

NEWHAM HIGH STREETS

PHASE 1 REPORT



WE ARE NEWHAM.

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EXECUTIVE SUMMARY

Since late 2019, Newham Council has been developing the **Newham High Streets** programme, which aims at developing place-specific strategic delivery plans for the borough's town centres based on evidence and active participation of residents, businesses, and visitors. In 2020, the Council, along with the local community for Forest Gate, Green Street, Manor Park and Little Ilford have been working together on Phase 1 of the programme, creating strategic delivery plans for these areas.

The Covid-19 pandemic hit high streets and town centres hard across the country, along with its local businesses. As we work towards recovery, it is essential we rethink the type of economy and places we want for our residents and the borough. In July 2020, the **Towards A Better Newham: Covid-19 recovery strategy** identified the eight pillars of recovery that will build an economy that works for our residents and delivers places where communities share the benefits, no matter

their background. More specifically, **Pillar 5** of the strategy focuses on developing **high streets that support healthier and happy communities**. The Newham High Streets programme creates an action plan for Pillar 5, by developing strategic delivery plans for the borough's town centres.

As Newham has 6 town centres, 13 local centres, and 12 shopping parades, the Newham High Streets programme is developed and implemented in phases to establish a network of high streets that support local neighbourhoods. This report provides the **context** for the programme, describes its **approach and methodology**, and presents the **strategic delivery plans for the Phase 1 areas of Forest Gate, Green Street, Manor Park and Little Ilford**. Currently, the plans are unfunded **however**; the Council is already actively submitting external funding bids that will help move projects to implementation. The Council also welcomes opportunities to collaborate with local businesses, organisations, and property owners.

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The programme and this report was undertaken by the following Newham Council Regeneration officers: Nicola Elcock, Eleni Katrini, Gloria Makinwa, Mina Manik, Roger Austin, with additional support from officers across different Council departments.

The report was published in June, 2021.

The appraisals and background research for high streets of Phase 01 included in this document was realised by the consultants [We Made That](#) (Holly Lewis, Lili Lainé). Additional data about post-covid activity and mobility in the town centres was provided from the [London Datastore High Streets Data Service](#).



MAYOR'S FOREWORD

Newham's high streets are important everyday places that serve our local communities in a multitude of vital ways. From local business and entrepreneurship activity, providing services and household provisions, they are at the heart of thriving local neighbourhoods. They provide opportunities for jobs, as well as social interactions where residents come together to meet for shared experiences.

I know that high streets across the UK have experienced real challenges and change in the face of online shopping and changes in consumer habits, but we don't accept the 'death of the high street' prognosis. That is why here at the Council, we have been developing our new Newham High Streets strategy and programme. It is a demonstration of our commitment to support the revival of healthier high street environments – all part of our ambitious Community Wealth Building agenda and our Towards a Better Newham strategy as we recover from the Covid-19 pandemic.

Covid-19 has affected our high streets significantly, as we navigated multiple lockdowns and restrictions since last March in response to the greatest public health crisis in our lifetime. Social interactions on the streets, in our public, leisure and community spaces have completely altered; and the way we work and commute has changed as more of us work from home frequently and become more local.

Our Toward a Better Newham Covid-19 strategy sets out a fundamental shift in how we plan to build back fairer in Newham: focusing on the health, wellbeing and happiness of our residents, with equality and sustainability central to our ambition. As part of our plans, we will be supporting the development of local high streets in our neighbourhoods that provide access to essential services and provisions within a 15-minute walk or cycle.

This Newham High Streets strategy sets out the framework for implementing our 15-minute neighbourhoods across the borough, with detailed delivery plans for the first phase of our programme covering the high streets of Forest Gate, Green Street, Manor Park and Little Ilford. These plans have been developed after months of research and with the involvement of local residents, businesses, and community organisations through our [Newham Co-create platform](#).

I am excited about the plans already created and our wider programme that provides us an opportunity to re-imagine our high streets as revived public spaces that are both familiar and thriving; but above all reflective of our ambitions for our people and the borough and responsive to our need for a sustainable future.

Rokhsana Fiaz OBE
Mayor of Newham
People at the heart of everything we do

WHAT IS THIS DOCUMENT & HOW TO USE IT?

WHAT IS IT?

This document provides an overview of the Newham High Streets programme, its approach and methodology, the rationale behind it, and how it fits with the Council's strategic & policy context. More importantly it presents the outcomes of Phase 01 of the programme, which are the strategic delivery plans for the high streets of Forest Gate, Green Street, Manor Park & Little Ilford.

WHO IS IT FOR?

This report is a public document and it should be read by the people who live, work, and visit Newham and its high streets. The document works as a guide for Council officers working in and around Newham's high streets.

More importantly the document also acts as an open call for local residents, businesses, organisations, and groups to support the strategic delivery plans that were co-designed for the high streets of Phase 1 of the programme.

HOW TO USE IT?

This document consists of three parts (as described in the diagram on the right), which can also work independently:

A. Understanding the context

This section presents key factors that helped shape the programme and its methodology, including policy, town centres hierarchy and strategic alignment, as well as a general overview of the Phase 1 areas and the impact of Covid-19.

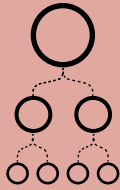
B. Newham High Streets Programme Overview

This section presents the programme's approach, objectives, and detailed methodology. The three key elements of the programme's methodology are: evaluation, co-design, and implementation. This section describes these elements in detail along with key lessons learned from Phase 1 evaluation and co-design, as well as next steps towards implementation. This section will help guide the programme moving forward.

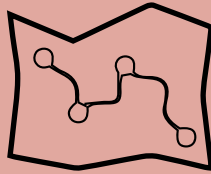
C. Phase 1 Strategic Delivery Plans

This section includes the four strategic delivery plans, one for each area of Phase 1 of the programme. Each strategic delivery plan can work as a stand-alone document as well, as they summarise the key vision for each town centre based on the appraisal & co-design.

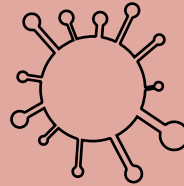
UNDERSTANDING THE CONTEXT



importance & hierarchy of town centres



overview of the context for Phase 1 high streets

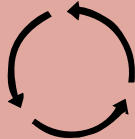


impact of Covid-19 on Phase 1 high streets



policy & strategic context alignment

NEWHAM HIGH STREETS PROGRAMME OVERVIEW



programme's approach & objectives

=



methods of town centre appraisal & evidence base

+



methods for co-designing the strategic plans

+



methods & pathways to delivery

PHASE 1 STRATEGIC DELIVERY PLANS

Forest Gate

E7

high street strategic delivery plan & project ideas

Green Street

E7

high street strategic delivery plan & project ideas

Manor Park

E12

high street strategic delivery plan & project ideas

Little Ilford

E12

high street strategic delivery plan & project ideas

INTRODUCTION

OVERVIEW

Newham's high streets are important everyday places, which serve their local communities and help to attract visitors to the borough. They are areas of considerable economic and social activity and have their own individual identities. They are the places that serve the daily needs of people who live and work in Newham and have the ability to bring everyone together. Given coordinated efforts from individual members of the public, businesses, and the voluntary and public sectors, high streets can become extraordinary inclusive places that promote local economy, provide employment and training opportunities for all, build social cohesion, and promote healthy lifestyles through encouraging active travel.

The high rates of COVID-19 mortality amongst Newham's residents is testament of the wider social and economic inequalities - in health, housing, access to services and income – that the crisis has exposed, particularly for Black and Ethnic

minority populations. The local economy has been badly affected and the impact of the global recession is likely to be severe, with lasting consequences. Whilst we do not know exactly how events will progress, we can be sure that things will never be quite the same again. More than ever, high streets and town centres have a key role to play in the recovery effort from an economic, social, and environmental perspective.

In Newham town centres, early evidence suggest that the pandemic has brought considerable damage to livelihoods and the local economies that sustain them. However, it has also prompted a surge in citizen action: residents and businesses have come together to support their vulnerable neighbours, deliver food and essential supplies to those in isolation and to raise funds to support those working on the frontline. This suggests a considerable reservoir of social capital, which should be supported.

TOWN CENTRES HIERARCHY & AREAS OF PHASE 01

Newham has 6 town centres, 13 local centres, and 12 shopping parades, all of them with their unique identity, opportunities, and challenges. To provide a more place-based approach to the strategic delivery plans for our high streets, Phase 1 of the programme focused on the North of the borough, taking advantage of the changes that might arise due to the development of the Elisabeth Line. As such, Phase 1 of the programme focuses on a 400m radius

area around the town centres boundaries of Forest Gate, Manor Park, Little Ilford, and Green Street. Forest Gate and Green Street are district centres, Manor Park is a local centre, and Little Ilford is a small local shopping parade. Phase 2 of the programme, which will include other town centres not included in Phase 1, is subject to the success of Phase 1 and additional staffing resources to be identified.

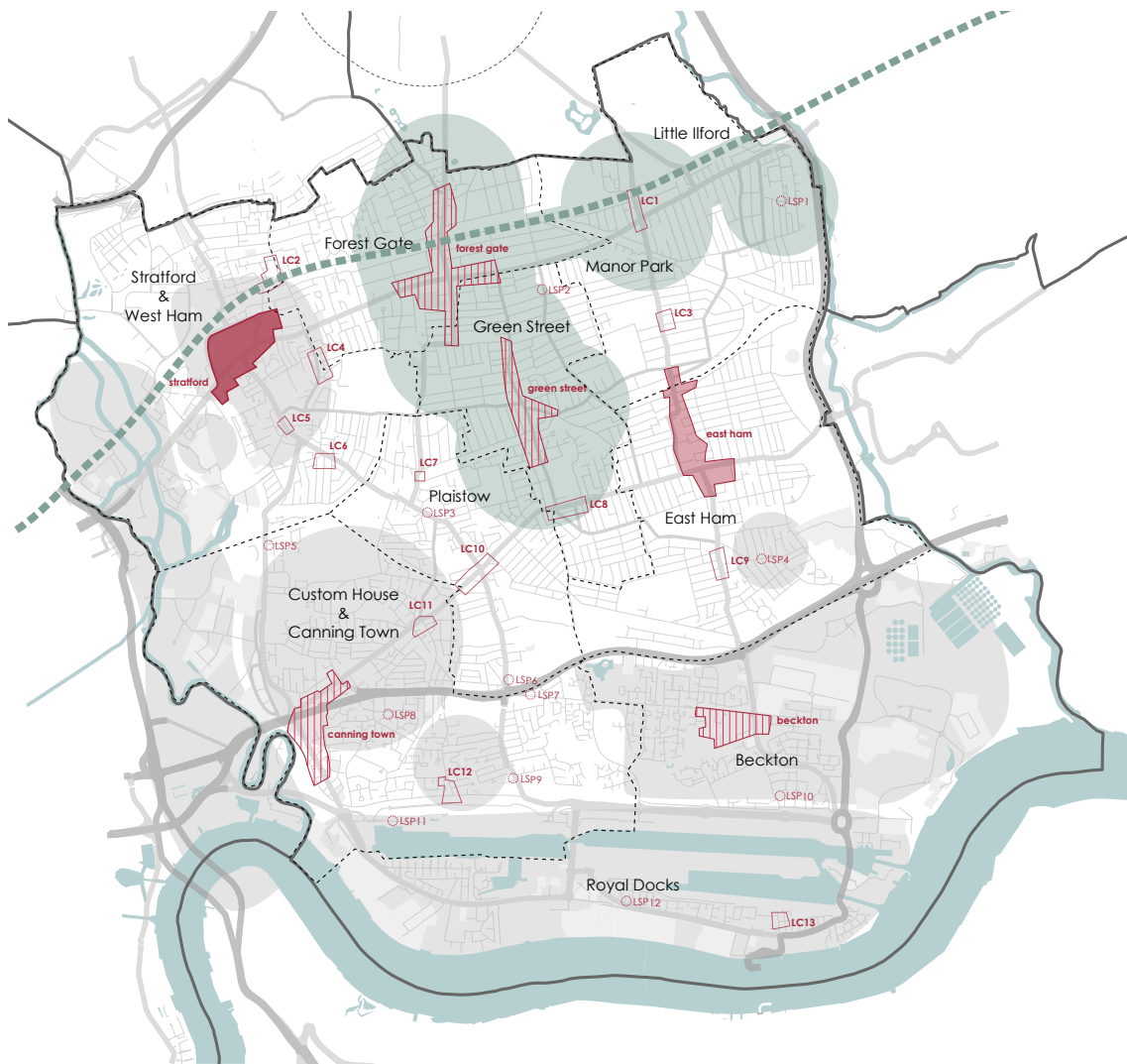


Figure 03. Town Centres Network & Hierarchy with regeneration areas and Phase 1 of the Newham High Streets programme highlighted

Metropolitan Centres

Stratford

Major Centres

East Ham

District Centres

Forest Gate

Green Street

Canning Town

East Beckton

Local Centres

LC1 Manor Park

LC2 Maryland

LC3 High Street North

LC4 Vicarage Lane

LC5 Church Street

LC6 Plaistow Road

LC7 Terrace Road

LC8 Boleyn

LC9 High Street South

LC10 Greengate

LC11 Abbey Arms

LC12 Freemasons Road

LC13 North Woolwich

Local Shopping Parades

LSP 1 Jack Cornwell Street

LSP 2 Katherine Road

LSP 3 Plaistow High Street

LSP 4 Vicarage Lane (E6)

LSP 5 West Ham Memorial Parade

LSP 6 Prince Regent Lane North

LSP 7 Tollgate Road

LSP 8 Fife Road

LSP 9 Cundy Road

LSP 10 East Ham Manor Way

LSP 11 Western Gateway

LSP 12 Albert Road

Strategic New Local Centres: Plaistow North, Abbey Mills, Thames Wharf, Lyle Park West, Minoco Wharf / Royal Docks, Albert Basin

New Town Centre: Beckton Riverside



PRE-COVID IMAGE

The high streets of Phase 1, provide mainly a local service and amenity function, with the exception of Green Street's visitor economy of South Asian fashion and jewellery, which has international networks that expand beyond London and the UK. The district centres of Forest Gate and Green Street maintain a strong retail core, with 70% or more of their units being occupied by retail. Even though these areas might have a vibrant character for the most part during the day, they lack an attractive evening economy that would promote a feeling of vitality and safety out of hours, especially between 6 and 9 pm. Moreover, a big percentage of the high street retail units in all the areas is occupied by lower quality retail, such as fast food takeaways and betting shops.¹ Nonetheless, these high streets are home to 20% of Newham's total number of businesses, creating 18% of the borough's total number of jobs.² Moreover, a significant number of these businesses are independent

and along with the local community assets define the identity of the town centres and the available offer for their local communities.

Median income in the majority of these areas is higher than the Newham average, but still lower than London average, and unemployment is above London's average rates. Levels of deprivation in these areas – and in Newham in general – have been decreasing since 2015, however they remain within the 27% most deprived neighbourhoods nationally. In many of these areas, there are issues of housing affordability and access to housing. The future delivery of the Elisabeth Line in these areas will increase housing offer and bring some retail as well.³ However, the new transport connection has also led to an increase in housing prices as well.

All of the high streets in Phase 1 have not been subject to important physical changes in recent years and would greatly benefit from improvements on both the public realm and built environment. Development

1 Newham Local Plan Evidence Base: Town Centres Update, 2019 (<https://www.newham.gov.uk/downloads/file/884/towncentresevidencebaseupdate>)

2 Based on the findings from the appraisal of Phase 1 high streets realised by We Made That, 2020.

3 The Planning London Datahub (<https://data.london.gov.uk/dataset/planning-london-datahub>)



across the borough has been uneven, as more focus has been given in areas on the West of the borough, while leaving neighbourhoods in the east of the borough outside of private and public development focus. More recently, there has been some more development activity from the private sector in the areas close to the train stations, spurred in part because of the expected delivery of the Elizabeth line. However, vacancy was relatively low until late 2019 and council-owned assets directly on the high streets are limited, providing restricted opportunities for interventions on the town centres' make-up by the local authority.

Over the last two years, there have been some public realm projects and improvements delivered in the areas of Phase 1, which included street and pavement improvements, low traffic neighbourhood schemes, as well as public art and placemaking.⁴ Further public realm and transport improvements will be needed to help support safer and more pleasant experi-

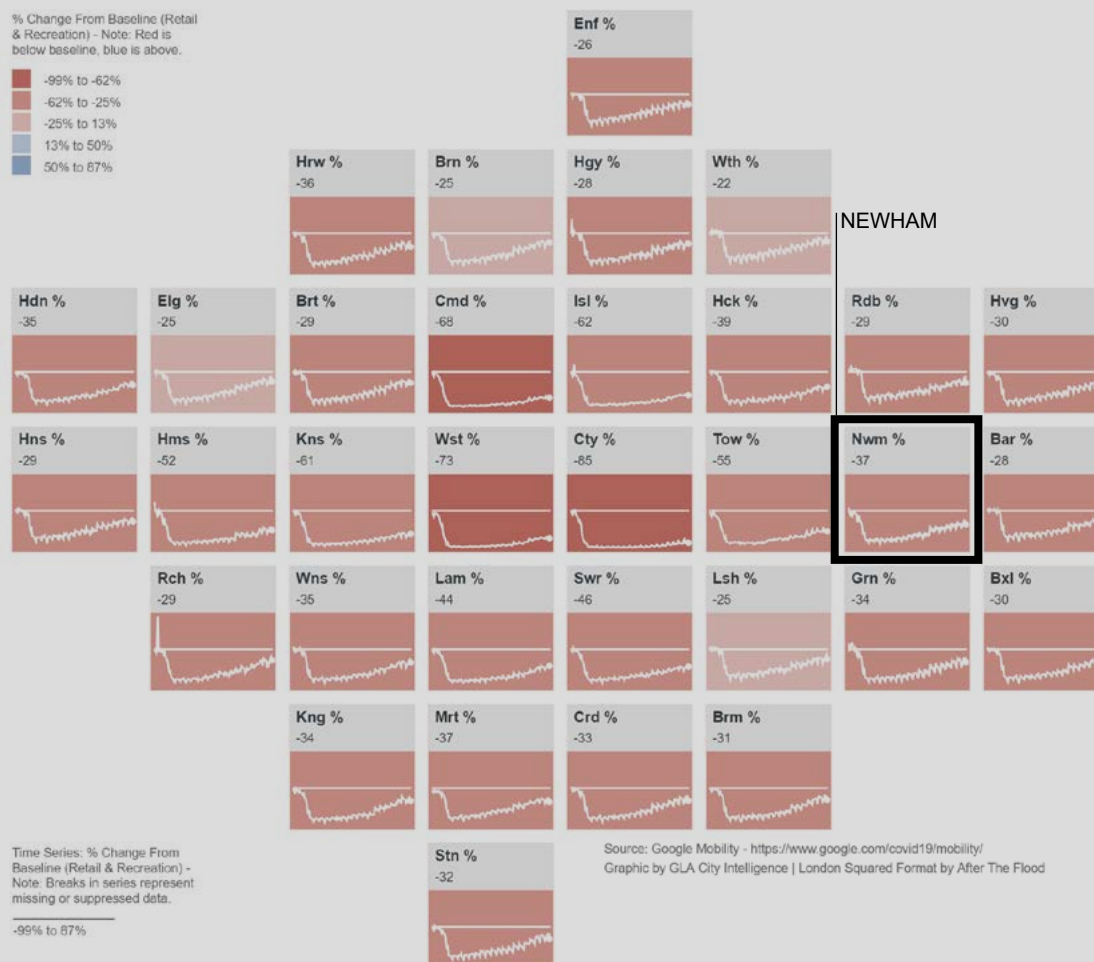
ences while walking and cycling within the town centres, as well as from one to another. Public realm and transport improvements will be also crucial in managing the levels of noise and pollution in and around town centres, given that most of them are structured around busy A1 roads.

The pre-covid image of our high streets highlights not only borough-related challenges, but also changes and pressures that high streets across Greater London were already facing, from increased rates, housing pressures, and rising property values, to the increasing online retail, and cuts to public services.⁵ These trends have been significantly accelerated by the pandemic, the impacts of which will be long lasting and keep unravelling in the years to follow.

4 Improvements to the areas around the Forest Gate and Manor Park stations ([link](#)), low traffic neighbourhood schemes ([link](#)), and Shape Newham ([link](#)).

5 High Streets for All Report (https://www.london.gov.uk/sites/default/files/high_streets_for_all_report_web_final.pdf)

% MOBILITY CHANGE IN RETAIL & RECREATION BETWEEN MARCH AND JULY 2020 IN ALL LONDON BOROUGHES



POST-COVID IMAGE

Activity in & around high streets

As a response to the Covid-19 pandemic, there have been a series of restrictions imposed on a national level, which directly impacted high streets and communities across the country. At the end of March 2020, the first National lockdown took place, with pubs, hospitality, and schools all closing down until June. This of course led to a massive drop in people's mobility, affecting both footfall and spending in high streets. During the first five months of the pandemic, mobility in recreation and retail in Newham dropped by 37% compared to January that year, while mobility for groceries and pharmacies dropped only by 14%.⁶ The decline of mobility in relation to these services in Newham during the early months is comparable to other East London boroughs, such as

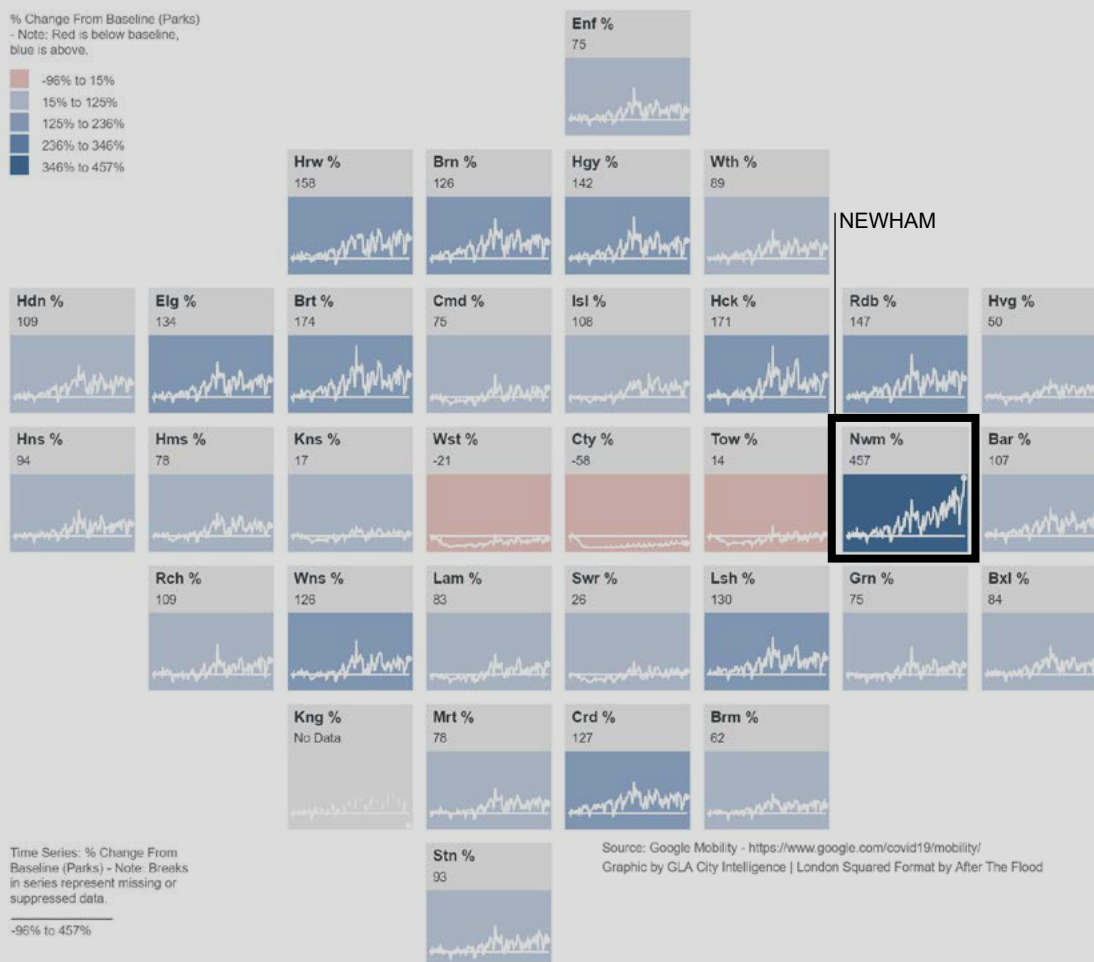
Tower Hamlets, Barking and Dagenham, and Redbridge.⁷ Not surprisingly, during these early months mobility to and around Newham parks increased by 457% as people looked for recreation alternatives, given the nice weather and lack of houses & flats with gardens. Newham had the greatest increase in mobility around parks by far compared to all other Greater London boroughs.

In mid-June and beginning of July, schools, shops, and hospitality opened up again and stayed open until the second National Lockdown in early November, when the country reached a record high of over 21,000 new daily cases. During this

⁷ **Tower Hamlets** mobility drop in Retail & Recreation: -55%, in Groceries & Pharmacies: -19%, **Barking & Dagenham** mobility drop in Retail & Recreation: -28%, in Groceries & Pharmacies: -8%, **Redbridge** mobility drop in Retail & Recreation: -29%, in Groceries & Pharmacies: -12%

⁶ Google Mobility Data by Borough, London Datastore (<https://data.london.gov.uk/dataset/google-mobility-by-borough>)

**% MOBILITY CHANGE IN PARKS
BETWEEN MARCH & JULY 2020 IN ALL LONDON BOROUGHS**



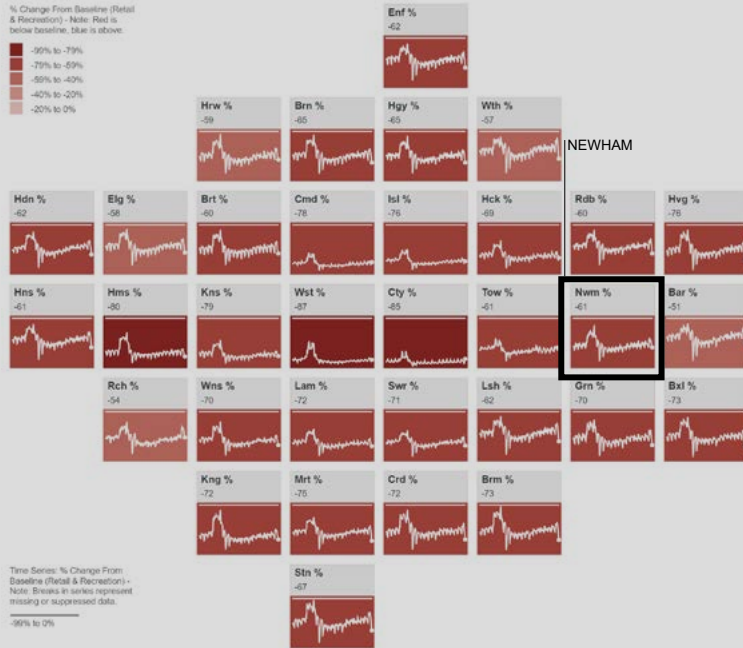
opening up period, mobility in recreation and retail improved to a -15% drop from January 2020, while mobility to pharmacies and groceries went almost back to normal. The second National Lockdown was followed by multiple restrictions, leading to a third National Lockdown in early January 2021. During this period, the impact on both recreation and retail as well as daily services, like pharmacies and groceries was dire, leading to a drop in mobility of 61% and 30% respectively. Since then and until April 2021, mobility in high streets has started increasing slightly. Hopefully, it will keep improving during spring and summer of 2021 and as vaccinations proceed.

Even though the impact of the pandemic restrictions has been significant on the mobility in and around town centres

across London, local high streets have been performing better in comparison to hyperlocal centres such as City and Stratford. This is due to the fact that visitors and mobility became more local, with few people traveling from outer to inner London.⁸ Turning towards local services and offer is also true for the weekend evening and night-time activity. This provides an opportunity to local centres to benefit from offering more things to do locally after 6.00 pm.⁸ The high streets of Phase 1 would benefit from widening their evening offer to provide more hospitality and leisure options, in order to become more resilient in the immediate future as services open up again.

⁸ Reopening London: 12 graphs and maps to help us think about what happens on April 12th (<https://data.london.gov.uk/blog/reopening-london-12-graphs-and-maps-to-help-up-think-about-what-happens-on-april-12th/>)

**% MOBILITY CHANGE IN RETAIL & RECREATION
BETWEEN NOVEMBER 2020 & APRIL 2021 IN ALL LONDON BOROUGHES**



Impact on people's mobility for retail & recreation between November 2020 and April 2021 (during 2nd & 3rd Lockdown), shows a 61% decrease in Newham compared to the baseline of pre-covid levels (Jan-Feb 2020).

(Source: Google Mobility - www.google.com/covid19/mobility/)

**% MOBILITY CHANGE IN GROCERIES & PHARMACIES
BETWEEN NOVEMBER 2020 & APRIL 2021 IN ALL LONDON BOROUGHES**



Impact on people's mobility for immediate needs, like groceries & pharmacies, between November 2020 and April 2021 (during 2nd & 3rd Lockdown), shows a 30% decrease in Newham compared to the baseline of pre-covid levels (Jan-Feb 2020).

(Source: Google Mobility - www.google.com/covid19/mobility/)

**FACTORS AFFECTING NEWHAM BUSINESSES
BETWEEN APRIL & JUNE 2020**



Based on a business survey hosted on the LBN website from 14th April to 15th June 2020, a total of 173 responses were received, highlighting the the main areas identified as having the biggest impact on businesses since the outbreak of Covid-19.

(Source: London Borough of Newham Business Desk)

Impact on Local Businesses

During spring and summer 2020, the council engaged with local businesses across the borough to understand the challenges they were facing in the wake of the covid-19 pandemic and identifying ways of support. This endeavour included the following engagements with businesses:

- an online survey hosted between April and June 2020 (173 responses)
- calls / interviews with businesses (over 60 engagements)
- a series of webinars open for businesses (35 attendees)

Based on the survey, the main areas identified as having the biggest impact on businesses during the first months of the Covid-19 outbreak were: government advice to close (46%), struggling with monthly rent payments (17%), and reduced footfall/customers (17%). During that time, it was identified that nearly half (44%) qualified for the new enhanced rate relief and grants and that the majority of businesses (73%) had not yet sought support from a bank through the government's loan scheme. Moreover, the majority of businesses (85%) did not have to make any staff redundant early on and just under half (49%) have had to put staff on furlough. In general, 75% of businesses believed they could operate between 0-3 months without intervention and support from central government. The remainder believed they could operate between 4-24+ months.

Additionally, more than two thirds who participated in the survey (72%) believe there are gaps in the business support being provided by central government during the COVID-19 pandemic. Information about business support by the government was not clearly communicated at the outbreak

of the pandemic and businesses identified the following gaps in support provision:

- Grants/ loans /rate relief/ financial support/rent freeze
- Licensing fees
- Support for self-employed
- Support once lockdown is eased/lifted
- Tenants of multi-occupancy commercial buildings who are not being treated as separate rateable hereditaments
- Paying staff/overheads
- Support for businesses over the £51,000 threshold
- Clarity on support available and eligibility for government schemes
- Social distancing/PPE
- Cancellation of events

In addition to the gaps in support provision, local businesses were challenged early on by the lack of PPE and appropriate signage for social distancing, the removal of parking spaces to widen the pavement area, and finally the uncertainty around the duration of the changing restrictions and governmental guidance. It was also observed that there were clusters of businesses trying to identify how they can support their transactions to move to the online sphere.

Interventions & Support by the council

To support businesses and high streets during this challenging time, Newham Council's dedicated Business and Enterprise team, has been providing general information, advice and signposting businesses to other Council departments as well as to partner organisations in Newham. The team also links businesses with networking, training and wider business support opportunities, and provides support with queries relating to council services such as parking, licensing, trading standards, property and similar issues. The team also publishes the Business Bulletin and regular updates about the latest information on businesses, training opportunities, grants and networking events etc.⁹

During the pandemic, the Business and Enterprise team have been working hard to support businesses across the borough. Since April 2020, the team has managed to provide the following support to businesses:

- Over £100m business support grants to over 5,000 businesses
- Over £100m rates relief to 2,799 businesses
- Until March 2022, an additional further £8m of Additional Restrictions Grant will be allocated to businesses.

Beyond direct business support offered, during the summer – autumn 2020, high street businesses have been able to re-open in phases. To support the safe and successful reopening of high streets, the activities of a number of service areas was co-ordinated through the Town Centres Reopening Programme. This brought

together officers from Highways, Licencing and Regulation, Markets, Communications and Marketing, and Community Wealth Building. The scope of this working was to support the smooth reopening of Newham's high streets. The working group's activities expanded in four main areas: **public realm adaptations** (including outdoor signage, safety measures for markets, footway widening, and queueing markings), **public facing communications** about covid-19, **business facing communications** (including business bulletins, visits, information packs, and help desk, as well as the #HelpNewham skills bank), and **financial support to businesses** (including distribution of government funds to eligible businesses).

Class Use Changes

Finally, an important aspect that will influence our town centres and how the Council intervenes in them in the future are governmental changes to Class Uses. From 1st September 2020, the Government implemented a significant change in the Use Class Order, combining previously separate Use Classes typical of town centres under a new Class E, and transferring others that require further control (e.g. take-aways) or protection (e.g. cinemas and pubs) into the Sui Generis category. While Sui Generis uses always require planning permission, a change of use within a single use class, such as Class E, is not considered as development and thus will not require planning permission. That means that change between these different town centre uses is a lot easier and allows for responsive, innovative, hybrid layouts. It also means that it is now harder for councils to control the mix of uses in their town centres through planning control and other 'soft' measures may be needed.

⁹ Businesses can find information via the Business Bulletin and on the following link: <https://www.newham.gov.uk/coronavirus-covid-19/support-businesses/5>. Businesses can sign up to the Business Bulletin via OurNewham-BandE@newham.gov.uk



 European Union
 European Regional Development Fund
  HM Government
  Newham London

Information for businesses on opening to members of the public

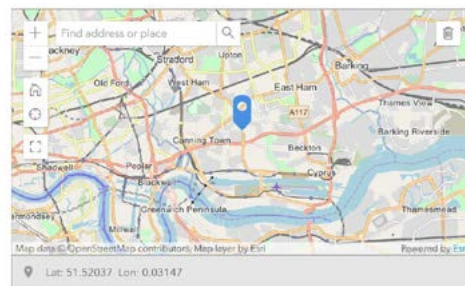


KEEP YOUR DISTANCE. SAVE LIVES.

People of the Heart of Everything We Do

Choose a location on the map*

Move the pin to the location you want to comment on or find the location using the search box.



What is the key issue?

Tell us the key issue at this location that prevents safe social distancing, walking or cycling. If there is more than one key issue, submit this as a separate comment on the map.

The images showcase some of the interventions that were done in our high streets after the first Lockdown, to ensure that the reopening of our high streets will be realised safely. As the interventions were done swiftly according to governmental guidance, a survey followed to allow for people to raise their concerns regarding the interventions realised or safety measures not being followed.

STRATEGIC & POLICY CONTEXT

Community Wealth Building

In January 2020, Newham council launched its Community Wealth Building Strategy aiming to address inequalities in the borough as well ensure that investment coming into Newham benefits all residents. The Community Wealth Building strategy is underpinned by the principles of economic, social and environmental justice; so that long-term prosperity, wellbeing and fairness for all Newham residents is achieved; and the response to the Climate Emergency is progressed.

As well as attracting growth and investment into the borough, Newham's Community Wealth Building strategy aims to unleash the potential of residents, businesses and the voluntary sector, as they are the source of wealth and talent that will drive a fairer and more prosperous Newham. What the strategy mandated is that the council **leads by example** to use our influence to keep wealth in our local economy, as well as to **campaign for a fair deal for Newham workers**. Finally, a main aspect of the strategy focuses on **driving forward an inclusive economy** by unleashing the potential and dynamism of Newham's local businesses as well as nurturing the cooperative economy to grow in the borough.

The Newham High Streets programme aims to make some of these goals a reality by developing strategic delivery plans that support local economies, make town centres more attractive, and boost local networks and skills.

Towards a Better Newham Strategy

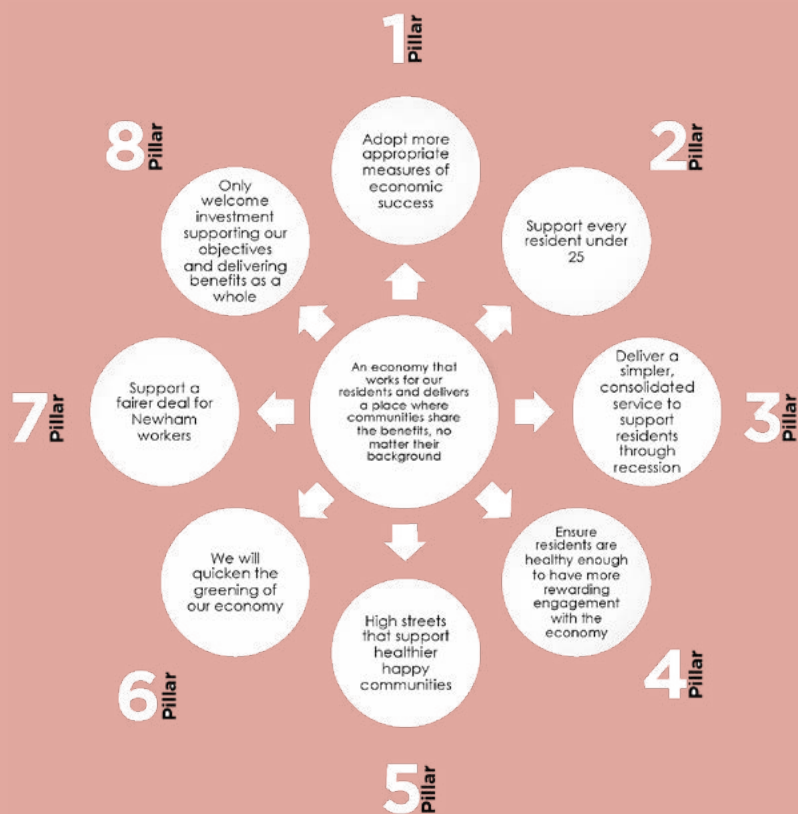
In July 2020 and as a response to the outbreak of the Covid-19 pandemic, Newham published the Towards a Better Newham Recovery Strategy, which outlines a plan of what the council will do to support Newham and its people recover. The strategy represents a fundamental shift placing the health and wellbeing of residents' and race equality central to the Council's aspirations of inclusive growth, quality jobs and fairness in Newham. It sets out the foundation for how the Council will respond to the economic impact of Covid-19 as it rebuilds a better Newham.

