

# NEWHAM HIGH STREETS

## MANOR PARK



**WE ARE NEWHAM.**

People at the Heart  
of Everything We Do



# Manor Park E12

Newham high streets







# MANOR PARK

## THE HIGH STREET

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

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

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### MAP



### DOCUMENT CONTENTS

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

## THE PLAN

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

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

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## GENERAL & ENGAGEMENT STATISTICS



### 15,982 people

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



### 117 respondents

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



### 88% of residents

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



### 200 people

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



### over 76% of people

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



### 42 years old

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



### 793 businesses

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



### 5% of participants

overall in the engagement were local business owners or traders





WANSTEAD FLATS

LONDON CEMETARY

Capel Road

MANOR PARK

Glading Rd

Forest View Rd

MANOR PARK CEMETARY

MANOR PARK

Carlyle Rd

Durham Rd

Romford Road

Second Ave

Clarence Road

WOODGRANGE PARK

Salisbury Road

High Street N

Meanley Rd

WOODGRANGE PARK CEMETARY

MANOR PARK LOCAL CENTRE USES MAKE-UP MAP

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

## UNDERSTANDING THE HIGH STREET

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

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### People & Community

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

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

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### Civic & Participation

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

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

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

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### Health & Wellbeing

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

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

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

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### Development & Placemaking

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

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

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### Economy & Work

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

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

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

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### Environment & Climate

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

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



## AREA CHARACTER



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



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



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



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



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



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

## BEHAVIOUR PATTERNS & THE IMPACT OF COVID

Through the survey realised in the middle of the pandemic, 72% of the respondents mentioned that they visit their high street at least once a week, with 53% visiting multiple times in the week. People identify as their high street mostly Romford Road (51%), High Street North (39%) and last Station Road (19%), which is actually defined as a local centre along with High Street North. 53% of the respondents highlighted that the pandemic has forced them to visit their high street less often. In general, only a quarter of participants venture out after 5:00 pm (27%). Respondents usually walk (78%) or drive (30%) to their high street, while 16% take the bus and 7% cycle. However, travel patterns have changed during the pandemic making respondents to walk or cycle more.

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

The pandemic had significant impact on footfall and spend in Manor Park, as is the case with many local centres across the country. Based on recent data released by MasterCard through London Datastore<sup>1</sup>, between the first and second Lockdown,

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

In certain periods between July and November 2020, expenditures at local eateries and retail has increased, slightly exceeding pre-pandemic levels. This could be because people have been working from home over the last year, leading to an increase of deliveries from local restaurants and local spend overall. Manor Park seems to be performing similarly in terms of spend as comparable town centres, like Coldharbour Lane, in Loughborough.

Estimated monthly data<sup>2</sup> show that footfall in Manor Park North during September 2020 has dropped to 95% - 60% of its pre-pandemic levels in 2019.

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

<sup>1</sup> Anonymised and Aggregated data by Mastercard

<sup>2</sup> Anonymised and Aggregated data by O2

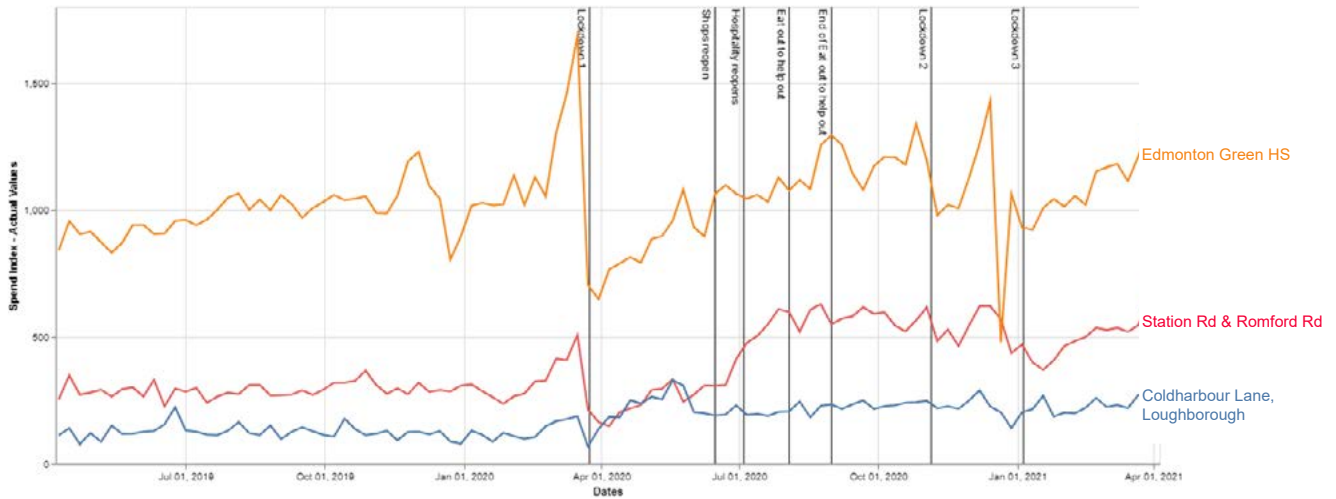
<sup>3</sup> The Covid Unemployment Tracker, Lukas Kikuchi, Autonomy



