

Good Growth Fund (Round 3) Stage 2 Bid Application

Queens Market, Green Street

Background

This document outlines the scope and contents of the Council's Good Growth Fund bid submission to the Greater London Authority (GLA). It includes the main details of the bid relating to the project aims, the proposed project elements and the Good Growth Core outcomes and outputs that would be delivered if the Council was to receive capital grant funding totalling £2 million.

If grant funding is awarded to Queens Market, the Council and the GLA will be required to enter into a grant agreement. If the Council agrees to the terms of the agreement, then this will be subject to Cabinet approval. A report to Cabinet will be presented in May or June 2020 for consideration.

The outcome of the application process is expected in late March. The Council will make an announcement on its Green Street webpage following receipt of confirmation from the GLA.

Project Issues, Aims, Elements and Core Outcomes

This section outlines the key issues, the aims, the project elements and the core outcomes and outputs of the Good Growth Fund programme for Queens Market for each of the four principle themes relating to the bid. A fifth theme, Air Quality, was also included in the submission though the capital grant funding for this is from a separate GLA fund.

The workshops that were held in January 2020 with Green Street residents, traders, businesses and other interest groups helped to shape the final bid to the Good Growth Fund. See the separate report outlining the findings from this community engagement exercise.

The scope, projects and outcomes of the proposed programme is subject to the amount of capital grant funding received and discussions between the Council and the GLA in relation to the terms of any grant funding agreement. Further engagement with residents, traders, businesses and interest groups will take place during 2020 to further define the final scope and programme for each theme.

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Theme: Queens Market – to improve the look, feel and function of the market

Alongside this investment, the Council will be assessing the long- term opportunities for the site which will include a new covered market with improved trader facilities, additional housing, neighbourhood and health centres, affordable workspace and retail.

Beneficiaries:

- 1) existing traders and retailers
- 2) new traders and retailers
- 3) local residents and the wider catchment of the market; and,
- 4) businesses on the high street

| Issues: | Aims | Proposed Project Elements | Outcome and Outputs |
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| <ol style="list-style-type: none"> 1. There has been a lack of investment in the indoor market building over the last 15 years. 2. The Council wants to increase the number of traders and footfall to the market and promote it as a destination to support the wider town centre. 3. The local community has expressed a view that there is a lack of variety currently available. 4. The existing infrastructure does not support a | <ol style="list-style-type: none"> 1. To improve the appearance and function of the existing market building and facilities 2. To increase the level of footfall and spend to the market 3. To provide better infrastructure for the traders 4. To maintain the number of pitches and core purpose of the market 5. To encourage the take up of vacant pitches | <ol style="list-style-type: none"> 1. Design development and implementation of the top three priority ideas/interventions identified through the engagement workshops with traders, businesses and the local community. See community engagement report. 2. Explore the opportunities around the development and implementation of 4th to 6th priority ideas that came out from the community workshops. See community engagement report. 3. Work with the existing traders to understand the types of new capital infrastructure that would help support their business/trading and operation | <p>Good Growth Core Measures:</p> <ol style="list-style-type: none"> 1. Commercial space being created/improved 2. Increase in footfall 3. Increase in visitor satisfaction 4. New jobs being created and existing jobs being safeguarded 5. Number of people who participate in a project 6. Sense of belonging to an area <p>Other Outputs:</p> <ol style="list-style-type: none"> 1. Physical design that encourages people from different |

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| <p>diversification of the offer, coupled with no usable space for community activities/events.</p> | <p>especially from those with protected characteristics</p> <ol style="list-style-type: none"> 6. To create and provide a flexible community space to be used for informal activities on non-market days/hours of operation | <ol style="list-style-type: none"> 4. Develop and implement a management and maintenance plan for the market to help address and rectify some long standing issues relating to the market building and its ancillary uses (i.e. car park) 5. Explore the opportunities for a new flexible community space to be used on non-market day/hours of operation 6. Programming of community events and activities to support the market and drive footfall and spend 7. Curation of a new market offer on either a Monday or Wednesday with a focus around supporting the creative industries. | <p>backgrounds to meet and to interact</p> <ol style="list-style-type: none"> 2. Products/projects/services developed through co-design 3. Signage / gateway features provided or improved (e.g. new way finding features) 4. Start-ups/SMEs/Artists benefitting from low cost space 5. Perceptions of safety during night and day |
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| Theme: Public Realm – improvement to the public spaces and public realm surrounding the market | | | |
| Beneficiaries: 1) existing & new traders and retailers 2) local residents & wider catchment 3) existing & new businesses 4) Creative Newham partners | | | |
| Issues: | Aims | Proposed Project Elements | Outcome and Outputs |
| <ol style="list-style-type: none"> 1. Under investment in the public realm and space surrounding the market 2. Lack of large public spaces in the town centre 3. Public space not actively used by residents and attracts high level of anti-social behaviour 4. Ensuring the right balance and types of activation to protect amenity but encourage greater use of public space 5. Severance and a lack of legibility connecting the public spaces and market 6. Poor lighting and natural surveillance | <ol style="list-style-type: none"> 1. To improve the look, feel and function of the public space adjacent to the market 2. To provide more opportunities to encourage greater use of the public space by people of all ages (i.e. rest/relax and play spaces) 3. To animate and make the public spaces more attractive through public art 4. To improve the legibility and wayfinding to and from the market 5. To help to improve air quality and increase the | <ol style="list-style-type: none"> 1. Design development and implementation of the top three priority ideas/interventions identified through the engagement workshops with traders, businesses and the local community. See community engagement report. 2. Explore the opportunities around the development and implementation of the 4th to 6th priority ideas that came out from the community workshops. See community engagement report. 3. To provide more points of interest for the spaces through cultural programming of the spaces and public art commissioning 4. Removal of existing on-street toilets and to be replaced with new facilities within the market | <p>Good Growth Core Measures:</p> <ol style="list-style-type: none"> 1. Number of people who participate in a project 2. Increase in footfall 3. Increase in visitor satisfaction 4. The amount of public realm being created or improved 5. Sense of belonging to an area <p>Other Outputs:</p> <ol style="list-style-type: none"> 1. Physical design that encourages social interaction 2. Products/projects/services developed through co-design 3. Shopfronts/ building frontages improved 4. Number of cultural events taking place |

