

NEWHAM HIGH STREETS

FOREST GATE



WE ARE NEWHAM.

People at the Heart
of Everything We Do

**Forest
Gate E7**

Newham high streets

CORNER



FOREST GATE

THE HIGH STREET

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

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

MAP



DOCUMENT CONTENTS

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

THE PLAN

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

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

GENERAL & ENGAGEMENT STATISTICS



36,212 people

live in Forest Gate district centre & immediate catchment area



257 respondents

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



52% of residents

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



152 people

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



over 75% of people

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



42 years old

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



2,077 businesses

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



10% of participants

overall in the engagement were local business owners or traders



FOREST GATE TOWN CENTRE USES MAKE-UP MAP

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

UNDERSTANDING THE HIGH STREET

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

People & Community

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

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

Civic & Participation

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

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

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

Health & Wellbeing

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

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

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

Development & Placemaking

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

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

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

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

Economy & Work

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

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

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

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

Environment & Climate

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

WOODGRANGE ROAD



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



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



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

ROMFORD ROAD



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



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

UPTON LANE



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



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

BEHAVIOUR PATTERNS & THE IMPACT OF COVID

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

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

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

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

Expenditures at local eateries has gone up between July 2020 and January 2021, even exceeding pre-pandemic levels. This could be because people have been working from home over the last year, leading to an increase of deliveries from local restaurants. Retail spend did not have a similar increase beyond pre-pandemic levels, but rather seems to have returned to normal levels. Overall, the impact and performance of Forest Gate town centre seems to be similar to comparable town centres, like Leytonstone High Road and Green Street & Plashet Road.

