



COMMUNITY VISION & PROJECTS HANDBOOK



Part of the 'My Heathway' community vision project
Published October 2023



This handbook outlines the exciting and creative journey through the community co-design process, capturing the development of a community vision and creation of projects for the Heathway.

Your insights, ideas and collaboration have been essential in shaping what lies within these pages for the Heathway.

Thank you



900+ RESIDENTS & BUSINESS' ENGAGED

700+ INSIGHTS GATHERED

16 CO-CREATED PROJECTS

1 COMMUNITY VISION

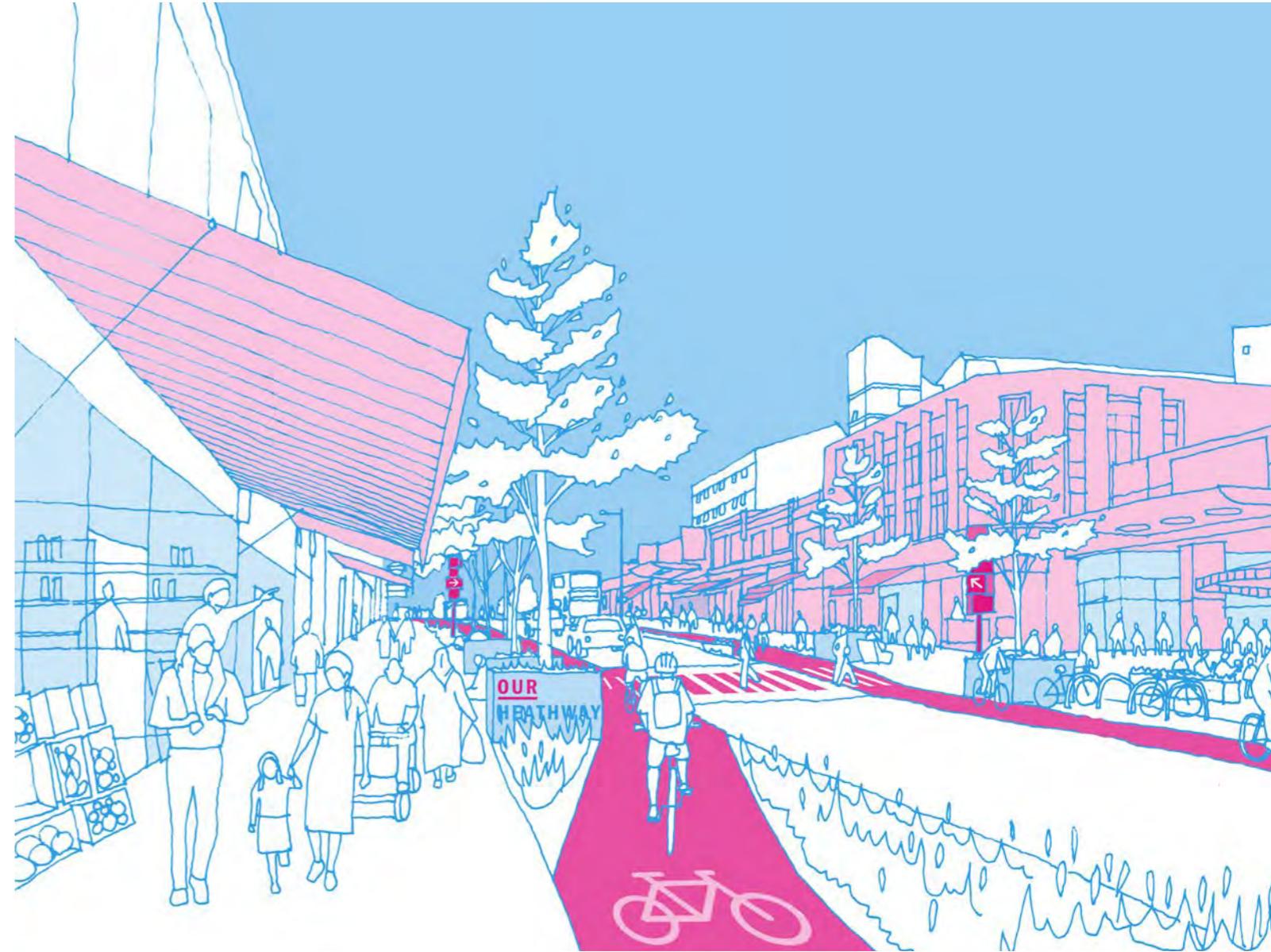
WHAT'S A COMMUNITY VISION AND WHY DOES THE HEATHWAY NEED ONE?

Change is never easy, especially when it involves a large, diverse community with different needs and ideas. So, who better to guide change on the Heathway than you, the community.

Urban Symbiotics, a company that loves and has built its reputation by developing unique ideas with local communities was commissioned by the council's regeneration organisation, Be First, to create a community vision with local people. The community vision focuses on how to breathe new life into this busy neighbourhood centre, laying the groundwork for regeneration, investment and future improvements to the area.

A community vision can bring everyone together to consider what's most important for the area. It's not about people in distant places making decisions; it's about the community getting involved, discussing issues, identifying concerns and generating ideas for the Heathway.

There has been heated debate, alongside plenty of laughter, lots of biscuits, excitement, and great conversation; it's all part of developing a vision that everyone can look forward to and support.



THE JOURNEY

1 Listen & Understand

The initial stage of the process involved hosting a series of activities and events to foster conversations within the community.

By listening to and recording insights from every conversation, we were able to build an understanding of local concerns, hopes, and ideas for the Heathway.

2 Create Together

After capturing all the concerns, hopes, and ideas for the Heathway, we commissioned local artist Susanna Wallis to depict these insights in a mural. We then opened the “My Heathway” shop in the shopping centre and hosted a series of community focus groups, workshops, and co-design activities, we also launched the “my Heathway big community survey”. The aim was to transform the insights from stage 1 into practical project concepts, which would then form the foundation for the community vision.

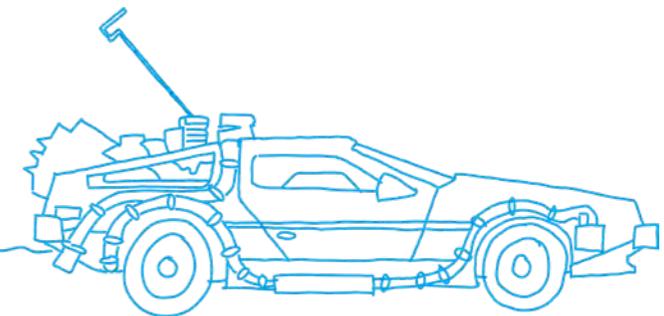
3 Celebrate & Feedback

In this stage, we proudly showcased the community vision and project concepts, that had been co-created with community.

Over two eventful days in the My Heathway shop and the shopping centre, we celebrated these joint creations, gathering the community’s final feedback and rallying their continued commitment to these shared projects.

4 Finalise & Realise

The final stage of the process involves finalising the community vision and the project concepts. This stage also explores potential funding and resourcing avenues to enable some of some projects to go ahead. This handbook serves as a vital resource, capturing our collaborative efforts and guiding the next steps for improvements on the Heathway.



INSIGHTS INTO THEMES

Based on the insights we gathered from the community, we grouped them into 14 core themes. These themes were then used to co-create the following vision for the Heathway and a series of community project concepts.

