

**LEARNING FROM  
LONDON'S  
HIGH STREETS**

SUMMER 2014

A collection of essays,  
case studies, learning  
and inspiration

**BARKING**

NEW  
ADDINGTON

**W&A  
W&A  
W&A  
W&A**

**WOOD  
STREET**

**HOUNSLOW**

**HIGH STREET  
2012**

**LEARNING FROM  
LONDON'S  
HIGH STREETS**

**MAYORAL FOREWORD** **04**

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**1.WHY HIGH STREETS?** **07**

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Economy of the high street	14
A public welcome	18
High street life	24

**2.WHAT'S BEEN HAPPENING?** **29**

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Snapshots 2011–2012	38
Case studies:	
– Barking Town Centre	42
– High Street 2012	48
– New Addington	58
– Wood Street	64
– Hounslow Town Centre	72
– Willesden Green	78
Making it happen	88

**3.WHAT'S TO COME?** **98**

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Snapshots 2012 – 2014	104
Living in town	108
Places of work	112
High street stewardship	118
Emergent and resurgent	124

**4.APPENDIX** **128**

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Projects	130
References	135
Acknowledgments	137

## MAYORAL FOREWORD

### LEARNING FROM LONDON'S HIGH STREETS



I'd wager you could buy something from every country in the world on London's high streets. But of course, there's much more to high streets than shopping. They are also where Londoners come together to work, relax, meet and play. They are at the heart of our daily lives and contribute significantly to our economy.

That is why I'm investing over £175 million in our high streets to support local trade, create new jobs and boost London's economy. I want our high streets to be buzzing with economic activity and cultural life from morning till night. I want to make London an even better place to live and work.

Through this publication, I am sharing some of the stories from the places we have supported so far. This includes the 30 high streets helped during the first round of the Outer London Fund, my successful High Street 2012 project – an important part of our Olympic legacy – as well as new projects now underway.

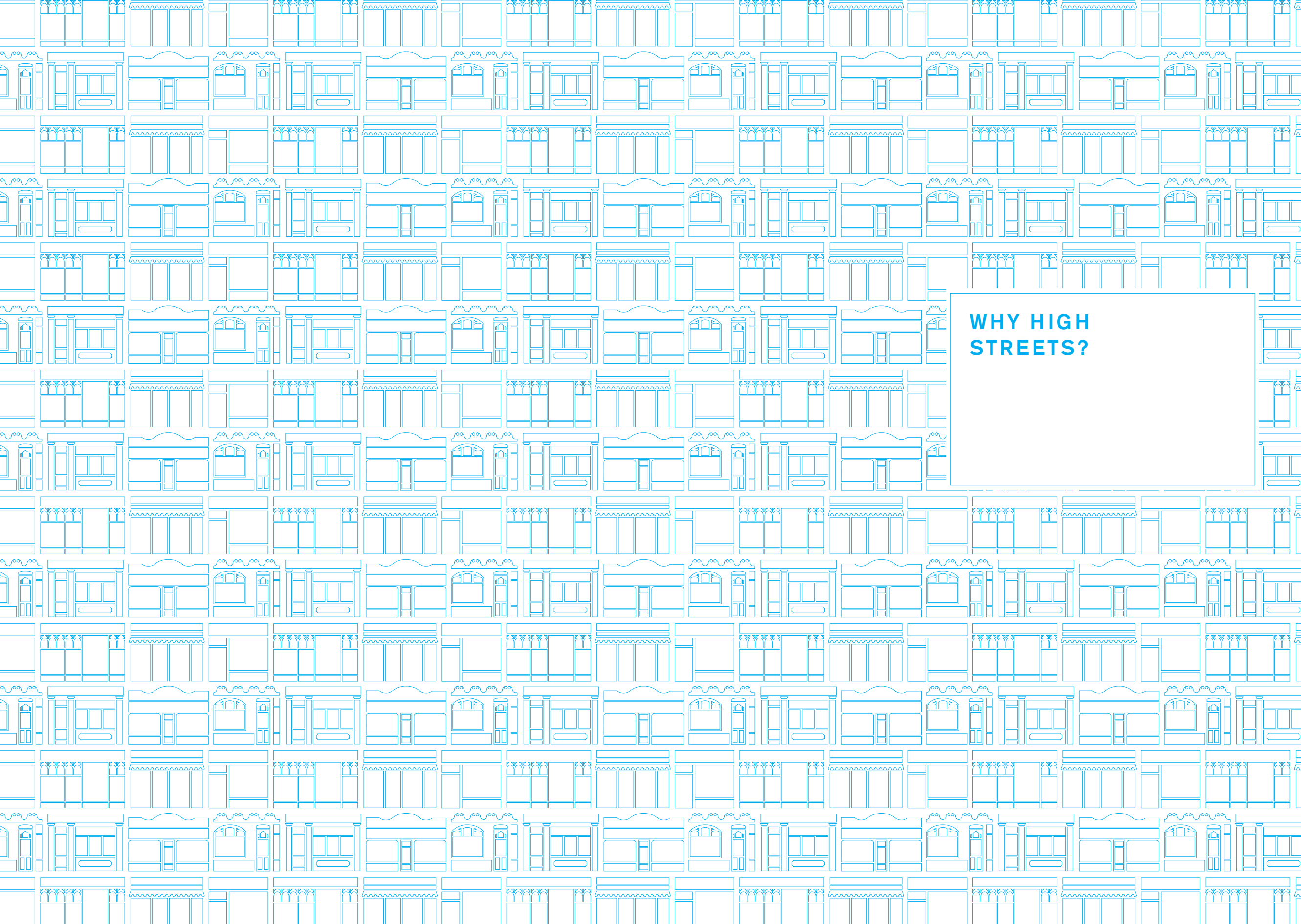
There is so much that we're getting on with. I want to show you what is possible, from putting on special events and activating empty spaces, to smartening up shop fronts and making getting around easier for pedestrians and cyclists. I want to show how even the most modest sums can make a huge difference to a place through clever design and creativity.

We're celebrating local skills and knowledge and the many different people, partnerships and organisations working together to improve our high streets. Through this carefully directed support, we're helping make the most of our much-loved high streets.

**Boris Johnson,  
Mayor of London**

A handwritten signature of Boris Johnson in black ink, written in a cursive style.





**WHY HIGH  
STREETS?**

## WHY HIGH STREETS?

London's high streets have been at the centre of our economic, social and civic life ever since they first grew up along the original Roman roads. Today, London has over 600 high streets<sup>1</sup> with retail typically accounting for only half of the activity along them<sup>2</sup>. They're where you'll find pubs, restaurants, schools and colleges, town halls, stations, markets, libraries, doctors, dentists, banks, workshops, cinemas, offices, parks, museums and of course shops. How accessible these high street services are, is vital to the many Londoners who don't leave their local area daily. High streets also contribute hugely to the quality of life for the two thirds of Londoners living within five minute's walk of one<sup>3</sup>. They provide easy access to the services we use every day.



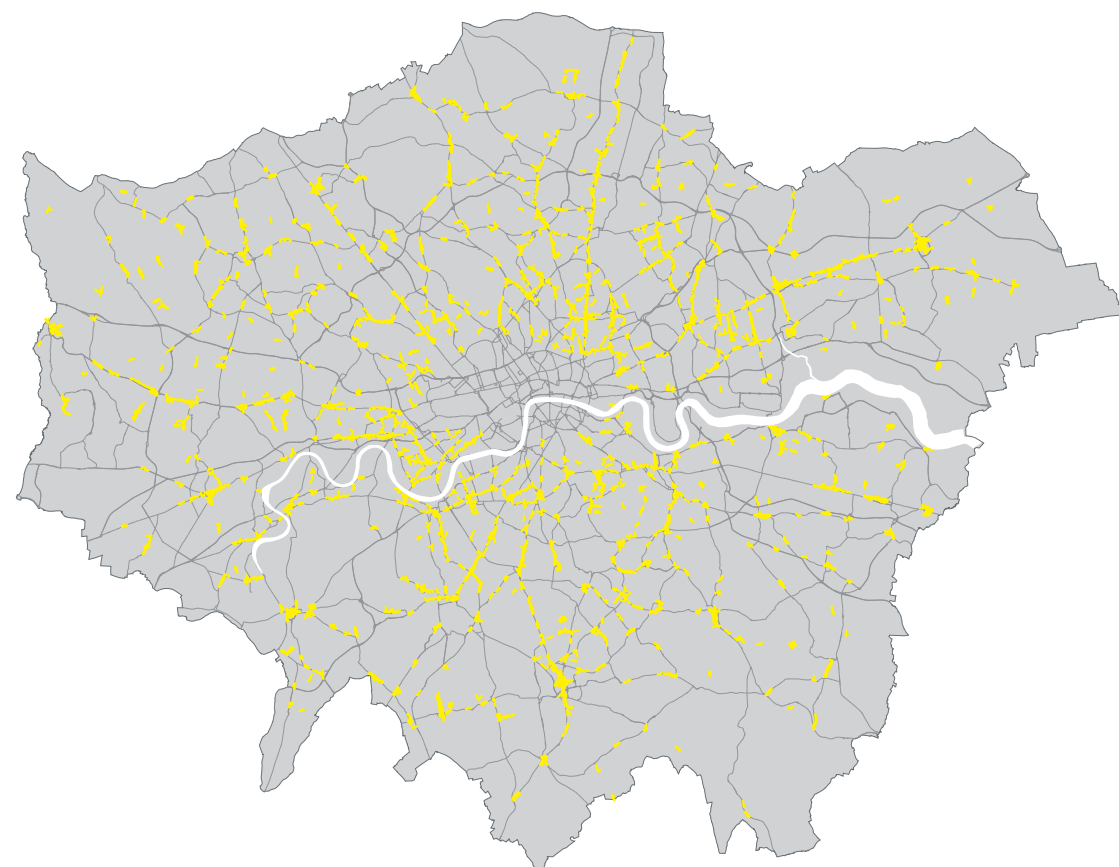
Willesden Green, one of London's many Victorian high streets easily adapted for the 21st century – Philipp Ebeling, 2013

Despite being so rooted in our history, and central to our daily life, our high streets are facing new challenges, and many are struggling to thrive. High rents and rates, competition from out-of-town shopping centres and online retail are all putting pressure on our high streets, and the range of uses that make them tick. In the UK, less than half of spending in shops now happens on high streets<sup>4</sup>. Meanwhile, online retail continues to grow, taking a record 18.6 per cent market share in December 2013<sup>5</sup>. Nationally, out-of-town retail space has also increased 30 per cent in the last decade, while in-town space has shrunk by 14 per cent<sup>6</sup>. In 2012, with conditions compounded by several years of economic recession, around one in six UK shops lay empty<sup>7</sup>. In many places, these vacant units are creating a downward spiral, as closures mean fewer people visit. This further weakens the high street and leads to yet more closures<sup>8</sup>.

London has fared well in comparison to the rest of the country, with half the vacancy rate of the national average<sup>9</sup>. However, the health of many of London's high streets is still fragile. In 2012 there were around 3,400 empty shops across the city, many of which are in outer London, where the vacancy rate was 7.7 per cent<sup>10</sup>. Harder to quantify, but still significant, is the effect that all this has on the cultural, social and civic role of high streets.

National planning policy started responding to the growth of out-of-town shopping and the plight of UK high streets in the 1990s. It asked local councils to put existing 'town centres first' rather than create new out-of-town equivalents. More recently, the effects of recession and changes in shopping behaviour have brought about a refocusing of research and attention on the high street.

The most high profile example is *The Portas Review* by retail consultant Mary Portas. This government-commissioned report set out 28 recommendations for action, helping to



- High streets 250m
- Roads
- London boundary

Map of 600 London high streets  
– *High Street London* report, 2010

spark public debate about the future of the high street. During her research, Portas found plenty of good ideas had been proposed over the years, but few had been put into practice. ‘What really matters, what’s really important,’ she wrote, ‘is that we roll up our sleeves and just make things happen’<sup>11</sup>.

Following years of engagement with individual high streets, London is now leading the way in taking coordinated action. High streets have been a significant focus of the Mayor’s work since 2010, when he commissioned the *High Street London* report. This showed just how important high streets are to the city’s economy and to Londoners’ quality of life.

Since then, more than £175 million has been dedicated to helping boost London’s high streets, strengthening local trade, creating new jobs and shaping better quality places. This includes £120 million from the Mayor’s Regeneration Fund, Outer London Fund and London’s Portas Pilot initiative. Another £56 million has come from private and public sector partners.

Working with boroughs and local groups, the Mayor’s regeneration team is making sure this funding is helping to build on existing strengths, celebrating and making the most of the unique character of every place. We are helping London’s high streets prosper and become more welcoming places, smartening up shop fronts and improving public spaces. We are bringing vacant shops back to life, supporting markets, and putting on local events to attract new visitors and boost trade. We’re supporting the places that have many of the right ingredients for success, but just need an extra push. All of this is being done with a variety of leading specialists, with expertise ranging from business support to place-shaping.

Most of all, we are working together with all the groups and people that make up the high street to develop a unified vision with shared goals and coordinated change. We’re getting businesses, residents, landlords and boroughs together; we’re setting up business improvement districts, trader organisations and town teams to support local collaboration and long-term stewardship.

We want to share what we and our partners have learned about high streets so far, to celebrate what’s already been



achieved and look forward to what's yet to come. Our aim is to get everyone thinking in fresh ways, to inspire and inform new projects, and most of all, to show how to 'make things happen'.

We're looking back at what we accomplished in round one of the Outer London Fund, celebrating recent completions through round two and looking forward to a third wave of projects coming through the Mayor's Regeneration Fund. We're also shaping the agenda for future investment and considering what more is possible.

This publication shares a range of different approaches to nurturing high streets. It highlights important lessons and showcases just some of our shared achievements. If we've learned one thing, it's that London's high streets are extraordinarily adaptable places. Over the centuries, they have hosted almost every aspect of urban life. Here are some ways our high streets can continue to adapt and play a central role in London life.

Market traders and performers boost street life in Harrow  
– Philipp Ebeling, 2011











## A PUBLIC WELCOME

BY SARAH CONSIDINE



Fruit and veg  
spilling onto the  
street in Southall  
– Philipp Ebeling,  
2013

The aesthetic language of the high street, from the sugary pastel awnings of Notting Hill to the illuminated boxed signs of Tottenham High Road, tells us where we are, what's on offer and who it's for. In a split second, we read a high street frontage, based on a language that's been developed over decades of evolution and accretion.

We recognise a pub by its street corner location, its ornately tiled thresholds, its freestanding signs, its lavish and decorative signage and its hanging baskets. We recognise a butcher by its large open frontage, its tiled, wash-down surfaces, and its stripy red awnings. We recognise a barber by its red and white striped pole, chrome and black leather seat in the window. A fish and chip shop should have a pun in its name. A greengrocer should spill plentifully into the street. A cafe with Formica tables serves milky tea; a café with distressed reclaimed tables serves milky coffee. Green neon for a pharmacy, pink neon for a nail bar. A high street frontage is at its best when it reflects, with flair, skill and confidence, the core offer and values of what's behind the façade.

Even before Mr. Selfridge brought showmanship and spectacle to the retail experience in early 1900s, there had always been a degree of performance to trade, from the parading of livestock to the baker's open kitchen. High street premises have always been productive spaces where the frontage frames a stage. It is this invitation to observe, participate and engage that blurs the thresholds of public space on the high street. And, as our high streets evolve, this relationship with the street and its users should be retained and strengthened. The footprint of our high streets should continue to permeate beyond the threshold of its buildings, using all the tricks of enticement, joy and curiosity to draw us in.

High street frontages don't do their job when the quality of this interface is diminished, when the façade doesn't express what's behind it, or there is a lack of care in its fabrication. The pervasiveness and affordability of ready-made signage printing technologies is making shop fronts increasingly similar. The craft and skill of sign-making and shop-fitting is also being lost as a result.

In some instances, shopkeepers are persuaded by the commercial gains of sponsorship contracts that blanket the shop window in money transfer or international mobile phone advertising. Elsewhere, planning policy and design guidance that endeavours to boost quality, can lead to limited palettes and approaches resulting in 'heritage-style' or homogenous outcomes. The issue is exacerbated when new developments fail to provide suitable ground floor spaces, leaving unoccupied voids in the street.



Hand-painted  
flank wall advert in  
Willesden Green  
– Philipp Ebeling,  
2013

Programmes like the Outer London Fund and the Mayor's Regeneration Fund have helped to upgrade over 50 of London's high streets – not only through funding shop front and public realm improvements, but also by promoting opportunities to up-skill high street traders in the art of their public welcome. This investment in high streets recognises the significance of these places; not only as economic and retail hubs, but as public spaces with social and cultural significance. As such, the quality and diversity should reflect this. Through these high street funding programmes, the Mayor's regeneration team and its partners across London's boroughs have been exploring what we can do to make for a better public welcome.

On the high street, more is more. They are commercial places, shouting for attention. They are places where layers of uses, styles, materials and signage, add to the character and richness. Through investing in high street frontages, there is an opportunity to reveal and promote the use of a dizzying range of techniques, materials and designs, rather than limiting the palette.

We encouraged partners to think beyond the comfort-zone of sensitively restored timber fascias and hand-painted signage. That means employing a banquet of approaches, from neon signs to commissioned street art, decorative tiled stall-risers, vinyl super graphics, sweeping awnings, light-bulb lettering perched on eaves, bespoke inset paving slabs, gilded reverse painted glass, deep thresholds displaying goods and expanding the public realm, uppers, a-boards, boxed lettering and hanging signs.

In embracing all these possibilities, we recognise the value in working with the right specialists. From the architect with the strategic high street vision, to the specialist fabricator of the bespoke brass door handle – the diversity of high streets needs to be

Flamboyant food  
truck in Barking  
– Philipp Ebeling,  
2013





Bold new library sign  
in Ponders End  
– Philipp Ebeling, 2011

reflected in the range of skills employed. The best clients and designers will recognise what is special and therefore should be retained and work closely with shopkeepers and traders to ensure that proposals reflect the business or service on offer. In doing so, difference and variety is nurtured and the spirit of the high street is celebrated.

