

VISION

SHAPING LONGTERM CHANGE

Controlling the wider and longterm vision for Dagenham Heathway Town Centre through policy and investment

The Dagenham Heathway Town Centre Vision in Planning, Action and in Reality

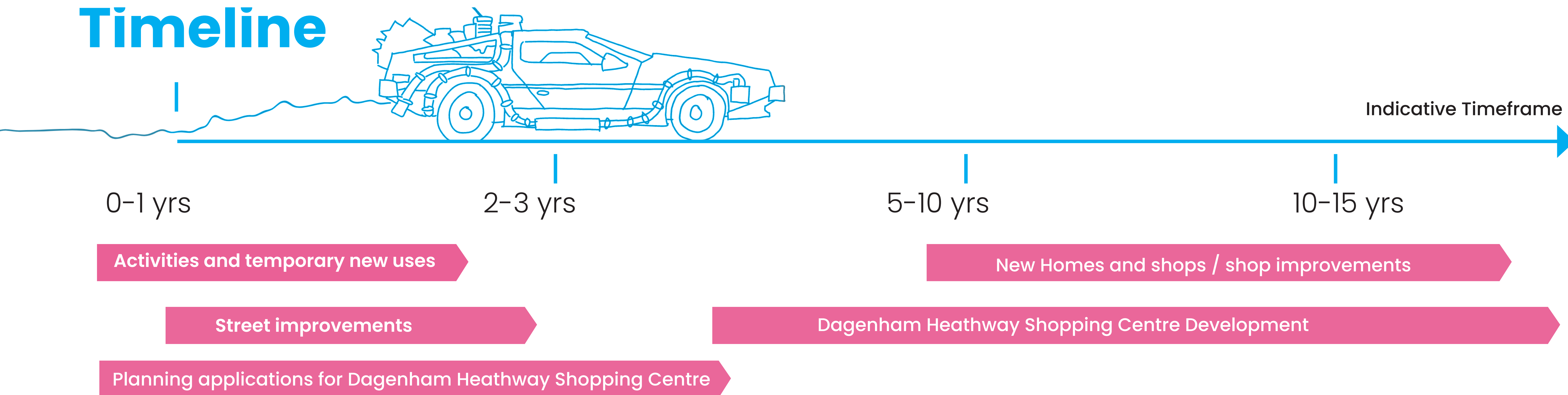
The Dagenham Heathway Vision is a plan to guide the future of Dagenham Heathway. It sets out how the area can grow, attract investment, and provide opportunities for everyone who lives, works, and visits here. The Vision aims to make Dagenham Heathway a vibrant, healthy, and sustainable centre – shaped by local people and designed around community priorities.

Shaped by the Community

The Vision has been built on what you told us during community engagement and consultation.