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| | <p>amount of greening in the town centre</p> <p>6. To support the Council's ambition to increase the level of sustainable and active travel</p> | | <p>5. Perceptions of safety during night and day</p> |
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| Theme: Affordable Workspace - Utilising underused car parking space for truly affordable workspace for Newham residents and businesses | | | |
| Beneficiaries: 1) residents and businesses based in the borough 2) Creative Newham partners 3) Further and higher education organisations based in Newham 4) Creative Industries in London | | | |
| Issues: | Aims | Proposed Project Elements | Outcome and Outputs |
| <ol style="list-style-type: none"> 1. There is a lack of affordable workspace in Newham and in particular Green Street. 2. There are a number of Newham residents and businesses that have expressed concerns regarding the affordability of workspace (especially co-working space) that is accessible in the borough. 3. Owing to the increase in land values and developments that have come forward, this contributes to market value increases which in turn is pricing out | <ol style="list-style-type: none"> 1. To provide truly affordable workspace provision which is currently lacking in Green Street 2. To establish Green Street as an affordable workspace hub for the creative industries 3. To target and prioritise Newham based residents and businesses working within the creative industries, especially under-represented sectors to support prosperity and community wealth building 4. To link the workspace offer so it supports the | <ol style="list-style-type: none"> 1. To secure a delivery partner to develop, implement and operate the workspace provision on behalf of the Council 2. To include the top three priority ideas for the programming and use of the affordable workspace identified through the engagement workshops with traders, businesses and the local community into the tender specification. See community engagement report. 3. The delivery partner that is contracted to develop, implement and operate the affordable workspace provision should explore the feasibility of the 4th to 6th priority ideas that came out from the community workshops. See community engagement report. 4. Creation and provision of new meanwhile affordable workspace, using vacant retail | <p>Good Growth Core Measures:</p> <ol style="list-style-type: none"> 1. Commercial space being created/improved 2. New jobs being created and existing jobs being safeguarded 3. Number of people who participate in a project 4. Number of businesses receiving support 5. Number of people progressing into work 6. Sense of belonging to an area <p>Other Outputs:</p> <ol style="list-style-type: none"> 1. Products/projects/services developed through co-design |

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| <p>creatives, especially small SME's or startup businesses.</p> | <p>market and community arts space</p> <ol style="list-style-type: none"> 5. To secure an experienced workspace provider to develop, implement and operate the new workspace provision 6. To use any income from affordable workspace to support local community wealth building initiatives | <p>spaces and underutilised first floor car park;</p> <ol style="list-style-type: none"> 5. Programme the use of the affordable workspace with existing partners such as Fashion District, Creative Newham and Newham College and University of East London | <ol style="list-style-type: none"> 2. Creation/safeguarding of space for shared community and business activities 3. Affordable workspace created or safeguarded 4. No. of partners working together to support delivery 5. Start-ups/SMEs/Artists benefitting from low cost space 6. Community infrastructure created (by type) |
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| <p>Theme: Creative Wellbeing Space - Utilising the vacant retail units underneath the Hamara Ghar to provide a creative and cultural space for the Green Street community</p> | | | |
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| <p>Beneficiaries:</p> <p>1) local residents and the wider catchment of the market 2) existing traders and retailers; and, 3) new traders and retailers</p> | | | |
| Issues: | Aims | Proposed Project Elements | Outcome and Outputs |
| <ol style="list-style-type: none"> 1. Residents of Green Street East and West and Boleyn wards have the lowest levels of arts engagement measured by Audience Finder data 2. Overwhelming proportion of households fall within the 'Kaleidoscope Creativity' category meaning they are unlikely to engage with cultural activities outside their wards 3. Currently a lack of regular local and easy to access, free cultural activities. This is a key factor for engaging this group and | <ol style="list-style-type: none"> 1. To reduce the number of vacant retail units (4100 sq.ft.) and re-purpose these for creative and cultural use 2. To provide more opportunities for residents to access creative and cultural programmes 3. To promote social and community integration and a greater understanding of arts 4. To support the Council's wider programmes around youth, education and community wellbeing 5. To activate underutilised public space in front of the | <ol style="list-style-type: none"> 1. To secure a delivery partner to develop, implement and operate the Creative Wellbeing provision on behalf of the Council 2. To provide a café facility that is open to the public and which promotes healthy diet choices 3. To include the top three priority ideas for the programming and use of the Creative Wellbeing Space identified through the engagement workshops with traders, businesses and the local community into the tender specification. See community engagement report. 4. The delivery partner that is contracted to develop, implement and operate the Creative Wellbeing Space should explore the feasibility of 4th to 6th priority ideas that came out from the community | <p>Good Growth Core Measures: Commercial space being created/improved</p> <ol style="list-style-type: none"> 1. Number of vacant units being bought back into use 2. Increase in footfall 3. Increase in visitor satisfaction 4. Number of people who participate in a project 5. The amount of public realm being created or improved 6. Sense of belonging to an area <p>Other Outputs:</p> <ol style="list-style-type: none"> 1. Products/projects/services developed through co-design |

