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2014/18

Barking Town Centre Strategy
Realising Barking's full potential



Foreword



Councillor Cameron Geddes
Portfolio Holder for Regeneration

Town centres everywhere continue to play a key role in people's quality of life, providing economic opportunities, employment and places to meet, relax and enjoy. Barking will become East London's new cultural hub, provide a wide choice of good value homes, great places to meet and relax with significant new opportunities for work.

With superb accessibility, a growing diverse population and development potential Barking is extremely well placed to continue its transformation over the coming years. We will work with partners to co-ordinate and drive the changes required to ensuring Barking becomes a town centre more people actively choose to live, work, learn and spend time in.

High streets and town centres across the country are facing new challenges and there is a strong recognition that Barking will have to carve its own identity with a broader mix of functions based on retail and culture, but offering so much more. Barking Riverside, a new 11,000 home community will be served by a direct rail link to Barking - this is a superb opportunity for Barking but only if it offers the facilities and quality of environment which will attract and retain people. This Strategy aims to ensure the quality of development achieved over recent years continues and that the town centre's offer is broadened to meet the needs of existing and new residents.

I will work tirelessly with the Barking Town Team and others to deliver the vision set out in this strategy.

Cameron Geddes

Cabinet Member for Regeneration

London Borough of Barking and Dagenham

Our Vision

The Council's vision and key priorities are:

One borough; one community; London's growth opportunity by:

- Encouraging civic pride
- Enabling Social Responsibility
- Growing the borough.

Barking Town Centre is one of five growth hubs which will help to deliver a wide range of new jobs, housing across the borough and make a significant impact to the Council's vision because it:

- Is 15 minutes from Central London
- Is East London's cultural hub
- Is a vibrant and culturally rich community
- Has space for creative industries
- Has superb accessibility
- Will have at least 4,000 more homes
- Is the major town centre for the borough.

The Strategy sets out how Barking's full potential will be realised to deliver jobs, homes, a wide range of uses which attract visitors and fulfil residents' needs with a strong identity and sense of place. Implementing the Strategy aims to finally bury outdated negative perceptions or lack of awareness of Barking.

The Council's Growth Strategy sets out how it will work with its partners to help support the growth of the local economy, attract investment, develop a highly skilled workforce able to access jobs in the wider sub region, regenerate places and deliver housing growth. The strategy supports the delivery to regenerate the town centre which is identified as a key focus for future economic growth, development and investment to address past decline and successfully position it as the first choice shopping destination for residents.

It is essential this strategy is implemented in a way that it is robust, provides flexibility to adapt to future national and regional as well as local policy changes whilst still continuing to drive and co-ordinate change with a strong focus on quality.

Introduction

Over the last decade Barking has seen a massive change through regeneration (see page 7). There has been major public sector investment in facilities for residents which drive footfall in the town centre, including Barking Learning Centre, the Technical Skills Academy, Barking Enterprise Centre, the Broadway theatre and a new Leisure centre. There has also been substantial investment in the public realm. This strategy aims to build on the foundations of that investment to ensure Barking becomes a place people want to live, work, learn and spend their leisure time. Central to this is place making activity and our vision to make Barking the town centre for the borough and East London's new cultural hub.

Despite the progress many people's perceptions and awareness of Barking remain unchanged. We need to work with development partners on improving and promoting Barking's residential offer and work with businesses and residents to improve the commercial, community and arts offerings. Barking's full potential has yet to be realised and this Strategy aims to set out how it can be unlocked.

Population and demographic changes play a critical role in Barking. The borough has the highest birth rate in the country and rapidly changing ethnicity alongside substantial housing growth. This offers a range of opportunities for the town centre which the Strategy aims to address.



Barking Town Centre plays an important role in the life of the local community in which it serves. The town centre has proved to be resilient to the recent economic shocks, with low vacancy rates, shops that cater for a local niche market and services that are convenient and accessible. The demand for value goods is here to stay as consumers look for best quality at lowest cost items as economic circumstances limit the amount of money people spend. However it is critical that the town centre offers the shops, services, environment and activities people want

History and Highlights

- The town centre is set within a conservation area where elements of the historic past remain and contains many ancient monuments and old buildings of interest.
- Barking Abbey was founded around 666AD, and stood for almost 900 years until it was destroyed by Henry VII. During that time it was one of the most important nunneries in England, and home to William I after the Battle of Hastings until the Tower of London was built.
- The Short Blue Fishing Fleet, based in Barking was once the largest in England, supplying fresh fish to London and leading the way with new fishing techniques such as 'fleeting' which used different ships to catch and transport the fish, and a huge icehouse stocked with ice collected from nearby marshes.
- Captain Cook married at St Margaret's Church in 1762.

Valuing and enhancing Barking's heritage assets is a key element of the Strategy.



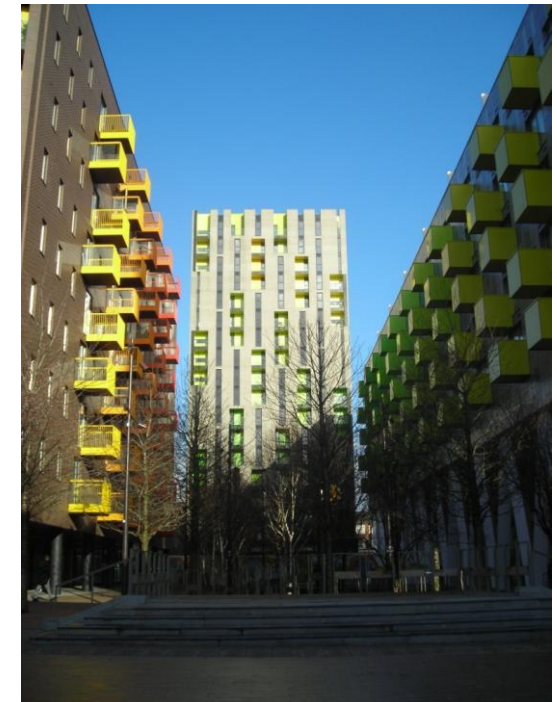
East Street - Courtesy of Creative Commons Corporation

which will make Barking a place which attracts people to live, work and visit.

Barking Riverside development will, over the next 10-15 years, have around 30,000 residents. It is critical Barking becomes a desirable destination for these residents - this will be significantly helped by a direct rail link to Barking, however Barking's offer to new residents is as critical.

The town centre needs to become a more desirable destination for shopping and leisure with a more interesting

mix of brands and non retail uses to foster an enjoyable community life throughout the day and an evening economy to attract people from all backgrounds and those who live and work here. Barking needs to strengthen its role in the sub regional context through marketing and continuously promoting it's unique offer and working with partners and new and existing residents realise the full potential of the town centre.