London's high streets are becoming even more mixed, accommodating shared workspaces, libraries, markets, restaurants, salons, churches, gyms, schools, police stations, mosques, community centres and even factories. The new 'LIBRARY' bulb lettering at Ponders End, the primary colours and super-graphics on sheds at Blackhorse Lane, and the digital community noticeboard in New Addington show how, as diversity flourishes, we're flaunting the same bold attitude and extrovert spirit as the commercial shop front.

Restored and redesigned  
shop fronts in Stepney Green  
– Philipp Ebeling, 2013





## HIGH STREET LIFE

BY TIM RETTLER



From the windows of the Sir John Cass Faculty of Art, Architecture and Design one can see the finishing touches being put on One Commercial Street across the Whitechapel Road. The act of constructing this new residential tower, initially played out in slow motion over the financial crisis, is now nearing its end with the urgency of a resuscitated property market. The students may be reminded of Vitruvius's belief that an architect should focus on three central themes in his or her work:

Bustle of life outside Whitechapel Station – Philipp Ebeling, 2013



Space to pause between market stalls in Whitechapel – East Architecture Landscape Urban Design, 2012



Bell ringing outside of the Bell Foundry in Whitechapel – Tim Rettler, 2012

strength, functionality, and beauty. Likewise, it could be argued, that the high street at its feet needs to serve a threefold purpose too: transport, commerce and public life. While transport and commerce, like strength and functionality, can be measured with relative ease, public life, like beauty, is considerably harder to quantify, and perhaps the trickiest to achieve.

Whitechapel Road, one of the main radial arteries feeding London, is more than a busy road lined with shops. It was in front of the Blind Beggar pub on the corner with Cambridge Heath Road where William Booth preached to the East End crowd, and soon after set up camp on the nearby Mile End Waste before going on to found the Salvation Army.

The old Passmore Edwards Library (now part of Whitechapel Art Gallery) and the towering Idea Store (a new public library) are fine examples of a lineage of public services that locate where they can be easily accessed, along the high street. They rub shoulders with convenience shops and takeaways, and their relationship to the pavement is direct.

Occasionally, the street can take on a very different character. On one summer morning in 2012, for example, Whitechapel Bell Foundry workers mingled with passers-by to partake in Martin Creed's *Work No 1197: All the bells in a country rung as quickly and as loudly as possible for three minutes*. They filled the pavement with a sense of joy and wonder as the country celebrated the imminent Olympic Games.

During Eid the usually bustling street market is all but emptied, and life of the resident Muslim community shifts towards the East London Mosque. On Language Day, thousands of people of Bangladeshi origin descend towards the Shaheed Minar monument in Altab Ali Park, turning the small green space fronting the high





street into a stage for formal processions. Topographical features provide vantage points and release from the intensity of the crowd.

In between these seasonal peaks and special occasions, a myriad of smaller moments of encounter and everyday pleasure take place spontaneously and mostly unannounced. Despite the real pressure to allocate maximum space for street trade and transport interchange, pockets of public space carved out of the ribbon-like market provide opportunities to meet up, hug, chat, argue, tweet and watch the world go by. These are often no more than a few square feet with some seats or a bench, the territory marked simply by a mature tree, a statue or a bus stop.

The Mayor's High Street 2012 project recognised the diversity of activity, spaces, commerce and people along the 6km route from the City fringe to Stratford, as well as the need for carefully coordinated improvements. It sought to nurture and celebrate the range of social

Altab Ali Park  
provides room to  
breathe just off  
Whitechapel Road  
– Philipp Ebeling,  
2013

and civic life happening along Whitechapel Road, Mile End Road, Bow Road, and Stratford High Street – its changing name reflecting the neighbourhoods it connects. Luckily for London, these local actions chime with the strategic outlook. Recently, the Outer London Commission and London Assembly have reiterated the need to diversify the high street offer and reinforce the civic role of town centres – in particular where there is a real threat of traditional public services retreating.

A walk down Whitechapel Road reveals how, amongst the constant buzz, the high street offers a public stage for the everyday social and civic life. Not unlike a modern day version of a Bruegel or LS Lowry painting, the pavement, bus stops, green space, cafes, takeaways, places of worship and learning present themselves as ready-made venues for spontaneous gathering, respite or intimate encounter against the growing silhouette of the City fringe. At times the intensity of street life can be breathtaking. As London's population increases however, we must ensure that space for public life grows with it.



Evening rituals play  
out on the high street  
in Whitechapel  
– Philipp Ebeling,  
2013





## WHAT'S BEEN HAPPENING

Years of working on high street projects has taught us that they are exciting, multi-layered places, each with their own unique assets and character. We are still building our understanding of high streets' role in everyday urban life, their potential, both now and in future, and the challenges they face. This process of learning from London's high streets has helped shape the Mayor's high street programmes so far, and will continue to inform them in the future.

The Mayor began investing in high streets in 2008 with the High Street 2012 project. This focused on improving the 6km west-east high street running from the City of London at Aldgate to Queen Elizabeth Olympic Park in Stratford. Through a series of place-shaping projects and street events, High Street 2012 sought to bring public spaces to life along the full length of this important route.

In 2011, the Mayor announced his biggest high street investment to date through the Outer London Fund. Aimed at supporting London's local economies, the Mayor pledged £50 million, inviting local authorities and organisations to bid for support. The Outer London Fund was allocated in two rounds. Round one ran from autumn 2011 to summer 2012, and provided nearly £10 million of funding to 30 places across London. The offer of specialist support, ranging from event planning and community engagement to streetscape design and strategic planning, was made available to all recipients.

The Outer London Fund was aimed at those high streets not directly benefiting from major infrastructural improvements like Crossrail and the 2012 Games. Funding was allocated to bids that demonstrated the potential for economic growth as well as enthusiasm, commitment, collaboration and desire for change. The chosen bids proposed to tackle a range of physical issues affecting the usability and prosperity of high



2



3



1

- 1 Performance during the Harrow Food Festival – Philipp Ebeling, 2012
- 2 New places to sit in Hornchurch – Jim Stephenson, 2013
- 3 Street market in Bromley Town Centre – Philipp Ebeling, 2011

streets – from cluttered and poorly designed and maintained public spaces, to unappealing shop fronts. The investments also sought to nurture existing businesses and organisations, and address the fragmented management of high streets, which has often made their long-term stewardship difficult.

From Willesden Green to Wood Street, West Norwood to Green Lanes, the first round of the Outer London Fund saw projects spring to life on high streets and in town centres across London. Shop fronts have been transformed, empty buildings brought back into use, markets revived and streets and squares upgraded. Many round one projects have since expanded further with second round investment.

Our efforts to help London's high streets have taught us how important it is to value and grow what is already there; to help develop stronger local groups to improve long-term stewardship; to support existing businesses and help attract new visitors; and to nurture the social and community activities that make high streets much more than places of commerce.

From these projects, we've learned that robust relationships with (and within) local authorities, business and resident groups and consultant teams are the key to developing, implementing and maintaining change that lasts.



## WHERE THE PROJECTS WERE

### ● Outer London Fund Round One

#### Barking & Dagenham

- 1 Barking Town Centre

#### Barnet

- 2 Chipping Barnet

#### Bexley

- 3 Bexleyheath

#### Brent

- 4 Willesden Green

#### Bromley

- 5 Bromley Town Centre
- 6 Penge
- 7 Orpington

#### Croydon

- 8 New Addington

#### Ealing

- 9 Acton
- 10 Greenford

#### Enfield

- 11 Ponder's End

#### Haringey

- 12 Muswell Hill
- 13 Green Lanes

#### Harrow

- 14 Harrow Town Centre
- 15 North Harrow

#### Havering

- 16 Rainham
- 17 Hornchurch

#### Hillingdon

- 18 Hayes

#### Hounslow

- 19 Brentford
- 20 Hounslow

#### Islington

- 21 Archway

#### Kingston

- 22 Kingston Town Centre

#### Lambeth

- 23 West Norwood
- 24 Streatham

#### Lewisham

- 25 Catford

#### Richmond upon Thames

- 26 Barnes
- 27 Twickenham
- 28 Whitton

#### Waltham Forest

- 29 Wood Street

#### Wandsworth

- 30 Tooting

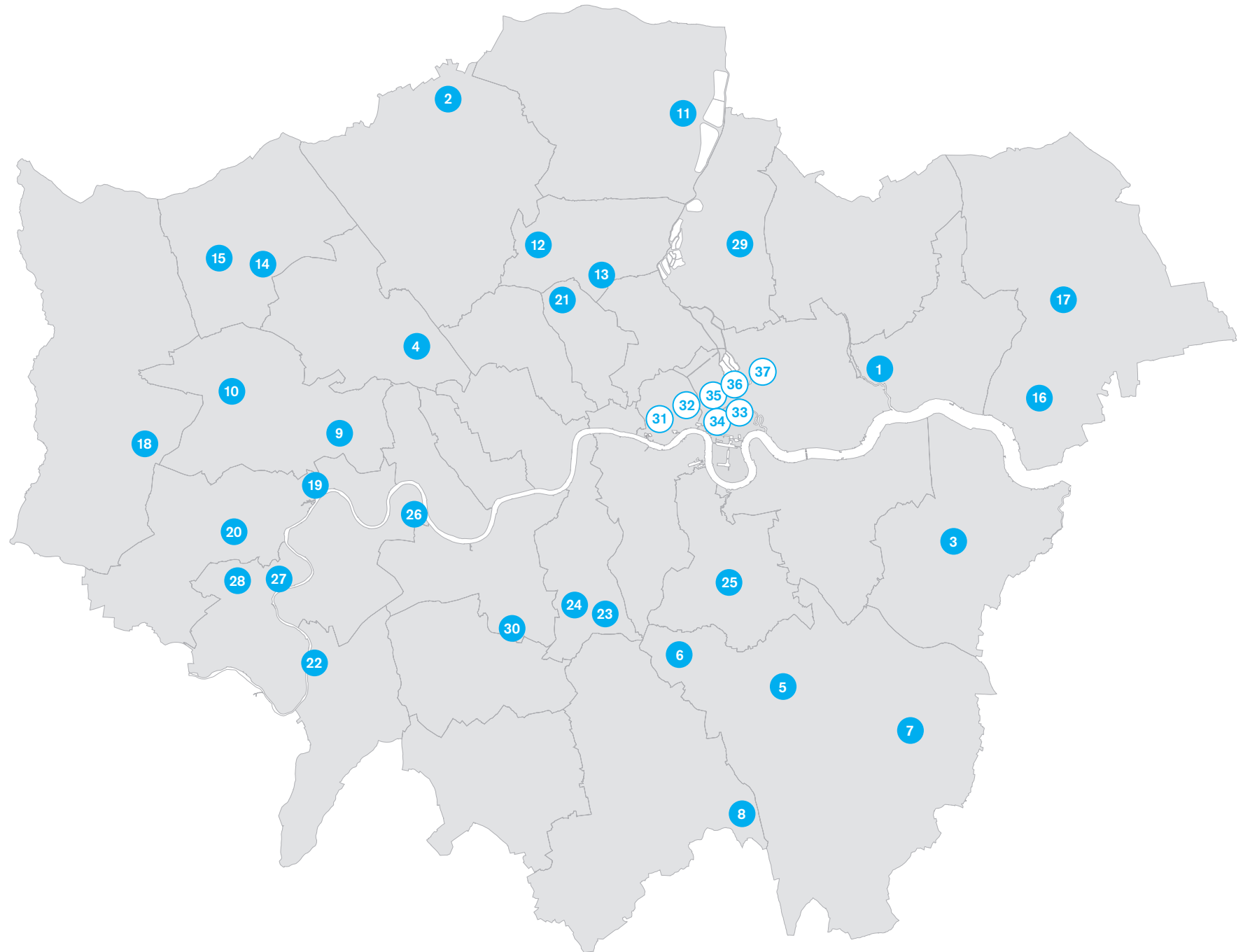
### ○ High Street 2012

#### Tower Hamlets

- 31 Aldgate
- 32 Whitechapel
- 33 Mile End Waste
- 34 Ocean Green
- 35 Mile End Park
- 36 Bow

#### Newham

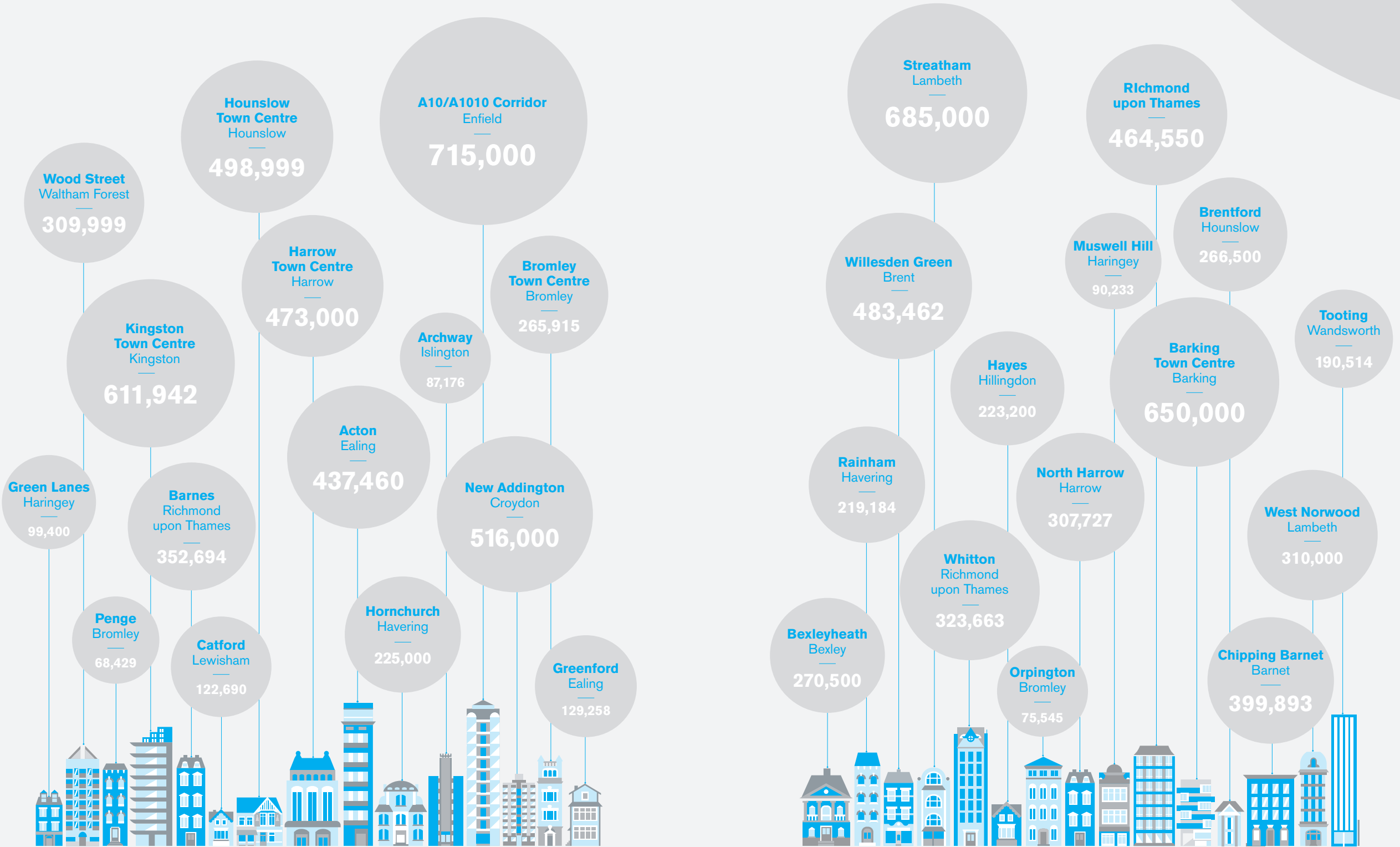
- 37 Stratford



THE MAYOR'S INVESTMENT

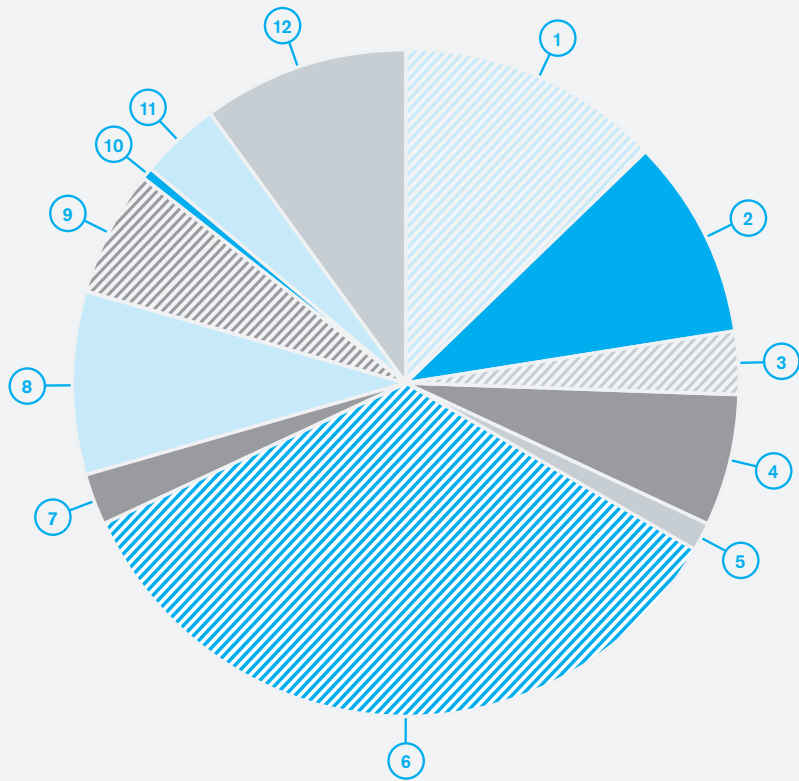
4.8 million

2008 - 2011



Source: Greater London Authority  
 Note: Outer London Fund round one and High Street 2012 investment figures

