure that young peoples' concepts could be adequately explored and discussed, New Practice developed a series of illustrations of the emerging design concepts.

The following themes were the final 5 directions that the group developed and were chosen as the preferred directions to explore:

**Play** - including an interactive element to encourage young people to activate a space.

**Display** - integrating a space for information to be displayed by and for the community.

**Pray** - a space for prayer and reflection to take place

**Safety** - using ground markings to map out safe routes for cyclists where there is a lack of cycle lanes

**Greenspace and Greening** - additions of planting and greenery

Two other themes were identified as important that capture many of these desired directions. Firstly, a theme of community involvement and representation and secondly creating a space that would be able to be used as a landmark.

The visuals were then sent to the young people for reflection and feedback.

In Week 5, New Practice facilitated a Design Review Panel session. This was achieved via video conferencing set up with New Practice and members of the youth panel on one end of the call and each member of the Panel and LB Newham dialling in individually.

Prior to this session, each design was discussed with the young people to gain initial thoughts and feedback from each representation to feed to the review panel. It was



decided in this conversation that the young people would prefer New Practice to represent their views and were comfortable with contributing as and when they saw fit.

New Practice used each design as a visual representation of a concept that had been discussed and developed across the programme to allow for feedback from the panel.

# LTN DESIGN OUTCOMES



The feedback from the Design Review Panel for each of the themes were as follows:

**1. Play**  
This concept was developed and visualised using a modelling software by a young person within the group who was able to access time and resource outside the programme in order to bring us this proposal.

A concept that encouraged spiritual reflection or otherwise would be encouraged. Somewhere that was calm and people would be able to find space and contemplate would be a worthwhile pursuit. The Panel encouraged consideration of how the space would open to the public, suggesting that small enclosed spaces may not be appropriate for this kind of public realm project. As an alternative, the group were encouraged to think how they might be able to create a space that is not enclosed that evokes this feeling of calm and reflection? This space could also perhaps be linked to days of celebration for a variety of cultures, linking a number of designs together creating a parade or defined route to follow during celebratory walks or public festivals.

**2. Play**  
Encouraging play in a Low Traffic neighbourhood design would support a local community to feel more ownership of the space, bringing play back to streets. Thus represents an opportunity to explore less traditional playspace and encourage different forms of play to create a space that felt accessible to a mixed demographic. The potential disturbance would need to be considered however, if play were to be encouraged right outside of peoples homes. A couple of points were raised around the road layout, if play equipment were to be installed, the size of the safely accessible pavement would need to be considered with caution. A potential way around this was looking at something similar to the play streets programme, where roads are closed off periodically to allow for street play.

**3. Greening**  
The greening concept was developed with a particular location in mind. This location was right outside a community garden that currently is fenced off along a corner site. As maintenance was a concern, the young people considered the partnership between the Modal Filter team and the local gardening group. Here, it would be imperative that the group were to be involved from the outset to understand the needs of the group and their ability to take ownership of additional plots. It had been suggested that instead of creating more planters, to explore the gardens becoming publicly accessible in exchange for the addition of accessible and usable space.

Within greening concepts, young people were keen to explore including seating to allow for people to sit and rest amongst the plants. With this, it would be important to consider the ergonomics of the seating and how the greening and seating related to one another to create a harmonious space. A final suggestion from young people is that this space was able to grow food for the local community - trees bearing fruit or herb garden plots.

**4. Community**  
The community concept was focussed around bringing a variety of people from the community together. Here, it was encouraged that a dual usage may be explored with the caveat that it would need to be a design that consciously contributed to the community in some way. The Design Review Panel encouraged the concept of table and chairs, with potential for food and sharing a meal bringing different people together. This concept however would need a location that was likely to accept and make use of this to ensure it was less likely to become a hub of unwelcome activity.

With all of the concepts there was a discussion around how any design would be able to combine to create multi-functional spaces. Where possible, elements of the theme of community should be installed in each LTN design.



