

# NEWHAM HIGH STREETS

## LITTLE ILFORD



**WE ARE NEWHAM.**

People at the Heart  
of Everything We Do



Little  
Ilford E12

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Newham high streets







# LITTLE ILFORD

## THE HIGH STREET

Little Ilford is mostly a residential area and in the [Local Plan](#) there is no town or local centre identified in the area. However, there is a smaller Local Shopping Parade, as well as some other retail pockets. The Jack Cornwell Local Shopping Parade and wider Little Ilford neighbourhood are both located in the far northeast of the borough, at the boundary with the London Borough of Redbridge. Romford Road cuts horizontally through the north of the neighbourhood. Jack Cornwell Local Shopping Parade is home to a post office and a grocery store, while more shops are located along Romford Rd and Church Rd.

The study area encompasses the Jack Cornwell Local Shopping Parade, as designated in the Local Plan, and its immediate surroundings. A 400m catchment area around the shopping parade has been drawn, 400m being a typical 5 minutes' walk time.

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### MAP



### DOCUMENT CONTENTS

- UNDERSTANDING THE HIGH STREET
- BEHAVIOUR PATTERNS & THE IMPACT OF COVID
- CHALLENGES & OPPORTUNITIES
- FROM A VISION FOR LITTLE ILFORD TO ACTION
- STRATEGIC DELIVERY PLAN & MAP
- PROJECT IDEAS

## THE PLAN

For Little Ilford's Local Shopping parade (Jack Cornwell Street) and its adjacent area, the most important future aspirations expressed by people related to the following key themes: **Environment & Climate**, **Health & Wellbeing**, and **Economy & Work**. The plan highlights the need to manage traffic better, improve levels of cleanliness and safety, enhance the public realm, have a diversified offer, such as cafes, restaurants, and leisure events, and support young people. Participation in developing Little Ilford's strategic plan was lower, compared to the other areas of Phase 1. However, engagement confirmed key issues highlighted through the areas appraisal, and these are included in the strategic plan.

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## GENERAL & ENGAGEMENT STATISTICS



### 17,937 people

live in Little Ilford's local shopping parade & immediate catchment area



### 28 respondents

to the survey about their experiences & aspirations for the high street's future



### 53% of residents

in the area were born outside of the UK, making it very ethnically diverse.



### 28 people

participated on the online forum helping further scope the project ideas for their high street through over 91 votes



### 74% of people

in Little Ilford are under the age of 45, with a higher proportion of children under 15, compared to Newham overall



### 43 years old

was the participants' average age, ranging from 30 to 74 years old



### 160 businesses

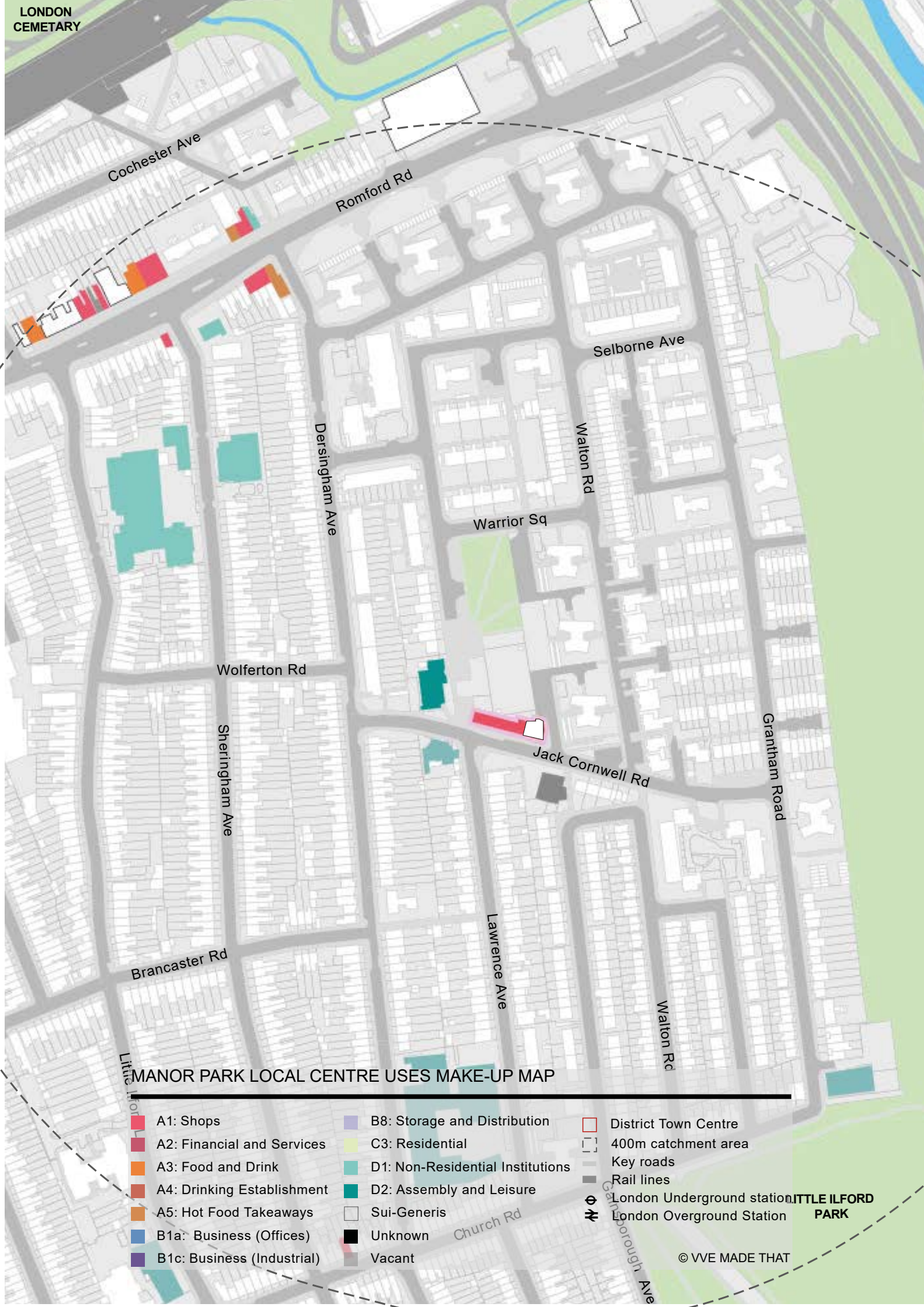
were based in Little Ilford in 2019, employing about 325 people



### 2% of participants

overall in the engagement were local business owners or traders





**MANOR PARK LOCAL CENTRE USES MAKE-UP MAP**

- |                            |                                  |                            |
|----------------------------|----------------------------------|----------------------------|
| A1: Shops                  | B8: Storage and Distribution     | District Town Centre       |
| A2: Financial and Services | C3: Residential                  | 400m catchment area        |
| A3: Food and Drink         | D1: Non-Residential Institutions | Key roads                  |
| A4: Drinking Establishment | D2: Assembly and Leisure         | Rail lines                 |
| A5: Hot Food Takeaways     | Sui-Generis                      | London Underground station |
| B1a: Business (Offices)    | Unknown                          | London Overground Station  |
| B1c: Business (Industrial) | Vacant                           |                            |

## UNDERSTANDING THE HIGH STREET

In early 2020, we commissioned 'We Made That', an architecture and urbanism practice with specialist knowledge on high streets, to carry out a place-based appraisal for Little Ilford. In this section, we have included key highlights from their research across the six evaluation themes (full list of findings: [Appraisal Report for Little Ilford](#)).