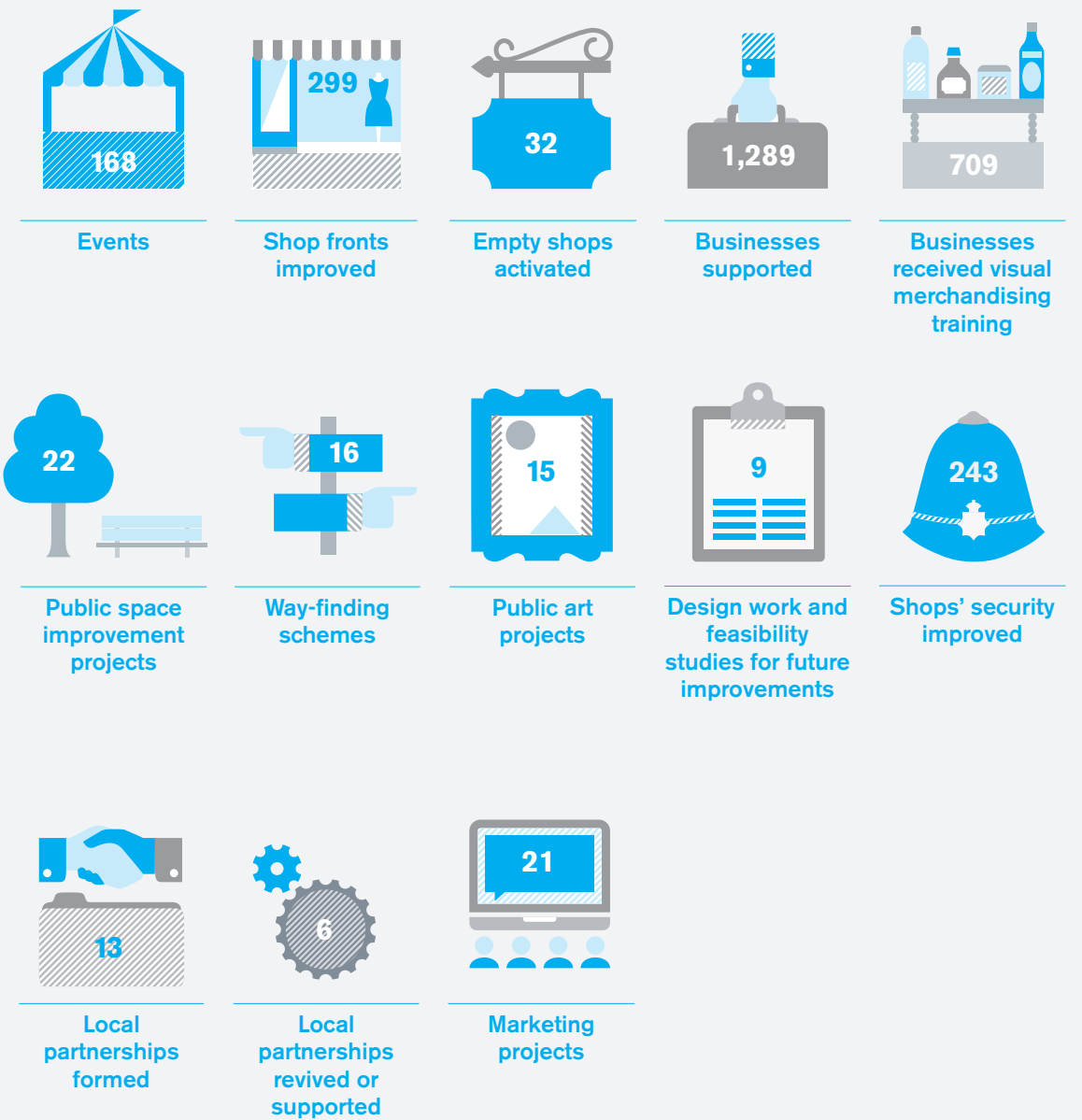
## HOW IT WAS ALLOCATED (%)



①	②	③	④	⑤
<b>12.9</b> Events	<b>9.7</b> Shop front improvements	<b>3.1</b> Empty shop activation	<b>6.3</b> Business support	<b>1.6</b> Visual merchandising
⑥	⑦	⑧	⑨	⑩
<b>34.6</b> Public space improvements	<b>2.6</b> Way-finding	<b>8.7</b> Public art	<b>6.1</b> Design work and feasibility studies for future improvements	<b>0.6</b> Crime prevention
⑪	⑫			
<b>3.9</b> Project management	<b>9.8</b> Marketing projects			

Source: Regeneris Consulting, 2012  
 Note: Outer London Fund round one, estimated spend (%)

## WHAT'S BEEN ACHIEVED



Source: Regeneris Consulting, 2012; Fluid, 2014; Greater London Authority 2014  
 Note: Outer London Fund round one and High Street 2012, number of projects by theme



## SNAPSHOTS 2011 – 2012



### Brentford, Hounslow

1

In Brentford, the borough of Hounslow used funds to reconnect the town centre with nearby waterside spaces, improving the sense of place and economic reach of the high street. Brentford High Street Steering Group also developed a cultural programme of outdoor activities including markets, music events and fireworks.

2



### Chipping Barnet, Barnet

The churchyard of St John the Baptist was redesigned to improve an important connection between Barnet College and the high street. A long, bespoke bench now provides ample seating, and the churchyard opens directly onto the high street pavement, making it feel safer and more inviting.



3

### Bromley Town Centre, Bromley

Bromley made improvements to its Market Square and Bromley Boulevard, like smartening up a series of shop fronts, renewing paving and adding planters. A kiosk was installed in the main high street, along with Legible London signage to help way-finding. Events were also organised under the banner 'Are you Bromley?' including celebrations for the Queen's Diamond Jubilee, a festival of sport and smaller arts events.



4

### A10/A1010, Enfield

Projects along the A10/A1010 corridor, which runs from Angel Edmonton to Ponders End, included shop front improvements and public artworks – with a much-needed sign for the library. A new market also helped to attract more shoppers, while the Christmas Glow Festival celebrated local history and heritage, and welcomed hundreds of visitors.

5



### Rainham, Havering

Havering used funds to improve and celebrate its local heritage and landmarks. A new public space has created a more attractive setting for a war memorial and listed Norman church and has hosted Christmas and May Fayres. Shopkeepers were offered business training and advice to boost trading.

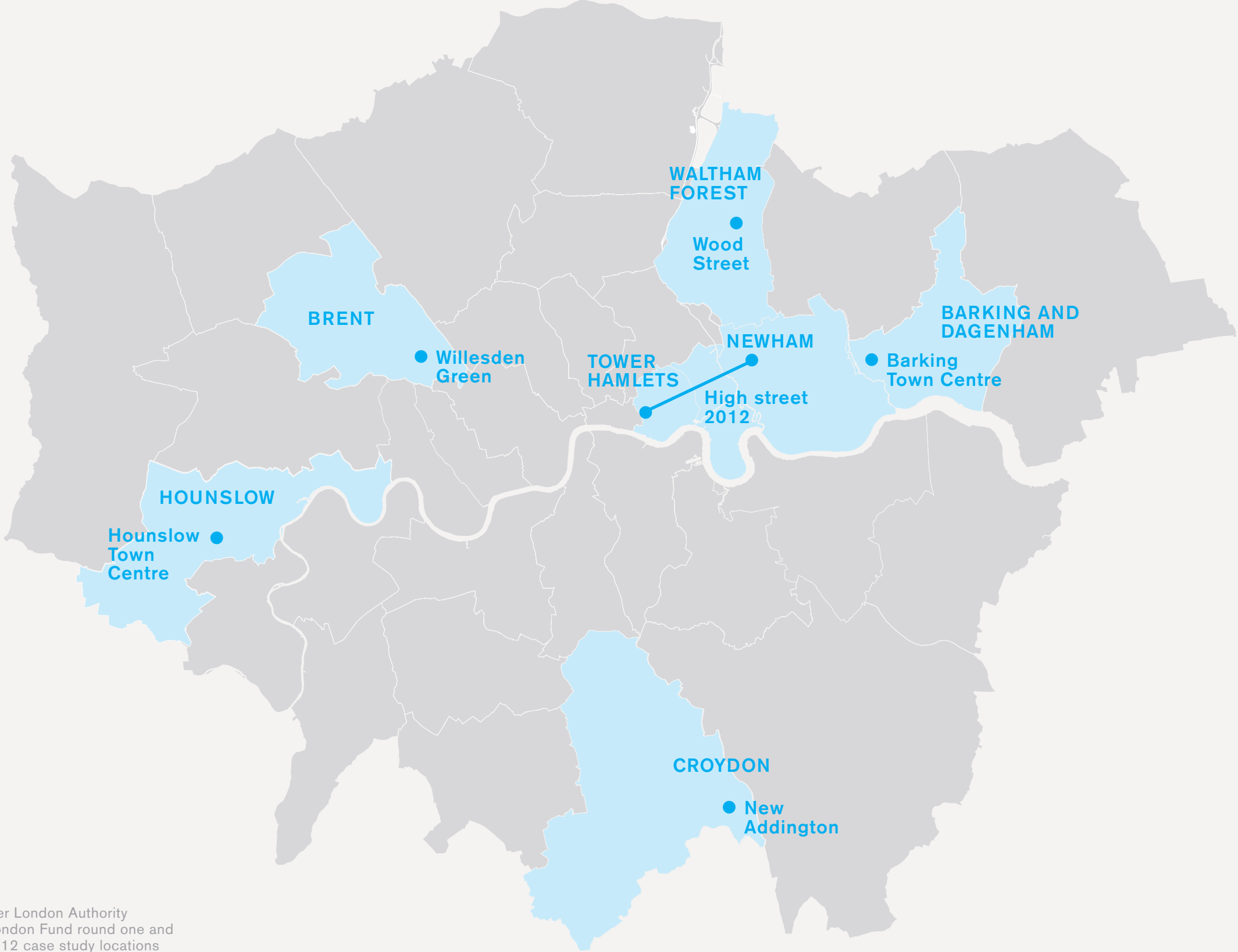


6

### Green Lanes, Haringey

Led by the Haringay Green Lanes Traders Association, Green Lanes hosted a dynamic early autumn food festival. With extra support from the Mayor, visitor numbers doubled, with around 20,000 people in 2011. Funding was also used to develop plans for a successful round two bid.

THE CASE STUDIES



Source: Greater London Authority  
Note: Outer London Fund round one and High Street 2012 case study locations





Earlier borough-led investment created new spaces in the area – Philipp Ebeling, 2013

# 1

## BARKING TOWN CENTRE HOW LONG-TERM STEWARDSHIP HAS ENSURED COORDINATED CHANGE

### Borough

Barking and Dagenham

### Client/partners

Barking and Dagenham, Mayor of London

### Consultants

Creatmosphere, Lucentia Design, muf architecture/art, Patel Taylor, Project Centre, Remarkable Productions

### Duration

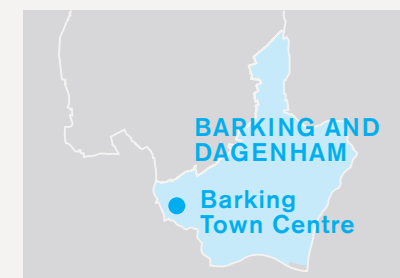
September 2011 – April 2012

### Funding

Mayor of London £650,000, TfL £500,000, Barking and Dagenham £418,459

### Headline figures

£1,350,000 public space improvements and preparatory work, £125,000 events, £87,000 employment training



With a wide range of businesses, a regular street market, a library, theatre, health centre, technical college, and large public square, Barking town centre has all the ingredients to be full of social, civic and economic life. But putting those ingredients together to make the town centre a destination in its own right takes careful coordination, and a blend of permanent and temporary measures.

The borough's been hard at work to bring significant improvements to the area through a decade of enabling high quality development and investing in new public spaces, underpinned by *The Barking Code for the Public Realm*, 2006. This document sets out principles for design and development shaping the area as it evolves.

The borough was particularly keen to use the Outer London Fund support to create safer and more attractive places for people to shop and socialise, as improved accessibility and visual appeal was identified as fundamental to supporting the area's growth.



**1,000**  
visitors attended  
the Molten  
Festival

Much of the investment was used to improve Barking station forecourt, a gateway to the town centre, which had become run-down, cluttered and difficult to navigate. In line with *The Barking Code*, the forecourt was pedestrianised by relocating buses and taxis. It was also decluttered, while new paving and 'Barking Benches' were installed. This improved access around the station, creating a more welcoming entrance to the area. The borough also used funding to commission feasibility studies and designs for a new public space off the high street. This preparatory work fed into their successful round two submission.

As well as the station improvements, a complementary events programme helped create a reason to visit. The Molten Festival was held during the festive period, drawing people to the town centre and increasing opportunities for local trade. It featured a week of performances, spectacles, and street entertainment, attracting some 1,000 visitors. The festival focused on the theme of 'light' during the dark winter days, and included community activities like lantern making, plus immersive attractions like a digital forest installation.

1

- 1 Spectators enjoying the Molten Festival – Franck Allais, 2011
- 2 Molten Festival performers in Barking Town Square – Franck Allais, 2011



2

The UP!Barking project, run by a local organisation, was a six-week programme that worked with young people aged 16 to 25 to create designs for construction site hoardings, including the Westbury Arms pub (which had been burnt down in the August 2011 disturbances).

At a series of workshops, participants learned a range of design techniques, building knowledge and confidence. The result was a bold and bright set of designs installed throughout Barking. Those who took part were also given practical skills to help them find employment in design-related businesses. Many have since taken up space in the local Enterprise Centre to start testing out their business ideas.



**80%**

have improved perceptions of area



**76%**

feel that the investment has made the area more attractive



**48%**

are more satisfied with the shopping area

Improved user perceptions resulting from town centre improvements  
Base: 99 people  
Source: Regeneris Consulting

**60**  
young people took part in the UP!Barking project



## LEARNING FROM BARKING TOWN CENTRE

Long-term and carefully stewarded investment in Barking town centre has improved both public spaces and the health of local businesses. *The Barking Code for the Public Realm*, which outlines project proposals, design guidance and a material and furniture palette, has been instrumental in helping the borough secure funding and make sure that the result of investment is consistent, coordinated and of high quality.

Barking's regeneration team led the Outer London Fund project consulting early and often with colleagues in different departments. This collaborative, interdepartmental approach is a firm framework for delivering a lasting vision for the area.



2



58%

report that the town centre felt more vibrant



50%

feel the area has a better cultural offering



67%

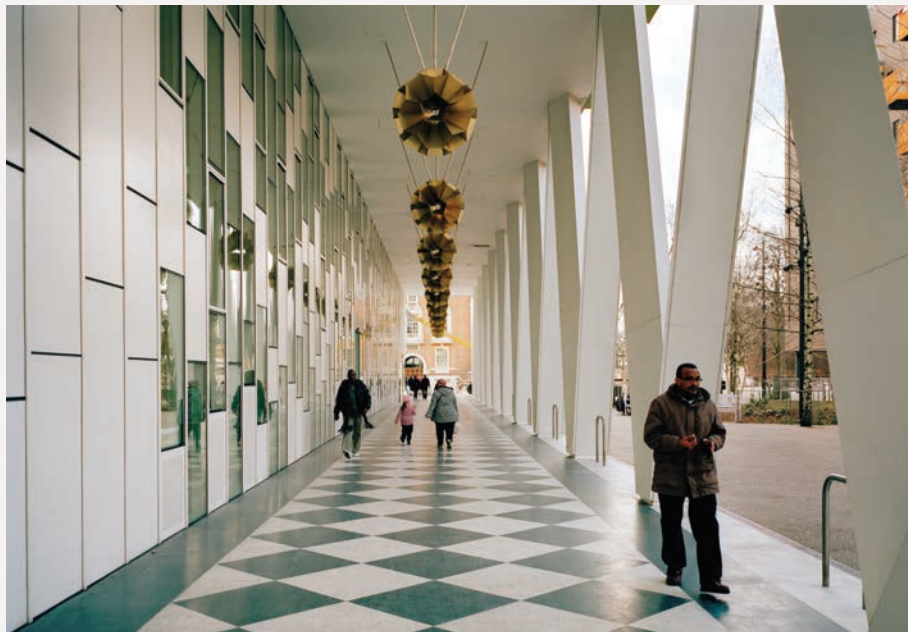
appreciate the town centre more

Improved user perceptions resulting from town centre events  
Base: 12 people  
Source: Regeneris Consulting

1

1 A carefully designed colonnade provides cover in Barking Town Square – Philipp Ebeling, 2013

2 Improving the station forecourt was a major focus of the project – Unknown, 2012



Understanding what could be achieved in the tight programme was essential. Up-front agreement of timescales for approvals, permissions and work with third-party companies allowed the borough to plan out what was feasible, and maximise the impact of the funding.

The borough used the first round of funding to commission designs and feasibility studies, so new projects would be ready to start when further funding became available. This is an intelligent way of using small pots of funding to attract further investment and development.



## 2

## HIGH STREET 2012

### WHY ONE BIG PLAN CONNECTED AND CELEBRATED DIVERSE PLACES

#### Borough

Tower Hamlets and Newham

#### Client/partners

Department for Communities and Local Government, English Heritage, Heritage Lottery Fund, London Thames Gateway Development Corporation, Mayor of London, Newham, Tower Hamlets, Transport for London

#### Consultants

Adams & Sutherland, AECOM, Alan Baxter & Associates, Buro Happold, East Architecture Landscape Urban Design, Edco Design, Fluid, JMP Consultants Julian Harrap Architects, muf architecture/art, Objectif, Studio Myerscough, Timorous Beasties, Tribal

#### Duration

2008 – 2012

#### Funding

London Thames Gateway Development Corporation £12m, Mayor of London £4.8m, Tower Hamlets £4.9m, Department



for Communities and Local Government £1.6m, Heritage Lottery Fund £1.4, English Heritage £1m, TfL £400,000k (£10m for Cycle Super Highway)

#### Headline figures

£30.7m public space and transport improvements  
£4.6m historic building and shop front improvements  
£150,000 community engagement

Whitechapel Road is a multifunctional and diverse place – Philipp Ebeling, 2013







1

High Street 2012 is the name given to the project that took place on the west-east road that joins the City of London with Queen Elizabeth Olympic Park in Stratford. This long high street passes through a range of areas, each with a unique character, from Aldgate through Whitechapel, Stepney Green, Mile End and Bow before ending in Stratford. Some 6km long, High Street 2012 is home to many historic buildings, markets, waterways, parks and public spaces. It is home to some of London's most wealthy citizens and to some of the least well-off. It also hosts institutions like the Whitechapel Gallery, East London Mosque, Royal London Hospital, Idea Store and Queen Mary University of London. Neighbourhoods along this route have been home to new

- 1 The redesigned Altab Ali Park provides space for all types – Philipp Ebeling, 2013
- 2 New lighting brings evening appeal to Altab Ali Park – Philipp Ebeling, 2013

**4.3km**  
of new cycle routes

immigrant communities since the late 17th century with the arrival of French Huguenots, followed by European Jews in the 19th century and later Bangladeshis in the middle of the 20th century.