The strategy focuses on two distinct stages of activity: recovery and reorientation. Recovery focuses upon the first 12 months, as the Council responds to sustained challenges for individuals and businesses. Reorientation follows with the focus shifting to changes that create the inclusive economy the Council wants to address; including race inequalities, as well as tackling the poverty and deprivation that residents still face.

The strategy, which is supported by an immediate action plan, is built around eight pillars of activity focused on the phases of recovery and reorientation.

Pillar 1: The Council will adopt more appropriate measures of economic success, prioritising prosperity, personal wellbeing and happiness ahead of the traditional Government-endorsed measures of growth, productivity and land value uplift.

Pillar 2: The Council will support every resident aged under 25 to participate in positive activity, which supports their long-term prosperity and has started its new [Youth Empowerment Fund](#).



Pillar 3: The Council will develop a consolidated service to ensure that all residents can access the support they need to cope in recession and thrive in our new economy.

Pillar 4: The Council will ensure that residents are healthy enough to have more rewarding engagement with the economy.

Pillar 5: The Council will support the development of ‘15 minute Neighbourhoods’ across our town centres and high streets so that residents can access all social, civic and economic essentials by a 15 minute walk or cycle.

Pillar 6: The Council will quicken the greening of Newham’s economy, capitalising on local sparks to support evolution as London’s greenest economy.

Pillar 7: The Council will get a fairer deal for Newham workers, making sure work is rewarding and enjoyable for those employed in the borough.

Pillar 8: The Council will welcome investment, but only where this supports its objectives and delivers benefits to the borough as a whole.

Building and ‘Towards a Better Newham’ Covid-19 Recovery strategies place high streets at the heart of creating an inclusive economy that supports the health and well-being of the people of Newham. **The Newham High Streets programme consists a key part of the Towards a Better Newham Recovery Strategy as it focuses on developing strategic delivery plans for high streets, and by doing so it outlines a clear action plan for Pillar 5 of the strategy.** Pillar 5 mandates that the council will work towards High Streets that support healthier and happier communities, embedding the principles of 15-minutes neighbourhoods.

At the same time, the programme supports the development of appropriate measures of economic success, prioritising prosperity, personal wellbeing and happiness for town centres (Pillar 1), aims at identifying ways to support young people to participate in positive activity which supports their long-term prosperity (Pillar 2), begins to develop projects that will help residents access the support they need to cope in recession (Pillar 3) and engage actively in the economy (Pillar 4), and maps opportunities that might welcome local investment (Pillar 8).

The council’s recent Community Wealth





THE NEWHAM HIGH STREETS PROGRAMME

SCOPE

Newham High Streets programme scope is to create strategic delivery plans for Newham's town centres based on evidence and participation, aligning with **Pillar 5** of the [Towards a Better Newham Covid-19 Recovery](#) strategy. In order for Newham's high streets to become 15-minute neighbourhoods focused on health and well-being, the council needs to develop a coordinated delivery approach that:

1. Understands how our high streets are performing and agreeing on a set of metrics to determine their success; and
2. works with local residents, businesses, and traders to better understand their needs to help plan for the future for their high streets in light of corona virus pandemic.

PRINCIPLES & OBJECTIVES

The programme aims to provide the platform to strategically transform Newham's High Streets into **places that provide the essentials for increasingly healthy and happy communities.**

The type of interventions for Newham's High Streets that can support and advance our high streets fall under four types of projects:



Public Realm interventions:

A significant part of how people, who work, live or visit Newham, experience its high streets depends on the look and feel of the public realm. Some of the project ideas then need to be around how we can improve and adapt the public realm. [Shape Newham](#) will continue to be the brand for delivering 'creative public realm enhancements' under the Newham High Streets programme.



Transport & Accessibility:

Transport plays an important role in supporting our high streets to become 15-minute neighbourhoods. Making our town centres accessible and supporting short trips to be realised either by walking or cycling is an important part of the programme.



Active Spaces:

The make-up of the uses, spaces, services, and activities offered within town centres are what makes them successful places. Larger pilot projects aiming to bring new uses into high streets will be an essential part of the delivery plans. These projects will need larger coordination beyond the council's efforts, as they are likely to involve assets owned by different stakeholders.



Non-spatial programmes:

The plan will look to advance Newham's High Streets through not only physical spaces, but also softer programmes and projects that address issues of health and well-being, participation, employment, training, and young people's activities. These ideas will be delivered by different stakeholders including the council, local groups, businesses, and organisations.

A key principle for the approach of delivering the different types of interventions will be the collaboration of stakeholders from across different sectors: the council, the private and voluntary sector, local businesses, organisations, and residents.

APPROACH

The approach this programme has adopted aims to be strategic but at the same time adaptive in developing plans for our high streets with a set of principles, potential project ideas and partnerships. Below are the key characteristics of our approach:



We work in phases to develop individual plans for high streets across the borough.

The first phase of the Newham High Streets programme, focusing on Green Street, Forest Gate, Manor Park, and Little Ilford.



We co-design the high streets' strategic plans together with residents, business owners, and local stakeholders.

The engagement for phase 1 took place between September 2020 and March 2021 on the [Newham Co-Create](#) online platform.



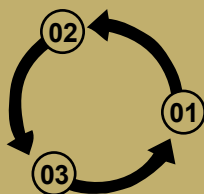
This is an adaptive long-term programme, responding to opportunities and funds as they become available.

We are proactively engaging with the local communities, as information from the evaluation & co-design stages will help guide future funding opportunities & services.



We collect evidence & data for our high streets and share it with the community so we make informed decisions together.

The high streets' appraisals focus on six key themes: People & Community, Economy & Work, Civic & Participation, Environment & Climate, Health & Well-being, and Development & Placemaking.



To achieve a place-based, co-designed, adaptive, and evidence-based plans for Newham High Streets, there are three main steps: **evaluate**, **co-design**, and **implement**, working in a cycle. This process ensures sustained commitment from the council to work with residents, businesses, and local organisations in shaping the future of Newham's High Streets.

01. Evaluate

Data and evidence help the Newham High Streets programme to be adaptive, respond to changes happening in the town centres, and track impact over time.

02. Co-Design

Newham's residents, businesses, and local organisations come together to propose and discuss principles and project ideas that will guide the high streets' future.

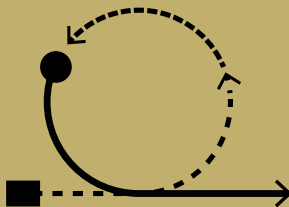
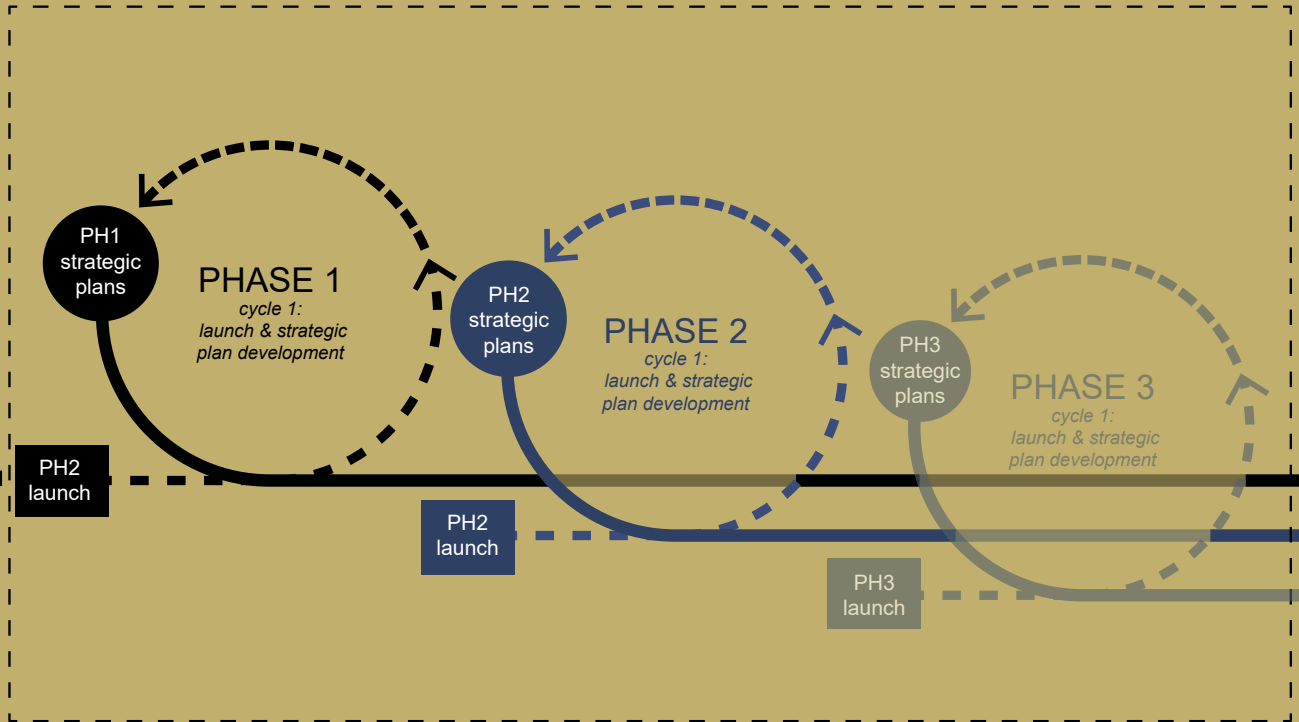
03. Implement

Project ideas identified from the evaluation & co-design will be implemented as funding opportunities become available. Interventions could be delivered by the council, the private sector, or co-produced with local people.

This adaptive approach allows the council to create comprehensive plans for Newham's high streets, while bringing different stakeholders around the table to co-create their future. In contrast to more traditional master planning processes, this approach aims to be more responsive and collaborative. The methodology section will describe how the three stages of the programme, evaluation, co-design, and pilot work to achieve that.

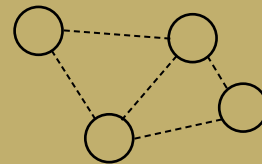
OVERALL STRUCTURE OF THE PROGRAMME DIAGRAM

CYCLE 1



What is a Phase?

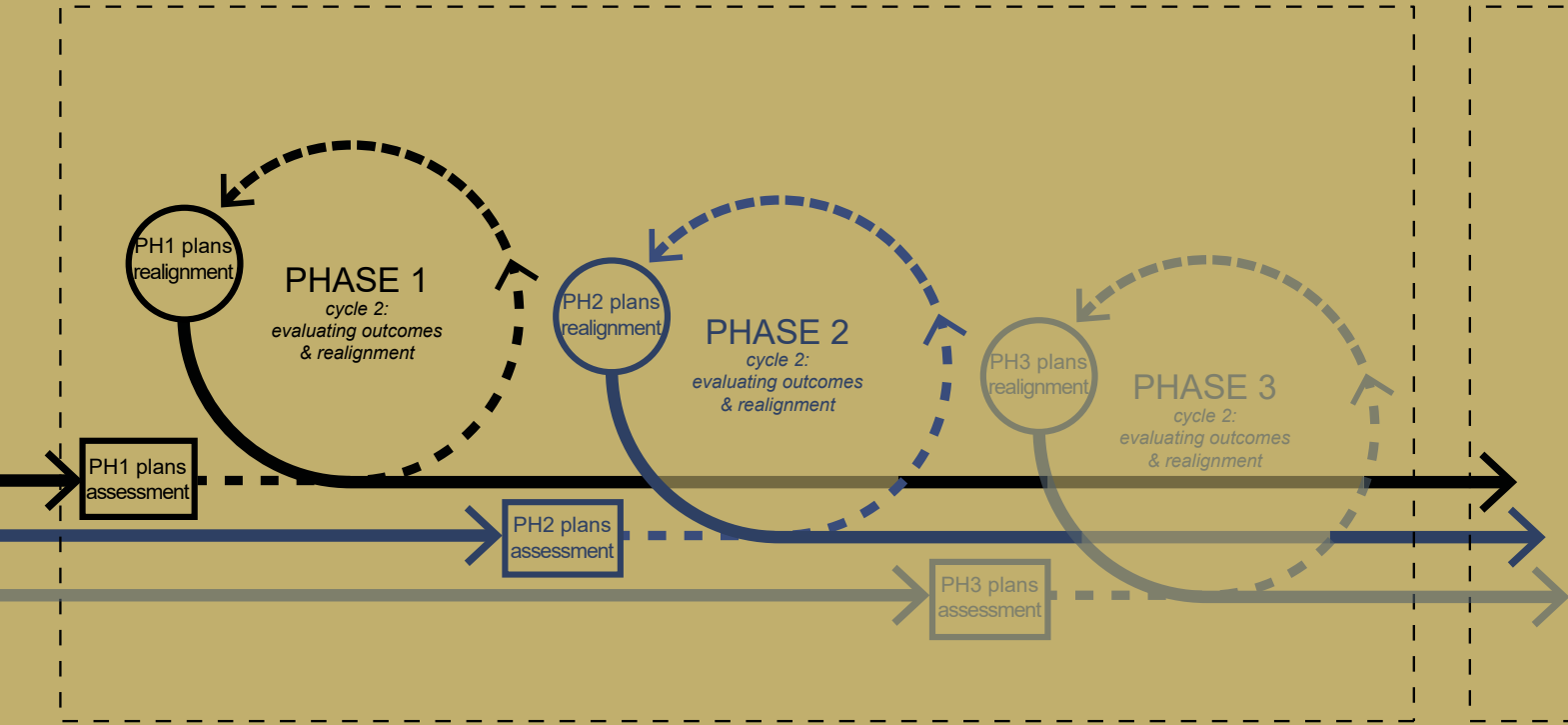
A phase is defined as the process which includes the development of strategic plans for a network of town centres. Each phase launches in cycle 1 with the evaluation of its town centres to create an evidence base for them and then moves to co-designing with the local community. The evaluation & co-design shape the strategic plans for the phase's network of town centres. Afterwards, funding is identified for the implementation of the plans.



Phases' High Streets Networks

Each phase focuses on a different network of high streets to develop place-based strategic plans. The goal is that across all phases, all major and district centres, along with a selection of key local centres in Newham will have a plan developed for them. Phase 1 of the programme included a network of the following areas: Forest Gate, Green Street, Manor Park, and Little Ilford. Follow up phases are subject to the success of Phase 1 and additional resources to be identified.

CYCLE 2



--- evaluate

--- co-design

— implement



Phase Elements

The first cycle of each phase includes three main elements: evaluation, co-design, and implementation. In the first cycle, evaluation is focused on developing an evidence base, and in combination with co-design, they are used to develop a plan which acts as a live document. From cycle 2 and onwards, the strategic plans are revisited and assessed based on key performance indicators, investigating if expected outcomes were achieved through the implementation of projects defined in the previous cycle. The assessment is realised through a new shorter round of evaluation and co-design.

Cycles & Key Milestones

Launch: The 1st cycle of a phase begins with high streets' evaluation & development of their evidence base.

Plans: After the evaluation & co-design of the 1st cycle, the strategic plans for each phase are developed.

Assessment: In follow-up cycles, an assessment is realised to test if the plans' key expected outcomes are achieved after implementation.

Re-alignment: Based on the outcomes of the assessment, strategic plans are re-aligned.

METHODOLOGY

In this section, each part of the Newham High Streets programme's approach – evaluation, co-design, and pilot delivery – is described in detail, highlighting the methods used, progress made, as well as next steps for the future of the programme. This section should be used both to help Phase 1 of the programme move towards delivery, but also to provide guidelines for potential follow-up phases of the programme (depending to funding).

EVALUATION

Developing an Evidence Base & Ongoing Evaluation

In order to be able to create a pathway for our high streets that is resilient to future environmental, social, and economic trends, it was important to develop a robust framework for evaluating them along a series of key themes that align with Newham's strategic priorities. The appraisal framework's purpose was to help us develop an evidence base with key performance indicators that allow for a better understanding of the current value supported by our high streets, their socio-economic functions and their potential for uplift in the context of Newham Council's Recovery strategy. Appraisals investigate existing challenges and gaps in infrastructure provision and include baseline information to enable the identification of key characteristics of the areas.

Future interventions in high streets need to be grounded by evidence and built-up on existing assets. Future interventions and changes also need to be evaluated, tracked over time, and understood. For that reason, we have developed a structure with a series of key performance indicators against which changes and trends can be compared over time. These indicators have been developed to align with the Council's strategic objectives and priorities of Community Wealth Building, In-

clusive Economy and Climate Emergency, as well as the [Towards a Better Newham: Covid-19 recovery strategy](#). By tracking changes in our high streets over time and actively engaging with residents, businesses, local groups and organisations, we will be able to understand the impact our interventions are having.

To develop the framework of evaluation and to also carry out the research for the evidence base for the high streets of Phase 01 of the, we commissioned 'We Made That', an architecture and urbanism practice with specialist knowledge on high streets. Selected findings from the appraisals of 'We Made That' is presented in this report and the strategic delivery plans of the high streets.

Evaluation Framework

Evidence collected, collated and presented in this report has focused on six key overarching themes which are summarised in the following page. These themes are aligned with the Council's strategic priorities and Community Wealth Building aspirations.

EVALUATION FRAMEWORK THEMES

PEOPLE & COMMUNITY

Understanding people in our town centres & high streets

This theme looks at the distribution and structure of the population and how it has evolved in recent years. It also examines how engaged people are in economic activity and explores educational attainment in terms of residents' qualifications and occupation. Finally, it explores the standards of living and prosperity by considering income and wealth but also deprivation on the whole.

ECONOMY & WORK

Building community wealth & resilience

This theme presents the current business base and the type of economic activity taking place in Forest Gate. It also examines the supply of commercial space and supporting infrastructures such as cultural infrastructure and night time economy, and how these serve economic growth and support interaction. Finally, it explores the resilience of the local economy by considering local ownership, employment patterns and business operations.

ENVIRONMENT & CLIMATE

Making town centres & high streets regenerative places

This theme highlights the key environmental challenges facing the town centre which will need to be addressed in the context of the climate emergency. It also looks at sustainable modes of transport, challenges in relation to movement and the provision of green infrastructures.

DEVELOPMENT & PLACE-MAKING

Mapping physical change in our town centres & high streets

This theme looks at the physical attributes of the high street and surroundings, and presents current levels of development and changes happening in the area. It examines the make-up and physical qualities of the centre, spanning from heritage assets to high street uses and public realm.

CIVIC & PARTICIPATION

Understanding activities & value within high streets & town centres beyond economic performance

This theme brings together a range of factors which are indicative of the state of social participation in Forest Gate. It also looks at the provision of community infrastructures and activities, highlighting Forest Gate's key social and community assets which should be built upon.

HEALTH & WELLBEING

Making town centres & high streets healthier places

This theme outlines the key infrastructures supporting the health and wellbeing of residents within Forest Gate, as well as looking at the current levels of health and wellbeing among the residents in order to identify where the issues are and how they can be addressed.

Phase 1 Appraisals

Appraisals for the high streets of Phase 1, were developed based on a detailed programme of research that included:

- An analysis of government and local data sets to provide intelligence on demographics and socio-economic characteristics, and local economies make-up.
- Desk-based mapping and observational analysis to identify the conditions and characteristics within high streets as well as the key assets of each town centre.
- Primary research including a series of business survey and discussions with local stakeholders to understand current perceptions, challenges and conditions.

Selection of the findings from the appraisal of the areas of Phase 1 of the programme can be found in each one of the strategic plans included in this document.¹ Appraisals were undertaken during the COVID-19 outbreak, which limited the analysis and engagement process. The crisis already had huge impact on town centres and sectors across the UK and full impacts are yet to be seen in Newham's high streets and elsewhere.

Evaluation Next Steps

For the ongoing evaluation of high streets as well as for developing an evidence base for the town centres of future phases of the Newham High Streets programme, it is important to develop approaches to evaluation that include 'live' data. The commission of the appraisals for Phase 01 was comprehensive and provided meaningful insights to our town centres by combining secondary and primary data analysis. However, the biggest challenge with this approach is that the findings can become obsolete pretty quickly as they reflect just a short snapshot in time. This was highlighted through the rapid changes imposed by the Covid-19 pandemic.

The council will need to move towards the development of dashboards and live data for our high streets focusing on some of the most key indicators from each one of the evaluation themes. This will also make the ongoing evaluation of our high streets easier and will provide insights to potential outcomes achieved by the piloted projects. Towards this direction, a collaboration with wider-London initiatives around high streets databases will be helpful, such as GLA's new initiative: [High Street Data Service](#). Finally, to encourage a collaborative approach to improving our high streets, it will be important for any research insights / dashboards the council is using to be publicly available to other stakeholders as well.

¹ The detailed findings for each one of the areas of Phase 01 can be found on the following links here: [Forest Gate](#), [Green Street](#), [Manor Park](#), and [Little Ilford](#).



[Forest Gate Appraisal Findings](#)



[Green Street Appraisal Findings](#)



[Manor Park Appraisal Findings](#)



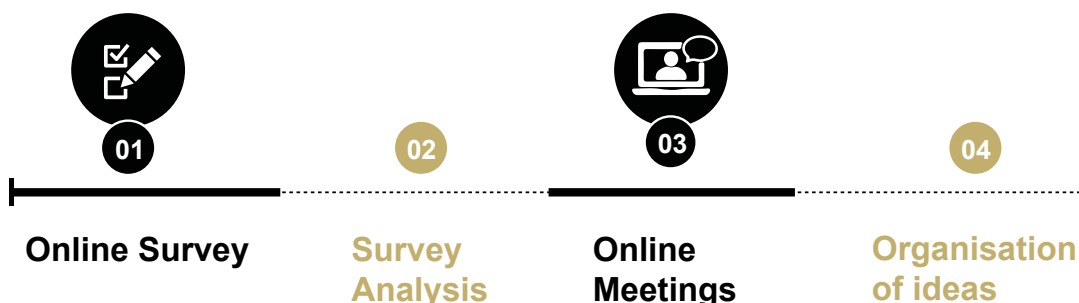
[Little Ilford Appraisal Findings](#)


CO-DESIGN


Engagement Overview


Evaluation provides useful information about key trends happening in our high streets, based on data, but alone it is not enough to develop strategic delivery plans for our high streets. One of the key purposes of the evaluation was to use the information we uncovered as a springboard for the engagement stage of the programme. Co-designing the plans for high streets is at the heart of the programme, making early engagement necessary before even funding was identified. Early engagement allowed to identify key emerging challenges relating to high streets, especially due to the Covid-19 pandemic, recognise

important needs that residents and businesses have, and map their aspirations for the future. Because of restrictions imposed by Covid-19, the engagement was facilitated mainly online, and specifically through the [Newham Co-create platform](#). The engagement for Phase 1 of the programme took place from September 2020 to March 2021 and included different engagement opportunities. The process highlighted priorities and project ideas to be further co-designed and will help the council make the case for changes needed in our borough's high streets.



 **Online Survey:** In September 2020, we launched an online survey that aimed to map people's key experiences, aspirations, and project ideas for each high street.

 **Online Meetings:** From October to December 2020, four online meetings took place. The first one was a briefing session about the programme and the following three were place-specific sessions for each high street of Phase 1. During the sessions, the survey results and submitted project ideas were discussed.

 **Online Forum:** In February 2021, all submitted ideas through the survey and online meetings were uploaded on the Newham Co-create platform for people to review, provide feedback, discuss and select their favourites. Constructive discussions took place between different people and helped further scope the ideas for the high streets' strategic plans.

Engagement Outcomes

During the six months of this early engagement for the high streets of Forest Gate, Green Street, Manor Park and Little Ilford, the response has been great and a lot of people embraced the project. The initial **survey reached over 2,600 people** and received **500 responses** (19% response rate), while the online meetings were attended by over **100 people**. Through the survey responses and the discussions during the online meetings approximately **90 project ideas** were developed across the 4 high street areas. When the ideas were uploaded on the platform, more than

470 people participated in the discussion leaving over **880 comments** and over **1800 up-votes**.

Across all areas, participation was higher among **women (58%** of participants), rather than **men (38%)**. In the survey stage we had **11% of participants to be local business owners or traders**, which dropped to 5% in the later stage of providing feedback to the project ideas. 72% of those who participated in the programme contributed to the areas they live and work in, whereas 24% of the participants were



05

Online Forum

06

Strategic Plan
Development



07

Report
Launch



Project
Co-production



Contact via phone & email:

Throughout this process and irrespective of the engagement timeline, the programme's responsible officers were available both via email and phone to receive ideas and feedback regarding the programme. Having a Freephone line available was important in order to allow for people who do not have access to digital means to engage with us.



Online Focus Meetings:

During the months of the engagement, we did an open call to local groups and organisations to participate in the project. A small group of them, including local organisations, stakeholders and residents groups responded to us via email and we facilitated a series of brief online calls discussing their high streets.



500 Survey responses

260 from Forest Gate
117 from Manor Park
98 from Green Street
28 from Little Ilford



100+ Workshop attendees



~ 90 Project ideas of different scales



470+ People on the platform

150 from Forest Gate
190 from Manor Park
90 from Green Street
27 from Little Ilford



880+ Comments contributed by users on the platform

still Newham residents, but lived further away from the relevant high street. Finally, the age range of the participants was quite wide, expanding **between 20 to 84 years old**, with an **average age of 41**.

From the engagement we understood that the average satisfaction with the high streets of Phase 1 ranges from medium to low, and what people thought needs improvement was the local offer, cleanliness, accessibility, and safety. In all four areas, the themes that were deemed more important to focus on moving forward were the following: **Environment & Climate, Public Realm & Placemaking, Health & Wellbeing, Economy & Work, and Culture & Entertainment**. Moving forward a series of 90 project ideas were identified, addressing some common theme across all areas, but also proposing more place-specific interventions as well.

Co-design Next Steps

The engagement process realised from September 2020 to June 2021 is the beginning of an ongoing collaboration between the council and local stakeholders. Through this process aspirations and ideas were identified for the high streets of Phase 1. Moving forward for Phase 1 and potential follow-up phases:

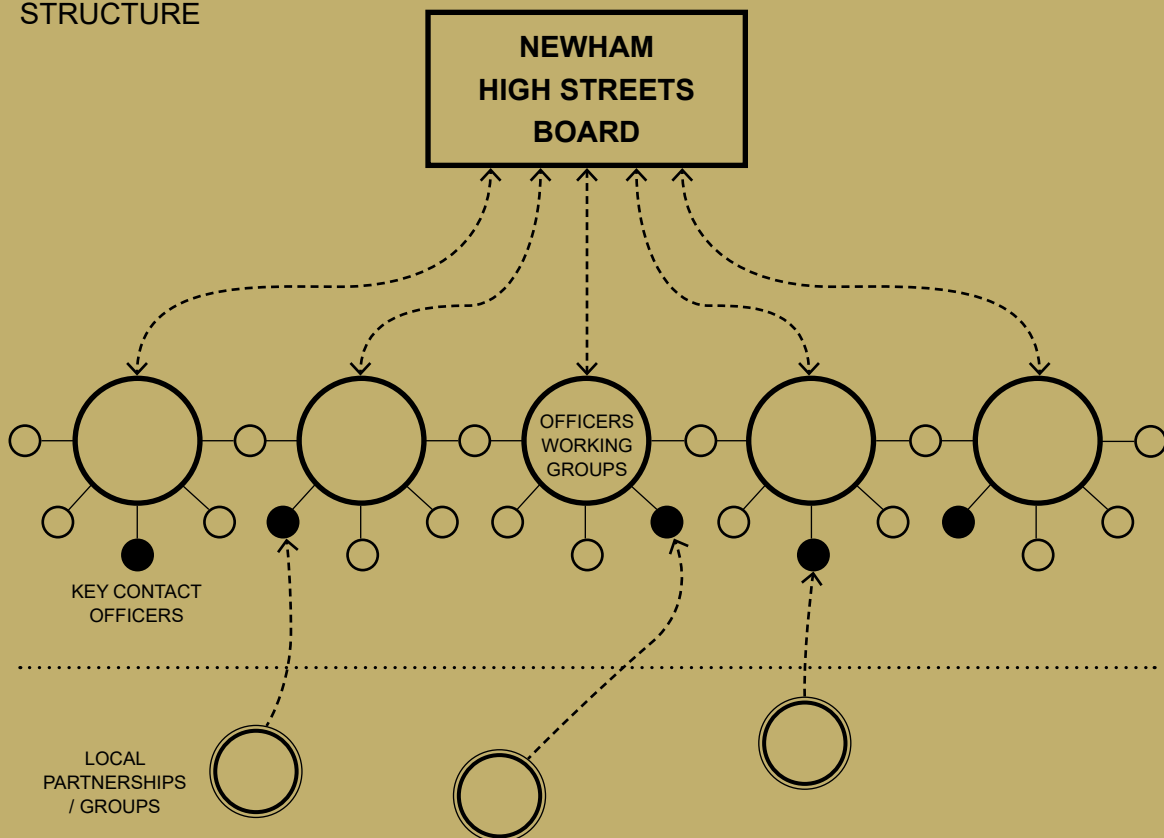
- Moving towards the delivery of Phase 1 plans, opportunities to further co-design project ideas will be necessary, as soon as funding and resources are secured for each high street.
- For next phases, consider a more targeted approach to local groups early on and combine with face-to-face engagement (depended on health & safety restrictions) to maximise the process's inclusiveness.

IMPLEMENTATION

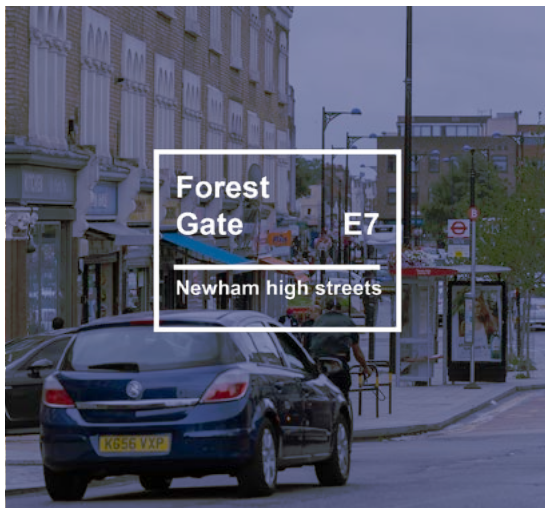
The evaluation and engagement stages, allowed to develop the plans for the four high streets of phase 1 of the programme. Moving forward and to start delivering the plans and the pilot projects, there are several steps to be considered by the council:

- **Resourcing:** Develop a resource plan for town centres and put together bids for external funding. The strategic plans combining the evidence base and engagement information will help make the business case for potential funding bids.
- **Working Groups:** When / if funding and resources are identified for specific project(s), ensure further collaboration with groups and local stakeholders for the co-design / co-production of the projects.
- **Partnerships:** Beyond funding, identify partnerships and available assets that can help bring parts of the strategic plans to life.
- **Governance:** Develop an internal governance structure for Newham's High Streets and related issues around town centres. The internal governance structure should consist of a 'Newham High Streets Board', which will include corporate council directors and a series of thematic, cross-departmental officers' working groups that report to the board.

GOVERNANCE STRUCTURE



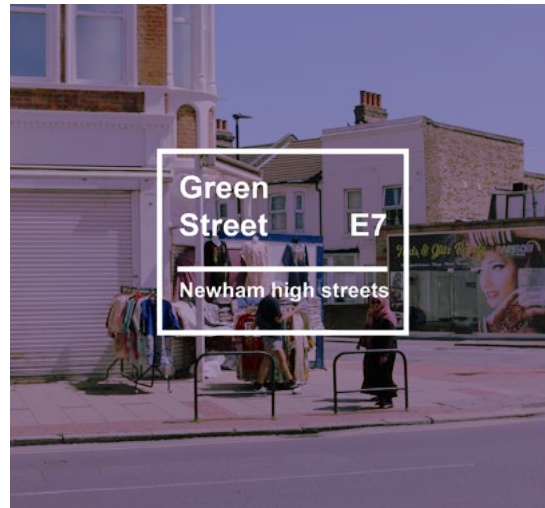
PHASE 1 STRATEGIC DELIVERY PLANS



Forest Gate Strategic Delivery Plan | pg. 36

Forest Gate is located to the north of the Borough. The centre as defined by the current local plan stretches along Woodgrange Road from Wanstead Park Station to the north to Upton Lane to the South. Romford Road cuts horizontally through the town centre. The centre is well-served by public transport: Wanstead Park Station (overground), to the north, and Forest Gate Crossrail station are both located within the town centre.

For Forest Gate's high street, the most important future aspirations expressed by people related to the following key themes: **Environment & Climate**, **Public Realm & Placemaking**, and **Culture & Entertainment**. The plan highlights the need to manage traffic better, enhance the public realm and make it more pedestrian-friendly, improve levels of cleanliness, provide a diversified offer, ensure the longevity of community hubs and supporting young people, addressing some of the high street's key challenges.



Green Street Strategic Delivery Plan | pg. 86

Green Street town centre stretches north and south of Upton Park Underground station along Green Street. Green Street has a strong visitor economy with South Asian textile, bridal and jewellery retailers drawing people all over London, England and beyond. Its status as commercial centre is reinforced by the presence of the 5,600sqm Queens Market, to the south, which incorporates shops and stalls and caters to the diverse and multi-ethnic nature of the local community.

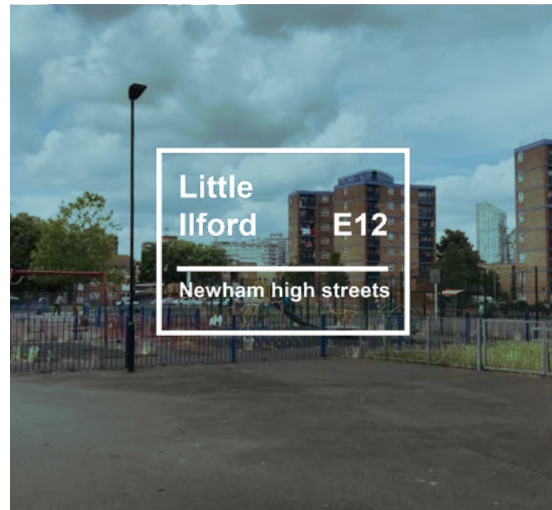
For Green Street's high street, the most important future aspirations expressed by people related to the following key themes: **Environment & Climate**, **Health & Wellbeing**, and **Public Realm & Placemaking**. The plan highlights the need to manage traffic better, enhance the public realm and make it more pedestrian-friendly, improve levels of cleanliness, and provide a diversified offer. These interventions along with developing a strong brand for the high street – both online and through placemaking – will significantly help the already strong identity and unique visitor economy of Green Street to shine as one of Newham's most diverse and dynamic high streets.



Manor Park
Strategic Delivery Plan | pg. 140

Manor Park local centre stretches along Station Rd, which is located in the far north east of the Borough, along Romford Road and between Forest Gate and Ilford. The centre is home to independent retailers and services catering for the local resident population. It also performs an important social function with the presence of a number of community infrastructures and organisations. The centre is also close to other retail uses along Romford Rd and is within walking distance from the High Street North local centre.

For Manor Park's local centre (Station Road), the most important future aspirations expressed by people related to the following key themes: **Environment & Climate**, **Health & Wellbeing**, and **Public Realm & Placemaking**. The plan highlights the need to manage traffic better, enhance the public realm and make it more pedestrian-friendly and greener, improve levels of cleanliness, have a more diversified offer with focus on leisure, community and cultural activities for all ages.



Little Ilford
Strategic Delivery Plan | pg. 186

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 shopping parade is also close to other retail uses along Romford Rd and Church Road. 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.

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 and support young people.

**Forest
Gate E7**

Newham high streets

CORNER



FOREST GATE

THE HIGH STREET

Forest Gate is located to the north of the Borough. The centre as defined by the current local plan stretches along Woodgrange Road from Wanstead Park Station to the north to Upton Lane to the South. Romford Road cuts horizontally through the town centre. The centre is well-served by public transport: Wanstead Park Station (overground), to the north, and Forest Gate Crossrail station are both located within the town centre.

The study area for the strategic plan encompasses Forest Gate District Centre, as designated in the Local Plan, and its immediate surroundings. A 400m catchment area around the designated town centre, as shown on the map below, 400m being a typical 5 minutes' walk time.

MAP



DOCUMENT CONTENTS

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

THE PLAN

For Forest Gate's high street, the most important future aspirations expressed by people related to the following key themes: **Environment & Climate**, **Public Realm & Place-making**, and **Culture & Entertainment**.

The plan highlights the need to manage traffic better, enhance the public realm and make it more pedestrian-friendly, improve levels of cleanliness, provide a diversified offer, ensure the longevity of community hubs and supporting young people, addressing some of the high street's key challenges.

GENERAL & ENGAGEMENT STATISTICS



36,212 people

live in Forest Gate district centre & immediate catchment area



257 respondents

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



52% of residents

in the town centre area are born outside of the UK, making Forest Gate multi-cultural and one of the most ethnically diverse neighbourhoods in England.



152 people

participated on the online forum helping further scope the project ideas for their high street through over 270 comments



over 75% of people

in Forest Gate are under the age of 45, making its population mostly young and of working age.