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

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

1 Anonymised and Aggregated data by Mastercard

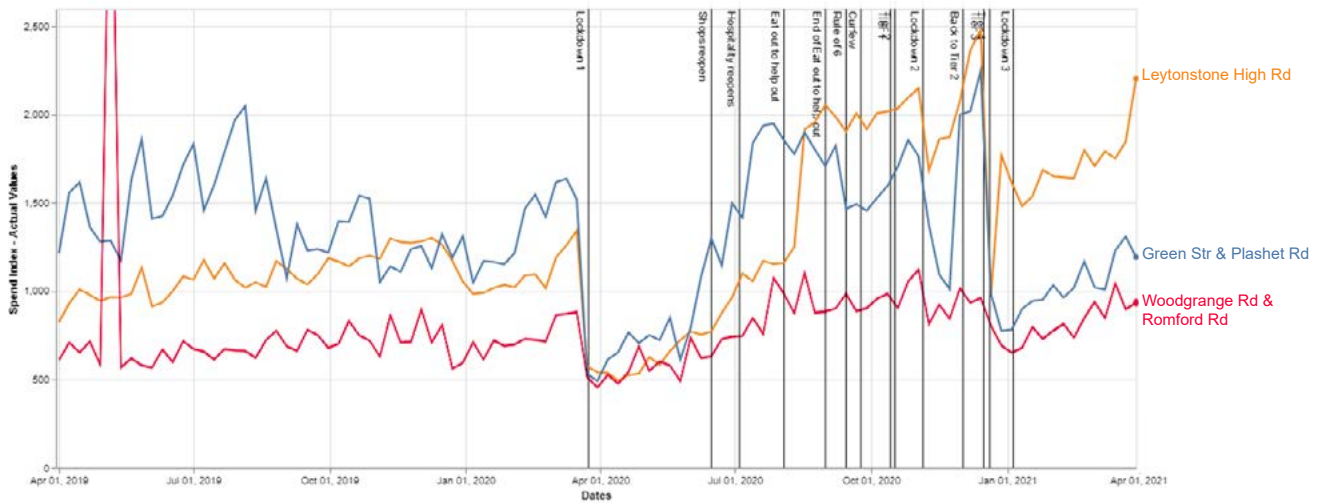
2 Data compiled by HUQ.io

3 The Covid Unemployment Tracker, Lukas Kikuchi, Autonomy

MASTERCARD SPEND TRANSACTIONS: RETAIL

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

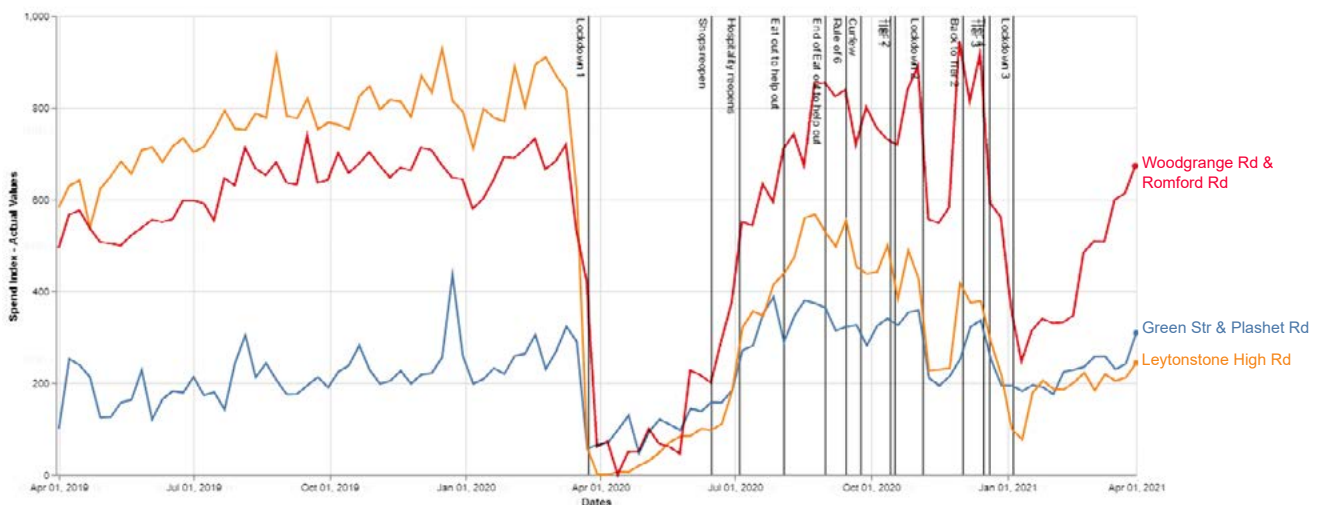
(Source: Anonymised and Aggregated data by Mastercard. Available data only for Woodgrange Rd & Romford Rd, not Upton Ln)



MASTERCARD SPEND TRANSACTIONS: EATING

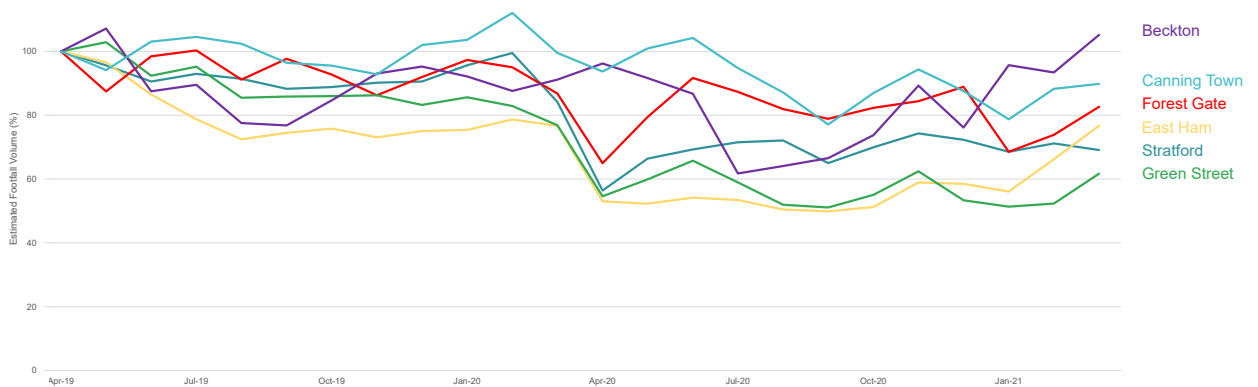
The chart below highlights the Mastercard spend for eating in Forest Gate town centre between April 2019 and April 2021, highlighting the key restrictions imposed by Covid-19, and comparing it to the relevant spend for eating in Green Street and Leytonstone High Road. What the chart shows is that in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