The street's diverse and multicultural character, not dissimilar to London as a whole, was seen as an asset to be accentuated and celebrated, with bespoke improvements tailored to each area along the way. The road's significance was underscored by the fact it was a principal route from the centre of London to the Queen Elizabeth Olympic Park, during the 2012 Games. High Street 2012 aimed to make the route both more welcoming to visitors and more useful to locals with a vision based on a coordinated design framework that built on and brought together existing strategies. It specifically sought to improve and expand green spaces, while also making the area safer, more comfortable and enjoyable for pedestrians and cyclists.

2



70%

feel that the quality of pavements and appearance of buildings has improved



69%

report better planting and greenery



64%

feel that cycling facilities have been improved

Satisfaction survey of 74 people on the street asked: 'Do you feel any of the following aspects of the street have got better or worse over the past 5 years?' Source: Fluid draft evaluation, 2013



A vision study was produced in 2008, outlining a series of actions to support the high street in becoming more appealing and better connected, enhanced by its rich social and cultural heritage. Creating and improving public spaces on the route was made a priority, helping the social role of the high street, providing respite from traffic and making space for sitting, chatting and playing. A series of area-based initiatives were proposed for Aldgate, Whitechapel, Stepney Green, Mile End, Bow, and Stratford.

Area projects were complemented by improvements to cycling and pedestrian infrastructure along the entire route. Facades of important historic buildings at Aldgate, Whitechapel, Mile End and Bow were also restored, alongside carefully designed shop front improvements.



Philipp Ebeling, 2013

## ALDGATE

In Aldgate, a new green space was created at Braham Street by changing a series of one-way streets and closing one arm of the Aldgate Union gyratory system, turning a road into a park. The project was funded through collaboration with a private developer under a section 278 agreement. The designers worked with a broad client team to create a park at the edge of the City that has since become a space well-used by both local residents and office workers. The park's popularity has been boosted by a new café next door.

Altab Ali Park, previously dominated by a few groups, has become a popular local space. Early on in the project, events, including an archaeological dig, were organised to pique interest and get people



muf architecture/art, 2010

curious about the park's history, while an Alpana street painting revealed the area's rich Bangladeshi culture. These activities created a platform for conversation between the different park users, including those living, working and studying nearby. They also contributed to the final redesign of the space, which now caters for a range of social activities for users of all ages, with a new entrance, new pathways, lighting, flexible seating, historical information and playable mounds, boulders, seats and swings.

Across the street from Altab Ali Park, a Rachel Whiteread sculpture affixed to the Whitechapel Gallery is bringing attention to the east London landmark and has created an appealing view from the street and park.



Jim Stephenson, 2014

## WHITECHAPEL

Further funding was targeted at the bustling Whitechapel Market. Catenary lighting, simple paving, and improvements to drainage and services are making the market more attractive and more useful for traders. Better crossings, easier movement along the pavement and intimate social spaces with new seating have prepared the area for the new visitors Crossrail and the Royal London Hospital redevelopment will bring.





Dennis Gilbert, 2012

## STEPNEY GREEN

Mile End Waste, a linear open space in Stepney Green, has been re-landscaped to improve the setting of its listed monuments. Pathways through the green space have been created and benches dotted throughout. Special stone works, including a plinth facing William Booth and artefacts reflecting the area's history, were produced with students at the Stratford Building Crafts College. Across the road 19 historic shop fronts were restored with bold new signage announcing the businesses within.



Philipp Ebeling, 2013

## MILE END

Housing regeneration plans were already well advanced at Ocean Green when it joined the High Street 2012 project. A high quality design for the landscape at the edge of Ocean Green estate has reconnected it to the high street while giving residents privacy. Access to Mile End Park was also improved and the green bridge replanted.



Jim Stephenson, 2013

## BOW

Investment was used to improve the setting around Bow Arts, an east London community arts centre, with new lighting and signage, restored architectural features and renewed paving with better drainage.

A magnificent new towpath and footbridge over the Lea Navigation was created to make better conditions for cyclists and walkers, repairing the last remaining severance of the Lea Valley Walk under the A11. The project created a clear new pedestrian zone within the hidden green space of the canal. Cycle superhighway 2 was also put in place along the Tower Hamlets stretch of the road.



Jim Stephenson, 2013

## STRATFORD

In anticipation of the Olympics and significant new development, improvements to Stratford High Street, were seen as a critical part of High Street 2012. The area received the largest proportion of investment from the project. As with the rest of High Street 2012, emphasis was placed on improving the pedestrian experience and reducing the dominance of fast moving traffic. The central reservation guardrail and many other railings along the footway were removed, pavements widened and crossing improved. New planting, lighting and seating have created pockets for social interaction.

## LEARNING FROM HIGH STREET 2012

The High Street 2012 project was a lesson in collaboration and partnership building. Not only were there many funding partners, but some of the improvements were also done via partnerships with private landowners or developers, contributing their own funding to the strategic investment. These required time and careful negotiations, but ultimately increased the impact of the initiative.

The Mayor, through the Greater London Authority (GLA) group, harnessed disparate funding pots, levered in further investment, and made sure there was consistent and high quality works across two local authorities. This met the aims of seven funding bodies and responded to desires of local people across six neighbourhoods. A single champion can help coordinate and unify separate projects and draw in further support. Central to the project's success was the ongoing governance arrangement. A working group with broad representation from key stakeholders, allowed for early guidance from experts, reducing the risk of delays along the way.

A parade of shops  
and the façades  
above them were  
carefully restored  
in Aldgate  
– Jim Stephenson,  
2013



# 3km

of pedestrian  
guardrails  
removed

# 33,000m<sup>2</sup>

of public space improved

Involving local people throughout the process and employing experts with an excellent track record of doing this was essential to making the improvements work, ensuring their ongoing relevance and increasing the likelihood of local stewardship.

By tailoring each project to each area, improvements could respond to the needs and character of specific places – following localised engagement – whether it was a lack of green space, a requirement for more lighting or historic buildings in need of repair. While continuous improvements along the entire route, created a unified and simple background, making it easier for pedestrians and cyclists to navigate.

# 100

historic buildings improved





1

# 3

## NEW ADDINGTON WHY SETTING UP SHOP ON SITE HELPED DESIGNERS KNOW THEIR CUSTOMERS



1 New space for sitting and playing in Market Square – Assemble Studio, 2012

**Borough**  
Croydon

**Client/partners**  
Croydon, Mayor of London

**Consultants**  
Alison Crawshaw, Assemble Studio, RV Engineering

**Duration**  
September 2011 – May 2012

**Funding**  
Mayor of London £516,000

**Headline figures**  
£400,000 public space improvements and signage  
£60,000 events  
£20,000 support for formation of business improvement district

New Addington, a planned town developed in 1934 in the borough of Croydon, is located on the fringes of the urban greenbelt and surrounded by open countryside. Its busy high street, Central Parade, and Market Square are at the heart of the community's business and social activity. Anti-social behaviour and noticeable deprivation, however, had come to make the area feel unsafe, discouraging visitors.

Despite this, there was, and continues to be, a very strong sense of community and pride in the area, which the Outer London Fund bid sought to nurture and support. It was



1 Ideas were tested before permanent changes were made  
– Philipp Ebeling, 2012

2 Market stalls now face the shops  
– Philipp Ebeling, 2013



1

felt there was a distinct need for a safe central public space that would encourage people to gather, sit and play. This in turn would attract more customers to the parade, and help bring the area back to life.

Before any improvements were made, a rolling engagement process took place, based out of the Octagon Hub, home to Pathfinders local residents group. Together, Pathfinders and the designers-in-residence maintained an open-door policy. This gave people the chance to drop in and hear more about the project and offer suggestions on how it could progress. The design team worked closely with Pathfinders and listened carefully to local market traders, businesses, residents and local groups. This open consultation process helped

2



11

events held in the square

shape the project, which aimed to turn New Addington's Market Square into a more appealing and multi-functional space with seating, event infrastructure and greenery.

The design team organised a week of outdoor performances and collaborative events to reframe the area as a lively and useful public space and test out proposals in Market Square, using full-size prototypes, before making permanent change. These workshops and events were intended to draw activities that normally took place inside out into the public realm and find out what else people wanted to happen in Market Square.

The changes started happening in winter 2011, with new lighting in public stairwells and a widened raised table crossing that makes it easier for pedestrians to walk between Central Parade and the square. A parquet timber stage was built to host public performances and day-to-day seating. Next to the stage, a multifunctional space provides ramps and steps for play and a ledge for seating. The two special features designed for Market Square, as well as the reorganisation of the bi-weekly





# 75%

are satisfied with physical improvements to the area

Satisfaction survey of 26 New Addington residents, market traders and businesses. Source: LB Croydon Self Evaluation, 2012



# 96%

are satisfied with the establishment of a BID

Satisfaction survey of 26 New Addington residents, market traders and businesses. Source: LB Croydon Self Evaluation, 2012

# 1

business improvement district formed



1

market, new planting and better-defined boundaries to the square to discourage parking have helped create a much friendlier and more inviting public space.

Market Square is now an integral part of everyday life in New Addington. It gives people the chance to enjoy public space close to Central Parade and makes the area feel safer, with an open and playful design that encourages people to linger.

Pathfinders is now running a long-term events programme to animate the square. This is supported by a digital community noticeboard on top of the Octagon Hub and a bespoke New Addington website. Seed funding was also used to set up a business improvement district (BID) in New Addington to sustain project momentum, putting in place further improvements and advertising Central Parade's businesses.

## LEARNING FROM NEW ADDINGTON

- 1 A new timber stage provides space for community events – Assemble Studio, 2012
- 2 A community notice board advertises local happenings – Philipp Ebeling, 2013

Pathfinders were part of the project from the very start, and they supported the appointment of the design team. Collaboration between the design team and Pathfinders helped build a sense of local ownership and gave the group the ability to make real changes. Pathfinders' 'can do' attitude and positive approach to the project made them important local champions.

The open-door policy maintained by the designers-in-residence, with their temporary office on the high street, meant that daily learning, from both the place and the people, helped shape their proposal. Likewise anyone could learn about the project at virtually anytime.

Bringing activities traditionally done indoors to the square helped show how lively the space could be. The week-long events programme allowed the designers to understand how people wanted to use the space and how events could become a longer-term feature for New Addington. Events were also used as an opportunity to test out prototypes of the stage and other features, and gather feedback, before they were made permanent.

Momentum in New Addington is being continued, thanks to the establishment of a business improvement district to support local businesses and help steward the town centre.

2







# 4

## WOOD STREET WHERE ONLINE MARKETING HELPED REBOOT AN INDOOR MARKET

**Borough**  
Waltham Forest

**Client/partners**  
Waltham Forest,  
Mayor of London

**Consultants**  
Ashley McCormick,  
Creatosphere, East  
Architecture Landscape Urban  
Design, Gort Scott Architects,  
Urban Space Management,  
VisionOn

**Duration**  
October 2011 – March 2012

**Funding**  
Mayor of London £309,999,  
Waltham Forest £22,471, Wood  
Street Indoor Market owners  
£17,000

**Headline Figures**  
£175,000 public space  
improvements, £30,000 indoor  
market refurbishment and  
activation £35,000 shop front  
improvements and preparatory  
work, £30,000 art projects,  
£35,000 business support and  
marketing

The unique Wood  
Street Indoor  
Market has been  
celebrated and  
supported  
– Philipp Ebeling,  
2012







1

Wood Street, located in the heart of Walthamstow, is home to a wide range of local businesses and an indoor market. The market, at one time well-known for antiques and collectables, had started to lose its lustre as well as tenants. Along the high street too, shop fronts needed a facelift. Public spaces throughout were not doing enough to allow movement, social life, or accommodate the flurry of activity generated by two schools on the high street.

While the Wood Street Indoor Market had started to decline, the borough recognised it had much potential, with its appealing high street presence, intimate scale and contribution to the permeability of the high street, connecting three locations. It was clear that charming

market businesses provide a unique offer in the area, selling antiques, used records (compete with DJ services), hand-crafted cards and cake decorating. Vacant units were seen as an opportunity to attract start-ups to the area, and bring more activity to the market.

The design team took a multi-pronged approach to reviving the market. This included sprucing up its appearance, inside and out, providing training for the market owner, and using social media and a competition to bring attention and new tenants to the market. Inspired by the momentum and support, the owner doubled the budget for market improvements.

- 4 The market's charming façade was renovated – Philipp Ebeling, 2012
- 5 Light-touch improvements made a big impact on local shops – Philipp Ebeling, 2012



2



3



4

- 1 Community events enlivened Wood Street Plaza – Philipp Ebeling, 2012
- 2 Many new traders were welcomed to the market – Gort Scott, 2012
- 3 Playful artwork was used to reveal the offer within – Philipp Ebeling, 2012

5







The Picture Palace event brought a street corner to life – Philipp Ebeling, 2012

**46,000**  
website hits

A competitive process was designed to attract new businesses to the 16 empty units, with prospective traders bidding for a space in the market. New tenants were initially offered three months' rent free with another three months at half-price. They were also offered free Wi-Fi, water, heating, rates and rubbish collection, and use of a small kitchen facility. There was no obligation to take the unit on permanently, though many did. Applications were sought from far and wide with the belief that attracting the right mix of tenants would boost the overall appeal of Wood Street.

A bespoke website and use of social media helped spread the word and raise the market's profile. The campaign site received over 46,000 hits, with over 250 Facebook friends, and over 300 twitter followers. The momentum of local and virtual engagement culminated in an open evening that attracted over 200 prospective tenants, resulting in 40 applications being made. From these, 21 new businesses were welcomed with a launch event that attracted 500 people. They included a bakery, florist, film shop, vintage sellers, café, community sewing hub, galleries and craft shops. A graphic design studio that took up space in the market designed new signage throughout.

Two years on, and many of the tenants who came in through the initiative remain, while some units have been filled with new businesses, a testament to the demand for small business space in the area.

Community events, public art installations and festive lighting, complemented the market improvements and helped animate the wider high street. A community planting day and outdoor film screening helped celebrate forgotten Wood Street spaces. While new murals and neon festive lighting were a cheap way to bring cheer, colour and light. Planned as





DJ Tony Tunes' record shop is a draw in the market – Philipp Ebeling, 2012

temporary, the lights have remained due to popular demand.

In line with *Waltham Forest High Street Life Strategy* completed in 2011, 30 shop front designs were developed with the hope of round two funding. In addition two 'shopportunity' shops were piloted. These light-touch improvements to shop fronts were enabled through collaboration between emerging designers and shopkeepers.

Designs were also created to dramatically improve the Wood Street Plaza, making it more useful to more people, with spaces to relax and play, and with better connections to the market. This work also formed part of Waltham Forest's successful round two funding bid. Critically, the borough retained the same architects to provide design advice for TfL's £1.8m investment in the area which funded widened footways and public realm improvements; this meant the investment was well-coordinated.

# 16

empty market units filled

# 21

new businesses given space in the market

## LEARNING FROM WOOD STREET

The starting point for this project was recognising what is unique and wonderful about Wood Street and celebrating it. The Wood Street Indoor Market was quickly identified as a local asset, for its physical character and charming businesses, worthy of improvement and promotion.

By setting up new web and social media platforms and by employing a PR firm, the project built a strong following and garnered media attention. *Stylist* magazine listed the market as one of the best places to shop in east London. This contributed to the positive perception of the area and increased local enthusiasm for the market. The project was also covered in local papers and on LBC and BBC radio.

Offering a short-term incentive period of reduced rent helped attract many businesses looking for a high street presence, and showed the demand for small and affordable start-up space in the area.

Round one funding was used for light-touch improvements, bringing the market and high street spaces to life, providing design advice for a larger TfL project and developing designs for a stronger second round funding bid. Both short and longer-term goals were achieved.



A wave of outdoor events piqued the interest of many – Philipp Ebeling, 2012

# 5

**HOUNSLOW  
TOWN CENTRE  
WHERE A CULTURAL  
PARTNERSHIP HAS  
SET THE STAGE FOR  
OUTDOOR ARTS**

**Borough**  
Hounslow

**Client/partners**  
Hounslow, Mayor of London

**Consultants**  
BDP Architects, Designed by Good People, Ealing Council, Feltham Arts, Hounslow Music Service, Spacemakers, Uniform, University of West London, Watermans, West Thames College

**Duration**  
August 2011 – June 2012

**Funding**  
Mayor of London £498,999, Hounslow £115,092, private sector £6,000

**Headline Figures:**  
£166,161 public space improvements and preparatory work, £153,632 events, £44,000 shop front improvements





Local talent was centre stage during the fashion showcase – Claire Williams, 2012



Hounslow town centre – one of 12 metropolitan centres in London – caters for a diverse population including many people from South Asia and India, as well as visitors making use of nearby Heathrow Airport. While the spacious partially pedestrianised high street encourages social gathering and hosts regular markets, its rundown public spaces and shop fronts was letting it down. With dwindling public enthusiasm for the town centre, the borough decided to bring people back with special events, smarter shop fronts and plans for long-term change.