BARKING TOWN CENTRE KEY DRIVERS

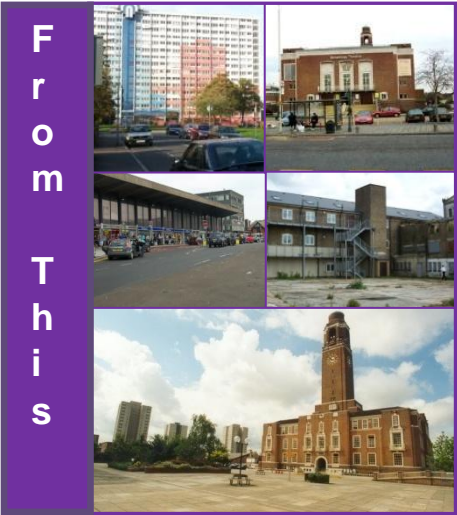
The Partnership Approach

A coordinated and comprehensive approach to the improvement of the town centre can only be achieved by a strong town centre partnership approach which is supported by the council, private landlords, local businesses, service providers, developers, residents and other stakeholders.

The town centre is supported by the Barking Town Team which is made up of local businesses, Council staff and Members, leisure, the Police, education and hotel providers. A community led team will also be established which will help to deliver the objectives of the strategy. To develop and influence the effectiveness of these teams successful collaboration is required on developing and implementing the Town Centre Strategy. The Town Teams will play a key role in coordinating this process and ensuring the action plan is reviewed and updated on a regular basis.



The Changing Face of Barking Town Centre – some highlights from last eight years



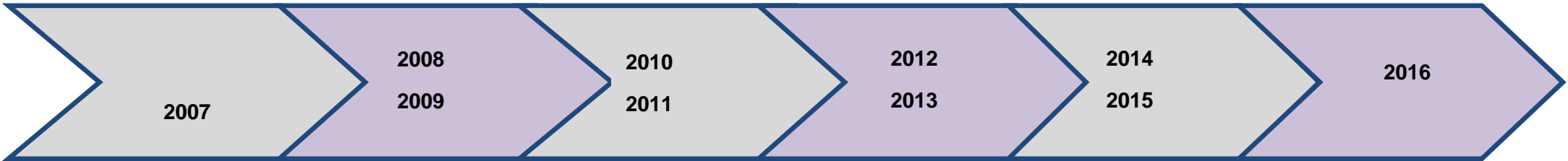
- The Lintons, a 1960s housing estate is demolished
- First phase of Barking Central completed
- The Malthouse opens at the Icehouse Quarter offering studio space

- Travelodge opens in the town centre
- Town Square opens winning numerous awards
- Foyer opens offering temporary accommodation to 16-24 year olds
- Lemonade building built offering 1-2 bed flats
- Child and Family Centre opens

- Barking Bathhouse pop up spa
- Housing Estate Renewal Programme works start at Gascoigne
- The Granary reopens with modern extension

- WSQ Phase 2 complete
- Pallet Pavilion
- Ice House Quarter Phase 1 housing complete
- New Abbey Leisure Centre opens

- Barking Station internal improvements underway
- Abbey Retail Park redevelopment commences
- Phase 2 of Ice House Quarter new housing complete
- Initial London Housing Zone schemes underway



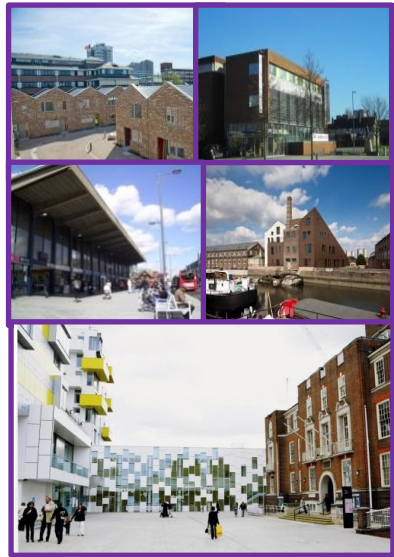
- Barking Central/Barking Learning Centre opens
- Equinox House opens – new housing
- The Lighted Lady art sculpture unveiled

- Axe Street housing complete
- Tanner Street housing complete
- Secret Garden public art unveiled

- Tesco Express opens at Longbridge Road/Ripple Road
- ELT1a Phase 1 complete
- The Arboretum public space unveiled
- Barking Enterprise Centre opens

- Barking Station Forecourt works complete
- Short Blue Place (Phase 1) public space complete
- Technical Skills Academy opens
- Construction of new Asda underway
- William Street Quarter (WSQ) housing Phase 1 complete

- East Street works commence
- Magistrates Court complete
- London Road/North Street mixed use development including ASDA complete
- The Bath House Barking/Cambri dge Rd starts



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Strategic Objectives

The aim of the strategy is to continue and extend the successful work that has already taken place in the town centre and building on its key assets to deliver the vision. The town centre strategy has five objectives which will drive delivery and transform the town centre:



HOUSING DELIVERY

Provide a wider choice of quality good value homes

By providing, through a London Housing Zone, a range of affordable and convenient sites for development and making Barking a desirable place to live which further supports town centre prosperity

PLACES OF WORK

Increase the town centre's profile as a place to do business, enable the creation of attractive workspaces (incl shops and market stalls) and create more jobs

By focusing on creating a stronger business, leisure and retail offer in the town centre's core area

EAST LONDON'S CULTURAL HUB

Promote the creative industries and participation in arts and culture

By offering a range of affordable spaces and empowering people to boost their creative skills

ACCESSIBILITY

Improve the transport infrastructure and provide convenient access to the town centre

By investing in making travel, movement and the street scene in and around the town centre more attractive, safe, convenient and enjoyable

PLACE MAKING

Continue to improve the quality of buildings, spaces, valuing heritage, engaging people and its diverse communities in Barking's future

By making places more attractive for a wide range of people and creating new reasons to visit

Housing Delivery: Provide a wider choice of quality good value homes

The Council has a very strong track record and reputation for delivering new housing – directly and in partnership with others. The Council has utilised its land, its expertise (including extensive use of compulsory purchase powers), its financial freedoms, its innovative thinking and its partnerships to deliver award winning schemes in a co-ordinated way with a clear focus on quality.

Given Barking's accessibility, the private sector is only just awakening to the potential for new housing and, as part of a London Housing Zone bid, the Council has proposed over a dozen sites where new housing can be brought forward as part of a co-ordinated programme. New town centre housing will focus on one and two bedroom apartments recognising the superb accessibility and the opportunity to house people in work looking for more affordable properties to buy or rent. The bid includes a range of tenures including private rented sector where new developments are rented out and well maintained by a single management company. The bid recognises the importance of ensuring Barking's offer to residents improves if Barking is to become a destination of choice. The nascent restaurant and evening economy in particular can be improved by co-ordinated new housing development.

Delivery of the London Housing Zone proposals for Barking Town Centre with a wide range of partners will have a major impact on delivering the strategy's objectives helping to

increase the range of shops and services on offer so spending can be retained in the town centre to help boost the economy.

The transformation of the Gascoigne Estate will have a major impact on the town centre. The regeneration programme will see the Council's housing stock replaced with new mixed tenure homes of high quality.