42 years old

was the participants' average age, ranging from 20 to 79 years old



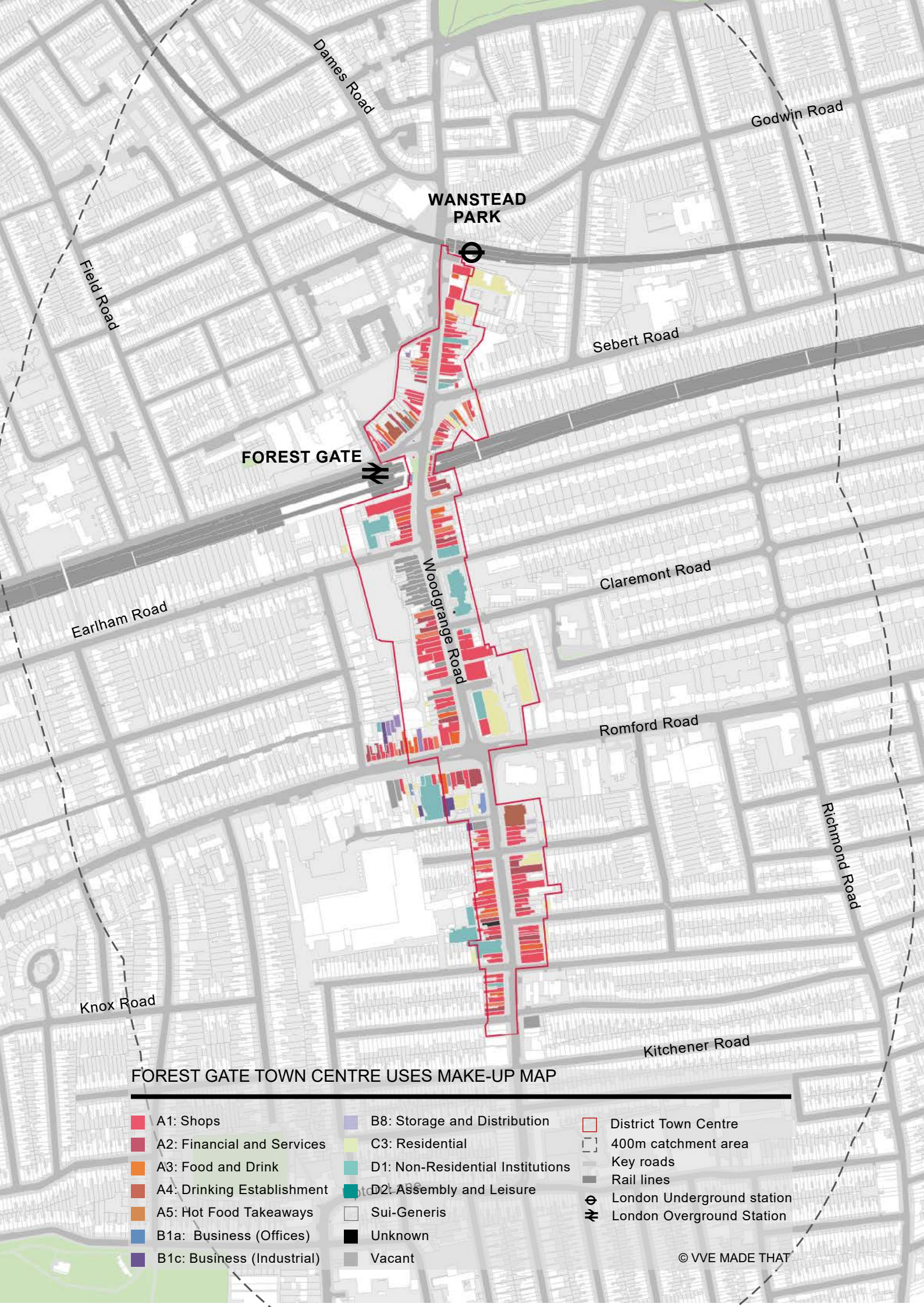
2,077 businesses

were based in Forest Gate in 2019, employing over 8,000 people



10% of participants

overall in the engagement were local business owners or traders



FOREST GATE TOWN 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 Forest Gate. In this section, we have included key highlights from their research across the six evaluation themes (full list of findings: [Appraisal Report for Forest Gate](#)).

People & Community

Forest Gate is multicultural and one of the most ethnically diverse areas in England, with a **dynamic and evolving population**. **The town centre is not expected to experience very significant demographic growth in the near future, but its working age population is expected to grow** in the coming years.

Forest Gate is still within the **25% most deprived neighbourhoods** nationally. Forest Gate's residents earn more than in Newham overall but less than the average Londoner. Unemployment has almost halved in Forest Gate in the past five years, although the rate is still above the London and national averages and unemployment is expected to rise generally because of the Covid-19 pandemic. Child poverty in Forest Gate is above London's rates but has reduced at a faster rate in the past decade.

Civic & Participation

Strong sense of **local pride** in the area but a low proportion of people feel they have a voice in local decision making. Despite **low levels of formal participation**, the presence of public institutions & charities, revealed **informal cooperative networks** across community and ethnic groups.

Forest Gate is also home to a **range of spaces that are supportive of health and wellbeing as well as community and faith organisations that provide space for people to meet, socialise and support each other**. Forest Gate Youth

Zone and Durning Hall Community Centre are perceived as key community assets by local stakeholders. The re-development of Durning Hall is source of worries despite the planned re-provision.

Health & Wellbeing

People's health in Forest Gate is significantly lower than the London & England averages. **There is no dedicated leisure and sports centre in the town centre**, although there are two outdoor dedicated sports facilities, which are free to use. **Surrounding green spaces are valuable assets to public wellbeing and relationship between these and the town centre should be better valued**.

Healthcare and wellbeing assets on the high street have long been and continue to be extremely valuable in promoting and supporting community health. There is a high representation of Beauty & Personal Services in Forest Gate, and fitness and sports facilities are typically found in the northern areas.

The quality of the public realm is far from neutral. Public space can play a large role in individual's abilities to function and feel good in a locality. It is important that the psychological impacts are not overlooked when considering how the public realm and aesthetic of the town centre affect communities.

Development & Placemaking

Forest Gate town centre primarily provides a **local service and amenity function**.

It is characterised by a comparatively low value economy. However, the area is home to a range of **key community facilities and pro-active organisations which help diversify the local offering** and service the local and wider population.

The town centre has not seen important physical changes in recent years. The future delivery of the Elisabeth line (2021) is bringing relatively important changes with new housing, retail, and community floor space around the station. However, it is thought to have led to increasing house prices, creating issues of affordability.

Geographically, **the town centre seems to be evolving at A different speed.** While there are clear changes and evidence of investment and diversification around the station and to the north of the town centre, the south of the town centre is not subject to the same level of investment. **Businesses located in Romford Road and Upton Lane are welcoming ongoing investments in the town centre but feel somewhat ‘forgotten’.** There are opportunities to provide new commercial and workspace uses on the edges of the high street.

Economy & Work

There are currently around **2,077 businesses in Forest Gate employing approximately 8,225 people.** This account for 8% of Newham’s total number of businesses and 7% of Newham’s total number of jobs. Business density is 0.06 which is lower than the borough business density (0.16) and London average (0.21), suggesting that **resident employees are out-commuting.**

The high street is mostly made of **independent retail and service businesses (80% of all retail units)** and is thought to be one of the most independent

town centres in England. However, the retail and restaurant offer is fairly limited with a high number of fast food outlets: **more than 50% of the chain businesses are subject to licensing policies.** This means that **during the day the centre has a vibrant character, but it lacks an attractive evening economy that would promote a feeling of vitality and safety out of hours.**

Only 20% of the businesses registered in Forest Gate town centre are in the retail trade sector. Outside of retail, top three business sectors are professional services, education/health/third sector and construction related services. **The proportion of self-employed residents has increased and is higher than Newham as a whole.** However, there is **limited number of workspaces to support small and medium businesses.**

Environment & Climate

Forest Gate’s is classified as an A Road with high levels of traffic, which is not compatible with high street uses. Levels of noise and pollution are above the thresholds at which they become harmful to human health. In comparison with Outer London boroughs, there is a **low level of car ownership** among Forest Gate’s residents. However, **traffic on key roads has remained steady over the past 5 years and 89% of the daily traffic concerns individual cars.** Forest Gate is at 5 to 10 minutes walking distance to key open and green assets but there is a **lack of greenery, trees and cool spaces within the town centre.** Towards the south of the town centre, pavements are narrow and cluttered, do not offer a good quality environment to walk and lacks of clear wayfinding information.

WOODGRANGE ROAD



Forest Gate has a distinctive identity, partly based on its Victorian character. This terrace was restored in 2008. Some shopfront improvements have also taken place.



The station has recently been refurbished and made more accessible in preparation for Crossrail.



The large site located in the corner of Woodgrange and Earham Road is under-redevelopment and will provide a mixed-use building of 1-7 storeys with retail spaces at ground floor level.

ROMFORD ROAD



The large residential building hosting The Gate dominates both long views and its immediate setting does not address the junction.



Some office building and community uses can be found along Romford Road. The former Odeon Cinema is now home to a large community centre and faith space targeted to the Muslim community.

UPTON LANE



The retail units in Upton Lane are occupied by a range of independent businesses including takeaways and convenience stores but a large number of non-typical high street businesses such as tyre and furniture retailers are also present.



The south of the town centre is losing in quality and there is overall less coherence in terms of uses, offer and building typologies.

BEHAVIOUR PATTERNS & THE IMPACT OF COVID

Through the survey realised in the middle of the pandemic, 83% of the respondents mentioned that they visit their high street at least once a week, with 64% visiting multiple times in the week. 45% of the respondents highlighted that the pandemic has forced them to visit their high street less often. In general, most people (67%) visit the high street between 9:00 am - 3:00 pm, with less than a quarter venturing out after 5:00 pm. Respondents usually walk (88%) or cycle (19%) to their high street, with only 11% using a car. However, travel patterns have changed during the pandemic making respondents to walk (60%) or cycle (28%) more.

The most popular businesses in Forest Gate town centre among respondents are the grocery stores (91%), restaurants / cafes (53%), pharmacies (48%), bars / pubs (43%), and the weekend market (34%). Respondents also make good use of cash points (59%), the post office (58%), GP surgeries (49%), local parks (46%) and the Forest Gate library (31%). Finally, respondents tend to travel outside of their town centre for services like clothes shops, department stores, barbers & hair salons, restaurants, bookstores, leisure facilities, and cultural events. To access these services they either travel out of the borough (79%) or visit Stratford (67%).

The pandemic had significant impact on footfall and spend in Forest Gate's town centre, as is the case with many town centres across the country. Based on recent data released by MasterCard through London Datastore¹, Forest Gate seems to have bounced back to similar spend levels both in terms of retail and eating, it had before the beginning of the pandemic. Over the last year, credit card spend on the high street has gone significantly down after

the first lockdown in April 2020, and after the third lockdown in January 2021.

Expenditures at local eateries has gone up between July 2020 and January 2021, even 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. Retail spend did not have a similar increase beyond pre-pandemic levels, but rather seems to have returned to normal levels. Overall, the impact and performance of Forest Gate town centre seems to be similar to comparable town centres, like Leytonstone High Road and Green Street & Plashet Road.

Estimated monthly data² show that footfall in Forest Gate town centre during the months of April 2020 (1st lockdown) and January 2021 (3rd lockdown) dropped to 65-70% of normal footfall (April 2019). After the 3rd lockdown, footfall in the town centre in March 2021 has been slowly increasing to 83% of its normal levels. Forest Gate's footfall has increased closer to its normal levels in comparison to other Newham town centres, such as Green Street and Stratford.

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.³

1 Anonymised and Aggregated data by Mastercard

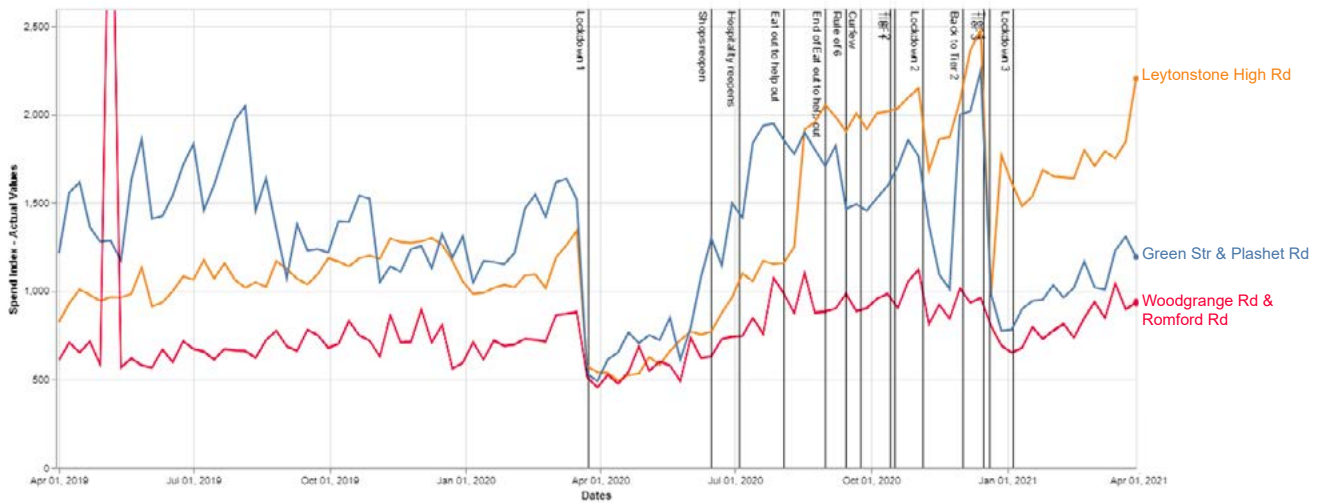
2 Data compiled by HUQ.io

3 The Covid Unemployment Tracker, Lukas Kikuchi, Autonomy

MASTERCARD SPEND TRANSACTIONS: RETAIL

The chart below highlights the Mastercard spend for retail in Forest Gate town centre between April 2019 and April 2021, highlighting the key restrictions imposed by Covid-19, and comparing it to the relevant retail spend in Green Street and Leytonstone High Road. What the chart shows is that in terms of retail spend, Forest Gate seems to have recovered back to similar pre-covid levels of retail spent, after Lockdown 1 and Lockdown 3. However, it did not see any growth in local spend, the same way Leytonstone High Road had.

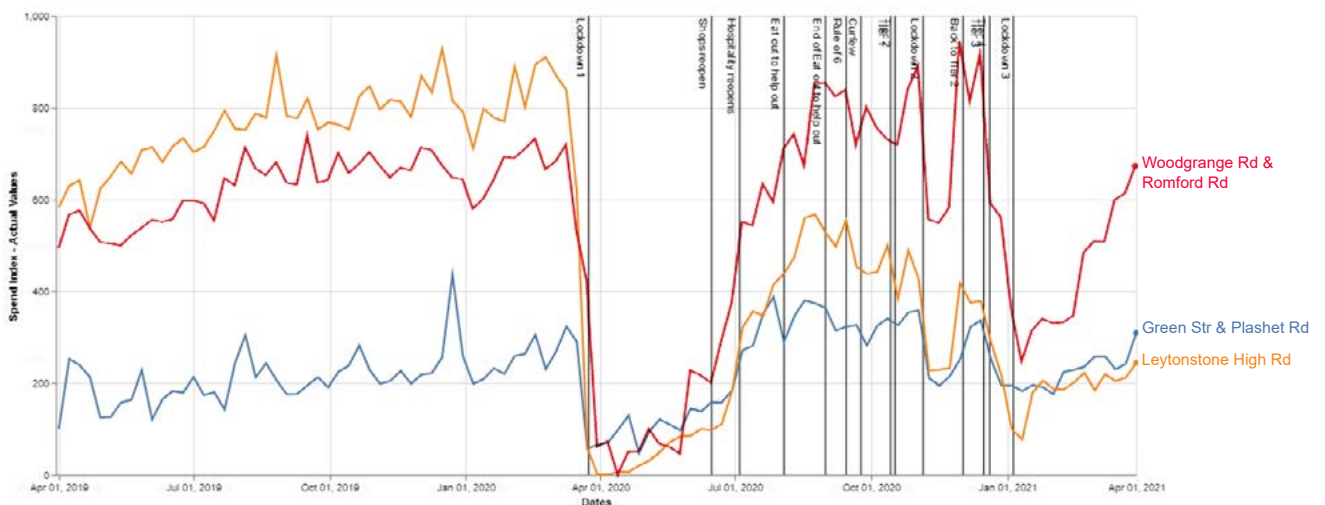
(Source: Anonymised and Aggregated data by Mastercard. Available data only for Woodgrange Rd & Romford Rd, not Upton Ln)



MASTERCARD SPEND TRANSACTIONS: EATING

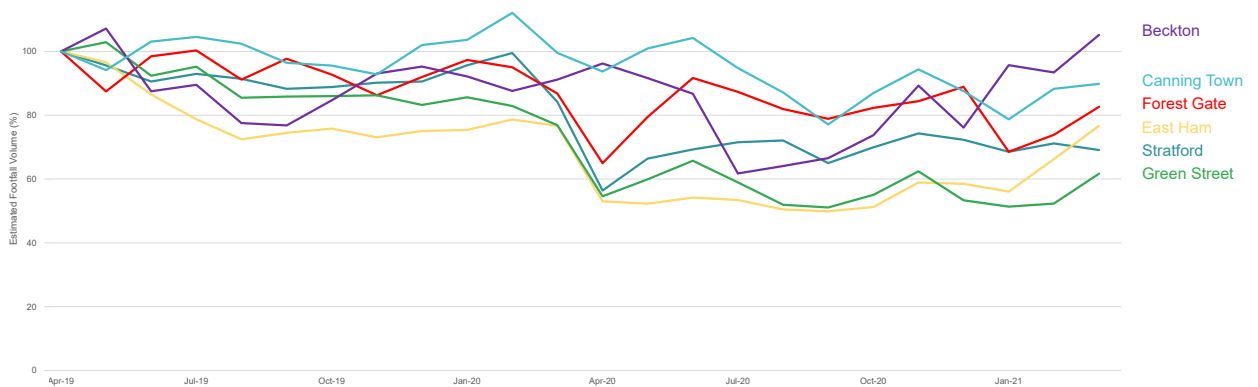
The chart below highlights the Mastercard spend for eating in Forest Gate town centre between April 2019 and April 2021, highlighting the key restrictions imposed by Covid-19, and comparing it to the relevant spend for eating in Green Street and Leytonstone High Road. What the chart shows is that in terms of eating, Forest Gate seems to have exceeded its pre-covid levels of eating spend, during Autumn 2020 after Lockdown 1 and before Lockdown 3. More recently and after Lockdown 3, it has returned to similar levels of spend for eating as its pre-Covid levels. In comparison to Leytonstone High Road and Green Street, Forest Gate has been performing better in terms of how much people are spending to eat locally.

(Source: Anonymised and Aggregated data by Mastercard. Available data only for Woodgrange Rd & Romford Rd, not Upton Ln)



ESTIMATED MONTHLY FOOTFALL

The chart below highlights estimated footfall volume over the last year in key shopping areas of Newham. Footfall is shown as a percentage (%) of normal footfall in April 2019. After the most recent lockdown in January, Forest Gate has recovered back to 83% of its normal pre-covid footfall.



CHALLENGES & OPPORTUNITIES

In Forest Gate, participants who responded to the survey showed medium to low satisfaction (3.6 / 9) with their high street, while in terms of affordability they consider it to be providing some affordable choices (4.3 / 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 Forest Gate's high street. These challenges and opportunities broadly all 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	Good shop variety & offer (24%) with many independent local shops (22%), locals cafes (15%), good supermarkets (9%), and some national chains (4%).	Shop variety in the area can improve further (27%), by having more quality restaurants and pubs (22%), improved quality of shops generally (16%), and control of betting shops (15%) and fast food takeaways (11%).
SERVICES	The Woodgrange Market is very loved by the local community (8%) and the Gate Library is also one of the popular places (4%) that offer something unique within the town centre.	People would like to see more cultural events in Forest Gate, celebrating creativity & the arts (2%). During the lockdown, creativity is celebrated across the borough through the self-organised Newham Lockdown Window Art.
ACCESSIBILITY	One of the reasons people visit the Forest Gate town centre is convenience , as it is close to their home and easily accessible (16%). The good transport links are also very appreciated (7%).	However, people believe there is too much car traffic on Woodgrange Rd / Upton Ln (21%), making the high street not very pedestrian-friendly (4%). There is also limited parking (3%) leading to cars parking on the pavement (3%).
PUBLIC REALM	The new improved public realm around the train station has been popular (4%) and in general people like the areas of the town centre with wide pavements (3%) and areas closer to green spaces.	Beyond the public realm improvements around the station, pavements can be very narrow and cluttered (7%), lacking greenery (5%), cycling infrastructure (2%), and are not child-friendly (2%).
CHARACTER/ PERCEPTIONS	People like the general atmosphere and character (2%) and diversity (4%) of Forest Gate. They feel a sense of community (5%) and like that they know people in their community (5%).	In general, people are getting put off by other's behaviours (12%) that are not respectable (e.g. littering, bad attitudes) and they feel that the town centre can get overcrowded (2%), especially within the context of covid.
BUILT ENVIRONMENT	People value parts of Forest Gate's built environment (3%) and specifically heritage buildings (3%), the Victorial Architecture and low rise buildings . They believe in the town centre's potential and like that it is not gentrified (2%).	Derelict or uncared shops and buildings are perceived negatively (20%) as they give the sense of neglect and disinvestment in the area (9%). People also feel that development & hoardings impact their high street negatively (22%).
CLEANLINESS		Cleanliness is one of the biggest issues in the town centre (34%), as well as pollution and noise (3%). People highlighted issues of cleanliness from litter and dirty shopfronts to pavements and low air quality due to traffic.
SAFETY		A lot of people mentioned that they do not feel safe while walking down the high street, because of ASB (e.g. public drinking, begging, thieves) (10%) and crime in general (3%).

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

ENVIRONMENT & CLIMATE



Cleanliness is a big issue, along with pollution and noise. People highlighted that the public realm needs improvement through decluttering, providing wider pavements, planting more greenery and providing cycling infrastructure to make it more pedestrian and family-friendly.

CULTURE & ENTERTAINMENT



There is a limited offer of evening activity between 6:00 – 9:00 pm, with not as many options for restaurants and pubs, or cultural and creative activities. Limited footfall during the evening also means that feelings of unsafety increase.

PUBLIC REALM & PLACEMAKING



In terms of the built environment, people appreciate heritage and low-rise buildings, but are worried about things that give their town centre a sense of neglect, such as uncared shops, ongoing development and hoardings.

HEALTH & WELLBEING



People mentioned that the town centre feels overcrowded and they tend to feel unsafe due to ASB and crime. Increased feelings of unsafety as well as low quality public realm can have a significant impact on people's wellbeing.

DEVELOPMENT & NEW USES



People appreciate the local offer and specifically independent local shops, but they would like to see more evening outlets and improved overall shop quality.

CIVIC & PARTICIPATION



Local community hubs, such as the market, the community garden, the library, and Durning Hall are very loved and important to the town centre, but people want to ensure their longevity and to see more cultural activity and creativity on the high street.

ECONOMY & WORK



As town centres reopen, vacant shops might increase and local businesses will continue to face difficulties imposed by Covid-19. Support to local businesses will be crucial to keep them going.

TRANSPORT & ACCESSIBILITY



The town centre is very well connected by public transport, but it is not considered very pedestrian friendly, as it is very car-oriented with too much traffic.

To address these challenges for Forest Gate's high street, people's most important aspirations during the engagement focused on the following key themes: **Environment & Climate**, **Public Realm & Placemaking**, and **Culture & Entertainment**. They highlighted the need to manage traffic better, enhance the public realm and make it more pedestrian-friendly, improve levels of cleanliness, and have a diversified offer.

FROM A VISION FOR FOREST GATE TO A PLAN

recommendations

challenges

recovery pillars

A Improve Air Quality & Make Forest Gate's town centre more intergenerationally accessible, supporting families, kids & older folks



pillars 5 & 6

B Make the high street and surrounding areas greener and improve people's mental & physical health through gardening



pillars 4 & 5

C Support young people's & children's safety, physical health & activity



pillars 2 & 5

D Improve the look and feel of the high street and support better experiences while walking down Upton Lane & Woodgrange Road



pillar 5

E Activate and support the longevity of civic buildings & open spaces to encourage civic participation, pride, and community activities



pillars 2 & 5

F Extend people's spending time in Forest Gate by supporting Evening Economy & Events



pillars 4 & 5

G Support local businesses and local entrepreneurship in Forest Gate



pillars 3 & 5

H Galvanise officers, residents and businesses to improve cleanliness & minimise pollution in Forest Gate



pillars 4 & 5

I Build stronger participation, local governance & peer-to-peer networks

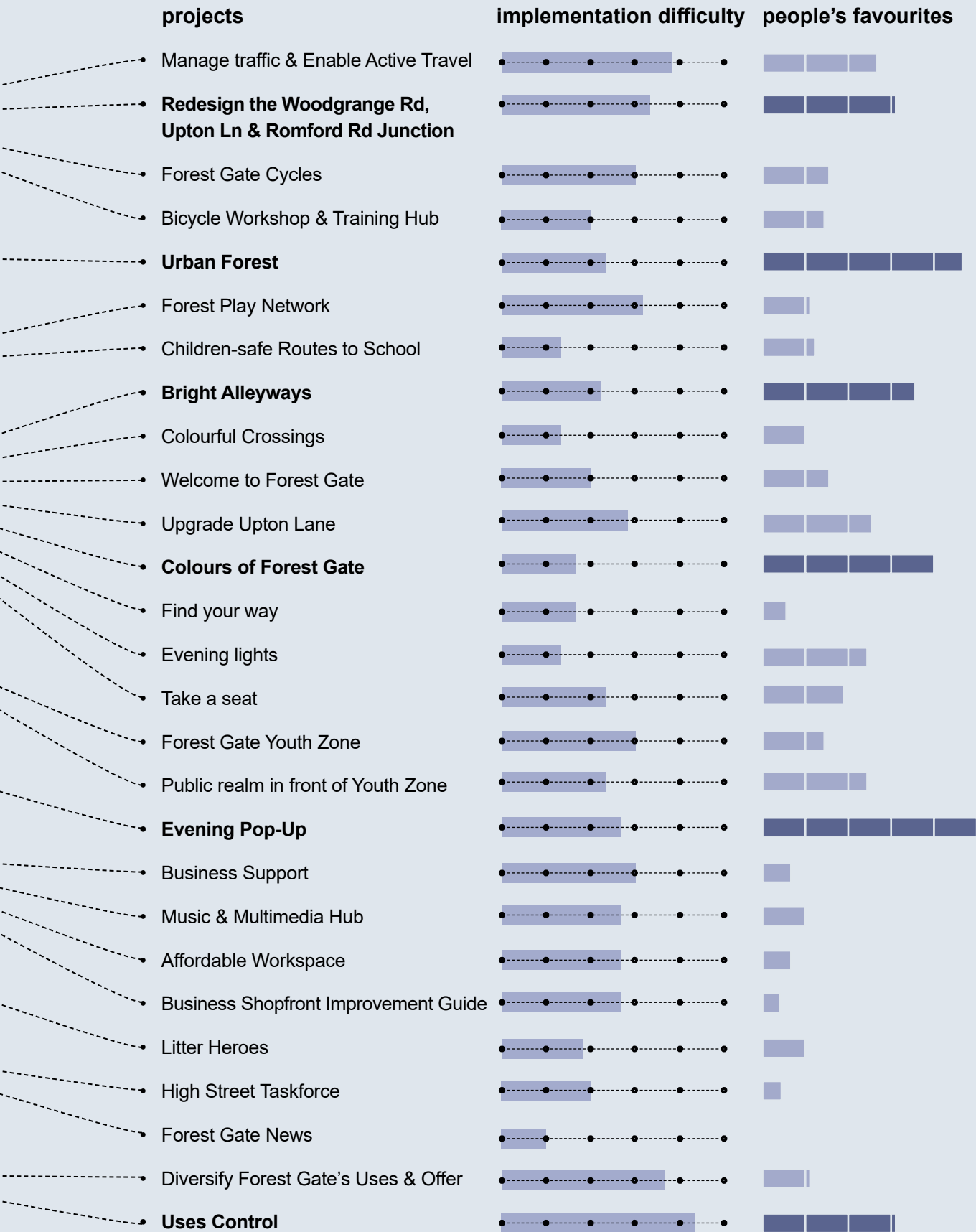


pillars 4 & 5

K Improve the variety of uses on Woodgrange Rd & Upton Lane, provide better food options and service people with varying disposable income



pillars 5, 6 & 8

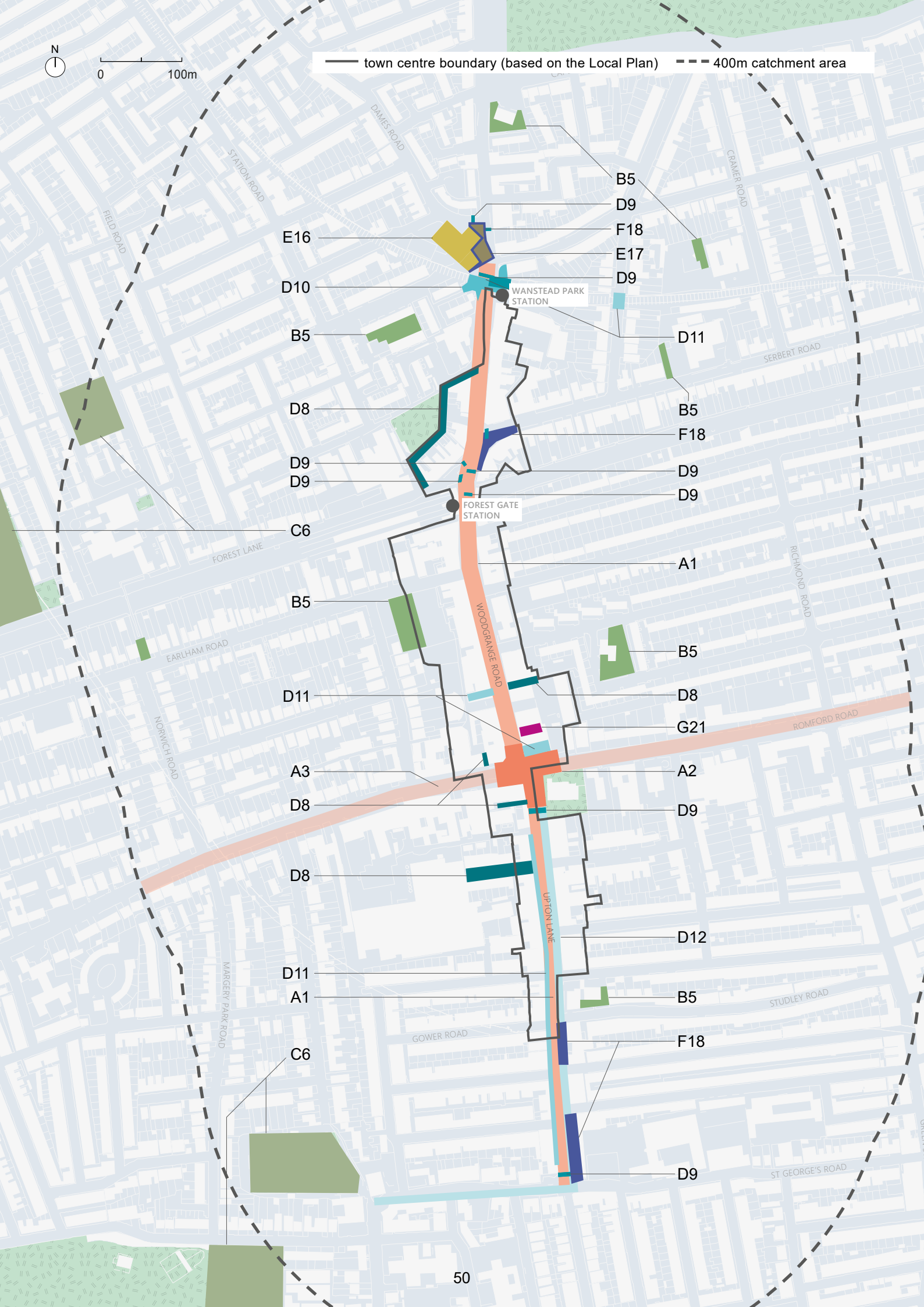


* In bold are the most popular ideas based on the second round of engagement.



0 100m

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



STRATEGIC DELIVERY PLAN & MAP

The following pages outline the strategic delivery plan for Forest Gate's high street. Each recommendation is presented along with the projects that will help fulfill it. The plan presents the top six project ideas prioritised from the engagement in more detail than others.

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 Forest Gate?

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

Looking at the Map

RECOMMENDATION A

- A1 Manage traffic & Enable Active Travel
- A2 Redesign the Woodgrange Road, Upton Lane & Romford Road Junction
- A3 Forest Gate Cycles
- A4 Bicycle Workshop & Training Hub

RECOMMENDATION B

- B5 Urban Forest

RECOMMENDATION C

- C6 Forest Play Network
- C7 Children-safe Routes to School

RECOMMENDATION D

- D8 Bright Alleyways
- D9 Colourful Crossings
- D10 Welcome to Forest Gate
- D11 Colours of Forest Gate
- D12 Upgrade Upton Lane
- D13 Find your way
- D14 Evening lights
- D15 Take a seat

RECOMMENDATION E

- E16 Forest Gate Youth Zone
- E17 Public realm in front of Youth Zone

RECOMMENDATION F

- F18 Evening Pop-Up

RECOMMENDATION G

- G19 Business Support
- G20 Music & Multimedia Hub
- G21 Affordable Workspace
- G22 Business Shopfront Improvement Guide

RECOMMENDATION H

- H23 Litter Heroes

RECOMMENDATION I

- I24 High Street Taskforce
- I25 Forest Gate News

RECOMMENDATION K

- K26 Diversify Forest Gate's Uses & Offer
- K27 Uses Control

- located on the map ○ high street-wide idea or location to be defined

A

Improve Air Quality & Make Forest Gate's town centre more intergenerationally accessible, supporting families, kids & older folks

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

PROJECTS

- Manage traffic & Enable Active Travel
- Redesign the Woodgrange Road, Upton Lane & Romford Road Junction
- Forest Gate Cycles
- Bicycle Workshop & Training Hub



MANAGE TRAFFIC & ENABLE ACTIVE TRAVEL

DESCRIPTION

Commission a traffic and parking study to investigate feasible ways to prioritise pedestrians and cyclists along Woodgrange Road and Upton Lane.

- The study should consider the [LTN Schemes taking place in Forest Gate](#) (Area 2, 5&6) that are being developed in the area & their impact on local movement in the town centre.
- In the short term, improve & declutter pavements from unnecessary obstacles to support people accessing Woodgrange Rd & Upton Ln through active travel (walking & cycling).
- Investigate the impact of additional cameras to deter poor driving behaviours.
- Work with TFL to improve traffic lights' crossing timings for pedestrians in front of the Forest Gate station & Romford Road junction, taking into consideration potential delays for cars and buses.
- In the medium term, investigate the possibility of extending pedestrian areas & restricting traffic on the stretch of the road between Romford Road and FG Station for specific times of the day/week.

QUICK INFO



transport & accessibility project



24% of the participants in Forest Gate support this idea



Connected with ideas:
Junction Redesign, Forest Gate Cycles, Upgrade Upton Lane

MAKING IT HAPPEN





JUNCTION REDESIGN

DESCRIPTION

The junction of Romford Road with Upton Lane & Woodgrange Road needs to become more pedestrian-friendly & accessible. Realise a study for the junction's redesign that supports pedestrians, while ensuring there is no congestion caused. Consider the following:

- Improve crossings, (e.g to scrambler crossing) to make it easier for pedestrians to cross Romford Road straight.
- Introduce extended pavement at the street corners as well as pedestrian refuge islands & incorporate greenery. Making crossings more bike friendly & toucan crossings.
- Introduce colourful crossings and painting to improve the look and feel of the intersection.
- Take into consideration potential cyclists moving along Woodgrange Road, Upton lane, and Romford Road.
- Reclaiming road space for planting trees. De-clutter, create good sightlines & wayfinding.
- Communicate with TFL to consider changing the traffic lights timings to allow the necessary time for pedestrians to cross the street (traffic lights are in the jurisdiction of TFL). Delays to general traffic should also be considered, along with the impact on local congestion & air quality. Co-design a more streamlined bus route with TFL buses.
- Increase enforcement for drivers, through cameras and yellow hatching between the junction to monitor car drivers illegally jumping lights. Design the intersection to deter cars parking on pavements or yellow lines.
- Design out the ability to park vehicles or wait at any point within about 50 metres of the junction in all directions to ease traffic flow.

QUICK INFO



transport & accessibility project



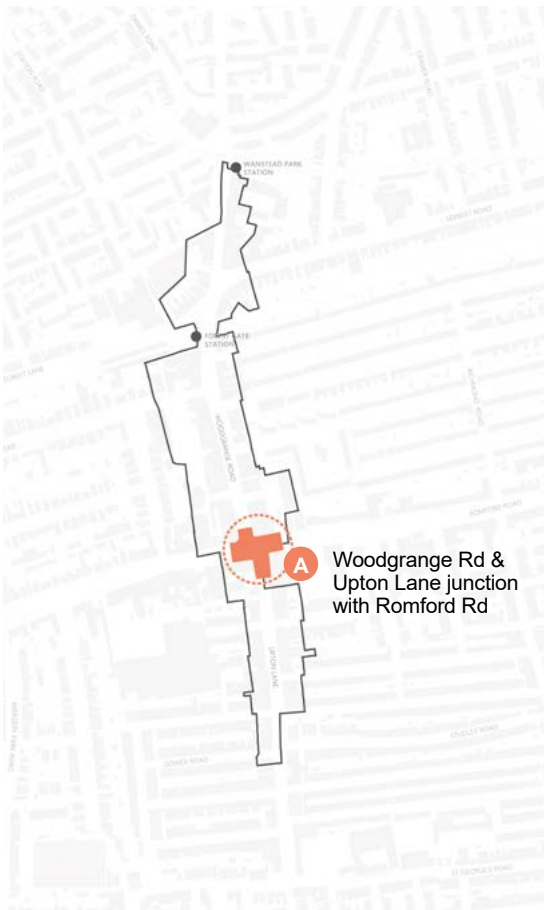
28% of the participants in Forest Gate support this idea



Connected with ideas:
Manage Traffic, Forest Gate Cycles, Colourful Crossings, Urban Forest

MAKING IT HAPPEN





“This intersection is a massive deterrent for flow between FG North & South. When walking from my flat in South to the tube station it is easier, quieter & more comfortable to take a longer route cutting through the neighborhood rather than taking the more direct route through this intersection.”

“This junction cleaves the neighbourhood in two and I think it really splits the community.”

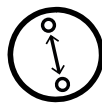
“The cyclists are actual rather than potential. The junction is dangerous for all road users but especially pedestrians and cyclists and would benefit from calming measures.”

[click to see the whole discussion here!](#)

BENEFITS



Making the junction more pedestrian & cyclist friendly to support active travel within & around the town centre



Better connect the north & south parts of the currently divided town centre to improve the sense of place



Increase levels of trees and greenery around the junction, and improve air quality by managing car traffic



Support people increase their levels of physical activity on a weekly basis by supporting 15-minute trips to be realised on foot or by bike.



Improving people’s perceptions about the town centre’s the public realm & increasing footfall

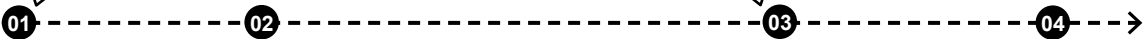


Creating opportunities for community learning & coming together

FIRST STEPS

01 Communicate with TfL about changing the junction’s traffic lights timings

02 Facilitate co-design workshops & focus groups with TfL buses, pedestrian & cyclists



02 Identify potential funding bids for the project idea (internal & external)

03 Realise feasibility of different design schemes for the junction & their impact on traffic patterns



FOREST GATE CYCLES

Support local trips to Forest Gate town centre by bicycle, enhancing the adjacent the Low Traffic Neighbourhood Schemes taking place in Forest Gate (Areas 2, 5&6).

In the short term:

- Introduce bike locks for temporary bike parking on Woodgrange Rd & Upton Ln.
- Improve signage to connect to existing cycling networks.
- Identify locations for secure cycle storage for residents on residential streets & next to the train stations for integrated commute.
- Continue creating scooter and small bike parking at local schools.