THEME	DESCRIPTION
MY HEATHWAY OUR HEATHWAY	<ul style="list-style-type: none"> • My Heathway meanwhile/ transition brand and assets • Long term co-created brand identity • Awareness and promotion campaign • Wayfinding strategy and signage design
SAFER HEATHWAY	<ul style="list-style-type: none"> • Branded local patrols - aligns with projected increase in numbers (branded uniform asset and liaison - see My Heathway Team) • Visible help points with CCTV coverage
CLEANER 'LOOKING GOOD' HEATHWAY	<ul style="list-style-type: none"> • My Heathway "Big Clean" branded deep clean of the Heathway • My Heathway "fix it" branded maintenance of street items • Street art - (planters, way-finding, station experience etc.)
DIVERSE HEATHWAY RE: RETAIL	<ul style="list-style-type: none"> • Heathway programme of meanwhile market testing - curated for Heathway, branded My Heathway • Heathway my food market/ food pop-ups testing - curated for Heathway, branded My Heathway • My Heathway street fair • Pop-up shops - white box mall shops (e.g. to include a instant pop up co-work space) • Understand incentives required for high-street stores - test bed for creative experimentation
CONVENIENT HEATHWAY	<ul style="list-style-type: none"> • Drop and shop - crèche for children whilst parents shop • Parking improvement - technology, appearance and Signposting • Cycle and e-cycle scooter - personal transport hire model • Heathway delivery service - Iceland model, shop and then get delivered to your home
GREEN HEATHWAY	<ul style="list-style-type: none"> • Enhance existing planters - with more planting and branded planters • Add additional planting - green around the seating areas and provide a buffer between shopfronts and the road side • Add new parklets • Reinvigorate/ redesign the community park and green area to be safe and welcoming • Green the gateways
ACTIVE HEATHWAY	<ul style="list-style-type: none"> • Inclusive events programme - social, cultural, sports, creative, music, educational etc. (in mall, on street Parsloes park etc.) • Introduce a twilight to night time economy - testing of extending collective opening times, markets and activity programmes • Heathway Street fair - featuring local business
CULTURAL HEATHWAY	<ul style="list-style-type: none"> • Mobile History of Dagenham exhibition - cultural perspective • Our stories from local people

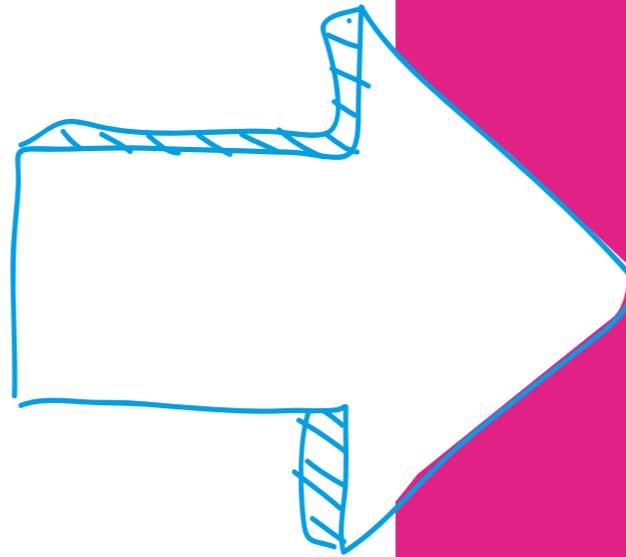
THEME	DESCRIPTION
WELCOMING HEATHWAY	<ul style="list-style-type: none"> • Station 'sensory' arrival - via vision, music and smell • Station arrival improvements- create an entrance square e.g. via raised table, enhanced paving area, • 'Welcome to the Heathway' signage above shops and along the ground plane • Northern and Southern Entrance gateway improvements - planting and signage/flags • Moveable (exhibition/ stories) collection - some in station, library on street, mall
MY HEATHWAY TEAM	<ul style="list-style-type: none"> • My Heathway Team leader • Cultural Curator • Events Activities Co-ordinator • Business Liaison • Maintenance & Enforcement • Security and Social Care • Youth Liaison Worker
MY SPACE FOR COMMUNITY	<ul style="list-style-type: none"> • Programmable community space unique to library
MY YOUTH SPACE	<ul style="list-style-type: none"> • A space/ programme to provide mentorship, support, opportunity and stability- using a vacant site in the mall (limited numbers) • A safe place, space for support (incl. business and learning support) • A space for youth activities and after school work place 12-16yrs (managed and mentored by young adults - see above) • A network of youth spaces/ hubs- e.g. future zone satellites, library programme satellites • Play space for a range of ages from children to adults • Soft play, children's playgroups and crèche facilities
MY MALL	<ul style="list-style-type: none"> • Circulation space improvements to Millard Terrace and car park • Exhibitions and Events programme tied in with the 'My Heathway Activity and Cultural Programming • Floor cleaning/ replacement • Uncover vinyl's or create shop window display area to improve active façades • Update conditions e.g. music programme by introduce local live music and lighting interventions • Restore walls and create murals/ artwork interventions
MY STREET	<ul style="list-style-type: none"> • Public toilet re-opening, management or new provision • Shop front and 'spill out zone' improvement - unified shop fronts, external displays, alfresco zones • Street furniture - branded, flexible, planters, seating and bins (including recyclable) • Street crossing improvement - experience and visual • Power provision for music and stalls • Commercial refuse strategy/ zoning • Lighting improvements (for safety, aesthetic and interest/experience) • Parking improvement - technology, appearance and Signposting • Programmable community space unique to library

THEMES INTO A VISION

The themes were used to co-create a vision for the Heathway that captures the future aspirations of the community.

- My Heathway to Our Heathway**
- Safer Heathway**
- Cleaner 'Looking Good' Heathway**
- Diverse Heathway re: retail**
- Convenient Heathway**
- Green Heathway**
- Active Heathway**
- Cultural Heathway**
- Welcoming Heathway**
- My Heathway Team**
- My Space for Community**
- My Youth Space**
- My Mall**
- My Street**

THEMES



THE VISION

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,

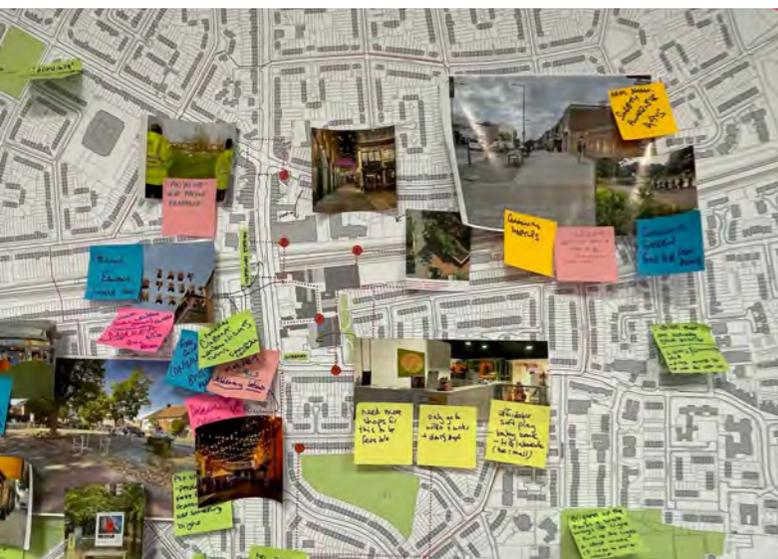
A place that's not only safe but active, a place that's diverse, providing a variety of options for its varied and young population,

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

A place that's attractive, clean and green. Our Heathway is a welcoming future **destination for all.**

2 CREATE TOGETHER

This stage focused on developing a series of projects concepts capable of bringing the themes to life and making the vision a reality. We worked with the community by running workshops, hosting shop drop-ins and by distributing a community survey to co-create the following 14 projects concepts.