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| <p>improving their access to a broad range of arts, culture, health and wellbeing activities</p> <ol style="list-style-type: none"> 4. Improving access to wellbeing services 5. The provision of more facilities and services to support social prescribing referrals 6. Lack of flexible, modern and affordable community space within the town centre for community meetings and events. | <p>Hamara Ghar through the programming of the internal and external spaces (also see public realm theme)</p> <ol style="list-style-type: none"> 6. To act as a Green Street anchor to support the vitality and offer of the town centre to encourage more footfall 7. To support Newham artists from diverse backgrounds whom are centred on socially engaged practices | <p>workshops. See community engagement report.</p> <ol style="list-style-type: none"> 5. To fit out the facility to ensure that it's flexible enough to accommodate a range of different creative disciplines i.e. gallery, performance and rehearsal space etc. 6. To provide artist studio and artist in-residence programmes which support socially engaged practices and space with a particular focus on well-being | <ol style="list-style-type: none"> 2. Number of people from different backgrounds who participate in project 3. Shopfronts/ building frontages improved 4. Creation/safeguarding of space for shared community and business activities 5. Perceptions of value of area change for family 6. Affordable workspace created or safeguarded 7. No. of partners working together to support delivery 8. Start-ups/SMEs/Artists benefitting from low cost space 9. Community infrastructure created (by type) 10. Personal wellbeing 11. Number of cultural events taking place 12. Number of people accessing cultural events in new settings |
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| Theme: Air Quality - possible projects that support improvements to air quality and complement the Good Growth Fund themes above | | | |
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| Beneficiaries: 1) local residents and the wider catchment of the market 2) existing traders and retailers; and, 3) new traders and retailers | | | |
| Issues: | Aims | Proposed Project Elements | Outcome and Outputs |
| <ol style="list-style-type: none"> 1. Some of the worst air quality of any London borough, especially on some of the strategic road network that borders Green Street 2. NO2 concentrations are exceeding the national Air Quality Objectives on Green Street 3. PM2.5 exceed the levels recommended by the World Health Organisation 4. Poor public transport network connecting the borough north to south and its network of town centres | <ol style="list-style-type: none"> 1. To improve air quality in the town centre 2. To support the conversion to more sustainable forms of commercial and private transport by traders and shoppers 3. To increase the amount of electric charging infrastructure in the town centre 4. To provide a sustainable business to business delivery service to support the market and Green Street retailers in reducing the level of commercial vehicles accessing the town centre | <ol style="list-style-type: none"> 1. Undertake a feasibility study to understand the options for installing one rapid charging (75Kw) unit for commercial vehicles and taxis 2. To undertake a feasibility study to provide two rapid charging (55Kw) units for private vehicles located in the Queens Market car park 3. To undertake a feasibility study to better understand the demand for a business to business electric vehicle delivery service providing goods from the market to businesses across Newham 4. Design and implementation of the three projects listed above subject to feasibility and/or demand and available grant funding. <p><i>The Council will implement any of the three Project Elements listed above if the feasibility</i></p> | <p>Good Growth Core Measures:</p> <ol style="list-style-type: none"> 1. Commercial space being created/improved 2. Number of businesses receiving support 3. Number of people that participate in a project <p>Other Outputs:</p> <ol style="list-style-type: none"> 1. Products/projects/services developed through co-design 2. Reduction in pollution emissions (NOX) 3. Reduction in pollution exposure (NOX) 4. Electric vehicle charging points installed |

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| <p>5. High percentage of high street businesses with more than two parking permits</p> <p>6. Traffic congestion along Green Street during peak periods</p> | | <p><i>report concludes they can be implemented as per the specification requirements (namely power capacity) and if there is demand for a sustainable delivery service.</i></p> | <p>5. Number of businesses engaged with on air quality</p> |
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