100%

report that the town centre felt more vibrant



80%

feel the area's cultural offering was strengthened



93%

have a better appreciation of the town centre

Improved user perceptions resulting from town centre events  
Base: 15 people  
Source: Regeneris Consulting

Over seven months Hounslow held a range of festive events for the area to celebrate its diverse cultural identities. Three major events were designed in partnership with local arts centre, Watermans, while West London University, West Thames College, Hounslow Music Service and Feltham Arts Association also took part. Some 19,000 people attended the events, which showcased local talent and trade, and tested local interest in having more cultural activity in the area. They included a two-day Diwali celebration, with outdoor films, Christmas festival and fashion showcase. Watermans has since been awarded a large Arts Council England grant to bring art and culture to the borough over the next three years.

19,000

people attended celebrations in Hounslow



1



2

1 Events tested the local appetite for more outdoor arts – Philipp Ebeling, 2012

2 A drive-in cinema brought an empty car park to life – Philipp Ebeling, 2012

Following the events' success, Hounslow used the Mayor's funding to spruce up the tired town centre with basic interventions such as clutter removal, jet washing and way-finding, and to start creating permanent outdoor performance spaces on the high street. Feasibility studies and surveys helped determine what was possible and how the high street could be improved with further funding. This fed into a new vision for the area that's helped attract new development and investment, including support from the second round of the Mayor's Outer London Fund which is helping to realise the vision.

Complementing plans to improve public space, four shop fronts were chosen for makeovers, acting as prototypes for future work. The shops were picked for their architectural significance, location in high footfall areas and potential to have a greater impact as a group. Frontages were improved with window graphics, new fascias, repainting, signs and awnings.

**4**  
shop fronts improved



**67%**

have improved perceptions of area



**70%**

feel that the investment has made the area more attractive



**54%**

are more satisfied with the shopping area

Improved user perceptions resulting from town centre improvements  
Base: 107 people  
Source: Regeneris Consulting

**LEARNING FROM HOUNSLOW TOWN CENTRE**

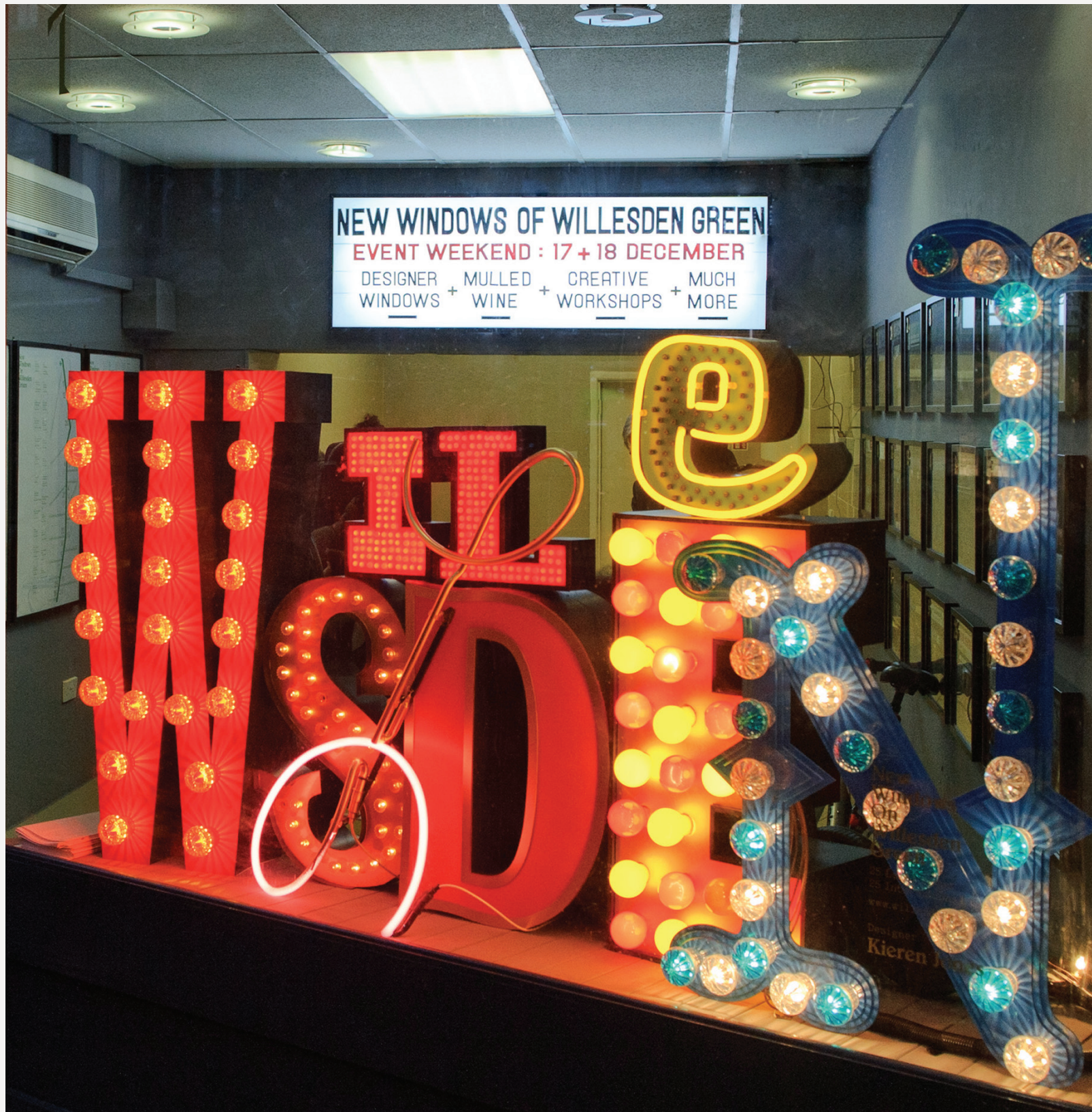
By testing the local appetite for art and cultural events, Hounslow discovered a latent desire. This was a confidence boost for further investment.

Collaborative relationships with local arts organisations and successful funding bids to support cultural activity have helped attract new audiences to the high street.

Strategic use of a relatively modest budget to prepare for long-term change and create a single vision has been instrumental in both attracting and shaping investment.

Having acknowledged the need to smarten shop fronts in the area, but with limited previous experience, the borough tested a manageable number of improvements before starting a grander scheme. With four under their belt, round two will see at least eight more shop fronts improved.





# 6

## WILLESDEN GREEN HOW EMERGING DESIGNERS BROUGHT NEW TRADE TO OLD SHOPS

**Borough**  
Brent

**Client/partners**  
Brent, Mayor of London

**Consultants**  
Architecture Foundation,  
Architecture 00:/, Blue  
Consulting, Kieren Jones,  
Meanwhile Space

**Duration**  
October 2011 – July 2012

**Funding**  
£483,462

**Headline figures**  
£100,000 shop front  
improvements, £50,000 empty  
property activation, £40,000  
business capacity and skills  
building, £18,000 publicity  
and marketing, £6,000 public  
workshops and events



The pilot shop served  
as a high street hub  
for the project  
– Mike Massaro, 2011

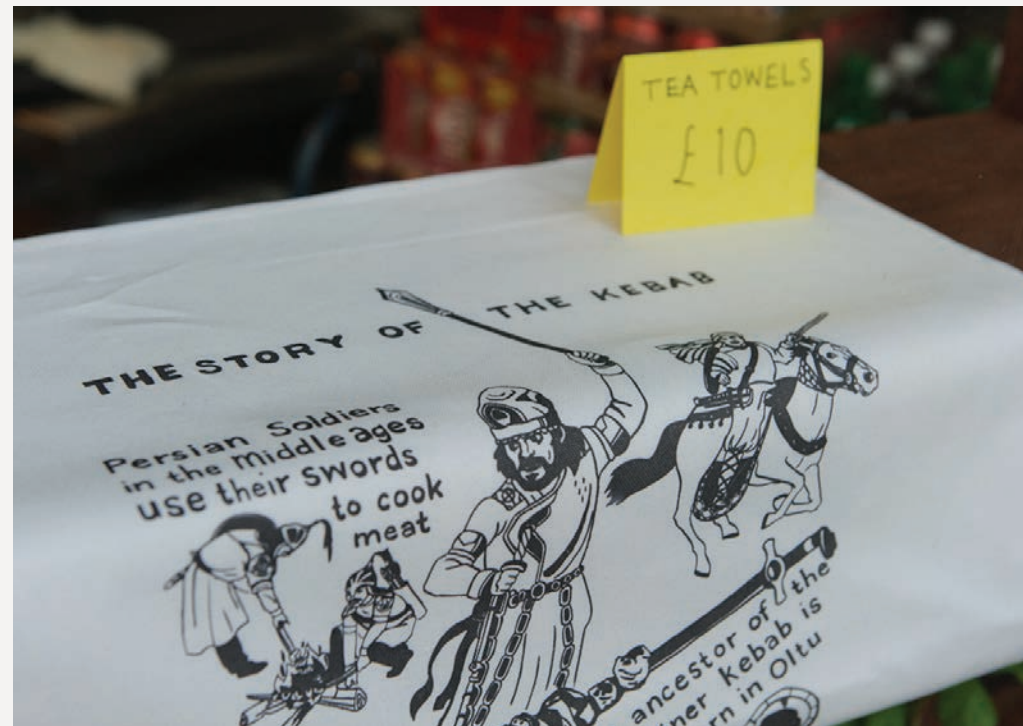


## 25

shop fronts  
and windows  
improved

Willesden Green hosts a rich mix of independent local traders with few chain stores. Set in a conservation area of fine, but sometimes neglected Victorian architecture, these shops and cafés are of a varied and international flavour. At the start of the project the Willesden Green Library Centre was partially empty and underused, many shop units on the high street were vacant and visitor numbers were falling. Few locals considered Willesden to be their main shopping destination.

With a growing base of young families moving into the area and a collection of charming independent businesses, however, Willesden Green showed potential for growth. A relatively high number of empty shops presented a chance to match fledgling businesses with low-cost accommodation, while empty space in the library was perfect for community uses and training workshops. High-quality building stock combined with a great many independent businesses, meant light-touch improvements could have a big impact. The well-connected, attractive and walkable high street stood to benefit substantially from the investment.



Businesses were shown a fresh way to market themselves  
– Mike Massaro, 2012

The Outer London Fund project sought to celebrate the diversity of Willesden Green's independent traders, while also bringing new shops and services to the area. It started with an advent calendar of shop window displays which paired 25 designers with 25 independently owned shops on the high street. Designers were paid honorariums of £1,000 and given a budget of £3,000 to create an engaging window display for their assigned business and work with owners to leave a lasting legacy. Projects could include anything from branding, to signage or bespoke seating for cafés or waiting areas.

A redesigned window was revealed every day in the run-up to Christmas and a weekend of activities was organised with workshops, walking tours, and even a barber shop quartet to attract visitors and stimulate business on the high street during the festive season.





# 76%

have improved perceptions of area



# 82%

feel that the investment has made the area more attractive



# 51%

are more satisfied with the shopping area

Improved user perceptions resulting from town centre improvements

Base: 104 people  
Source: Regeneris Consulting

# 20

local trainees involved in the project



Start-up businesses tried their hand on the high street  
– Mike Massaro, 2012

A talented designer, with the help of local trainees from the College of North West London, turned a vacant shop unit into a vibrant pilot shop. The shop gave the wider project a visibility on the high street, offering people the chance to ask questions and meet the project team.

Following the success of the shop front work, the project team turned their attention to a parade of eight empty shops. Its old name, Queens Parade, was revived and the different units were offered to start-up companies and local organisations to test their ideas. Tenants were chosen to complement the existing high street offer and 13 new businesses were added to the mix. They included children's and



Designers often utilised a simple concept to great effect  
– Philipp Ebeling, 2012

# 13

start-ups given short-term leases

vintage clothing companies, events management services and an art gallery, all new types of businesses in the area. A rolling programme of public events helped bring visitors to the parade.

The activation of Queens Parade continued beyond the three-month initial trial period. At the time of writing, it is still operating with some of the original and several new





1

9

empty shops opened

2



1 The reopening of Queen's Parade activated a section of the street  
– Mike Massaro, 2012

2 New businesses complemented those already in the area  
– Philipp Ebeling, 2012

businesses. It was named one of Time Out's top ten places to shop. Mary Portas has also visited and it has received coverage in many publications including the Guardian, Evening Standard and design journals.

Architecture 00:/ animated empty space within Willesden Green Library Centre by creating the 'Library Lab'. This co-working space offered free workshops to budding local entrepreneurs, and professional advice on marketing, starting a business and financial planning. The project later hosted a crèche to help parents get back to work.

To ensure a lasting legacy for this great work, a town team was set up. The Willesden Green Town Team is a community-led body of residents and local organisations, with businesses soon to join. They are planning festive events, supporting markets, encouraging businesses and making Willesden Green even more attractive. The town team has also held engagement events to gather ideas on how to improve the high street.



100%

report that the town centre felt more vibrant



95%

feel the area's cultural offering was strengthened



95%

have a better appreciation of the town centre

Improved user perceptions resulting from town centre events  
Base: 22 people  
Source: Regeneris Consulting

30

articles in national and local press



## LEARNING FROM WILLESDEN GREEN

By pairing designers with businesses, a series of unique and distinctive displays were created. This brought more character to the high street and helped celebrate the area's diversity. The advent calendar provided an accessible hook, to promote the high street and related events, like a treasure hunt of improvements.

The relatively small investment provided to existing businesses through the shop front programme inspired some shopkeepers to invest further in their businesses, often employing the designer they were already working with.

A series of activities just before Christmas benefited businesses that saw a marked increase in trade. Historical walks, designer workshops and live music helped attract a new audience to the high street.

Working with existing businesses, particularly through the shop front work, before bringing a new offer to Queen's Parade, gave the project team time to familiarise themselves with Willesden, and gauge what people wanted to see in the area. This was helped by the pilot shop on the high street which allowed ongoing face-to-face consultation.

By running workshops with start-ups looking to take a unit in Queens Parade, the project team was able to build relationships with the applicants and help develop their proposals. Each start-up business had to submit a business plan as part of their application, which they developed with the project team. Making sure

start-ups were ready to take up commercial residency, and curating a complementary mix of tenants, helped sustain these businesses in the long-term. Working with consultants experienced in empty space activation and short-term leases was essential.

Business workshops in the Library Lab complemented both phases of work, supporting both existing businesses and new start-ups at Queens Parade. Marketing, merchandising and website building were particularly popular.

# 3000

visitors a month to the Library Lab

- 1 Windows were tidied up along the high street – Mike Massaro, 2011
- 2 The Library Lab provided support for entrepreneurs – Architecture 00:/, 2011

# 120

public workshops



1



2

## MAKING IT HAPPEN

We hope the lessons we've learned from working with London's high streets can be useful for others.

The following advice, drawn from experience, includes tips for residents, businesses, local authorities, and anyone else wishing to start a similar project.

Listening to locals  
in Whitechapel  
– Unknown, 2012



## FOR LOCAL RESIDENTS AND BUSINESSES:

### 1. GET ORGANISED

Consider forming a group that's right for the task. This could be a project-focused steering group, place-focused 'friends of' group or a more formal organisation, like a town team, traders association or business improvement district, with terms of reference, officer roles, a bank account and perhaps charitable status.

If possible, identify a local council champion. Let the group evolve as needed for the job at hand.

### 2. ENVISAGE THE FUTURE

It might seem obvious, but creating a vision for a place that represents the views of as many people as possible makes a strong starting point. It can also be a great way to build momentum and garner support.

We've seen how small-scale, light-touch and inexpensive activities, as well as significant capital investments can both help realise a vision.

### 3. ASSEMBLE THE RIGHT TEAM

The key to creating a successful project is putting together a strong team of people who share a positive vision and a willingness to work hard to get things done.

Think about the skills needed for the project(s) and try and find local people with experience in these areas. Skills relating to project management, budgeting, fundraising, web design and marketing may all be useful.



#### 4. RESOURCE YOUR PROJECT

Much can be achieved with in-kind support and goodwill, but seed funding, however small, is always useful to make ideas a reality.

There may be opportunities to work with your local authority to secure support, or perhaps small community grants that would help your idea to grow. Do your research and see what support is available in your area.

Look for funding opportunities from organisations like the Department of Communities and Local Government, Association of Town Centre Managers, Arts Council England, Heritage Lottery Fund, Transport for London, Greater London Authority, as well as your local council.

#### 5. GET THE WORD OUT

Make sure as many people as possible know about your group and your project. Give people a chance to get involved at an early stage. Gathering a broad base of support for your goals will make it more likely you'll achieve them.

By promoting your work through a variety of media including local newspapers, flyers, websites and social platforms like Twitter and Facebook, you'll reach a wider audience quickly and affordably.

Regular webpage updates show that work is happening, even if it's not yet visible. Look to combine online communication with a presence on site, like a shop window or noticeboard.

#### 6. USE THE VALUE OF GOOD DESIGN

Think about how you may be able to get help from professional designers. This is particularly important if you want to make adjustments to local spaces or develop a strong and recognisable brand for your project.

Local designers, design students or professionals from further afield may be able to offer strategic advice or provide well-presented visions for your area that can be used to build support, communicate with the press, and secure further funding.

Make use of the GLA's Architecture, Design and Urbanism Panel for a list of some of London's best talent, and enquire about accessing GLA's Specialist Assistance Team for additional support.

#### 7. KEEP UP MOMENTUM

If they are properly joined-up, a series of smaller initiatives can sometimes be as effective as larger, more costly programmes.

Events, business support workshops, community planting days, shop front painting weekends, and designer or artist-led window displays are all realistic small-scale projects that can support long-term and sustained change. Bringing events together through a public calendar can help keep up momentum and get others to join in.

## FOR LOCAL AUTHORITIES:

### 1. IDENTIFY YOUR AREA'S UNIQUE SELLING POINT

Asking the right questions can help develop sensitive and place-specific initiatives. What makes your high street or town centre distinctive? What should be harnessed and amplified? What areas need improving? How does its current identity relate to the history of the place? What has led to any current problems?

Many of the best projects from the first round of the Outer London Fund were those that picked up on the unique character of specific locations and responded to their particular needs – unlocking the potential of what was already there before adding anything new.

### 2. TAKE A WIDER VIEW

This means two things. First of all, it means looking at the wider geography of a place. We found that this is essential for making meaningful connections to surrounding assets, whether finding local businesses that could benefit from a high street presence, revealing the proximity of underused public spaces or mining the area for people's ideas. What's above, behind and beyond the high street?