Timeline



Areas of Change

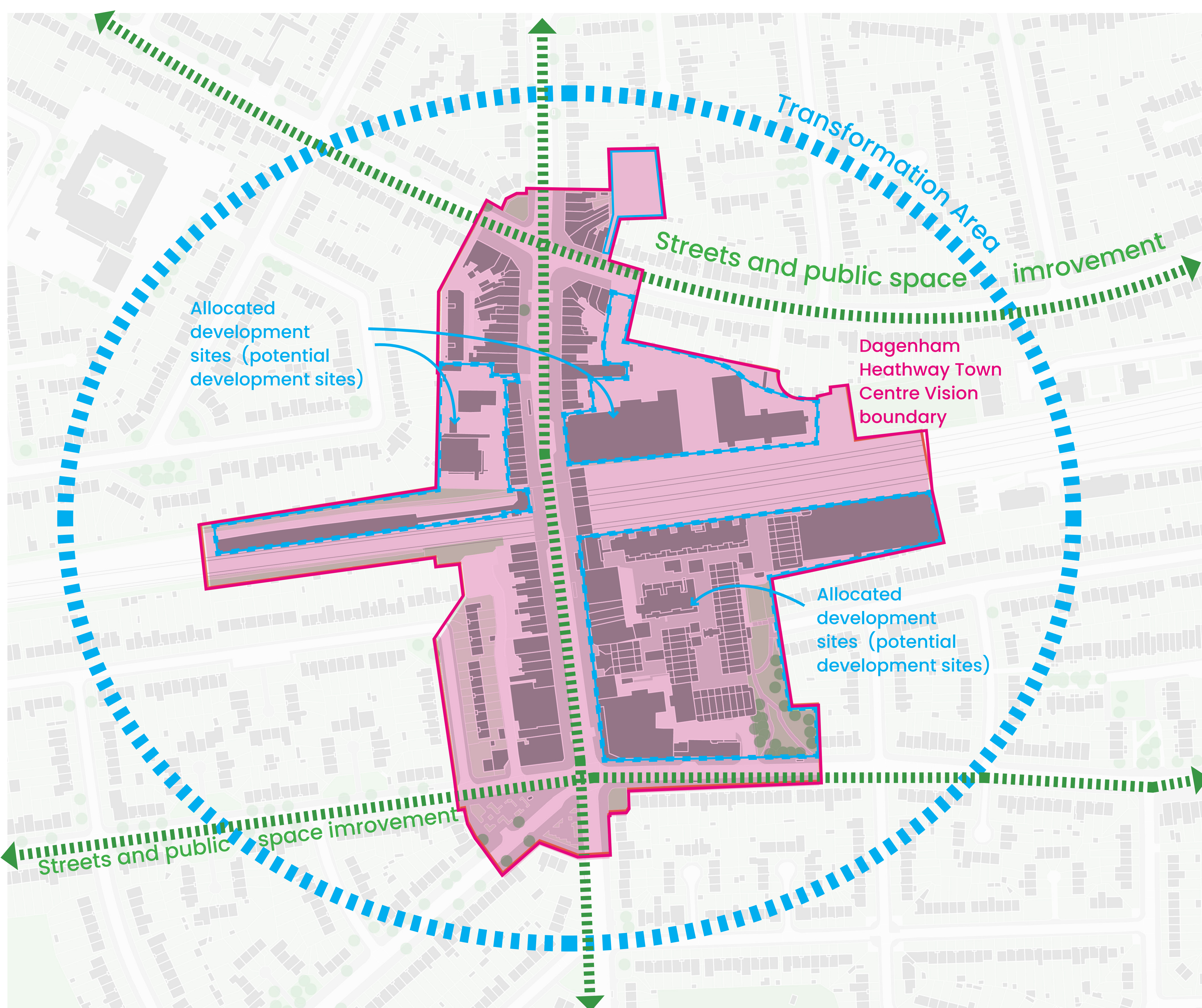
The Core Vision Area

The plan focuses on a Core Vision Area, shaped by policy and community priorities, to ensure Dagenham Heathway becomes:

- **The Heart of the Community** – mixed, vibrant, sustainable, and healthy.
- **A Cultural and Social Hub** – with strong heritage and services for local people.
- **A Connected Gateway** – to London and the wider borough.
- **A Driver of Growth** – encouraging local economic development and investment.

What does this mean for you?

The Dagenham Heathway Vision will help guide **planning** decisions, attract **investment**, and secure funding for improvements. It will ensure that the Heathway grows in a way that is coordinated, sustainable, and rooted in community voices – making “Our Heathway” a reality.



VISION

EVIDENCE AND ASPIRATION

Developing and supporting a vision using community insight and data analysis for targeted change and control

Evidence of Need

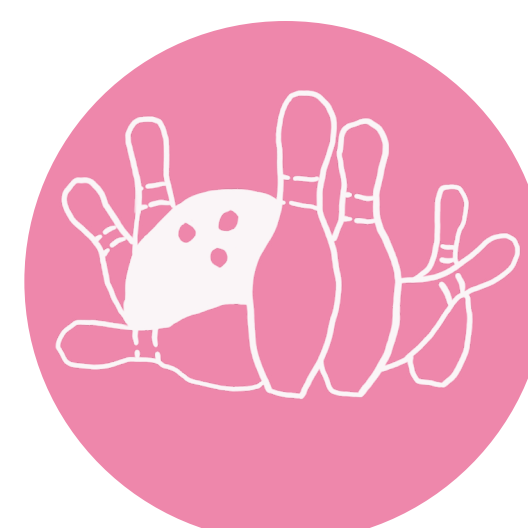
You Said

Community Aspiration...