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### People & Community

Little Ilford's population is young and there is a **higher proportion of young children** than in the rest of the borough. There are also a high number of large families and 30% of the homes are estimated to be over-crowded. Little Ilford is **multicultural** and **one of the most ethnically diverse neighbourhoods in England**. The proportion of residents born outside of the UK is higher than in the rest of the borough and almost half of the population don't have English as a main language.

Little Ilford has particular issues around housing affordability, homelessness, overcrowding adult education and unemployment. Unemployment rate is not critical but more people are actively seeking work in Little Ilford than in Newham. The proportion of working age residents is low and there is a high proportion of residents economically inactive. Half of the working age females are currently not in employment.

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### Civic & Participation

Little Ilford is a dense and relatively isolated residential neighbourhood, composed of a high proportion of young people and families. **Local schools** are playing an important role and have an extended extra-curriculum programme of support and community activities. The **Jack Cornwell Community Centre**, managed by the Council, is located at the heart of Jack Cornwell Estate and provides varied community events, activities and support services throughout the year as well as

spaces for hire by the community. **Faith spaces** reflect the diverse demographics of the area and faith-based operators and organisations provide community services and activities, typically taking on educational or social functions.

**Levels of crime and ASB have reduced in recent years** and are below Newham's levels. However, local stakeholders have mentioned specific issues around drug consumption and dealing, as well as prostitution along Romford Road.

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### Health & Wellbeing

Spaces supporting the health and wellbeing of Little Ilford's residents are relatively scarce. There is no GP surgery in the neighbourhood, the nearest one being located more than a 10 minute walk from Jack Cornwell Street in Church Road and Romford Road. There is however a local pharmacy to the north of the neighbourhood.

There are opportunities to practice fitness and sports with the presence of a large gym, and multiple sports and fitness classes provided from the different community centres. Little Ilford Park is a key asset for the neighbourhood, providing open-access tennis courts and a cricket pitch along with designated paths for running and walking. However, residents have mentioned the need for major maintenance to be realised on the park.

Little Ilford's residents are overall in a relatively poor health. The proportion of residents with disabilities and long-term condi-

tions is higher in the area than in Newham and London. Given the very high levels of pollution, interventions to improve outdoor air qualities should be a focus, along with improving the quality of public realm.

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### **Development & Placemaking**

The area is residential in nature, characterised by a mix of post-war residential typologies and Victorian terraces. The Jack Cornwell Local Shopping Parade and immediate surroundings provide a key social function as well as an important convenience retail role in an area otherwise lacking access to a larger centre.

Little Ilford is somewhat isolated with Romford Road and the North Circular, dominated by motor traffic, acting as key severances. The residential core is composed of a network of streets and public spaces of post-war estate developments. The size of the estate means that it can play a significant role in the life of Little Ilford and there is an opportunity to rethink how the public realm and routes around the building blocks can be better activated and improved.

Little Ilford is not expected to experience important changes in the next decade. Any changes will likely focus on public realm, circulations routes and community and social infrastructure provision.

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### **Economy & Work**

Little Ilford is **not an economic destination** and there are just over **160 businesses** around the area, **employing around 325 people**. Most of these businesses do not have a physical presence and includes freelancers or sole-traders, who have registered their businesses at their home address. **Local employment sits mainly within the public sector** with almost half of the local jobs provided in the

education, health and third sector. Varied organisations and community groups provide skills and educational support across the area including Little Ilford Learning Zone, the Jack Cornwell Community Centre and the Froud Community Centre. Beyond retail and community uses, uses are very limited and Little Ilford is an evening and culture 'cold-spot'.

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### **Environment & Climate**

Little Ilford is suffering from poor air quality. Whilst Little Ilford Park acts as a 'buffer' between the North Circular and the residential core, levels of pollution and noises are exceeding the threshold values above which adverse effects on human health are contained. Car ownership is low but Little Ilford suffers from the presence of large roads.

Little Ilford's residents have a relatively good access to open spaces. Little Ilford Park, Wanstead Flats and City of London Cemetery are very close, but access to these assets is constrained by the presence of Romford Road and poor / uninviting pedestrian paths. Within the residential core, Little Ilford contains pockets of green spaces, which could be better valued.

Despite the lack of infrastructures, pedestrian and cycling movements are relatively untroubled in the neighbourhood's core. However, Romford Road and the North Circular are two key severances, making pedestrians and cyclist movement difficult.



## AREA CHARACTER



Little Ilford main shopping parade is in Jack Cornwell Street and located at the heart of little Ilford Estate. It is comprised of four units - including a post office, two convenience stores and a betting shop - across the ground floor of a five storey residential block.



Little Ilford is residential in nature. It is located to the north-east of the borough and near to Ilford in the London Borough of Redbridge.



The area is characterised a mix of post-war residential typologies including maisonettes and tower blocks. It is serviced by a mix of access streets and pedestrian walkways.



The Jack Cornwell Community Centre is located opposite the shopping parade and hosts a number of activities and support services for both children and adults along with a community café, large hall, and meeting rooms for hire.



Warrior Square is well used by the local residents. It provides a play space, basketball pitch and an open green space. However, its infrastructures need better maintenance.

## BEHAVIOUR PATTERNS & THE IMPACT OF COVID

Through the survey realised in the middle of the pandemic, 85% of the respondents mentioned that they visit their high street at least once a week. People identify as their high street mostly Church Road (61%), Romford Road (50%), and last Jack Cornwall Street (39%), which is actually defined as a local shopping parade, but has more limited offer. 46% of the respondents highlighted that the pandemic has forced them to visit their high street less often. In general, only a quarter of participants venture out after 5:00 pm (25%). Respondents usually walk (86%) or drive (21%) to their high street, while 11% cycle. However, travel patterns have changed during the pandemic making respondents to walk or cycle more.

The most popular businesses in Little Ilford among respondents are the grocery stores (89%), off licence (39%), food take-aways (25%), restaurants / cafes (25%), and barbers (21%). Respondents also make good use of the post office (75%), green spaces (64%), cash points (61%), community centre (21%), and school (21%). Finally, respondents tend to travel outside of their town centre for services like bars and pubs, bookstores, clothes shops, department stores, restaurants and cafes, GP surgeries, leisure facilities, libraries and cultural events. To access these services they either travel out of the borough (67%), visit Stratford (63%), East Ham (42%), Forest Gate (29%) or Manor Park (20%).