Secondly, the alignment between projects and policy can be invaluable. Projects that try to undo council-wide strategies can face delays and disappointment. Try to understand policies that will impact on project objectives early on, such as the council's position on markets, shop signage or streetscape design.

Understanding property ownership in the area as well as partner processes, like how to gain TfL or Network Rail approval, can also help save time later on.



Getting familiar with  
London Road in Croydon  
– Jim Stephenson, 2013



### 3. COMMUNICATE, INSIDE AND OUT

We learned that it's vital to communicate well with others, rather than work in isolation – both within organisations, with other relevant bodies and with local people.

No matter who's leading a project, there must be strong communication between relevant borough departments like planning, property, highways and term contractors, so that projects take into account their needs and aspirations from the start. This will hopefully clarify roles and avoid project delays (i.e. for necessary permissions to be successfully approved).

Ongoing communication between local people and the project team can help to shape an initiative that is relevant, useful and locally embraced.

Many of the boroughs taking part in the Outer London Fund created a project hub on the high street that allowed the public face-to-face contact with the project team.

### 4. BE BOLD, BUT FLEXIBLE

Developing a strong consultant brief from the outset dramatically improves a project's chance of success – a good brief is one that has a strong vision, yet allows for flexibility and creativity. We found that focusing on what the project should *do*, rather than *be*, is the key. The best projects evolve over time.

Adapting and changing plans to account for changing conditions and allowing some flexibility in contracts can support a tailored project, but be sure that roles are crystal clear and keep an eye on fees.

Build a flexible programme and budget to allow for contingency and factor in time for permissions, consent and consultation.

### 5. PUT IN PLACE STRONG PROJECT MANAGEMENT

It is essential to build a well-rounded and experienced team with the skills needed for your high street project. A brief that clearly articulates the skills required, complementing those available in-house, will help the right team take shape.

The importance of a clear management and decision-making structure was apparent in every project. This will provide an efficient and time-sensitive mechanism to sign off key stages of the project; delays can mean lost opportunities.

Also, be prepared for the possibility of personnel change, by establishing a system of clear, accessible and well-organised project documentation, and by building in time for handover.

Outer London Fund projects with a clear management structure and a designated project manager ran most smoothly, while those where leadership was shared proved harder to manage.

### 6. TEST YOUR IDEAS FIRST

Events and temporary projects are a great way to test out longer-term solutions. These types of activities can be used to assess how local users respond to concepts and allow ideas or designs to be adapted accordingly before providing permanent solutions.

A strong example of this can be found in the Outer London Fund round one case study of New Addington, where full-scale prototypes were used to directly inform final designs for the public square.

## 7. THE PRESS IS YOUR FRIEND

Some of the most successful projects have had a strong communications plan that allowed word to get out to local people and wider networks. Make sure your press department is briefed on the project, so it can be proactive when opportunities arise.

Develop a communications plan with key dates, messages and target audiences to help make the most of any communications activity. Try to communicate projects as a whole rather than as separate project strands, as this will send a strong, clear message, that's easier for journalists to report on and for people to understand.

Taken together, this approach has often resulted in stronger responses to open calls, better attendance at events and improved public perception.

## 8. PHASE WORKS OVER TIME

Phase works realistically and according to other programme workflows. Sometimes clustering works will allow you to get a better price with contractors, whilst at other times it could cause clashes or disturb residents.

Be sensitive to the seasonal rhythms of local residents and businesses. For example, Christmas can often be the busiest time of year for traders, so carrying out works to shop premises and frontages during November and December may be tricky; school holidays may be the best time for family-focused activities.

## 9. BASELINE, EVALUATE AND DOCUMENT YOUR FINDINGS

Evaluation is essential to prove the value of investment to funders and local people. As we found out at the end of round one, clearly defining outputs, establishing baselines, and resourcing timely project evaluation is essential.

Document your projects, recording what places were like before and how they change over time. Take photos! To capture the impact of a project a satisfaction survey is a must. For bigger projects, a town centre health check will include many performance indicators like footfall, turnover and vacancy rates.

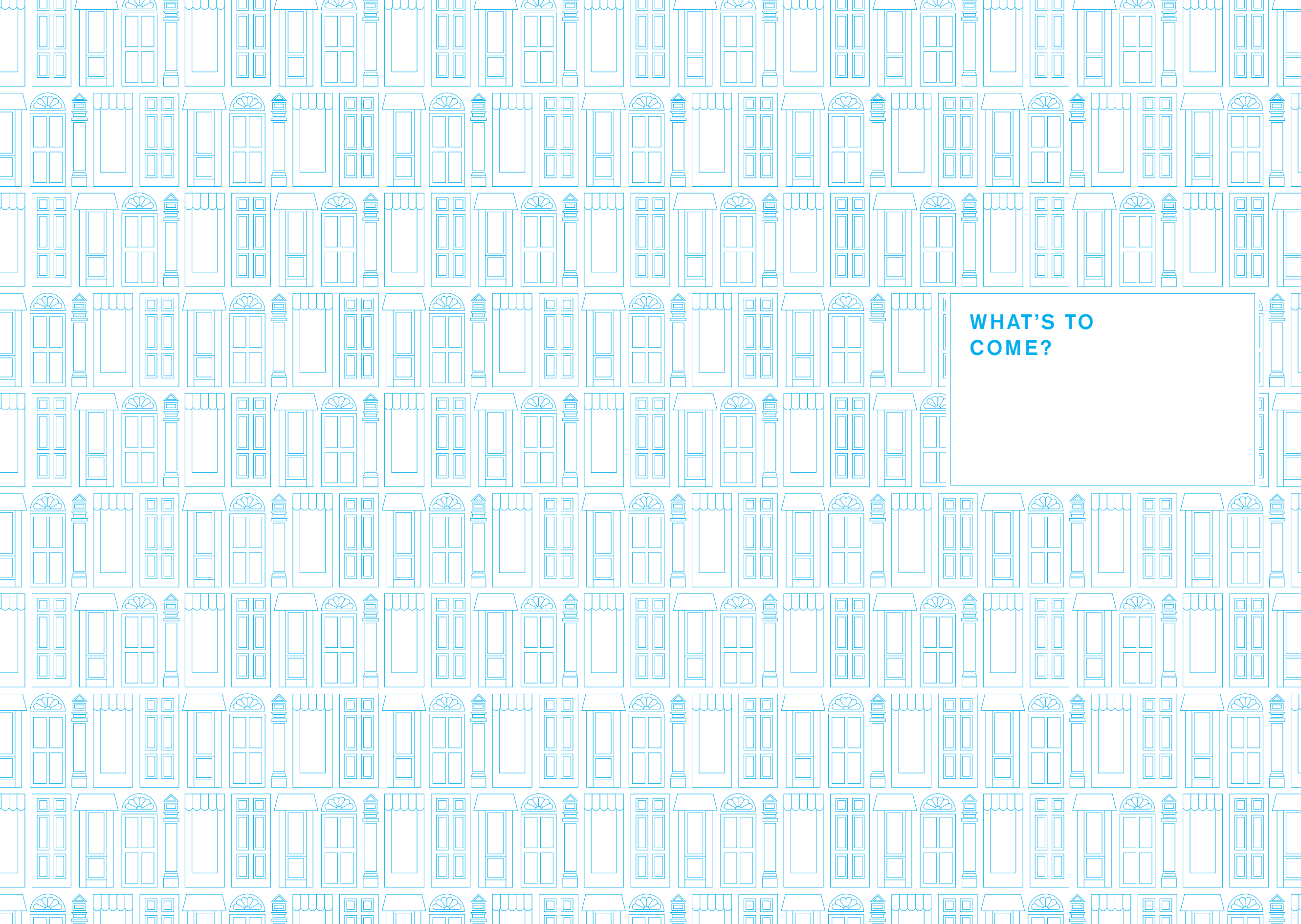
## 10. PLAN FOR LEGACY

Building a legacy into the projects from the start is a useful way to make sure they can continue to have an impact after dedicated funding streams end.

Factoring in future maintenance costs from the start means enough revenue can be set aside. Establishing a core group of people who will maintain or continue the work can be vital to a project's success.

Use project funding to plan your next move, by commissioning further design work, traffic modelling or feasibility studies. Other tools like websites, directories of local businesses or forming strategic groups can also ensure a lasting legacy.





**WHAT'S TO  
COME?**

## WHAT'S TO COME

Each and every high street is unique, whether the mix of shops and services, the shape of public space, the capacity for movement on pavement and roads, the quality and scale of buildings, or the perceptions of people who use it. These factors will always be specific to each high street, and so too must be the investment that supports it.

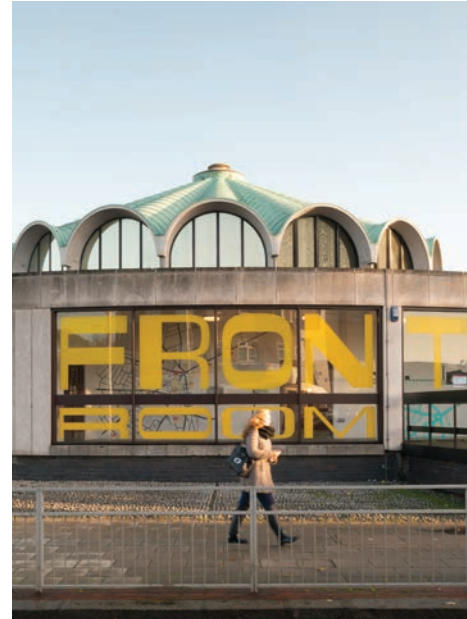
In round one, the projects that made the most impact were those that took local needs into account, celebrated uniqueness and diversity, nurtured individual assets and developed lasting partnerships.

Lessons from this early high street work have been, and are being, applied in recent projects funded from round two of the Outer London Fund, as well as the Mayor's Regeneration Fund and three London Portas Pilots.

The first round of the Outer London Fund helped catalyse much high street work led by boroughs. Many have now gone on to realise further projects in round two, which was launch in 2012. Through this second round, and with the addition of the Mayor's Special Projects, the Mayor allocated up to £2 million (with one exception) to 27 places across 21 London boroughs. The bigger sums made available in this round have given partners more scope to create permanent physical improvements in public spaces, underpinning long-term change. Alongside this, businesses continue to be helped with investment to shop fronts and training in selling and marketing to help them sustain their enterprise. More emphasis has been put on supporting start-ups, with skills training and chances to test ideas on the high street.

27 Portas Pilots have been set up across the UK, including three funded directly by the Mayor in Lambeth, Lewisham and Tower Hamlets. There, town teams, made up of interested local people, are implementing a wide range of initiatives, including reviving a historic street market,

Public space around the library in Barkingside is being made more accessible and welcoming  
– Jim Stephenson, 2013



Cafés and restaurants will be able to spill out onto the new shared surface in East Street, Bromley  
– Jim Stephenson, 2013

creating a *Fantasy High Street* arts event, bringing empty shops back to life with new businesses and community uses, and a radio show that celebrates local history. Launched in February 2012, this pioneering programme has brought together different members of the community to adopt a bottom-up approach to high street regeneration.

In the coming year, projects made possible via the Mayor's Regeneration Fund will be completed, contributing to the momentum of positive change. With major contributions from central government, this £70 million fund is supporting those areas most affected by the August 2011 disturbances. Projects include the creation of a fashion hub in Hackney, a makeover for Croydon's two major transport interchanges, and developing a new enterprise centre in Tottenham.

Through these coordinated programmes the Mayor has now invested in more than 50 London high streets.

Looking beyond projects already being funded, we're exploring how best to support high streets in the future. This includes making better use of planning policy, encouraging a wider range of economic activity and co-ordinating new development. Research currently underway commissioned by the Mayor's regeneration and planning teams is making clearer how to support a greater diversity and density of uses, making our high streets more resilient in a changing economy.

High streets have been adapting to evolving needs and fashions for centuries. Their ability to adapt will ensure their continued significance, so long as we take the time to understand and nurture their role in contemporary society. Our future work will continue to examine trends impacting high streets, informing how we'll support them to adapt, while retaining their individual character and quality.



## WHERE THE PROJECTS ARE

### ● Outer London Fund Round Two

#### Barking & Dagenham

- 1 Barking Town Centre

#### Barnet, Brent, and Camden

- 2 Cricklewood

#### Barnet

- 3 North Finchley

#### Bexley

- 4 Sidcup

#### Bromley

- 5 Bromley Town Centre

#### Enfield

- 6 North East Enfield

#### Haringey

- 7 Green Lanes

#### Harrow

- 8 Harrow Town Centre

#### Havering

- 9 Rainham

#### Hounslow

- 10 Brentford

#### Hounslow

- 11 Hounslow Town Centre

#### Kingston

- 12 Kingston Town Centre

#### Lambeth

- 13 West Norwood
- 14 Streatham

#### Lewisham

- 15 Catford
- 16 Deptford

#### Merton

- 17 Mitcham

#### Southwark

- 18 Nunhead

#### Sutton

- 19 Hackbridge
- 20 North Cheam and Worcester Park

#### Waltham Forest

- 22 Blackhorse Lane
- 21 Wood Street

#### Wandsworth

- 23 Balham

### ■ Mayor's Special Projects

#### Hillingdon

- 1 Northwood Hills
- 2 Ruislip Manor

#### Redbridge

- 3 Barkingside

#### Richmond upon Thames

- 4 Twickenham

### ◡ London Portas Pilots

#### Lewisham

- 1 Forest Hill, Sydenham, Kirkdale

#### Lambeth

- 2 Waterloo

#### Tower Hamlets

- 3 Chrisp Street

### △ Mayor's Regeneration Fund

#### Camden

- 1 Camden Town

#### Croydon

- 2 Croydon
- 3 New Addington

#### Ealing

- 4 Southall

#### Enfield

- 5 North Enfield

#### Hackney

- 6 Hackney Central

#### Haringey

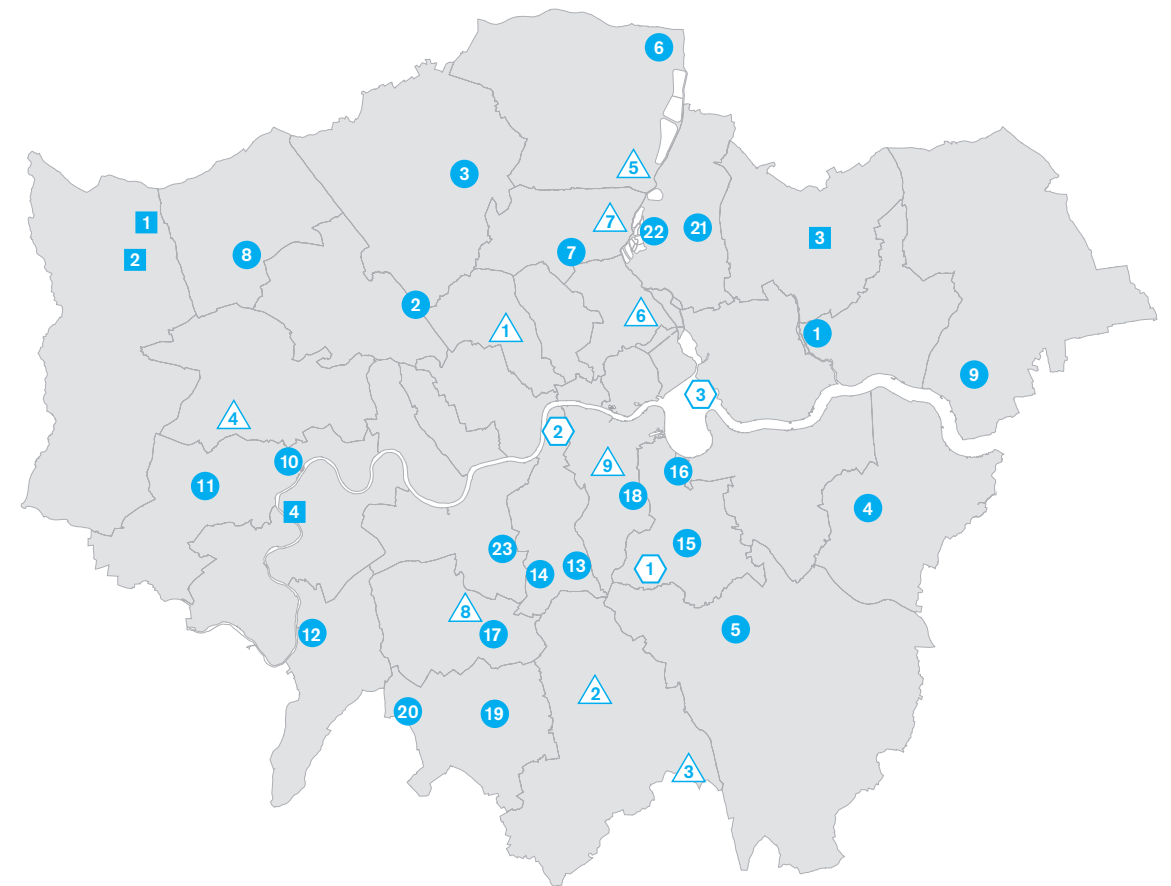
- 7 Tottenham

#### Merton

- 8 Colliers wood

#### Southwark

- 9 Peckham



## SNAPSHOTS 2012 – 2014



1

### Balham, Wandsworth

Tired public areas, including Bedford Hill Place, are being uplifted with new lighting, landscaping and seating, along with space and infrastructure for temporary events. The works also include the Edwardian inspired decoration of a dominant and unappealing wall, as well as support to make Hildreth Street a lively pedestrian area with a bustling market and café scene.



2

### Blackhorse Lane, Waltham Forest

The Blackhorse Workshop, a shared workspace for local makers and designers is boosting enterprise and skills development. Investment is also improving industrial building frontages, bringing Blackhorse Lane's shopping parade back to life and creating better public spaces. The area's potential as a gateway to the Upper Lea Valley's green spaces is being supported through plans to open Walthamstow Wetlands to the public.