#### 5. Display

This concept provided space for the display of information on the local area or promoting local activities. It was suggested that local community centres would be able to access this space to advertise and steward this service.

The Panel suggested that the group explore the way in which physical and digital would be able to support one another. Would a screen be a better option? Or a permanent QR code linking to a frequently updated website?

#### 7. Safety

One of the young people on the panel was from a family of keen cyclists, therefore they had an interest in how the group would be able to use this opportunity to support safe cycling in the area.

The group discussed the demarcation of space and using floor colourings to indicate safe areas for different road users. Here it was suggested the group explore the use of symbols to represent different zones across a number of LTNs to create a visual language that would show what would be safely supported in each area.

This prompted up a conversation within the Panel around the feeling of safety. Beyond a variety in road users or thoughts behind shared surface and pedestrian, cyclist relationships - what evokes a feeling of safety?

The group discussed other methods of increasing the feeling of safety such as increased lighting and encouraging populated spaces across a range of days and times.

#### 6. Wayfinding

The wayfinding concept explored the creation of something that was visually interesting enough for local people to us as a point of reference in order to direct themselves around the Borough. For the young people, important considerations were collaboration with local artists and fabricators and making sure that the resulting structure reflected local people in the community. Young people were also keen for this to be an opportunity to display a message or value held by local people.

The Panel suggested that this was an opportunity to create an evolving piece that would easily able to be updated to reflect the evolving feelings, and residents of the area. Here community involvement would be imperative and local stories could be captured and displayed as a element of the final piece.

#### Final Considerations

Each theme that was explored through these visuals was encouraged to be brought together to create fuller design concepts, with underlying themes such as safety and community to sit at the heart of outcomes.

For each concept it was stressed that the consideration of appropriate location was extremely important to the success of each modal filter design. The involvement of the community throughout the designs and install would create a smoother transition and a more lasting impact on the area.

Young people were keen to reinforce the idea that each modal filter was a space for all and that each design was to closely consider accessibility encouraging spaces for wheelchairs and sensory play.

## APPENDIX 1 LTN YOUTH WORKSHOP





# WORKSHOP 1

## RESEARCH + BRIEF

As part of the wider Newham Characterisation Study project, a project involving young people in the design of concepts for Low Traffic Neighbourhood (LTN) installations has been developed and delivered with young people at Stratford Youth Zone. This programme has been developed to provide a skills-building experience for young people, particularly for those with an interest in architecture or design, and is designed to provide an insight into design practice and the creation of ideas for a client.

This pack has been developed to allow the duplication of this process beyond the scope of the Characterisation Study, and provides a methodology and supporting materials.

Before undertaking each activity, consider the group of young people you are looking to engage. This programme has been designed to be accessible for high school aged young people and would need to be adapted and simplified slightly to engage younger audiences.

Secondly, consider the venue you will be hosting each workshop within. You will need a space for young people to come together and feel comfortable in, with access to large tables and projector or screen.

This pack outlines each activity, providing details of the tools needed and supplying supporting materials.

Included is a suggestion of a feedback session with Local Authority LTN specialists. Although optional, we strongly suggest you include this where possible to ensure there is opportunity for a true design-work experience increasing the reciprocity and value of the engagement.

As an addition to this, consider the overall reciprocity of your youth engagement. Consider paying young people for their participation or considering providing a meal for their time and costs for travel.

Overall this programme is for 15 young people for four 1.5 hour sessions which, including youth remuneration and materials, is likely to cost between £500 - £1300.

**Remuneration:**  
£300 - rough cost of 4 meals for 15 young people  
£94.50 - cost paying 15 young people living wage for 6 hours of their time  
**Materials:**  
~£50 - £150 - Internal vs External printing  
~£50 - Sketching Pencils + Pens  
~£30 - Set Squares  
~£20 - Sketching Paper

Please note that these costs do not include costs of travel, nor payment for facilitators or staff, nor does it cover construction of outcomes.