## MASTERCARD SPEND TRANSACTIONS: RETAIL

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

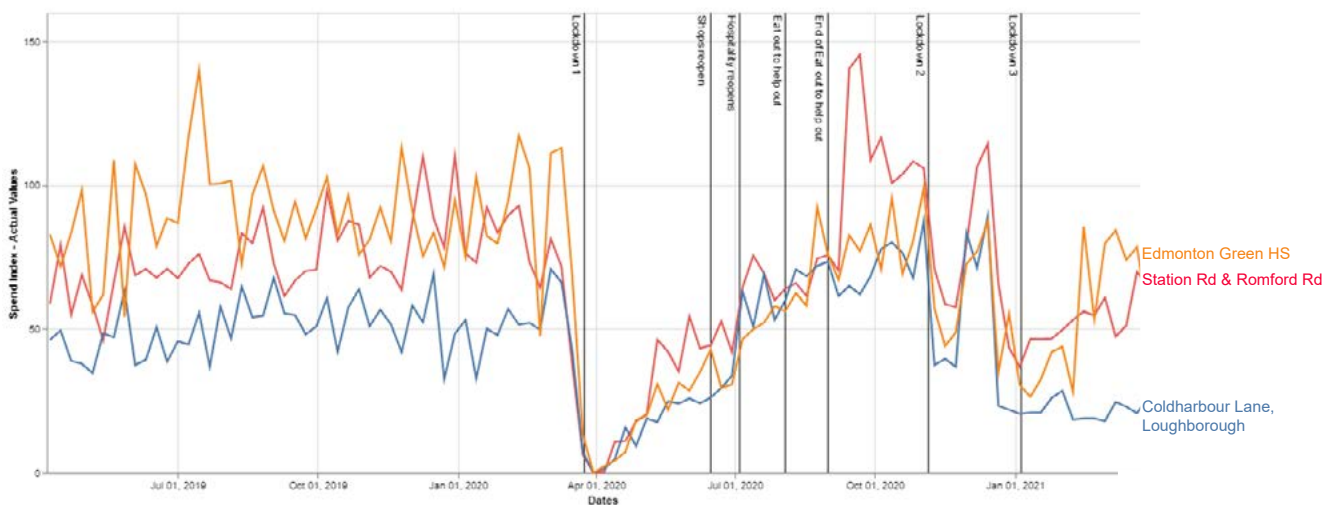
(Source: Anonymised and Aggregated data by Mastercard)



## MASTERCARD SPEND TRANSACTIONS: EATING

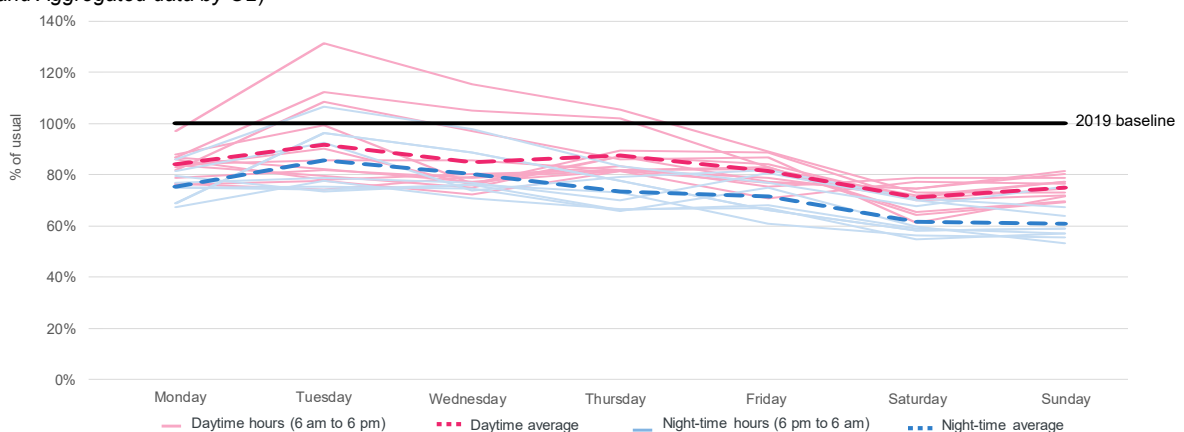
The chart below highlights the Mastercard spend for eating in Station Road & Romford Road between April 2019 and April 2021, highlighting the key restrictions imposed by Covid-19, and comparing it to the relevant spend for eating in Edmonton Green and Coldharbour Lane. What the chart shows is that in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

(Source: Anonymised and Aggregated data by Mastercard)



## DAILY FOOTFALL CHANGE (September 2020)

The chart below shows the daily footfall change throughout September 2020, in comparison to pre-pandemic levels in 2019 in the area of Manor Park North. It showcases footfall by day and night, highlighting that the drop in average footfall throughout September 2020 ranged between 95% to 60% of normal footfall in the previous year. (Source: Anonymised and Aggregated data by O2)



## CHALLENGES & OPPORTUNITIES

In Manor Park, participants who responded to the survey showed medium to low satisfaction (2.9 / 9) with their high street, while in terms of affordability they consider it to provide some affordable choices (4.5 / 9). Through the survey and online workshops, a series of challenges and opportunities were identified as important to take into consideration while developing a plan for Manor Park, and Station Road specifically. These challenges and opportunities broadly fall under eight categories: offer, services, accessibility, public realm, character & perceptions, built environment, cleanliness, and safety. The table below highlights in detail, the things people perceive as positive and negative about their high street.