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



ESTIMATED MONTHLY FOOTFALL

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



CHALLENGES & OPPORTUNITIES

In Forest Gate, participants who responded to the survey showed medium to low satisfaction (3.6 / 9) with their high street, while in terms of affordability they consider it to be providing some affordable choices (4.3 / 9). Through the survey and online workshops, a series of challenges and opportunities were identified as important to take into consideration while developing a plan for Forest Gate's high street. These challenges and opportunities broadly all under eight categories: offer, services, accessibility, public realm, character & perceptions, built environment, cleanliness, and safety. The table below highlights in detail, the things people perceive as positive and negative about their high street.

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

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

ENVIRONMENT & CLIMATE



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

CULTURE & ENTERTAINMENT



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

PUBLIC REALM & PLACEMAKING



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

HEALTH & WELLBEING



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

DEVELOPMENT & NEW USES



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

CIVIC & PARTICIPATION



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

ECONOMY & WORK



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

TRANSPORT & ACCESSIBILITY



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

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

FROM A VISION FOR FOREST GATE TO A PLAN

recommendations

challenges

recovery pillars

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



pillars 5 & 6

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



pillars 4 & 5

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



pillars 2 & 5

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



pillar 5

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



pillars 2 & 5

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



pillars 4 & 5

G Support local businesses and local entrepreneurship in Forest Gate



pillars 3 & 5

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



pillars 4 & 5

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

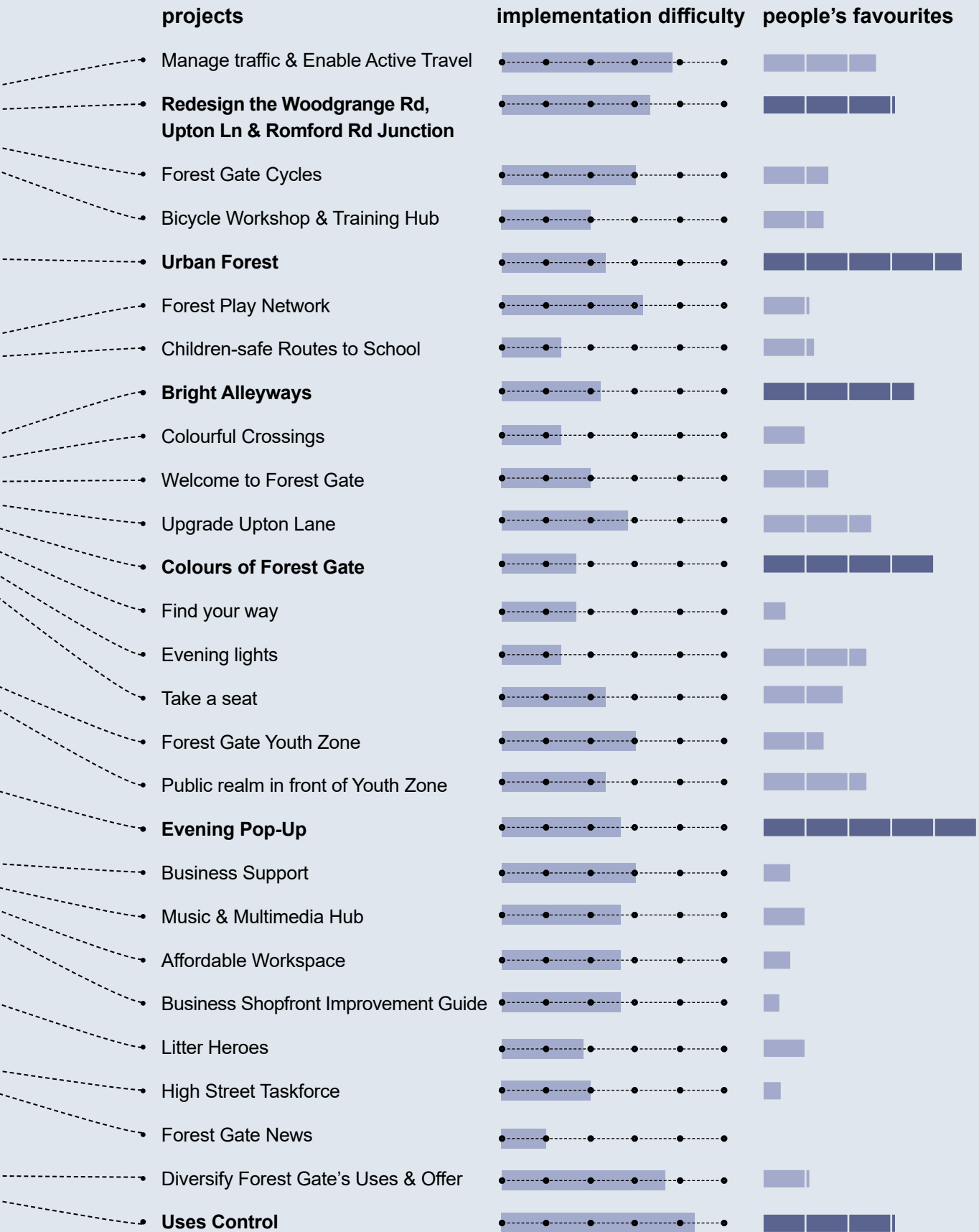


pillars 4 & 5

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



pillars 5, 6 & 8

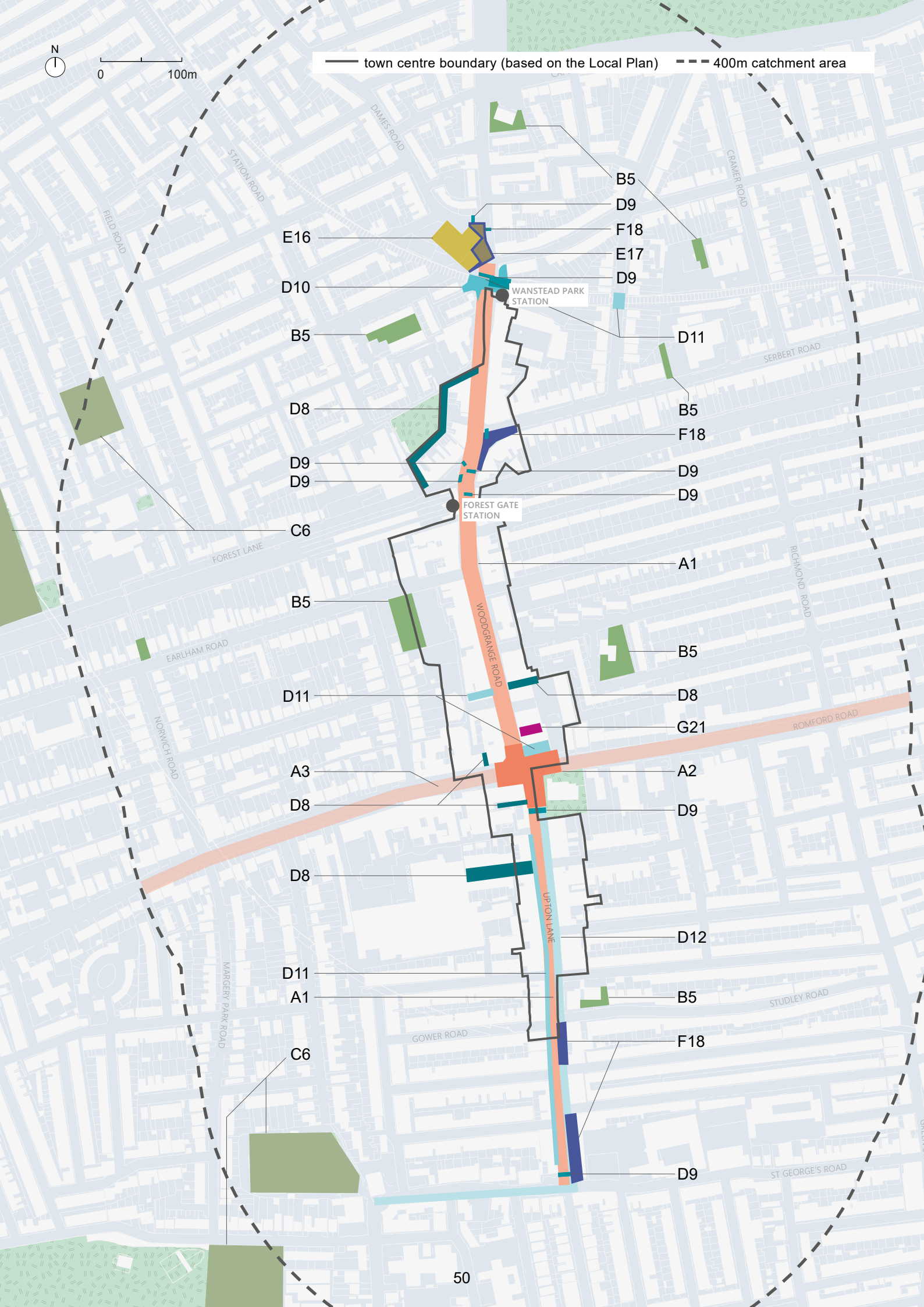


* In bold are the most popular ideas based on the second round of engagement.



0 100m

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



STRATEGIC DELIVERY PLAN & MAP

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

How to read the plan?

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

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

How will we use the strategic delivery plan for Forest Gate?

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

Looking at the Map

RECOMMENDATION A

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

RECOMMENDATION B

- B5 Urban Forest

RECOMMENDATION C

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

RECOMMENDATION D

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

RECOMMENDATION E

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

RECOMMENDATION F