This document is designed to support anyone to facilitate these sessions. However, learners may benefit and gain greater insight into design practice with input from experienced design professionals, acting either as course leaders or providing assistance and support.

This pack will have all supporting materials ready to be picked up and facilitated including presentations, workshop schedules and activity outlines.

Within workshop schedules, each action has been broken down into two categories, Activity (A) and Teaching (T) to provide further clarity of each action's intent.

A research and brief-building workshop begins the programme. Here we are starting to build a picture around how young people currently perceive their neighbourhoods, to what degree they understand high volume traffic to be an issue in their area and whether they regard current low traffic neighbourhood interventions to be sufficient responses.

Here there also lies a teaching opportunity to encourage young people to engage critically with urban design.

**Aim:**

- To collect young people's perceptions of their neighbourhood as it stands.
- To strengthen young people's understanding of how traffic can effect the experience of a neighbourhood.

**Desired Outcomes:**

- A collection of maps that identify perceptions of neighbourhoods.
- A number of briefs for low traffic neighbourhood solutions.

**Materials needed:**

- All printed appendices
- A screen to show video
- Pens or Pencils
- Note Paper

**Workshop Schedule:**

- Introduction - 15 minutes
- Neighbourhood perceptions (A) - 15 minutes
- Low Traffic Neighbourhoods (T) - 10 minutes
- Low Traffic Solutions (T) - 5 minutes
- Food Break - 10 minutes
- LTN Critical Discussion (A) - 10 minutes
- Brief Building (A) - 15 minutes
- Feedback + Close - 10 minutes

### Workshop 1

#### Introduction

*15 Minutes*

Introduce yourself and the project - you may use the project introduction script (Appendix A) to give an idea of key points to address in this introduction and an overview of the whole programme.

#### Neighbourhood perceptions

*Activity - 15 minutes*

Using the map tool provided (Appendix B), have each young person mark (roughly) the road they live on. From here, use different landmarks to assist them to draw a shape around the roads that they feel marks the edges of their neighbourhood. Have the young people mark key buildings, spaces etc. in their neighbourhood. From here, we move to the provided questions - have each young person think about what makes their neighbourhood a great place to live and what they feel could be improved

#### Low Traffic Neighbourhoods

*Teaching - 10 minutes*

Use the following links to play the following videos to introduce LTNs. Prepare the young people with advice to take notes as you will be discussing LTNs afterwards.

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# WORKSHOP 2

## DESIGN

What's all the fuss about Low Traffic Neighbourhoods? by Greenpeace  
[https://youtu.be/URp\\_\\_v6A38](https://youtu.be/URp__v6A38)

Low Traffic Neighbourhoods continue to divide communities - 200 planned. by BBC News  
<https://youtu.be/1N0qlz6kiNA>

### Low Traffic Neighbourhoods Solutions

*Teaching - 10 minutes*

Using LTN Solutions presentation (Appendix C) share the current most common solutions to LTN design. Encourage the young people to note what they like and dislike about each of the solutions, whether they think they are successful and what would need to be improved if they were to enjoy them in their own neighbourhood.

### [Food Break]

#### LTN Critical Discussion

*Activity - 10 minutes*

Use this time to discuss LTNs with young people to gather their understanding. Start with the following questions and invite young people to ask questions in return.

- What is an LTN?
- Who are the people who are advocates for them?
- What are the reasons people have been fighting against them?
- What do we think makes a good LTN design?
- What makes a bad one?

### Brief Building

*Activity - 15 minutes*

Using the brief building sheet (Appendix D), allow young people in small groups to create a brief for a low traffic neighbourhood intervention in their area. If there is remaining time, ask for young people to present their briefs to one another.

### Feedback + Close

*10 minutes*

Use this opportunity to close the workshop and tidy things away. Introduce next week's workshop as our first design workshop.