1 SHOP

5 FOCUS GROUPS

24 DAYS OF DROP-INS

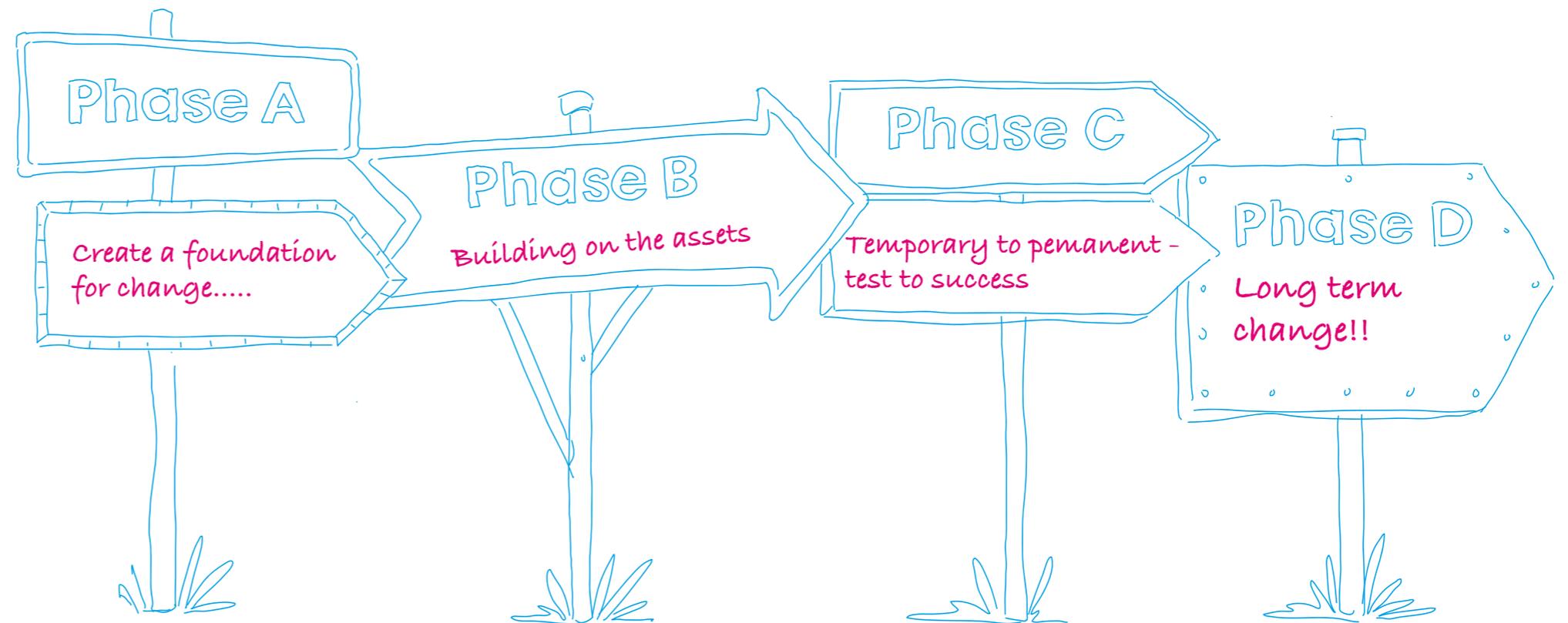
220+ SURVEY RESPONSES

WHAT'S PHASING?

One of the most important ideas to come from the co-design workshops was the idea of phasing the projects.

Phasing is a step-by-step approach to improving Dagenham Heathway. It starts by tackling the most urgent issues first. This is the first phase and it's crucial because it lays the groundwork for all the other positive changes that will follow. Each phase builds on the success and assets of the last, ensuring that the improvements are effective and long-lasting.

'Do not decorate your house without fixing your front door!' - Local Resident



THE PROJECTS



The following exciting community projects have been co-designed with the residents of the Heathway over the last year. Each of these initiatives has the potential to make a real difference to the local area, but they all need differing levels of support and funding to become a reality.

The funding options highlighted in this handbook are possibilities, not guarantees. Think of them as stepping stones on the path to achieving the shared vision. While we're optimistic about these potential sources of funds, there are no certainties in the world of community finance.

This handbook has been produced alongside a technical document that recommends how Barking and Dagenham Council could invest in the Heathway, should finances be available. It also provides data from the engagement programme, which will enable the council to seek funding for projects only open to local authorities. The good news is that, partly due to this project, Dagenham Heathway was awarded Levelling Up Funding by the UK government. A proportion of this will be used to start realising some of these projects.

PHASE A CREATE A FOUNDATION FOR CHANGE

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

- 1A** Our Heathway community Space
- 2A** Our Heathway team
- 3A** Our Heathway deep clean
- 4A** Our Heathway public toilet
- 5A** Our secure and safe Heathway
- 6A** Shopping Centre improvements



PROJECT 1A

OUR HEATHWAY COMMUNITY SPACE

What have we heard? 82% of people from the 'My Heathway' survey alongside residents that took part in the co-design 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 mentor-ship.
- **Human library:** for the local community to share knowledge with one another.
- **Heritage education:** ensuring that local heritage is accessible, valued and passed on to new generations.

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.

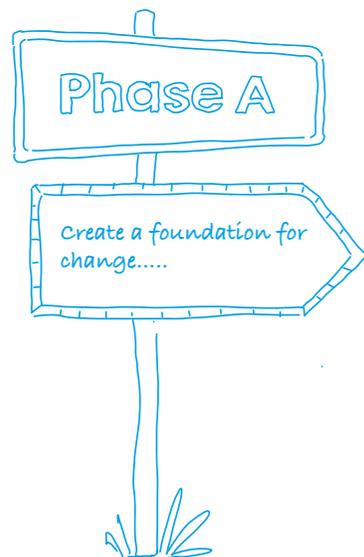
Spaces and services for young people

- **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 or independent youth space.

What could it look like? The existing 'My Heathway' shop could either be re-purposed or a different space used that accommodates a variety of needs and people. This new space could feature expansive areas for gatherings as well as smaller, more private sections.

How could this be funded? The following list is of possible funding sources that may be applicable to this project:

- FCC Community Action Fund
- ASDA Investing in Spaces and Places grant



HOW COULD THE COMMUNITY GET INVOLVED?

Skill share spaces and programmes: Use local skilled workers and professionals such as carpenters, builders, engineers, accountants, financial experts and other experienced locals to help build capacity and opportunity for the community.

Community run spaces: Utilise the community to operate the Community Space and facilities such as crèche during the day. Training may need to be supplied to facilitate this. This is a way of offering live training and job opportunities for young people.

PROJECT 2A

OUR HEATHWAY TEAM

What have we heard? Having been situated at the 'My Heathway' shop for more than eight months, the team identified a need for direct, face-to-face access to local services and expertise within the community.

What could it look like? The current 'My Heathway' shop could be used as a temporary home for community outreach teams from housing to youth support.

How could this happen? The concept of the 'Our Heathway Team' could be used in the following ways, but will be dependent on funding, demand and feasibility:

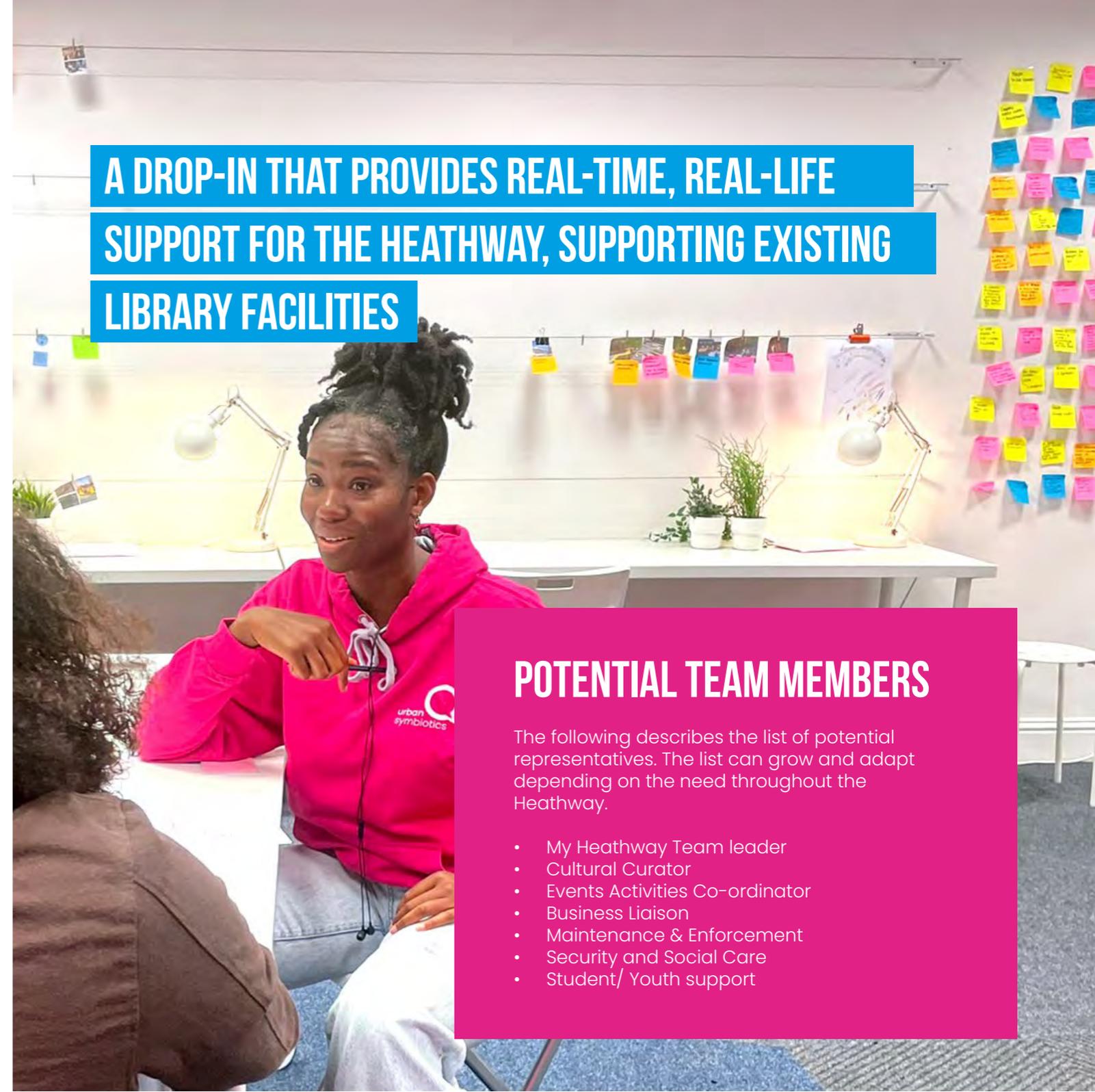
Our Heathway Team

A selected team may rotate to cover the primary issues raised by the local community:

- **Maintenance and Enforcement:** access to a maintenance and enforcement officers 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.

How could this be funded? The following list is of possible funding sources that may be applicable to this project:

- The National Lottery Community Fund
- Footwork Trust Local Social Innovators
- Barking and Dagenham Council's CAN DO fund
- Bags of Help
- Trusthouse Charitable Foundation



A DROP-IN THAT PROVIDES REAL-TIME, REAL-LIFE SUPPORT FOR THE HEATHWAY, SUPPORTING EXISTING LIBRARY FACILITIES

POTENTIAL TEAM MEMBERS

The following describes the list of potential representatives. The list can grow and adapt depending on the need throughout the Heathway.

- My Heathway Team leader
- Cultural Curator
- Events Activities Co-ordinator
- Business Liaison
- Maintenance & Enforcement
- Security and Social Care
- Student/ Youth support



TIME TO START FRESH BY

CLEANING UP THE

HEATHWAY

HOW COULD THE COMMUNITY GET INVOLVED?

The community could establish a 'Community Clean Team,' supported by local organisations. This could be an organised volunteer service focused on tackling basic cleanliness issues on the Heathway, such as litter removal and reporting fly-tipping.

The Community Clean Team could also work with the council to identify and support other issues such as maintenance needs and refuse policies.

PROJECT 3A OUR HEATHWAY DEEP CLEAN

What have we heard? All groups involved in the co-design workshops, as well as community feedback gathered during Stage 1, highlighted the importance of improving cleanliness in Dagenham Heathway. The emphasis was on maintaining clean public spaces, by businesses, council maintenance and through changes in community behaviour.

What is this? The list below includes descriptions of potential programmes and uses of the 'Our Heathway Deep Clean.'

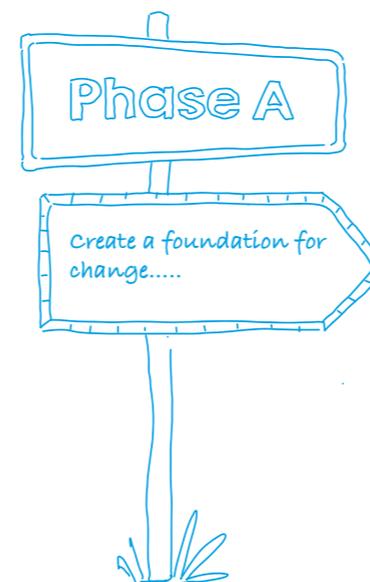
- *My Heathway 'Big Clean':* branded deep clean of the Heathway and incentivised local clean-up.
- *Behaviour and Perception change:* using social media and branding to change the perceptions and use of the Heathway
- *Council clean intervention:* the deep cleaning of public areas.
- *My Heathway Business Quality Audit, sign up and enforcement:* incentivising and auditing business quality and waste management standards. This will need further investigation, funding and council liaison

What could it look like?

- *Clean Team:* a team dedicated to the Heathway from refuse collection, deep street cleans and enforcement of business waste management practices.
- *Community Clean Programme:* a community volunteering programme that conducts litter picks, raises awareness of issues and fund raises.

How could this be funded? The following list is of possible funding sources that may be applicable to this project:

- The National Lottery Community Fund
- Greggs Foundation



PROJECT 4A

OUR HEATHWAY PUBLIC TOILET

What have we heard? The insights collected during Stage 1, co-design workshop participants, shop drop-in users and business interviewees all stressed the urgent need for public toilet to be available on the Heathway.

How could this happen? The following describes potential actions to provide access to public toilets on the Heathway:

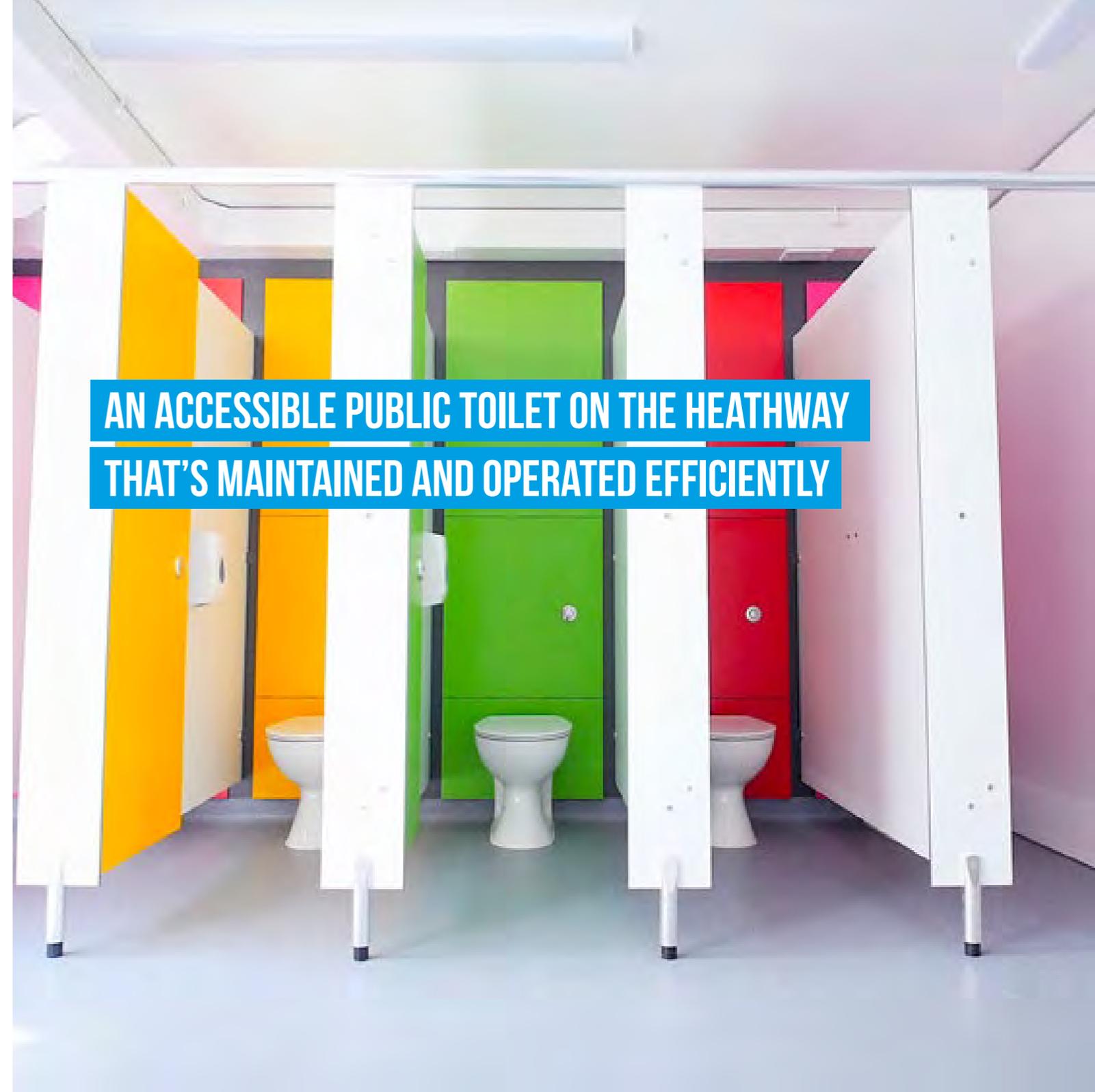
- *Heathway Shopping Centre*: provision of a Heathway Shopping Centre public toilet and provide staff to maintain it (funding required).
- *Public urinals*: test and provide public urinals in critical public areas if agreed upon by the community. Further investigation would be needed to see if this would be accepted by the community.
- *Public toilets*: provide funded, maintained, secure and clean toilets. (Considerable funding would be required).
- *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 to also operate as a changing facility (a requirement of an accessible toilet).
- Investigate the lessons learnt around the public toilet previously located within 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.