### Cricklewood, Barnet, Brent and Camden

With support from the London boroughs of Brent and Camden, Barnet is helping Cricklewood, a town centre trisected by three local authorities, become a more unified and attractive destination. Tired shop fronts are being revamped and a new town square is being created, supported in the long-term by a public realm design charter. A mobile town square served as a precursor to the permanent works.



3



4

### Croydon Town Centre, Croydon

The investment supports 'Connected Croydon', a programme of coordinated public realm improvements to make better links throughout the town centre. Complementary business support initiatives include a new local enterprise hub, a pop-up shop for traders to test new ideas, a business rates relief scheme, an incubator for high growth businesses and a new community food hub to help traders on Croydon's oldest market. The project builds on a 20 year vision for the area's future.



5

### Harrow Town Centre, Harrow

Many public space projects scoped in round one, are being taken forward with round two funding. Streets in the centre of Harrow have been redesigned to allow for greater activity and efficiency and the overall environment has been improved with new pavement, benches, planting, signage and lighting. A new outdoor performance space and café which will help bring much-needed energy and excitement back to the area.



## SNAPSHOTS 2012 – 2014



6

### Kingston Town Centre, Kingston

Building on work in round one, Kingston's Ancient Market place is being given a much-needed makeover in order to enhance trade and provide a bustling and beautiful setting for the majestic Grade II listed Market House. New market stalls will complement the historic environment and make more efficient use of the space. In addition, a new festival of public art performances by young people will animate the area.



7



8

### Southall, Ealing

Wide-ranging improvements to streets, building frontages and public spaces, are addressing areas of neglect and bringing the rich mix of culture and heritage to the fore. The Dine in Southall initiative is establishing a training-led restaurant at Southall Manor House. These coordinated actions will help create a more clearly defined town centre that benefits from the arrival of Crossrail and new development. A shared community vision, the Southall Charter, is also being developed.

### Sidcup, Bexley

Sidcup & Co, a scheme to help new businesses set up, is providing grants, free retail space, advice and training. Businesses are also being offered incentives to be based in Sidcup. Those already on the high street are getting advice on marketing and sales. Streets and public spaces are also being made more inviting and attractive, with wider pavements and better crossings and a new public space outside the library, suitable for a farmers' market and events.



9

### Tottenham, Haringey

A new regeneration strategy for Tottenham is being prepared to help revitalise an area scarred by decades of decline and the August 2011 disturbances. Tottenham's town centre will be improved with new public spaces and housing, increased transport capacity and transport links. This will allow it to reap the benefits of Tottenham Hotspur's new £400 million stadium development. A skills and jobs programme is also boosting growth and restoring local pride.



10

### West Norwood, Lambeth

Building on support in round one, investment is helping to expand the West Norwood Feast, a monthly celebration of food, art and crafts run by the local community. Shop fronts are being spruced up, public spaces are being smartened, and junctions improved for pedestrians. Local enterprise is being supported by a new business club, and the Makerhood programme is providing business development training to local designers.

## LIVING IN TOWN

BY LEVENT KERIMOL

Barking Town Square is surrounded by new high quality buildings  
– Jim Stephenson, 2014



Housing-led development brings greater density to Barking Town Centre  
– Levent Kerimol, 2012

London's population is growing faster than expected and years of housing undersupply are taking their toll. The London Plan predicts the city needs 49,000 new homes a year, more than any time since the 1930s. In recent decades, opportunities for new house-building have focused on large brownfield sites. While high streets and town centres have figured in plans for growth, experience suggests their potential for new homes is often underestimated.

Complex sites with a range of owners can, of course, cause challenges for redevelopment. However, high streets already have the services and transport connections to cater for more residents, without requiring major investment in infrastructure. Given changes in retail patterns, such as internet shopping and the concentration of larger stores in fewer, bigger centres, high streets may offer an opportunity to help increase housing output more quickly.

Public authorities can do more to enable greater housing density in town centres, by producing wide-ranging strategies. Public sector ownership could lever a chain reaction of redevelopment, using land swaps for example, while giving major retailers and social facilities new premises in the process. They will need to look holistically at making use of empty and under-used spaces in and around town centres, while restructuring these areas to work more effectively as destinations. Intensification, through carefully configured development, is a chance to learn from shopping malls' success – by reconfiguring pedestrian routes to anchor stores, curating the mix of businesses, providing facilities for shoppers, and making a trip to the town centre more of an enjoyable 'day out'.

The transport and facilities in town centres can support higher residential densities than elsewhere. Over the last 15 years, there have been plenty of examples of higher density housing that promise to be successful residential environments. The factors needed for success are widely known but not commonly achieved. The minimum standards of the *London Housing Design Guide* and emerging national standards go some way towards ensuring acceptable living conditions in high-density development. However we must get better at addressing the more qualitative factors which have a real bearing on the lived experience. These include privacy, sense of community, the relationship to the outdoors, and a sense of place and homeliness.

Recent developments such as St Andrews in Bromley-by-Bow have ground floor maisonettes with gardens and top floor duplexes with large roof patios, to accommodate larger family dwellings.



However high numbers of children place particular strain on management and maintenance, which is already more costly at higher densities. While we need to make higher density housing more attractive and suitable for families, town centres could be particularly attractive for older people leaving larger homes elsewhere.

But what does more housing mean for the high street? Bringing more residents to the high street may benefit businesses, but is unlikely to make a real difference to long-term retail trends. If the change is poorly managed, housing intensification could actually threaten life on the high street. For example, if housing conversion and redevelopment is done in a piecemeal, uncoordinated fashion, it can take space away from businesses and other services, whilst not providing very many homes.

Carefully coordinated housing intensification on high streets should re-provide or preserve flexible non-residential space on lower floors to meet small businesses' needs at

A library and public plaza are part of the Dalston Square development in Hackney – Levent Kerimol, 2012



St Andrews accommodates families in a high-density development in Bromley-by-Bow – Allies & Morrison, 2012

costs comparable to existing space. This may require input from specialist investors or managers who understand the importance of having a healthy mix of businesses in a town centre that is not compromised by the housing above.

City Hall is currently researching successful housing intensification in and around town centres. This includes tips and tricks to make non-residential ground floor spaces work, as well as creating attractive and desirable high-density housing. Once published, this will form an important part of strategies to build more housing and support diverse and healthy high streets.



## PLACES OF WORK

BY TOBIAS GOEVERT



1



2



3

1, 2, 3, 4  
Tottenham is home to many manufacturers including Rosamanda pleaters, Redemption Brewery, Cox London lighting and furniture designers and makers, and Planet Aspects mannequin manufacturers – Philipp Ebeling, 2013



4

Within a minute's walk of Kingsland Road, around the back of Haggerston station, a whole world of economic life is revealed. A van hire place, a co-working hub, a dance studio and pop-up cafe, a social enterprise bakery and a high-end aquarium supplier, are all happily hidden behind a Tesco metro, within railway arches or tucked into new housing blocks. These businesses add colour and depth to the local economy without having to shout for attention on the high street to thrive.

A more rigorous employment study a few miles up the A1 in Tottenham, *From Around Here*, uncovered some surprising figures about local production. One business distributes 20,000 liters of yogurt per week, whilst another produces 700 pairs of shoes. One brews 15,000 pints of beer, another mixes 700kg of houmous, and yet another launders 20,000 shirts, all in a week's work<sup>1</sup>. And the list goes on. These are hugely valuable activities serving the wider population, yet their presence goes unnoticed for most. They are located in sheds at the back of the high street, prospering in light industrial pockets.



Camden Collective co-working  
space in Camden Town  
– Camden Town Unlimited, 2013



These businesses, mainly small and medium sized, have something in common. They benefit from proximity to the buzz of high streets and the easy access to transport, shops and services. In many cases, though, the land they are situated on is also in demand to meet London's ever increasing housing need<sup>2</sup>. In Haggerston, while some new residential developments are incorporating space for this economy and the additional footfall is likely benefiting likely benefiting business, the competition for space is also driving up rent. Further up the growth corridor in Tottenham a similar process is underway. In both places, and indeed throughout London, space for manufacturing and light industry is increasingly out of reach for many of London's small and medium sized enterprises (SMEs). The *Jobs and Growth Plan for London* highlights how the decline in 'affordable workspace in recent years has challenged the way many SMEs face the market, as well as how and where they identify spaces in which to operate'<sup>3</sup>.

Yet SMEs are a vital component of our economic recovery. According to the London Enterprise Panel 'it is the small business community which is at the forefront of reshaping of London's economic landscape in the 21st century'<sup>4</sup>. Just down the road in Shoreditch there were over 15,000 start-ups in 2012/13, mostly in the tech sector<sup>5</sup>. London is already home to over 800,000 SMEs including microbusinesses that account for approximately £430 billion of business turnover (and that's not even including the financial and insurance sectors)<sup>6</sup>. With one million new homes planned to be built by 2035<sup>7</sup>, a corresponding amount of new jobs will need to be provided in the right places.



Open access wood  
and metal workshop on  
Blackhorse Lane  
– Jim Stephenson, 2014

In order to sustain and grow London's base of small businesses we need to supply and retain affordable workspace in both inner and outer London, alongside the provision of much needed homes. Without this we risk losing talented entrepreneurs to more affordable areas like the Midlands or, in the case of the creative sector, to global competition from cities like the 'poor but sexy' Berlin, a term coined by its Mayor Klaus Wowereit.

One way of addressing a potential undersupply of affordable workspace is to encourage 'pooling' of businesses. As demonstrated successfully by the 50 per cent publically funded Impact Hub Westminster, there is a growing market for co-working spaces. 240 businesses operate out of this managed, shared office space. Charges for desk space are flexible and relatively low-cost. A recent GLA study has found more than 100 of these spaces in London, mostly clustered in the centre and City fringe, like Haggerston, with creative and tech businesses the main users.

Although there are far fewer examples of affordable workspace in outer London, Blackhorse Workshop, an open access wood and metal workshop funded by the Mayor and Waltham Forest, is also providing shared, low-cost workspace for London's makers. Back in Tottenham, the 639 Enterprise Centre set up by the Mayor in 2012 offers desk space and business support for start-ups at low rates and on flexible terms. 639's gallery hosted the *From Around Here* exhibition last summer, where locally manufactured products, including disco-balls and mannequins, were on display, making a significant aspect of Tottenham's economy visible on the high street.



639 Enterprise Centre is supporting new business in Tottenham  
– Angus Leadley Brown, 2013



Clever billboards promote industry in Blackhorse Lane  
– Jim Stephenson, 2013

While these exemplary projects are setting precedents, there's more to be done. It should be easier for businesses to access the workspace that is already available. Networking opportunities, a directory and a web platform could better match users with existing space. With guidance from experienced providers, early engagement with developers by local authorities could encourage more workspace of all types to be provided in new buildings on and around high streets. We must continue to create space for London's small businesses, whether high-tech makers, hounous mixers, product designers or aquarium sellers, if we are to give London's economy a real and lasting push.



## HIGH STREET STEWARDSHIP

BY MATTHEW TURNER AND  
MARIA DIAZ-PALOMARES

What makes a good high street? Often the answer is found behind the scenes, in the organisations working to make places successful. Since the very first city, millennia ago, traders have organised themselves into markets and collaborated to attract customers and best present their goods. Today, with competition from online and out of town shopping, high rents and rates, and pressure from new development, residents, business people and local authorities are increasingly working together to ensure a healthy future for their high street.

Traditionally, managing high streets has been about tackling a number of basic, but important things - cleaner streets, dealing with graffiti problems, vandalism, refuse collection and better marketing of the area.

For many areas, tackling these issues has grown out of adversity. For example, back in 2005 Camden was suffering from crime, particularly on-street drug dealing, discouraging visitors to the high street and risking a downward spiral. When it formed in 2006, the Camden Town Unlimited (CTU) business improvement district (BID) identified cutting crime as one of their top priorities.

To that end, a security patrol project with a visible on-street police presence was set up. Using evidence from this pilot project, CTU, with the Mayor's support, undertook a lobbying campaign to secure sufficient police resources to provide the service year-round. As a result, Camden and the Met Police agreed a £3 million fund to provide an additional 28 officers to patrol the BID area until 2010. CTU subsequently secured further funding for the scheme.

Camden Town Unlimited  
has recently opened a  
coding academy  
– Jim Stephenson, 2013



Simon Pitkeathley, CEO of Camden Town Unlimited says: 'This investment has been our biggest achievement and we are proud that almost 80 per cent of businesses have reported crime has gone down since CTU started operations in the area. Our work's been the decisive factor in changing perceptions about how to tackle on-street crime and although we are not complacent, we are delighted to have had such an impact in reducing on-street activity'.

Many BIDs have evolved into organisations with ambitions for more than the basics of cleanliness and safety. As part of its 'Collective' business incubator, CTU has launched an innovative project called 'Coding the Web, from the Collective Academy'. It offers free training to people who want to learn to code and improve their employment opportunities.

Across the river, the Waterloo Quarter BID works with the local businesses of this rapidly changing area to identify opportunities to benefit from new development and regeneration investment. They have also supported and promoted the local street market and boosted independent retail through innovative projects such as the *Fantasy High Street* arts festival and a test-trading project with the local adult education college. The Waterloo Quarter BID is also developing a green infrastructure planting project to develop next generation urban greening schemes. Their work has been boosted by the Mayor through the Portas Pilot initiative.

So what is a business improvement district? BIDs are local organisations which collect a compulsory levy from businesses in a defined geographic area. They represent the interests of the local business community, providing services and improvements to business on top of those offered by public bodies.

One of the main advantages of the BID model is that as an independent and geographically focused body, it can act more quickly than a large, central organisation. That means BIDs can often achieve more impactful and visible activity on the ground relatively quickly. BIDs also create shared

negotiating position for business on the high street, and a secured five-year budget. Crucially, being a formally constituted organisation allows access to a range of funding opportunities.

Since BIDs were introduced in the UK about eight years ago, having been common in the US since the 1970s, they have proved increasingly popular. In London, their growth has been supported by the Mayor, and the capital now hosts 38 BIDs representing more than 7.6 per cent of London's firms and 11.3 per cent of London's total employment<sup>8</sup>. With many more going for ballot in the next two years, the Mayor



Waterloo Quarter is boosting the market on Lower Marsh  
– Jim Stephenson, 2013



is confident that his target of 50 will be met by 2016.

However, BIDs are not a 'one size fits all' solution. The key to a successful town centre is having a management structure that suits the place and its objectives. On many high streets, a basic traders association has served very well. These voluntary business partnerships exist in all sizes and forms, and are a way of gathering and sharing combined interests and needs. An objective like improving building security can be achieved with a traders association. This can have wider benefits too – for example crime alert boxes along a parade of shops helps formerly isolated businesses to develop links with others on the street.

Given the diversity of high street activity and popular interest in their welfare new groups called 'town teams' have emerged, with wider representation than just the business community. These are flexible and dynamic voluntary partnerships, made up of residents, businesses, representatives from the local authority, and other interested parties.

One such town team, SEE3, has been making waves in Forest Hill, Kirkdale and Sydenham, three areas of south London. Catalysed by the opportunity of Portas Pilot funding, a team of councillors, traders and residents was formed. In the wake of their successful bid, SEE3 has gone on to deliver a number of innovative projects that have helped foster local enthusiasm. Their 'Shop Revolution' has given new businesses the chance to trade on the high street, by renovating empty units and offering short-term tenancies to start-ups. One of the first pop-ups in Forest Hill, The Butchery, collaborated with a local greengrocer to provide fresh meat and vegetables, and has since taken a permanent lease on the shop.

Ed Holloway, of SEE3 says, 'The structure of our town team allows us to develop group ideas quickly and deliver imaginative responses to challenges on our high street. An energetic team of entrepreneurs, community, council members and retailers can unlock the goodwill and creative potential for revitalising London's high streets.'

In other areas, town centre managers, employed by the local authority, are an effective central resource

and act as the point of contact for high street businesses. They ensure the smooth running of local authority services, from refuse collection to business rates, and help coordinate long-term change. Where business relations are strained, a town centre manager can provide much support as a bridge to the local authority.

In Balham, the town centre manager is part of the Balham Partnership, a private sector-led voluntary group, with representatives from local businesses, the community, local churches and the Met Police. Having the advantages of a town team and a town centre manager, this arrangement has helped nurture trust between businesses, with a shared common interest in improving the high street that is supported directly by the local authority.

Making better places requires the collective effort of people who care passionately. Whether a BID, a traders association, a town team, or a town centre manager, to be effective the structure should suit the unique qualities of the place and its aspirations for its future.



The SEE3 town team is bringing empty shops to life in Lewisham – Philipp Ebeling, 2013



## EMERGENT AND RESURGENT

BY JAMIE DEAN

UK high streets are adapting to shifts in consumer demand, corresponding with the rise in online sales and out-of-town shopping. Add the impact of global restructuring and a financial crisis or two, and it's not surprising that the prevailing commentary on the high street has been one of terminal decline.

In London, however, we have seen that the picture is far from universally cataclysmic. There are vacancies, alongside a rationalisation of the retail sector and some vulnerable local economies, but there is also evidence of a more positive picture. With the right support, many high streets are beginning to adapt, diversify, and in some instances, completely buck the national trend. Elsewhere we are even witnessing high streets emerging within existing urban areas or as part of new developments.

This resurgence of life on many of London's high streets is more than just a return to the pre-crisis trading pattern. It is instead a testament to the modern high street's inherent flexibility, resilience and constant evolution. It also testifies to the determination of traders, residents and local authorities to experiment, innovate, and compete in response to new challenges.

Lower Clapton Road in Hackney, a stretch once synonymous with gangland



People pass time on the corner that wraps around the Palm2 greengrocer in Clapton  
– Alison Mayer, 2014

Palm2 is just one part of the multi-storey building stacked with activity  
– Alison Mayer, 2014

shootings, illicit activity and high street decay, is rebounding. In recent years, a cluster of thriving businesses has sprung up, capitalising on the flexibility of this undervalued high street. This story is exemplified by one ambitious entrepreneur, Abdul Saluk.