- A Safer Heathway
- A Cleaner 'Looking Good' Heathway
- A Diverse Heathway re: retail
- A Convenient Heathway
- A Green Heathway
- An Active Heathway
- A Cultural Heathway
- A Welcoming Heathway
- An Accessible Heathway Team
- Spaces for Community
- Spaces for Youth Space
- Street Improvements

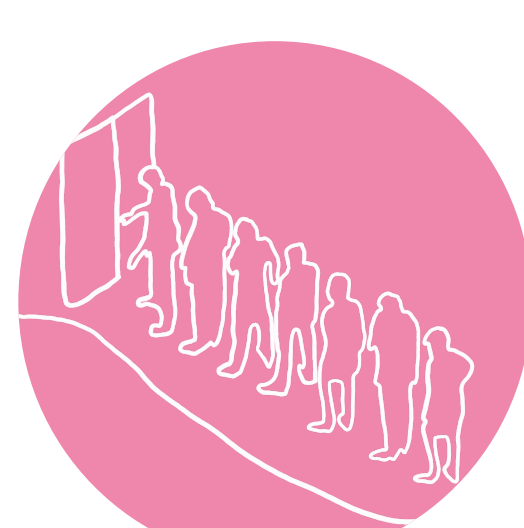
We Researched and Found...

Dagenham Heathway Demographics and Health Check



Lack of Leisure offering

No leisure offering in comparison to 4% of floorspace provided in other district centres and 7% in major centres.



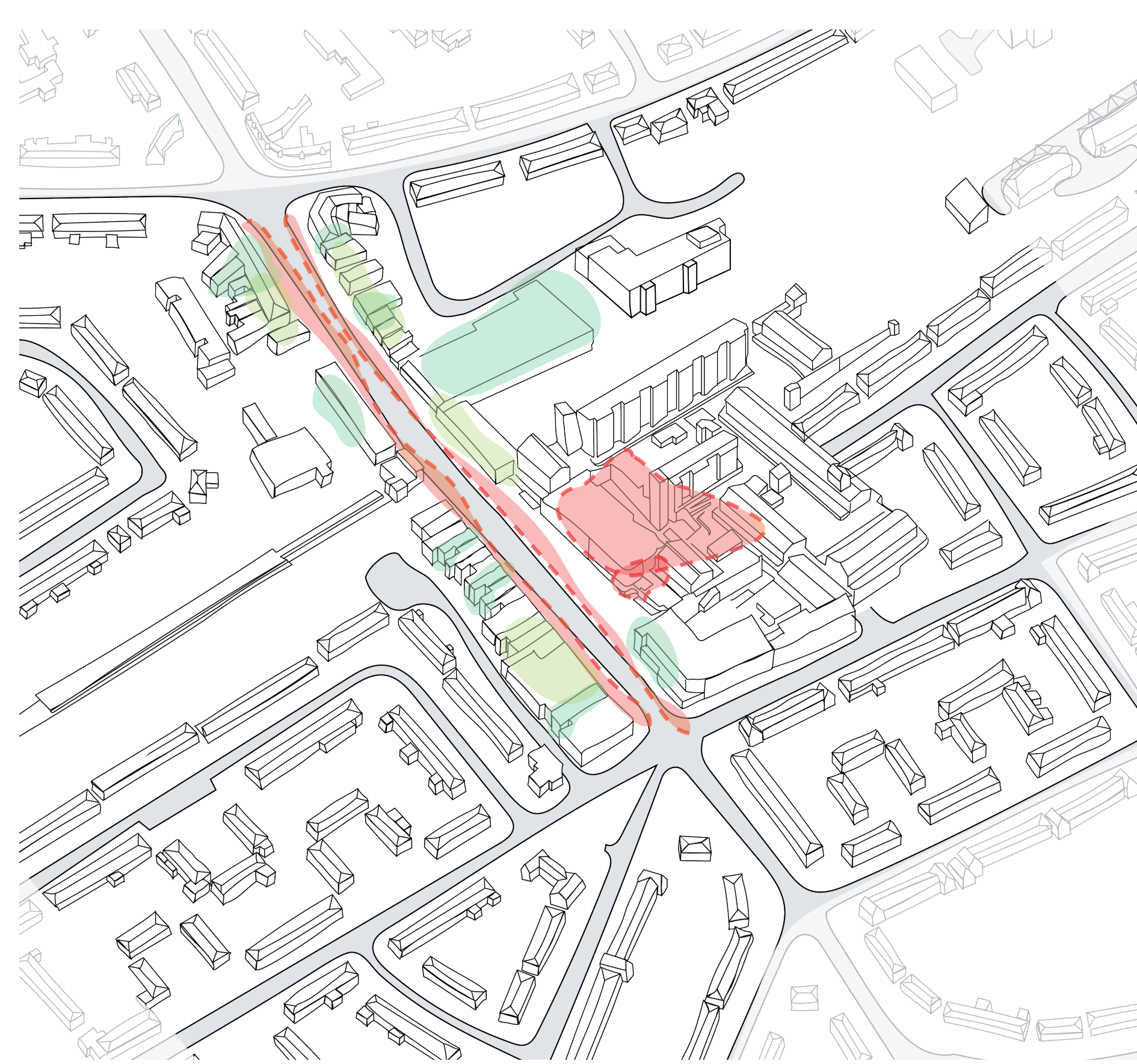
Cumulative Footfall

By 6pm on a weekday, Heathway has already attracted 84% of the day's footfall, with just 16% remaining in the evening.



