

# PHASE A

## DEVELOPING A FOUNDATION FOR CHANGE

Developing and tackling the urgent Heathway issues towards a real and permanent change.



### 1. Our Heathway Community Space

A space for the community to come together to support, share and celebrate with one another.

#### What have we heard?

82% of people from the 'My Heathway' survey alongside residents in the co-workshops highlighted that they would like to see more spaces in Dagenham Heathway where the community could come together.

#### How could the space be used?

The Our Heathway Community Space could be used in the following ways, but will be dependent on funding, demand and feasibility:

##### Nurturing and supportive uses for all

- **Educational facilities:** for career support and mentorship
- **Human library:** for locals to share knowledge with one another
- **Heritage education:** for the public display of local people and heritage

##### Family, child friendly focussed uses

- **Child focussed:** for spaces such as sensory and learning facilities
- **Overall community and family focus:** for fun and affordable services
- **Older people focussed areas:** for older people to come together

##### Spaces and services for young people

A **second home:** an affordable place where young people can eat, hang out and safely work; this could take the form of smaller Future Zone satellite

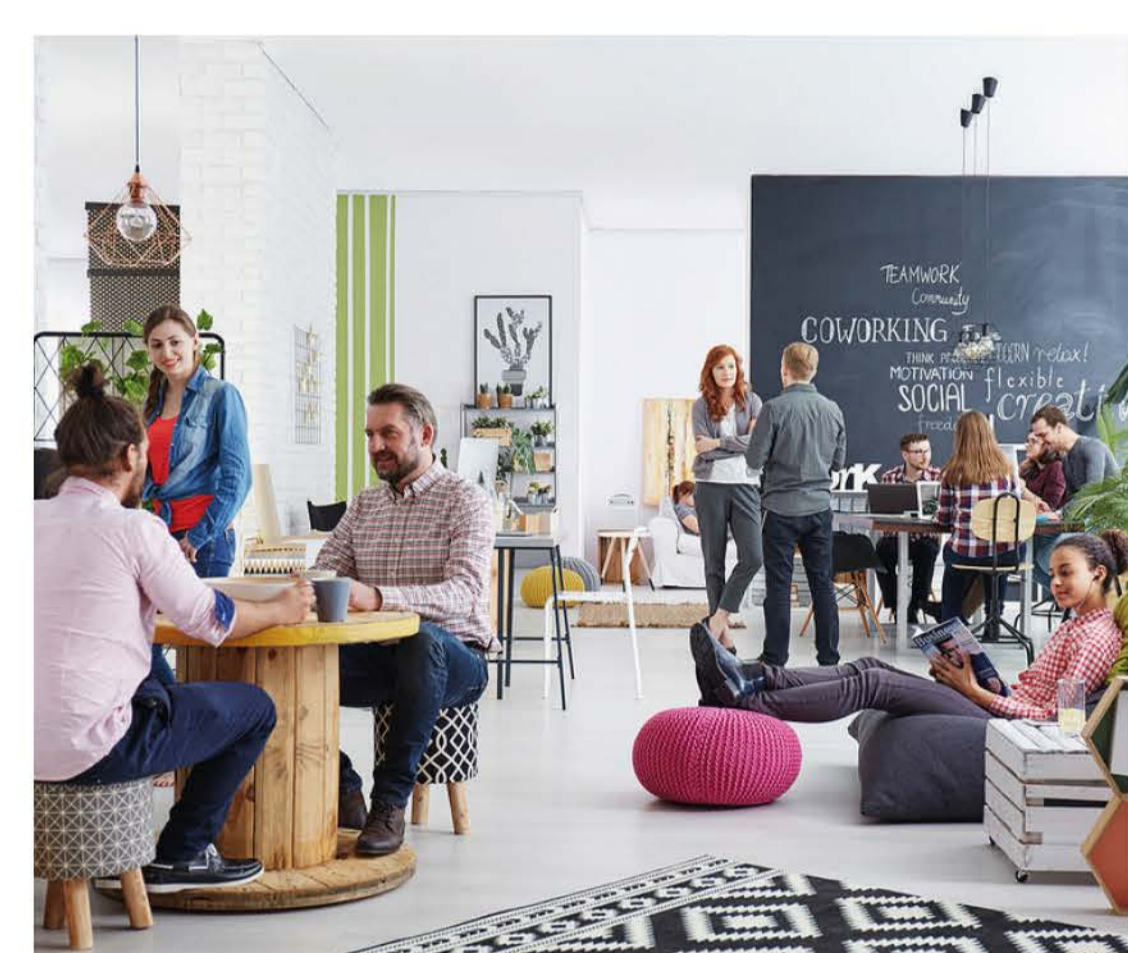
#### What could it look like?

The current 'my heathway shop' could be re-purposed or another space used that caters to different uses and people from large spaces to gather alongside smaller areas for privacy.

#### How could you be involved?

If this goes ahead there is the availability for residents to be involved.

**Community run spaces:** potential to work with the community to operate the Community Space and facilities, sign up to register for updates.



Second home spaces



Space for learning

### 2. Our Heathway Team

A drop-in that provides real-time, real-life support for the Heathway, supporting existing library facilities.

#### What have we heard?

Located at the 'My Heathway' shop for over 8 months, the team noticed a gap in the need for direct access to some local services.

#### How could this be used?

The Our Heathway Team could be used in the following ways, but will be dependent on funding, demand and feasibility:

##### My Heathway Team

A selected team may rotate to cover the primary issues on the Heathway

- **Maintenance and Enforcement:** Access to a maintenance and enforcement officer responsible for maintaining public spaces and areas
- **Security and Social Care:** potential access or contact details of an officer that's able to signpost towards the support of local social services.
- **Youth support:** working with the community to offer youth support.
- **Business Liaison:** business support, providing services and funding opportunities
- **Events Activities Co-ordinator:** an individual helping to bring culture and activities to the Heathway

#### What will it look like?

The current 'my heathway shop' could be re-purposed or another space or platform used to allow team members to address issues arising on the Heathway easier.