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



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



#### ENVIRONMENT & CLIMATE

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



#### CULTURE & ENTERTAINMENT

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



#### PUBLIC REALM & PLACEMAKING

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



#### HEALTH & WELLBEING

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



#### DEVELOPMENT & NEW USES

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



#### CIVIC & PARTICIPATION

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



#### ECONOMY & WORK

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



#### TRANSPORT & ACCESSIBILITY

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

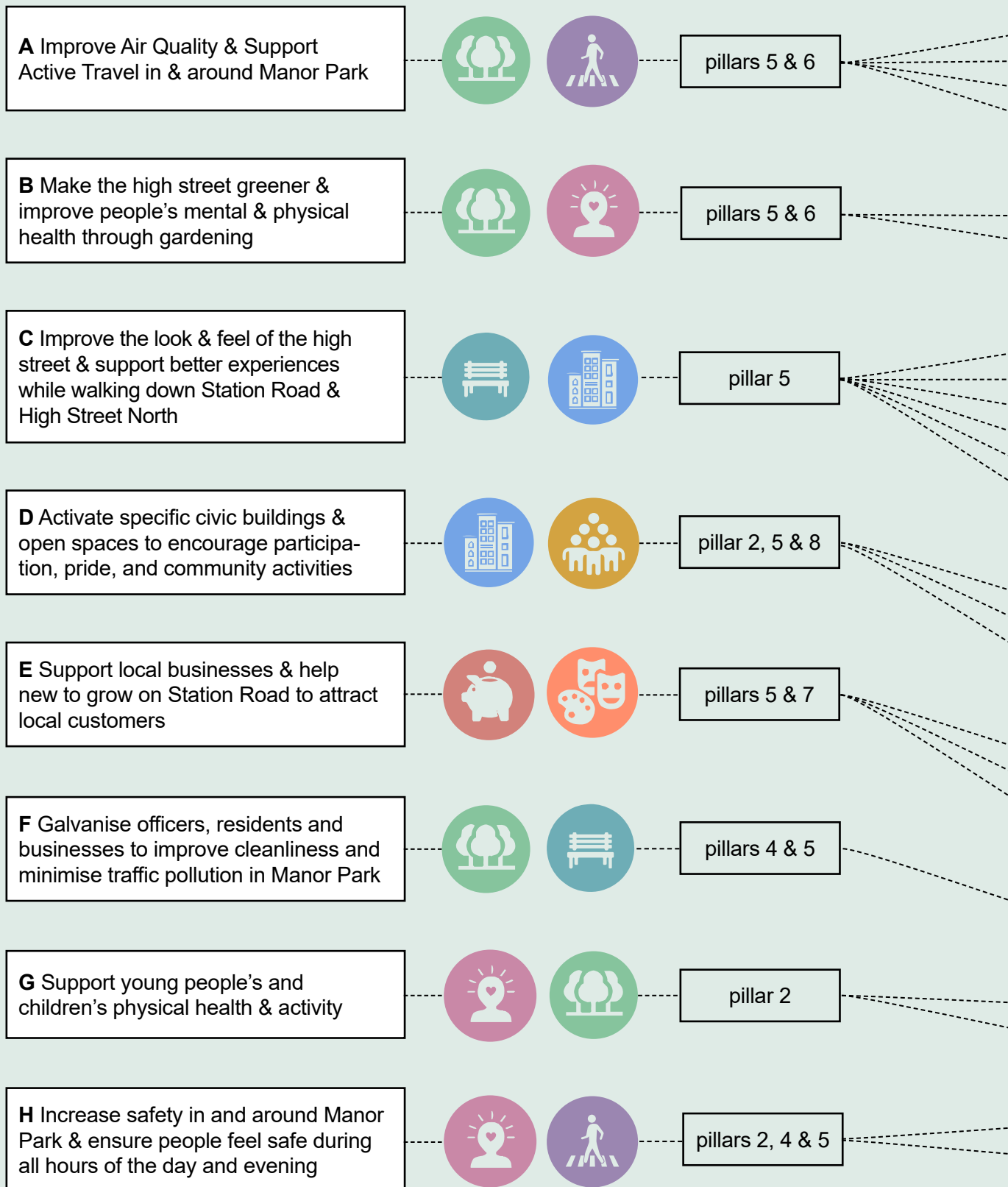
To address the challenges in Manor Park, people's aspirations during the engagement focused on the following themes: **Environment & Climate**, **Health & Wellbeing**, and **Public Realm & Placemaking**. They highlighted the need to manage traffic better, enhance the public realm and make it more pedestrian-friendly,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