- F18 Evening Pop-Up

RECOMMENDATION G

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

RECOMMENDATION H

- H23 Litter Heroes

RECOMMENDATION I

- I24 High Street Taskforce
- I25 Forest Gate News

RECOMMENDATION K

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

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

A

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

RESPONDING TO CHALLENGES:



Environment
& Climate



Transport &
Accessibility

SUPPORTING RECOVERY PILLARS:



High streets that
support healthier
happy communities



We will quicken
the greening of
our economy

PROJECTS

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



MANAGE TRAFFIC & ENABLE ACTIVE TRAVEL

DESCRIPTION

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

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

QUICK INFO



transport & accessibility project



24% of the participants in Forest Gate support this idea



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

MAKING IT HAPPEN





JUNCTION REDESIGN

DESCRIPTION

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

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

QUICK INFO



transport & accessibility project



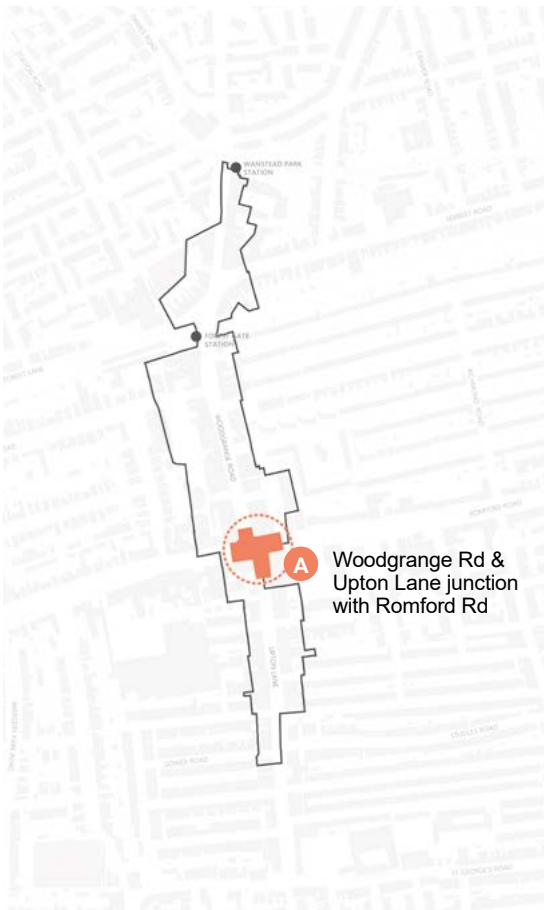
28% of the participants in Forest Gate support this idea



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

MAKING IT HAPPEN





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

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

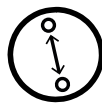
“The cyclists are actual rather than potential. The junction is dangerous for all road users but especially pedestrians and cyclists and would benefit from calming measures.”