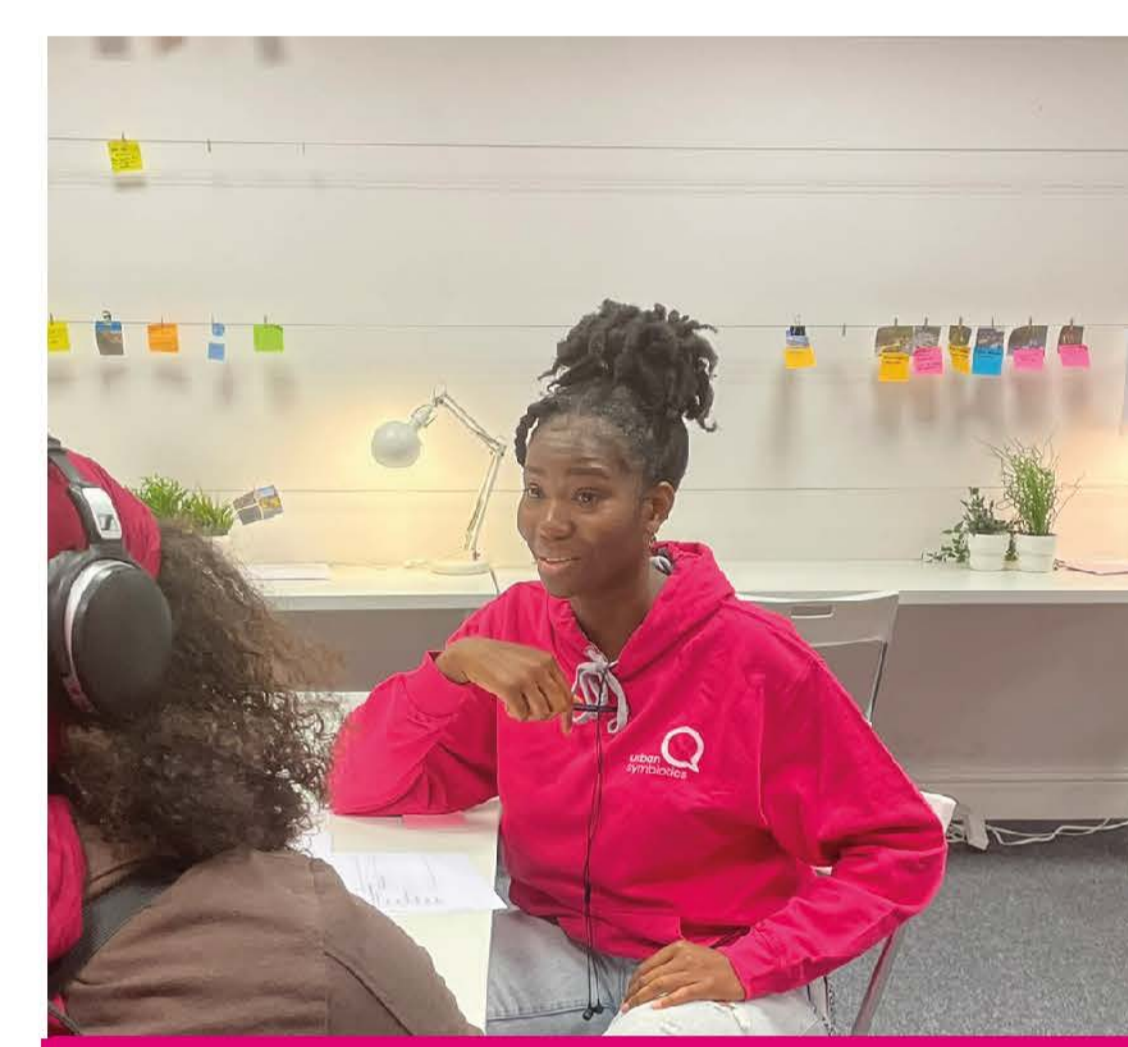
#### How could you be involved?

If this goes ahead there is the availability for residents to be involved.

**Community volunteering and roles:** there is the potential to work with the community to curate and bring culture and activities to the Heathway.



Space for the team



Access to a team

### 3. Our Heathway Deep Clean

#### What have we heard?

All co-design working groups prioritised the need for Dagenham Heathway to focus on its cleanliness. Cleanliness focussed on public spaces by businesses alongside the need for community behaviour change.

#### What is this?

The below includes descriptions of potential programmes and uses of the Our Heathway Deep Clean.

##### My Heathway "Big Clean"

- **Branded deep clean of the Heathway and incentivised local clean-up**
- **Behaviour and Perception change:** Using social media and branding to change the perceptions and use of the Heathway
- **Council clean intervention:** Clean up public areas
- **My Heathway Business Quality Audit, sign up and enforcement:** Incentivising and auditing business quality and hygiene standards this will need further investigation, funding and council liaison

#### How could this happen?

- **Clean Team:** a team dedicated to the Heathway from refuse collection, deep street cleans and enforcement of business hygiene practices
- **Community Clean Programme:** includes volunteers for litter picks, actions, campaigns and fundraisers.

#### How could you be involved?

Community members and residents can sign up to form the community clean programme if it goes ahead.



Community Clean Campaign



Branded clean team

### 4. Our Heathway Public Toilet

#### What have we heard?

The co-design workshop participants, shop drop-in users and business interviewees all stressed the urgent need for public toilet availability on the Heathway.

#### How could this happen?

The following describes potential interventions to improve access to public toilets via the below:

- **Heathway mall shopping centre:** Improve shopping mall public toilets and provide staff to maintain it if possible with funding.
- **Public urinals:** test and provide public urinals in critical public areas if agreed upon by the community. (feasibility study needed)
- **Public toilets:** provide funded, maintained, secure and clean toilets. (Would need significant funding)
- **A dedicated clean Team for the Heathway:** one that fits within the Our Cleaner Heathway programme that maintains the accessible toilets.

#### What would need to happen first?

- Investigate the size of the Heathway mall toilets to understand if it's appropriate for changing
- Investigate the lessons learnt around the public toilet previously located at the public open space opposite the library
- Investigate a module that can be easily maintained and operated
- Address the unsupervised area that act as informal 'public toilets', such as the alleyways and the Iceland and Lidl car park and car park



Public Toilet example



Changing Places Toilet

### 5. Our Heathway Secure and Safe

#### What have we heard?

The pop ups, survey results and co-design working groups prioritised the need for Dagenham Heathway to focus on its safety. It is currently a barrier to using the Heathway, particularly in the evening and during nightfall.

#### What is this?

The below includes descriptions of potential programmes and uses of the Our Heathway Secure and Safe programme.

- **Safety awareness days:** held and involving the community. Discussion and solution-based workshops to include "what does a safer Heathway look like to you" and hosting safety classes
- **Qualified and licensed Security officers:** investing in a security team and officers for an active presence on the Heathway
- **CCTV equipment:** Invest in a wider surveillance coverage.
- **Lighting:** Brighten up the car park, streets and hidden footpaths
- **Parent safety programmes:** safety for parents with children
- **Branded local patrols:** aligning with the projected increase in numbers
- **CCTV and help points:** Visible help points with CCTV coverage

#### How could this happen?

- More visible people on patrol (if possible via funding)
- Public lighting interventions
- Visible help points
- Safety and environmental space audit

#### How could you be involved?

Residents, businesses and the community can sign up to co-design workshops and safety awareness days, or reporting misuse to a potential My Heathway Team if it goes ahead.