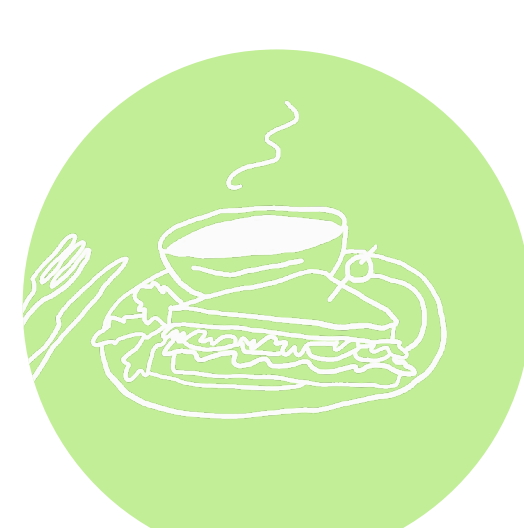
No night time economy

The average District Centre attracts 25% of its footfall after 6pm on a weekday and 28% on a Saturday. The Heathway has only 16% of footfall after 6pm.



Commercial offer

There is a good mix of independent and multiple operators in retail sector. 72% of the floorspace on the Heathway is shops (in comparison to 57% in other district centres)



Lack of F&B offer

A total of 9% of the Heathway's use class floorspace is food and beverage, with over half of these (5%) being hot food takeaways.



Education/Skills

Education/Skills outcomes are ranked 10th lowest out of 242 London centres.



Housing and Services

Barriers to housing and services ranked 14th lowest out of 242 London centres



Health

Health outcomes ranked 4th lowest out of 242 London centres



Employment

With high levels of economic inactivity, employment outcomes are ranked 9th lowest and income ranked 17th out of 242 London centres.



Crime

Crime ranked 7th highest out of 242 London centres

What a shared vision might look like?

Food and Beverage

Support a variety of local cafés, restaurants, and food businesses to create a vibrant day and evening economy.

District Centre Vibrancy

Create a lively local hub with shops, food, leisure, and cultural spaces that celebrate identity and heritage.

Local Economy

Support local jobs, small businesses, and social enterprises so economic growth directly benefits the community.

Diverse Retail

Foster a mix of shops, food, and cultural offers that reflect the area's diversity and create choice for all.

Community

Provide welcoming spaces, homes, and services that bring people together and strengthen community life.



