

Town Centre Improvement Plan

Short Term Action Plan

Action	How to achieve	Funding Sources	Implementation (who to action)	Timescale
Use development opportunities around the Heathway to improve secondary areas through section 106 agreements and planning gain.	Section 106 funding of significant projects around the town centre area. Contributions to be made to improvements including infrastructure of the Heathway, local facilities, public transport and traffic management initiatives and crime prevention measures	Funding provided by 106 agreement developments	Local investors/developers, LBBD	Short term
Encourage future investment in the Mall	The Mall owners are keen to invest further in improving their facilities. Suggested areas of improvement include improving signage, increasing public toilet facilities [This may require funding from LBBD] and encouraging cafes to the area	Private investors, London and Associated properties	London and Associated properties, Town Centre manager	Short term

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Provide information through existing publications about changes and improvements to district centre e.g. new businesses and changes to layouts	Regular updates in town and business newsletters. A link into marketing campaigns and possible Heathway (see below) website. Regular newsletter to disseminate information. [Town Centre Forum, which maybe should be held after shops have closed and more locally (in the library when it is built). Local Authority/Town centre manager to coordinate newsletter and write into existing local publications	Town centre Manager's office, Council funding	Town centre manager, local business, LBBD	Short term
Amending existing Controlled Parking Zone (CPZ) Implement Double Yellow Line with bays for loading/unloading as well as others for limited parking duration (e.g.20 mins). Review parking bays to allow for establishing of permanent market stalls on the Heathway Changes to be linked in to the Heathway plan	This will rationalise short term parking Can be achieved through reporting to the Executive	Highways Department	LBBD Highways	Short term
Promoting walking and cycling in order to provide more sustainable transport can be achieved as part of a general borough vision.	Encourage sustainable transport amongst local business and community groups Provision of Cycle Paths Provision of Cycle Parks which can be locked	Provision of cycle stands to be sponsored by local business? Highways department. Relatively low costs associated with cycling and walking provision	LBBD Businesses Community Groups	Short term

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<p>Identify possible new funding streams for town centre business improvements. These could be used to match fund existing budgets that are designated for environmental improvements</p>	<p>Use additional funding streams to boost investment in the Heathway Town Centre. Assess availability of funding streams such as Neighbourhood Renewal Funding, Single Regeneration Budget, European Funding. Apply for funding as a collective or for single larger projects. Encourage local business to apply for funds/grants to improve appearance of buildings and local streetscape.</p> <p>Use additional funding streams to boost investment in the Heathway Town Centre. Identify projects and initiatives that will make a significant contribution to the business development and environment of the town centre</p>	<p>Minimal costs associated with preliminary research</p>	<p>LBBB, Local business, Town Centre manager, local community and voluntary organisations</p>	<p>Short term</p>
<p>Short/medium term interchange improvement should incorporate passenger information facility (e.g. countdown) at bus stops, better lighting and accessible by people with special needs (impaired mobility or impaired vision).</p>	<p>Upgrading of facilities – encouraging transport providers to invest in East London.</p> <p>Work with London Underground about the comprehensive redevelopment of the tube station?</p> <p>Positioning of the bus stops should be linked to the public realm strategy</p>	<p>TfL</p>	<p>TfL</p> <p>Signage and lighting in the short term. Countdown systems in the medium term and tied in with transport strategy</p>	<p>Short – medium term</p>

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<p>Use Public Art Projects to provide a focus on the town centre and boost levels of civic pride associated with such pieces</p> <p>Places to locate public art been identified?</p>	<p>Commission local artists or volunteers to produce a piece or pieces of quality public art. Possibly run through a competition to obtain some media focus. Maybe one school to produce a piece and one piece from a member of the public or local community/ voluntary organisation. Source money for funding of the project through local business contributions, external funding streams or Local Authority grant.</p>	<p>LBBB, Business sponsorship</p>	<p>Local people, local artists, LBBB, schools</p> <p>Continue schemes such as "Scheme on the Green" within the Heathway. Encourage private investment where necessary.</p>	<p>Short – medium term</p>
<p>Improve appearance of the town through seasonal and Christmas lights and local flower displays</p>	<p>Ask for local business contributions to a seasonal display. Tender for the most competitive providers.</p>	<p>Local business contributions, LBBB</p>	<p>LBBB, service provider</p>	<p>Short – medium term</p>
<p>Focus on a landmark building to define the quality of the area in terms of the built environment</p>	<p>Library to be widely publicised and used by lots of different members of the community. Need to create a sense of ownership that will translate to the town centre as a whole. Open the library up in 'twilight hours' with classes and exhibitions, in order to strengthen the evening economy</p>	<p>LBBB</p>	<p>LBBB</p>	<p>Short – medium term</p>