Lighting for safety + atmosphere



Patrolling + security servicing



Help points with surveillance

### 6. Our Heathway Mall Improvement

#### What have we heard?

Several members of the co-design working groups highlighted the number of vacant shops within the Heathway mall. Several suggestions were made, including ideas and recommendations for their uses.

#### What is this?

Heathway mall improvements:

- **Programme of events:** inclusive of pop-up and advertisements
- **Later opening times:** to reach the population of 9-5 workers.
- **Retail diversity:** using the vacant units to test new retail measures
- **Restaurants:** Include a variety to increase the nightlife and evening atmosphere in the area, including dine-in restaurants.
- **Destination interventions:** to include ideas such as escape rooms
- **Lighting and atmosphere:** Introducing atmospheric lighting
- **Circulation space and flooring improvements**
- **Blank facade reduction** - uncovering or transforming blank facades into rentable shop front space.
- **Sound and atmospheric improvements:** for the neurodiverse

#### How can this happen?

- **Pop up stall infrastructure:** inclusive of flexible structures are just some of the measures needed

#### How can you be involved?

Community members and residents can sign up to hear more about this programme or join a team to co-design the programme of events if this goes ahead.



Existing northern end of the mall



Example of areas for improvement



pop-ups within the mall



# PHASE B



## BUILDING ON THE HEATHWAY'S ASSETS

Developing its convenience, affordability, community strength and events programme via signposting + community building.

### 1. Establish a Community Ethos

A vision and ethos created by and defined by the community focussed on collective change.

#### What have we heard?

The initial engagement, co-design workshops, and survey all heavily supported the idea that the Heathway should be a supportive and nurturing place. The below statement summarises a vision formed from engagement insight to date.

#### Vision Statement

Our Heathway is a place that we are all proud of, a place that we can call our own,

A place for people to safely come together as a community and support those in need,

A place that's not only safe but active,

A place that's diverse, providing a variety of options for its varied and young population,

A place that celebrates culture but also brings people together under a common ground,

A place that attractive, clean and green,

Our Heathway is a welcoming future destination for all.

#### What does this mean?

The Our Heathway Community Ethos could be an opportunity to bring together all stakeholders, groups, communities, businesses and residents of Heathway under a shared vision and ambition.

#### How could you be involved?

Residents, businesses and the community can sign up to co-creation workshops to agree the vision or sign up to a mailing list/connected network to share current positive activities to come together to create a collective change for the area. This could take the form of activities, interventions or combined event programmes amongst many other ideas.



Local Community



Local Community



Local Community together

### 2. Establish Community Ambassadors

Local Heathway Community drivers for change

#### What have we heard?

The co-design workshops highlighted that the community have the power and drive to make a change through the selection of a few key people, but they require some support to do so.

#### What is this?

This project responds to the insights and looks at establishing ambassadors who could take on a principal role in shaping the Heathway's future.

#### How could this happen?

Be First could potentially provide support to help community led goals via the following:

- **Community call-out:** inviting people to become a community ambassador to ensure that it's positive, inclusive and representative.
- **A capacity building programme:** this could be provided to ambassadors to increase their awareness and ability to make a change.
- **Support:** professional and specialist support could be considered at reasonable times to help the continuation of this group
- **Co design and co-programming:** the ambassadors could lead the meaningful co-design and co-programming of interventions on the Heathway on a peer-to peer level, potentially enhancing the take-up and insight.

#### How could you be involved?

Community volunteering, ambassadors and roles: there is the opportunity to sign up to be kept in touch with this potential project. Other ways to get involved include signing up and responding to a call out if released as mentioned above.



Potential members



Potential members



Example of a local community forum member

### 3. Cultural Identity and Place Brand

#### What have we heard?

Engagement and surveys uncovered the negative perception of the Heathway. The perception change was highlighted as a critical aspiration.

#### What is this?

The cultural identity and place brand for the Heathway will celebrate its assets people, history and culture. The strategy will incorporate an identity of the Heathway that highlights and reinforces the interventions to improve the area.

#### How could this happen?

Finding ways to celebrate the Heathway and its positive elements such as its convenience, diversity and community via the following:

- **Visually** for those passing by through clear messaging and promotion etc.
- **Experientially** for its daily users and new visitors through events, diverse uses, creative interventions and ease of use
- **Emotionally** by creating a narrative that focuses on the Heathway being a welcoming and people focussed destination

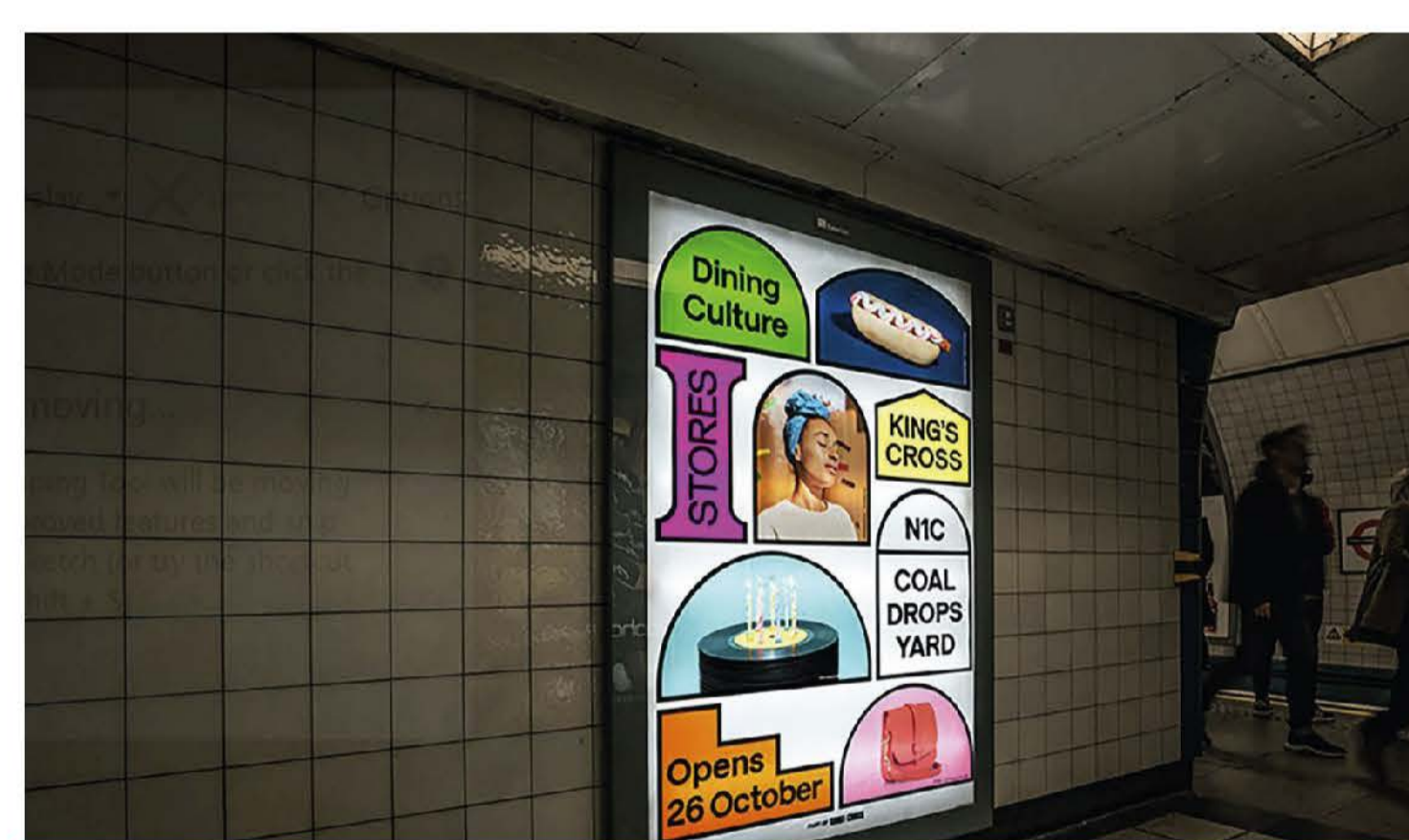
The brand will include a colour palette and font that is transformed into signage, an art strategy and cultural promotion, amongst others. Dagenham Heathway will be advertised and promoted locally as a place to be proud of.