The pandemic had significant impact on footfall and spend in Manor Park, as is the case with many high streets across the country. There are no data for Jack Cornwall Street, but only for Romford Road and Church Road. Based on recent data released by MasterCard through London

Datastore<sup>1</sup>, after the first Lockdown, Romford Road seems to recover slowly back to similar and even higher spend levels they had before the beginning of the pandemic, in terms of both retail and eating. For Church Road, only retail spend is available, and given its convenience character, it does not seem to have been impacted as much after the first lockdown.

In certain periods between July and November 2020, expenditures at local eateries has increased, slightly exceeding pre-pandemic levels. This could be because people have been working from home over the last year, leading to an increase of deliveries from local restaurants and local spent overall.

Estimated monthly data<sup>2</sup> show that footfall in Little Ilford East during September 2020 has dropped to 94% - 67% of its pre-pandemic levels in 2019.

The number of people in Newham claiming for unemployment benefits has tripled from March to May 2020. This represents 9.5% of the working age population. As of March 2021, the claimant rate in Newham amounts to 11.2% of the borough's population, signifying unemployment challenges that people in the borough are and will continue to face because of the covid-19 pandemic.<sup>3</sup>

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1 Source: Anonymised and Aggregated data by Mastercard

2 Anonymised and Aggregated data by O2

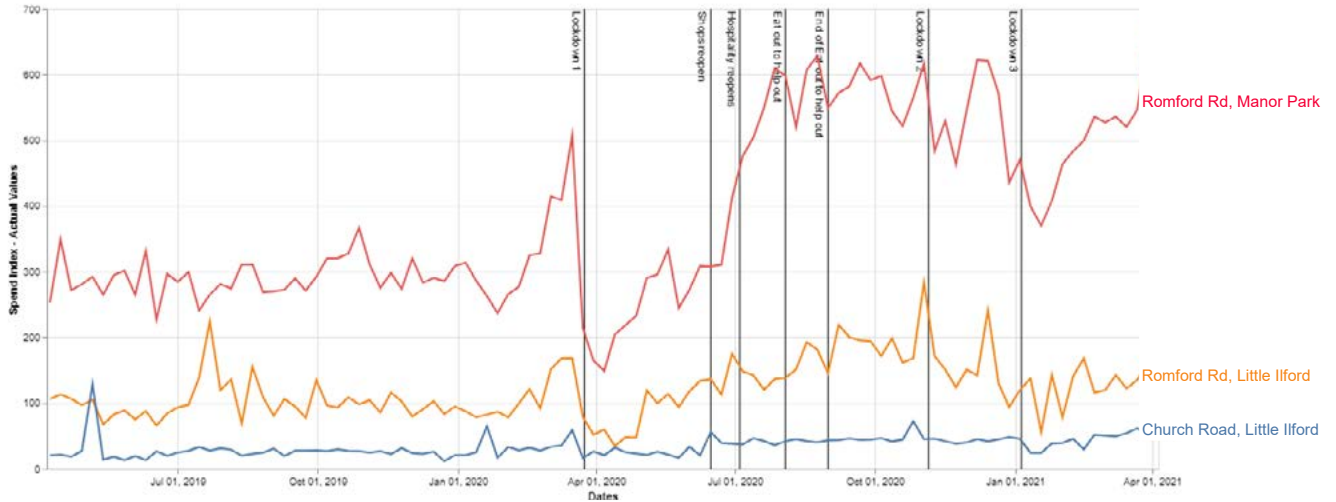
3 The Covid Unemployment Tracker, Lukas Kikuchi, Autonomy (<https://autonomy.work/portfolio/cvdundemploymenttracker/#1616755116466-3785e976-ba6d>)



## MASTERCARD SPEND TRANSACTIONS: RETAIL

The chart below highlights the Mastercard spend for retail in Romford Road (Little Ilford) and Church Road between April 2019 and April 2021, highlighting the key restrictions imposed by Covid-19, and comparing it to the relevant retail spend in the part of Romford Road in Manor Park. What the chart shows is that in Little Ilford, retail spent is quite low compared to Manor Park, but both Romford Road and Church Road seem to have recovered back to comparable pre-covid levels of retail spend, after taking a drop after Lockdown 1 (specifically in Romford Road).

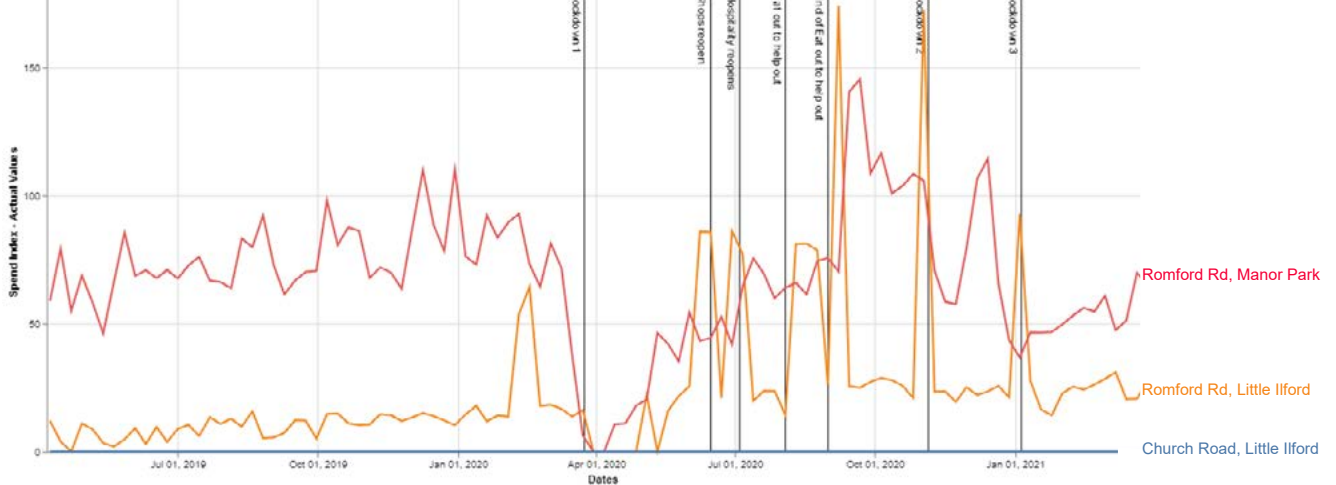
(Source: Anonymised and Aggregated data by Mastercard)



## MASTERCARD SPEND TRANSACTIONS: EATING

The chart below highlights the Mastercard spend for eating in in Romford Road (Little Ilford) between April 2019 and April 2021, highlighting the key restrictions imposed by Covid-19, and comparing it to the relevant spend for eating in the part of Romford Road in Manor Park. What the chart shows is that in terms of eating, in both areas Romford Road seems to have recovered after Lockdown 1 and return or exceed its pre-covid levels of eating spend. Manor Park has been doing better after Lockdown 1, and is currently still recovering from the impact of Lockdown 3. In Little Ilford, spend at eateries seems to fluctuate a lot more since April 2020, impacted by the various restrictions. However, eating locally seems to have increased compared to precovid era.