How could this be funded? The following list is of possible funding sources that may be applicable to this project:

- British Toilet Association
- The National Lottery Community Fund



A SAFER MORE SECURE HEATHWAY

HOW COULD THE COMMUNITY GET INVOLVED?

Join Safety Workshops: Community members can attend safety awareness days to discuss and brainstorm ideas for a safer Heathway.

Parental Input: Parents and carers can participate in safety programmes tailored for families.

PROJECT 5A OUR SECURE AND SAFE HEATHWAY

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 and security. It was highlighted as a barrier to using the Heathway, particularly in the evening and at night.

What is this? The below includes descriptions of potential programmes and uses of the 'Our Heathway Secure and Safe' programme.

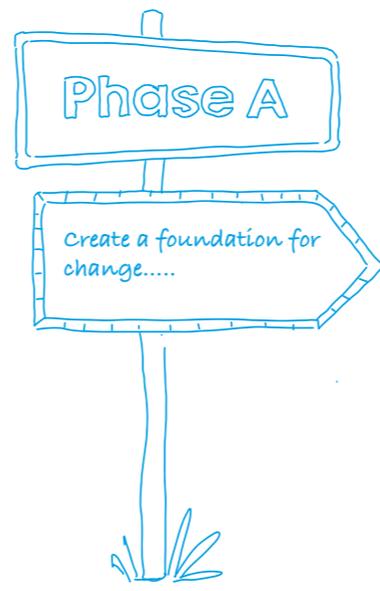
- **Safety awareness days:** held with the community to discuss and workshop solutions to include "what does a safer Heathway look like to you" alongside the hosting of safety classes.
- **Qualified and licensed security officers:** investing in a security team and officers for an active presence on the Heathway.
- **CCTV equipment:** investment in wider surveillance coverage.
- **Lighting:** to brighten up the car park, streets and hidden footpaths.
- **Parent safety programmes:** safety classes and information for parents and carers with children.
- **Branded local patrols:** visually identifiable patrols present on the Heathway.
- **CCTV and help points:** visible help points and designated safe spaces with CCTV coverage on the Heathway.

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 this be funded? The following list is of possible funding sources that may be applicable to this project:

- The Mayor's Office for Policing and Crime (MOPAC) Violence Against Women and Girls (VAWG) Grassroots Fund for 2023 – 25



PROJECT 6A

SHOPPING CENTRE IMPROVEMENTS

What have we heard? Participants of the co-design workshops, alongside insights gathered from Stage 1 highlighted the number of vacant shops within the Heathway Shopping Centre. Several suggestions were made, including ideas and recommendations for their uses.

What is this? Heathway Shopping Centre improvements:

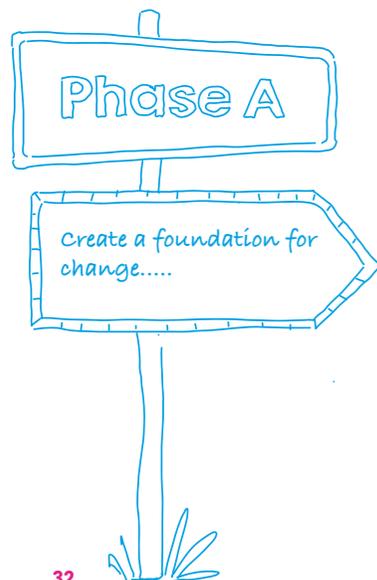
- *Programme of events:* an active programme of events and activities including pop-ups.
- *Later opening times:* increasing the opening times of the centre to attract residents that work during the day.
- *Retail diversity:* use vacant units to test new retail ideas and concepts.
- *Destination activities:* creating a destination with new interesting activities such as escape rooms, gaming spaces.
- *Lighting and atmosphere:* the introduction of atmospheric lighting
- *Circulation space and flooring improvements*
- *Transforming empty shop fronts:* uncovering or transforming empty shop fronts into rent-able shop space.
- *Sound and atmospheric improvements:* making the Shopping centre an accessible to environment to all using sound and lighting.

How can this happen?

- *Pop up stall infrastructure:* the development and installation of infrastructure that will support pop-up activities within the Shopping Centre.

How could this be funded? The following list is of possible funding sources that may be applicable to this project:

- City Bridge Trust – Capital funding for access improvement
- Community business: Power to Change



HOW COULD THE COMMUNITY GET INVOLVED?

Building a Business Case: The community can participate in this project by continuing to contribute to workshops and surveys. This will aid in the development of business cases and secure the necessary funding.

Supporting Activities: By volunteering, raising awareness, and attending events and activities, the community can help support the chances of success of this project.

**ACTIVATING THE HEATHWAY SHOPPING CENTRE
A PLACE TO SHOP, DWELL AND BE ENTERTAINED**





Phase B

Building on the assets

PHASE B

BUILDING ON THE ASSETS

Developing convenience, affordability and events programmes by supporting community growth.

7B Heathway Community Values

8B Community Ambassadors

9B Our Identity and brand

PROJECT 7B

HEATHWAY COMMUNITY VALUES

What have we heard? The initial engagement, co-design workshops, and survey strongly championed the concept that the Heathway should be a supportive and nurturing environment. The following statement summarises a vision co-designed with the community, based on all the insights gathered 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 'Heathway Community Values' could be an opportunity to bring together all stakeholders, groups, communities, businesses and residents of Heathway under a shared vision and ambition.

How could this be funded? The following list is of possible funding sources that may be applicable to this project:

- London Community Foundation
- Footwork Trust Local Social Innovators



**A VISION AND VALUES CREATED BY
THE COMMUNITY FOCUSED ON CHANGE**

HOW COULD THE COMMUNITY GET INVOLVED?

The community can get involved by participating in co-creation workshops to help shape and realise the vision for the Heathway. Additionally, residents and businesses can join a mailing list or network to share ongoing positive activities. With a shared vision and set of values, the community can realise various activities, events, or other interventions to collectively improve the Heathway.

PROJECT 8B

COMMUNITY AMBASSADORS

What have we heard? The co-design workshops highlighted that the community have the power and drive to make a change with the selection and support of active community members.

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:* a programme could be provided to community 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 this be funded? The following list is of possible funding sources that may be applicable to this project:

- London Community Foundation
- Footwork Trust Local Social Innovators



LOCAL HEATHWAY COMMUNITY

DRIVERS FOR CHANGE

HOW COULD THE COMMUNITY GET INVOLVED?

Become a Community Ambassador: Residents with a passion for positive change could take on the role of community ambassador, ensuring the initiative is inclusive and well-represented.

Join a Capacity Building Programme: Those involved could participate in a specially designed programme to enhance their skills and understanding of community development.