In the medium term:

- Work with business partners to identify opportunities to use cycle delivery for their services.
- Investigate the possibility of introducing safe cycling lanes along Romford Rd, Woodgrange Rd, & Upton Ln.
- Consider the London Cycle hire scheme.
- Cargo bike figure schemes for families to do school runs or for shop deliveries.



BICYCLE WORKSHOP & TRAINING HUB

A local bicycle workshop & training hub could support cycling in the area, by providing opportunities to buy a bicycle (including hiring cargo bikes), offer training lessons and repair support.

- An alternative to support cyclists could be to combine a shared bike scheme with regular training programmes (including cycle repair courses) provided at the Forest Gate Youth Zone or Library. Training programmes should be accessible to an intergenerational audience and people with disabilities.
- Connect to local network of cyclists, organisations, instructors and mechanics—professional and amateur—in the area who could be called on to assist a community project.
- Located in the town centre itself to support people visiting by bike.

B

Make the high street and surrounding areas greener and improve people's mental & physical health through gardening

RESPONDING TO CHALLENGES:



Environment
& Climate



Health &
Wellbeing

SUPPORTING RECOVERY PILLARS:



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



High streets that support healthier happy communities

PROJECT

- Urban Forest



URBAN FOREST

DESCRIPTION

Increase the levels of greenery and trees on and around the high street by working with residents and schools and actively engaging them with gardening.

- Work with schools to plant trees & greenery on the high street to improve the look and feel of Upton Lane and Woodgrange Rd.
- Identify council-owbed plots of grass (e.g around residential estates), that can be used for urban gardening by local groups.
- Support existing local green community as-sets (e.g. Forest Gate Community Garden) & ensure their longevity in the town centre.
- Plant your front garden scheme (giving peo-ple plants / seeds to plant in their garden)
- Consider de-paving parking lots, planting evergreen and perennial plants that need low maintenance while attracting wildlife.
- Create training and employment pro-grammes for young people around different aspects of the gardening and food industry from production to consumption.

QUICK INFO



public realm project

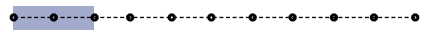
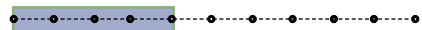


41% of the participants in Forest Gate support this idea



Connected with ideas:
Upgrade Upton Lane,
Public Realm in front of Youth Zone

MAKING IT HAPPEN





“Great idea and loving the new trees however it all goes back to allowing more space for pedestrians by reducing the traffic around the high street which should give space back for more green planters and general community activities to create a true urban forest.”

“Forest Gate Community Garden should be a partner in this and their short term tenure be changed to permanent.”

“Yes to this and more tree lined streets. Whatever is planted, I hope that it is easy to maintain. I’ve liked seeing community planters but if I am totally honest they can often look scruffy.”

[click to see the whole discussion here!](#)

BENEFITS



Increasing footfall by improving people’s perceptions about the town centre’s public realm



Increase levels of self-reported happiness and decrease social isolation through gardening opportunities



Improving cleanliness and air quality, while minimizing noise levels along the high street



Create employment & learning opportunities for young people



Increase number of people who engage with physical activity on a weekly basis through gardening

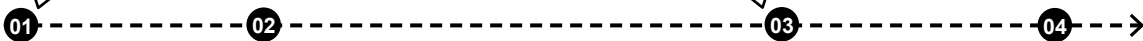


Creating opportunities for community learning & coming together

FIRST STEPS

01 Further assess & map areas of Forest Gate, where there is space to introduce more greenery & trees

02 Identify potential funding for different types of greening.



03 Develop a plan with phases of greening and incremental costs towards more permanent interventions.

04 Identify collaborations for each greening location & develop a paid internship gardening programme for young people.

C

Support young people's & children's safety, physical health & activity

RESPONDING TO CHALLENGES:



Health & Wellbeing



Transport & Accessibility

SUPPORTING RECOVERY PILLARS:



Support every resident under 25



High streets that support healthier happy communities

PROJECTS

- Forest Play Network
- Children-safe routes to School



FOREST PLAY NETWORK

Improve and maintain existing playgrounds around the high street, such as the Forest Lane Park and Odessa Park playgrounds.

- Create better signage from the high street, communications & activities offer for them.
- Continue to develop [Healthy School Streets](#) and [Play Streets](#), through temporary road closures with proper signage and warnings.
- Investigate potential niche sites around the town centre, for conversion to covered indoors play areas, as they are not dependent on weather.
- Continue supporting & consider increasing capacity of the Atherton Centre for everyday play and church playgroups, which are only available on some weekday mornings).
- Focus on play spaces next to new & old housing estates, increase safety & equipment.
- Work with local families / parents to co-design new indoors & outdoors play spaces to ensure they are meeting their needs.



CHILDREN-SAFE ROUTES TO SCHOOL

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.

- Make safe routes visible in the public realm through wayfinding tactics, using colour on streets and signage on lampposts. Fixing the pavement of the public realm.
- 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. This can help build upon the 'Healthy School Street Programme

D

Improve the look & feel of the high street and support better experiences while walking down Upton Lane & Woodgrange Road

RESPONDING TO CHALLENGES:



Public Realm
& Placemaking



Development
& New uses

SUPPORTING RECOVERY PILLARS:



High streets that
support healthier
happy communities

PROJECTS

- Upgrade Upton Lane
- Colours of Forest Gate
- Bright Alleyways
- Welcome to Forest Gate
- Take a seat
- Colourful Crossings
- Find your way
- Evening lights



UPGRADE UPTON LANE

DESCRIPTION

Improve the look & feel of Upton Lane to create a better sense of place & connection to the town centre.

- Upgrade public realm, improve pavements and lighting. Introduce seating & branded signage for the south of the town centre, to attract footfall and support local businesses.
- Introduce plants and greenery, potentially by replacing some parking spaces with trees.
- Encourage businesses to have pavement seating, where there is enough space.
- Identify ways to make the frontages of car washes better in a way that continues the facade front, while discouraging cars from queueing.
- Declutter the pedestrian areas by removing telephone boxes and unnecessary signage.
- Create designated loading bays for vans, which should only be used during certain times & are not for general parking or loading.

QUICK INFO



public realm project



23% of the participants in Forest Gate support this idea



Connected with ideas: Urban Forest, Forest Gate Cycles, Colours of Forest Gate, Take a seat, Bright Alleyways

MAKING IT HAPPEN





COLOURS OF FOREST GATE

DESCRIPTION

Develop a programme that enables the council to identify feasible sites for murals and work with local artists to develop them, highlighting the history & identity of Forest Gate.

- Identify council-owned assets that would be ideal locations for murals on the high street.
- Develop a borough-wide process for the council to work with building & business owners, who want to offer their blank walls or shutters for a mural. Consider issues around mural maintenance in the long-run.
- Design briefs should include co-design with local schools & residents around the mural site.
- Develop a process of working with local artists to develop the murals, commissioning them at nationally recommended rates.
- Mural themes could include local fauna (e.g. a skylark) or local history. Murals could be appropriate to instigate children's play.
- Through the murals, local artists can create a map with a local trail of all the murals creating a foot trail.

QUICK INFO



public realm project

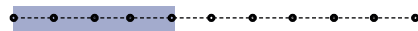
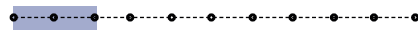
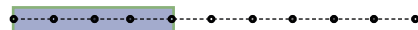


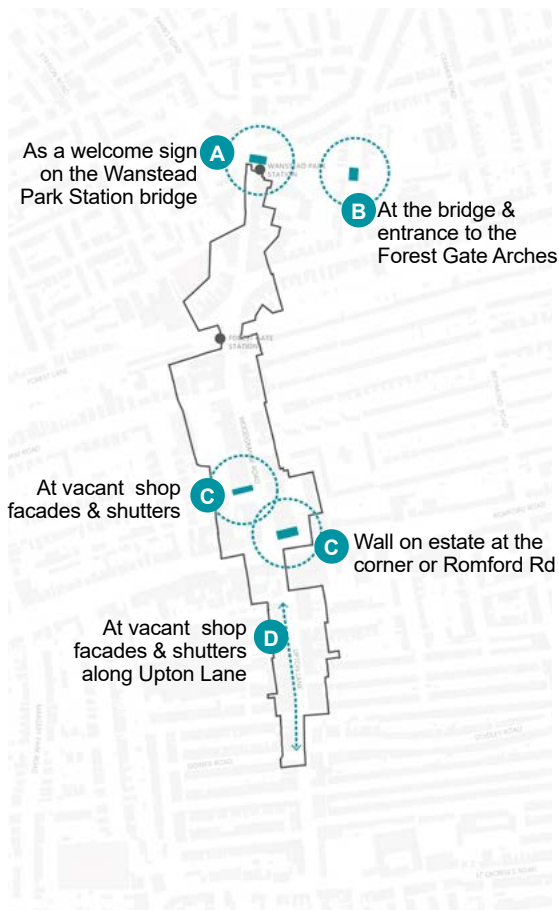
36% of the participants in Forest Gate support this idea



Connected with ideas:
Upgrade Upton Lane, Find your way, Bright Alleyways

MAKING IT HAPPEN





“Would be good to have murals with relevance to the history of the area. Early shout out to us having a mural of a skylark. I think the more that we all celebrate the fact we have local skylarks, the more effort people will go to to appreciate them.”

“Lovely idea, especially for the shop shutters as they can otherwise make the high street look unattractive and unsafe in the evening.”

“This sounds like it would brighten the area and maybe bring in people from neighbouring areas, similar to the Walala mural in Leyton.”

[click to see the whole discussion here!](#)

BENEFITS



Increasing footfall by improving people’s perceptions about the town centre’s public realm.



Creating opportunities for residents to co-design & actively participate in decision making about the public realm



Contributing to Community Wealth Building by providing employment opportunities to local artists.



Showcasing and celebrating Forest Gate’s local history and nature through the art & designs of local artists

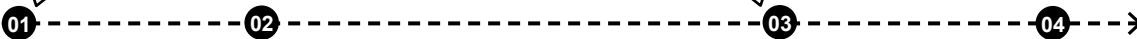


Uplifting existing assets and business shopfronts along and around the high street.

FIRST STEPS

01 Further assess & map areas of Forest Gate, where there are sites appropriate for murals

03 Identify potential funding for the programme



02 Reach out to property owners to get approvals if identified sites are not owned by the council

04 Develop a process of working with local artists, local schools & residents around the mural site to co-design the murals



BRIGHT ALLEYWAYS

DESCRIPTION


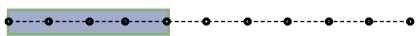

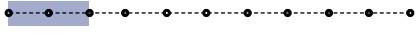


Brighten up alleys along Woodgrange Road and Upton Lane with better lighting and art-work to encourage more active use by residents and shoppers.

- Incorporate more lighting and greenery in alleys using creative solutions.
- Consider a paving uplift of the alleyways with colourful floor vinyls.
- Investigate the potential to activate larger alleys through different pop-up uses.
- Introduce murals that are interactive for children and at their height.
- Make this a cohesive plan and connect it with the Welcome to Forest Gate entrance and Colours of Forest Gate murals programme.

QUICK INFO

-  public realm project
-  **32%** of the participants in Forest Gate support this idea
-  **Connected with ideas:** Upgrade Upton Lane, Find your way, Colours of Forest Gate

MAKING IT HAPPEN

-  
-  
-  



“This could be combined with the “Welcome to Forest Gate”, “Colours of Forest Gate”, “evening pop up” and “affordable workspace” proposed initiatives.”

“Maybe one to combine with the workspace idea - making exciting “behind the high st” locations.”

“This is a lovely idea, perhaps incorporate fun drawings on the ground, or wall murals at child height to engage them, too.”

[click to see the whole discussion here!](#)

BENEFITS



Increasing footfall by improving people’s perceptions about the town centre’s public realm.



Creating opportunities for residents to co-design & actively participate in decision making about the public realm



Contributing to Community Wealth Building by providing employment opportunities to local artists.



Showcasing & celebrating Forest Gate’s local history & nature through the art & designs of local artists



Uplifting existing assets and business shopfronts along and around the high street.

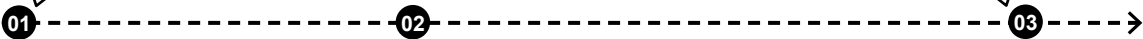


Increasing the feeling of safety along the high street, by making areas brighter during the evening & encouraging positive social activity.

FIRST STEPS

01 Further assess & map alleys of Forest Gate, where there is need for improvements

03 Identify potential funding for the programme



02 Identify what is possible to be done in the alleyways in terms of intervention, based on property lines. Investigate innovative options for canopies, floor, and walls.



WELCOME TO FOREST GATE

DESCRIPTION

Secure access to the bridge by Network Rail and work with a local artist to create a mural welcoming people that enter the Forest Gate town centre on the North.

- Incorporate a light and colour installation under the bridge to improve the public realm and make it safer during the night.
- Artist to co-design the sign with local residents, businesses and schools.
- Remove the 'Live Work Stay Newham' signs in the public realm in front of the Youth Zone.
- Artist commission to be created with a comprehensive brief that has community support. The proposed artist commission fee should be in line with national recommendations and local artists should be prioritised.

QUICK INFO



public realm project

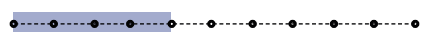
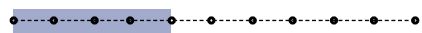
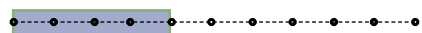


13% of the participants in Forest Gate support this idea



Connected with ideas:
Forest Gate Youth Zone, Forest Gate Youth Zone Public Realm

MAKING IT HAPPEN





EVENING LIGHTS

Improve lighting in darker corners of Woodgrange Road and Upton Lane to increase safety during the evening.

- Work with enforcement officers and residents to identify and implement in areas of the town centre that attract loitering and ASB.
- Incorporate festive lights in / around the train stations that can work year-round. Incorporate lights on trees.
- Work with businesses and artists to incorporate more lighting on their business signs. Ensure cohesive shopfront styles among businesses when incorporating lighting.



TAKE A SEAT

Create a design guide with a range of new urban furniture, that are bespoke to Forest Gate.

- Declutter pavements from unnecessary elements (e.g. phone boxes) and reduce traffic close by to the seating. Identify areas for permanent and temporary outdoors seating to be installed in Forest Gate that encourages positive interactions and avoids ASB.
- Consider seating areas to spaces away from the high street as well & close to hospitality businesses.
- Work with businesses to create design guidance on how to apply for a license and planning permission for outdoors seating. This will allow businesses to have outdoors seating, that can also be tucked away in the night to avoid potential ASB issues.



COLOURFUL CROSSINGS

Incorporate colourful crossings all along Woodgrange Road and Upton Lane, to increase pedestrian safety and improve the look and feel of the high street.

- Reinststate the Forest Gate Pride crossing in front of the Forest Gate station that was done in 2019.
- Introduce more colourful and pelecans crossings along Woodgrange Road and Upton Lane and at the intersection with Romford Road.



FIND YOUR WAY

Develop a wayfinding programme, connecting the high streets to local points of attraction, landmarks, local history, businesses etc.

- Work with residents to identify the local landmarks and points of interest to be mapped and signed. One of the sites residents have already highlighted is the venue where Jimi Hendrix recorded Purple Haze.
- Celebrate the different identities and local assets of both Upton Lane & Woodgrange Road.
- Introduce branded banners and signage along the high street, showcasing points of interest, creating a local branding. Ensure that the signs produced are vandal proof.
- Combine the idea with 'Take a Seat' street furniture project idea and decluttering strategy.

E

Activate & support longevity of civic buildings & open spaces to encourage civic participation, pride & community activities

RESPONDING TO CHALLENGES:



Civic & Participation



Development & New uses

SUPPORTING RECOVERY PILLARS:



Support every resident under 25



High streets that support healthier happy communities

PROJECTS

- Public Realm in front of Youth Zone
- Forest Gate Youth Zone



PUBLIC REALM IN FRONT OF YOUTH ZONE

Improve the look and feel of the public realm outside Forest Gate Youth Zone to create a more welcoming entrance to Forest Gate town centre.

- Consider different options for relocating the existing recycling bins (e.g to the periphery of the square).
- Remove the large existing Newham sign, and introduce a new welcoming sign ideally on the bridge (see 'Welcome to Forest Gate' idea). Potentially replace the sign with something with local character.
- Introduce more trees, greenery, planter boxes, seating, lighting, and colour. (see 'Urban Forest' idea)
- Use the public realm as a site for evening pop-up events.
- Idea is facilitated through a co-design plan of the area with the people who work and use the Youth Zone.



FOREST GATE YOUTH ZONE

Realise improvements on Youth Zone's building and expand its community use and cultural offer.

- Consider including a cultural art space, with options for theatrical plays to take place.
- Make the building more transparent to allow people passing by to see inside the multiple activities taking place. This will also allow a natural surveillance of the outdoors space by people using the building.
- Investigate the potential to create a small extension to the Youth Zone for a community cafe with a cooking school, that will also help activate the public space in front of the Youth Zone.
- Support existing classes to continue that combat loneliness, build skills & encourage physical fitness.
- Ensure that the newly installed mural co-designed with young people through the Shape Newham programme is celebrated.

F

Extend people's spending time in Forest Gate by supporting Evening Economy & Events

RESPONDING TO CHALLENGES:



Economy
& Work



Leisure &
Entertainment

SUPPORTING RECOVERY PILLARS:



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



High streets that support healthier happy communities

PROJECT

- Evening Pop-Up



EVENING POP-UP

DESCRIPTION

Organise pop-up events and activities (including live music) that can extend the town centre's activity into the early evening.

- Work with local businesses and organisations to support local events through small funding. Work with businesses and restaurants that are on the high streets as well the periphery of the town centre (e.g. Arches).
- Identify locations for temporary roads closures for evening pop-up events offering different food and drink options.
- Crowdfund a printed / online map of events.
- Provide training / resources and a guide for licensing to businesses to help them develop successful evening events.
- Create employment opportunities for young people leading and managing the Evening-Pop events
- Develop events that celebrate the diverse nationalities and cuisines of Newham.

QUICK INFO



non-spatial programme

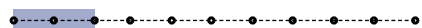


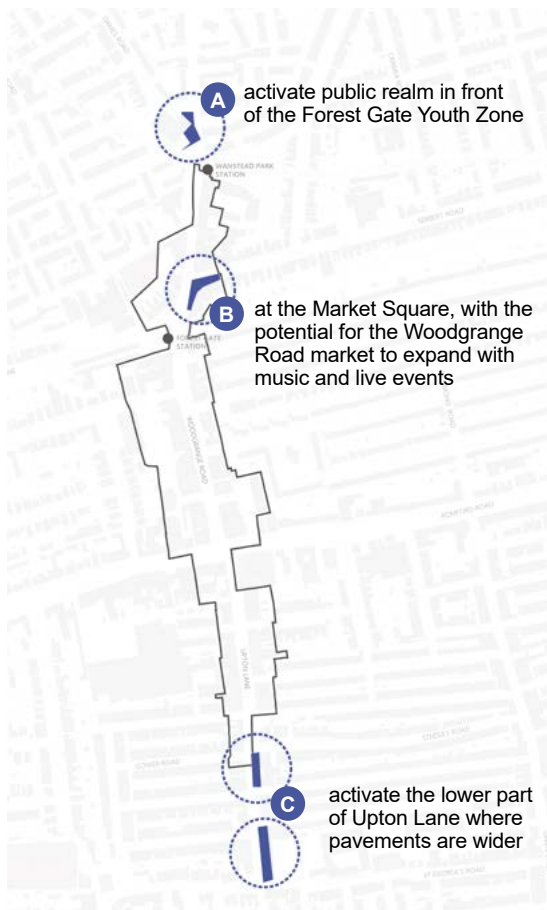
45% of the participants in Forest Gate support this idea



Connected with ideas: Manage Traffic, Business Support, Diversify Forest Gate Uses & Offer, Bright Alleyways

MAKING IT HAPPEN





“Love the idea of events other than in pubs to fill up early evening. A more open, welcoming, all inclusive dusk and evening atmosphere will create safer, warmer feel to Forest Gate encouraging community cohesion.”

“This is a great idea and builds on the success of the occasional evening food events at the market.”

“I’ve often thought that Newham could host a really amazing foodie destination due to the fact there are so many nationalities and cuisines here.”

[click to see the whole discussion here!](#)

BENEFITS



Activating the high street by increasing its local offer through new uses and activities.



Giving a hyperlocal appeal to the high street, while attracting visitors & increasing spent to local businesses.



Developing new cultural events, while extending evening footfall. Supporting local artists & creating local opportunities for them



Creating learning & employment opportunities for young people.



Developing opportunities for residents to come together

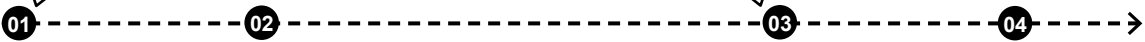


Decrease levels of isolation & provide opportunities for connection

FIRST STEPS

01 develop an internal team of officers across departments to lead the project idea

02 develop a partnership between key local businesses, organisations & the Market



03 Identify potential funding for the project idea (internal & external)

04 identify the types of schemes that will support evening events based on available budget

G

Support local businesses & local entrepreneurship in Forest Gate

RESPONDING TO CHALLENGES:



Economy
& Work



Development
& New uses

SUPPORTING RECOVERY PILLARS:



Deliver a simpler,
consolidated service
to support residents
through recession



High streets that
support healthier
happy communities

PROJECTS

- Business Support
- Business Shopfront Improvement Guide
- Affordable Workspace
- Music & Multimedia Hub



BUSINESS SUPPORT

Offer entrepreneurial support to business to help them grow.

- Host events / webinars where local businesses and council officers can meet and discuss support needed.
- Codesign activity with businesses to work-out what kind of support they need. The service will be 'owned' by the businesses and not top down. During the aftermath of Covid-19 there is a very real need to help businesses to stay here.
- How to start up a business courses. Covering the essential basics of starting and running a business.
- Support Saturday market to expand & help some of the traders evolve their business.
- Supporting local shops, businesses and market traders to establish a local business forum / partnership.



BUSINESS SHOPFRONT GUIDE

Shopfront uplifts can be a long and costly undertaking. However, providing guidance can help organise the look and feel of shopfronts, improve business and the overall appearance of the street.

- Work with local businesses to co-create design guidance for shopfronts, which could become supplementary guidance for determining planning decisions.
- Investigate external funding opportunities for potential business grants for shopfront uplifts.



AFFORDABLE WORKSPACE

Identify opportunities & properties for local affordable workspaces, coworking spaces, etc.

- Alternatively, consider dedicating part of Forest Gate Library for a coworking space.
- Align with small business program and financial incentives to encourage local businesses focusing on co-working spaces
- Provide rooms that can be booked for client meetings and small group-work
- Potentially create pop-up agile workspaces that can utilise vacant spaces as meanwhile uses before they're more permanently activated.



MUSIC & MULTIMEDIA HUB

A music studio and small performance space that can connect to local recording studios in the area and Forest Gate's music history.

- The space could offer training and upskilling around music production for young people.
- It should have a cafeteria and food outlet, where small music events could be hosted.

H

Galvanise officers, residents & businesses to improve cleanliness & minimise pollution in Forest Gate

RESPONDING TO CHALLENGES:



Civic & Participation



Health & Wellbeing

SUPPORTING RECOVERY PILLARS:



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



High streets that support healthier happy communities

PROJECT

- Litter Heroes



LITTER HEROES

DESCRIPTION

Improve cleanliness of Forest Gate town centre.

- Work with Enforcement Officers to investigate solutions and challenges around dealing with litter and flytipping on the high street and across local housing estates.
- Ensure [street cleaning](#) is realised on Woodgrange Rd & Upton Ln often, provide more bins, and expand recycling collection. Address chewing gum issues on the street.
- Build a local #LitterHeroes network of people to help keep the neighbourhood clean.
- Work with phone companies to remove redundant phone boxes, to reduce some visual clutter, ASB issues & litter/stickering. Some phone boxes could be used as community libraries relocated in green spaces.
- Work with volunteers to organise local clean ups and create educational programmes around recycling and litter.
- Try to minimise fly tipping issues, by realising [bulky waste collections](#) more often and minimising delays.

QUICK INFO



non-spatial programme



9% of the participants in Forest Gate support this idea



Connected with ideas:
Public realm in front of Youth Zone, Upgrade Upton Lane, Bright Alleyways

MAKING IT HAPPEN





Build stronger participation, local governance & peer-to-peer networks

RESPONDING TO CHALLENGES:



Public Realm
& Placemaking



Health &
Wellbeing

SUPPORTING RECOVERY PILLARS:



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



High streets that
support healthier
happy communities

PROJECTS

- High Street Taskforce
- Forest Gate News



HIGH STREET TASK FORCE

Create a high street task force focusing on issues around Forest Gate's town centre.

- Create a local group to work on issues of the high street and will include residents, businesses, and council officers. This group will be the main representative of the task force.
- Consider the creation of a Business partnership potentially in collaboration with businesses from other high streets as well.
- Close eye from local councillors and council officers to ensure that tasks are actioned and can act as a partnership to access outside resources.
- Provide support to this task force / partnership to apply for bids and develop projects in the high street.



FOREST GATE NEWS

An online or print newspaper highlighting local news, history and culture facts, businesses and calendar of events.

- This could be led by residents in collaboration local artists and some support from the council. The outlet could also highlight local initiatives, businesses, and events happening around the high street on a map.
- If a high street task force is developed for Forest Gate, they could decide to lead on developing such an outlet.
- This could be combined with an online calendar with filters, for people to navigate the type of activities they're interested in, helping attract visitors to the town centre as well.
- Currently, there are different outlets that include local events, such as the 'Newham Voice' and 'Newham Mag', but a more localised outlet will help build closer networks around the town centre.

K

Improve the variety of uses on Woodgrange Road & Upton Lane, provide better food options & service people with varying disposable income

RESPONDING TO CHALLENGES:



Development
& New uses



Economy
& Work

SUPPORTING RECOVERY PILLARS:

5

High streets
that support
healthier happy
communities

6

We will
quicken the
greening of
our economy

8

Only welcome
investment
supporting our
objectives
& delivering
benefits as a
whole

PROJECTS

- Uses Control
- Diversify Forest Gate's Uses & Offer



USES CONTROL

DESCRIPTION

[Newham's Local Plan](#) acknowledges residents' concerns regarding the abundance of betting shops & takeaways in high streets and has placed controls on the proliferation for such uses. However, policy cannot completely disallow specific uses or businesses or change what is already on site in the absence of new planning applications.

For that reason, the council should consider adopting a more interventionist approach. In the short term:




- Identify key ground floor properties to support better diversified offer in the future.

In the medium term:







- Council to consider options for acquiring or leasing key properties that become vacant.

- Develop a process for a more structured review process of business licenses, and ensure a balance of diverse businesses.
- Work with local food takeaway businesses to identify opportunities to improve their offer & provide options for healthier eating. Develop educational campaigns about food takeaways' wider impacts beyond health (e.g. littering, climate change).

QUICK INFO

-  non-spatial programme & policy
-  **28%** of the participants in Forest Gate support this idea
-  **Connected with ideas:** Diversify the high street, Evening Pop-Up, High Street Task Force

MAKING IT HAPPEN

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-  



DIVERSIFY FOREST GATE'S USES & OFFER

DESCRIPTION

In late 2020, the Government implemented a [significant change in the Use Class Order](#), combining previously separate Use Classes under a new Class E, and transferring others that require further control (e.g. takeaways) or protection (e.g. cinemas & pubs) into the Sui Generis category. This means that changes between different town centre uses is now a lot easier allowing for responsive, innovative layouts. It also harder for councils to control the town centres' mix through planning control. For these reasons, the council should consider adopting a more interventionist approach.

In the short term:

- Identify key ground floor properties on the high streets to support better diversified offer in the future.

In the medium term:

- Council to consider options for acquiring or leasing key properties that become vacant.

- Support and training for businesses to facilitate the innovative potential of class E.
- Undertake market research to identify drivers of positive change and opportunities to facilitate through activities above.
- Create opportunities for social value leases to allow for diverse businesses to grow.

QUICK INFO



non-spatial programme & policy



9% of the participants in Forest Gate support this idea



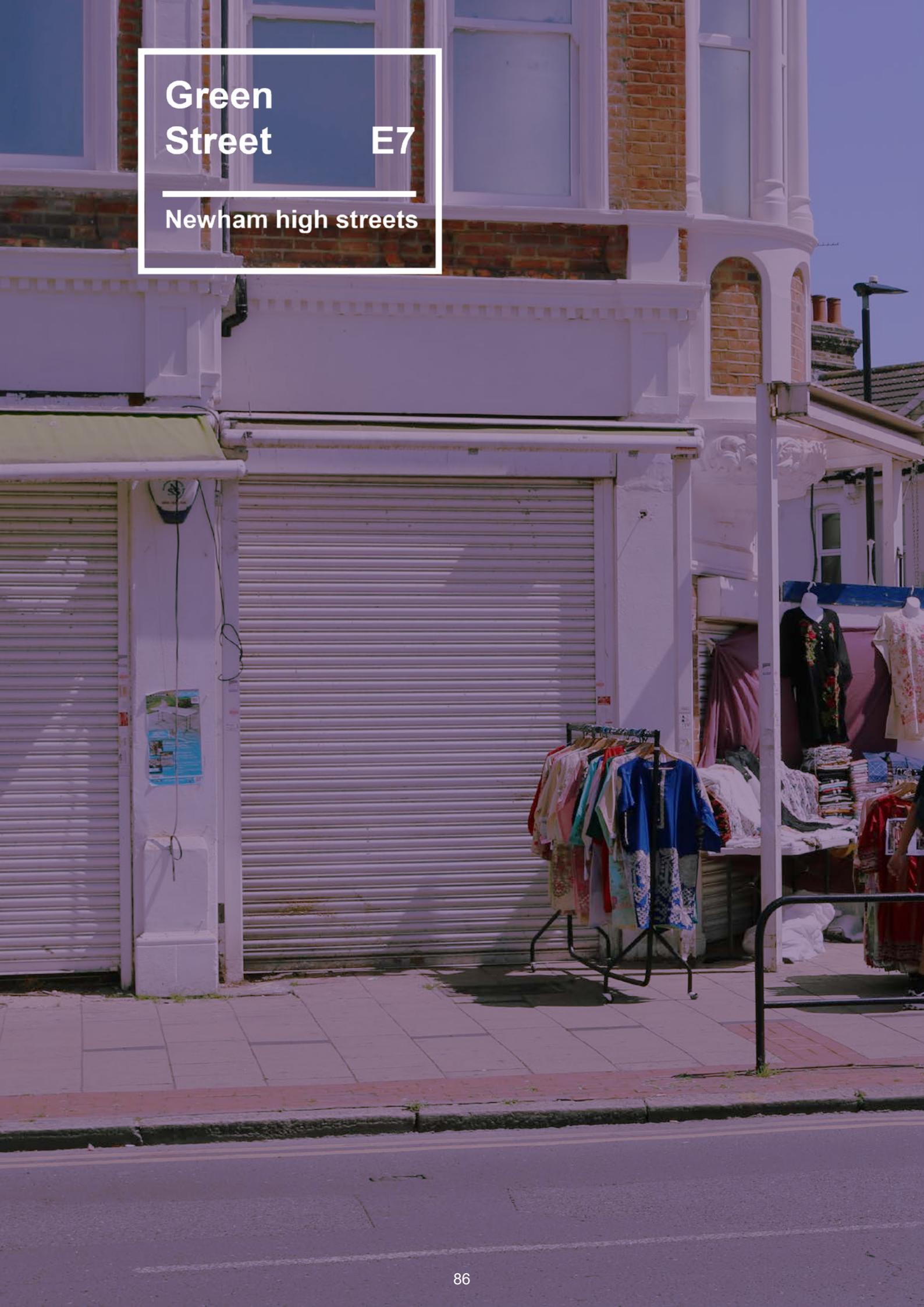
Connected with ideas:
Uses Control, Evening Pop-Up,
High Street Task Force

MAKING IT HAPPEN



Green Street E7

Newham high streets





Nids & Glitz Beauty

RAINBOW
COLLECTIONS

Hair - Eyelash Extension - Makeup - Mehndi - Threading - Waxing

CONTACT US ON:
020 3092 2710

GREEN STREET

THE HIGH STREET

Green Street town centre stretches north and south of Upton Park Underground station along Green Street. Green Street has a strong visitor economy with South Asian textile, bridal and jewellery retailers drawing people all over London, England and beyond. Its status as commercial centre is reinforced by the presence of the 5,600sqm Queens Market, to the south, which incorporates shops and stalls and caters to the diverse and multi-ethnic nature of the local community.

The study area encompasses Green Street District Centre, as designated in the Local Plan, and its immediate surroundings. We have drawn a 400m catchment area around the designated town centre, as shown on the map below, 400m being a typical 5 minutes walk time. This captures the main town centre but also the areas to the north and south with a wider mix of ground floor uses both residential and retail.

MAP



DOCUMENT CONTENTS

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

THE PLAN

For Green Street's high street, the most important future aspirations expressed by people related to the following key themes: **Environment & Climate**, **Health & Wellbeing**, and **Public Realm & Placemaking**.

The plan highlights the need to manage traffic better, enhance the public realm and make it more pedestrian-friendly, improve levels of cleanliness, and provide a diversified offer. These interventions along with developing a strong brand for the high street – both online and through placemaking – will significantly help the already strong identity and unique visitor economy of Green Street to shine as one of Newham's most diverse and dynamic high streets.

Towards those objectives, Green Street is already benefiting from two funded programmes, Shape Newham and Good Growth, and these programmes are included in Green Street's strategic plan, along with information from their own engagement.

GENERAL & ENGAGEMENT STATISTICS



34,139 people

live in Green Street district centre & immediate catchment area



98 respondents

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



58% of residents

in the town centre area are born outside of the UK, and 95% are from an ethnic minority, making Green street a very ethnically diverse neighbourhood



94 people

participated on the online forum helping further scope the project ideas for their high street through over 380 comments



over 79% of people

in Green Street are under the age of 45, making its population mostly young and of working age.



35 years old

was the participants' average age, ranging from 20 to 64 years old



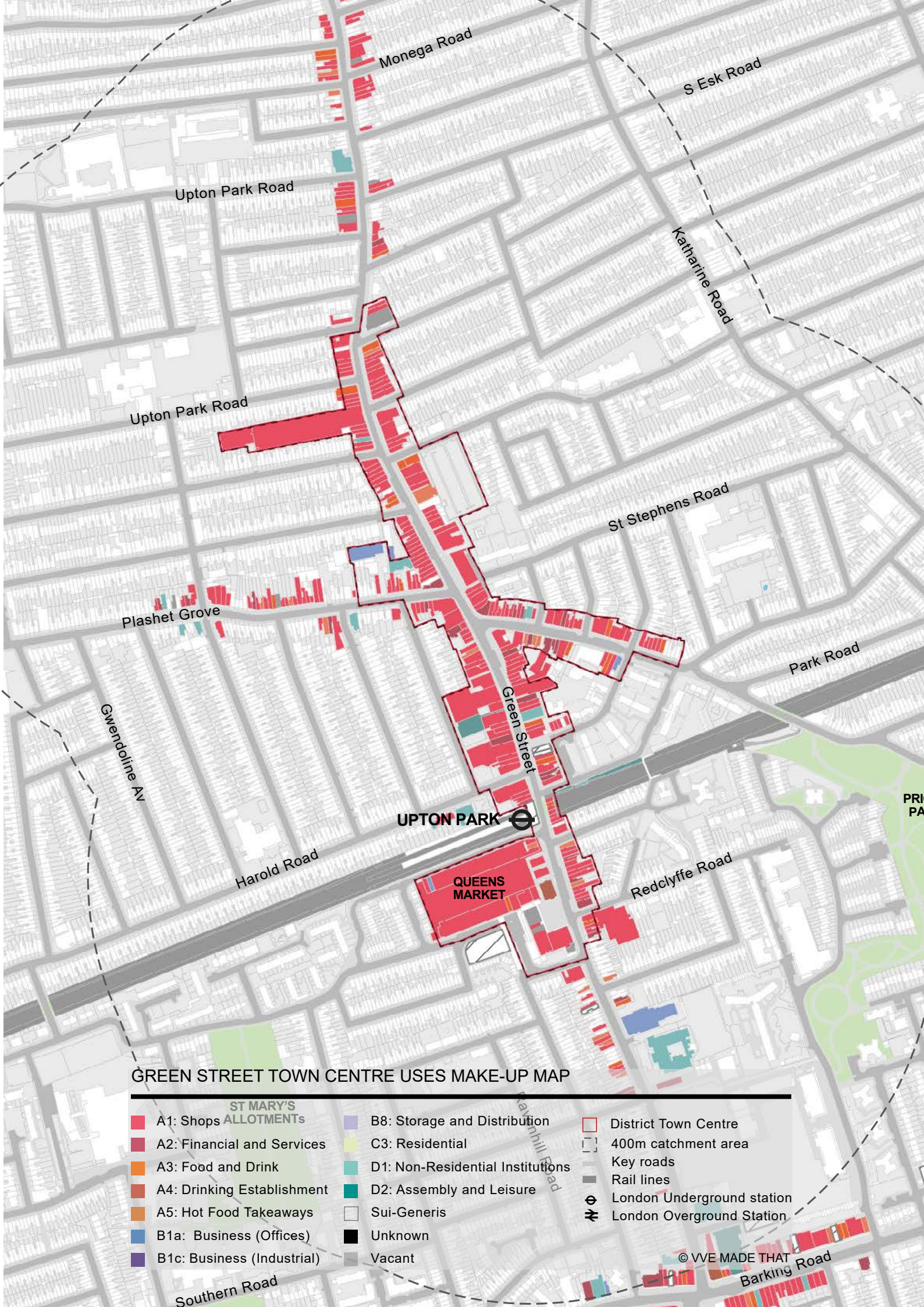
3,740 businesses

were based in Green Street in 2019, employing over 10,000 people



13% of participants

overall in the engagement were local business owners or traders



GREEN STREET TOWN 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 Green Street. In this section, we have included key highlights from their research across the six evaluation themes (full list of findings: [Appraisal Report for Green Street](#)).

People & Community

Green Street is very diverse with 95% of the population being from an ethnic minority, and have strong international links. Green Street's population has grown in a relatively significant way in the last decade (+10%). It is characterised by a high representation of young families, with an expected growth of the young adults in the next decade.

Green Street is still within the **29% most deprived neighbourhoods** nationally. Green Street's residents earn more than in Newham overall but less than the average Londoner. **Green Street has particularly high levels of unemployment**, which also measures involuntary exclusion of the working-age population from work. Unemployment is expected to rise generally because of the Covid-19 pandemic. Child poverty in Green Street is above London's rates but has reduced at a faster rate in the past decade.