Places of work: Increase the town centre's profile as a place to do business, enable the creation of attractive workspaces (including shops and market stalls) and create more jobs

With the changing landscape the retail environment has had to adapt since the economic instabilities commenced. It is recognised Barking cannot compete with centres such as Stratford City in terms of retail offer. It can however position itself as a good place to live, work and spend time and provide a local retail catchment meeting residents' needs. The Strategy focuses on consolidating and enhancing the retail offer but also supporting growth of employment sectors in the town centre.

Key Issues

- Despite the economic climate vacancy rates in Barking are low compared to the national average and neighbouring town centres.
- There is a strong presence of independent shops which make Barking Town Centre a desirable location for retailers and do not fit the "clone town" image of other high streets.
- Dominance of low value goods and services has helped the town centre during tough economic times however it is important to support the widening of the offer to make Barking a more desirable place to live, work and spend time.
- Barking has one of the highest business start up rates in the country which makes it a desirable location for trading.
- One of the Barking's unique selling points is the lively street market which operates four days a week selling goods at reasonable prices to meet local demand – however there is significant scope to improve the market and utilise it as the easiest means of 'ratcheting up' the offer over time.

The completion of the London Road/North Street development in 2015 will provide a key anchor supermarket for the town centre and act as a catalyst for further development.

The future of Vicarage Field Shopping Centre is critical to the retail offer and the Council and partners will work closely with the new owners to secure a viable future in line with this strategy. This is likely to involve broadening the mix of uses.

Planning policy reviews will determine the extent of primary retail frontages however it is recognised non protected frontages remain active in retail uses given they provide affordable space for start-ups.

The strategy focuses on delivering and improving a wide range of places of work in the town centre to help bring vitality, footfall and spending power to Barking. Key places of work include Barking Enterprise

Improving the Evening Economy

The evening economy provides a cultural and leisure opportunity where people can relax and enjoy the catering and entertainment offer in a safe and secure atmosphere. A thriving night time economy can bridge the gap between the retail core hours during the day to the evening activities making the town centre continuously vibrant and lively. It encourages the extension and promotion of the town centre as an early evening destination with arts, culture, entertainment and catering provision..

Currently the town centre would benefit from more quality restaurants, cafes, a cinema and holding events to improve the evening entertainment.

A specific evening economy workplan will be established to ensure the leisure centre, theatre and new cinema are coordinated with private sector offers.



Centre, the Ice House Quarter, existing office space, Council buildings and Care City (see right hand panel).

Through improving the creative industry space, office stock through good public relations and signage to promote available workspace and office space can attract artists and suppliers looking to relocate to affordable and quality space that meets their requirements. We will also look at supporting pop-up and meanwhile uses where possible to reduce vacant units and promote the arts.

Skilled labour is needed to support the growth of the local economy. This can be delivered through the Technical Skills Academy and the Adult College both with town centre locations. These can be supplemented by Care City and Barking Enterprise Centre focussing on more specific sectors.

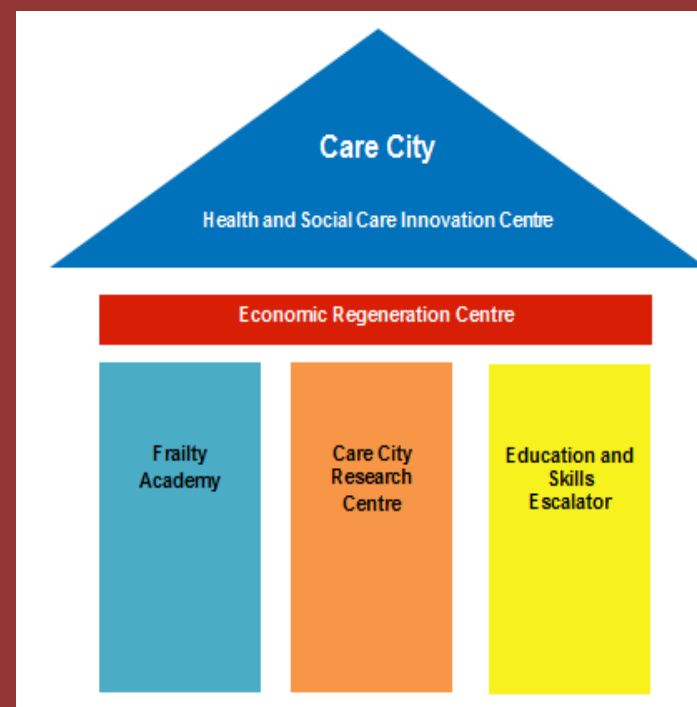
Barking town centre will be the key office focus for Barking and Dagenham ensuring office workers support the town centre. New developments such as schools will generate significant numbers of new jobs.



Care City

Care City is a new concept in urban health and community care led by North East London Foundation Trust and LBBB. Through integration and innovative partnerships with industry, social enterprises and the academic and charitable sectors Care City will stimulate economic growth, investment and regeneration in B&D.

Care City will consist of five core components shown below. These components will work together as a health and social care innovation centre to build a sustainable model to improve employment opportunities and quality of life for the local community and to drive education and research into practice.



Barking as East London's new Cultural Hub- Promote the creative industries and participation in arts and culture

A key focus for raising Barking's profile, changing perceptions and providing a vibrant, interesting place to live, work and visit is the ambition to make Barking East London's new cultural hub.

The Broadway theatre is critical in this working in a new partnership with the Barbican and the Guildhall alongside Barking & Dagenham's College's Performing Arts school.

The Ice House Quarter is establishing itself as a superb location for creative industries with the recent completion of Creative Square and the opening of The Boathouse riverside venue. There is ample scope for more creative industries to join the growing collection of innovative and exciting artists, furniture makers, fashion designers, caterers, theatre companies and film makers.

Roding Riverside's cultural focus can be further enhanced through proposals for community moorings and floating gardens on Barking Creek enhancing the already very creative community for wider economic benefits.

The Barking and Dagenham Creative People and Places programme is raising arts participation through small scale grants and support through to landmark commissions. Up! Barking has already produced bold artwork on hoardings whilst engaging local young people in the designs. The striking Pallet Pavilion project involving the creative engagement of local people to bring vibrancy and quirkiness to Barking will continue with other initiatives.

The borough's reputation for public art is strong. The Secret Garden was in the Observer's Top 10 public art works whilst Town Square and the arboretum have won numerous awards. Short Blue

Place and The Catch reflect Barking's fishing heritage in a modern attractive way. These add visual interest and identity to Barking. Events and activities can raise Barking's profile as a cultural hub alongside attracting footfall to support local businesses.

Delivery of a cinema is key action for the strategy.

An improved Barking market offers the potential for stalls which showcase Barking's creative talents. The permanent venue for the Bathhouse Barking will provide cultural venue furthering improved perceptions of Barking.