Engage in Co-Design and Co-Programming: Community ambassadors could spearhead the collaborative design and planning of new interventions on the Heathway, increasing local engagement and insight.





PROJECT 9B

OUR IDENTITY AND BRAND

What have we heard? Both the insights gathered during Stage 1 and the 'My Heathway Big Community Survey' uncovered the negative perception of the Heathway. A much needed change in the reputation and perception of the Heathway was highlighted as a critical aspiration.

What is this? The cultural identity and brand for the Heathway will celebrate its assets, the people, its history and vibrant culture. The strategy will incorporate an identity of the Heathway that highlights and reinforces interventions that will improve the area.

How could this happen? Finding ways to celebrate the Heathway and its positive elements such as its convenience, diversity and community could be achieved by the following:

- *Visually:* change in the appearance of the Heathway with a clear positive visual identity and messaging for those using and passing through the area.
- *Experientially:* improving the experience of the Heathway for its daily users and new visitors through cleanliness, a feeling of safety, vibrant activities, music and sound, smells and tastes.
- *Emotionally:* by creating a narrative that focuses on the Heathway being a welcoming and people focussed destination, proud of its heritage and culture.

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



How could this be funded? The following list is of possible funding sources that may be applicable to this project:

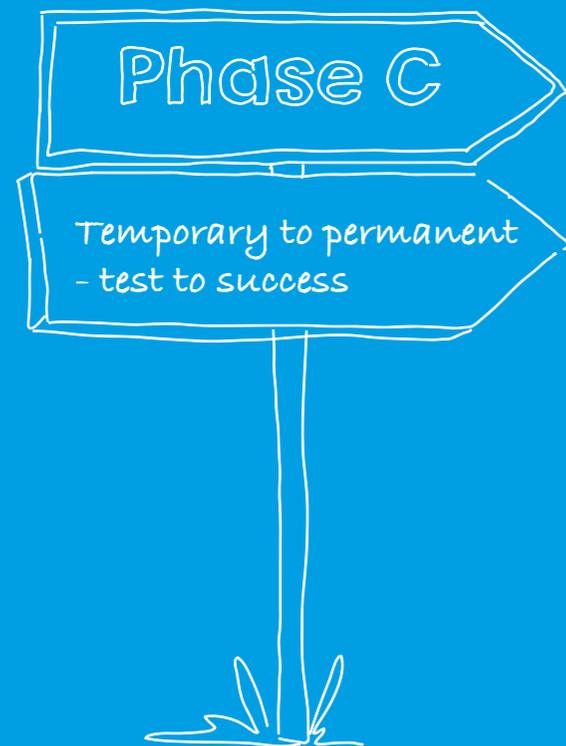
- Arts Council Lottery Project Grants
- Developing Your Creative Practice
- CB-Branding

HOW COULD THE COMMUNITY GET INVOLVED?

There is the opportunity for local artists and community groups to co-design and inform the brand and assets. There is also the potential to work with Dagenham's local creative network and potential partners such as Everyone Everyday to realise an exciting new identity for the Heathway.

AN IDENTITY THAT CELEBRATES HEATHWAYS RICH PAST AND LOOKS FORWARD TO A VIBRANT FUTURE

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.

- 10c** Activity, events and pop-ups
- 11c** Art work
- 12c** Greening
- 13c** Convenient Shopping

PROJECT 10C

ACTIVITY, EVENTS AND POP-UPS

What have we heard? Stage 1 insights, the 'My Heathway Big Community Survey' and the recommendations from the Co-design workshops highlighted a need for activities and places for the community to come together. In addition, a community notice board would be a welcome intervention to communicate and connect the existing groups and publicise activities.

How could this work? The activity and events programme could be created in the following ways, but will be dependent on funding, demand and feasibility:

- **Introduce a twilight to night time economy:** the testing of extending collective opening times, vibrant markets and activity programmes.
- **Heathway street fair:** a community street fair that promoted local businesses, creative and home makers.
- **Inclusive events programme:** a programme of interesting events and activities
- **Inclusive multicultural food hub and festival:** a food hub and festival that celebrates the multicultural food offerings of the Heathway.
- **Screenings:** a programme and place for community film screenings.
- **Diverse Market stalls and pop-ups:** a programme of interesting and diverse market stall and pop-ups, from local makers and producers to interactive cooking classes and art workshops.
- **Activities for parents and children:** the creation of programmes and facilities that cater for and support young families.

How could this happen?

Pop up testing

- **Temporary Retail Space:** the use of pop-up shops to gain early insights and understand community demand.
- **One-Time Event:** the hosting of an event-style pop-up to create a destination.
- **Immersive Experience:** the use of the Shopping Centre's left-over space to allow customers to experience a new experience of the Heathway.

How could this be funded? The following list is of possible funding sources that may be applicable to this project:

- National Lottery Community Fund
- The Go! London Fund

AN ACTIVE HEATHWAY WHERE THE COMMUNITY HAS SPACE TO COME TOGETHER

Phase C

Temporary to permanent
- test to success

HOW COULD THE COMMUNITY GET INVOLVED?

Local talent list: The registration of local talent, from local businesses and makers to singers and home bakers with an interest in hosting an activity, event or pop-up is a first step in creating a successful programme.

Supporting Activities: By helping to raise awareness, and by attending events and activities, the community can help support the chances of success of this project.

HOW COULD THE COMMUNITY GET INVOLVED?

Join an Art Collective: Local artists can come together to help shape the visual look of the Heathway, showcasing local talent.

Collaborate on Projects: Community members can help align public art with other local projects, like Project 9B, to create a unified vision for the Heathway.

Youth and Art Task Force: Young people and other residents can form a group to lead community-based art workshops.

CO-CREATED ART THAT'S REPRESENTATIVE OF A
COMMUNITY THAT LOOKS TOWARDS A BRIGHT
AND VIBRANT FUTURE

PROJECT 11C CO-DESIGNED ARTWORK

What have we heard? Insights from Stage 1 and Co-design workshop 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:* the creation of a pool of local artists to ensure that local talent is used and supported in the visual shaping of the Heathway.
- *Partnership collaborations:* linking the co-design of public art with other initiatives, such as Project 9B, which is focused on developing a new identity for the Heathway.
- *A youth and community creative task force:* the creation of an artwork task group responsible for curating and leading on art focused co-design workshops.
- *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.

Phase C

Temporary to permanent
- test to success

How could this happen?

- *Art Collective:* a group of local artists shaping the visual identity of Heathway.
- *Partnership Collaborations:* Aligning public art with local culture and identity.
- *Youth and Community Creative Task Force:* A team leading community-driven art projects, supported by community funding streams.
- *Eco-Educational Art:* Artwork aimed at improving health, education, and sustainability, potentially including interactive floor art.

How could this be funded? The following list is of possible funding sources that may be applicable to this project:

- Arts Council
- National Lottery Project Grants

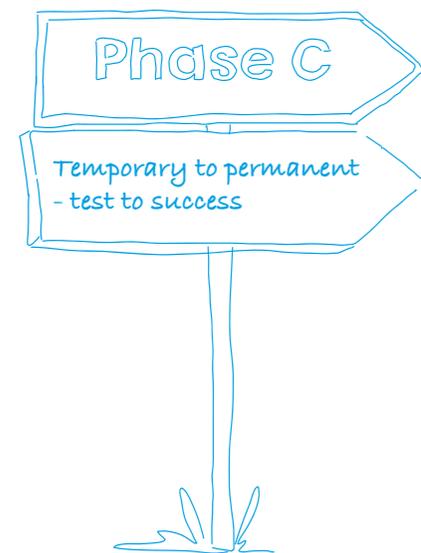
PROJECT 12C

STREET AND PUBLIC SPACE GREENING

What have we heard? A common view from all engagements and workshops was that the Heathway area looks grey, unwelcoming, and stark. Everyone agreed that adding more plants and greenery would greatly improve how the area looked and felt.

How could this look like?