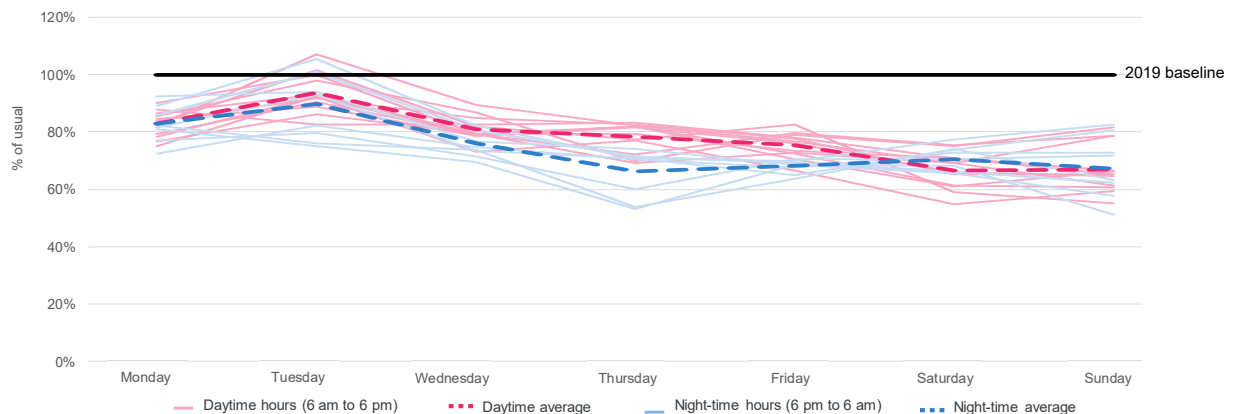
(Source: Anonymised and Aggregated data by Mastercard)



## DAILY FOOTFALL CHANGE (September 2020)

The chart below shows the daily footfall change throughout September 2020, in comparison to pre-pandemic levels in 2019 in the area of Little Ilford East. It showcases footfall by day and night, highlighting that the drop in average footfall throughout September 2020 ranged between 94% to 67% of normal footfall in the previous year.

(Source: Anonymised and Aggregated data by O2)




## CHALLENGES & OPPORTUNITIES

In Little Ilford, participants who responded to the survey showed medium to low satisfaction (3.3 / 9) with their high street, while in terms of affordability they consider it to provide affordable choices (5 / 9). Through the survey and online workshops, a series of challenges and opportunities were identified as important to take into consideration while developing a plan for Little Ilford. These challenges and opportunities broadly fall under eight categories: offer, services, accessibility, public realm, character & perceptions, built environment, cleanliness, and safety. The table below highlights in detail, the things people perceive as positive and negative about their high street.

	↑ OPPORTUNITIES	↓ CHALLENGES
OFFER	<b>Independent local shops</b> in the area (18%) are appreciated.	<b>Limited shop variety &amp; offer</b> (32%), low quality and <b>closed shops</b> (3%) in the area are a challenge. People would like to see <b>more quality restaurants and cafes</b> (14%) as well as <b>pubs</b> (7%).
SERVICES	The existence of a <b>post office</b> (7%), were mentioned as a positive thing in the area.	People would like to see <b>more culture and creative arts</b> in the area (4%), as well as <b>health services</b> (4%) and <b>cash points</b> (4%).
ACCESSIBILITY	One of the reasons people visit shops in Little Ilford is <b>convenience</b> , as it is close to their home and <b>easily accessible</b> (32%).	People believe there is <b>too much car traffic</b> in Little Ilford (11%), making the high street <b>not very pedestrian-friendly</b> (11%). <b>Lack of parking</b> (18%) is a big problem, leading to <b>cars parking on the pavement</b> (7%).
PUBLIC REALM	People like areas in Little Ilford with <b>wide pavements</b> (4%).	People believe that the public realm is <b>not family &amp; child-friendly</b> (7%), and it also <b>lacks infrastructure for cycling</b> (4%) and good <b>wayfinding</b> (4%).
CHARACTER/ PERCEPTIONS	People feel a <b>sense of community</b> (18%) and that <b>they know people</b> in their community (18%). Also they appreciate it is <b>quiet</b> (2%).	People believe that shops in the area are <b>not as affordable</b> (7%), and certain areas can feel <b>overcrowded</b> (4%).
BUILT ENVIRONMENT		People believe that the <b>built environment's look &amp; feel could improve</b> (4%) to avoid giving the <b>sense of neglect and disinvestment</b> (7%).
CLEANLINESS		<b>Cleanliness</b> is one of the biggest issues in the town centre (36%), as well as <b>pollution and noise</b> (4%). People highlighted issues of <b>flytipping</b> (4%) to be common in the area.
SAFETY		People mentioned they <b>feel unsafe</b> especially at night. This is due to <b>crime</b> in the area (18%) and <b>ASB</b> (7%), especially along Romford Road.



Based on the engagement & research, we have summarised the key challenges:

 <h3>ENVIRONMENT &amp; CLIMATE</h3> <p>Cleanliness and fly tipping in the area are big challenges. Pollution and noise from car traffic especially along Romford Road &amp; Little Ilford Ln are significant. People highlighted the need for more greenery, better use of Little Ilford Park, traffic management and dealing with litter.</p>	 <h3>CULTURE &amp; ENTERTAINMENT</h3> <p>There is a limited offer allowing people to spend more time in the area, such as restaurants, cafes, pubs, or cultural and community activities – especially for children – and people would like to see more of that offer closer to home.</p>
 <h3>PUBLIC REALM &amp; PLACEMAKING</h3> <p>People find the public realm not very family and children friendly. They highlighted the need for more safety from traffic, better signage and wayfinding, as well as more cycling infrastructure.</p>	 <h3>HEALTH &amp; WELLBEING</h3> <p>People feel unsafe in Little Ilford, especially along Romford Rd, due to ASB and crime. Feelings of unsafety, low quality public realm, lack of positive social activities and health services in the area can have a significant impact on people's wellbeing.</p>
 <h3>DEVELOPMENT &amp; NEW USES</h3> <p>People are concerned about a sense of neglect in the area, such as uncared empty shops, or unmaintained public spaces. People welcome new uses in the area, such as quality restaurants, cafes, pubs, cultural events, health services, and cash points.</p>	 <h3>CIVIC &amp; PARTICIPATION</h3> <p>Little Ilford is home to Jack Cornwell Centre, which provides a wide range of community activities and has spaces for hire. It could be further activated, utilised for regular activities throughout the day and better connected to Warrior Square.</p>
 <h3>ECONOMY &amp; WORK</h3> <p>As town centres reopen, vacant shops might increase and businesses will continue to face difficulties imposed by Covid-19. The higher levels of children &amp; young people in the area highlights the need for supporting their upbringing, skill development, and future employment opportunities.</p>	 <h3>TRANSPORT &amp; ACCESSIBILITY</h3> <p>Little Ilford's public connections are mostly by bus, and while pedestrian &amp; cycling movements are relatively untroubled in its core, better connections to surrounding areas are needed to overcome barriers such as Romford Road &amp; North Circular.</p>

To address the challenges in Little Ilford, people's aspirations during the engagement focused on the following themes: **Environment & Climate**, **Health & Wellbeing**, and **Economy & Work**. The plan highlights the need to manage traffic better, improve levels of cleanliness and safety, enhance the public realm, have a diversified offer and support young people.