#### How could you be involved?

There is the opportunity to sign up and contacted with further information on being involved in co-designed workshops if this project goes ahead.



Example place brand



Example destination brand



Heathway public art



Example brand in action



PEARL -Local Research Lab



Dagenham Ford factory



# PHASE C



## TEMPORARY TO PERMANENT - TEST TO SUCCESS

Developing a series of temporary interventions to test its popularity and success. This may include activity programming, pop-ups, markets, co-artwork, and greening.

### 1. Activity and events programming

#### What have we heard?

Co-design results highlighted a need for activities and places to come together. Providing an updated and flexible noticeboard will be a welcome intervention to communicate and connect the existing groups too.

#### How could this work?

The activity and events programming could be created in the following ways, but will be dependent on funding, demand and feasibility:

- **Introduce a twilight to night time economy:** testing of extending collective opening times, markets and activity programmes
- **Heathway street fair:** advertising and featuring local business
- **Inclusive events programme**
- **Inclusive multicultural food hub and festival:** Providing a food hub and festival with a multicultural offering to reflect its diversity
- **Screenings:** Provide a place for local screenings if possible
- **Diverse Market stalls and pop-ups:** testing the sale of various items
- **Activities for parents and children:** Create programmes and facilities that cater for and support young families.

#### How could this happen?

##### Pop up testing

1. **Temporary Retail Space:** using pop-up shops to gain early insights
2. **One-Time Event:** using an event-style pop-up to create a destination
3. **Immersive Experience:** using the mall's left-over space to allow customers to experience a new experience of the Heathway

#### How could I be involved?

Sign up and let us know if you have any good ideas for testing and trial for potential implementation if funding allows.