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

BENEFITS



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



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



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



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



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

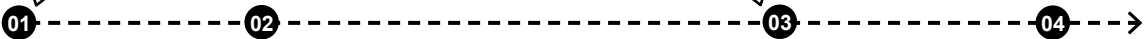


Creating opportunities for community learning & coming together

FIRST STEPS

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

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



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

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



FOREST GATE CYCLES

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

In the short term:

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

In the medium term:

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



BICYCLE WORKSHOP & TRAINING HUB

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

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

B

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

RESPONDING TO CHALLENGES:



Environment
& Climate



Health &
Wellbeing

SUPPORTING RECOVERY PILLARS:



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



High streets that support healthier happy communities

PROJECT

- Urban Forest



URBAN FOREST

DESCRIPTION

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

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

QUICK INFO



public realm project

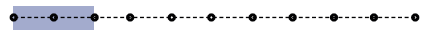
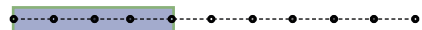


41% of the participants in Forest Gate support this idea



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

MAKING IT HAPPEN





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

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

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

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

BENEFITS



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



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



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



Create employment & learning opportunities for young people



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

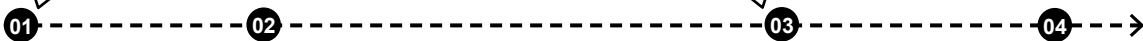


Creating opportunities for community learning & coming together

FIRST STEPS

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

02 Identify potential funding for different types of greening.



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

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

C

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

RESPONDING TO CHALLENGES:



Health & Wellbeing



Transport & Accessibility

SUPPORTING RECOVERY PILLARS:



Support every resident under 25



High streets that support healthier happy communities

PROJECTS

- Forest Play Network
- Children-safe routes to School



FOREST PLAY NETWORK

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

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



CHILDREN-SAFE ROUTES TO SCHOOL

Host workshops with local officers and schools to identify barriers for students walking or cycling to school and map potential key routes to school with local families and students.

- Make safe routes visible in the public realm through wayfinding tactics, using colour on streets and signage on lampposts. Fixing the pavement of the public realm.
- Consider the opportunity to organise local 'walking school buses', with parents taking turns to take kids to school. In such a case, support should be provided for the walking guide's vetting, road safety training etc. This can help build upon the 'Healthy School Street Programme

D

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

RESPONDING TO CHALLENGES:



Public Realm
& Placemaking



Development
& New uses

SUPPORTING RECOVERY PILLARS:



High streets that
support healthier
happy communities

PROJECTS

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



UPGRADE UPTON LANE

DESCRIPTION

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

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

QUICK INFO



public realm project

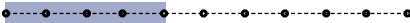


23% of the participants in Forest Gate support this idea



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

MAKING IT HAPPEN





COLOURS OF FOREST GATE

DESCRIPTION

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

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

QUICK INFO



public realm project

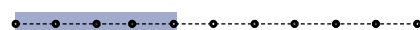
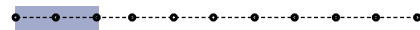


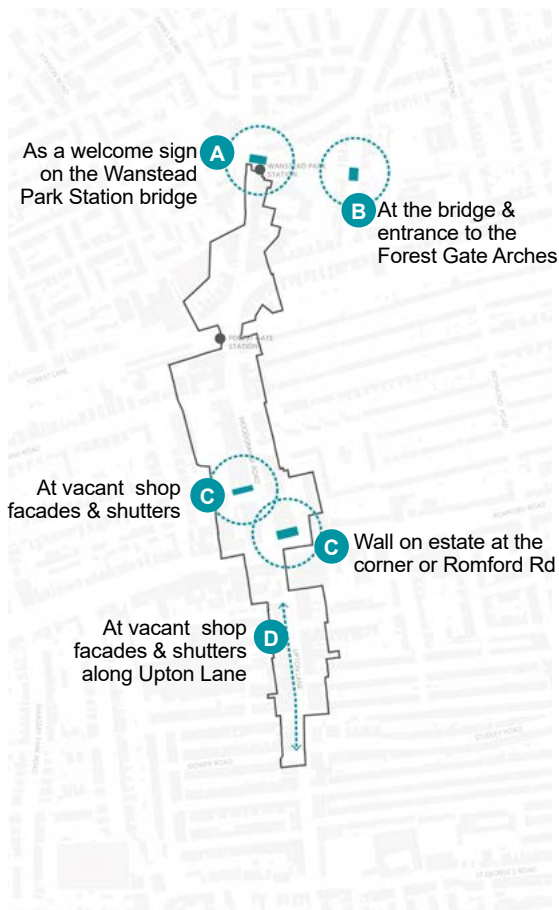
36% of the participants in Forest Gate support this idea