Civic & Participation

Green Street is seen as a cohesive place with good levels of social integration. There are relatively good levels of participation and engagement with community initiatives and events in Green Street. However, there is low level of direct engagement with local politics and a low level of trust towards the council overall.

Despite an identified lack of variety within the retail component, Green Street is home to a range of spaces that are supportive of community cohesion and well-

being, including **community and faith organisations**, a library and post office. **Queen's Market and a number of businesses have an explicit social value and act as social spaces**, catering for a wide range of needs, allowing people to meet, socialise and support each other.

Health & Wellbeing

People's health in Green Street is relatively good, and is similar to Londoners. There are no dedicated leisure and sports centre in the town centre or a youth-specific space. Surrounding green spaces are valuable assets to public wellbeing and relationship between these and the town centre should be enhanced.

Wellbeing infrastructures are more informal. Discussions have revealed the presence of informal and invisible networks of support and care across community and ethnic groups.

The quality of the public realm is far from neutral. Public space can play a large role in individual's abilities to function and feel good in a locality wellbeing. It is important that the psychological impacts are not overlooked when considering how the public realm and aesthetic of the town centre affect communities.

Development & Placemaking

Green Street's status as commercial centre is encapsulated in the presence of the 5,600sqm Queens Market, which incorporates 47 retail units, 167 market pitches and 20 kiosks and caters to the di-

verse and multi-ethnic nature of the local community. The high street offer and local economy reflect the international networks in which the local area is connected to.

Green Street Town Centre has not been subject to high level of changes and investments in the past few decades and until the redevelopment of the Upton Park football ground and former bus depot to the south of the town centre which provide 1,034 new homes. The opening of the East End Shopping Centre in 2015 has substantially increased the retail floor space of the town centre (+6,000 sqm).

Forthcoming investments are concentrated towards the south of the town centre, around the Market and the station. Queens Market is set to benefit from the from the Council's and Mayor's £5.3m programme, which will allow for improved market facilities, public space and public realm, the provision of affordable workspace and creative/cultural spaces for the community among others interventions.

Economy & Work

There are currently around **3,740 businesses in Green Street employing approximately 10,280 people**. This accounts for 10% of Newham's total number of businesses and 9% of Newham's total number of jobs. Business density is 0.17 which is in line with the borough's business density overall (0.16) and but lower than London's average (0.21), suggesting that a large proportion of **resident employees are out-commuting**.

Green Street has been associated with the textile retail and jewellery industry since the late 80s when a large Asian population moved into the area, which gave it the nickname 'Little India'. 9% of the businesses registered in Green Street

and 14% of the jobs relate to the fashion, textile and jewellery sectors. However, these statistical figure is probably under-estimating the number of businesses trading in the town centre. With such a large Asian ethnic population in Green Street, **there are strong international links of its businesses that cross national borders**.

Retail units in the town centre are varied in size, providing spaces for both micro- and larger businesses and create employment opportunities across educations levels, country of origin, age and gender. Looking beyond retail, there is no clear workspace offer in the town centre and the provision of B1a/c floor space is limited.

Environment & Climate

Green Street is a key North/South route in Newham. The road is relatively narrow and generate relatively high levels of traffic, which are not compatible with high street uses. Levels of noise and pollution along Green Street's key arteries are above the thresholds at which they become harmful to human health. In comparison with Outer London boroughs, there is a relatively **low level of car ownership** among Green Street's residents. However, **traffic on key roads has remained steady over the past 5 years and between 80- 90% of the daily traffic concerns individual cars**. Green Street Town Centre is at 10 minutes walking distance to key open and green assets, but there is a **lack of greenery, trees and cool spaces within the town centre**.

NORTH OF & AROUND THE STATION



Upton Park station entrance and environment itself is poor. Pavements are narrow, traffic is dominant and there is no clear sense of 'arrival'.



A number of retail units are physically sub-divided. Without any physical separation, some retail units also host multiple retail or service businesses.

QUEEN'S MARKET



Queens Market offers a distinctive and cultural mix of foods, textiles, clothing and other products at low prices, catering to the needs of specific ethnic communities and the general shopper.



There are only two vacant units in the market. One is reserved for the new public toilets as part of the Good Growth programme.



Queen's Market has been designated as an Asset of Community Value by LB Newham. It is widely regarded as a diverse and working-class family market, providing local employment opportunities.

PLASHET GROVE AREA



The corner of Green Street and Plashet Grove is home to a cluster of specialist jewellery makers and traders.



There is a cluster of financial and service businesses reflecting the strong international links of the area, including travel agents, international money transfer services and currency exchanges.

BEHAVIOUR PATTERNS & THE IMPACT OF COVID

Through the survey undertaken in the middle of the pandemic, 81% of the respondents mentioned that they visit Green Street at least once a week, with 61% visiting multiple times in the week. 62% of the respondents highlighted that the pandemic has forced them to visit their high street less often. In general, over half of the respondents (55%) visit the high street between 9:00 am - 3:00 pm, and over a quarter venture out after 5:00 pm (27%). Respondents usually walk (72%) or drive (32%) to their high street, while 12% also cycle and 11% take the bus. However, travel patterns have changed during the pandemic resulting in respondents walking (55%) or cycling (28%) more.

The most popular businesses in Green Street town centre among respondents are the grocery stores (79%), Queen's Market (40%), food takeaways (34%), restaurants / cafes (33%), pharmacies (32%), and clothes shops (26%). Respondents also make good use of cash points (68%), the post office (45%), the library (18%), and GP surgeries (17%). Finally, respondents tend to travel outside of their town centre for services like bars / pubs, restaurants and cafes, department stores, clothes shops, barbers & hair salons, parks, leisure facilities, and cultural events. To access these services they either visit Stratford (68%) or Forest Gate (36%), or travel out of the borough (54%).

The pandemic had significant impact on footfall and spend in Green Street's town centre, as is the case with many town centres across the country. Based on recent data released by MasterCard through London Datastore¹, between the first and third Lockdown, Green Street seems to recover back to similar spend levels it had before

the beginning of the pandemic, in terms of both retail and eating. However, spend in Green Street still seems to be recovering after the third lockdown in January 2021, and in a faster way in terms of eating rather than retail.

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. Overall, the impact and performance of Green Street seems to be similar to comparable town centres, like Tottenham High Road and Forest Gate.

Estimated monthly data² show that footfall in Green Street town centre during the months of April 2020 (1st lockdown) and January 2021 (3rd lockdown) dropped to 51-66% of normal footfall (April 2019). After the 3rd lockdown, footfall in the town centre has remained low to 62% of its normal levels in March 2021. Green Street seems to be one of the high streets in Newham to be affected the most by Covid-19 in terms of footfall.

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.³

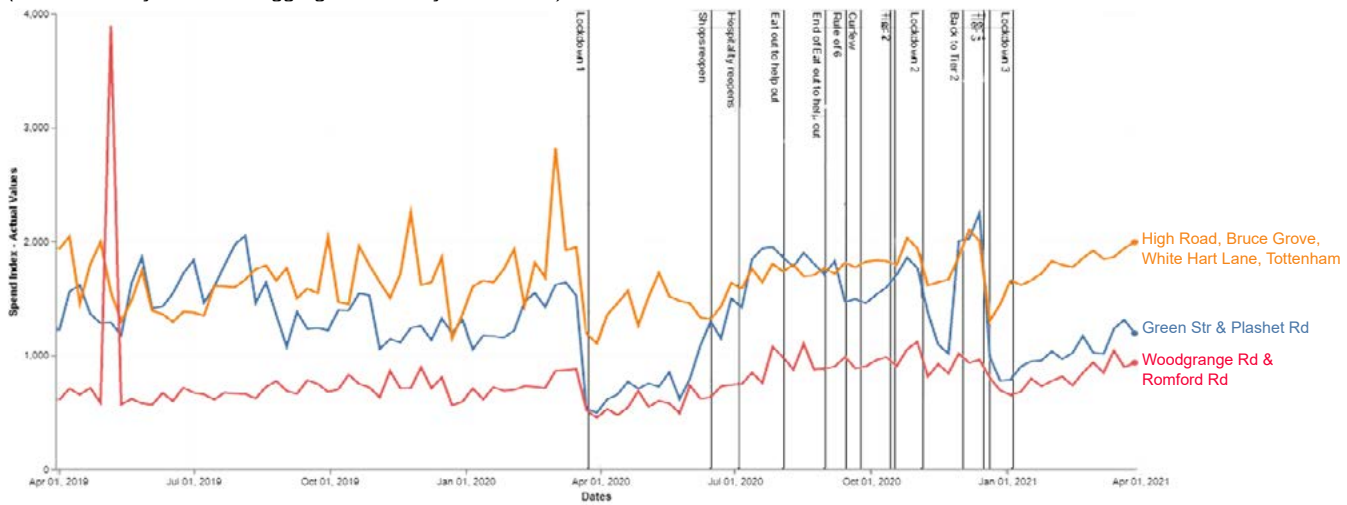
1 Anonymised and Aggregated data by Mastercard

2 Data compiled by HUQ.io

3 The Covid Unemployment Tracker, Lukas Kikuchi, Autonomy

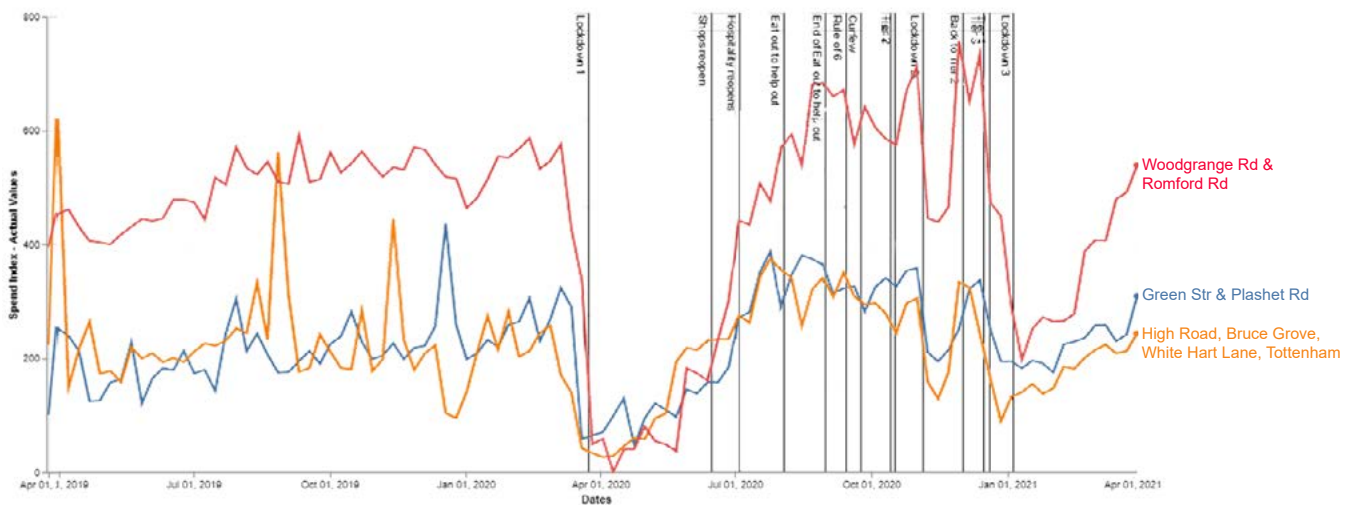
MASTERCARD SPEND TRANSACTIONS: RETAIL

The chart below highlights the Mastercard spend for retail in Green Street & Plashet Grove between April 2019 and April 2021, highlighting the key restrictions imposed by Covid-19, and comparing it to the relevant retail spent in Forest Gate and Tottenham High Road. What the chart shows is that in terms of retail spent, Green Street seems to have recovered back to comparable pre-covid levels of retail spent, after Lockdown 1, but have dropped and not fully recovered yet after Lockdown 3. Green Street's retail spend performed better than Forest Gate, but not as good as Tottenham High Road. (Source: Anonymised and Aggregated data by Mastercard)



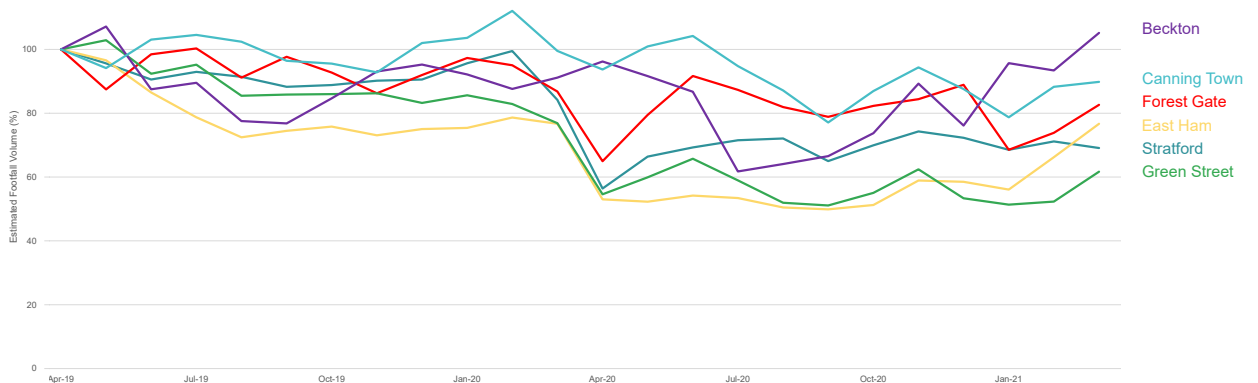
MASTERCARD SPENT TRANSACTIONS: EATING

The chart below highlights the Mastercard spend for eating in Green Street & Plashet Grove between April 2019 and April 2021, highlighting the key restrictions imposed by Covid-19, and comparing it to the relevant spent for eating in Forest Gate and Tottenham High Road. What the chart shows is that in terms of eating, Green Street seems to have almost returned to its pre-covid levels of eating spend, during Autumn 2020 after Lockdown 1 and before Lockdown 3. More recently, Green Street is still recovering from the impact of Lockdown 3. Green Street has been performing in the same way as Tottenham High Road. However, Green Street's local food outlets have not been as successful as the ones in Forest Gate, where people seem to be eating more locally after Covid-19. (Source: Anonymised and Aggregated data by Mastercard)



ESTIMATED MONTHLY FOOTFALL

The chart below highlights estimated footfall volume over the last year in key shopping areas of Newham. Footfall is shown as a percentage (%) of normal footfall in April 2019. Since the first lockdown and until March 2021, Green Street seems to be one of the high streets in Newham to be affected the most by Covid-19 in terms of footfall, and has recovered back to only 62% of its normal pre-covid footfall.




CHALLENGES & OPPORTUNITIES

In Green Street, participants who responded to the survey showed medium to low satisfaction (3.8 / 9) with their high street, while in terms of affordability they consider it to provide some 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 Green Street. 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	Good shop variety & offer (45%) with many independent local shops (9%), and some national chains (5%).	Shop variety (15%) and quality (4%) in the area can improve further, by having more quality restaurants and pubs (11%). Fast food takeaways (11%) and betting shops (7%) should be controlled.
SERVICES	The South Asian food and shops offer is very loved by the local community (7%) and Queen's Market is also popular place (2%) offering something unique within the town centre.	People would like to see more late night offer and activities for young people (2%) in Green Street.
ACCESSIBILITY	One of the reasons people visit Green Street is convenience, as it is close to their home and easily accessible (9%). The good transport links are also very appreciated (4%).	However, people believe there is too much car traffic on Green Street (19%), making the high street not very pedestrian-friendly (8%). There is also limited parking (16%) leading to cars parking on the pavement (3%).
PUBLIC REALM		People are dissatisfied with the public realm, specifically with the narrow & cluttered pavements (16%), lack of greenery (2%), seating & lighting infrastructure (4%), and cycling infrastructure (3%).
CHARACTER/ PERCEPTIONS	People like the general atmosphere and character (8%), the diversity (6%) and vibrancy (6%) of Green Street. They feel a sense of community (8%) and like that they know people in their community (5%).	In general, people are getting put off by other's behaviours (14%) that are not respectable (e.g. littering, bad attitudes) and they feel that the town centre can get overcrowded (14%), especially within the context of covid.
BUILT ENVIRONMENT	People value some parts of Green Street's built environment (2%) and some of its landmarks (1%) such as the Boleyn Pub and Queen's Market.	However, people believe that the built environment's look & feel could improve (12%) to avoid giving the sense of neglect and disinvestment (11%). Queen's Market's look and feel was also mentioned of needing improvement (6%).
CLEANLINESS		Cleanliness is one of the biggest issues in the town centre (43%), as well as pollution and noise (4%). People highlighted issues of cleanliness from litter and visually cluttered shopfronts to pavements and low air quality due to traffic.
SAFETY	Some people mentioned they do feel safe while going around the Green Street town centre (2%).	Some people mentioned that they do not feel safe while walking down the high street, because of ASB (2%) and crime (10%), highlighting the need for more enforcement (3%).

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

 <h3>ENVIRONMENT & CLIMATE</h3> <p>Cleanliness is a big issue, along with pollution and noise from car traffic. People highlighted that the town centre needs improvement through decluttering, planting more greenery, and dealing with litter and drainage issues.</p>	 <h3>CULTURE & ENTERTAINMENT</h3> <p>There is a limited offer of evening activity after 6:00 pm, with not many options for restaurants, pubs, or cultural and creative activities. Limited footfall during the evening also means that feelings of unsafety increase.</p>
 <h3>PUBLIC REALM & PLACEMAKING</h3> <p>People find the public realm cluttered and overcrowded, which makes it unpleasant for pedestrians and families walking around. There is a need for wider pavements, more plants and seating for people to rest and socialise.</p>	 <h3>HEALTH & WELLBEING</h3> <p>People mentioned that Green Street feels overcrowded and they feel unsafe due to ASB and crime. Feelings of unsafety, low quality public realm, and lack of positive social interactions can have a significant impact on people's wellbeing.</p>
 <h3>DEVELOPMENT & NEW USES</h3> <p>People are concerned about things that give their town centre a sense of neglect, such as uncared shops and untidy built environment. People appreciate the local offer, but they would like to see improved shop quality and more evening outlets, like restaurants and pubs.</p>	 <h3>CIVIC & PARTICIPATION</h3> <p>Many spaces support social cohesion in Green Street, from Queen's Market and the library to community and faith organisations. Supporting these hubs and improving their look and feel will be crucial in supporting participation in the town centre.</p>
 <h3>ECONOMY & WORK</h3> <p>As town centres reopen, vacant shops might increase and businesses will continue to face difficulties imposed by the covid-19. Supporting local businesses and the unique visitor economy of creative industries in Green Street will be crucial to keep them going.</p>	 <h3>TRANSPORT & ACCESSIBILITY</h3> <p>The town centre is well connected, but there are opposing views around accessibility. Residents voice concerns about Green Street being car-traffic heavy and discouraging for pedestrians or cyclists. Businesses are concerned for the lack of parking and its impact on visitors coming into Green Street.</p>

To address the challenges in Green Street, people's aspirations during the engagement focused on the following themes: **Environment & Climate**, **Health & Wellbeing**, and **Public Realm & Placemaking**. They highlighted the need for diversified offer, better traffic management and public realm, and improved cleanliness and safety. Green Street is one of the areas that is already benefiting from two funded programmes, [Shape Newham](#) and [Good Growth](#). **Green Street's strategic plan will include the interventions from these programmes to ensure a comprehensive vision for the town centre.**

FROM A VISION FOR GREEN STREET TO A PLAN

recommendations

challenges

recovery pillars

A Improve Air Quality & support shopper's active travel in and around Green Street



pillars 5 & 6

B Make public realm greener & improve young people's mental & physical health through gardening



pillars 2, 5 & 6

C Improve the look & feel of the high street & support better experiences while walking down Green Street



pillar 5

D Upgrade the image of specific landmarks & buildings important to Green Street



pillar 5, 7 & 8

E Build stronger participation & peer-to-peer learning in and around Green Street



pillars 2 & 5

F Galvanise officers, residents and businesses to improve cleanliness and minimise traffic pollution in Green Street



pillars 4 & 5

G Support local businesses, unique-fashion & food economy, and local entrepreneurship in Green Street by developing a place identity



pillars 3 & 5

H Extend people's spending time in Green Street by supporting evening economy & events



pillars 4 & 5

I Provide opportunities & infrastructure that support people's health & wellbeing

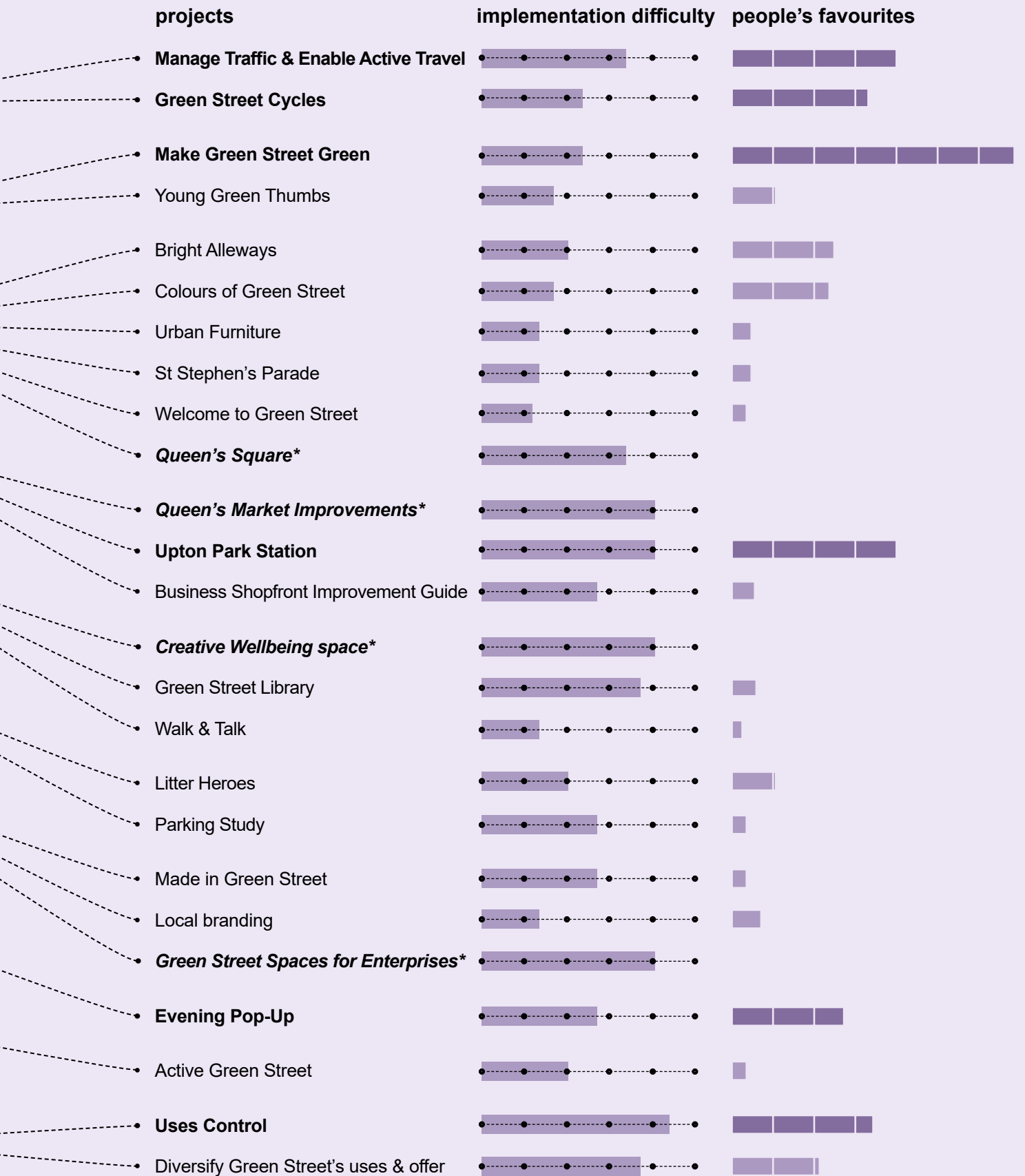


pillar 4 & 5

K Improve the variety of uses on Green Street, provide better food options & service people with varying disposable income



pillars 5, 6 & 8



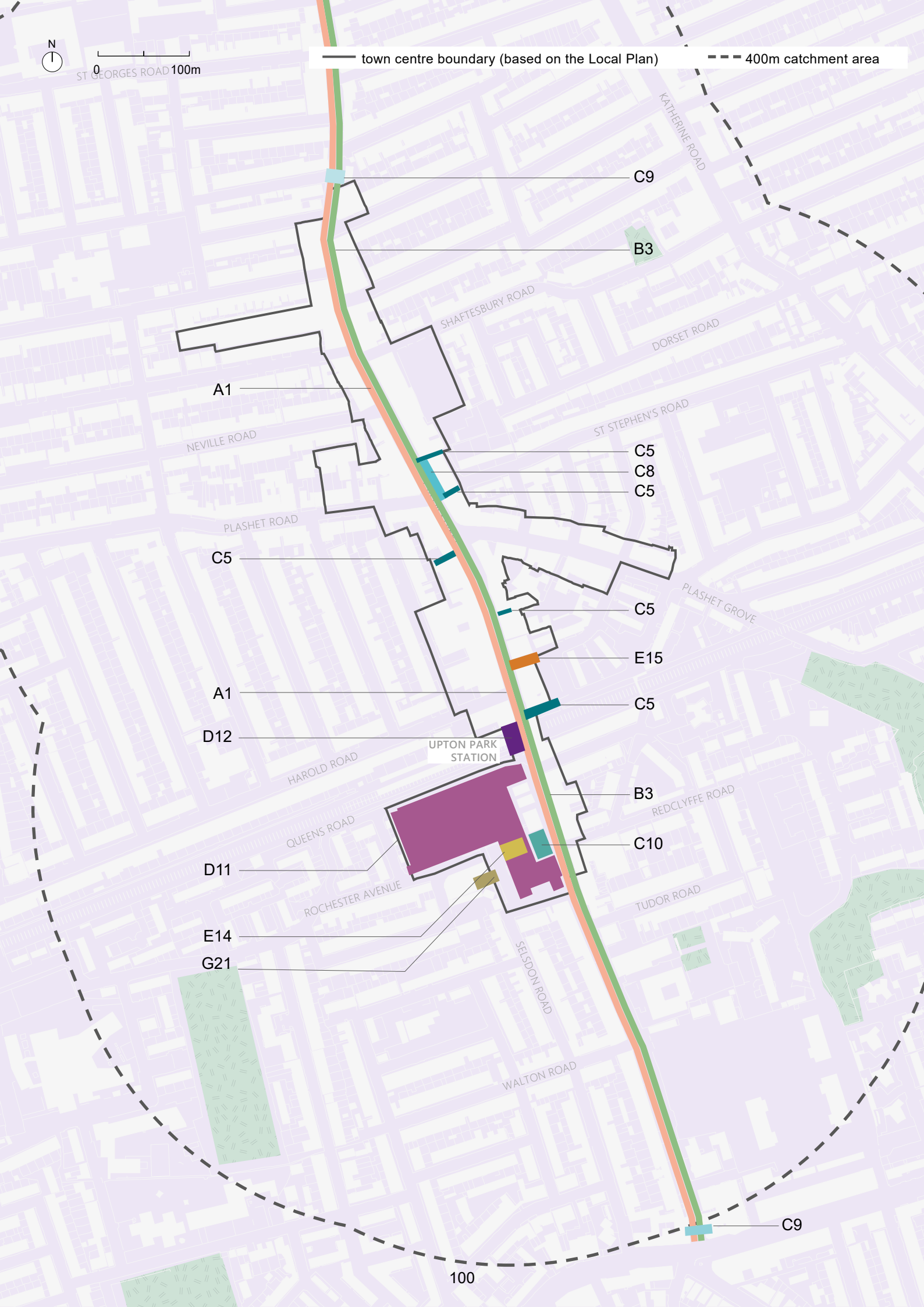
* In bold are the most popular ideas. With asterisk are ideas that came through the survey & the Council is already working on.



ST GEORGES ROAD 100m

— town centre boundary (based on the Local Plan)

- - - 400m catchment area



A1

C9

B3

SHAFESBURY ROAD

KATHERINE ROAD

DORSET ROAD

NEVILLE ROAD

ST STEPHEN'S ROAD

C5

C8

C5

PLASHET ROAD

C5

C5

PLASHET GROVE

A1

E15

D12

UPTON PARK STATION

C5

HAROLD ROAD

B3

QUEENS ROAD

C10

REDCLYFFE ROAD

D11

ROCHESTER AVENUE

TUDOR ROAD

E14

G21

SELDON ROAD

WALTON ROAD

C9

100

STRATEGIC DELIVERY PLAN & MAP

The following pages outline the strategic delivery plan for Green Street's high street. Each recommendation is presented along with the projects that will help fulfill it. The plan presents the top six project ideas prioritised from the engagement in more detail than others.

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 Green Street?

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

Looking at the Map

RECOMMENDATION A

- A1 Manage Traffic & Enable Active Travel
- A2 Green Street Cycles

RECOMMENDATION B

- B3 Make Green Street Green
- B4 Young Green Thumbs

RECOMMENDATION C

- C5 Bright Alleways
- C6 Colours of Green Street
- C7 Urban Furniture
- C8 St Stephen's Parade
- C9 Welcome to Green Street
- C10 Queen's Square

RECOMMENDATION D

- D11 Queen's Market Improvements
- D12 Upton Park Station
- D13 Business Shopfront Improvement Guide

RECOMMENDATION E

- E14 Creative Wellbeing Space
- E15 Green Street Library
- E16 Walk & Talk

RECOMMENDATION F

- F17 Litter Heroes
- F18 Parking Study

RECOMMENDATION G

- G19 Made in Green Street
- G20 Local Branding
- G21 Green Street Spaces for Enterprise

RECOMMENDATION H

- H22 Evening Pop-Up

RECOMMENDATION I

- I23 Active Green Street

RECOMMENDATION K

- K24 Diversify Forest Gate's Uses & Offer
- K25 Uses Control

- located on the map ○ high street-wide idea or location to be defined

A

Improve Air Quality & support shopper's active travel in and around Green Street

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

PROJECTS

- Green Street Cycles
- Manage traffic & Enable Active Travel



GREEN STREET CYCLES

DESCRIPTION

Support the Council's 'Climate Emergency Action Plan' by reducing car based emissions & provide better facilities to encourage cycling (e.g designated cycling lanes, bike storage.) Work with local stakeholders and businesses to support local trips to Green Street town centre by bicycle.

In the short term:

- Introduce bike locks for temporary bike parking on Green Street
- Improve signage to connect to existing cycling networks.
- Identify locations for secure cycle storage for residents on residential streets.

In the medium term:

- Work with businesses to identify opportunities to use cycle delivery for their services.
- Consider the opportunity to introduce a shared bike scheme, preferably close to Queen's Market in a currently unused space.

QUICK INFO



transport & accessibility project

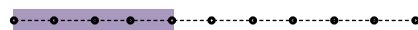


30% of the participants in Green Street support this idea



Connected with ideas:
Manage Traffic & Enable Active Travel, Parking Study, Active Green Street

MAKING IT HAPPEN





MANAGE TRAFFIC & ENABLE ACTIVE TRAVEL

DESCRIPTION

Work with local stakeholders to better understand and investigate feasible ways to prioritise pedestrians, buses, and cyclists along parts of Green Street. Commission a study to understand what is possible in relation to the following:

- Consider the area between Plashet Grove and Upton Park station for timed access for loading and servicing during peak pedestrian periods.
- Investigate the impact of having parts of Green Street as a low traffic neighbourhood or pedestrianised similar to East Ham.
- Improve crossing timings for pedestrians along Green Street.
- Improve and declutter pavements from unnecessary obstacles.
- Identify locations within the high street for more cycling parking. A cycle highway and increase of docking cycles would help encourage more cyclists.

QUICK INFO



transport & accessibility project

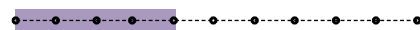


36% of the participants in Green Street support this idea



Connected with ideas:
Green Street Cycles, Parking Study, Active Green Street

MAKING IT HAPPEN





“Given that we have comparatively low density to similarly central London areas it always amazes me how many cars pollute our streets. Cycling and public transport options must be radically prioritised.”

“We need docking cycles then we need a cycle highway. All on Green Street.”

“Green Street could be a fabulous destination shopping area. One simple change could make it so much more pleasurable for shoppers as well as workers and residents. Why should East Ham high street alone be so advantaged. Pedestrianise Green Street..”

[click to see the whole discussion here!](#)

BENEFITS



Improve air quality by managing car traffic and minimise levels of noise along Green Street



Improving people's perceptions about Green Street town centre's public realm



Increase connections between different public transport modes (buses, overground, trains etc.)



Increase number of people who engage with physical activity on a weekly basis through active travel



Supporting active travel by increasing number of one mile radius trips realised on foot and bike

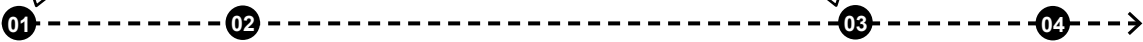


Increase footfall and spent to local businesses by making the high street more walkable

FIRST STEPS

01 Communicate with TfL about changing traffic lights timings to favour pedestrians

03 Facilitate co-design workshops & focus groups with TfL buses, pedestrian & cyclists



02 identify potential funding bids for the project idea (internal & external)

04 Undertake feasibility of different traffic & active travel options for Green Street to understand their impact on traffic patterns

B

Make public realm greener & improve young people's mental & physical health through gardening

RESPONDING TO CHALLENGES:



Environment
& Climate



Health &
Wellbeing

SUPPORTING RECOVERY PILLARS:

2

Support
every resident
under 25

5

High streets
that support
healthier happy
communities

6

We will
quicken the
greening of
our economy

PROJECTS

- Young Green Thumbs
- Make Green Street Green



YOUNG GREEN THUMBS

DESCRIPTION

Create internships for young people to build gardening skills and work on greening projects on and around Green Street. Allow opportunities for intergenerational gardening activities and collaboration with the Green Street community garden.

- Collaborate with local organisations such as the Green Street community garden and Wild Green E13.
- Work with schools to incorporate entrepreneurial and learning opportunities for over 16's around food production and the wider food industry.
- Work with food production, processing, and service businesses to provide paid internships as a potential pathway to employment and skills building.

QUICK INFO



non-spatial programme

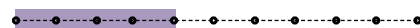


10% of the participants in Green Street support this idea



Connected with ideas:
Make Green Street Green, Active Green Street, Made in Green Street

MAKING IT HAPPEN





MAKE GREEN STREET GREEN

DESCRIPTION

Increase the levels of greenery and trees on and around Green Street by working with residents, schools and businesses.

- Work with Green Street community garden and local schools to introduce greenery, planters and trees on Green Street.
- Identify residents and businesses to adopt planters and support with their maintenance and care.
- Consider implementing a council led green recycling strategy.
- In the long run, work towards creating permanent greening structures. These could include tree planting and a network of pocket parks.

QUICK INFO



public realm project



62% of the participants in Green Street support this idea



Connected with ideas:
Young Green Thumbs, St Stephens Parade, Bright Alleyways

MAKING IT HAPPEN





“It would be amazing to see Green Street actually....GREEN!”

“Great idea. Combined with measures to reduce traffic, this could massively improve residents’ quality of life!”

“Greening Green Street is a huge priority for me personally. The street would be so much better served, pleasant to be around, help to improve air quality, and offer a generally improved public realm. I’d like to see tree planting take place, not just temporary planting installations. I’d also like to see pocket parks in the place of where parking used to be offered.”

[click to see the whole discussion here!](#)

BENEFITS



Increase levels of greenery & expand public land under community cultivation



Improving people’s perceptions about the town centre’s the public realm & increase footfall



Improve air quality and minimise levels of noise along Green Street



Increase number of people who engage with physical activity on a weekly basis through gardening



Creating skill development and employment opportunities for young people

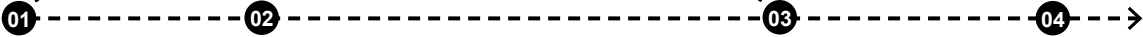


Creating learning opportunities around gardening, decrease levels of isolation & provide opportunities for connection.

FIRST STEPS

01 Further assess & map areas of Green Street, where there is space to introduce more greenery & trees

02 Identify potential funding for different types of greening.



02 Develop a plan with phases of greening and incremental costs towards more permanent interventions.

03 Identify collaborations for each greening location & develop a paid internship gardening programme for young people.

C

Improve the look & feel of the high street & support better experiences while walking down Green Street

RESPONDING TO CHALLENGES:



Public Realm
& Placemaking



Development
& New uses

SUPPORTING RECOVERY PILLARS:



High streets that
support healthier
happy communities

PROJECTS

- Bright Alleways
- St Stephen's Parade
- Colours of Green Street
- Urban Furniture
- Welcome to Green Street
- Queen's Square



BRIGHT ALLEYWAYS

DESCRIPTION

Brighten up alleyways along Green Street with better lighting and artwork to encourage more active use by residents and shoppers.

- Incorporate more lighting and greenery in alleyways using creative solutions.
- Consider a paving uplift of the alleyways with colourful floor vinyls.
- Investigate the potential to activate larger alleyways through different pop-up uses.
- Combine with the St Stephen's Parade project idea and improve it's adjacent alleyways.

QUICK INFO

- public realm project
- 22% of the participants in Green Street support this idea
- Connected with ideas:** Colours of Green Street, Make Green Street Green, St Stephen's Parade

MAKING IT HAPPEN

-
-
-



ST STEPHEN'S PARADE

St Stephen's parade is a unique and beloved location on Green Street, which needs maintenance and uplift.

- Repair the mosaic and address the drainage issues that exist on site.
- Celebrate this public space by repairing, clean and uplift the existing seating and bins.
- Consider additional improvements, such as more planting, trees, creative lighting and a coffee stall.
- Improve the adjacent alleyway to make it safer and more attractive.



COLOURS OF GREEN STREET

Develop a programme that enables the council to identify feasible sites for murals and work with local artists to develop them, highlighting the history and identity of Green Street.

- Identify council-owned assets that would be ideal locations for murals on the high street.
- Develop a borough-wide process to work with building and business owners who want to offer their blank walls or shop's shutters to be used for a mural. Consider issues around mural maintenance in the long-run.



URBAN FURNITURE

Improve the street seats and furniture along Green Street and provide opportunities for people to rest and relax.

- Create a design guide with a range of bespoke or themed and multi-functional urban furniture.
- Develop a street furniture colour scheme for Green Street to help enliven and improve the visual appearance of Green Street.
- Identify areas for permanent and temporary outdoors seating to be installed in Green Street that encourages positive interactions. Ensure that the space used by the furniture does not encroach on pedestrian street space.