## FROM A VISION FOR LITTLE ILFORD TO A PLAN

### recommendations

### challenges

### recovery pillars

**A** Improve Air Quality, Manage car traffic & Prioritise Active Travel by connecting to local destinations



pillars 5 & 6

**B** Activate and connect neglected green areas on and around the high street and improve people's mental & physical health



pillars 5 & 6

**C** Improve the look and feel and support better experiences while walking along Jack Cornwell Street



pillar 5

**D** Galvanise officers, residents and businesses to improve cleanliness and minimise pollution in Little Ilford



pillar 4 & 5

**E** Activate specific civic buildings & open spaces to encourage civic participation, pride, and community activities



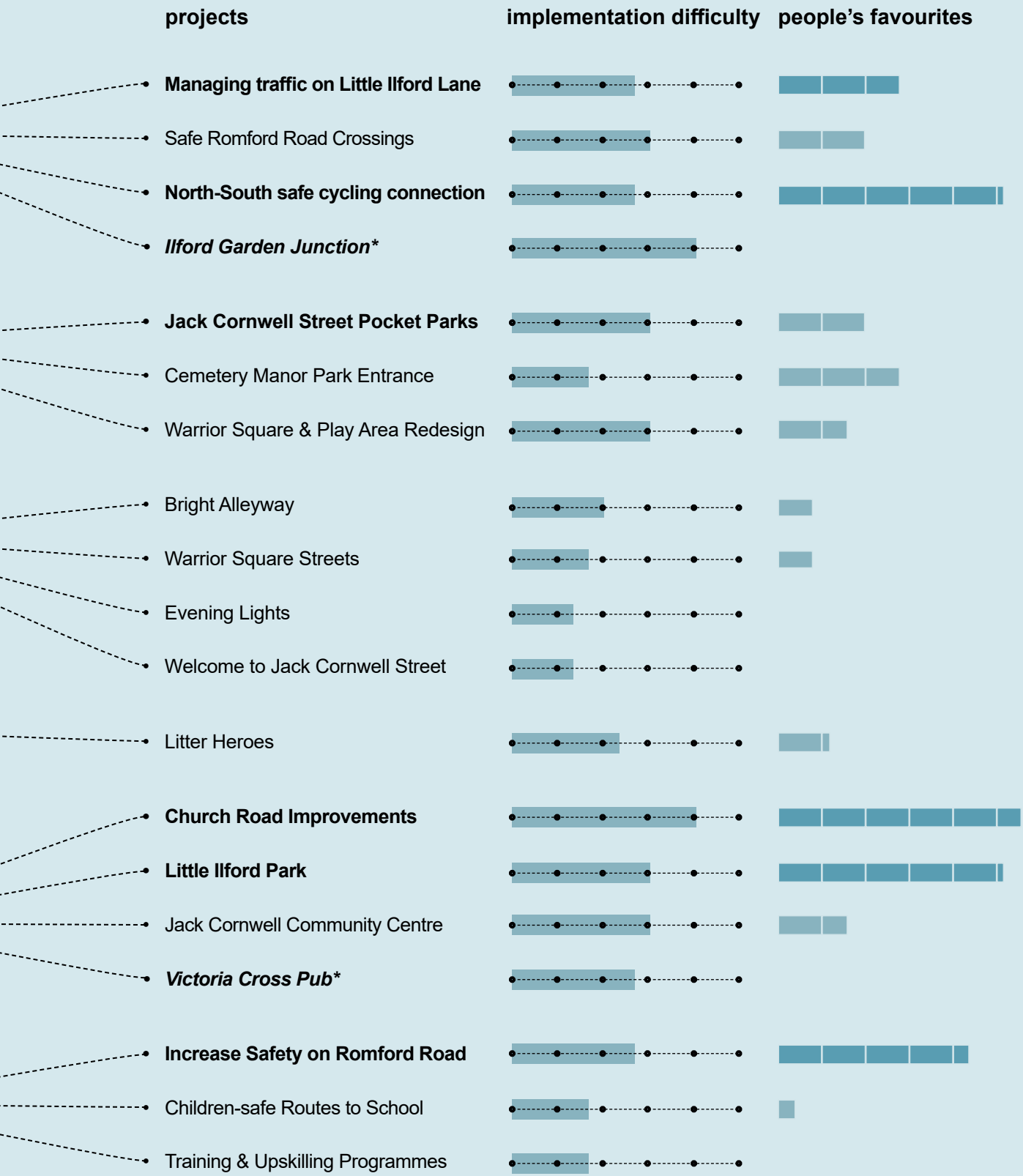
pillars 2 & 5

**F** Develop programmes that focus on dealing with issues of crime and ASB and help empower vulnerable people in the area



pillars 2 & 4





\* In bold are the most popular ideas. With asterisk are ideas that are already happening in the area and support the plan.



— town centre boundary (based on the Local Plan)    - - - 400m catchment area



B6

ROMFORD ROAD

LITTLE ILFORD LANE

DERSINGHAM AVENUE

JACK CORNWELL STREET

GRANTHAM ROAD

NORTH CIRCULAR ROAD

CHURCH ROAD

GAINSBOROUGH AVENUE

A1  
B7  
C8  
E14  
B5  
C10  
B5  
E15

A3  
E12

A4  
F16  
A2  
A3  
C8  
B5  
C7  
E13

## STRATEGIC DELIVERY PLAN & MAP

The following pages outline the strategic delivery plan for Little Ilford's local shopping parade. Each recommendation is presented along with the projects that will help fulfill it.

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### How to read the plan?

The project ideas presented have different levels of information depending on their complexity and priority. In general you will find the following type of information:

- project title & description
- quick information on the type of project, its prioritisation, and connection to other ideas
- resources that will be needed to make it happen in terms of people, time & money
- project's impact Impact and value creation.
- map with the project locations & quotes from the engagement
- first steps towards the project's kick-start and delivery

### How will we use the strategic delivery plan for Little Ilford?

We hope that the plan will be the beginning of a collaboration between different stakeholders, from the council, local businesses, groups, organisations and residents.

