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Sent: 18 September 2024 19:27
To: Local Plan
Subject: Local Plan Review_ Stratford Original BID

To whom it may concern

Following our participation to two consultation events where we shared our feedback, I further submit a summary of points we discussed around the Local Plan. Most of the points do endorse Newham Local Plan Neighbourhoods/Inclusive Economy. There are some additional recommendations as expansion to existing points (i.e. Inclusive economy, J1 and active frontages). None of the following points challenge or question the soundness and legal ground of local plan review.

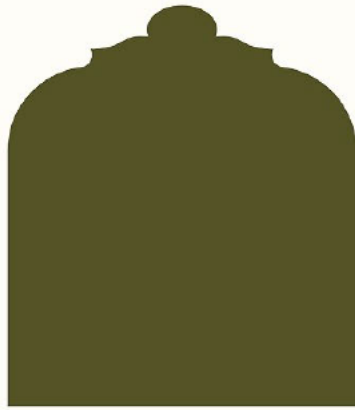
These are as follows:

- Protecting active frontages to high streets and traditional town centres. What we have seen over the years in Stratford town centre is the delivery of ground floor units in big developments without any commitment of securing occupancy leading to empty and inactive space.
- Maintaining and strengthening the character of Stratford Cultural Quarter, which is located around Theatre Square. We want to ensure that cultural land uses are secured, for instance the cinema.
- Balancing the student accommodation footprint to the town centre. We have seen an increased number of units in a very short period. The impact of a specific type of development seems to have not been considered and how this could be better integrated in the existing community, including the business community.
- Wayfinding is a major challenge, further connecting the two sides of new and traditional Stratford town centre. More commitment and investment are required which should start from within Stratford Station and extend to the surroundings.
- Commitment to consider the relationship with the street (public realm) for all new and retrofit work.
- Any future development put forward in the Stratford town centre should be protective of its traditional shopping centre and businesses. The local town centre has been long serving the community of Newham. It has been in the heart of its community life with a wealth of services.
- Improved public realm and spaces to dwell, including increasing green infrastructure is crucial for a healthy town centre.
- Improving conditions for walking, cycling and public transport, and service routes.
- A nighttime economy plan for Stratford town centre. This is a missed opportunity for Newham.
- Waste management plan
- The re-use of Morgan House for workspace should be explored.

Stratford Original is the business improvement district in Stratford. We have been working over the last 9 years on the following areas: Enhancing the environment (place-making), Promoting and Activating, Business Essentials (support business), Safety. Stratford Original BID has become a catalyst in Stratford with bridging partners and stakeholders and delivering additional value through projects to the town centre. We believe we should be identified as a key LBN partner/ consultee for any future development.

Yours faithfully

Effie Kostopoulou



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OUR RENEWAL BALLOT

5th November 2024 - 5th December 2024

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