The Bath House Barking and Cycle Hub

The Bath House Barking, which is currently operating out of bespoke rooms in the Barking Learning Centre, is to be rebuilt at a site on Cambridge Road in partnership with Swan Housing, subject to planning permission. The Barking Bathhouse was a great success as a temporary 'pop-up' bar and spa facility at Axe Street car park during the London Olympics 2012, but was demolished to make way for the new leisure centre that is currently being built. The new facility will retain most of the original Bathhouse features, including spa and sauna facilities, as well as a larger bar area and event space and become a strong destination and clear part of Barking's offer.



www.thebathhousebarking.org

Accessibility- Improve the transport infrastructure and provide attractive convenient access to the town centre

One of Barking's assets is its accessibility by road and public transport – its status as East London's second busiest transport hub needs to be promoted widely known.

The gateways into the town centre play an important role for the image of the area and impact on how visitors and the local community perceive the place. The council has been embarking on an improvement programme of works in the physical environment to promote civic pride.

Barking station's forecourt has been improved with new public realm improvements but the internal layout still remains outdated, unattractive and confusing to visitors and commuters. The Council will be working with C2C to implement the improvements proposed as part of their franchise and seeking to ensure a high quality gateway into Barking is achieved.

The town centre is easily accessible by bus and car but lacks a network of cycle paths. Two cycle routes exist and a secure cycle shed at London Road Car Park with significant cycling parking around the town centre but there are further plans to extend the routes and facilities around the town centre.

Car parking is affordable and has one of the cheapest charges compared to its neighbouring boroughs. Parking spaces are available at London Road, Vicarage Field Shopping Centre, Axe Street and parking bays around the town centre.

Improvement schemes to help improve connectivity and accessibility are:

- Improving Barking Station by 2017 which will include new lifts on each platform and a new layout of the concourse with better designed retail units to create a more customer friendly environment.
- New cycling routes in and around the town centre to help not only people who are going to their destinations but also to help with ease of movement.
- Improving the gateways and key entry points from Ripple Road, London Road and Longbridge Road and from the station.
- Creating attractive walking routes to new developments are critical to enhance the area for residents and the public who use these walkways.



Improved design and an enhanced public realm will make the town centre a more pleasant and enjoyable experience for people living, working and visiting the town centre to the benefit of business. The public realm should be robust, visually exciting and of a high quality. It should be accessible to people of all age and physical abilities. If the town centre is to become more attractive to investors, visitors and residents it should have a high quality environment which people feel safe, relaxed, and legible for all and be able to enjoy the purpose built public spaces created to enhance their experience.

Our aim is to increase visitors to the town centre and ensure that they return and stay longer. This can be achieved by strengthening the town centre's credibility, promoting a positive image and changing people's perceptions. Good marketing and publicity is essential to raise the profile of the town centre to a wider and larger catchment area. Special events, promotional activities, launching a new facility, a building or providing newsletters, articles and media releases are all targeted to increase the number of visitors. Improving public relations helps to communicate the town centre's existence, why people should visit and how it can contribute to creating an enjoyable shopping experience with what it has to offer.

The shop front improvements called Paint the Town funded by Outer London Fund Round 2 helped to change the safety and appearance of the town centre at night with artistic designs on shop security shutters and new enhanced signage and internal makeovers. Further intervention in public realm will be required to change the current perceptions of the town centre and improve the commercial performance of occupiers or the quality of the building stock.

Engaging Barking's diverse communities in delivering the Strategy is key and UP! Barking will be utilised as a key engagement tool actively involving local people in town centre activities and helping support a widening of the offer.

KEY ISSUES

- Improving gateways (arrival points) into the town centre are critical in changing people's perceptions and attracting visitors.
- A new car parking strategy is required to ensure parking needs are met.
- Improved cycle routes and facilities.
- Legible London signage to improve wayfinding and attract more visitors.



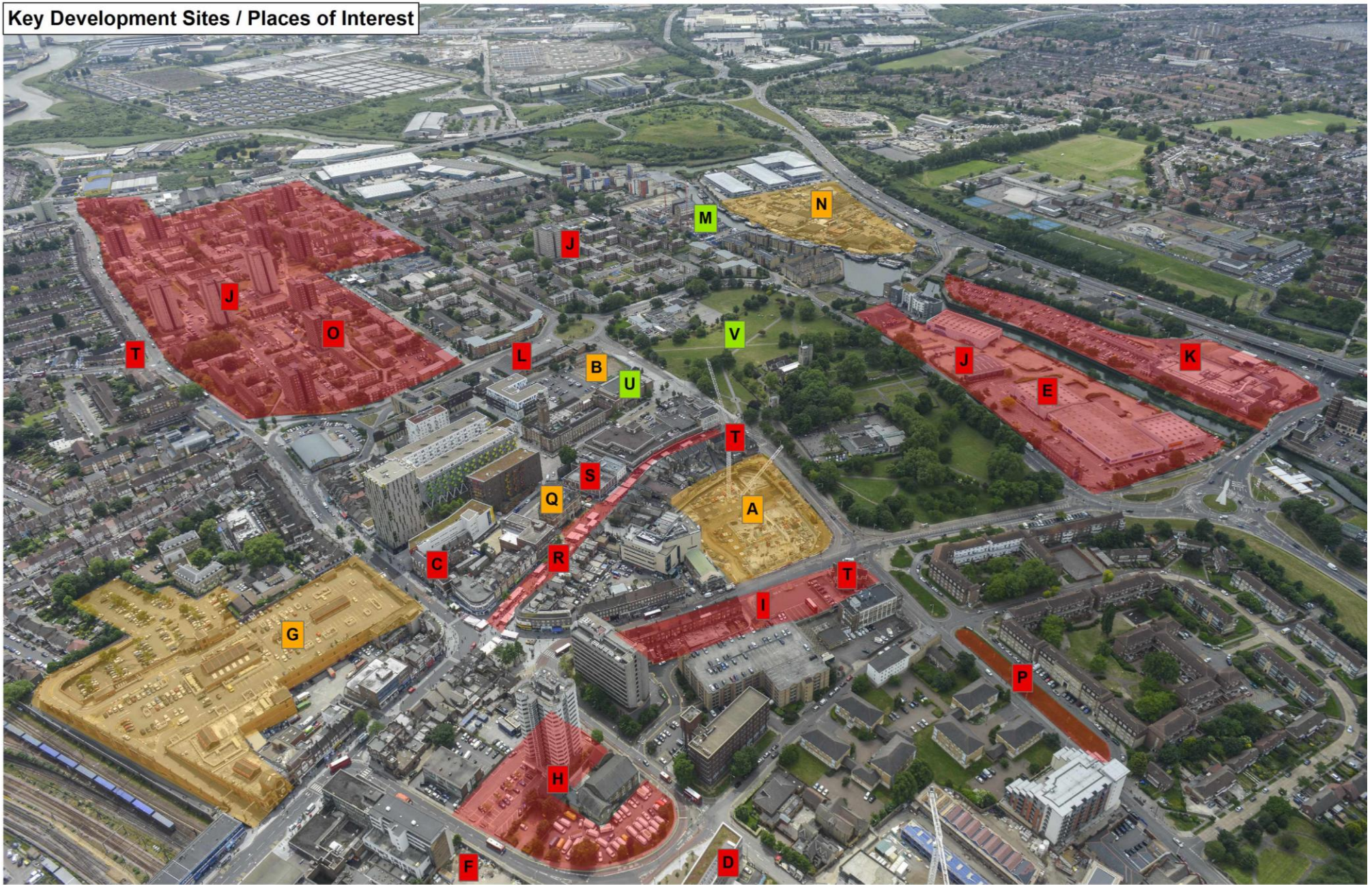
- Quality green spaces around the retail core can provide attractive places for retail and office workers during their breaks and free time. Barking Town Centre includes two superb parks - Abbey Green including the attractive ruins and Barking Park which has seen Heritage Lottery Fund investment to transform it to its Victorian heyday. The green open space provides a distinct asset which underpins the health of the town centre. The area is under-exploited and opportunities to provide events and activities can increase its use. The council aims to nurture and improve historic sites allowing more accessibility for public use and improving the historic understanding of its present and future.
- Awareness of the River Roding is extremely limited yet it provides a distinct asset and significant development potential. Further development at Roding Riverside will enable developments along the River Roding to reach their full potential and strengthen the current weak relationship between the town centre and the river. The Council will work with the Ice House Quarter Community Interest Company and others to ensure Roding Riverside fulfils its potential.
- The physical design and management of the public realm should be well maintained and visually attractive at all times.
- The town centre is set within a conservation area where elements of the historic past remain and contains many ancient monuments and buildings of interest. Building partnerships with private landlords and leaseholders to improve the quality of the buildings and shop fronts will help to deliver a high quality town centre based public realm.
- Events will continue to facilitate a variety of activities for all the family. The Arts Strategy and the Creative People and Place Programme will help to promote a programme of events and