Finally, ask for two good things and a 'to be improved' for the session to allow the following weeks' workshop to be adjusted.

This workshop builds directly from the brief-building activity and looks to develop as many ideas as possible. This workshop is about exploring ideas that look to push what traditionally is seen as a LTN intervention and will assess these ideas using common methods of design ideation and assessment.

For this workshop we will use the Design Council's Double Diamond methodology. This workshop looks to bring the first diamond of 'discover and define' to a close. Workshop 3 and 4 will start the second diamond.

**Aim:**

- To introduce a number of ideation techniques.
- To develop many youth-focussed LTN designs.

**Desired Outcomes:**

- Collect a number of designed ideas for LTNs
- Understand what young people perceive to be a successful LTN design.

**Materials needed:**

- Printer appendices
- A screen to show video
- Set Squares
- Sticky-notes
- Rendering Pencils and Pens

**Workshop Schedule:**

- Introduction - 5 minutes
- Design process - Ideation (T) - 15 minutes
- SCAMPER (A) - 10 minutes
- Morphological analysis (A) - 10 minutes
- Break - 10 minutes
- Sketching techniques (T) - 5 Minutes
- Sketching ideas (A) - 15 minutes
- Assessing ideas (A) - 10 minutes
- Feedback + Close - 10 minutes

### Workshop 2

#### Introduction

*5 Minutes*

Start by reiterating last weeks activities and feedback. Share what this workshop will entail and how you have taken feedback on board.

#### Design Process + Ideation

*15 Minutes*

Outline what is meant by a design methodology and ideation processes using the design process and ideation presentation (Appendix E) Highlight the two methods of ideation that we will be using today (scamper and morphological analysis) and use the double diamond to show where we are in the design process.

#### Morphological Analysis

*10 Minutes*

Using the Morphological analysis page (Appendix F) in the same groups have the young people create more ideas for LTN.

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# WORKSHOP 3

## DESIGN DETAIL

### SCAMPER

10 Minutes

In groups, have the young people use the SCAMPER model to create new ideas for the LTN. Have them refer back to the brief to keep ideas in-line with the aim of the design.

### [Food Break]

### Sketching Techniques

5 Minutes

Use 5 minutes to gather young people around for a sketching demonstration. How do you render certain materials? What pens should you use when? What's the difference between an isometric and a two point view?

If you don't have strong sketching experience,

How to Sketch and Render for Product Design - Draw like a Pro - Marker Tips & Tricks  
<https://youtu.be/Mc1T3jokJKk>

### Sketching Ideas

15 Minutes

Each group of young people will now have a cluster of ideas. Take 15 minutes to sketch each out on paper, noting key features on the back.

### Assessing Ideas

10 Minutes

Now, using the assessment tool (Appendix G), assess each of these ideas. Give a score of 1-7, against how well this idea fulfils each of the points you have outlined in the brief. Once you have finished, add up the total score for that idea and move onto the next. From here you will be able to easily see which idea is the most successful.

### Feedback + Close

10 Minutes

Use this opportunity to close the workshop and tidy things away. Introduce next weeks' workshop as our second design workshop. Finally, ask for two good things and a 'to be improved' for the session to allow the following weeks' workshop to be adjusted.

Here we will dig into the successful designs. We will look at why they are successful and where we can combine the best attributes of several to create a design worthy of Newham's streets.

Further details will be drawn, considered and specified. Understanding materials, costs and locations will be crucial as we prepare for workshop four, our feedback session with Local Authority LTN professionals.

### Aim:

- To further develop understanding of design considerations such as cost, material and scale.
- Introduce and have young people use anthropometric data to influence designs
- To prepare designs for presentation to design and LTN professionals

### Desired Outcomes:

- At least three presentation-ready designs for LTNs with scale designs.