WELCOME TO GREEN STREET

A new gateway signs to welcome shoppers and visitors at the northern end of Green Street. This would complement the southern gateway, closer to the junction with Barkings Road that is being delivered by the Shape Newham programme. You can go to the programme's page on the [Shape Newham](#) website to find out more.



QUEEN'S SQUARE

DESCRIPTION

Public realm improvements to Queen's Square to better activate Green Street's largest public space, through greening, new seating, public art and improved lighting. New cycle stands will also help to encourage more active travel to the high street by residents and visitors.

This is something already discussed as part of the engagement process for the Queen's Market Good Growth programme in Green Street and is part of the programme's brief moving forward. You can go to the programme's page on the [Newham Co-create platform](#) to look at the progress of this idea.

QUICK INFO



public realm project

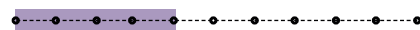


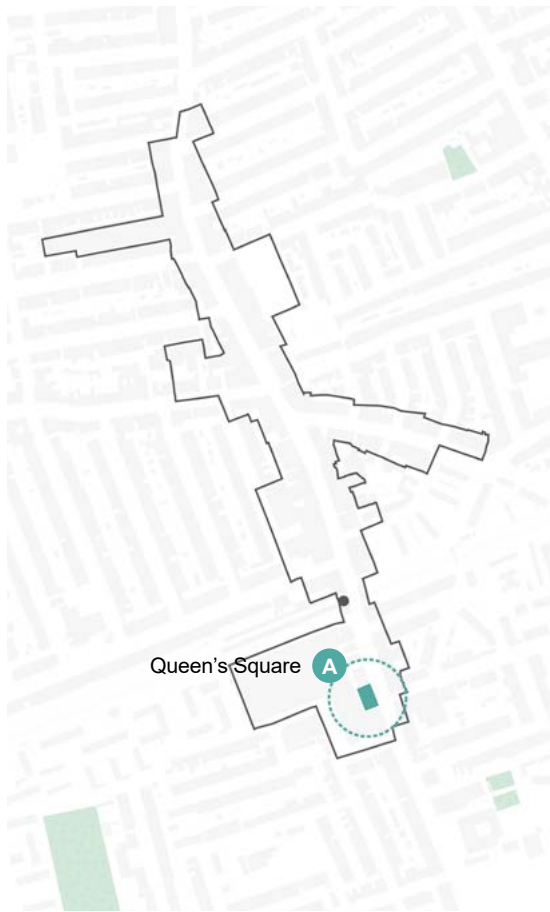
30 people in Green Street helped shape this idea



Connected with ideas:
Make Green Street Green, Urban Furniture, Green Street Cycles

MAKING IT HAPPEN





“Yes, seating will encourage people to stay in the space!”

“Great idea! We have some good murals at the moment, and the Bobby Moore statue, but something which really represents the area would be awesome.”

“I think it needs to be secure parking... We need to reduce traffic in the area, more biking, infrastructure is a good start!”

[click to see the whole discussion here!](#)

BENEFITS



Improving & investing in the high street's public realm through public art and urban furniture



Improve the public realm to increase the feeling of safety and reduce ASB



Improve air quality & minimise noise along Green Street by increasing the levels of trees & greenery



Extending footfall into the evening by developing new cultural & educational events for all in the public realm



Decrease levels of isolation & provide opportunities for connection

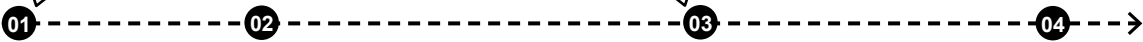


Providing infrastructure that support active travel and increase the number of short trips realised by bike

FIRST STEPS

01 The design brief for the space has been developed collaboratively through engagement for Green Street's Good Growth Programme

03 During May & June 2021, there was an open call to develop Key Stakeholder Working Groups



02 Procurement of the design team who will lead the space's co-design process

04 In June 2021, the design team for the project will be appointed to run co-design workshops with local residents, businesses & traders

D

Upgrade the image of specific landmarks & buildings important to Green Street

RESPONDING TO CHALLENGES:



Development
& New uses



Economy
& Work

SUPPORTING RECOVERY PILLARS:

5

High streets
that support
healthier happy
communities

7

support
a fairer deal
for Newham
workers

8

Only welcome
investment
supporting our
objectives
& delivering
benefits as a
whole

PROJECTS

- Business Shopfront Improvement Guide
- Queen's Market
- Upton Park Station



BUSINESS SHOPFRONT IMPROVEMENT GUIDE

DESCRIPTION

Shopfront uplifts can be a long and costly undertaking. However, providing guidance can help organise the look and feel of shopfronts, support business and the overall appearance of the street.

- Work with local businesses to co-create design guidance for shopfronts, which could become supplementary guidance for determining planning decisions.
- Investigate external funding opportunities for potential business grants for shopfront uplifts.
- Develop tools and methods to reduce and tackle graffiti and stickering on shop-fronts.

QUICK INFO



public realm project

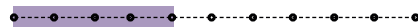


28% of the participants in Green Street support this idea



Connected with ideas:
Local Branding, Made in Green Street, Make Green Street Green

MAKING IT HAPPEN





QUEEN'S MARKET IMPROVEMENTS

DESCRIPTION

Improvements to Queen's Market, including new flooring, lighting and public toilets. Other elements that will be co-designed with the local community and traders will be a new sign for the market, refurbishment of the two canopies at the front and new electric points for traders.

The design brief for the improvements is something already discussed as part of the engagement process for the Queen's Market Good Growth programme in Green Street and is part of the programme's brief moving forward. You can go to the programme's page on the [Newham Co-create platform](#) to look at the progress of this idea.

QUICK INFO



space activation project

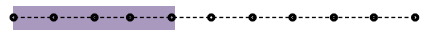


43 people in Green Street helped shape this idea



Connected with ideas:
Queen's Square, Creative Wellbeing Space, Spaces for Enterprise

MAKING IT HAPPEN





“By adding doors, security and sorting the roof, it will weather proof the market and look after residents and traders during the rain/winter.”

“I love Green Street market. I think it’s an architectural and cultural treasure that I’d love to see restored creatively and sensitively so that it works for the traders, shoppers and local community.”

“We love Queen’s Market. I spend at least £60 each time I go because I have to shop for my parents and brothers house too. I for one appreciate Queen’s Market for how the traders have served us over the years.”

[click to see the whole discussion here!](#)

BENEFITS



Supporting local businesses & traders by increasing footfall & spent in Queen’s Market



Extending footfall into the evening by developing new cultural & educational events in Queen’s Market



Giving a hyperlocal appeal to the high street & attracting visitors from neighbouring boroughs



Increasing social integration & local pride by investing in an important social infrastructure



Creating skill development and employment opportunities for young people

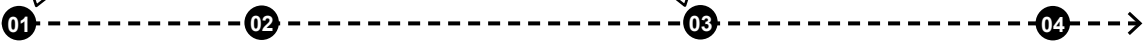


Creating opportunities for residents & businesses to co-design and actively participate in decision making

FIRST STEPS

01 The design brief for the space has been developed collaboratively through engagement for Green Street’s Good Growth Programme

03 During May & June 2021, there was an open call to develop Key Stakeholder Working Groups



02 Procurement of the design team who will lead the space’s co-design process

04 In June 2021, the design team for the project will be appointed to run co-design workshops with local residents, businesses & traders



UPTON PARK STATION

DESCRIPTION

Work with TfL to help bring forward necessary improvements to the Upton Park Station.

- Making the station accessible and step free. Consider a lift for elderly residents, people with disability, and prams.
- Repairing the station facade and improving the pavement outside the station.
- Incorporating better signage and wayfinding that allows people to see the station from further away as they walk down Green Street.
- Creating a larger entrance to help reduce a busy bottleneck of commuters.

QUICK INFO



space activation project



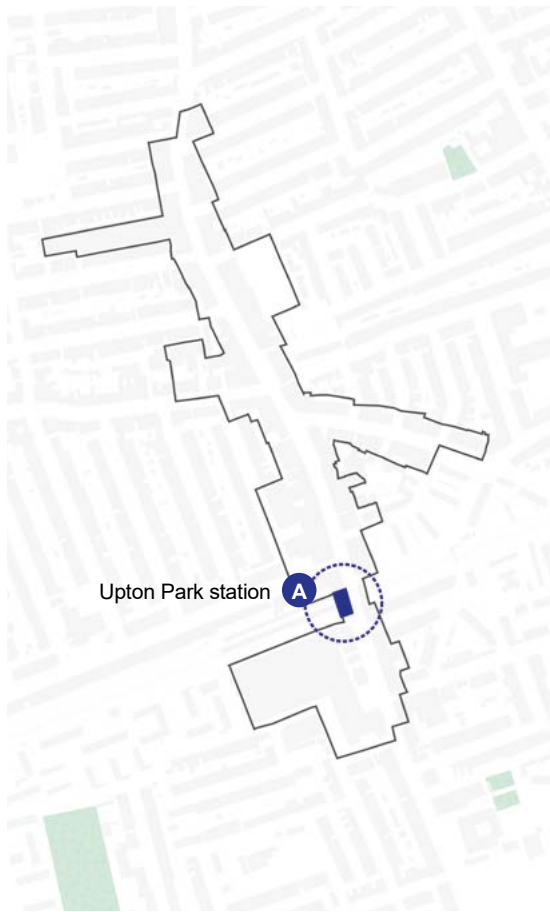
36% of the participants in Green Street support this idea



Connected with ideas:
Manage Traffic & Enable Active Travel

MAKING IT HAPPEN





“My dad is a wheelchair user, if I want to take him on the train, I either go to eastham by bus or stratford where they have lifts at the station. Its such an inconvenience. Upton Park needs improving. I feel bad for parents with buggies or elderly with shopping trolleys. I end up helping but I end up with marks on my trousers or my backs gone from the heavy load.”

“Would a lick of paint be too much to ask? The facade of the station is beautiful, it’s just a bit unloved.”

“This is well overdue. Anyone with a disability (hidden or otherwise) or elderly, or with luggage has had to face that set of stairs on entering / exiting the platforms.”

[click to see the whole discussion here!](#)

BENEFITS



Increase connections between public transport modes & active travel (buses, overground, trains etc.)



Improving people’s perceptions about the town centre’s the public realm & increase footfall



Improve air quality and minimise levels of noise and traffic along Green Street



Increase footfall & spend to local businesses by expanding Green Street’s visitor economy to all Londoners.

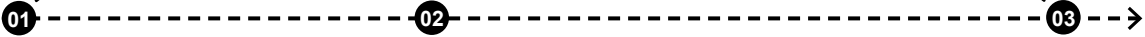


Support people’s wellbeing by making the town centre accessible for all

FIRST STEPS

01 Communicate with TfL about the need to make changes to the train station

03 Focus on prioritising the interventions relating to the station’s accessibility and then scope further potential improvements on the building.



02 Support TfL in their efforts to identify potential funding for the station upgrades

E

Build stronger participation & peer-to-peer learning in & around Green Street

RESPONDING TO CHALLENGES:



Civic & Participation



Leisure & Entertainment

SUPPORTING RECOVERY PILLARS:



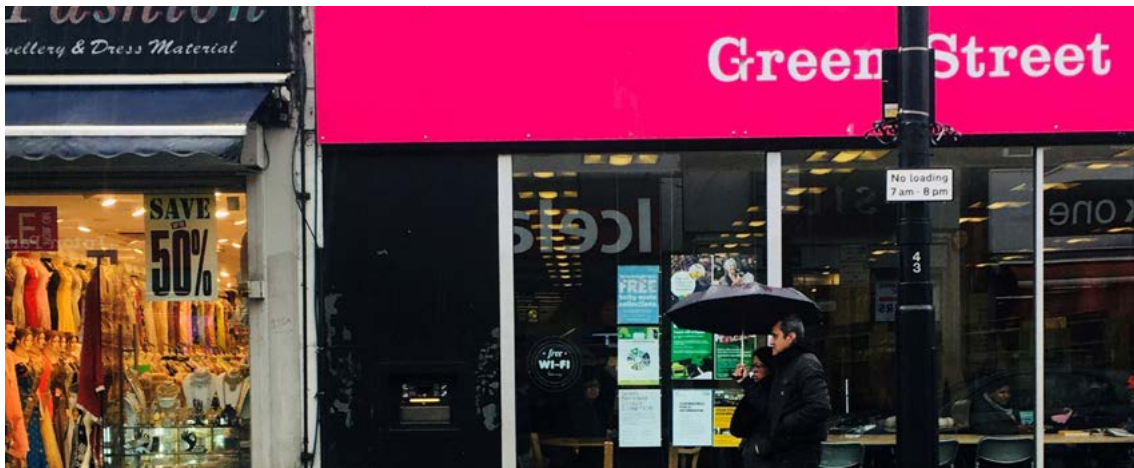
Support every resident under 25



High streets that support healthier happy communities

PROJECTS

- Green Street Library
- Walk & Talk
- Creative Wellbeing Space



GREEN STREET LIBRARY

Green Street library is the smallest one in Newham. It does not have enough space for larger events, more computers or a greater range of activities that would attract more residents to use it, especially younger people as well. As the lease runs out in five years, relocation to a larger and more flexible space on the high street is being considered.

- The Council is assessing the opportunities for a new library and community centre as part of the future options study for Queens Market and Hamara Ghar. You can find out more on [Newham Co-create platform](#).



WALK & TALK

Build upon the Green Street Culture Trail project, which was initiated through the [Citizens' Assemblies](#), to organise regular local history walks.

- Use the Cultural Trail Maps of Green Street put together by residents and a local artist, to organise monthly walking or cycling tours around the neighbourhood.
- Incorporate wayfinding infrastructure and signage in the area to highlight local landmarks and important locations to encourage self-guided tours as well.



CREATIVE WELLBEING SPACE

DESCRIPTION

A new intergenerational community space for Green Street residents providing a great range of activities and facilities. It will include a cafe, visual art and performance spaces, workshop and studio space. The community programming for these spaces will include events, workshops and artist residencies all centred around arts, culture and wellbeing with focus on exhibitions, visual arts, music, spoken word, in an intimate setting. Workshops and creative engagement will be led by Newham artists. The Creative Wellbeing Space will showcase cultural diversity of the area, and help to activate and programme Queen's Square. Artist studios will provide residents with space to make and create, and offer a gallery to display their works.

This project was already discussed as part of the engagement for the programme and is part of the brief moving forward. You can go to the programme's page on the [Newham Co-create platform](#) to look at the progress of this idea.

QUICK INFO



space activation project

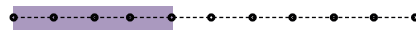


46 people in Green Street helped shape this idea



Connected with ideas:
Queen's Market Improvements, Spaces for Enterprise, Queen's Square

MAKING IT HAPPEN





“Would be great to have an exhibitions & events space. Attracting artists to the area with affordable workshop space or places to exhibit their work is such a great way to bring vibrancy to the area.”

“Would be great to have a wellbeing space with yoga and fitness studios - if the Council offered cheap rent to instructors it would be a good way of getting an excellent timetable of classes and events for local residents to go to.”

[click to see the whole discussion here!](#)

BENEFITS



Develop programmes that help increase levels of self-reported happiness and wellbeing



Extending footfall into the evening by developing new cultural & educational events on Green Street



Supporting local artists & creating local opportunities for them



Develop programmes that help increase people's engagement with physical activity on a weekly basis



Creating skill development and employment opportunities for young people



Decrease levels of isolation & provide opportunities for connection in the public realm

FIRST STEPS

01 The design brief for the space has been developed collaboratively through engagement for Green Street's Good Growth Programme

03 During May & June 2021, there was an open call to develop Key Stakeholder Working Groups

02 Procurement of the design team who will lead the space's co-design process

04 In June 2021, the design team for the project will be appointed to run co-design workshops with local residents, businesses & traders

F

Galvanise officers, residents and businesses to improve cleanliness and minimise traffic pollution in Green Street

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

PROJECTS

- Litter Heroes
- Parking Study



LITTER HEROES

Improve cleanliness of Green Street town centre.

- Work with Enforcement Officers to investigate solutions and challenges around dealing with litter and flytipping on the high street and across local housing estates.
- Build a local #LitterHeroes network of people to help keep the neighbourhood clean.
- Try to minimise fly tipping issues, through regular [bulky waste collections](#) more often and minimising delays.
- Work with phone companies to remove redundant phone boxes, to reduce some visual clutter, ASB issues & litter/stickering. Some phone boxes could be used as community libraries relocated in green spaces.
- Ensure [street cleaning](#) is done regularly, provide more bins, expand recycling collection.
- Work with volunteers to organise local clean ups and create educational programmes around recycling and litter.



PARKING STUDY

Commission a study to identify parking and transport patterns to and from Green Street. The study should also consider:

- The usage and types of parking and servicing requirements by shoppers & businesses.
- The level of travel to and from Green Street by shoppers and workers using public transport, walking and cycling.
- Re-direct people to use car parks instead of street parking, through incentivising short-stay parking.
- The types of interventions needed to stop unregulated parking on Green Street (e.g. furniture, bollards, widening pavement etc.)
- Ways to prevent car-idling and minimise pollution levels along the high street and neighbouring streets.
- How retailers can be supported to sign up to PayPoint scheme.

G

Support local businesses, unique fashion & food economy, and local entrepreneurship in Green Street by developing a place identity

RESPONDING TO CHALLENGES:



Economy
& Work



Development
& New uses

SUPPORTING RECOVERY PILLARS:



Deliver a simpler, consolidated service to support residents through recession



High streets that support healthier happy communities

PROJECTS

- Made in Green Street
- Local Branding
- Queen's Market Artists' Studio



MADE IN GREEN STREET

Support Green Street's local businesses by creating a local brand identity, helping businesses promote their products and services through an online marketplace.

- Co-design with businesses a brand identity for Green Street's food & fashion marketplace.
- Create an online market place for Green Street's businesses for people to shop on-line, supported by social media campaigns.
- Identify ways to support local businesses to offer deliveries or click & collect service.
- Create internships for young people to help local businesses get their material online, while building knowledge in fashion, clothes, mending, food etc.
- Consider the potential to facilitate a fashion competition for young interns that will also help promote local businesses and talent.



LOCAL BRANDING

Through a local art project, celebrate and promote Green Street.

- Work with businesses, traders, residents, schools and local artists to develop design ideas for a local brand.
- Brand the high street with banners using lamp columns along Green Street and outside Queen's Market.
- Combine the local place branding with the online presence of local businesses developed through the Made in Green Street project idea.
- Create a map of local businesses and offer and a calendar with local events, to inform people about what is happening in Green Street.



GREEN STREET SPACES FOR ENTERPRISE

DESCRIPTION

A new truly affordable workspace will provide much needed space to support Newham based SME's and start-ups as well as attract new businesses to the Green Street. This project will help to create more opportunities and jobs for residents, and support the high street offer and local economy. Some of the programming for the space will include:

- Business support for tenants, focused on small businesses and start-up tenants
- Skills development for young residents
- Forming connections with the Creative Wellbeing Space for joint events and workspace users / tenants
- This project was discussed as part of the engagement for the Queen's Market Good Growth programme and is part of the programme's brief moving forward. You can go to the programme's page on the [Newham Co-create platform](#) to look at the progress of this idea.

QUICK INFO



space activation project

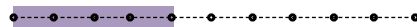


29 people in Green Street helped shape this idea



Connected with ideas:
Creative Wellbeing Space, Made in Green Street, Queen's Market Improvements

MAKING IT HAPPEN





“Creating more space for artists in Newham is a great idea! It would be awesome to attract more artists to Green St.”

“I think affordable workspace is an excellent idea and would certainly be interested as a locally based creative.”

“I love the idea. I’m a potter and my workshop is located in a great affordable place within a dynamic community in Woolwich. But having a workshop near to where I live would save me a lot of time and money.”

[click to see the whole discussion here!](#)

BENEFITS



Provide business support to local businesses and them grow through seminars, training, and advice



Enable Community Wealth Building by creating links to local supply chain and businesses



Supporting local people to turn new ideas into local businesses



Increase footfall by activating the high street & what it has to offer through new uses and activities



Creating skill development and employment opportunities for young people

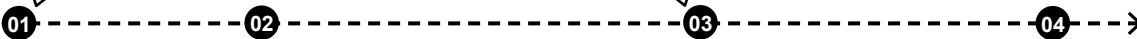


Supporting local artists & creating opportunities for them

FIRST STEPS

01 The design brief for the space has been developed collaboratively through engagement for Green Street’s Good Growth Programme

03 During May & June 2021, there was an open call to develop Key Stakeholder Working Groups



02 Procurement of the design team who will lead the space’s co-design process

04 In June 2021, the design team for the project will be appointed to run co-design workshops with local residents, businesses & traders

H

Extend people's spending time in Green Street by supporting evening economy & events

RESPONDING TO CHALLENGES:



Economy
& Work



Leisure &
Entertainment

SUPPORTING RECOVERY PILLARS:



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



High streets that support healthier happy communities

PROJECTS

- Evening Pop-up



EVENING POP-UP

DESCRIPTION

Organise pop-up events and activities that can extend the town centre's activity into the evening.

- Incorporate festive street decoration infrastructure for religious festivals.
- Identify locations for temporary roads closures for evening pop-up events connected with religious and cultural festivals.
- Work with local businesses and organisations to support local events.
- Provide training / resources to businesses to help them develop successful evening events.

QUICK INFO



non-spatial programme

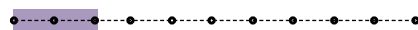


25% of the participants in Green Street support this idea



Connected with ideas:
ManageTraffic & Enable Active Travel, Made in Green Street, Walk & Talk

MAKING IT HAPPEN





Provide opportunities & infrastructure that support people's health & wellbeing

RESPONDING TO CHALLENGES:



Health & Wellbeing



Civic & Participation

SUPPORTING RECOVERY PILLARS:



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



High streets that support healthier happy communities

PROJECTS

- Active Green Street



ACTIVE GREEN STREET

DESCRIPTION

Ensure that people in Green Street have enough opportunities to keep active and healthy.

- Identify existing spaces for physical exercise and connect these with activity programmes.
- Investigate the potential to use some space at Queen’s Market on Mondays and Wednesdays for community activities such as Get Active Get Healthy programme.
- Work with young people and families to organise events that help them get active in public spaces through the use of technology.
- Support and supplement other projects that focus on pedestrianising Green Street and creating new cycle routes and strengthening existing ones.

QUICK INFO



non-spatial programme

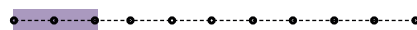


3% of the participants in Green Street support this idea



Connected with ideas:
Young Green Thumbs, Walk & Talk, Creative Wellbeing space

MAKING IT HAPPEN



K

Improve the variety of uses on Green Street, provide better food options & service people with varying disposable income

RESPONDING TO CHALLENGES:



Development
& New uses



Economy
& Work

SUPPORTING RECOVERY PILLARS:

5

High streets
that support
healthier happy
communities

6

We will
quicken the
greening of our
economy

8

Only welcome
investment
supporting our
objectives
& delivering
benefits as a
whole

PROJECTS

- Uses Control
- Diversify Green Street's uses & offer



USES CONTROL

DESCRIPTION

[Newham's Local Plan](#) acknowledges residents' concerns regarding the abundance of betting shops & takeaways in high streets and has placed controls on the proliferation for such uses. However, policy cannot completely prohibit specific uses or businesses, or change what is already on site in the absence of new planning applications. For that reason, the council should consider adopting a more interventionist approach.

- In the short term, identify key ground floor properties on the high streets to support future diversified offer.
- In the medium term, council to consider options for acquiring or leasing key properties that become vacant, supporting local businesses rather than larger national chains.
- Develop a process for a more structured review of business licences.
- Work with local food takeaway businesses to identify opportunities to improve their offer & provide options for healthier eating. Develop educational campaigns about food takeaways' wider impacts beyond health (e.g. littering, climate change).

QUICK INFO



non-spatial programme & policy



31% of the participants in Green Street support this idea



Connected with ideas:
Diversify the high street, Evening Pop-Up, Creative Wellbeing Space

MAKING IT HAPPEN





DIVERSIFY GREEN STREET'S USES & OFFER

DESCRIPTION

In late 2020, the Government implemented a [significant change in the Use Class Order](#), combining previously separate Use Classes under a new Class E, and transferring others that require further control (e.g. takeaways) or protection (e.g. cinemas & pubs) into the Sui Generis category. This means that changes between different town centre uses is now a lot easier allowing for responsive, innovative layouts. It also harder for councils to control the town centres' mix through planning control. For these reasons, the council should consider adopting a more interventionist approach.

In the short term:

- Identify key ground floor properties on Green Street to support better diversified offer in the future.

In the medium term:

- Council to consider options for acquiring or leasing key properties that become vacant.
- Support and training for businesses to facilitate the innovative potential of class E by providing business grants to local community spaces.

- Undertake market research to identify drivers of positive change and opportunities to facilitate.
- Create opportunities for social value leases to allow for diverse businesses to grow.
- Council to consider ring fencing acquired vacant leases and shops in favour of local businesses as opposed to high street chains.
- Finding ways to promote a bustling night-time economy, including restaurants, cafes and leisure / fitness facilities.

QUICK INFO



non-spatial programme & policy



19% of the participants in Green Street support this idea



Connected with ideas:
Uses control, Evening Pop-Up, Creative Wellbeing Space

MAKING IT HAPPEN



Manor Park E12

Newham high streets





MANOR PARK

THE HIGH STREET

Manor Park Local Centre stretches along Station Rd, which is located in the far north east of the Borough, along Romford Road and between Forest Gate and Ilford. The centre is home to independent retailers and services businesses catering for the local resident population but it also performs an important social function with the presence of a number of community infrastructures and organisations. The centre is also close to other retail uses along Romford Rd and is within walking distance from the High Street North local centre.

The study area encompasses Manor Park Local Centre, as designated in the Local Plan, and its immediate surroundings. We have drawn a 400m catchment area around the designated town centre, as shown on the map below, 400m being a typical 5 minutes walk time.

MAP



DOCUMENT CONTENTS

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

THE PLAN

For Manor Park's local centre (Station Road), the most important future aspirations expressed by people related to the following key themes: **Environment & Climate**, **Health & Wellbeing**, and **Public Realm & Placemaking**.

The plan highlights the need to manage traffic better, enhance the public realm and make it more pedestrian-friendly and greener, improve levels of cleanliness, have a more diversified offer with focus on leisure, community and cultural activities for all ages.

GENERAL & ENGAGEMENT STATISTICS



15,982 people

live in Manor Park's local centre & immediate catchment area



117 respondents

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



88% of residents

in the town centre area belong to ethnic groups other than White British, making it very ethnically diverse.



200 people

participated on the online forum helping further scope the project ideas for their high street through over 219 comments



over 76% of people

in Manor Park are under the age of 45, with a proportion of older people (+65) higher than in Newham as whole.



42 years old

was the participants' average age, ranging from 20 to 64 years old



793 businesses

were based in Manor Park in 2019, employing over 2,700 people



5% of participants

overall in the engagement were local business owners or traders



WANSTEAD FLATS

LONDON CEMETARY

Aldersbrook Road

Capel Road

MANOR PARK

Glading Rd

Forest View Rd

MANOR PARK CEMETARY

MANOR PARK

Carlyle Rd

Durham Rd

Romford Road

Second Ave

Clarence Road

WOODGRANGE PARK

Salisbury Road

High Street N

Meanley Rd

WOODGRANGE PARK CEMETARY

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 Manor Park. In this section, we have included key highlights from their research across the six evaluation themes (full list of findings: [Appraisal Report for Manor Park](#)).

People & Community

Manor Park town centre is characterised by the presence of a **high number of large families**, as well as being a multi-cultural town centre with 46% of the population born outside of the UK. **Manor Park has a slowly growing population**, and is unlikely to experience any direct and major impact from new transport routes nor strategic population growth areas.

Manor Park is in the top 10% most deprived neighbourhoods in England in relation to the income deprivation affecting older people. Manor Park's residents earn more than in Newham overall but significantly less than the average Londoner. Median income is however lower than households of neighbouring town centres such as Forest Gate. Manor Park's population faces **issues of housing affordability, homelessness and overcrowding as well as adult education and unemployment.**

Civic & Participation

Manor Park is **home to a range of social infrastructures** falling predominantly under community and faith spaces that provide space for people to meet, socialise, and support each other. Most of the **community spaces** have rooms available for hire by members of the public. Faith spaces in the town centre are representative of Manor Park's diverse community. Most of the **faith organisations are functioning in a way that goes beyond religion**, providing support services or organising community events. There are also a couple of

residents associations across the town centre. The community garden in Manor Park is also a place where people come together, socialise and collaborate.

Levels of crime in Manor Park are steady but lower than neighbouring town centres. The majority of crimes are associated with anti-social behaviour, sexual offences, drug possession and dealing. Specifically, issues around drug dealing often take place in residential streets around the town centre, while prostitution along Romford Road.

Health & Wellbeing

The health of people in Manor Park is **generally lower than average for London** and England but in line with Newham's residents as a whole. Deprivation levels in relation to health are not alarming but relatively high. **Manor Park has a high proportion of older people**, due to the multiple care homes in the area. **Population is overall less mobile, with 8% of the population having reported that their activity is limited a lot due to disabilities or bad health conditions.**

Healthcare and wellbeing assets on the high street are extremely valuable in promoting community health. There is a good mix of health and wellbeing assets in Manor Park, such as green spaces and a large fitness centre at the southern end of High Street North. **Green spaces are valuable to public wellbeing** and the relationship between these and the town centre should be better valued. There are not a lot of shops offering healthy food

or encouraging healthy lifestyles. Finally, **the poor public realm and heavy traffic along Romford Road are far from neutral**, and can have a negative impact on people's mental wellbeing.

Development & Placemaking

Manor Park local centre **consists of mainly independent convenience and services shops giving it a 'small village' feel**. However, town centre and employment uses are spreading along Romford Road, which is home to a high number of micro and small local businesses.

Manor Park has several significant heritage assets, conservation areas to the west, landmarks including the former Earl of Essex Public House, and historical cemeteries. Manor Park is not subject to high levels of regeneration and **changes are set to be incremental**, focusing on small sites, improvements in the public realm including open space provision and conservation/ enhancement of heritage assets along key movement corridors. **The Crossrail station is likely to benefit the small centre through increased activity levels**. The centre's physical appearance has improved around the station but there are still challenges in relation to the quality of the commercial and physical environment along Romford Road and High Street North.

Economy & Work

There are currently around **793 businesses in Manor Park employing approximately 2,775 people. Manor Park businesses are micro-businesses**. The average number of employees per business is 3.50. **The bigger sectors of employment are education and health (36%)** which is due to the presence of large schools and NHS services in the

town centre area. **There has been an increase in employment in the construction, motor trades and wholesale sectors**, which has had an impact on the high street's public realm.

The supply of commercial space reflects the profile of the economy with the presence of industrial spaces in the outskirts of the town centre. There is no flexible office space to support small and medium size businesses, despite a high percentage of businesses in Manor Park owned by sole traders and almost 10% of residents being self-employed. Finally, the amount of **cultural infrastructure provision is low**, compared against the size of the population and with other London town centres.

Environment & Climate

Manor Park's Public Transport Accessibility Level is 4, which is considered as 'good'. This will increase to 5 'very good' with the opening of the Elisabeth Line in the coming years. However, levels of noise and pollution along Manor Park's key arteries are above the thresholds at which they become harmful to human health. This is attributed heavy road traffic, even though **there is a low level of car ownership among Manor Park's residents**.

Levels of cycling are relatively low in Manor Park and Newham as a whole in comparison with other Outer London boroughs, but they **have increased in recent years with evidence of the potential for a step-change in cycling levels**. In terms of parks, Manor Park's residents have a good access to open space at Manor Park and Wanstead Flats to the north of the local centre. There is clear opportunity to better link Manor Park's green assets through new walking routes, signage and improved permeability.

AREA CHARACTER



Manor Park core centre expands from the train station to Romford Road. It is composed by mainly independent convenience and services shops giving it a 'small village' feel.



To the south of the local centre, the physical appearance of the town centre is less coherent with a mix of post-war development, Victorian and Edwardian heritage assets.



The station is located to the north of the local centre and at 30m of Manor Park open space.



The station and the public realm along Station Road have recently been improved in preparation for Crossrail. Pavements are large and circulation has been better defined, making the area safer and more inviting.



There are established retail and employment uses around the crossroads which have gradually sprawled further east along Romford Road and towards Woodgrange Park Station.



The western side of Romford Road is home to a wide range of uses including a cluster of MOT and car wash businesses but also a concentration of takeaways, restaurants and services businesses.

BEHAVIOUR PATTERNS & THE IMPACT OF COVID

Through the survey realised in the middle of the pandemic, 72% of the respondents mentioned that they visit their high street at least once a week, with 53% visiting multiple times in the week. People identify as their high street mostly Romford Road (51%), High Street North (39%) and last Station Road (19%), which is actually defined as a local centre along with High Street North. 53% 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 (27%). Respondents usually walk (78%) or drive (30%) to their high street, while 16% take the bus and 7% cycle. However, travel patterns have changed during the pandemic making respondents to walk or cycle more.

The most popular businesses in Manor Park town centre among respondents are the grocery stores (78%), pharmacies (41%), food takeaways (34%), newsagents (25%), and restaurants / cafes (19%). Respondents also make good use of cash points (51%), the post office (51%), GP surgeries (46%), green spaces (36%), and the library (24%). Finally, respondents tend to travel outside of their town centre for services like clothes shops, department stores, bars & pubs, restaurants & cafes, bookstores, leisure facilities, and cultural events. To access these services they either travel out of the borough (67%), visit Stratford (49%), East Ham (32%), or Forest Gate (31%).

The pandemic had significant impact on footfall and spend in Manor Park, as is the case with many local centres across the country. Based on recent data released by MasterCard through London Datastore¹, between the first and second Lockdown,

Manor Park seems to recover slowly back to similar spend levels it had before the beginning of the pandemic and even higher, in terms of both retail and eating. After taking another dip after Lockdown 3 in January 2021, spend in Manor seems to be recovering, back to normal levels and in a faster way in terms of retail rather than eating.

In certain periods between July and November 2020, expenditures at local eateries and retail 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 spend overall. Manor Park seems to be performing similarly in terms of spend as comparable town centres, like Coldharbour Lane, in Loughborough.

Estimated monthly data² show that footfall in Manor Park North during September 2020 has dropped to 95% - 60% 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.³

¹ Anonymised and Aggregated data by Mastercard

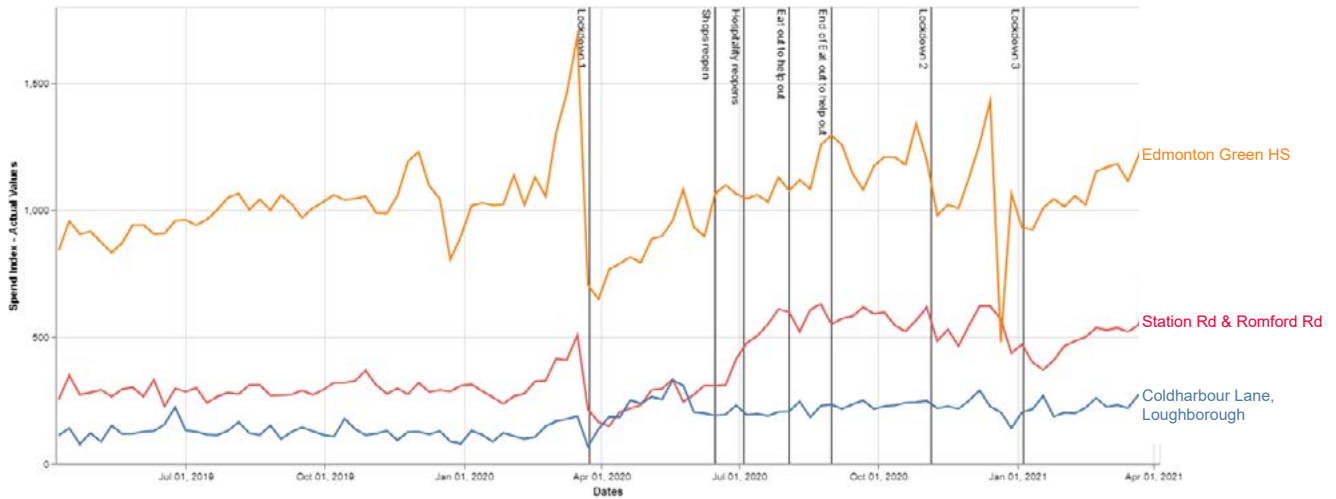
² Anonymised and Aggregated data by O2

³ The Covid Unemployment Tracker, Lukas Kikuchi, Autonomy

MASTERCARD SPEND TRANSACTIONS: RETAIL

The chart below highlights the Mastercard spend for retail in Station Road & Romford Road between April 2019 and April 2021, highlighting the key restrictions imposed by Covid-19, and comparing it to the relevant retail spend in Edmonton Green and Coldharbour Lane. What the chart shows is that in terms of retail spend, Manor Park seems to have recovered back to comparable pre-covid levels, after taking a significant hit after Lockdown 1. Manor Park seems to be performing in the same way as comparable high streets of Edmonton Green and Coldharbour Lane, in Loughborough.