activities to attract new visitors to the town centre. This could form part of the new entertainment and leisure offer which are being planned and help celebrate the culture of the town's increasingly diverse population.

- Publicity is a very valuable tool and can clearly promote the arts, culture, entertainment and retail offer. Clearly there are many uses in the town centre with their own publicity and marketing and the scope for seeking to maximise more united promotion of the whole Barking town centre should be explored.
- Town centres and local businesses need to stay in touch with the rapid rise of new technologies introduced as people not only shop online in the comfort of their homes but increasingly on their smartphones. Retailers need to be more creative and can offer collecting points for shoppers or introduce QR codes to download which takes the customer directly to their discounts and promotional offers. The Town Guide App and loyalty scheme can assist and local business support agencies can help small businesses and retailers with suitable training to up skill their staff and provide a unique customer experience.
- www.UpBarking.co.uk and associated social media pages will be utilised as a key tool in promoting Barking's improved offer.



Key Development Sites / Places of Interest



- A. London Road/North Street: new supermarket, café, car parking and housing
- B. Investment in a new Leisure Centre
- C. Police Station Redevelopment
- D. Barking Enterprise Centre Phase II
- E. Abbey Retail Park Redevelopment
- F. Health and Well Being at The Bathhouse Barking
- G. Vicarage Field Shopping Centre: refurbish, remodel or redevelop

- H. Cambridge Road/ Linton Road
- I. London Road Redevelopment
- J. Potential new schools development
- K. Tesco supermarket, Highbridge Road
- L. Care City/Cinema/residential mixed use scheme
- M. Ice House Quarter
- N. Redevelopment of Freshwharf
- O. Gascoigne Estate Renewal

- P. Development Opportunity - North Street
- Q. Magistrates Court Residential / Commercial Use
- R. East Street / Barking Market Improvement
- S. Development opportunity
- T. Redevelopment of public houses
- U. The Broadway Theatre
- V. Abbey Green

Key

- planning application approved
- development opportunities
- places of interest

Site A



London Road and North Street Redevelopment – Asda Supermarket and housing

- **Planned uses**
 - Phase 2 sees the construction of a new 40,000 sq ft Asda supermarket which will deliver 100 privately rented residential apartments, small number of retail units on the ground floor and 350 parking spaces. The Asda will employ around 350 staff which will boost the local economy. See indent of the completion of Phase 1 - Short Blue Place.
- **Progress to date**
 - Construction has started on site with Phase 1 complete.
- **What happens next**
 - Phase 2 - completion due in 2015.

Site B



Investment in a new Leisure Centre

- **Planned uses**
 - A new state of the art leisure centre is being built on Axe Street which will provide a range of health and fitness activities. The centre will boast a modern and contemporary feel to the building which will help improve the night time economy and make the town centre a vibrant place.
- **Progress to date**
 - Building works have commenced.
- **What happens next**
 - Completion in early 2015.

Site C



Police Station Redevelopment

- **Planned uses**
 - Mixed used development
- **Progress to date**
 - Police relocated to Barking Learning Centre.
- **What happens next**
 - Building has been sold.
 - The Edwardian police station in Ripple Road – designed by Metropolitan Police architect John Dixon Butler (many of whose police stations in the capital are now Grade II listed), and completed in 1910 is a key heritage asset so any proposals should be sympathetic to this.

Short Blue Place

A new public space has been created to improve the links in the town centre for the new state of the art Technical Skills Academy and the new Asda supermarket which opens in 2015. Short Blue Place has created a relaxing space for students, residents visiting the church and local people enjoying the new café and seating space.



Site D Barking Enterprise Centre

A particularly important element of the town centre's offer is the Barking Enterprise Centre which opened its doors in 2011 offering 'easy-in, easy-out' accommodation for around 50 small businesses. The building provides high environmental standards with a courtyard garden for external business events as well as a large training/meeting room. The centre manages the borough's business start-up and support services offering one to one counselling and starting a business course for local entrepreneurs which is proving successful. Subject to funding there is scope for the enterprise centre to expand as it is working nearing full capacity. This will help maximise the current demand for small business space.



Site
E



Abbey Retail Park Redevelopment – Residential and / or Commercial Use

- **Planned uses**
 - Existing uses include Halfords. Proposals to provide a mix of retail, residential and a primary school
- **Progress to date**
 - Sainsbury's supermarket has applied for permission on part of site. Agents are also in discussion with the Council to look at feasibility of a school/residential opportunities
- **What happens next**
 - In discussions with a range of stakeholders to move the redevelopment forward.

Site
F



Cambridge Road: Health and Well Being at the Bath House Barking

- **Planned uses**
 - 200 homes plus permanent home for The Bath House Barking becoming a key destination and perception changer for Barking as part of a mixed use development.
- **Progress to date**
 - Temporary facilities available at Barking Learning Centre whilst the new site is being negotiated at Cambridge Road.
- **What happens next**
 - Working with Swan Housing and their architects, Studio Egret West submitting a planning application in late 2014.