### Materials needed:

- All printed appendices
- Sketching Paper
- Rendering Pencils and Pens
- Note Paper

### Workshop Schedule:

- Introduction - 5 minutes
- Detailed Design Presentation (T) - 5 minutes
- Develop Design (A) - 35 minutes
- Break - 10 minutes
- Mock presentation and feedback (A/T) - 15 minutes
- Design justification - 10 minutes
- Feedback and Close - 10 minutes

### Workshop 3

### Introduction

5 Minutes

Start by reiterating last weeks activities and feedback. Share what this workshop will entail and how you have taken feedback on board. Explain that this session will be used to help prep for the feedback session with the LTN professionals.

### Detailed Design Presentation

5 Minutes

Introduce detailed design considerations using Detailed Design Presentation (Appendix H) What are the specific materials? What would this idea likely cost to build? What are the dimensions of your design? How can you make sure it is usable for as many people as possible using anthropometric data?

### Develop Designs

35 Minutes

Allow young people to use phones or laptops to research materials. Hand out anthropometric data sheets (Appendix I) to help aid the decision making around sizing. At the end of this, each group should have at least one design that has been developed to a high level

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# WORKSHOP 4

## FEEDBACK + EDITS

of specification.

During this time, young people should also consider the key strengths of these designs in preparation for a short presentation and feedback session after the break.

If you need further Anthropometric data use this PDF

<https://multisite.eos.ncsu.edu/www-ergocenter-ncsu-edu/wp-content/uploads/sites/18/2016/06/Anthropometric-Detailed-Data-Tables.pdf>

### [Food Break]

### Mock Presentation and feedback

15 Minutes

Allow each group two minutes to present their top idea to the whole group. Facilitators can provide prompts for thought and feedback but should encourage questions and ideas from the other young people.

### Design Justification

10 Minutes

Encourage the young people to use this time to slightly adjust their designs based on the feedback given and refine their presentations. Here, presentation encouragement and tips should be given. Perhaps suggest a presentation structure or help those who are less comfortable presenting by practicing lines of give public-speaking tips.

### Feedback + Close

10 Minutes

Use this opportunity to close the workshop and tidy things away. Introduce next weeks' workshop as our final workshop that will be inviting the LTN professional will be present for. Finally, ask for two good things and a 'to be improved' for the session to allow the following weeks' workshop to be adjusted.

Pulling all of our work together, we will present our final designs to the council with short presentations by each group.

### Aim:

- Provide opportunity for young people to present their idea to someone within the decision making process for LTNs
- Allow for young people to gain experience in getting feedback in a professional setting

### Desired Outcomes:

- Young people feel their ideas have been heard by LTN professionals
- Young people to feel the engagement has reached a conclusion but understand the next steps that will be taken by the Local Authority and what rough time-frames are attributed to each step.
- A number of adjusted designs created by young people for LTNs in Newham.

### Materials needed:

- Prepared presentations
- A screen to share presentation

### Workshop Schedule:

- Introduction - 3 minutes
- Presentation from LTN professional (T) - 7 minutes
- Presentation + feedback (A/T) - 40 minutes
- Break 15 minutes
- Design adjustments - 30 minutes
- Feedback and outro - 10 minutes

### Workshop 4

### Introduction

3 Minutes

Start by providing an overview of the process so far. Introduce the LTN professionals and outline how the session is going to be structured.

### Presentation from LTN professional

7 Minutes

Have the LTN professional introduce themselves and present the LTN project that they are working on, why they are exploring this, solutions so far and how they see the young peoples' ideas fitting into this process.

### Presentations + Feedback

40 Minutes

Group by group, have young people present their ideas for 3-5 minutes each. Allow for discussion after each presentation

### [Food Break]

### Design Adjustments

30 Minutes

Have young people consider the feedback and advice they have been given and allow for time for adjustments to be made for the designs.

### Feedback + Close

10 Minutes

Use this opportunity to close the workshop and tidy things away. Run through the workshops to date and congratulate the young people for their hard work. Finally, ask for two good things and a 'to be improved' for the session to allow the future workshops to be adjusted.

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