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

MAKING IT HAPPEN





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

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

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

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

BENEFITS



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



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



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



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

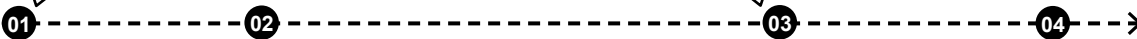


Uplifting existing assets and business shopfronts along and around the high street.

FIRST STEPS

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

03 Identify potential funding for the programme



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

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




BRIGHT ALLEYWAYS

DESCRIPTION


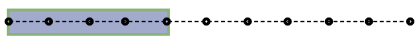

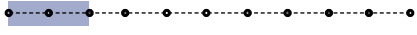


Brighten up alleys along Woodgrange Road and Upton Lane with better lighting and art-work to encourage more active use by residents and shoppers.

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

QUICK INFO

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

MAKING IT HAPPEN

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

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

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

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

BENEFITS



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



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



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



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



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

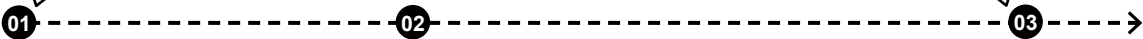


Increasing the feeling of safety along the high street, by making areas brighter during the evening & encouraging positive social activity.

FIRST STEPS

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

03 Identify potential funding for the programme



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



WELCOME TO FOREST GATE

DESCRIPTION

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

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

QUICK INFO



public realm project

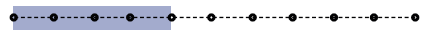
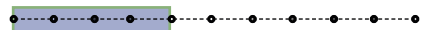


13% of the participants in Forest Gate support this idea



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

MAKING IT HAPPEN





EVENING LIGHTS

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

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



TAKE A SEAT

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

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



COLOURFUL CROSSINGS

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

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



FIND YOUR WAY

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

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

E

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

RESPONDING TO CHALLENGES:



Civic & Participation



Development & New uses

SUPPORTING RECOVERY PILLARS:



Support every resident under 25



High streets that support healthier happy communities

PROJECTS

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



PUBLIC REALM IN FRONT OF YOUTH ZONE

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

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



FOREST GATE YOUTH ZONE

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

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

F

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

RESPONDING TO CHALLENGES:



Economy
& Work



Leisure &
Entertainment

SUPPORTING RECOVERY PILLARS:



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



High streets that support healthier happy communities

PROJECT

- Evening Pop-Up






EVENING POP-UP

DESCRIPTION




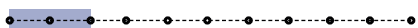


Organise pop-up events and activities (including live music) that can extend the town centre’s activity into the early evening.