Site
G



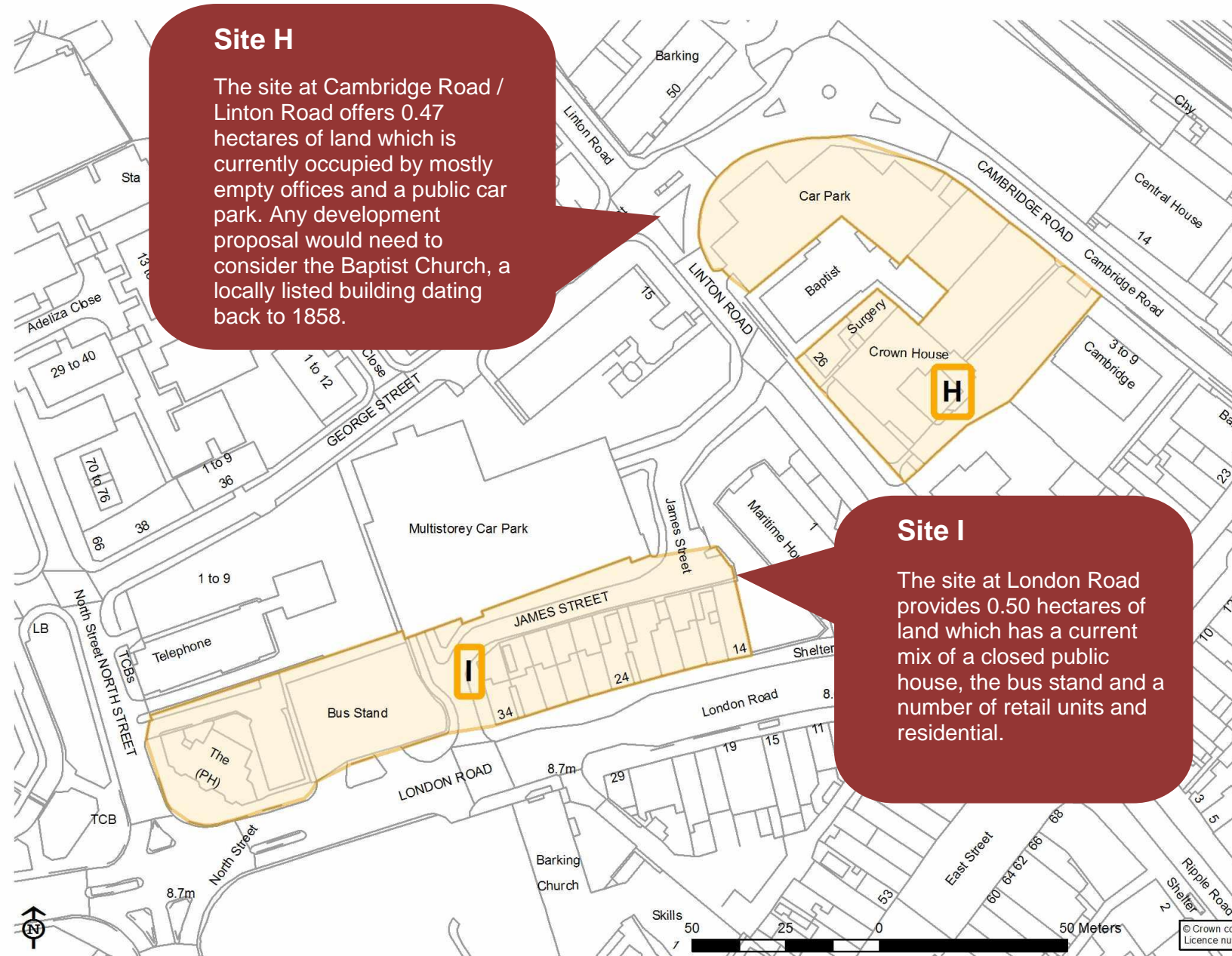
Vicarage Field Shopping Centre

- **Planned uses**
 - 2.4 hectares of additional retail space and residential planning permission secured
- **Progress to date**
 - Economic instabilities halted implementation of approved plans. New owners are considering options.
- **What happens next**
 - Working with new owners on supporting a long term future for the site including additional housing.

Potential areas for mixed use development as part of Housing Zone

A key part of making the town centre livelier and safer will be ensuring that more people can live and work here. Maximising opportunities for new housing to be built in and around the town centre will provide an environment within which businesses can thrive. Below are specific key opportunity sites identified which the Council will work with investors to consider the potential of mixed use schemes for development.

The redevelopment of Site I would require active ground floor frontage on London Road to enhance the current redevelopment of the Asda development site. It would create a livelier outlook to the town centre for passing traffic and the existing bus route which enters and leaves the town centre. As the town centre has a good mix of comparison and convenience shops the core frontage on the main high streets in the centre will be retained. Any proposals would be supported if there is a positive addition to its mix, would attract more people, encourage more spending and help support a more pleasant shopping environment. Good design is essential to complement the existing new buildings.



**Site
J**



New Schools

- **Planned uses**
 - Three potential sites identified to cater for additional school provision due to new housing developments, increase in population and rising birth rates.
- **Progress to date**
 - Working with Government and investors to create new facilities which will help meet growing demands whilst attracting parents and children into the town centre to create a lively community atmosphere.
- **What happens next**
 - In discussions with relevant parties to move the opportunity forward.

**Site
K**



Tesco Supermarket, Highbridge Road

- **Planned uses**
 - Retail expansion/alternative uses for surplus parking.
- **Progress to date**
 - Planning permission approved but turned down at judicial review.
- **What happens next**
 - No further plans as yet, relatively good footfall which may be sufficient to sustain a viable edge of town convenience store with retail in current market conditions.

**Site
L**



Care City, Residential and Cinema

- **Planned uses**
 - Care City (see page 11), cinema and residential apartments as part of a mixed use development.
- **Progress to date**
 - Mix of uses have been agreed and bids being sought.
- **What happens next**
 - Planning application expected early 2015.

Site M

Ice House Quarter

The two phase Abbey Road scheme is well under way after delivery of the first phase of 134 residential units, 52 allocated car parking spaces and a creative and commercial hub.

Phase 2 involves Bouygues Development providing a further 144 residential units and 900sq m of creative and retail space for LBB. The housing will complement the existing Ice House Quarter by providing a living space with creative and commercial opportunities.



**Site
N**



Redevelopment of Fresh Wharf

- **Planned uses**
 - Planning consent approved for circa 1000 units predominately private for sale.
- **Progress to date**
 - Economic instability has delayed the scheme.
- **What happens next**
 - Site forms part of London Housing Zone application.

**Site
O**



Gascoigne Estate Renewal

- **Planned uses**
 - 1,800 units – 40% private sale, 40% affordable rent and 20% shared ownership
- **Progress to date**
 - Phase 1 under construction and Phase 2 decanting in progress
- **What happens next**
 - Total of four phases with Phase 1 of 403 units completing in 2016. Whole scheme will take up to 2020 to deliver.
 - Gascoigne West forming part of London Housing Zone bid.