Medium Term Actions

Action	How to achieve	Funding Sources	Implementation (who to action)	Timescale
Co-ordinating all groups interested in promoting the town to have a branding strategy to boost identity. Boost profile of the Heathway as a place for business. Develop a website to support town centre business	Update websites that already exist? LBBD website. Market availability of vacant premises, starter units and business grants to attract new businesses. Local and regional advertising of available premises	Future funding streams to be identified, local business contributions?	Town centre manager, private business, LBBD	Medium term
Identify possible sources of shop frontage improvement grants and encourage businesses to take more care of their properties.	Campaign in the local media and around the town centre. Provision of improvement grants by LBBD?	Improvement grants/contributions, Local business with possible LBBD support through shop front improvement grants or similar schemes	Local businesses, local media, LBBD, Town centre manager	Medium term
Expand and capitalise on civic pride on the Heathway. There is a good sense of civic pride in the local area. This can be used to build momentum on improving the appearance of the public realm on the Heathway	Supporting civic pride initiatives focusing on improvements to street cleaning/ground maintenance/ graffiti and fly posting. This could be achieved by running an annual or bi-yearly campaign with local people and schools involved. Implementation of a specific graffiti and fly posting 'hit squad' with a designated call out number that can be used by local businesses and members of the public. Anti-litter campaign, Town centre Manager to co-ordinate operations. Local schools involved in the clear up along with publicity from a local media campaign [Enforcement of Bye-laws for littering, dog fouling, etc]	Salary contributions towards contributors, volunteers	Environmental Health, LBBD, Local Business, local people, local schools	Medium term
Establish a brand for the town centre to offer a sense of identity to the local area.	All groups interested in promoting the town, such as local business, local authority and local developers to assist in the creation of a branding strategy to boost profile of the Heathway as a place for business. Strategy to link in with advertising campaign and local website Market availability of vacant premises, starter units and business grants to attract new businesses. Local and regional advertising of available premises	LBBD, local business contributions	Town centre manager, local business, LBBD	Medium term

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<p>Encourage the evening economy – more evening based businesses to be encouraged into the area</p> <p>Continue to improve evening transport provision in order that an evening economy be sustained</p>	<p>Development opportunities for evening activities to be identified and supported by transport and LBBB initiatives. Improve leisure offer at Heathway through cafés/sit down dining opportunities in the evening. Creation of local leisure centre?</p>	<p>Direct funding not required</p>	<p>TFL, LBBB, Local businesses</p>	<p>Medium term</p>
<p>A clear and engaging newsletter that details changes and opportunities in the town centre would give the Heathway a marketing focus</p>	<p>The newsletter should encompass changes and improvements in the built environment, notification of new retail outlets and offices, details of local events, a public forum and timetables for transport in the area as well as local employment opportunities</p>	<p>Town Centre manager's office</p>	<p>Town centre manager, LBBB, local business</p>	<p>Medium term</p>
<p>Encourage diversity of uses within the district centre through making the Heathway a more attractive place for different types of businesses. Build upon the retail mix in the area.</p>	<p>Local council working with the Mall owners – London and Associated Properties - to promote diversity of business. Implement a specific Heathway investment policy which will seek to safeguard an appropriate variety of retail, restaurant and other uses, both independents and national businesses</p> <p>Consider carefully the expansion in the number of discount, charity and fast food shops on the Heathway</p>	<p>Direct funding not required</p>	<p>Developers, LBBB, London and Associated Properties</p>	<p>Medium – long term</p>
<p>Create new employment opportunities for local people in the area</p>	<p>The council to work with developers to encourage employment and training opportunities for residents that arise from new schemes</p>	<p>Direct funding not required</p>	<p>Local developers, LBBB</p>	<p>Medium - long term</p>

Long Term Actions

Action	How to achieve	Funding Sources	Implementation (who to action)	Timescale
Provide public transport to connect new developments with Dagenham Heathway. This should be based on the frequent review of transport provision in the area. The possible options could be to redevelop the interchange between buses and the underground station on the Heathway and extend existing bus services, such as 174 and 175. The extension of 175 could provide appropriate connection to Dagenham Dock Station.	This needs to be worked up in parallel with the South Dagenham masterplan. This can be funded using S106 monies	TFL, future section 106 monies	Transport for London South Dagenham masterplan team	Long term
Increase the awareness amongst retailers about the need to improve disabled access. Identify possible funding sources to deal with this.	Articles in business newsletters, local media campaign. Need to portray the Heathway as a 'people friendly' local shopping centre	Local business with possible LBBD support	Town centre manager, LBBD's accessibility officers, private business	Long term

Ongoing Actions

Action	How to achieve	Funding Sources	Implementation (who to action)	Timescale
Involvement of the mayor?	Regular contact with the GLA to give the Heathway some London wide recognition with regards to the improvements underway	Funding not required	LBBB, Town centre manager	Ongoing
Public Realm Study to be further developed and actioned	Follow up recent study and ensure action points are being implemented. Ensure monies are applied for from Borough Spending Plan in early 2005.	Borough Spending Plan	LBBB, Town centre manager, Planning Consultants	Ongoing
Reduction and restriction of car use in the area. Environments can be significantly improved with effective management of road traffic. Traffic management improvements. There is concern over excess noise	Enforce parking restrictions to improve safety and relieve congestion. Review Special Parking areas and improved car park coordination. See also transport section.	Highways department	LBBB Parking team, car park providers, TFL	Ongoing