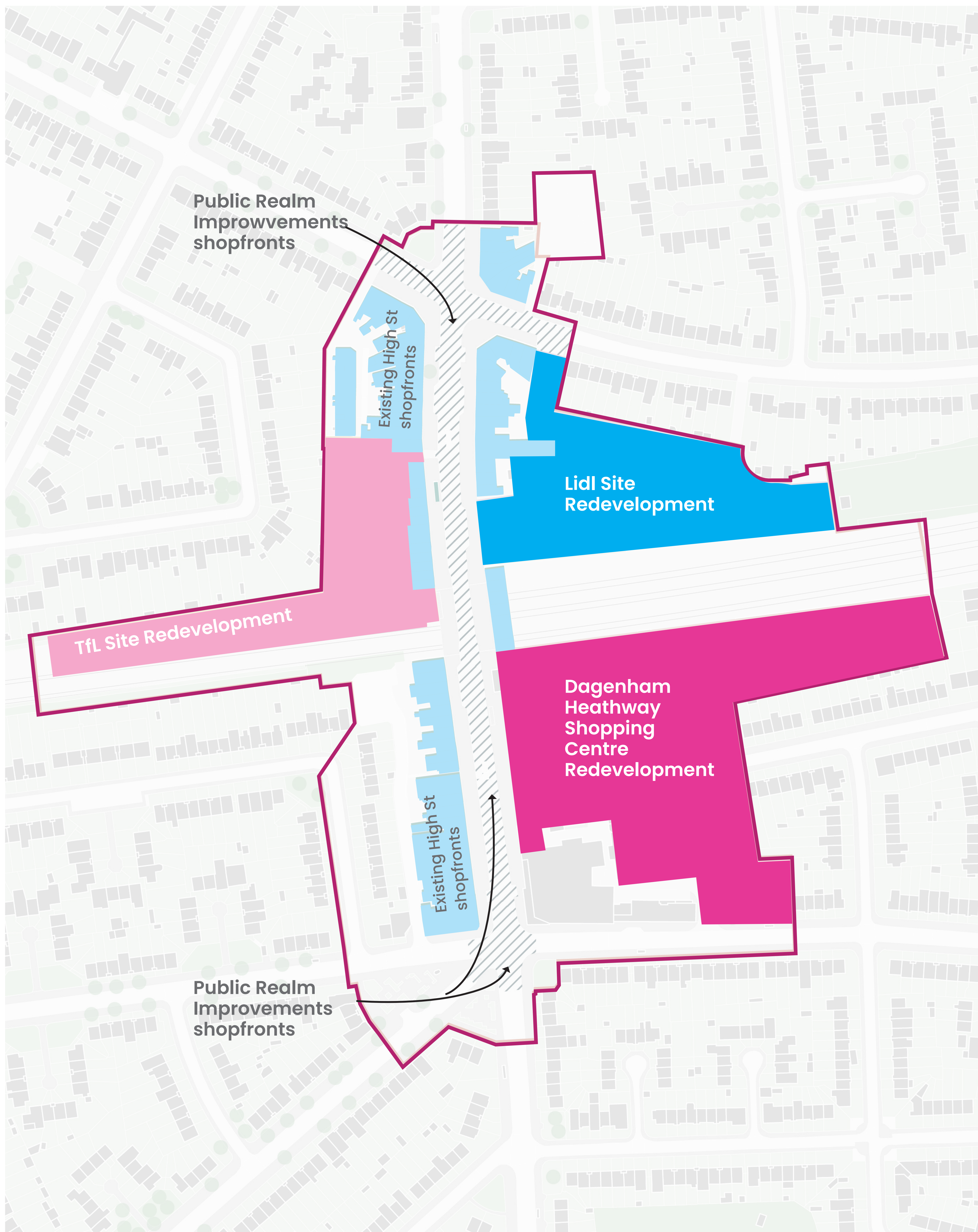
Green and Open Spaces

Provide green, public dwell spaces that are not directly on the Heathway, but accessible to it with places to relax, meet, and play.



Health and Safety

Create safe, clean, and well-designed spaces where everyone feels comfortable, with better air quality and access to nature.



Environmental Support

Encourage and enhance biodiversity through planting, sustainable design, and environmental measures.



Transport and Movement

Prioritise walking, cycling, and public transport with safer, more accessible routes that connect people across Heathway.



Heritage and Character

Celebrate history through the protection of characterful buildings and support and enhancement of the shop fronts.



ACTION



DELIVERING SHORT TERM CHANGE

Shaping immediate short term projects and activities in Heathway Shopping Centre and town centre with the community

From Aspiration to Action

You Said

People wanted more activities, places to come together, a stronger food offer, and a greener Heathway with a clear identity. This was enjoyed when tested for Dusk Eats where free food and music was provided and enjoyed.



We Will Aim to Create..

- **Music & Events:** bring live music and regular community events.
- **Food Options:** introduce a community food truck/amenity for local businesses
- **A Greener Heathway:** use movable plants to create a greener environment
- **Identity & Branding:** create a clear brand to celebrate change

When and How?

- **Working Together:** deliver this programme with a community delivery group
- **Timescale:** changes are being planned and will start to be delivered over the next 9- 12 months.

The Projects

EVENTS AND ACTIVITIES



What?
Busking and live Music Spots

Where?
Located along Dagenham Heathway and the Shopping Centre

Equipment:

- My Heathway Busking Space
- My Heathway Portable Power
- My Heathway Microphone / amp

FOOD AND DRINK OPTIONS



What?
Food truck/ amenity and equipment

Where?
Ideally portable or located along Dagenham Heathway and the Shopping Centre

Equipment:

- My Heathway Food Spots
- My Heathway Food Truck
- My Heathway Food Programme

TREES AND GREENERY



What?
Portable Greening and Trees

Where?
Potentially located along Dagenham Heathway, Heathway Gardens and the Shopping Centre

Equipment:

- My Heathway Portable Planting
- My Heathway Greening Spaces
- My Heathway Greening Group

CELEBRATING CHANGE



What?
Heathway change identity

Where?
Identity and brand used for activities and equipment and events to signal change

Equipment:

- Signage and Poster theme
- My Heathway social media
- Community notice board