Abdul's Palm2 began life as a small greengrocer in the 1980s, housed in an ex-industrial building. It has since expanded upwards to make space for a series of pop-up restaurants, which use the fresh produce on sale downstairs. The space also hosts cookery courses, a pop-up theatre, music lessons and just about anything else the local community wants to try out. Abdul subsequently opened his sister shop 'Natural and Organic' in 2006, specialising in health foods, and has recently joined forces with other local entrepreneurs to start a restaurant, located a few doors down.

Following Tesco's arrival in 2008, Abdul diversified his offer, cooking and baking fresh food from a rear kitchen. This adaptation has meant both businesses can exist side by side. Together, they've played their part in nudging forward this resurgent high street. The momentum has led to the arrival of more than 20 new businesses over the last couple of years, including a bookshop, record shop, and numerous cafés and pubs. Even the local church is boosting its contribution to the street, and is now a venue for concerts by world-renowned musicians.

Further down the road, funds from the Mayor have helped to extend and expand high street life into underused railway arches and warehouses, building on the energy and attraction of a group of factory outlets. This is helping to create a whole new fashion district in Hackney Central, which is becoming a place for young designers to cut their teeth in the industry, with



apprenticeships, training and retail opportunities.

Across London, we're also witnessing entirely new high streets emerging. Southwark Street was initially created in the 1870s as a much-needed thoroughfare connecting London and Blackfriars Bridges. It soon became lined with warehouses, and remained a light industrial area until the arrival of a number of 1960s office blocks in the spaces left by bombing during the war. With a ground floor that had never become residential, Southwark Street was a high street in waiting.

In the last 15 years, with the arrival of the nearby Tate Modern, the Jubilee line extension and the renaissance of the South Bank, Southwark Street has begun to develop into a bustling high street. Victorian warehouses have been converted into offices, including the large architecture practice Allies & Morrison in 2003, whose ground floor today is a busy restaurant.

Some of the least welcoming office blocks have been replaced with smaller buildings, opening up cross streets and providing space for ground floor activities all along the street. More recently, new hotels, restaurants, cafes and pubs, as well as several cultural institutions have sprung up in the area, while the revitalised Borough Market at the eastern end of the street is attracting visitors from all over London. All this has happened without policy or plans to create a high street.

Elsewhere, a concerted effort is being made to foster high street activity along the main routes of the Queen Elizabeth Olympic Park, which are being wired in to the existing high streets of the surrounding area. The emergent high street of East Village, a new neighbourhood in the park, is connected to the resurgent Leyton High Road. Other redevelopment projects across London, like the Royal Docks, are being planned around newly constructed high streets, connecting into existing networks.

The resurgent and emergent high street is flexible, adaptable and connected. It offers low cost space for start-ups, and enables them to grow, expanding upward, backward and outward. It allows for a generous range of uses, attracting many different kinds of people at different



Shops and services on the ground floor of a new development and a functional pavement support life on Southwark Street – Alison Mayer, 2014

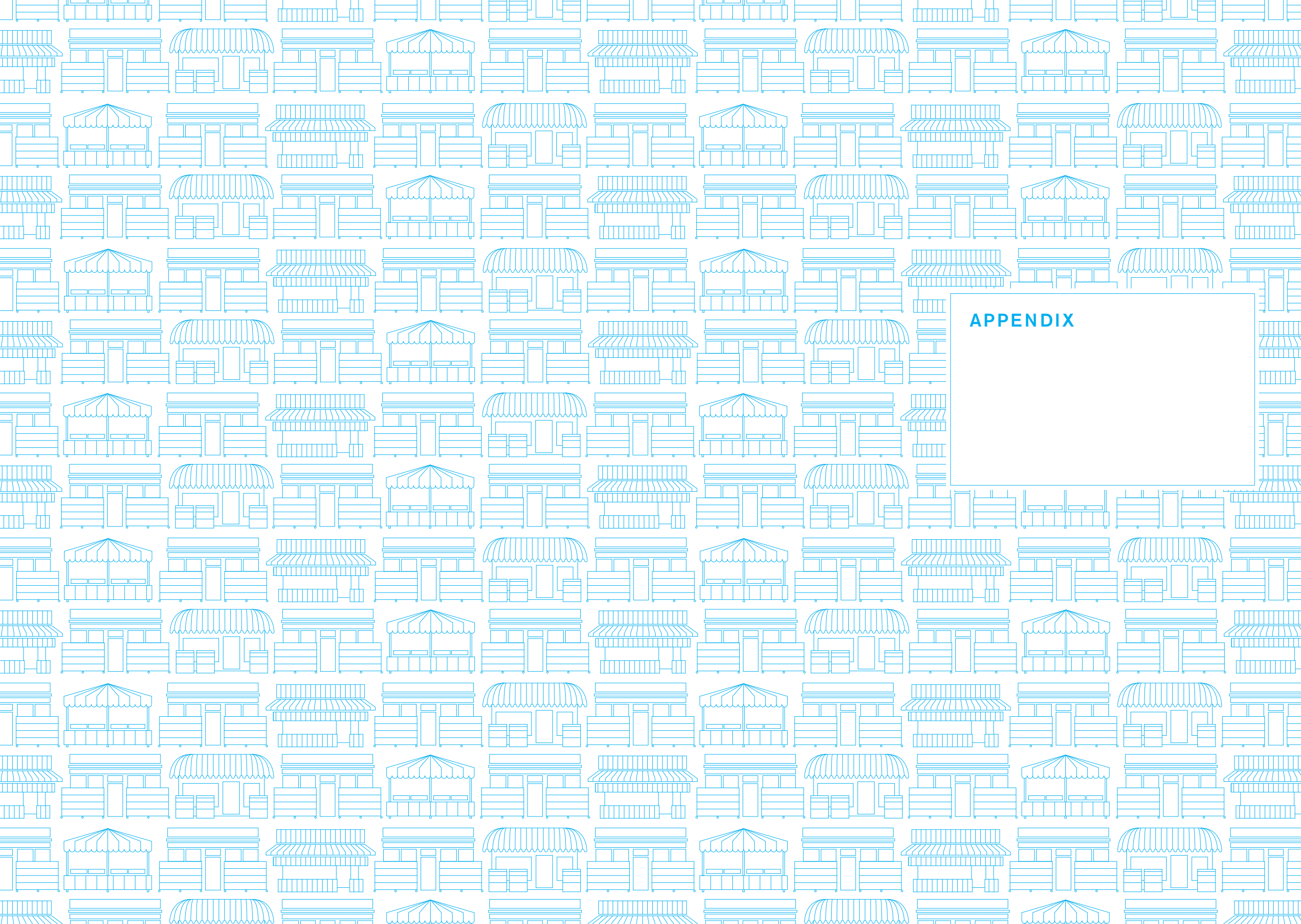


The elegant Hop Exchange building hosts a variety of businesses on Southwark Street – Alison Mayer, 2014

times and for different reasons. It also connects places that are already alive with commerce, culture and everyday life.

The purpose of all the projects described in this publication is to make places more buoyant in an economic context that is impacting on the retail offer of the high street. Whether by creating space for new business to sell niche goods and provide useful services in Willesden Green, bringing cultural attractions to New Addington and Hounslow, reinvigorating an indoor market in Wood Street, or shaping better places for public life in Barking or Whitechapel, the durability of the high street lies in its capacity to adapt to changing conditions, and to continue to give people reasons to visit.

Learning from years of working to support London's high streets through these changes is driving our thinking on the role they must play in the future. We're using policy, as well as investment to help support a greater diversity and density of uses and improve high streets' appeal and functionality, making them more resilient in a shifting economy. Collaborating with our partners, we're guiding London's high streets into the 21st century.



APPENDIX



**OUTER LONDON FUND ROUND ONE**  
**MAYOR OF LONDON £9,804,505**  
**2011 - 2012**

**A10/A1010 Corridor**

**Borough**  
Enfield  
**Client/partners**  
Enfield, Mayor of London  
**Consultants**  
Decca, Landolt & Brown, muf  
architecture/art, Objectif  
**Funding**  
Mayor of London £715,000

**Acton**

**Borough**  
Ealing  
**Client/partners**  
Ealing, Mayor of London  
**Consultants**  
EQ2 Light, Harry Dobbs  
Design, John Aldus,  
Modus Operandi  
**Funding**  
Mayor of London £437,461,  
total match £180,046

**Archway**

**Borough**  
Islington  
**Client/partners**  
Islington, Mayor of London  
**Consultants**  
Byam Shaw School of Art,  
Ruth Ewan  
**Funding**  
Mayor of London £87,176,  
total match £7,176

**Barking Town Centre**

**Borough**  
Barking and Dagenham  
**Client/partners**  
Barking and Dagenham,  
Mayor of London  
**Consultants**  
Lucentia Design, muf  
architecture/art, Patel  
Taylor, Project Centre,  
Remarkable Productions  
**Funding**  
Mayor of London £650,000,  
total match £918,459

**Barnes**

**Borough**  
Richmond upon Thames  
**Client/partners**  
Richmond upon Thames,  
Mayor of London  
**Consultants**  
Amy Dollamore, Down to  
Earth Websites, Richmond  
upon Thames, RockArt Ltd,  
Sign of the Times Ltd  
**Funding**  
Mayor of London £352,694

**Bexleyheath**

**Borough**  
Bexley  
**Client/partners**  
Bexley, Mayor of London  
**Consultants**  
East Architecture Landscape  
Urban Design, Parsons  
Brinckerhoff  
**Funding**  
Mayor of London £270,500

**Brentford**

**Borough**  
Hounslow  
**Client/partners**  
Hounslow, Mayor of London  
**Consultants**  
Brentford High Street  
Steering Group, Community  
Matters, Designed by Good  
People, Feltham Arts,  
Hounslow for Business,  
Hounslow Music Service,  
Ealing, Roger Tym &  
Partners, University of West  
London, Watermans, West  
Thames College  
**Funding**  
Mayor of London £266,500

**Bromley Town Centre**

**Borough**  
Bromley  
**Client/partners**  
Bromley, Mayor of London  
**Consultants**  
Hunt & Gather, Studio  
Egret West  
**Funding**  
Mayor of London £265,915,  
total match £109,328

**Catford**

**Borough**  
Lewisham  
**Client/partners**  
Lewisham, Mayor of London  
**Consultants**  
BDP  
**Funding**  
Mayor of London £122,690

**Chipping Barnet**

**Borough**  
Barnet  
**Client/partners**  
Barnet, Mayor of London  
**Consultants**  
Metropolitan Workshop,  
MPL, Retail Revival,  
Vision On  
**Funding**  
Mayor of London £399,893,  
total match £108,039

**Green Lanes**

**Borough**  
Haringey  
**Client/partners**  
Haringey, Mayor of London  
**Consultants**  
Designed By Good People,  
Haringey Traders Association  
**Funding**  
Mayor of London £99,400,  
total match £91,900

**Greenford**

**Borough**  
Ealing  
**Client/partners**  
Ealing, Mayor of London  
**Consultants**  
ECVS, Gary Saunders,  
Hanwell Traders Association,  
Vision On  
**Funding**  
Mayor of London £127,615

**Harrow**

**Borough**  
Harrow  
**Client/partners**  
Harrow, Mayor of London  
**Consultants**  
David Kohn, muf  
architecture/art  
**Funding**  
Mayor of London £473,000

**Hayes**

**Borough**  
Hillingdon  
**Client/partners**  
Hillingdon, Mayor of London  
**Consultants**  
Designed by Good People,  
International Visual,  
Pie Architecture, Urban  
Initiatives  
**Funding**  
Mayor of London £223,200,  
total match £223,065

**Hornchurch**

**Borough**  
Havering  
**Client/partners**  
Havering, Mayor of London  
**Consultants**  
Inpsyde, Jacobs,  
Studio Weave  
**Funding**  
Mayor of London £225,000

**Hounslow Town Centre**

**Borough**  
Hounslow  
**Client/partners**  
Hounslow, Mayor of London  
**Consultants**  
BDP Architects, Designed by  
Good People, Ealing, Feltham  
Arts, Hounslow Music  
Service, Spacemakers,  
Uniform, University of West  
London, Watermans, West  
Thames College  
**Funding**  
Mayor of London £498,999,  
total match £121,092

**Kingston Town Centre**

**Borough**  
Kingston  
**Client/partners**  
Kingston, Mayor of London  
**Consultants**  
JMP Consultants, Paul  
Farrington, Tonkin Liu  
**Funding**  
Mayor of London £611,942,  
total match £124,800

**Muswell Hill**

**Borough**  
Haringey  
**Client/partners**  
Haringey, Mayor of London  
**Consultants**  
Designed by Good People,  
Speak To  
**Funding**  
Mayor of London £90,233,  
total match £40,600

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**New Addington**


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**Borough**

Croydon

**Client/partners**

Croydon, Mayor of London

**Consultants**

Alison Crawshaw, Assemble Studio, RV Engineering

**Funding**

Mayor of London £516,000

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**North Harrow**


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**Borough**

Harrow

**Client/partners**

Harrow, Mayor of London

**Consultants**

Harrow

**Funding**

Mayor of London £307,727, total match £2,778

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**Orpington**


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**Borough**

Bromley

**Client/partners**

Bromley, Mayor of London

**Consultants**

Black Fox, Gala Lights, Legible London

**Funding**

Mayor of London £75,545, total match £12,147

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**Penge**


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**Borough**

Bromley

**Client/partners**

Bromley, Mayor of London

**Consultants**

Black Fox, Designed by Good People, Gala Lights

**Funding**

Mayor of London £68,429, total match £3,920

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**Rainham**


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**Borough**

Havering

**Client/partners**

Havering, Mayor of London

**Consultants**

East Architecture Landscape Urban Design, Objectif

**Funding**

Mayor of London £219,184, total match £19,169

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**Streatham**


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**Borough**

Lambeth

**Client/partners**

Lambeth, Mayor of London

**Consultants**

East Architecture Landscape Urban Design, International Visual, Project Centre

**Funding**

Mayor of London £685,000

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**Twickenham**


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**Borough**

Richmond upon Thames

**Client/partners**

Richmond upon Thames, Mayor of London

**Consultants**

Atkins, Landscape Group, Richmond upon Thames, Survey Design Partnership

**Funding**

Mayor of London £464,550

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**Tooting**


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**Borough**

Wandsworth

**Client/partners**

Wandsworth, Mayor of London

**Consultants**

The Brick Box, POST Artists, Rosie Witney, Tooting Arts Club

**Funding**

Mayor of London £190,514, total match £68,031

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**West Norwood**


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**Borough**

Lambeth

**Client/partners**

Lambeth, Mayor of London

**Consultants**

East Architecture Landscape Urban Design, International Visual, Project Centre

**Funding**

Mayor of London £310,000

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**Whitton**


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**Borough**

Richmond upon Thames

**Client/partners**

Richmond upon Thames, Mayor of London

**Consultants**

Down to Earth websites, Jessica Charlston, John Knepler, Richmond upon Thames, Wood&amp;Wood Signs

**Funding**

Mayor of London £323,663, total match £17,165

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**Willesden Green**


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**Borough**

Brent

**Client/partners**

Brent, Mayor of London

**Consultants**

Architecture 00:/, Architecture Foundation, Blue Consulting, Kieren Jones, Meanwhile Space

**Funding**

Mayor of London £483,462

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**Wood Street**


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**Borough**

Waltham Forest

**Client/partners**

Waltham Forest, Mayor of London

**Consultants**

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**Funding**

Mayor of London £309,999, total match £39,471



## HIGH STREET 2012

### MAYOR OF LONDON £4,782,625

#### 2009 – 2012

#### Aldgate

##### Borough

Tower Hamlets

##### Client/partners

Tower Hamlets,  
Mayor of London

##### Consultants

Edco Design, J+L Gibbons,  
JMP, Julian Harrap Architects,  
muf architecture/art, Objectif,  
Rachel Whiteread

##### Funding

Mayor of London  
£1,024,375, total match  
£2,864,024

#### Bow

##### Borough

Tower Hamlets

##### Client/partners

Tower Hamlets, London  
Thames Gateway  
Development Corporation,  
Mayor of London

##### Consultants

Adams & Sutherland

##### Funding

Mayor of London £131,000,  
total match £3,100,000

#### Mile End

##### Borough

Tower Hamlets

##### Client/partners

Tower Hamlets,  
Mayor of London

##### Consultants

Adams & Sutherland, J+L  
Gibbons, JMP Consultants,  
muf architecture/art, PRP

##### Funding

Mayor of London £910,000,  
total match £695,000

#### Stepney Green

##### Borough

Tower Hamlets

##### Client/partners

Tower Hamlets,  
Mayor of London

##### Consultants

muf architecture/art, J+L  
Gibbons, JMP Consultants

##### Funding

Mayor of London  
£1,287,250, total match  
£100,000

#### Stratford

##### Borough

Newham

##### Client/partners

Newham, Mayor of London

##### Consultants

AECOM, Contemporary  
Arts Society, Minx Creative,  
Timorous Beasties

##### Funding

Mayor of London £500,000,  
total match £950,000

#### Whitechapel

##### Borough

Tower Hamlets

##### Client/partners

Tower Hamlets,  
Mayor of London

##### Consultants

East Architecture Landscape  
Urban Design

##### Funding

Mayor of London £180,000,  
total match £1,804,503

#### Project-wide street and building improvements

##### Borough

Newham and Tower Hamlets

##### Client/partners

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Lottery Fund, Newham,  
Tower Hamlets, Mayor of  
London, Transport for London

##### Consultants

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Architects, Objectif, Studio  
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##### Funding

Mayor of London £750,000,  
total match £14,242,150

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### Image credits

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#### Snapshots 2011-2012

- 1 Hounslow, 2011
- 2 Metropolitan Workshop, 2012
- 3 Bromley, 2011
- 4 Philipp Ebeling, 2011
- 5 Levent Kerimol, 2011
- 6 Harringay4shops, 2011

#### Snapshots 2012-2014

- 1 Jim Stephenson, 2013
- 2 Jim Stephenson, 2014
- 3 Jim Stephenson, 2013
- 4 Jim Stephenson, 2013
- 5 Jim Stephenson, 2013
- 6 Mark Teasdale, 2014
- 7 Untitled Practice, 2013
- 8 Ealing, 2013
- 9 Angus Leadley Brown, 2013
- 10 Philipp Ebeling, 2013

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