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### Looking at the Map

#### RECOMMENDATION A

- A1 Manage Traffic on Little Ilford Lane
- A2 Safe Romford Road Crossings
- A3 North-South Cycling Connection
- A4 Ilford Garden Junction  
*(project already underway in collaboration with Redbridge as part of the the Mayor's Air Quality Fund)*

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#### RECOMMENDATION B

- B5 Jack Cornwell Street Pocket Parks
- B6 Cemetery Manor Park Entrance
- B7 Warrior Square & Play Area Redesign

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#### RECOMMENDATION C

- C7 Bright Alleyway
- C8 Warrior Square Streets
- C9 Evening Lights
- C10 Welcome to Jack Cornwell Street

#### RECOMMENDATION D

- D11 Litter Heroes

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#### RECOMMENDATION E

- E12 Church Road Improvements
- E13 Little Ilford Park
- E14 Jack Cornwell Community Centre
- E15 Victoria Cross Pub  
*(planning permission approved)*

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#### RECOMMENDATION F

- F16 Increase Safety on Romford Road
- F17 Children-safe routes to School



# A

## Improve Air Quality, Manage car traffic & Prioritise Active Travel by connecting to local destinations

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### RESPONDING TO CHALLENGES:



Environment  
& Climate



Transport &  
Accessibility

### SUPPORTING RECOVERY PILLARS:



High streets that  
support healthier  
happy communities



We will quicken  
the greening of  
our economy

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### PROJECTS

- Manage traffic on Little Ilford Lane
- North-South safe cycling connection
- Safe Romford Road Crossings
- Ilford Garden Junction



## MANAGE TRAFFIC ON LITTLE ILFORD LANE

### DESCRIPTION

Commission a traffic and parking study to investigate feasible ways to manage traffic on Little Ilford Lane, avoid congestion, and prioritise pedestrians and cyclists. The study should consider:

- Traffic calming interventions, including speed bumps and lowering speed limits from 30 mph to 20 mph.
- Reduce the incoming traffic from the A406 and the Browning Bridge closure, to help improve local air quality.
- Improve pedestrian crossing along Little Ilford Lane.

### QUICK INFO



transport & accessibility project

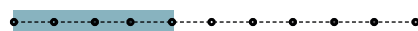


25% of the participants in Little Ilford support this idea



**Connected with ideas:**  
Safe Romford Road Crossings,  
Children-safe routes to school

### MAKING IT HAPPEN





## NORTH-SOUTH SAFE CYCLING CONNECTION

### DESCRIPTION

Turn Walton Road into a safe cycling route, connecting Jack Cornwell Street with the City London Cemetery on the North, Little Ilford Park on the South, and even leading to East Ham station and town centre within a 10 minute cycle. Supporting cycling in Little Ilford will help connect to other public transport modes in the wider area, giving residents more mobility options and enabling active travel.

To support this idea, consider using better signage to connect to the existing cycling network, dedicated cycling lane, as well as incorporate residential secure storage on residential side streets, based on demand.

### QUICK INFO



transport & accessibility project

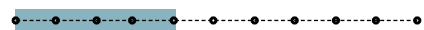


**46%** of the participants in Little Ilford support this idea



**Connected with ideas:**  
Manage Traffic on little Ilford Lane,  
Cemetery Manor Park Entrance

### MAKING IT HAPPEN







## SAFE ROMFORD ROAD CROSSINGS

Make crossing Romford Road safer for pedestrians, and specifically children walking or cycling to school.

- Incorporate traffic calming measures and safe zebra or pelecan crossings on other intersections of Romford Rd, especially as they relate to schools and students walking to and from home after school.
- Use colour and signage to highlight these crossings and make them more appealing.
- Incorporate more light & greenery to make the crossings more appealing and safer for pedestrians.



## ILFORD GARDEN JUNCTION

The Ilford Garden Junction scheme is a project taking place on the junction under the A406 fly-over. It has £1 million from [the Mayor's Air Quality Fund](#) and further funding from the Mayor of London and [TfL's Liveable Neighbourhoods programme](#).

The project will create a green gateway between Redbridge and Newham to revamp the junction under the A406 fly-over. The project aims to vastly improve the area, with extensive landscaping, lighting and new walking and cycling opportunities. The transformed junction will provide a safe and accessible route to Ilford Town Centre, the upgraded Crossrail station, bus services and the nearby high quality green open space alongside the River Roding for residents and businesses. It will also highly improve the entrance to Newham and Little Ilford from Redbridge. You can read more about it [here](#).

# B

Activate and connect neglected green areas on and around the high street and improve people's mental & physical health

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## RESPONDING TO CHALLENGES:



Environment  
& Climate



Health &  
Wellbeing

## SUPPORTING RECOVERY PILLARS:



High streets  
that support healthier  
communities



We will  
quicken the green-  
ing of our economy

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## PROJECTS

- Jack Cornwell Street Pocket Parks
- Cemetery Manor Park Entrance
- Warrior Square & Play Area Redesign



## JACK CORNWELL STREET POCKET PARKS

### DESCRIPTION

Along Jack Cornwell Street and in surrounding housing estates, there are green spaces that are uncared for. Activate these green spaces and introduce more trees & greenery.

- Introduce more trees and plants along Jack Cornwell Street.
- Identify plots of grass owned by the council (e.g around residential estates), that can be used for gardening and urban agriculture.
- Activate these spaces through creative lighting, painting and seating solutions.
- Develop a local stewardship programme to help support with the maintenance and care of the gardens.
- Create training and internship programmes for young people around different aspects of the gardening.

### QUICK INFO



public realm project

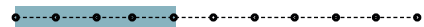


18% of the participants in Little Ilford support this idea

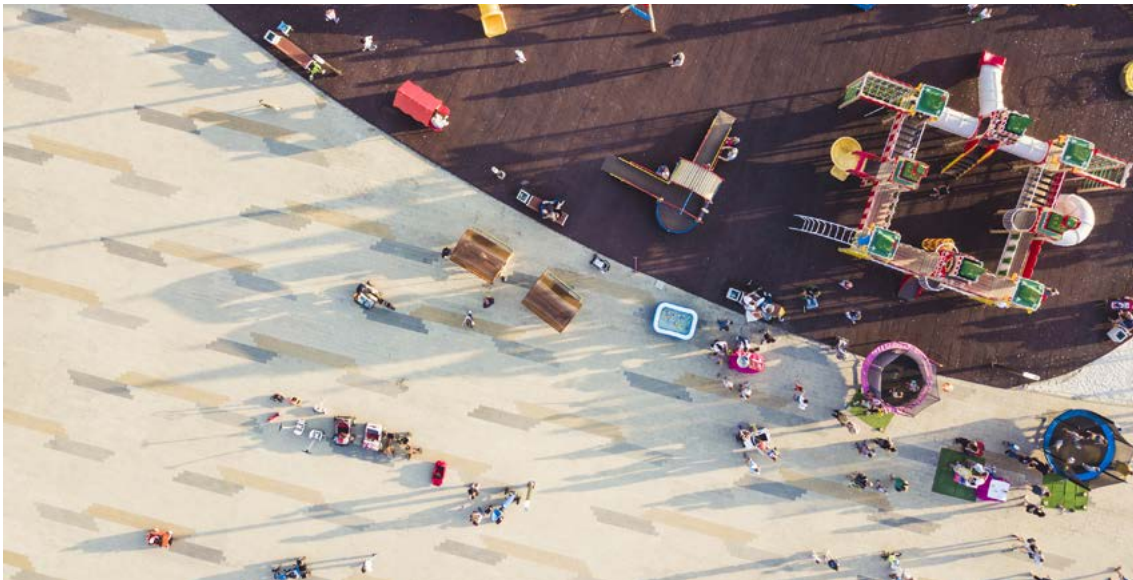


**Connected with ideas:**  
Warrior Square & Play Area,  
Jack Cornwell Community Centre

### MAKING IT HAPPEN







## WARRIOR SQUARE & PLAY AREA REDESIGN

Warrior Square, and specifically its playground is highly used by families in Little Ilford, but it needs more care, improvements, and maintenance.