Example of a portable pop-up



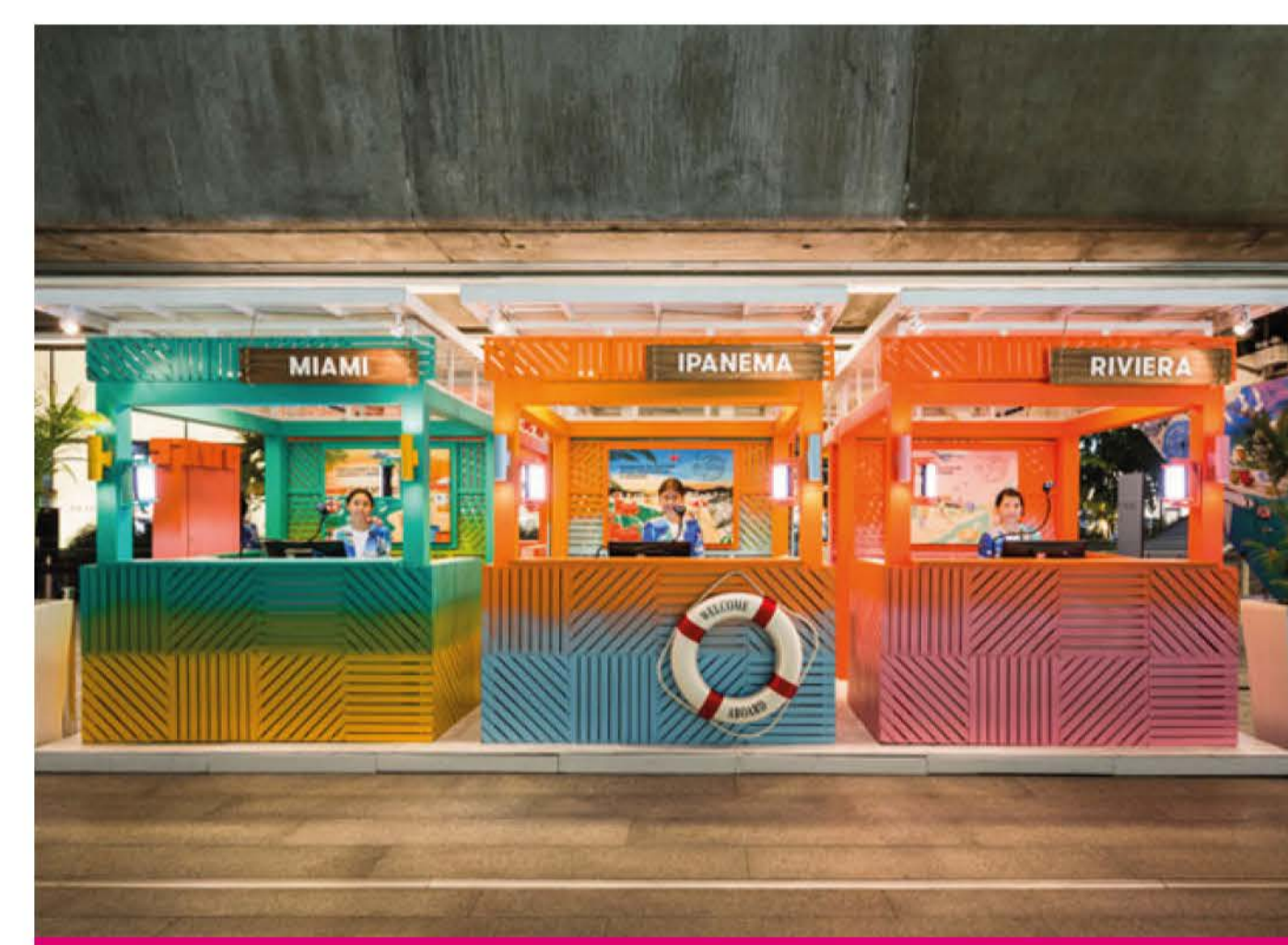
Potential space in the mall



Example markets as pop-ups



Examples of alfresco pop-ups



Examples of branded pop-ups



Dagenham Boxing activities

### 2. Street and public space greening

#### What have we heard?

All co-design working groups prioritised the need for Dagenham Heathway to focus on its cleanliness. Cleanliness included a focus on public spaces by preventing businesses' uncleanliness and unhygienic use of the streetscape and community behaviour change with new projects to incentivise cleaner streets and areas.

#### What could this look like?

- **Park improvements:** including opposite the Library.
- **Street greenery:** introduce street greenery
- **Community garden:** a garden that is regularly maintained
- **Station streetscape:** utilise and widen the space beyond the station e.
- **Play spaces:** introduce usable green areas for play and wellbeing
- **More Trees**
- **Food growing opportunity:** including allotments or parklets
- **Unique/ elegant places:** provide different perceptions of the Heathway.
- **Enhance existing planters :** include robust, low-maintenance planting
- **Add additional planting:** green around the seating areas

#### How could I be involved?

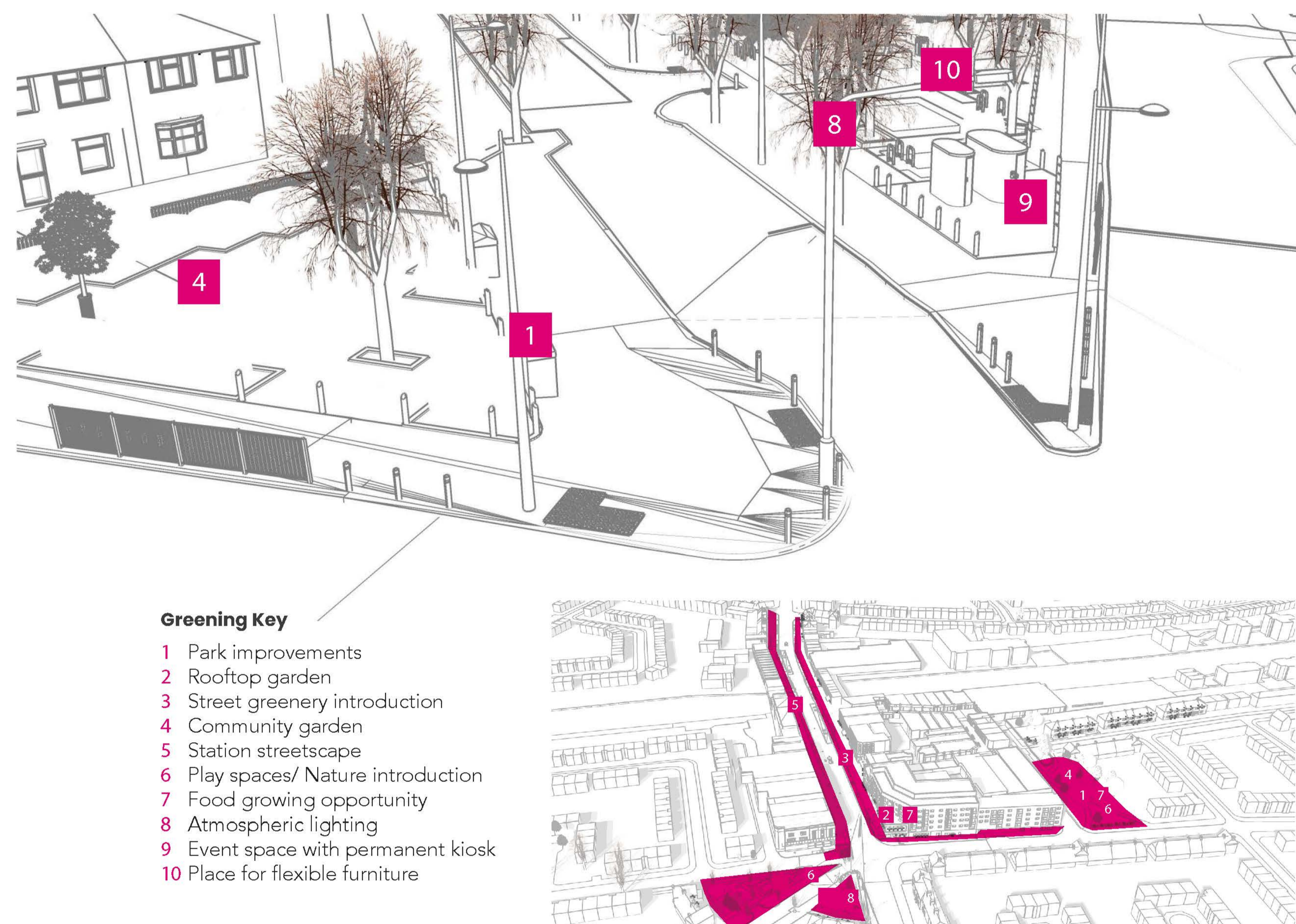
Sign up to let us know that you're interested in potentially joining community greening groups as a volunteer, or be connected to the Heathway Team if the project goes ahead.



Community greening



Street greening



### 3. Co-designed art work

#### What have we heard?

Co-design participants particularly noted the grey and sterile nature of The Heathway. Vibrancy, colour and artwork were seen as having a positive impact.

#### How could this work?

- **Art collective:** establish a pool of local artists to ensure that local talent is used and supported in the visual shaping of the Heathway.
- **Partnership collaborations:** connecting the public art curation with the cultural and identity place brand intervention.
- **A youth and community creative task force:** artwork task group responsible for curating and leading on the co-design and workshops. This group will need to be supported by seeking funding.
- **Eco, education and learning focussed:** using artwork for visual appearance, health, wellbeing, and educational and sustainable use. This may include floor art to encourage walking and 'play-on-the-way' as an example.