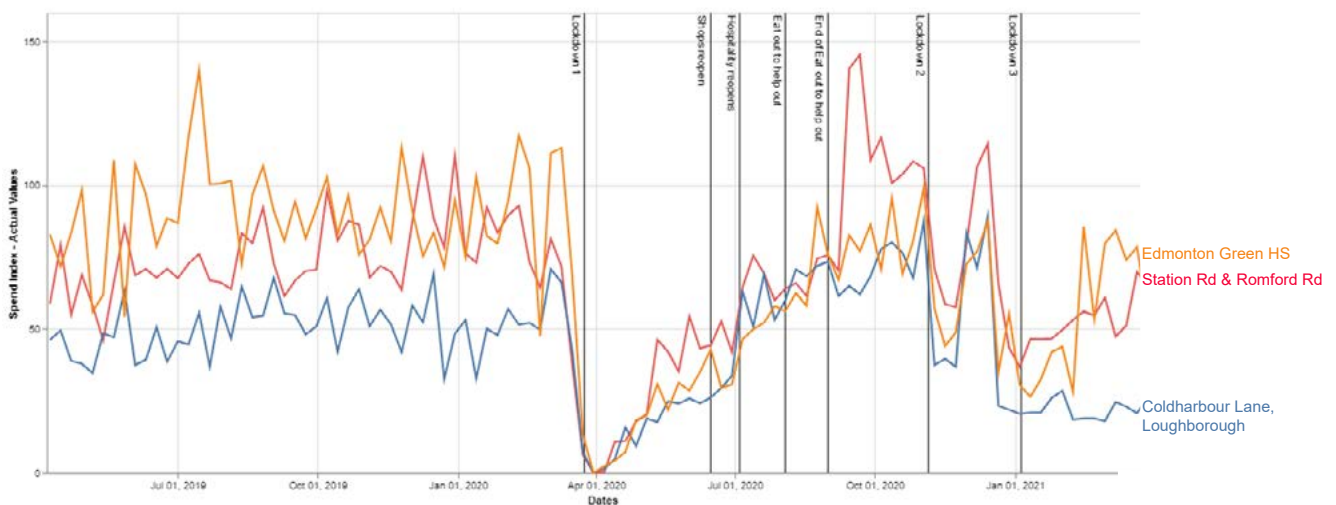
(Source: Anonymised and Aggregated data by Mastercard)



MASTERCARD SPEND TRANSACTIONS: EATING

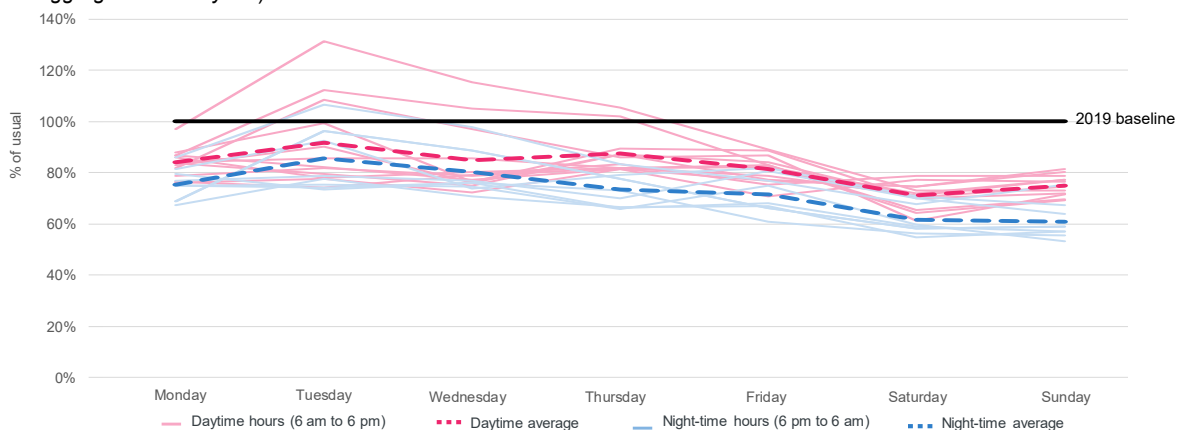
The chart below highlights the Mastercard spend for eating in Station Road & Romford Road between April 2019 and April 2021, highlighting the key restrictions imposed by Covid-19, and comparing it to the relevant spend for eating in Edmonton Green and Coldharbour Lane. What the chart shows is that in terms of eating spend, Manor Park seems to have almost returned to its pre-covid levels, during Autumn 2020 after Lockdown 1 and before Lockdown 2. More recently, Manor Park is still recovering from the impact of Lockdown 2 and 3. Manor Park seems to be performing in the same way as comparable high streets of Edmonton Green and Coldharbour Lane, in Loughborough.

(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 Manor Park North. It showcases footfall by day and night, highlighting that the drop in average footfall throughout September 2020 ranged between 95% to 60% of normal footfall in the previous year. (Source: Anonymised and Aggregated data by O2)



CHALLENGES & OPPORTUNITIES

In Manor Park, participants who responded to the survey showed medium to low satisfaction (2.9 / 9) with their high street, while in terms of affordability they consider it to provide some affordable choices (4.5 / 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 Manor Park, and Station Road specifically. 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	The shop offer (19%) with some independent local shops (9%), some national chains (3%), food & cafe options (3%) are appreciated.	Shop quality (24%) and variety (15%) in the area can improve further, by having more quality restaurants and cafes (15%). Fast food takeaways (11%) and betting shops (7%) should be controlled.
SERVICES	The existence of a library (1%), health services (1%) and leisure facilities (1%) in the area were mentioned as a positive thing in the area.	People would like to see more community spaces (3%), leisure facilities (1%), and cultural / arts events (1%). Lack of enough cash points has also been identified (2%).
ACCESSIBILITY	One of the reasons people visit Manor Park is convenience , as it is close to their home and easily accessible (14%). The good transport links are also very appreciated (8%).	People believe there is too much car traffic in Manor Park (22%), making the high street not very pedestrian-friendly (7%). There is also lack of parking (13%) leading to cars parking on the pavement (7%).
PUBLIC REALM	The new improved public realm around the train station has been popular (3%). People like the areas of the town centre with wide pavements (3%), even those imposed temporarily for Covid-19 (2%).	People are dissatisfied with the public realm, specifically with the narrow & cluttered pavements of poor quality (10%), lack of greenery (4%), bins, seating & lighting infrastructure (4%), and cycling infrastructure (4%).
CHARACTER / PERCEPTIONS	People like the atmosphere and small town character (3%) of Manor Park. They feel a sense of community (3%), liking that they know people in their community (3%) and that it is diverse (5%).	People believe the town centre feels uninspiring & not welcoming (7%), overcrowded (4%) and not family-friendly (2%). Also they are getting put off by other's behaviours (6%) that are not respectable.
BUILT ENVIRONMENT	People value the heritage areas and landmarks in Manor Park (3%).	People believe that the built environment's look & feel could improve (9%) to avoid giving the sense of neglect and disinvestment (5%). Closed, empty or not engaging shopfronts could improve (6%).
CLEANLINESS	A few people mentioned that they appreciate that the local centre is clean (2%).	Cleanliness is one of the biggest issues in the town centre (33%), as well as pollution and noise (9%). People highlighted issues of flytipping (4%) as well to be common in the area.
SAFETY		Some people mentioned that they do not feel safe while walking in the area, because of ASB (8%) and crime (6%).

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



ENVIRONMENT & CLIMATE

Cleanliness is a big issue, along with pollution and noise from car traffic. People highlighted that the local centre needs improvement through planting more greenery, providing more bins, and dealing with litter and fly tipping.



CULTURE & ENTERTAINMENT

There is a limited offer that allows people to spend more time in the local centre beyond convenience, such as restaurants, cafes, pubs, or cultural and community activities. Limited footfall and activity can make the centre look uninviting.



PUBLIC REALM & PLACEMAKING

People find the public realm cluttered and uninspiring, which makes it unpleasant for pedestrians and families walking around. There is a need for wider pavements, more plants, seating for people to rest and better lighting.



HEALTH & WELLBEING

People feel unsafe in certain parts of Manor Park due to ASB and crime. Feelings of unsafety, low quality public realm, lack of positive social interactions and activities on the high street can have a significant impact on people's wellbeing.



DEVELOPMENT & NEW USES

People are concerned about things that give their town centre a sense of neglect, such as uncared and empty shops. People appreciate the local offer, but they would like to see improved shop quality, specifically for outlets like restaurants and cafes, and more cash points.



CIVIC & PARTICIPATION

The only community space on Station Rd is the library, which before Covid-19 was well used by locals. However, there is a need to make the library more welcoming, and find ways to facilitate civic activities along the stretch of the high street.



ECONOMY & WORK

As town centres reopen, vacant shops might increase and businesses will continue to face difficulties imposed by Covid-19. Supporting existing local businesses and helping new to grow will be crucial to the local centre's vitality.



TRANSPORT & ACCESSIBILITY

The town centre is well connected, but public realm needs to become more pedestrian and family friendly, facilitate cycling, while dealing with parking issues. Car traffic on Station Road needs to be managed, while the intersection with Romford Rd needs improvement.

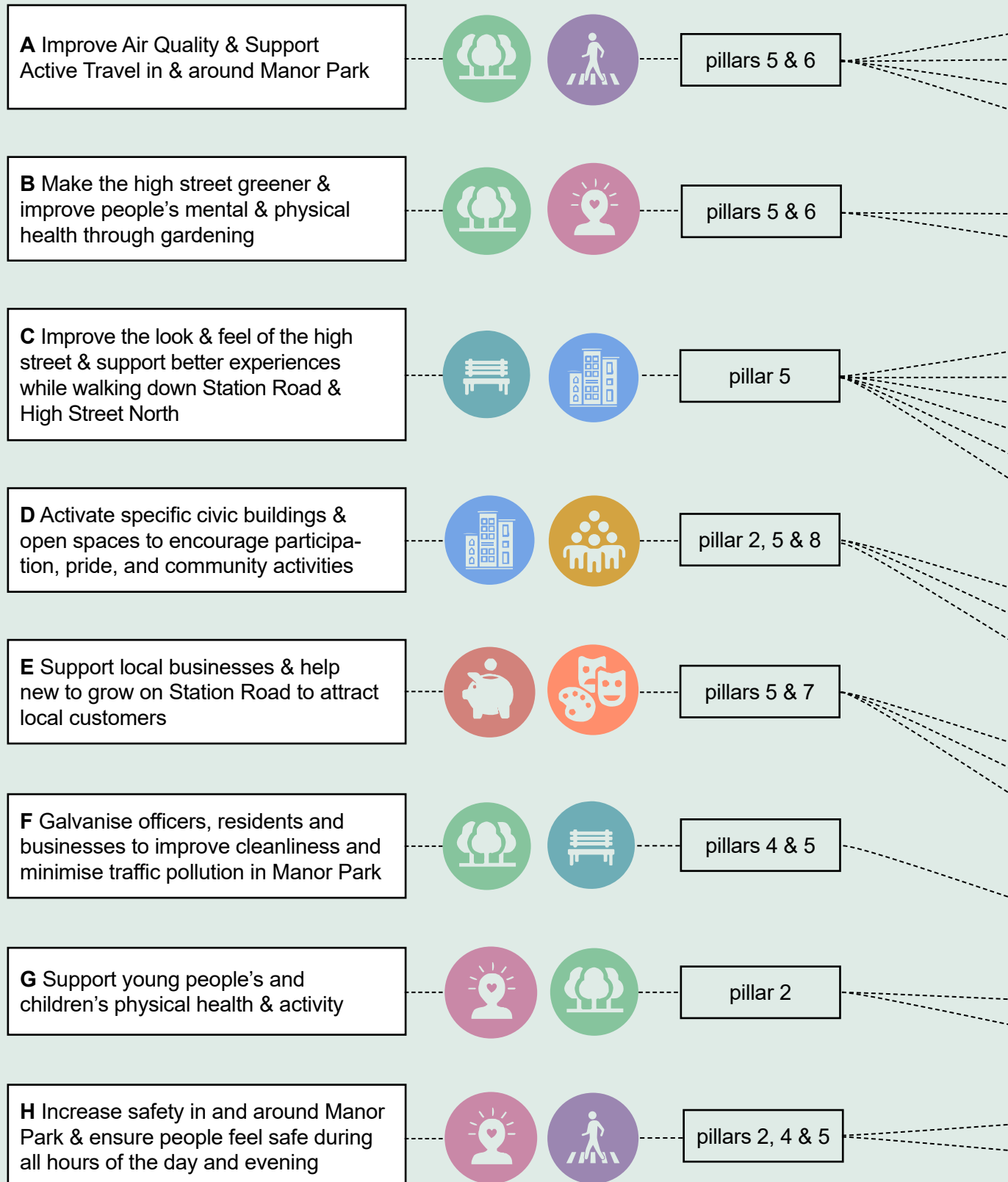
To address the challenges in Manor Park, people's aspirations during the engagement focused on the following themes: **Environment & Climate**, **Health & Wellbeing**, and **Public Realm & Placemaking**. They highlighted the need to manage traffic better, enhance the public realm and make it more pedestrian-friendly, improve levels of cleanliness, have a diversified offer with more community and cultural activities.

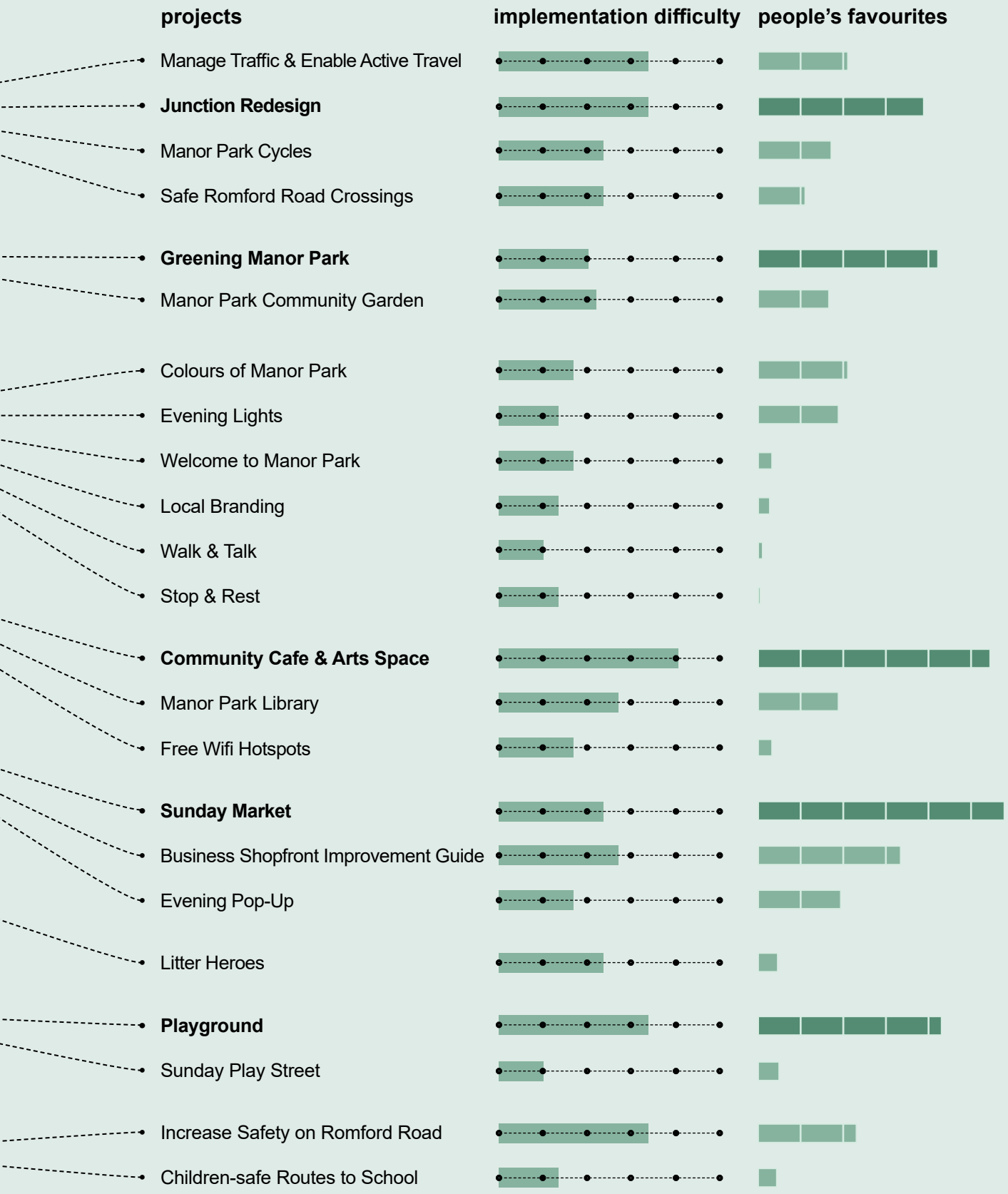
FROM A VISION FOR MANOR PARK TO A PLAN

recommendations

challenges

recovery pillars





* In bold are the most popular ideas.



0 100m

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



- A1
- G20
- C8
- MANOR PARK STATION
- D13
- B5
- E16
- G21
- B6
- B5
- C8
- A4
- D14
- B5
- A2
- H22
- C9
- A4
- B5
- A1

STRATEGIC DELIVERY PLAN & MAP

The following pages outline the strategic delivery plan for Manor Park's local centre on Station Road. Each recommendation is presented along with the projects that will help fulfill it. The plan presents the top six project ideas prioritised from the engagement in more detail than others.

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 Manor Park?

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

Looking at the Map

RECOMMENDATION A

- A1 Manage Traffic & Enable Active Travel
- A2 Junction Redesign
- A3 Manor Park Cycles
- A4 Safe Romford Road Crossings

RECOMMENDATION B

- B5 Greening Manor Park
- B6 Manor Park Community Garden

RECOMMENDATION C

- C7 Colours of Manor Park
- C8 Evening Lights
- C9 Welcome to Manor Park
- C10 Local Branding
- C11 Walk & Talk
- C12 Stop & Rest

RECOMMENDATION D

- D13 Community Cafe & Arts Space
- D14 Manor Park Library
- D15 Free Wifi Hotspots

RECOMMENDATION E

- E16 Sunday Market
- E17 Business Shopfront Improvement Guide
- E18 Evening Pop-Up

RECOMMENDATION F

- F19 Litter Heroes

RECOMMENDATION G

- G20 Playground
- G21 Sunday Play Street

RECOMMENDATION H

- H22 Increase Safety on Romford Road
- H23 Children-safe Routes to School

A

Improve Air Quality & support active travel in & around Manor Park

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

PROJECTS

- Manage traffic & Enable Active Travel
- Junction Redesign
- Manor Park Cycles
- Safe Romford Road Crossings



MANAGE TRAFFIC & ENABLE ACTIVE TRAVEL

DESCRIPTION

Investigate feasible ways to prioritise pedestrians and cyclists along Station Road and adjacent streets. A series of [Low Traffic Neighbourhood Schemes](#) are planned for the North of the borough, which will support this idea. Additional ways to support pedestrians and cyclists in the area to be considered are:

- Work with enforcement to ensure that the 20 mph limit is followed by drivers on Station Road.
- Roads adjacent to Station Rd to be set as a Home Zone: speed limit at 20 mph or less, cyclists & pedestrians prioritised, more greenery & planter boxes for temporary road closures.
- During weekends, Station Road could turn into a bus and cycle priority road.
- Consider making Romford Road a 'red-route', by removing parking bays to accommodate a segregated cycling lane.

QUICK INFO



transport & accessibility project

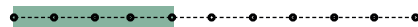


19% of the participants in Manor Park support this idea



Connected with ideas:
Junction Redesign, Manor Park Cycles, Safe Romford Road Crossings

MAKING IT HAPPEN





JUNCTION REDESIGN

DESCRIPTION

The junction of Romford Road with Station Road and High Street North needs to become more pedestrian-friendly and accessible. Realise a study for the junction's redesign that supports pedestrians, while ensuring there is no congestion caused, considering the following:

- Improve crossings, introduce extended pavement at street corners, colourful crossings & painting to improve the intersection's look.
- Improve the public realm around the intersection by incorporating trees & greenery, better lighting & colour.
- Communicate with TfL to consider changing traffic lights timings to allow the necessary time for pedestrians to cross the street, taking into consideration potential delays for cars & congestion and giving priority to buses.
- Consider reducing car parking bays to one side of Romford Road. Enforce parking rules.

These ideas will support & should consider existing efforts realised on the junction through [Shape Newham](#), which include a vinyl on the library's facade & a wind sculpture.

QUICK INFO



transport & accessibility project



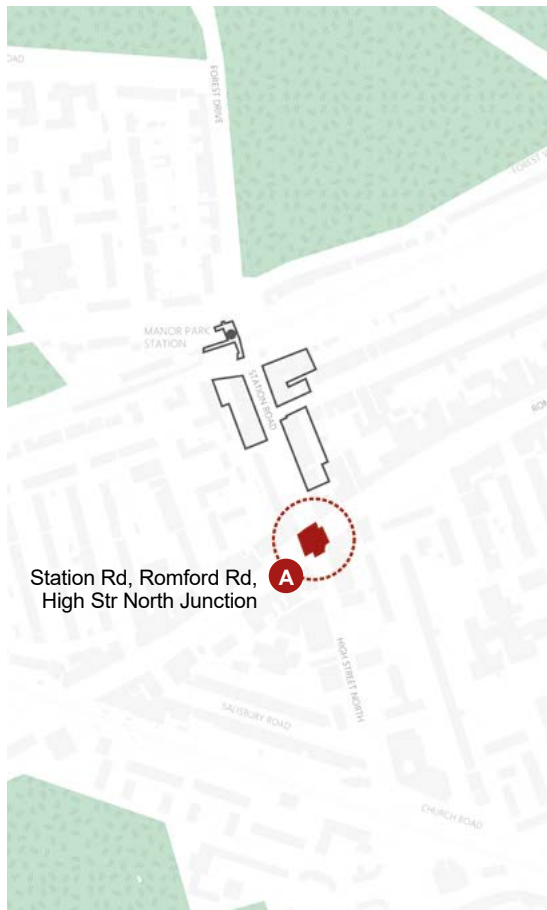
35% of the participants in Manor Park support this idea



Connected with ideas:
Manage Traffic, Manor Park Cycles, Greening Manor Park

MAKING IT HAPPEN





“Romford road is fortunate to be pretty wide on both sides of the road - plenty of space for segregated cycle way and more tree planting - This would protect pedestrians and cyclists from dangerous driving (not easy to solve) and make this road feel safer.”

“The junction desperately needs renovation. It’s daunting and grim. More than that, parking restrictions need to be extended and enforced at the top of High Street North.”

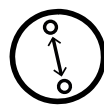
“Anything that makes Romford road more pedestrian friendly! It is very difficult to cross the road and particularly at the Station road / High St N junction.”

[click to see the whole discussion here!](#)

BENEFITS



Making the junction more pedestrian & cyclist friendly to support active travel within & around the town centre



Better connect Station Rd & High Street North local centres to improve the sense of place



Increasing levels of trees and greenery around the junction, and improve air quality by managing car traffic



Supporting people increase their levels of physical activity on a weekly basis by supporting 15-minute trips to be realised on foot or by bike



Improving people’s perceptions about the town centre’s the public realm & increasing footfall

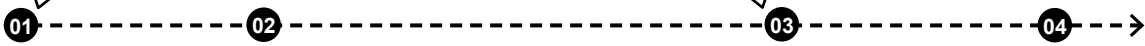


Improving air quality by managing car traffic and minimise levels of noise along Romford Road

FIRST STEPS

01 Communicate with TfL about changing traffic lights timings to favour pedestrians

02 Facilitate co-design workshops & focus groups with TfL buses, pedestrian & cyclists



02 identify potential funding for the project idea (internal & external)

03 Realise feasibility of different design schemes for Manor Park & their impact on traffic patterns



MANOR PARK CYCLES

Support local trips to Forest Gate town centre by bicycle, enhancing the upcoming [Low Traffic Neighbourhood Scheme](#) (Area 5&6) taking place.

In the short term:

- Introduce bike locks for temporary parking on Station Rd, High Str North & Romford Rd.
- Investigate the potential to create scooter and small bike parking at local schools.
- Incorporate residential secure storage on residential side streets, based on demand.
- Improve cycling signage on Station Rd, High Str North & Romford Rd to connect to the existing cycling network.

In the longer term:

- Investigate the possibility of introducing protected cycling lanes on Station Road, High Street North, or Romford Road wherever possible. For cycling connections between North & South, cooperation with Redbridge council will be necessary.
- Consider traffic calming measures and speed restrictions that promote safer & better cyclist conditions.



SAFE ROMFORD RD CROSSINGS

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

- Incorporate traffic calming measures and safe zebra or pelecans crossings on other intersections of Romford Rd, especially as they relate to schools and students walking to and from home after school.
- In addition to traffic calming measures, consider a low traffic neighbourhood for this area.
- Use colour and signage to highlight these crossings and make them more appealing.

B

Make the high street greener & improve people's mental & physical health through gardening

RESPONDING TO CHALLENGES:



Environment
& Climate



Health &
Wellbeing

SUPPORTING RECOVERY PILLARS:



High streets
that support healthier
happy communities



We will
quicken the greening
of our economy

PROJECTS

- Greening Manor Park
- Manor Park Community Garden



GREENING MANOR PARK

DESCRIPTION

Increase the levels of greenery and trees on and around Station Road town centre by working with residents, schools and businesses.

- Work with residents to incorporate planters with plants & trees on Station Rd, High Street North and at the intersection with Romford Road. Identify residents, and businesses to support with their maintenance and care.
- Offer paid internships to young people (ages 16-24) to work on gardening programmes and help support and care for planted areas.
- Provide water access at key points to ensure that plants are properly maintained.
- Facilitate gardening classes and peer-to-peer learning for an intergenerational audience.

QUICK INFO



public realm project

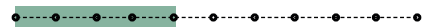
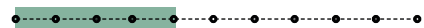


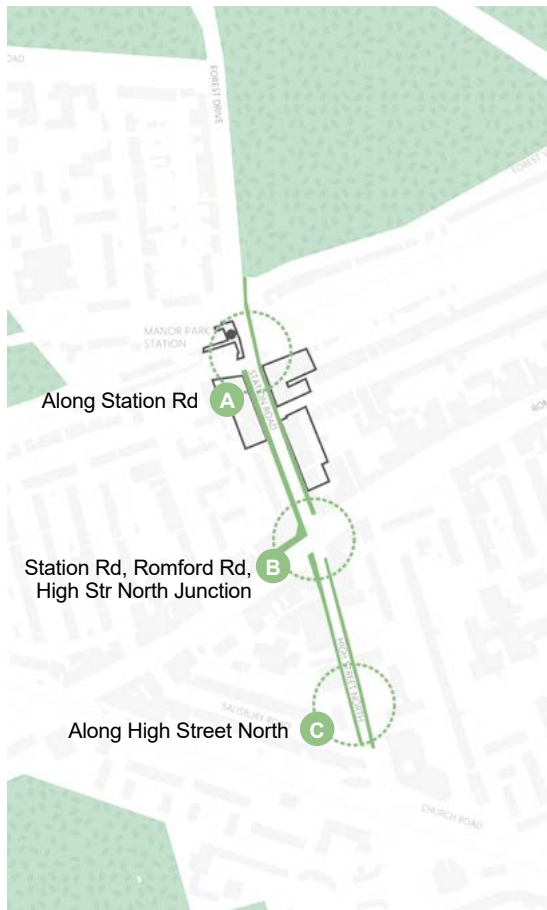
38% of the participants in Manor Park support this idea



Connected with ideas:
Junction Redesign, Manor Park Community Garden, Walk & Talk

MAKING IT HAPPEN





“100%. Of all the quick wins, this is the easiest fix and meets the #1 priority from the engagement survey. We have an active community of volunteers who are eager to get their hands dirty.”

“Adding lots of lush green is an easy and rather inexpensive way of making the high street far more inviting.”

“Introducing more greenery, contributing to positive experiences for young people and community classes is a really great idea.”

[click to see the whole discussion here!](#)

BENEFITS



Increasing levels of greenery & expand public land under community cultivation



Improving people's perceptions about the town centre's the public realm & increase footfall



Improving air quality and minimise levels of noise in Manor Park



Increasing number of people who engage with physical activity on a weekly basis through gardening



Creating skill development and employment opportunities for young people

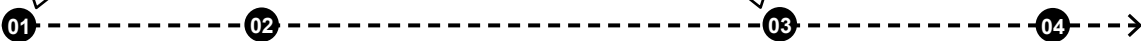


Creating learning opportunities around gardening, decrease levels of isolation & providing opportunities for connection.

FIRST STEPS

01 Further assess & map areas of Manor Park, where there is space to introduce more greenery & trees

02 Identify potential funding for different types of greening.



03 Develop a plan with phases of greening and incremental costs towards more permanent interventions.

04 Identify collaborations for each greening location & develop a paid internship gardening programme for young people.



MANOR PARK COMMUNITY GARDEN

DESCRIPTION

Manor Park's Community Garden has been a lively community space for the last three years, but its lease just came to an end. Work with local residents to identify potential ways forward to keep this space as an inclusive community asset and activate it for gardening, meeting, and play.

- Approach connecting this Community Garden to the proposed Community Cafe opposite Manor Park Station
- Introduce pedestrianising measures by re-locating the parking outside the garden and adding a pedestrian walk-way.
- Removing the thick wooden fence at the entrance will increase visibility of the space and footfall.
- Consider investing into the garden by employing a part-time coordinator to oversee the gardens's activity.

QUICK INFO



public realm project

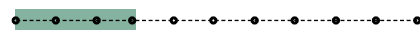


15% of the participants in Manor Park support this idea



Connected with ideas:
Greening Manor Park, Community Cafe & Arts Space, Junction Redesign

MAKING IT HAPPEN



C

Improve the look & feel of the high street & support better experiences while walking down Station Road & High Street North

RESPONDING TO CHALLENGES:



Public Realm
& Placemaking



Development
& New uses

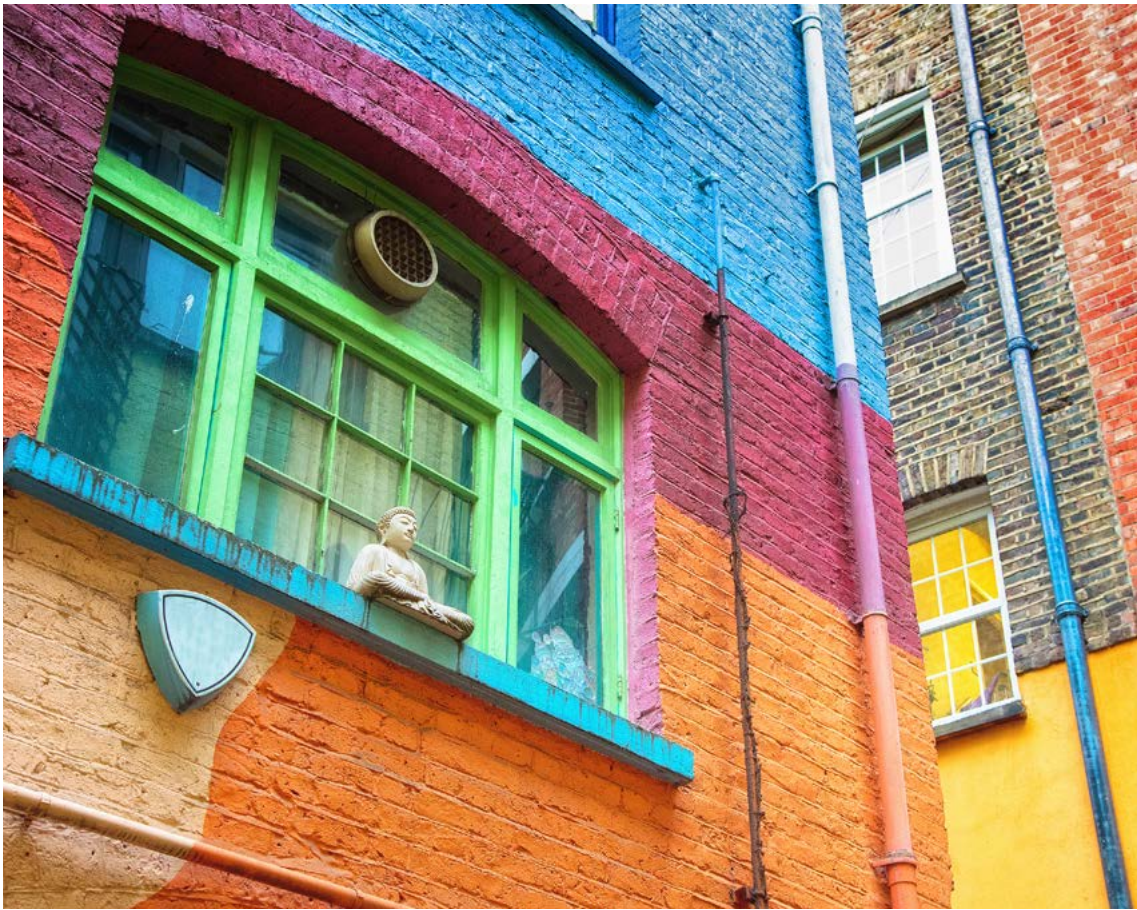
SUPPORTING RECOVERY PILLARS:



High streets that
support healthier
happy communities

PROJECTS

- Colours of Manor Park
- Welcome to Manor Park
- Local Branding
- Evening Lights
- Walk & Talk
- Stop & Rest



COLOURS OF MANOR PARK

DESCRIPTION

Develop a programme that enables the council to identify feasible sites for murals and work with local artists to develop them, highlighting Manor Park's local history and identity.

- Identify council-owned assets that would be ideal locations for murals on the high street.
- Develop a borough-wide process for the council to work with building and business owners, who want to offer their blank walls or shop's shutters to be used for a mural. Consider issues around mural maintenance in the long-run.
- Talk to TfL for the potential of creating a design for the two empty billboards on the Manor Park Station, welcoming residents and visitors.
- Consider extending the mural programme to the local bike hangers.

QUICK INFO



public realm project

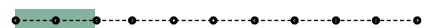


19% of the participants in Manor Park support this idea



Connected with ideas:
Junction Redesign, Evening Lights, Welcome to Manor Park

MAKING IT HAPPEN





WELCOME TO MANOR PARK

A gateway sign to welcome shoppers and visitors to Manor Park as they walk and drive by along Romford Road. The sign should highlight both Manor Park and High Street North local centres which are located on the north and south of Romford Road respectively.

Work with a local artist to create a welcome sign for Manor Park for the Romford Road intersection, directing to Station Road and High Street North local centres accordingly. The artist should embark on a co-design process with local residents and businesses before developing a design for the sign.



LOCAL BRANDING

Work with local artists, the Community Neighborhood team, and residents to co-design branding for Manor Park's identity. Include the visuals on banners along Station Road and north part of High Street North.

This idea can be combined with the 'Welcome to Manor Park' sign at the junction with Romford Road to ensure a cohesive branding for Manor Park and create a sense of place, making the local centres of Manor Park and High Street North more of a destination.



EVENING LIGHTS

DESCRIPTION

Improve lighting in darker corners of Station Road, around the station, parts of High Street North and Romford Road 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.
- Consider installing festive lights to celebrate different religious holidays.
- Work with enforcement officers and residents to identify and implement these interventions in areas of the town centre that attract loitering and ASB.

QUICK INFO



public realm project

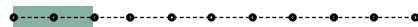
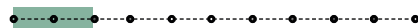


17% of the participants in Manor Park support this idea



Connected with ideas:
Junction Redesign, Colours of Manor Park, Welcome to Manor Park

MAKING IT HAPPEN





WALK & TALK

Organise local history tours while walking or cycling around the neighbourhood.

- Incorporate wayfinding infrastructure and signage in the area to highlight local landmarks and important locations and allow for self-guided tours as well.
- Work with residents to map potential routes with points of interest in the area.
- Offer necessary training for potential tour guides.
- Improve and repair pavements wherever needed, to enable people walking more and safely.



STOP & REST

Declutter the pavements and provide seating opportunities for people to rest, relax and socialise.

- Declutter pavements from unnecessary elements (e.g. old furniture, phone boxes, etc.)
- Identify areas for outdoors seating to be installed on Station Road that encourages positive interactions.
- Develop a street furniture colour scheme for Manor Park to help enliven and improve the visual appearance of the high street.
- To create space for seating, consider removing pavement parking in areas where pavements are not wide enough and remove obstructions for pedestrians.
- Repurposing 'clutter' through creative re-use, e.g. phone boxes turned to little libraries or short term historic museums, or filling them with flower pots etc.

D

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

RESPONDING TO CHALLENGES:



Development
& New uses



Civic &
Participation

SUPPORTING RECOVERY PILLARS:



Support
every resident
under 25



High streets
that support
healthier happy
communities



Only welcome
investment
supporting our
objectives
& delivering
benefits as a
whole

PROJECTS

- Manor Park Library
- Free Wifi Hotspots
- Community Cafe & Arts space



MANOR PARK LIBRARY

Realise improvements on Manor Park's library building. Expand its community & cultural offer.

- **Public Realm Activation:** As part of the wider redesign of the Romford Rd intersection, the library could facilitate outside seating and activities on the extended paving on the Station Rd side during its open hours.
- **Facade:** Create a more welcoming and practical entrance to Manor Park and High Street North high streets by improving the facades of the corner buildings. Align these interventions with the [Shape Newham](#) project, which includes a vinyl on the library's facade and a wind sculpture co-designed by a local artist and residents. Consider painting the walls of the building above the library or restoring the initial mosaic art work.
- **Uses:** Expand the library's activities relating to intergenerational peer-to-peer learning activities, from arts & crafts, local culture and history, to digital training and small business support. This might demand expanding the library space. SEND services also to be provided as part of the library activities.



FREE WIFI HOTSPOTS

Identify locations for free wifi in public and civic spaces, for example outside the library or in the parks. Young people have highlighted the need for accessible wifi within their high streets and neighborhoods. Also consider free wi-fi to become available to Council home tenants close to the town centre.

Wifi hotspots can also further support existing initiatives that encourage physical activity through the use of smart phones, such as [Newham Street Tag](#). Street Tag is a fun, family-friendly game rewards schools, children's centres, families, individuals and communities for their physical activities such as walking, running and cycling.



COMMUNITY CAFE & ARTS SPACE

DESCRIPTION

Activate the vacant lot across the Manor Park Station to create a Community Cafe with a space for arts & culture inclusive for all. The following could be considered:

- A Community Cafe & Cooking School combining food production with cooking skills, offering classes to young people. Part of the lot could facilitate a small greenhouse for vegetables to create a farm-to-table cycle.
- A space for art & culture, that offers learning opportunities. The space could be used to showcase local talent and continue the Idea Days that spurred from the Manor Park Citizens Assemblies. Opportunity to create activities for those under the age of 18.
- A coworking area for hot-desking and co-working throughout the week.
- Injecting funding back into past schemes, that were well welcomed by the community e.g Play, Sow and Grow
- Consider successful Newham businesses to open a shop on Station Road and boosting them to expand in this vacant lot.

QUICK INFO



space activation project



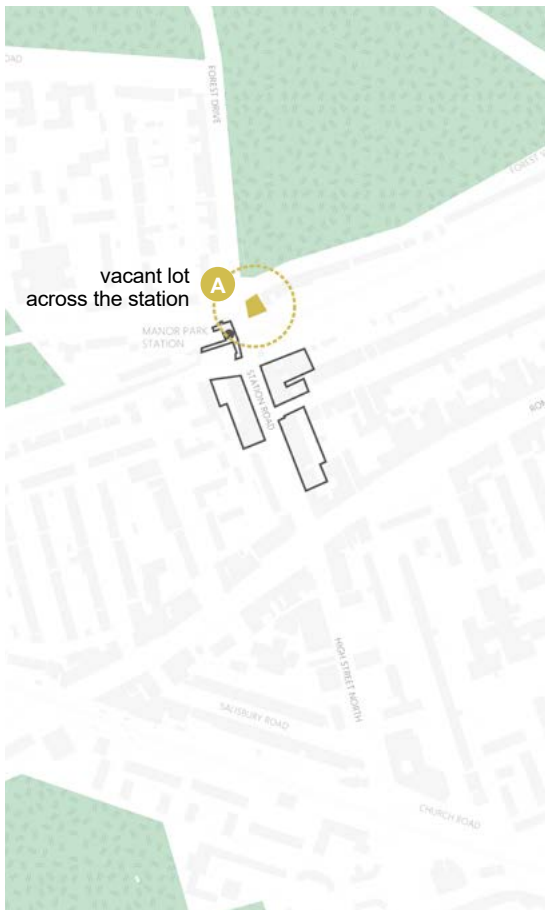
49% of the participants in Manor Park support this idea



Connected with ideas:
Manor Park Community Garden,
Manor Park Library, Evening Pop-Up

MAKING IT HAPPEN





“It’s a great way to give young people a chance to build skills and start a career, but also fill a commercial & social need for residents in the area.”