**Site
P**



Development Opportunity – North Street

- **Planned uses**
 - Area of land adjacent to existing housing for further housing opportunity
- **Progress to date**
 - Proposals for 16 striking new low rise homes
- **What happens next**
 - Planning application and funding proposal.

Site Q

Magistrates Court Residential / Commercial Use

The Grade II listed Barking Magistrates Court designed by CJ Dawson is a grand Flemish-Renaissance style late Victorian landmark which dates from 1893. The building on East Street was originally used as public offices and a library until the 1950s. It then became a courthouse which ceased operation in 2011.

The building, which has impressive architecture and character will be converted into 37 flats and 609 sq m of commercial floorspace for restaurant/café and/or retail units at ground level including a modern rear extension.

Works are underway to restore and extend the historic building which will increase residential use and help contribute to the evening economy by providing a key focal point in the town centre.



Site R

Improving East Street and its thriving Street Market

East Street is a commercial, pedestrianised street in the town centre. As well as being Barking's main high street, it is a key East-West connection linking Barking Station to the historic Abbey Green and onwards to the River Roding. East Street is also home to Barking Market, a vibrant street market which plays an important role in bringing footfall to the town centre and reflects the rich ethnic diversity of the local community in Barking.

East Street lies in a conservation area with many architectural buildings of some art-nouveau style dated back from the early 20th Century which gives the street a distinct character above the parade of retail shops. The main roads into the town centre have seen some remedial works whilst East Street has remained unchanged.

There is a need to improve the quality and appearance of East Street by upgrading the existing public realm and seeking ways to enhance the appearance and layout of Barking Market. This will ensure that East Street is brought up to the high standard of recent developments and regeneration schemes in Barking Town Centre to support existing businesses, attract inward investment and improve the quality of life for local people.

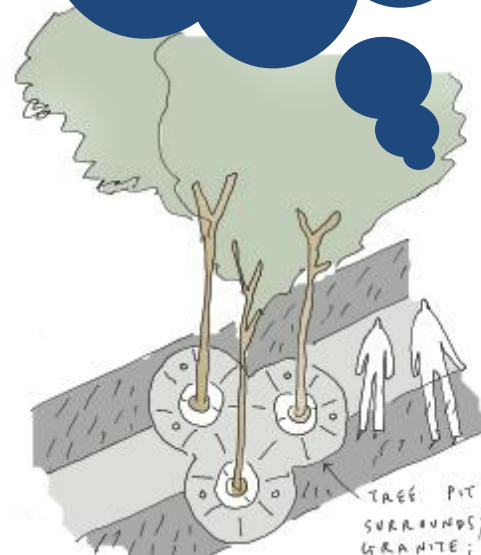
Introducing a greater choice and quality is a key challenge for Barking Market. The 2012 Consumer Survey found that people liked the street market and felt it was a valuable asset for the town centre. There were strong concerns about the cleanliness and safety of the market itself, particularly during setting up and dismantling the stalls.

The redesigns will offer a more attractive, accessible and contemporary space. The street will see new lighting, trees, signage, paving and a new market layout to compliment the changes. The Street market offers an ideal opportunity for the 'ratcheting up' of the offer to meet residential requirements. It is much easier to change the offer at market stalls compared to retail units.



Increasing the greenery of East Street by grouping trees in clusters in key locations along East Street, with appropriately placed benches and bins. Replacing the existing lighting with high quality catenary lighting and feature uplighting.

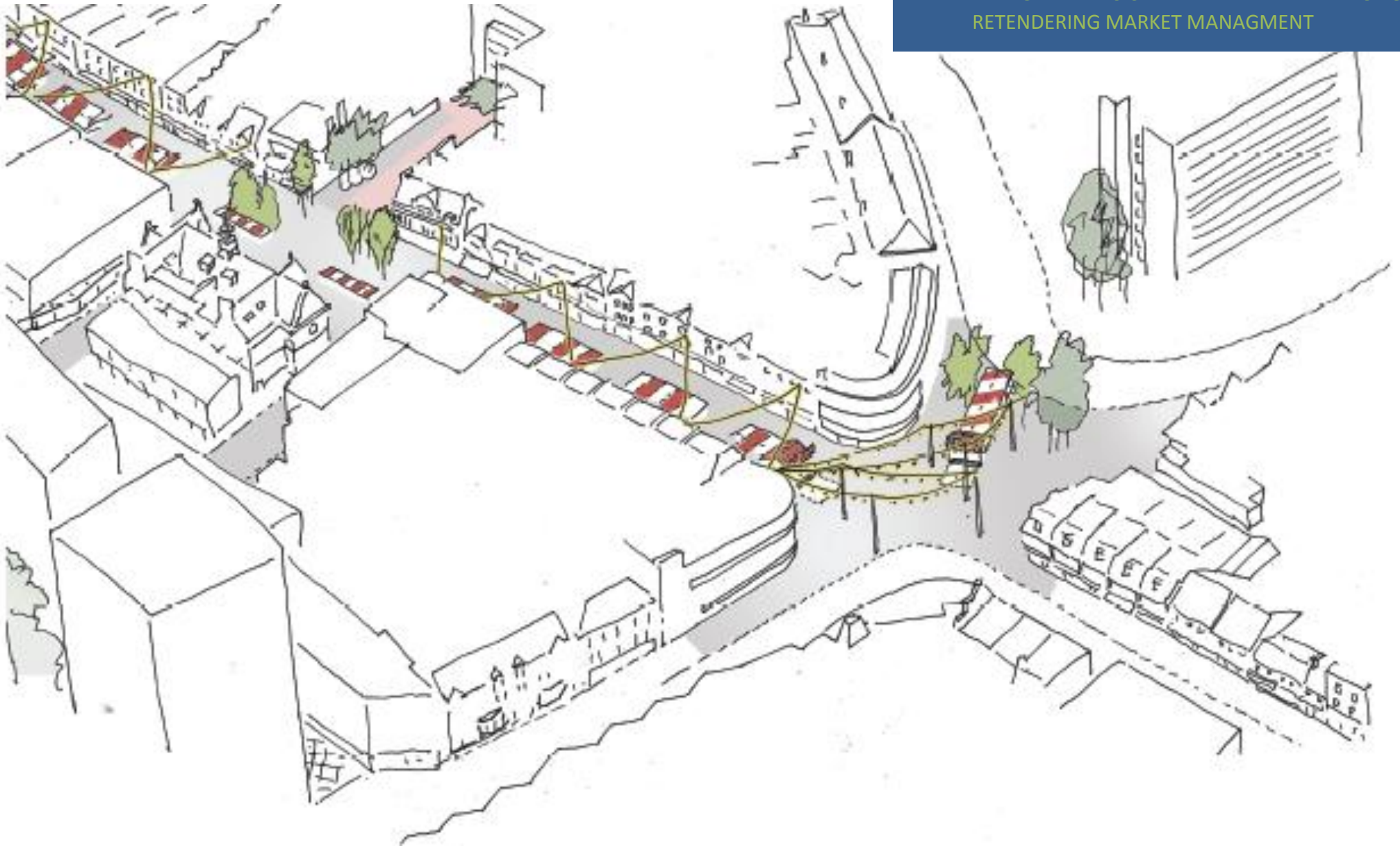
Placing market stalls back-to-back down the centre of the high street, facing outwards, will allow wider pedestrian footways and better interaction with shop fronts. Better placed benches and bins.