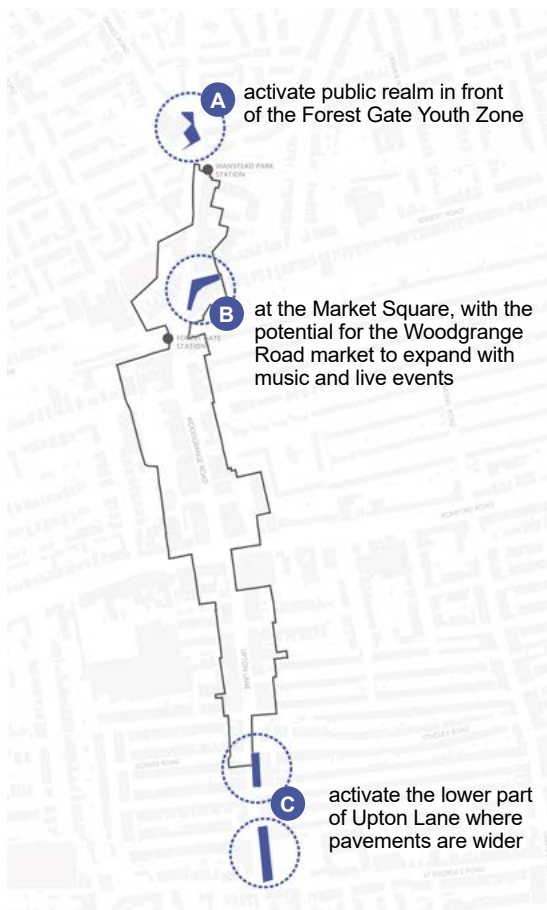
- Work with local businesses and organisations to support local events through small funding. Work with businesses and restaurants that are on the high streets as well the periphery of the town centre (e.g. Arches).
- Identify locations for temporary roads closures for evening pop-up events offering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

QUICK INFO

-  non-spatial programme
-  45% of the participants in Forest Gate support this idea
-  **Connected with ideas:** Manage Traffic, Business Support, Diversify Forest Gate Uses & Offer, Bright Alleyways

MAKING IT HAPPEN

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

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

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

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

BENEFITS



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



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



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



Creating learning & employment opportunities for young people.



Developing opportunities for residents to come together

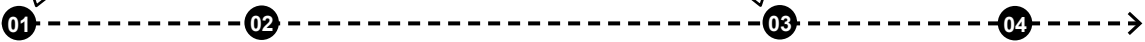


Decrease levels of isolation & provide opportunities for connection

FIRST STEPS

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

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



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

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

G

Support local businesses & local entrepreneurship in Forest Gate

RESPONDING TO CHALLENGES:



Economy
& Work



Development
& New uses

SUPPORTING RECOVERY PILLARS:



Deliver a simpler,
consolidated service
to support residents
through recession



High streets that
support healthier
happy communities

PROJECTS

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



BUSINESS SUPPORT

Offer entrepreneurial support to business to help them grow.

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



BUSINESS SHOPFRONT GUIDE

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

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



AFFORDABLE WORKSPACE

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

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



MUSIC & MULTIMEDIA HUB

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

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

H

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

RESPONDING TO CHALLENGES:



Civic & Participation



Health & Wellbeing

SUPPORTING RECOVERY PILLARS:



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



High streets that support healthier happy communities

PROJECT

- Litter Heroes






LITTER HEROES

DESCRIPTION


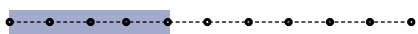

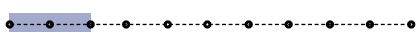


Improve cleanliness of Forest Gate town centre.

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

QUICK INFO

-  non-spatial programme
-  9% of the participants in Forest Gate support this idea
-  **Connected with ideas:**
Public realm in front of Youth Zone, Upgrade Upton Lane, Bright Alleyways

MAKING IT HAPPEN

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

RESPONDING TO CHALLENGES:



Public Realm
& Placemaking



Health &
Wellbeing

SUPPORTING RECOVERY PILLARS:



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



High streets that
support healthier
happy communities

PROJECTS

- High Street Taskforce
- Forest Gate News



HIGH STREET TASK FORCE

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

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



FOREST GATE NEWS

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

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

K

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

RESPONDING TO CHALLENGES:



Development
& New uses



Economy
& Work

SUPPORTING RECOVERY PILLARS:

5

High streets
that support
healthier happy
communities

6

We will
quicken the
greening of
our economy

8

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

PROJECTS

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



USES CONTROL

DESCRIPTION

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

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




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

In the medium term:







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

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

QUICK INFO

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

MAKING IT HAPPEN

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DIVERSIFY FOREST GATE'S USES & OFFER

DESCRIPTION

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

In the short term:

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

In the medium term:

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

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

QUICK INFO



non-spatial programme & policy



9% of the participants in Forest Gate support this idea



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

MAKING IT HAPPEN



WE ARE NEWHAM.