## FROM A VISION FOR MANOR PARK TO A PLAN

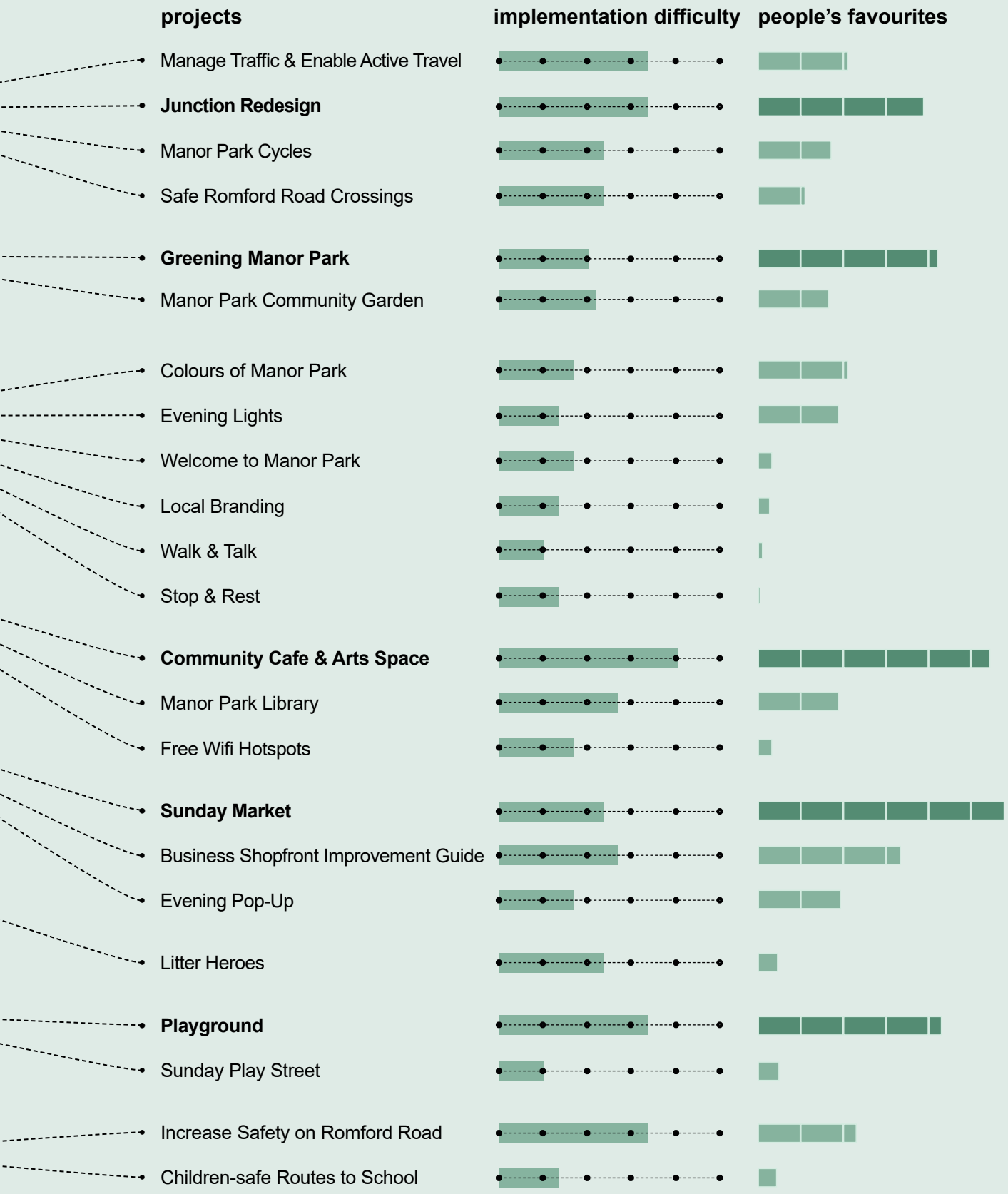
### recommendations

### challenges

### recovery pillars







\* In bold are the most popular ideas.



0 100m

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



## STRATEGIC DELIVERY PLAN & MAP

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

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### How to read the plan?

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

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

### How will we use the strategic delivery plan for Manor Park?

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

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### Looking at the Map

#### RECOMMENDATION A

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

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#### RECOMMENDATION B

- B5 Greening Manor Park
- B6 Manor Park Community Garden

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#### RECOMMENDATION C

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

#### RECOMMENDATION D

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

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#### RECOMMENDATION E

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

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#### RECOMMENDATION F

- F19 Litter Heroes

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#### RECOMMENDATION G

- G20 Playground
- G21 Sunday Play Street

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#### RECOMMENDATION H

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



# A

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

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### RESPONDING TO CHALLENGES:



Environment  
& Climate



Transport &  
Accessibility

### SUPPORTING RECOVERY PILLARS:



High streets that  
support healthier  
happy communities



We will quicken  
the greening of  
our economy

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### PROJECTS

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



## MANAGE TRAFFIC & ENABLE ACTIVE TRAVEL

### DESCRIPTION

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

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

### QUICK INFO



transport & accessibility project

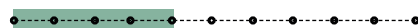


19% of the participants in Manor Park support this idea



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

### MAKING IT HAPPEN





## JUNCTION REDESIGN

### DESCRIPTION

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

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

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

### QUICK INFO



transport & accessibility project



**35%** of the participants in Manor Park support this idea

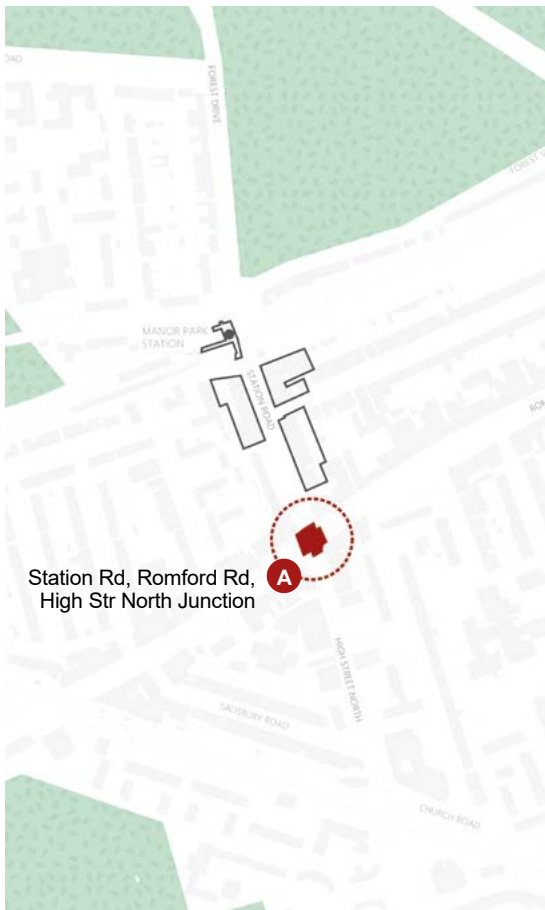


**Connected with ideas:**  
Manage Traffic, Manor Park Cycles, Greening Manor Park

### MAKING IT HAPPEN







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

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

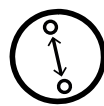
“Anything that makes Romford road more pedestrian friendly! It is very difficult to cross the road and particularly at the Station road / High St N junction.”

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

## BENEFITS



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



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



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



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



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

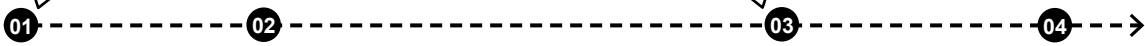


Improving air quality by managing car traffic and minimise levels of noise along Romford Road

## FIRST STEPS

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

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



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

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



## MANOR PARK CYCLES

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

In the short term:

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

In the longer term:

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



## SAFE ROMFORD RD CROSSINGS

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

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

# B

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

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### RESPONDING TO CHALLENGES:



Environment  
& Climate



Health &  
Wellbeing

### SUPPORTING RECOVERY PILLARS:



High streets  
that support healthier  
happy communities



We will  
quicken the greening  
of our economy

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### PROJECTS

- Greening Manor Park
- Manor Park Community Garden





# GREENING MANOR PARK

## DESCRIPTION


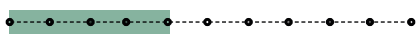

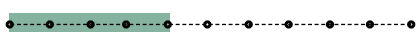


Increase the levels of greenery and trees on and around Station Road town centre by working with residents, schools and businesses.

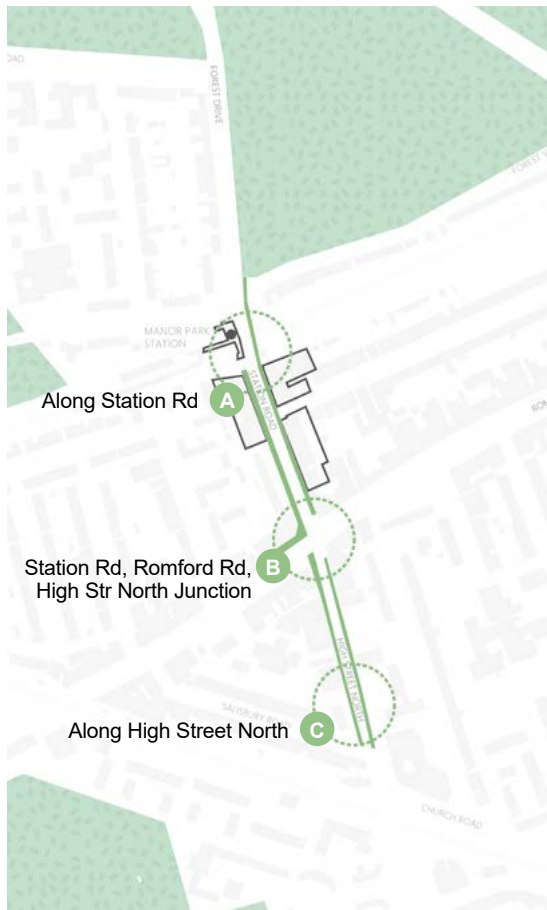
- Work with residents to incorporate planters with plants & trees on Station Rd, High Street North and at the intersection with Romford Road. Identify residents, and businesses to support with their maintenance and care.
- Offer paid internships to young people (ages 16-24) to work on gardening programmes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

## QUICK INFO

-  public realm project
-  **38%** of the participants in Manor Park support this idea
-  **Connected with ideas:** Junction Redesign, Manor Park Community Garden, Walk & Talk

## MAKING IT HAPPEN

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

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

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

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

## BENEFITS



Increasing levels of greenery & expand public land under community cultivation



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



Improving air quality and minimise levels of noise in Manor Park



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



Creating skill development and employment opportunities for young people

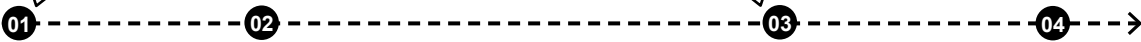


Creating learning opportunities around gardening, decrease levels of isolation & providing opportunities for connection.