New East Street/Barking Market proposals

NEXT STEPS:

- ATTRACT AND SECURE FUNDING
- PHASED IMPLEMENTATION
- IMPROVEMENTS CAN BE IMPLEMENTED ALONGSIDE RETENDERING MARKET MANAGEMENT



Barking Town Centre Strategy Deliverables

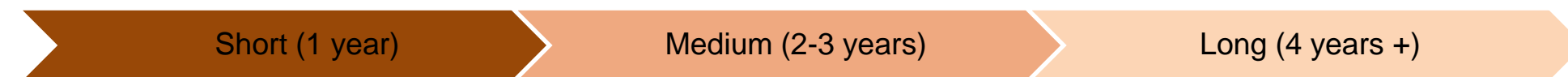
Objective One – Housing Delivery

Short (1 year)	Medium (2-3 years)	Long (4 years +)
London Road and North Street redevelopment PRS scheme (first in Barking) complete	Start on site at :London Road, Former Police Station redevelopment, Crown House, North Street, Cambridge Road, Fresh Wharf, Abbey Retail park	Intensification and redevelopment around the station
Formulation of Roding Riverside aspiration zone	Gascoigne Estate Renewal Phase 1 complete – 400 homes	Gascoigne Estate Renewal Phase 2 underway
Approval of Barking Town Centre London Housing Zone and establishment of Board.	North Street housing development planning application underway	Cambridge Road / Linton Road commence land assembly complete
Cambridge Road, North Street, Axe Street, former Police Station applications submitted	Former Magistrates Court residential complete – 37 homes	Fresh Wharf development complete
Improved place marketing of Barking Town Centre	Ice House Quarter Phase 2 and riverside open space complete	Further Abbey Road development underway
Start on site at L&Q Abbey Road, Ice House Quarter Phase 2, former Magistrates Court	Gascoigne West land assembly and masterplanning	Amended Vicarage Field development commenced

Objective Two – Places of Work

	Short (1 year)	Medium (2-3 years)	Long (4 years +)
Future of Barking Enterprise Centre established		East Street / Barking Market improvements delivered and market stalls diversified	Deliver Phase 2 of Barking Enterprise Centre
Working with the Greater London Authority (GLA) to ensure opportunities from their landholdings are maximised (Places of work fund)		Start on site once planning application approved to build the Bathhouse Barking	Provide continued support for apprenticeships, including through major capital projects
Marketing and promotion of the Barking Town Centre App and other social media		Care City and Cinema planning approved and development commences	Secure funding to deliver added value job brokerage service through the Job Shop and other programmes
Support promotion of former Magistrates Court commercial space		Market creative space and retail units at Ice House Quarter (Phase 2)	Seek to increase skills funding to widen participation at the new Barking campus of the Adult College of Barking and Dagenham
Maximising the effectiveness of the Town Teams		Maximise local residents leaving Technical Skills Academy with vocational skills	Year and year increase in number of businesses
Evening Economy workplan produced. Conduct surveys and questionnaires to understand the diversity mix and whether their needs are being met		Start on site for Sainsbury's	Conduct surveys and questionnaires to understand the diversity mix and whether their needs are being met
Market creative space and retail units at Ice House Quarter (Phase 1)			Care City established and recognised as ground breaking new way of working
Where possible supporting and enabling pop-up and meanwhile uses to enhance Barking's offer			

Objective Three - Promote the Creative Industries and Participation in Arts and Culture



New Leisure Centre opens	Delivery of new cinema	Ice House Quarter fully occupied and recognised as East London's most creative hub
Improve the profile for arts and culture and Ice House Quarter as East London's cultural hub. Opening of The Boathouse riverside venue.	The Bath House Barking permanent space built and open	The Bath House Barking established as innovative health and well being centre and significant town centre attraction
Continue to offer diverse and flexible spaces that are attractive to creative industries, including providing innovation hubs, community spaces, meeting and event facilities.	Promote the Broadway Theatre and offer a range of activities to get people involved	
Establishment of Roding Riverside group and promotion of opportunities	Working with local creative businesses to develop ideas for 'meanwhile' spaces, these might be for young people to try out a business idea.	
2015 One Borough programme of events and activities	Barking Creek Community Moorings and floating Gardens established	
Continuation of Up! Barking initiative including fully utilising scope of website	Subject to HLF success, implement Townscape Heritage project	

Promotion of Barking Walks

Creative People and Places programme delivering objectives

Objective Four - Accessibility

	Short (1 year)	Medium (2-3 years)	Long (4 years +)
New Legible London signage		Improve Barking Station with new lifts and new internal layout	Complete roll out of Legible London around the Town Centre
Produce and implement a BTC Car Parking Strategy		Improving the gateways and key entry points from Ripple, London and Longbridge Road and at the station	Delivery of the extension from Barking to Barking Riverside on the Gospel Oak Line
New cycling routes and facilities in and around the town centre		Reconfigure London Road Car Park to meet future development needs	Tackle accessibility at junction at the old Malthouse
Secure approval for GOBLIN extension		Improving pedestrian linkages and accessibility	
New Car park at London Road/North Street		Improving parking and access to available parking	
Devise proposals for BTC gateways		Implement gateway proposals	
Lobbying for Crossrail to Barking and/or Barking to Stratford direct rail link			
Lobby for Barking to be a Zone 3 station and for Hammersmith and City line to be renamed Hammersmith to Barking line.			

Objective Five – Place making

	Short (1 year)	Medium (2-3 years)	Long (4 years +)
Short Blue Place Phase 2 completed		Improving East Street and Barking Market	Reducing the number of hot food takeaways and betting shops
Maximising the full potential of Roding Riverside		Improving the streetscape and tackling maintenance issues	More meanwhile uses in the town centre
Delivering the Heritage Lottery Fund bid if successful to improve shop frontages above ground level and those dominated by poor quality frontages and a lack of character.		Tackling vacant buildings and public houses that blight the high street	Barking Market a recognised East London attraction with significantly enhanced offer
Promoting the rich heritage and fostering a sense of pride		Improving more shop fronts and security shutters under the Paint the Town project if funding found for additional remedial works	
Changing people's perceptions by promoting more events and activities to engage the community and attract more visitors		Working with leaseholders to improve the building opposite Barking Station	
Tackling unsightly public realm that still exist in the town centre including Linton Road, Broadway and London Road.			
Establishment of Residents Town team and expansion of role of Up! Barking		Using funding streams /public grants to aid development	