- Redesign Warrior Square to incorporate more trees, seating, and lighting.
- Activate the square through temporary events and activities organised by the Jack Cornwell Centre, such as exercise activities, clubs, etc.
- Work with local families to co-design the improvements needed for the playground and pitch, such as softer material, new play infrastructure, grass and trees.



## CEMETERY MANOR PARK ENTRANCE

Little Ilford is close to some great green spaces and parks. Manor Park Cemetery on the north of Romford Road is one of them and is owned by the City of London. Unfortunately, access to the park is not good and the alleyway leading to the park's entrance needs more maintenance and brightening up to make it safer and more appealing.

Work with City of London to brighten up the alleyway connecting Little Ilford to the cemetery with better lighting and artwork to encourage more active use by residents.

# C

## Improve the look and feel and support better experiences while walking along Jack Cornwell Street

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### RESPONDING TO CHALLENGES:



Public Realm  
& Placemaking



Development  
& New uses

### SUPPORTING RECOVERY PILLARS:



High streets that  
support healthier  
happy communities

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### PROJECTS

- Bright Alleyway
- Warrior Square Streets
- Evening Lights
- Welcome to Jack Cornwell Street



## BRIGHT ALLEYWAY

Brighten up the alleyway connecting Jack Cornwell Street with Parkhurst Road with paint, greenery and lighting.

Consider it as a pass through for cyclists that connects the north-south cycling route. Consider a paving uplift of the alleyways with colourful floor vinyls.



## WARRIOR SQUARE STREETS

Improve the connections to Warrior Square from Jack Cornwell Street by realising improvements on Warrior Square Streets.

- Introduce signage and public realm improvements that will help create better connections from Jack Cornwell Street to the playground and pitch.
- Work with local schools and enforcement to improve safety in Little Ilford Park and Warrior Street by pedestrianising these streets and introducing more trees, paint, lighting and seating.





## **EVENING LIGHTS**

Improve lighting in darker corners of Jack Cornwell Street to increase safety during the evening.

- Incorporate creative lighting, such as hanging lights or lights on trees, which are timed and light up at twilight.
- Work with enforcement officers and residents to identify and implement in areas of the town centre that attract loitering and ASB.



## **WELCOME TO JACK CORNWELL STREET**

Create a welcoming entrance to Jack Cornwell Street from Dersingham Avenue, highlighting the local shopping parade and its community focus.

Combine the sign with other placemaking interventions, such as plants, colour and better light to create a sense of place for the neighborhood.

# D

## Galvanise officers, residents and businesses to improve cleanliness and minimise pollution in Little Ilford

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### RESPONDING TO CHALLENGES:



Environment  
& Climate



Public Realm  
& Placemaking

### SUPPORTING RECOVERY PILLARS:



Ensure residents are healthy enough to have more rewarding engagement with the economy



High streets that support healthier happy communities

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### PROJECTS

- Little Heroes



## LITTER HEROES

### DESCRIPTION

- Improve cleanliness of Jack Cornwell Street and surrounding area.
- Work with Enforcement Officers to investigate solutions and challenges around dealing with litter and flytipping on Jack Cornwell Street and across local housing estates.
- Build a local #LitterHeroes network of people to help keep the neighbourhood clean.
- Work with volunteers to organise local clean ups.
- Work in collaboration with local shop-keepers to support this project and keep the areas in front of their businesses tidy.
- Consider changing the bin collection rota to weekly and re-introduce free bulky waste collections.

### QUICK INFO



non-spatial programme

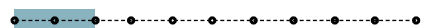


7% of the participants in Little Ilford support this idea



**Connected with ideas:**  
Bright Alleyway, Little Ilford Park,  
Church Road Improvements

### MAKING IT HAPPEN





# E

Activate specific civic buildings & open spaces to encourage civic participation, pride, and community activities

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## RESPONDING TO CHALLENGES:



Civic & Participation



Leisure & Entertainment

## SUPPORTING RECOVERY PILLARS:



Support every resident under 25

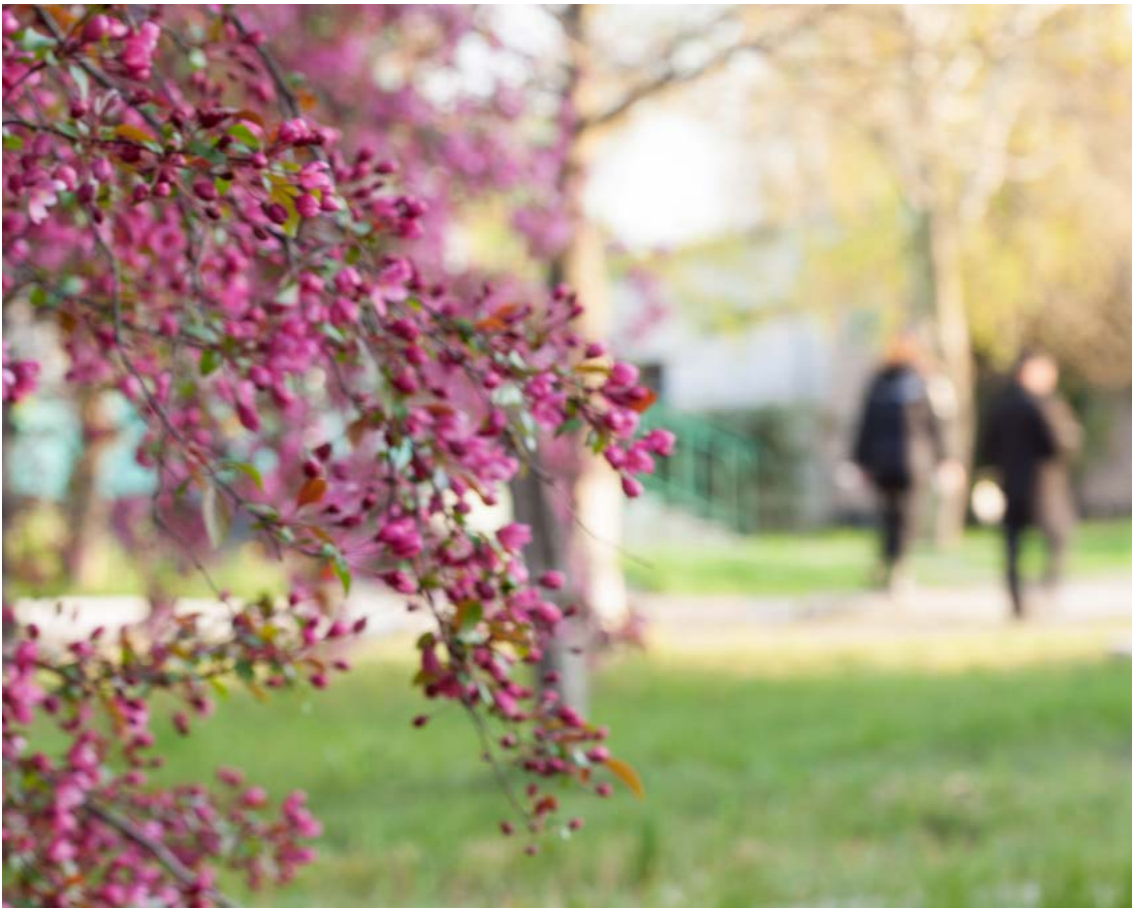


High streets that support healthier happy communities

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## PROJECTS

- Little Ilford Park
- Church Road Improvements
- Jack Cornwell Community Centre
- Victoria Cross Pub



# LITTLE ILFORD PARK

## DESCRIPTION

Realise significant improvements to Little Ilford Park to make it more welcoming and safer for the local community.