- **Park Improvements:** enhancing the public space opposite the Library, known as the 'fake' Park.
- **Street Greenery:** adding sustainable trees and plants along Heathway streets, with a focus on easy maintenance and durability.
- **Community Garden:** the creation of garden looked after by both the community and the council.
- **Station Streetscape:** expanding and greening the area near the station for a welcoming arrival.
- **Play Spaces:** creating green areas specifically for play and wellbeing.
- **Street Trees:** adding more trees to streets and public areas.
- **Food Growing Opportunity:** introducing community allotments or parklets where food can be grown and distributed to food hubs and via local markets.
 - **Unique/Elegant Places:** creating special areas with unique lighting and atmosphere where people can dwell and socialise.
 - **Enhance Existing Planters:** restoration and re-planting of current planters with robust, low-maintenance plants.
 - **Additional Planting:** adding more plants to act as a buffer between shops and roads.



How could this be funded? The following list is of possible funding sources that may be applicable to this project:

- City Bridge Trust Small Grants



A GREENER HEATHWAY, SUPPORTED AND CHERISHED BY THE COMMUNITY

HOW COULD THE COMMUNITY GET INVOLVED?

To get involved, the community could set up a "Community Greening Club" possibly led by a community ambassador who is focused on greening. This club could also apply or provide support for funding applications for green projects. They could also look after green projects once they're set up ensuring the long term viability of the project.



BUILDING ON THE HEATHWAY AS CONVENIENT DESTINATION TO SHOP

HOW COULD THE COMMUNITY GET INVOLVED?

Green Initiatives: Local volunteers could help set up and manage the eco-friendly cargo bike delivery service, contributing both time and expertise.

Youth Engagement: Young people in the community could be involved in starting or running the delivery service, gaining valuable work experience and job training in the process.

Crèche Volunteers: Qualified members of the community could volunteer their time to help operate the crèche, ensuring a safe and fun environment for children.

PROJECT 13C CONVENIENT SHOPPING

What have we heard? The survey responses indicated that almost 30% of participants would welcome a Heathway home delivery and drop-and-shop service. 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.

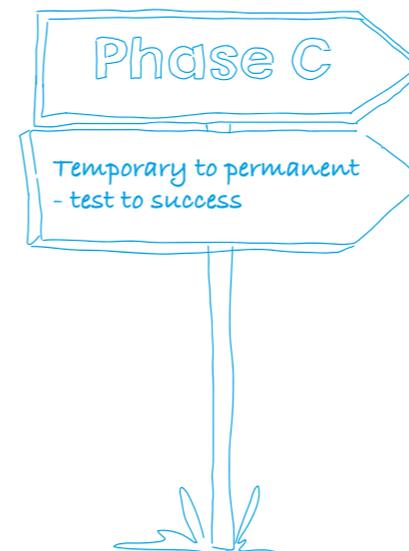
What could this look like?

Delivery

- *Eco delivery:* a local delivery service using cargo bikes that can be used to deliver shopping and goods to the local community.
- *Local community or youth-led delivery service company:* establishment of a local community or youth enterprise, that supported jobs and training whilst providing a delivery service to the local community.

Drop and shop

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



How could this happen?

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

How could this be funded? The following list is of possible funding sources that may be applicable to this project:

- Aviva Community Fund
- UK Community Play Fund
- Grants for Good

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.

12D Long term retail choice

13D Shopfront improvements

14D Accessible Heathway

PROJECT 12D

LONG TERM RETAIL CHOICE

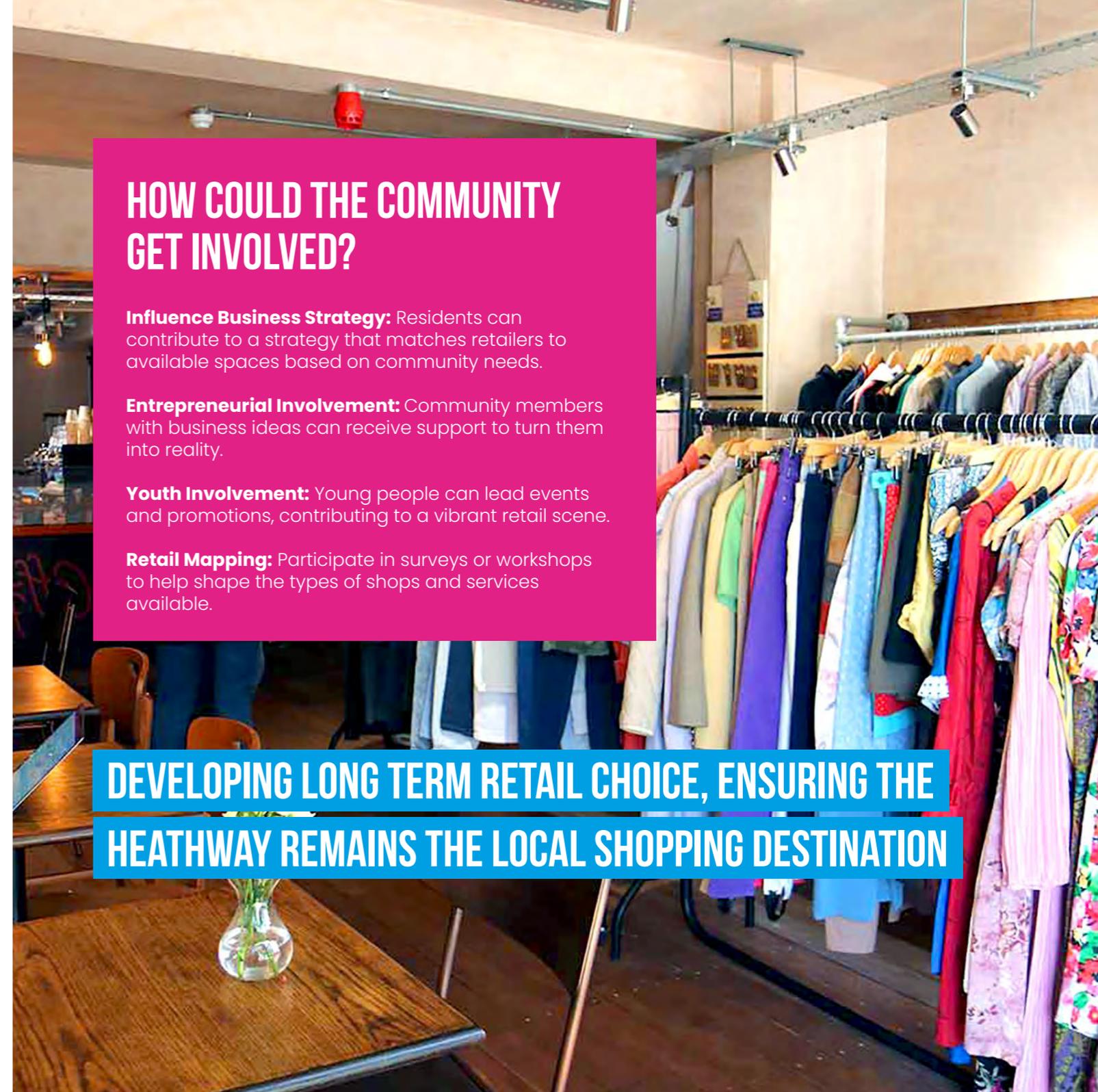
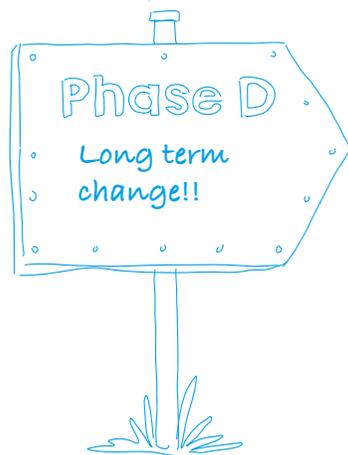
What have we heard? Workshops, surveys, and Stage 1 insights all point to the need for a greater variety of shops. Residents wanted affordable clothing stores that also have activities for parents, carers and children. There was also a call for a traditional bakery and butcher. Places to eat and drink, especially sit-down restaurants, were also a priority, alongside craft shops and venues for evening entertainment.

How could this work?