“Something like this is really missing in the area. A focal point where the community can meet and engage with art, culture and each other.”

“I think this is a great idea, Manor Park will benefit massively from having such a space - give the local residents something to be proud of and go to, we need the confidence of Manor Park to be boosted.”

[click to see the whole discussion here!](#)

BENEFITS



Developing programmes that help increase levels of self-reported happiness and wellbeing



Extending footfall during the evening by developing new cultural & educational events on Station Rd



Supporting local artists & creating local opportunities for them



Decreasing levels of isolation & provide opportunities for connection in the town centre

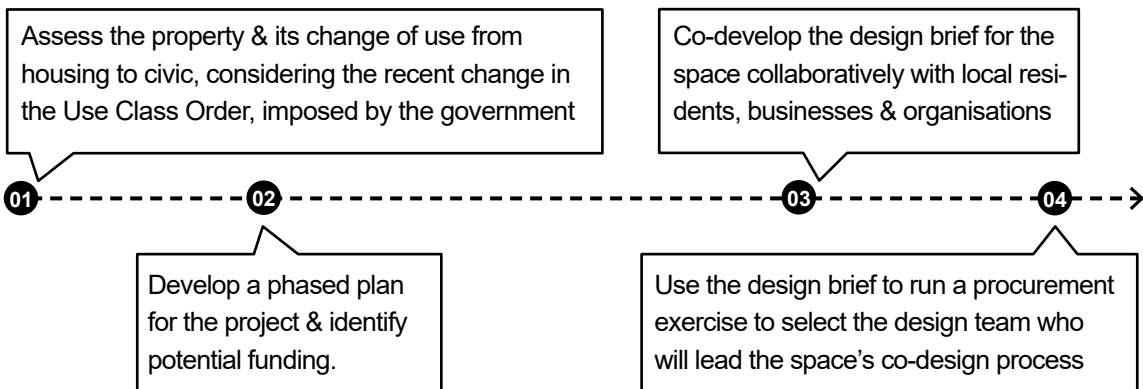


Creating skill development and employment opportunities for young people



Creating learning opportunities around gardening, food production and processing.

FIRST STEPS



E

Support local businesses & help new to grow on Station Road to attract local customers

RESPONDING TO CHALLENGES:



Economy
& Work



Leisure &
Entertainment

SUPPORTING RECOVERY PILLARS:



High streets
that support healthier
happy communities



Support a
fairer deal for
Newham workers

PROJECTS

- Business Shopfront Improvement Guide
- Evening Pop-Up
- Sunday Market



BUSINESS SHOPFRONT IMPROVEMENT GUIDE

Shopfront uplifts can be a long and costly undertaking. However, providing guidance can help organise the look and feel of shopfronts, improve business and the overall appearance of the street.

- Work with local businesses to co-create design guidance for shopfronts, which could become supplementary guidance for determining planning decisions. Actively scope out which businesses are interested before moving forward.
- Investigate external funding opportunities for potential business grants for shopfront uplifts.
- Encourage shop landlords to keep their property in good external repair.



EVENING POP-UP

Organise pop-up events and activities that can extend the town centre's activity into the early evening.

- Work with local businesses and organisations to support local events through small funding.
- Identify locations for temporary roads closures for evening pop-up events offering different food and drink options.
- Pop-up to consider providing space for local artists such as painters, sculptures, iron works and fashion designers to promote their work.
- Provide training / resources to businesses to help them develop successful evening events.



SUNDAY MARKET

DESCRIPTION

Temporary road closure to facilitate a local Sunday Market monthly or fortnightly.

- Organise local traders, artists and entrepreneurs to showcase their work through a biweekly Sunday market.
- Tap into the knowledge of the already successful Woodgrange Road Market in Forest Gate, and learn from their experience.
- Consider different locations for the Market that attract footfall to Station Road and make it a destination.
- Host business support training sessions at the library to help people who would like to start their own business and showcase their produce at the market.
- Beyond the biweekly market, the proposed community cafe across the station can become a more permanent space to showcase artifacts and produce.

QUICK INFO



non-spatial programme

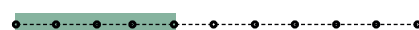


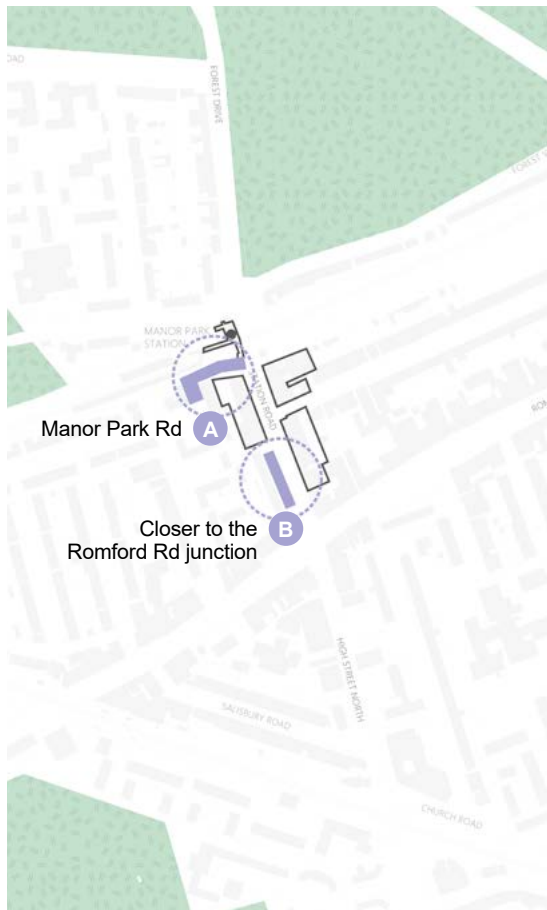
52% of the participants in Manor Park support this idea



Connected with ideas:
Evening Pop-Up, Community Cafe & Arts Space, Community Garden

MAKING IT HAPPEN





“This is a perfect location for a Sunday market - and a great way to support local makers & traders.”

“A Sunday Market would be a great addition to Manor Park. A market would be a great opportunity to support local makers, facilitate new businesses, meet new people / neighbours and bring others to the area.”

“Food stalls could here the multicultural flavours of the borough and help to support local artists & retailers.”

[click to see the whole discussion here!](#)

BENEFITS



Activating the high street by increasing its local offer through new uses and activities



Giving a hyperlocal appeal to the town centre & increase local pride



Providing business support to local businesses and help develop new ones (seminars, training, advice)



Extending footfall by developing new cultural & educational events on Station Rd



Decreasing levels of isolation & provide opportunities for connection in the public realm

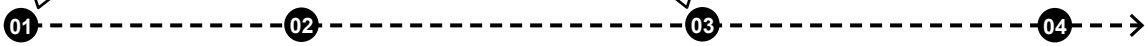


Creating learning & employment opportunities for young people, help them build skills

FIRST STEPS

01 Bring together local residents, artists, traders, and businesses, to develop a core group / structure for the market

03 Work with the Market & Hhighways teams, and the group to decide on the most appropriate location for the Market



02 Bring the group in contact with other Markets in the borough to learn from their experiences

04 Identify potential funding sources to be used for small grants to support the further development of the Market

F

Galvanise officers, residents and businesses to improve cleanliness and minimise traffic pollution in Manor Park

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

PROJECTS

- Litter Heroes



LITTER HEROES

DESCRIPTION

Improve cleanliness along Station Road, High Street North and Romford Road.

- Work with Enforcement Officers to investigate opportunities and challenges around dealing with litter and fly tipping.
- Build a local #LitterHeroes network of people to ensure the vicinity of their home is clean. Further consider a public information campaign alongside this.
- 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.
- Address litter issues caused by skips on the high street. Use tarpaulin to cover them and prevent debris from being blown away.
- Consider changing the bin collection rota to weekly and re-introduce free bulky waste collections.

QUICK INFO



non-spatial programme

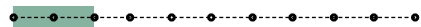


4% of the participants in Manor Park support this idea



Connected with ideas:
Welcome to Manor Park, Business Shopfront Improvement Guide

MAKING IT HAPPEN



G

Support young people's and children's physical health & activity

RESPONDING TO CHALLENGES:



Health &
Wellbeing



Environment
& Climate

SUPPORTING RECOVERY PILLARS:



Support
every resident
under 25

PROJECTS

- Sunday Play Street
- Playground



SUNDAY PLAY STREET

DESCRIPTION

Organise a Sunday Play Street through temporary road closures.

- Use his idea as a stepping stone to a potential playground on Manor Park or Wanstead Flats. As these spaces are owned by City of London, a play street can provide a meanwhile solution.
- Residents to organise and library to provide toys and necessary materials.
- Combine the Sunday Market with a Sunday Play Street on Manor Park Road or other events for adults taking place along Station Rd to help activate it.

QUICK INFO



non-spatial programme

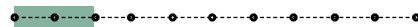


4% of the participants in Manor Park support this idea



Connected with ideas:
Playground, Evening Pop-Up, Sunday Market

MAKING IT HAPPEN








PLAYGROUND

DESCRIPTION




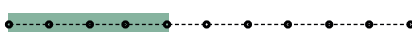


There are limited play spaces for children and young people in the vicinity of Station Road. Investigate opportunities for a playground to be introduced in the area.

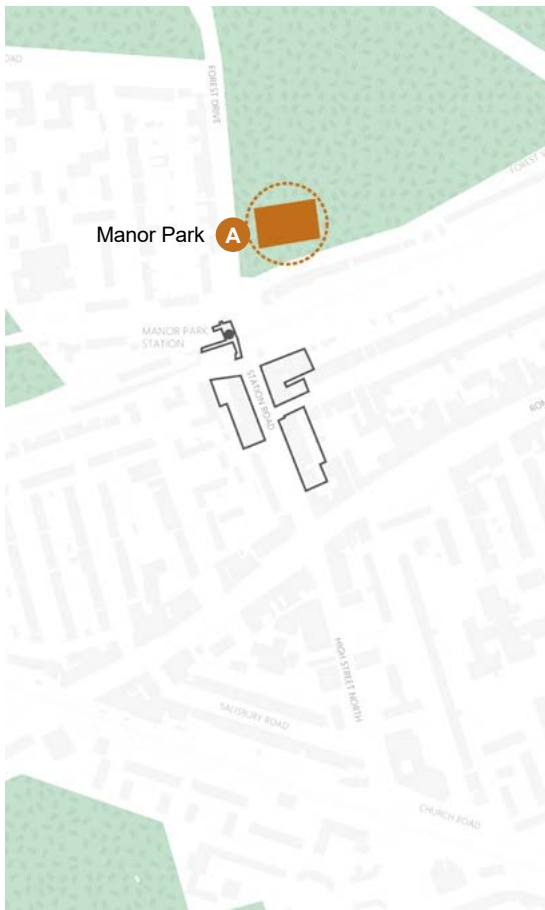
- Investigate the opportunity for a playground on Manor Park or Wanstead Flats. These green spaces are outside the council's remit and owned by City of London. Talk to City of London to discuss the opportunity for them to work with residents to develop a play area on Manor Park across the station.
- Investigate opportunities for both outdoors and indoors play.
- Investigate other potential sites that could host more permanent play activities, such as the Manor Park community garden.

QUICK INFO

-  non-spatial programme
-  39% of the participants in Manor Park support this idea
-  **Connected with ideas:** Sunday Play Street, Children Safe routes to School, Community Garden

MAKING IT HAPPEN

-  
-  
-  



“The benefits are vital for child development; fun outdoor play, keeping children fit, active and healthy, encouraging exploration, growing children’s social skills etc.”

“Manor Park by name, but no actual park. A playground would be a great addition to the community, even those without little ones really appreciate the energy and opportunity that this can bring to the neighbourhood.”

“We desperately need a playground in Manor Park! This would transform our lives.”

[click to see the whole discussion here!](#)

BENEFITS



Increasing number of children who engage with physical activity on a weekly basis



Increasing active social infrastructure provision within the town centre



Providing more opportunities for children’s play areas closer to their home



Increasing social integration and local pride in the area

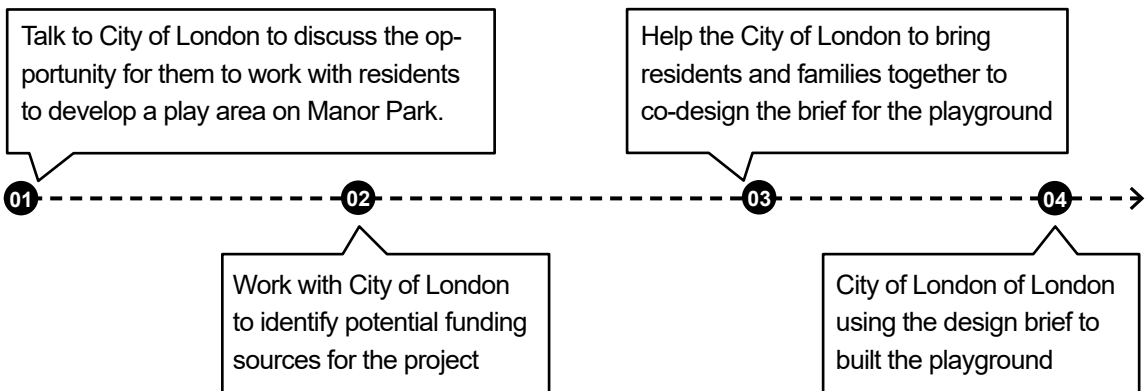


Decreasing levels of isolation & provide opportunities for connection in the public realm



Supporting children’s development, mental well-being, and building of social skills

FIRST STEPS



H

Increase safety in and around Manor Park & ensure people feel safe during all hours of the day and evening

RESPONDING TO CHALLENGES:



Health & Wellbeing



Transport & Accessibility

SUPPORTING RECOVERY PILLARS:



Support every resident under 25



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



High streets that support healthier happy communities

PROJECTS

- Increase safety on Romford Road
- Children-safe routes to school



INCREASE SAFETY ON ROMFORD ROAD

Improve levels of safety along Romford Road by addressing issues of ASB and crime.

- Different council departments work together with the voluntary sector and police, to address crime and ASB along Romford Rd.
- Regarding road safety, to consider a 20 mph speed limit, fixing potholes, imposing parking restrictions and addressing speeding through enforcement measures
- Increase lighting and 'eyes on the street' during the evening hours along Romford Rd.
- Consider the potential to create a safe space for women in the area.
- Make Romford Road more tidy to promote positive social activity.



CHILDREN-SAFE ROUTES TO SCHOOL

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 tactics, using colour on streets and signage on lampposts.
- 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.

Little
Ilford E12

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.

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.

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



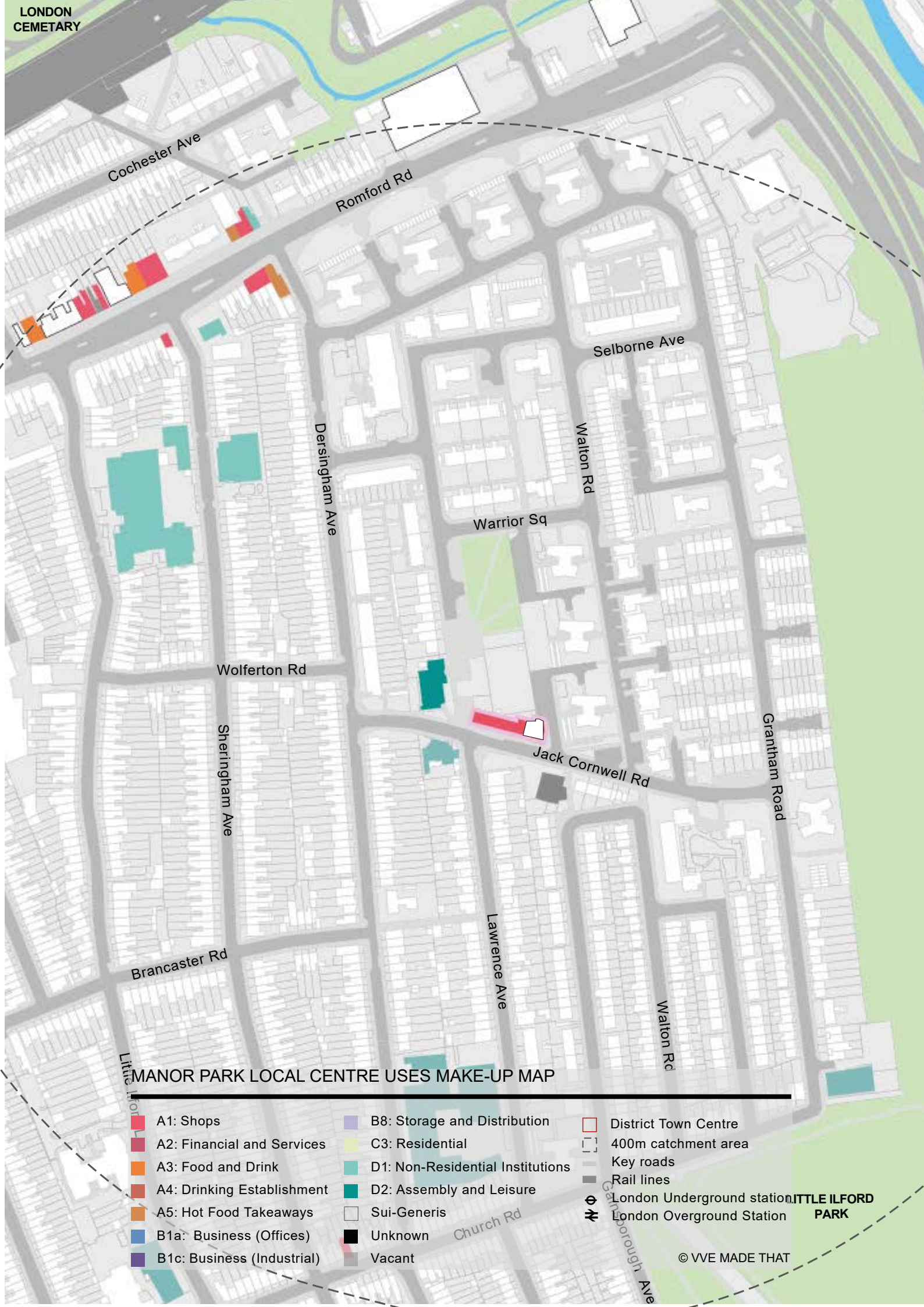
160 businesses

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



2% of participants

overall in the engagement were local business owners or traders



Cochester Ave

Romford Rd

Selborne Ave

Dersingham Ave

Walton Rd

Warrior Sq

Wolferton Rd

Sheringham Ave

Jack Cornwell Rd

Grantham Road

Brancaster Rd

Lawrence Ave

Walton Rd

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 | |

LITTLE ILFORD PARK

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](#)).

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.

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.

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.

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.

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'.

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

Datastore¹, 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 data² 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.³

1 Source: Anonymised and Aggregated data by Mastercard

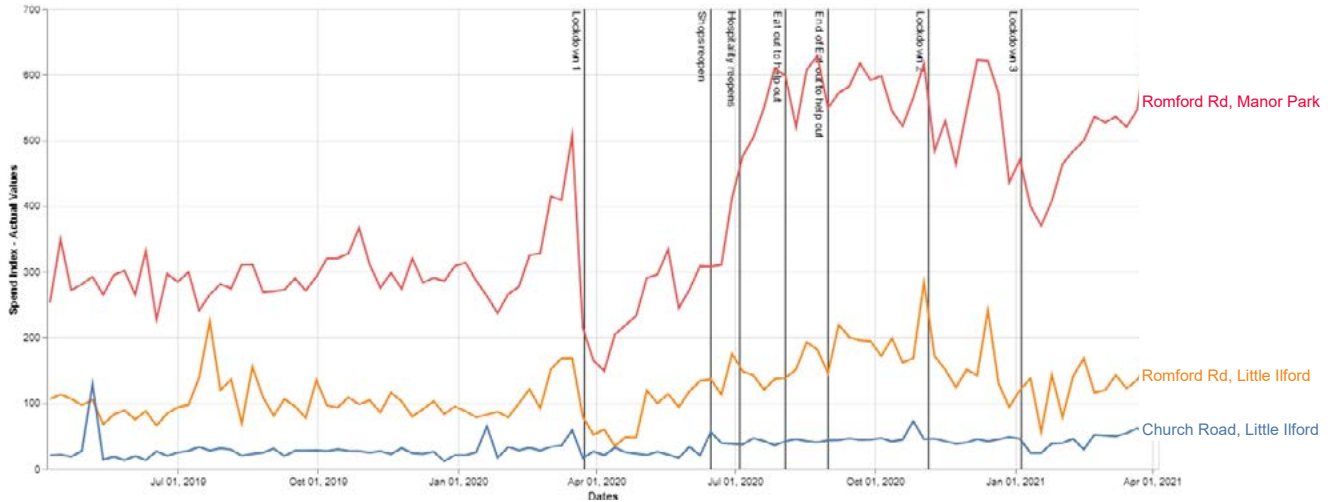
2 Anonymised and Aggregated data by O2

3 The Covid Unemployment Tracker, Lukas Kikuchi, Autonomy (<https://autonomy.work/portfolio/cvduunemploymenttracker/#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).

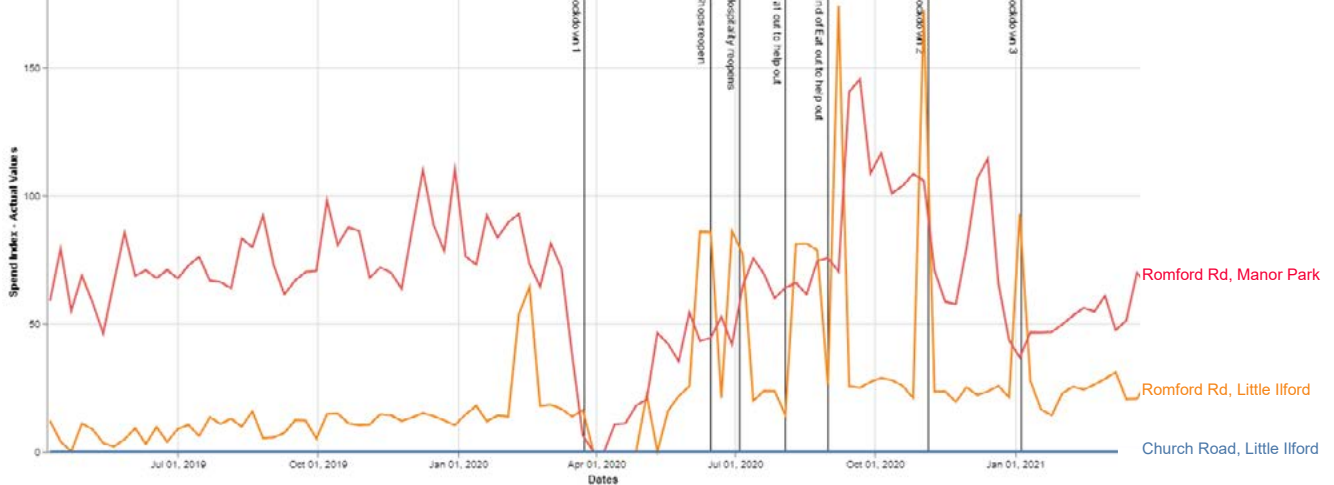
(Source: Anonymised and Aggregated data by Mastercard)



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.

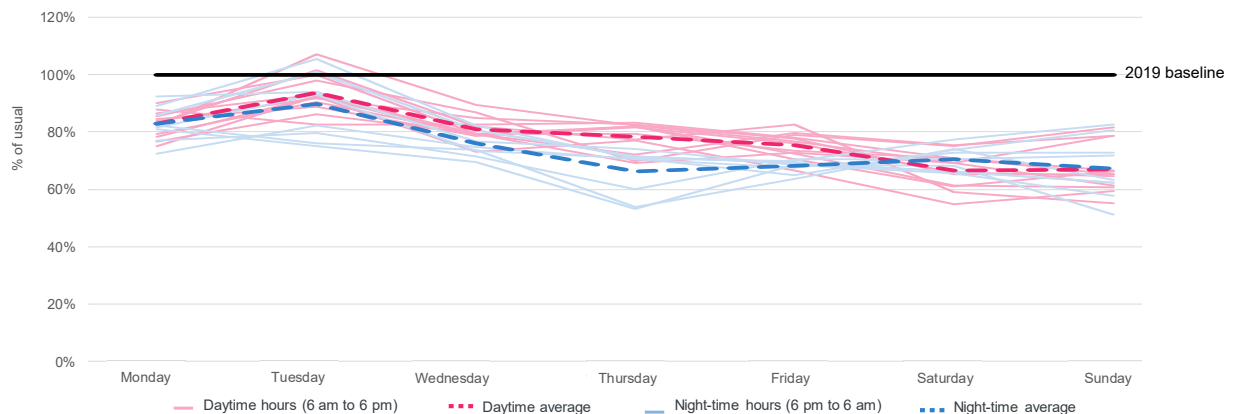
(Source: Anonymised and Aggregated data by Mastercard)



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

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

 <h3>ENVIRONMENT & CLIMATE</h3> <p>Cleanliness and fly tipping in the area are big challenges. Pollution and noise from car traffic especially along Romford Road & 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 & 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 & 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 & 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 & 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 & 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 & 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 & young people in the area highlights the need for supporting their upbringing, skill development, and future employment opportunities.</p>	 <h3>TRANSPORT & ACCESSIBILITY</h3> <p>Little Ilford's public connections are mostly by bus, and while pedestrian & cycling movements are relatively untroubled in its core, better connections to surrounding areas are needed to overcome barriers such as Romford Road & North Circular.</p>

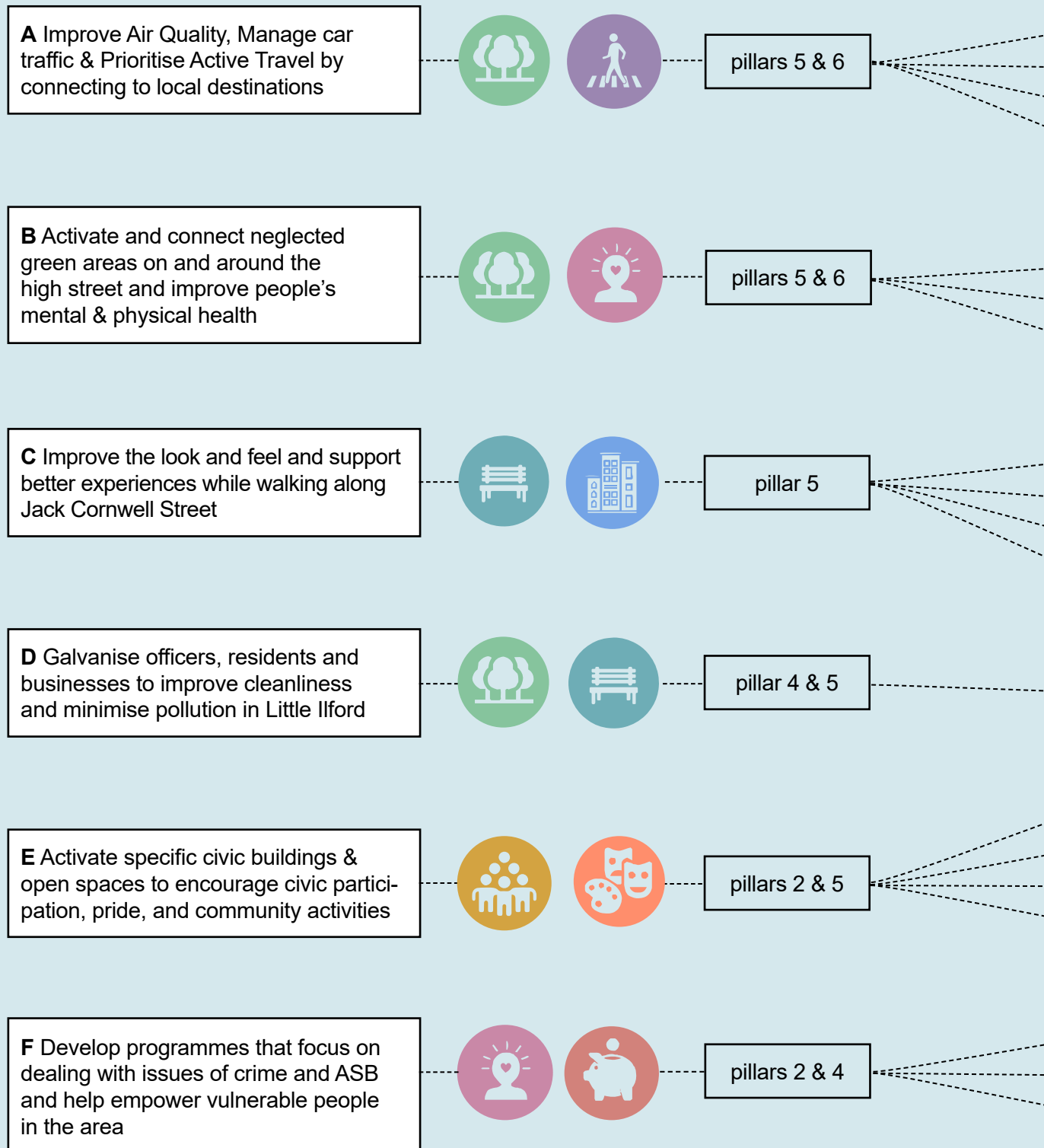
To address the challenges in Little Ilford, people's aspirations during the engagement focused on the following themes: **Environment & Climate**, **Health & Wellbeing**, and **Economy & Work**. The plan highlights the need to manage traffic better, improve levels of cleanliness and safety, enhance the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

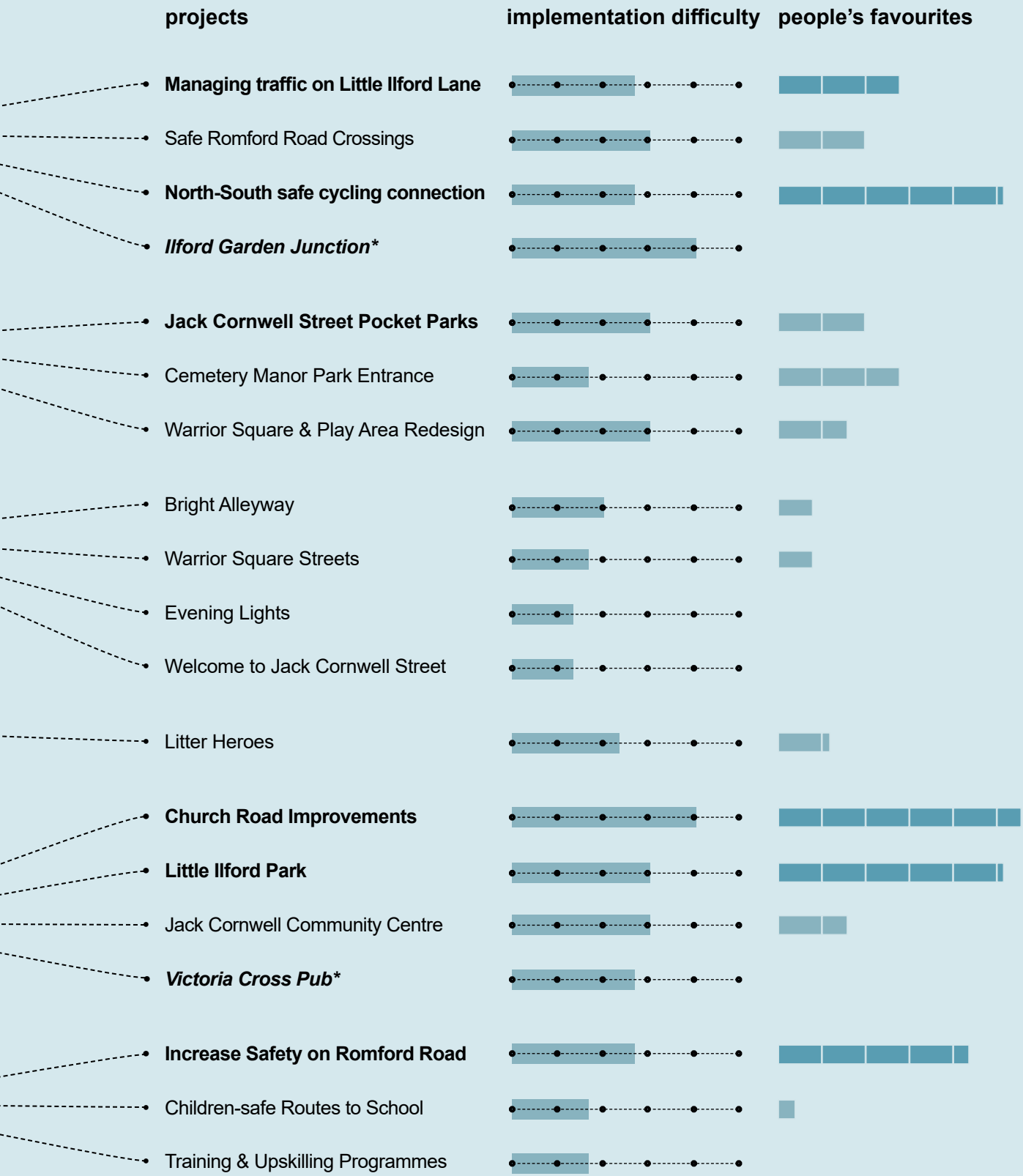
FROM A VISION FOR LITTLE ILFORD TO A PLAN

recommendations

challenges

recovery pillars





* 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

N

0 100m

B6

ROMFORD ROAD

GRANTHAM ROAD

NORTH CIRCULAR ROAD

JACK CORNWELL STREET

DERINGHAM AVENUE

CHURCH ROAD

GAINSBOROUGH AVENUE

A1
B7
C8
E14
B5
C10
B5
E15

A4
F16
A2
A3
C8
B5
C7
E13

200

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.

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.

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)

RECOMMENDATION B

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

RECOMMENDATION C

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

RECOMMENDATION D

- D11 Litter Heroes

RECOMMENDATION E

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

RECOMMENDATION F

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

● located on the map ○ high street-wide idea or location to be defined

A

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

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

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

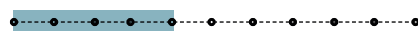


25% of the participants in Little Ilford support this idea



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

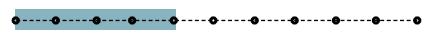


46% of the participants in Little Ilford support this idea



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 pelican 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

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

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 intership programmes for young people around different aspects of the gardening.

QUICK INFO



public realm project

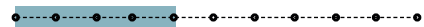


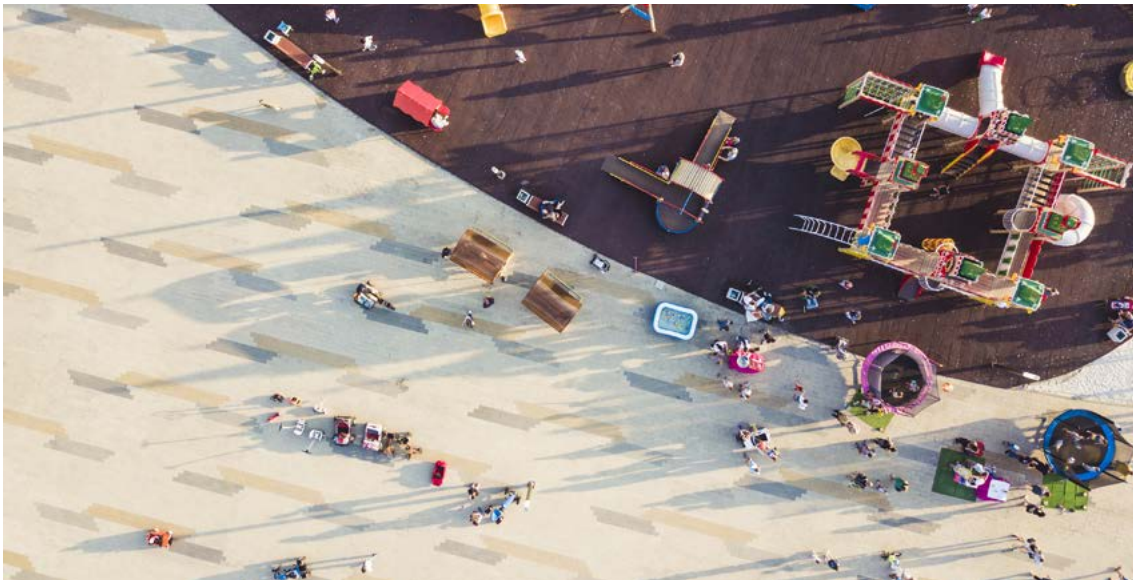
18% of the participants in Little Ilford support this idea



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

RESPONDING TO CHALLENGES:



Public Realm
& Placemaking



Development
& New uses

SUPPORTING RECOVERY PILLARS:



High streets that
support healthier
happy communities

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

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

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

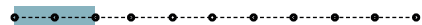


7% of the participants in Little Ilford support this idea



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

RESPONDING TO CHALLENGES:



Civic & Participation



Leisure & Entertainment

SUPPORTING RECOVERY PILLARS:



Support every resident under 25



High streets that support healthier happy communities

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

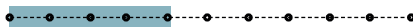


46% of the participants in Little Ilford support this idea



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

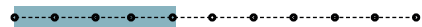


14% of the participants in Little Ilford support this idea



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

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

PROJECTS

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






INCREASE SAFETY ON ROMFORD ROAD

DESCRIPTION


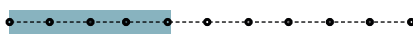




Romford Road in the area of Little Ilford and towards Redbridge, faces a lot of issues of crime and ASB. Develop programmes and interventions that will help improve levels of safety along Romford Road:

- 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

-  
-  
-  



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 tact- icts, 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

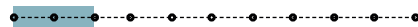
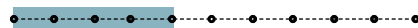


3% of the participants in Little Ilford support this idea



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

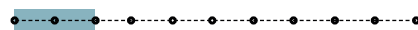


39% of the participants in Little Ilford survey highlighted the need for activities for young people & children



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

MAKING IT HAPPEN



WE ARE NEWHAM.