#### How could this happen?

- Partner with Everyone Everyday and other local art collectives
- Use of community volunteers and ambassadors
- Work with local schools and the future youth zone for participants

#### How could I be involved?

Sign up and let us know if you have any interest in being involved in co-design workshops or if you're an artist with ideas for potential involvement subject to funding.



colourful planters



Example of floor art

### 4. Shopping Convenience

#### What have we heard?

The survey responses indicated that almost 30% of participants welcomed the Heathway home delivery and drop-and-shop services. When explored in more depth, the co-design groups were in favour of these services but also expressed the need for more facilities, diversity and activities (mainly focussed around early parenting and children) to deem the service to be necessary.

#### What could this look like?

##### Delivery

- **Eco delivery:** using cargo bikes that can be used to deliver locally.
- **Define a catchment area for deliveries and participating stores**
- **Local community or youth-led delivery service company:** subject to funding and support

##### Drop and shop

- **Crèche:** affordable facility for parents to drop their children somewhere safe and fun whilst they conveniently shop or take a break.
- **A facility for young parents and children:** such as a soft play facility and cafe that provides supportive care.

#### How could this happen?

- Business buy-in and sign ups to the delivery service.
- Community and youth-supported entrepreneur service to form the delivery company.
- Qualified nursery staff or experienced childminders will be needed to operate and run the crèche facility.



community delivery



eco-delivery



# PHASE D



## DELIVERING LONG TERM CHANGE

Developing and tackling the urgent Heathway issues towards a real and permanent change. Some temporary interventions will be turned into permanent fixtures.

### 1. Establish Long term retail choice

#### What have we heard?

Co-design workshops, survey results and pop-up shop insights all focussed on the need for retail choice. The priorities included the need for more affordable clothes shops that support and provide activities for young parents and their children, a bakery and traditional english butchers and places to eat and drink. Craft shops and more uses focussed on entertainment and night use such as sit-down restaurants, were also aspirations.

#### How could this work?

- **A business strategy:** a strategy that attracts and matches retailers with commercial spaces
- **Reduced business rate test/ holiday**
- **Entrepreneurial capacity building:** developing community capacity to develop ideas into reality
- **Youth takeovers:** from events programme, activities, promotions and shops
- **Retail mapping and analysis:** strategising community and potential consumer aspirations
- **Vacant/new units:** replaced with pop up/ permanent retail,
- **Workspaces and cultural spaces**
- **Youth focus:** Emphasis on facilities for young people and intergenerational use.
- **A place of experience:** encourage experiential retail

#### How could this happen?

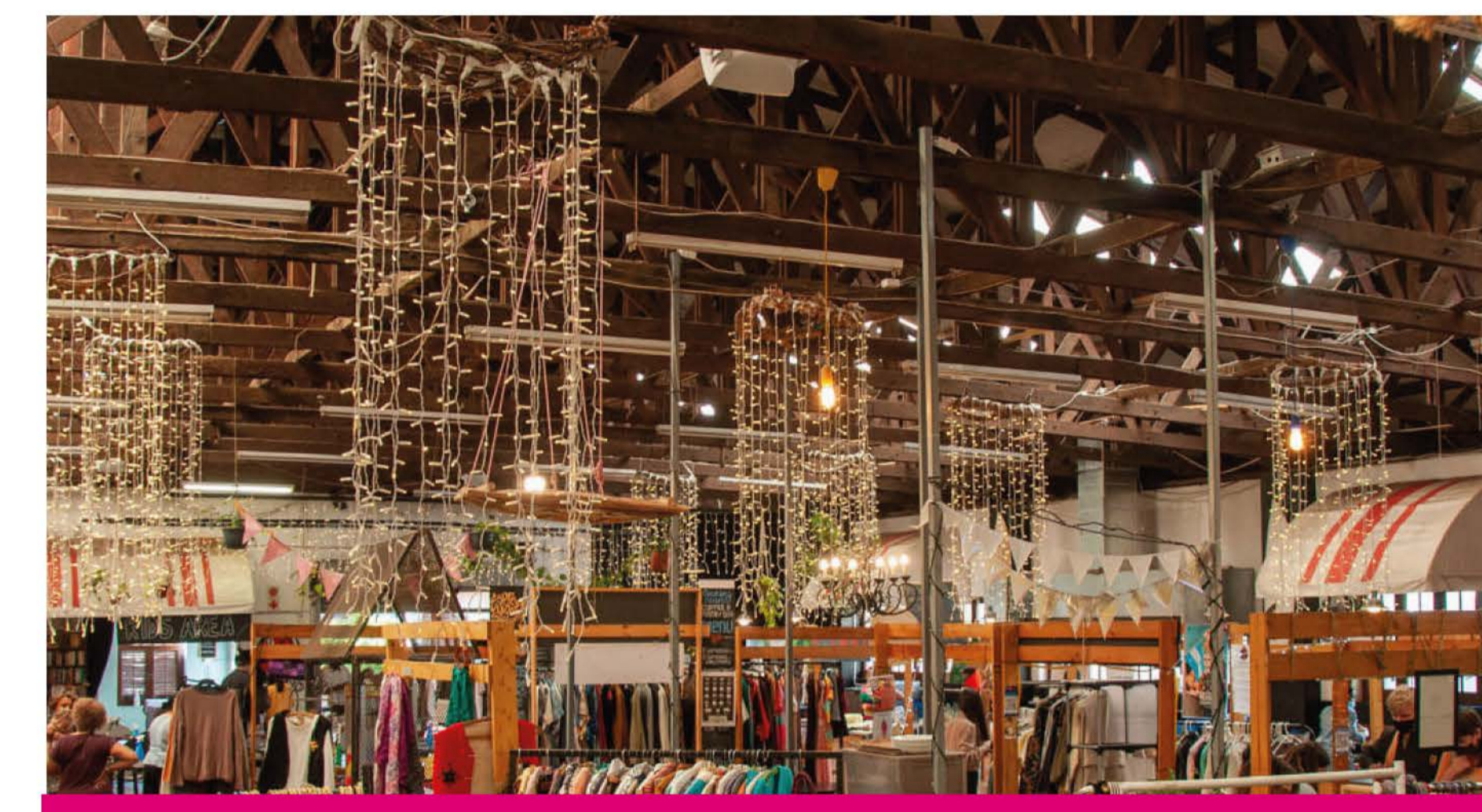
- Use of vacant mall units
- Allocation of permanent pop up space and interventions
- Co-located retail units e.g, book shops with cafes etc.
- Shopfront advertising and digital high street testing.