## FIRST STEPS

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

02 Identify potential funding for different types of greening.



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

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



## MANOR PARK COMMUNITY GARDEN

### DESCRIPTION

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

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

### QUICK INFO



public realm project

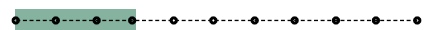


15% of the participants in Manor Park support this idea



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

### MAKING IT HAPPEN





# C

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

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### RESPONDING TO CHALLENGES:



Public Realm  
& Placemaking



Development  
& New uses

### SUPPORTING RECOVERY PILLARS:

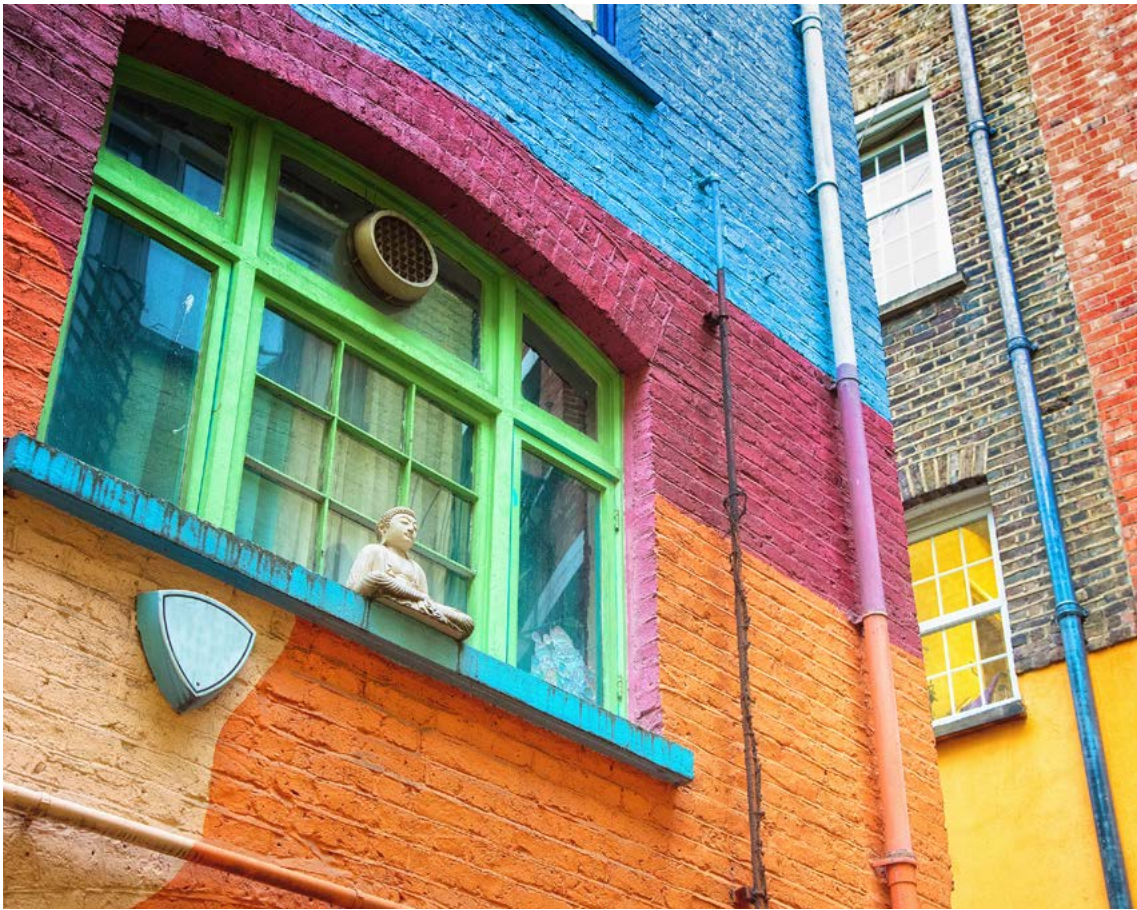


High streets that  
support healthier  
happy communities

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### PROJECTS

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



## COLOURS OF MANOR PARK

### DESCRIPTION

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

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

### QUICK INFO



public realm project

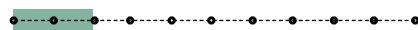
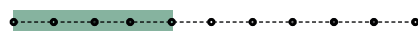


19% of the participants in Manor Park support this idea



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

### MAKING IT HAPPEN





## WELCOME TO MANOR PARK

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

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



## LOCAL BRANDING

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

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





## EVENING LIGHTS

### DESCRIPTION

Improve lighting in darker corners of Station Road, around the station, parts of High Street North and Romford Road to increase safety during the evening.

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

### QUICK INFO



public realm project

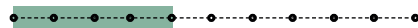
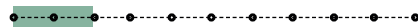
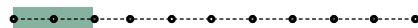


17% of the participants in Manor Park support this idea



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

### MAKING IT HAPPEN





## WALK & TALK

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

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



## STOP & REST

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

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

# D

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

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## RESPONDING TO CHALLENGES:



Development  
& New uses



Civic &  
Participation

## SUPPORTING RECOVERY PILLARS:



Support  
every resident  
under 25



High streets  
that support  
healthier happy  
communities



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

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## PROJECTS

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





## MANOR PARK LIBRARY

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

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



## FREE WIFI HOTSPOTS

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

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



## COMMUNITY CAFE & ARTS SPACE

### DESCRIPTION

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

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

### QUICK INFO



space activation project



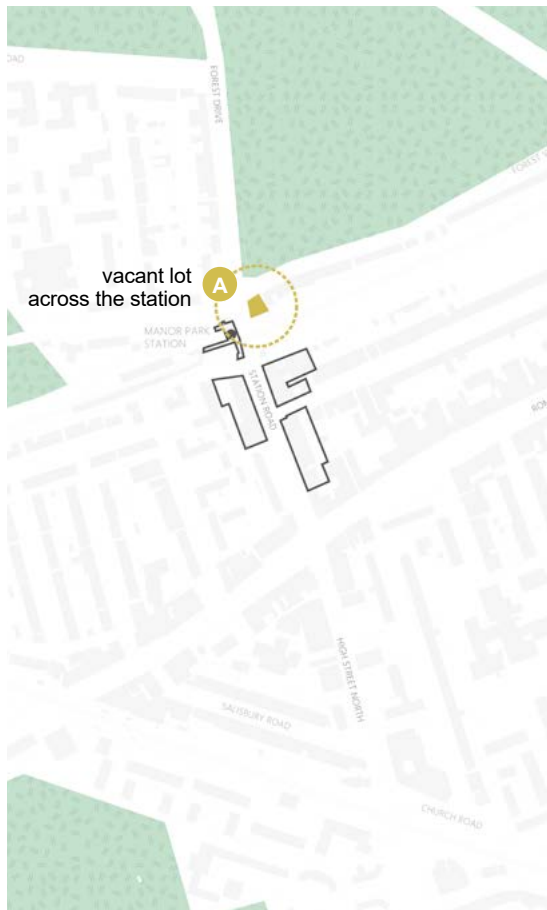
49% of the participants in Manor Park support this idea



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

### MAKING IT HAPPEN





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

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

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

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

## BENEFITS



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



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



Supporting local artists & creating local opportunities for them



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



Creating skill development and employment opportunities for young people

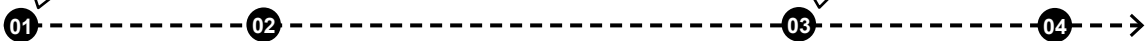


Creating learning opportunities around gardening, food production and processing.

## FIRST STEPS

01 Assess the property & its change of use from housing to civic, considering the recent change in the Use Class Order, imposed by the government

02 Co-develop the design brief for the space collaboratively with local residents, businesses & organisations



02 Develop a phased plan for the project & identify potential funding.

03 Use the design brief to run a procurement exercise to select the design team who will lead the space's co-design process



# E

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

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### RESPONDING TO CHALLENGES:



Economy  
& Work



Leisure &  
Entertainment

### SUPPORTING RECOVERY PILLARS:



High streets  
that support healthier  
happy communities



Support a  
fairer deal for  
Newham workers

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### PROJECTS

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



## BUSINESS SHOPFRONT IMPROVEMENT GUIDE

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

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



## EVENING POP-UP

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

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



## SUNDAY MARKET

### DESCRIPTION

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

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

### QUICK INFO



non-spatial programme

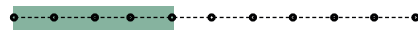


52% of the participants in Manor Park support this idea

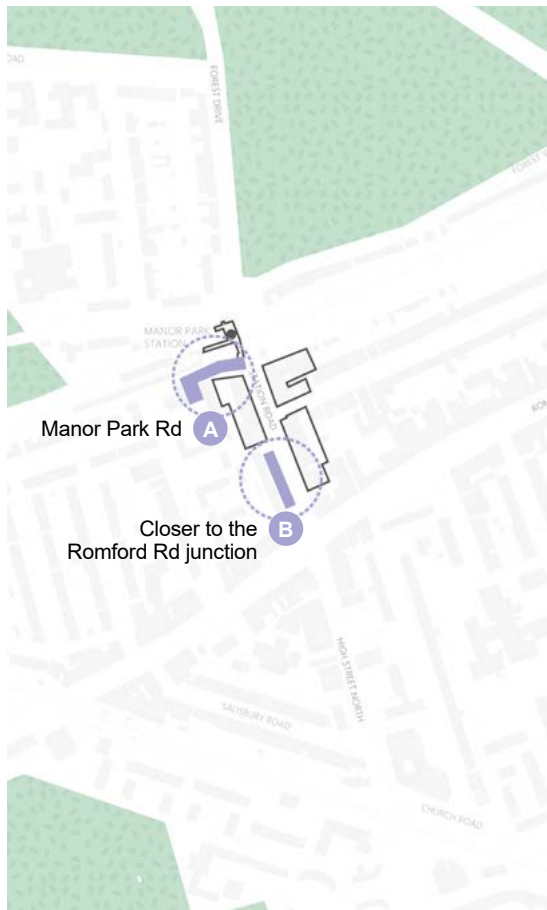


**Connected with ideas:**  
Evening Pop-Up, Community Cafe & Arts Space, Community Garden

### MAKING IT HAPPEN







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

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

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

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

## BENEFITS



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



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



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



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



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

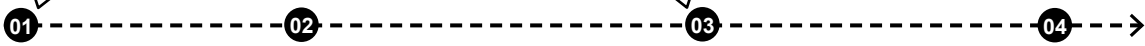


Creating learning & employment opportunities for young people, help them build skills

## FIRST STEPS

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

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



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

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

# F

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

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### RESPONDING TO CHALLENGES:



Environment  
& Climate



Public Realm  
& Placemaking

### SUPPORTING RECOVERY PILLARS:



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



High streets that support healthier happy communities

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### PROJECTS

- Litter Heroes



## LITTER HEROES

### DESCRIPTION

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

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

### QUICK INFO



non-spatial programme

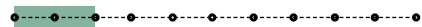


4% of the participants in Manor Park support this idea



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

### MAKING IT HAPPEN





# G

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

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### RESPONDING TO CHALLENGES:



Health & Wellbeing



Environment & Climate

### SUPPORTING RECOVERY PILLARS:



Support every resident under 25

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### PROJECTS

- Sunday Play Street
- Playground




# SUNDAY PLAY STREET

## DESCRIPTION


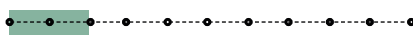

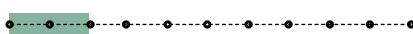


Organise a Sunday Play Street through temporary road closures.