- Improve the park’s infrastructure, such as footpaths, seating areas, toilets / changing rooms. Work with local residents to identify additional needs.
- Introduce signage in and around the park to highlight entrances, guide visitors and make the park more welcoming.
- Improve lighting and safety of the park on the surrounding streets to discourage ASB.
- Improve Barrington Fields to allow more use from families and schools.
- Create physical exercise programmes for all ages to activate the park and encourage positive social activities.
- Work with enforcement to identify ways to discourage crime and ASB.

## QUICK INFO



public realm project

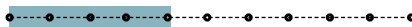


46% of the participants in Little Ilford support this idea



**Connected with ideas:**  
Jack Cornwell Pocket Parks,  
Warrior Square & Play Area Redesign

## MAKING IT HAPPEN





# JACK CORNWELL COMMUNITY CENTRE

## DESCRIPTION

Realise improvements on Jack Cornwell Community Centre’s building and expand its community use and cultural offer.

Placemaking & Building Activation:

- Create a better-defined entrance to the centre through placemaking and signage, for example through a mural by young people to activate part of the building’s facade.
- Create more windows to allow for some of the activity inside to be visible from the street.

Uses & Cultural Offer:

- Create an extended outdoors area for the centre’s cafe with seating & light.

- Use the community centre for arts & culture projects, educational programmes & SEND.
- Create a model that allows for the centre to be activated by residents with activities & events at least 30-50% of the time. Proposed activities can be a shared library or library of things, events with local residents, learning opportunities or a co-learning space.
- Provide the community cafe to be used for cooking lessons between residents.

## QUICK INFO



space activation project

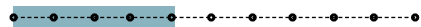


14% of the participants in Little Ilford support this idea



**Connected with ideas:**  
Jack Cornwell Pocket Parks,  
Warrior Square & Play area Redesign

## MAKING IT HAPPEN







## **CHURCH ROAD IMPROVEMENTS**

Improve Church Road's public realm by introducing more lighting, greenery, colour, and signage to support local shops. This will improve people's experience while walking down the road for their everyday shopping.

Also consider improving signage and creating better wayfinding connections in the area between Romford Road, Jack Cornwell Street, and Church Road.



## **VICTORIA CROSS PUB**

There is a lack of quality evening establishments in Little Ilford, such as a local pub or family restaurant. Victoria Cross Pub on Jack Cornwell Street, has been closed since 2014. The pub sits empty across the estate, and the adjacent empty parking lot attracts blight. The redevelopment of this pub could potentially improve Jack Cornwell Street and create a sense of place. Currently, it seems there is a proposed redevelopment for the site by a private owner to provide a pub on the ground floor with residential units on top.

# F

Develop programmes that focus on dealing with issues of crime and ASB and help empower vulnerable people in the area

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## RESPONDING TO CHALLENGES:



Health & Wellbeing



Economy & Work

## SUPPORTING RECOVERY PILLARS:



Support every resident under 25



Ensure residents are healthy enough to have more rewarding engagement with the economy

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## PROJECTS

- Increase safety on Romford Road
- Children-safe routes to school
- Training & Upskilling Programmes






# INCREASE SAFETY ON ROMFORD ROAD

## DESCRIPTION


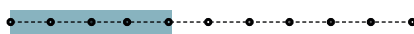




Romford Road in the area of Little Ilford and towards Redbridge, faces a lot of issues of crime and ASB. Develop programmes and interventions that will help improve levels of safety along Romford Road:

- Different council departments to work together and with the voluntary sector and police, to address issues of crime and ASB along Romford Road. Engage with local businesses along Romford Road to identify key issues at hand and how to best address them.
- Increase lighting and ‘eyes on the street’ during the evening hours along Romford Road.
- Consider the potential to create a safe space for women in the area.

## QUICK INFO

-  non-spatial programme
-  39% of the participants in Little Ilford support this idea
-  **Connected with ideas:** Children-safe routes to school,

## MAKING IT HAPPEN

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-  





## PLAYGROUND

### DESCRIPTION

Support children's and young people's transit to and from school through active travel (walking or cycling).

- Host workshops with local officers and schools to identify barriers for students walking or cycling to school and map potential key routes to school with local families and students.
- The proposed Safe Romford Road Crossings will also help connect the north and south of the area. Make safe routes visible in the public realm through wayfinding tacticts, using colour on streets and signage on lamposts.
- Consider the opportunity to organise local 'walking school buses', with parents taking turns to take kids to school. In such a case, support should be provided for the walking guide's vetting, road safety training etc.

### QUICK INFO



non-spatial programme

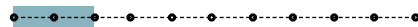
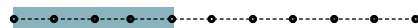


3% of the participants in Little Ilford support this idea



**Connected with ideas:**  
Increase Safety on Romford Road,  
Manage Traffic on Little Ilford Lane

### MAKING IT HAPPEN





## TRAINING & UPSKILLING PROGRAMMES

### DESCRIPTION

Little Ilford has a high population of families with children and young people. Ensure that young people in the area have the support they need to develop, upskill and pursue meaningful careers.

- Develop after school literacy programme for children aged 9-12 years old, that helps them practice and boost confidence. The programme could be facilitated at Jack Cornwell Centre and be modelled after the [literacy pirates programme](#) in Hackney & Haringey.
- Provide training and career support to young people aged 16-25, to explore potential and sustainable career paths for them and develop the necessary skills to pursue them. Training sessions can be facilitated in Jack Cornwell Centre. A great example is the [Digilab](#), social enterprise founded by Seun Oshinaike at Barking Learning Centre.

### QUICK INFO



non-spatial programme

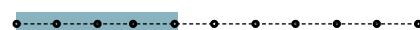
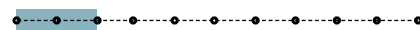
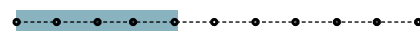


**39%** of the participants in Little Ilford survey highlighted the need for activities for young people & children



**Connected with ideas:**  
Jack Cornwell Community Centre,  
Warrior Square & Play Area

### MAKING IT HAPPEN



**WE ARE NEWHAM.**