#### How could I be involved?

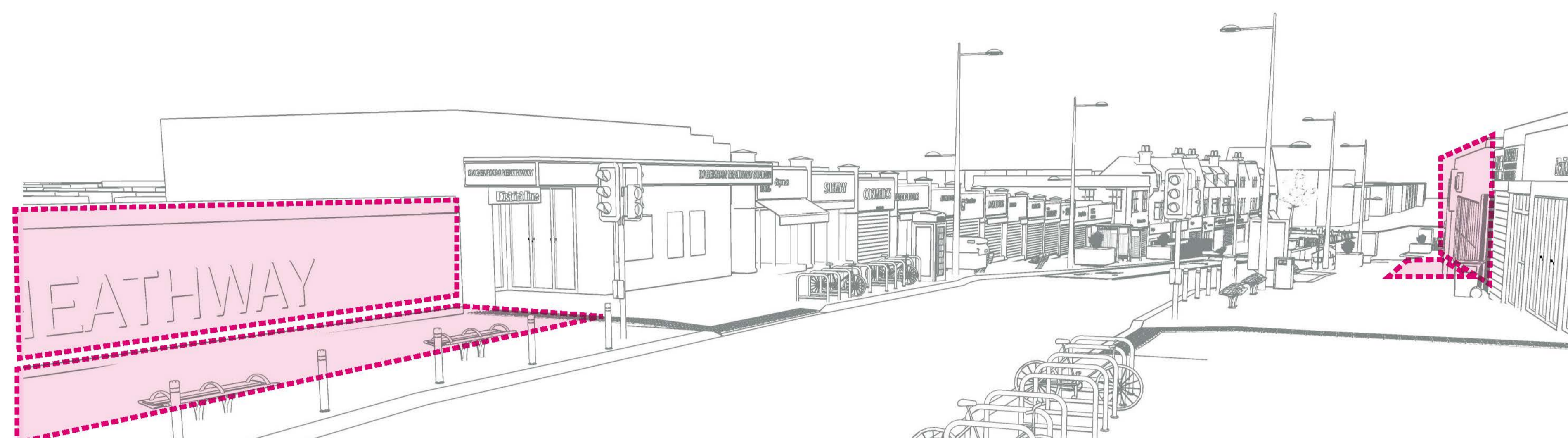
Sign up to be involved and kept up-to date with this project. Being a community ambassador may help direct some of the communication of this if it goes ahead.



youth shopfront schemes



Example 'thrift' clothes shop



potential spaces for pop ups

### 2. Shopfront improvements

#### What have we heard?

Co-design, shop drops ins and survey responses distinctly identified the need for the front of the shops to be more consistent in their approach and for the displays to be controlled in appearance, location and breadth.

#### How could this happen?

Street display, movement and frontages

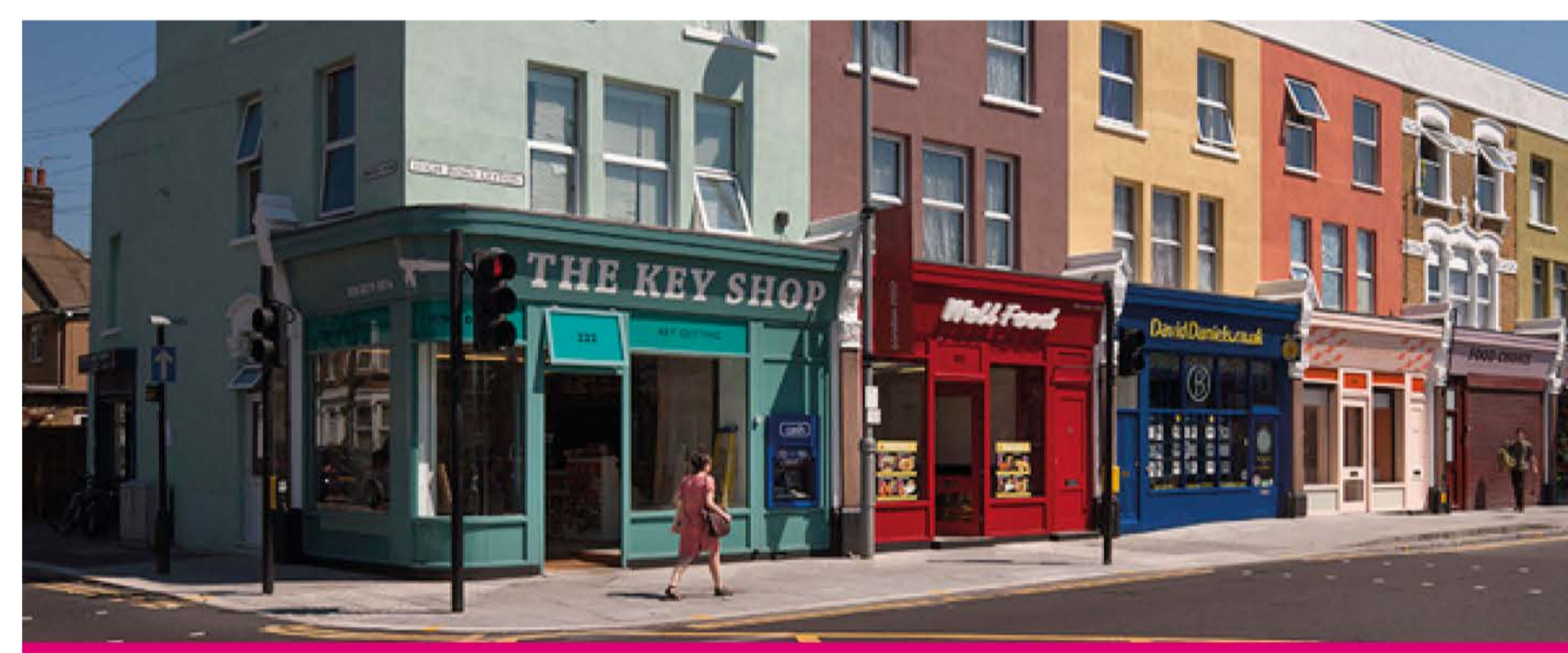
- **Street front display guide:** this will be a Dagenham Heathway specific guide that enhances shopfronts
- **Street front enforcement:** spill out zones to be checked and enforced.
- **Area definition:** defined areas for movement and shop displays
- **Flexible shopfront guide:** to accommodate several shops within one unit
- **Shop improvement scheme:** inclusive of funding the above