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

## QUICK INFO

-  non-spatial programme
-  4% of the participants in Manor Park support this idea
-  **Connected with ideas:** Playground, Evening Pop-Up, Sunday Market

## MAKING IT HAPPEN

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# PLAYGROUND

## DESCRIPTION




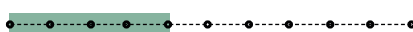


There are limited play spaces for children and young people in the vicinity of Station Road. Investigate opportunities for a playground to be introduced in the area.

- Investigate the opportunity for a playground on Manor Park or Wanstead Flats. These green spaces are outside the council's remits and owned by City of London. Talk to City of London to discuss the opportunity for them to work with residents to develop a play area on Manor Park across the station.
- Investigate opportunities for both outdoors and indoors play.
- Investigate other potential sites that could host more permanent play activities, such as the Manor Park community garden.

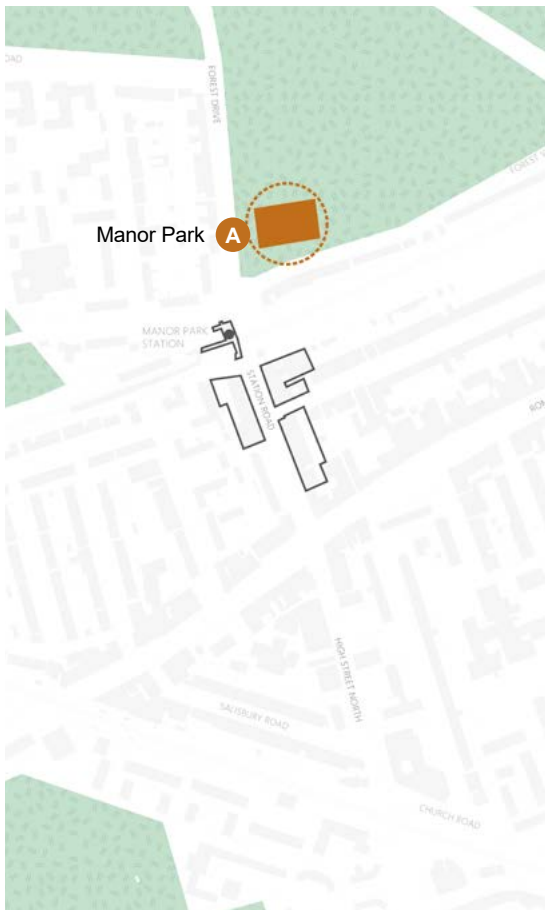
## QUICK INFO

-  non-spatial programme
-  39% of the participants in Manor Park support this idea
-  **Connected with ideas:** Sunday Play Street, Children Safe routes to School, Community Garden

## MAKING IT HAPPEN

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“The benefits are vital for child development; fun outdoor play, keeping children fit, active and healthy, encouraging exploration, growing children’s social skills etc.”

“Manor Park by name, but no actual park. A playground would be a great addition to the community, even those without little ones really appreciate the energy and opportunity that this can bring to the neighbourhood.”

“We desperately need a playground in Manor Park! This would transform our lives.”

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

## BENEFITS



Increasing number of children who engage with physical activity on a weekly basis



Increasing active social infrastructure provision within the town centre



Providing more opportunities for children’s play areas closer to their home



Increasing social integration and local pride in the area



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

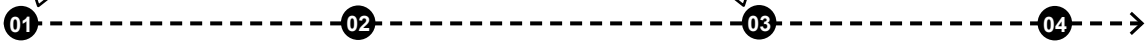


Supporting children’s development, mental well-being, and building of social skills

## FIRST STEPS

01 Talk to City of London to discuss the opportunity for them to work with residents to develop a play area on Manor Park.

03 Help the City of London to bring residents and families together to co-design the brief for the playground



02 Work with City of London to identify potential funding sources for the project

04 City of London of London using the design brief to built the playground

# H

Increase safety in and around Manor Park & ensure people feel safe during all hours of the day and evening

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## RESPONDING TO CHALLENGES:



Health & Wellbeing



Transport & Accessibility

## SUPPORTING RECOVERY PILLARS:

2

Support every resident under 25

4

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

5

High streets that support healthier happy communities

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## PROJECTS

- Increase safety on Romford Road
- Children-safe routes to school



## INCREASE SAFETY ON ROMFORD ROAD

Improve levels of safety along Romford Road by addressing issues of ASB and crime.

- Different council departments work together with the voluntary sector and police, to address crime and ASB along Romford Rd.
- Regarding road safety, to consider a 20 mph speed limit, fixing potholes, imposing parking restrictions and addressing speeding through enforcement measures
- Increase lighting and 'eyes on the street' during the evening hours along Romford Rd.
- Consider the potential to create a safe space for women in the area.
- Make Romford Road more tidy to promote positive social activity.



## CHILDREN-SAFE ROUTES TO SCHOOL

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

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



**WE ARE NEWHAM.**