- **Business Strategy:** implementing a plan to pair suitable retailers with available commercial spaces.
- **Entrepreneurial Training:** the establishment of an entrepreneurial training programme to support the community in turning ideas into tangible projects.
- **Youth Takeovers:** curating a range of events, activities, and promotions that are led by or focus on youth engagement.
- **Retail Analysis:** conducting studies to align retail offerings with community desires and consumer trends.
- **Vacant Units:** transforming empty or new retail spaces into pop-up or permanent shops.
- **Work and Culture Spaces:** providing multi-use areas for work-related activities and cultural events.
- **Youth Focus:** a dedicated approach to creating facilities that are beneficial for both young people and wider intergenerational use.
- **Experience Hub:** encouraging retail environments that offer customers unique and interactive experiences.

How could this be funded? The following list is of possible funding sources that may be applicable to this project:

- Barking and Dagenham Giving - Grow Fund
- Barking Enterprise Centre
- Barking and Dagenham Business Forum
- British Design Fund
- The Prince's Trust Enterprise Programme



HOW COULD THE COMMUNITY GET INVOLVED?

Influence Business Strategy: Residents can contribute to a strategy that matches retailers to available spaces based on community needs.

Entrepreneurial Involvement: Community members with business ideas can receive support to turn them into reality.

Youth Involvement: Young people can lead events and promotions, contributing to a vibrant retail scene.

Retail Mapping: Participate in surveys or workshops to help shape the types of shops and services available.

DEVELOPING LONG TERM RETAIL CHOICE, ENSURING THE HEATHWAY REMAINS THE LOCAL SHOPPING DESTINATION

HOW COULD THE COMMUNITY GET INVOLVED?

Contribute to Design Guide: Residents can help develop a street front display guide tailored for Dagenham Heathway, aiming for a more unified and visually pleasing appearance.

Shape Area Definition: Input can be given on setting boundaries for pedestrian movement and shop displays, focusing on accessibility and aesthetic uniformity.

IMPROVING THE APPEARANCE, ACCESSIBILITY AND SHOPPING EXPERIENCE OF THE HEATHWAY THROUGH SHOPFRONT IMPROVEMENTS

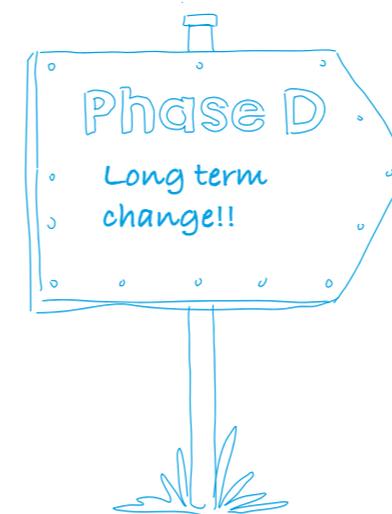
PROJECT 13D SHOPFRONT IMPROVEMENTS

What have we heard? Co-design workshops, shop drop-ins, and survey feedback all clearly pointed to the need for a more uniform appearance for shop fronts along the Heathway. There was a consensus that the approach to pavement displays should be consistent in terms of appearance, location, and scope. It was also noted by an accessibility workshop that the current pavement displays provide obstacles to navigating the Heathway to users with impaired vision.

How could this happen?

- **Street Front Display Guide:** a Dagenham Heathway-specific manual aimed at improving the visual quality of shop fronts.
- **Street Front Enforcement:** monitoring and enforcing designated 'spill-out' zones for pavement displays.
- **Area Definition:** establishing clear boundaries for pedestrian movement and shop displays.
- **Flexible Shopfront Guide:** a set of guidelines to allow multiple shops to operate within a single retail unit, optimising the use of space.
- **Shop Improvement Scheme:** a funding programme that encompasses all the above initiatives to uplift the retail environment.

How could this be funded? Seeking funding for this project would require the council to lead the process and ensure that local businesses were in agreement with the project.



PROJECT 14D

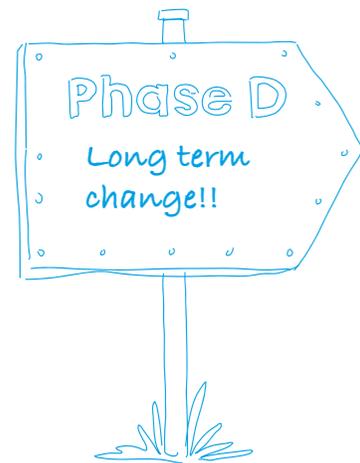
AN ACCESSIBLE HEATHWAY



What have we heard? Co-design participants spoke passionately regarding concerns about the safety of navigating, crossing and spending time on the Heathway. Specific issues highlighted include overly expansive shop displays, an absence of roadside barriers, and the need for secure cycling routes.

What could this look like?

- **Cycle Lane:** introducing a dedicated cycle lane along the Heathway for safer cycling.
- **Even Surfaces:** ensuring smooth and even surfaces on the Heathway to facilitate easier movement for all.
- **Fast and Slow Lanes:** clearly marking zones in front of shops separate from unobstructed pedestrian pathways.
- **Wider Station Crossing and Shelter:** expanding the crossing near the station and adding shelters for added comfort and safety.
- **Directional Tactile Paving:** implementing tactile paving to guide people between the station, bus stops, and shop fronts.
- **Raised and Coloured Formal Crossings:** incorporating tactile paving into raised and visually distinct pedestrian crossings.
- **Swailes with Grasses and Wild Flowers:** replacing existing railings with drainage-friendly swales adorned with native plants.



- **Atmospheric Night Lighting:** installing year-round atmospheric lighting to enhance safety and ambiance.
- **Space for Street Vendors:** designating specific areas along the street and near blank walls for street vendors.
- **De-clutter Unnecessary Street Furniture:** removing or reorganising street furniture that doesn't serve a functional purpose.

How could this be funded? The following list is of possible funding sources that may be applicable to this project:

- City Bridge Trust – Capital funding for access improvement
- Community business: Power to Change



HOW COULD THE COMMUNITY GET INVOLVED?

The community can get involved by participating in the consultation on the latest Sustrans plans for the Heathway, which includes plans for new crossings, planting and the addition of cycles lanes. The consultation will be announced soon and will be hosted in the 'My Heathway' Shop.

CREATING A HEATHWAY THAT'S ACCESSIBLE TO ALL

3 CELEBRATE & FEEDBACK

Over a couple of busy days at the My Heathway shop and shopping centre, we celebrated and shared the community projects. We gathered the communities final thoughts and encouraged everyone to stay involved.

The community all strongly support the projects, like adding public toilets, making the area safer, and starting greening projects to beautify the high street. No one suggested changes or had negative opinions. The main concern is how to keep these projects going in the long term.

Many people also talked about the poor condition of the tube station's roof. So, our next step is to work on getting TFL involved in fixing it as part of our My Heathway plans.

'All amazing ideas, I just think the difficulty is ensuring long-term sustainability so that these amazing improvements don't deteriorate.' - Local Resident



THE TOP FOUR PROJECTS

As selected by the community:

- 1 Our Heathway Public Toilet
- 2 Convenient Shopping
- 3 Greening
- 4 Our Safe and Secure Heathway

250+ RESIDENTS & LOCAL BUSINESS'

4 FINALISE & REALISE NEXT STEPS.....

WE HAVE FUNDING!

In part due to this project and the huge input from the community Dagenham Heathway was awarded Leveling Up from the UK government this year. Some of this funding is to be used to partly or fully launch the following co-designed community projects!!!!!!:

- **1A – Our Heathway Community Space** (part funded to improve the ‘My Heathway shop’ and open up to public use)
- **4A – Our Heathway Public Toilet**
- **5A – Our Secure & Safe Heathway** (part funded for more CCTV & lighting)
- **6A – Shopping Centre Improvements**
- **9B – Our Identity & Brand**
- **11C – Co-designed Artwork**
- **12C – Street & Public Space Greening**
- **12D – Long Term Retail Choice** (part funded to refurbish vacant units)
- **14D – Accessible Heathway**

STAY UPDATED OR GET INVOLVED!



If there are any projects you'd like to get involved with or you would just like to be added to our mailing list so we can keep you updated and let you know about events and activities you can take part in please scan the QR code below and fill in the form.

You can also stay upto date by visiting www.myheathway.com for latest news.

Alternatively if you'd like to get in-touch please send us an email!

hello@myheathway.com