#### How could you be involved?

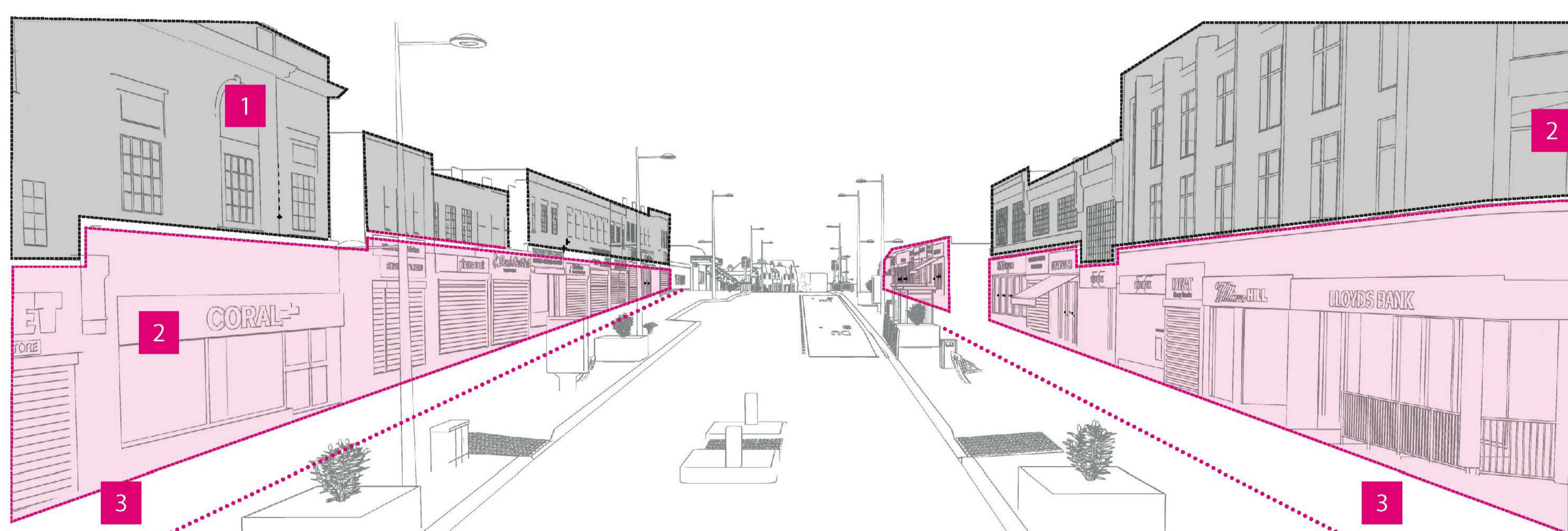
Sign up to register your interest in joining to become a community ambassador, part of the potential business forum or for information and input only.



Shop front external displays



Shopfront palette



#### Shopfront display and frontage improvements key

1. Maintenance of historic shopfront character
2. Control and co-design of shopfront improvements
3. External controlled 'spill-out' zone for shopfront displays

### 3. An accessible Heathway

#### What have we heard?

Co-design participants spoke passionately with regard to the safety of the Heathway to cross, move around and to dwell. Issues included too expansive shop displays, lack of roadside barriers, and a need for safe cycle travel routes.

#### What could this look like?

- **Cycle lane:** add a cycle lane along the Heathway.
- **Even surfaces:** create even surfaces on the Heathway for ease of movement
- **Fast and slow lanes:** delineating shop front space from clear pedestrian movement zone
- **Wider station crossing and shelter**
- **Directional tactile paving:** this could be located between station, bus stops and along shopfronts
- **Raised and coloured formal crossings:** this could include tactile paving
- **Swales with grasses and wild flowers:** this could replace the railing for drainage and diversity
- **Atmospheric night lighting:** used the whole year around
- **Space for street vendors:** allocating and defined along the street and adjacent to blank street walls
- **De-clutter unnecessary street furniture**

#### How could you be involved?

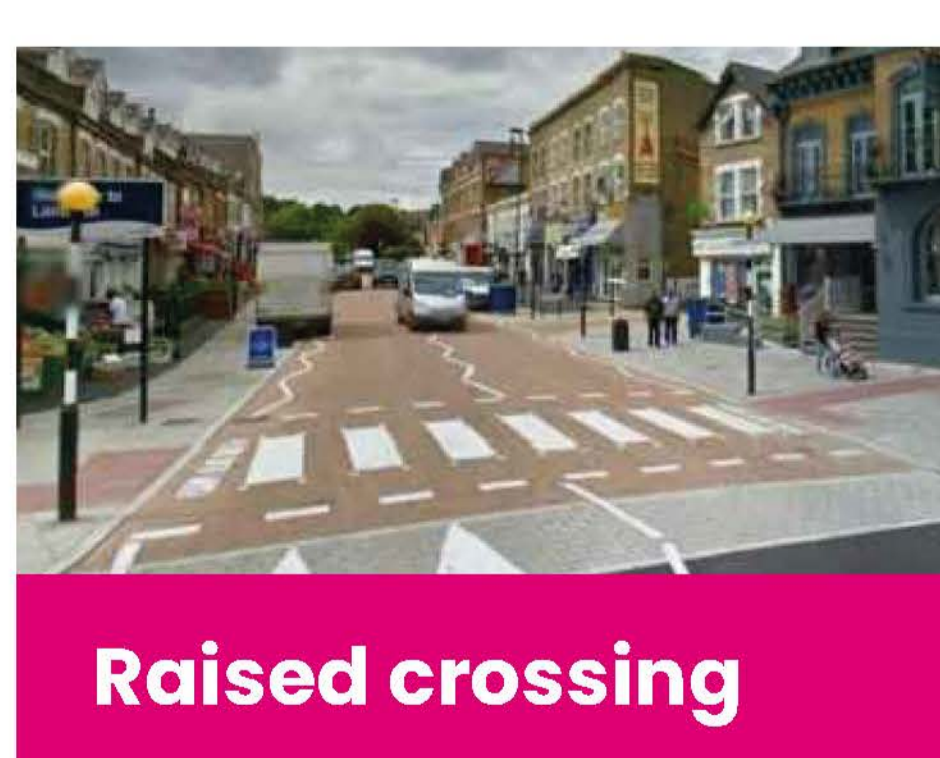
Sign up to register your interest in hearing more about this project or to become a community ambassador or access forum member (if this project goes ahead).



Cycle lanes



Colour and planting



Raised crossing

#### An accessible Heathway key

(potential interventions)

1. Cycle lane
2. Even surfaces
3. Investigate diagonal crossing junctions
4. Fast and slow lanes for behaviour design
5. Wider station crossing and shelter
6. Directional tactile paving between station, bus stops and along shopfronts
7. Swale with grasses and wild flowers to replace the railing for drainage and diversity located in maintainable areas
8. Atmospheric night lighting the whole year around
9. Space for street vendors allocated and defined along the street and adjacent to blank street walls
10. De-clutter unnecessary street furniture

