



C A B I N E T

Supplementary Papers Item 13

Monday 24 April 2023
at 6.00 pm Council Chamber, Hackney
Town Hall, Mare Street, London E8 1EA

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CABINET

Supplementary Agenda Pack

Item 13

- 13 Hackney Central Town Centre Strategy Adoption & Acceptance of Levelling Up Fund from the Department for Levelling Up, Housing and Communities (DLUHC) - Enclosed (Pages 3 - 228):**

Appendix 1 - Hackney Central Town Centre Strategy
Enclosed (Pages 21 - 162)

Appendix 2 - Hackney Central Strategy- Engagement report
Enclosed (Pages 163 - 218)

Appendix 3 - Hackney Central Strategy- Equalities Impact Assessment
Enclosed (Pages 221 - 228)



Title of Report	Hackney Central Town Centre Strategy adoption & acceptance of Levelling Up Fund from the Department for Levelling Up, Housing and Communities (DLUHC)	
Key Decision No	CHE S130	
For Consideration By	Cabinet	
Meeting Date	24 April 2023	
Cabinet Member	Philip Glanville, Mayor of Hackney and Cllr Guy Nicholson, Deputy Mayor for Delivery, Inclusive Economy & Regeneration	
Classification	Open	
Ward(s) Affected	Hackney Central, Homerton Ward, London Fields Ward, Victoria Ward, Hackney Wick Ward	
Key Decision & Reason	Yes	Significant in terms of its effects on communities living or working in an area comprising two or more wards
Implementation Date if Not Called In	5 May 2023	
Group Director	Rickardo Hyatt, Group Director of Climate, Homes and Economy	

1. CABINET MEMBER'S INTRODUCTION

- 1.1. Hackney Central is rightly seen as the heart of the borough. It is home to the Council and borough's civic society, plays host to renowned cultural organisations and long-established institutions. It is a key transport hub, place of enterprise, home to established and new businesses and local organisations, and is the place so many unique and diverse resident communities call home.
- 1.2. Its uniqueness brings with it a dynamism that is driving change. In recent years, the town centre has welcomed more new homes and employment opportunities, upgraded infrastructure, more visitors, new businesses and places to visit, workspaces have been created, and a bustling evening economy is establishing itself. These changes continue apace and the Council has committed its resources and time to work with residents, civic and cultural society, businesses, local partners and stakeholders, through the Hackney Central Conversation and more, to shape a successful town centre strategy that addresses what the local community have told the Council is important to them.
- 1.3. Hackney Central is classified as a major town centre and a growth area in the borough's Local Plan LP33 and the London Plan. The Council, working with the community, has identified the potential to deliver good growth that could create 1,000 new job opportunities and 3,000 new homes in the town centre alongside bringing about investment that creates a thriving, safer, cleaner and greener town centre that works for local residents and businesses.
- 1.4. The Council is focused on ensuring that Hackney Central's growth is sustainable and inclusive, and that growth and investment are used to overcome the challenges that residents and businesses face. Through the Council's extensive engagement work with residents and businesses on this strategy, there have been concerns expressed about crime and anti-social behaviour in the area, the impact of through traffic and pollution on the local town centre environment and its effect on health and wellbeing, and over the course of the last year, how the rising cost of living is affecting all of our daily lives. Town centre businesses have described how they are facing significant increases to the cost of doing business compounded by the continued competition from online retailers. There remains long standing economic deprivation in Hackney Central and inequality between and within different communities is stark, as was brought into sharp focus through the pandemic.

- 1.5. Despite these challenges, Hackney Central is well placed to thrive, with passionate and motivated residents, businesses and communities, a vibrant town centre economy, and a unique culture of innovation and mutual support. It is by working together, co-producing and co-delivering, that the Council, residents, businesses, partners and stakeholders can ensure that 'good growth' is realised for the town centre and all in it. This work is also designed to build on our innovative approach to Covid-19 recovery funding that was partially used to stimulate the recovery of Hackney Central.
- 1.6. The Hackney Central Town Centre Strategy sets out a vision and plan for the future of the town centre. It identifies a set of clear priorities generated through extensive conversations with residents, partners and stakeholders. It sets out a shared community ambition reflecting the views and priorities of the residents, businesses and stakeholders who have helped create it.
- 1.7. The strategy is built on that engagement and structured around a clear understanding of the town centre that has been drawn from an extensive economic, social and environmental audit. This evidence based understanding has informed the content of the strategy and identifies five supporting missions to shape growth to benefit all.
- 1.8. The strategy also sets out a comprehensive delivery plan to ensure that the Council and its partners can collectively bring the vision into reality through a range of targeted projects and initiatives that give meaning to the missions. The strategy, once adopted, will be a material consideration in assessing planning applications in the town centre.
- 1.9. The draft Hackney Central Town Centre Strategy was an essential element in securing the £19m investment for Hackney Central from the Levelling Up Fund, which ensures that delivery of the missions can commence sooner rather than later. This Cabinet report also recommends that the Council enters into the grant agreement with the Government to draw down the investment to commence delivery. We would like to take this opportunity to also thank all those in the Council and key partners and stakeholders, including Dame Meg Hillier MP, for their work and support for the bid.

- 1.10. The Levelling Up Fund (LUF) backed interventions will deliver over 20,000sqm of public realm improvements to streets and spaces, including heritage assets and the Town Hall Square, it will improve the town centre environment for pedestrians and cyclists via extensive greening and reduce the impact of through traffic in the town centre, it will deliver over 1,600sqm of new workspace, enhance digital access and invest into the cultural ecosystem in the town centre, led by investments into the Hackney Central Public Library.
- 1.11. The Hackney Central Town Centre Strategy exemplifies the Council's innovative and proactive approach to inclusive regeneration in the town centre. The investment unlocked through the Levelling Up Fund provides the initial catalyst to commence the delivery of the strategy and the changes communities want for their town centre. We look forward, alongside the Council, to continued co-production with the community as we deliver this ambitious series of projects. It also provides an overarching strategic framework for the delivery of other projects across Council owned sites in and around the Town Centre where we are seeking to deliver more sustainable economic growth, jobs and opportunities, affordable housing and workspace.
- 1.12. We commend to Cabinet the Hackney Central Town Centre Strategy as set out, and the recommendation for the Council to enter into contract with the Government to draw down the £19m Levelling up Fund investment for Hackney Central.

2. GROUP DIRECTOR'S INTRODUCTION

- 2.1. Our town centres are vital in providing local identity, ensuring our communities can access essential goods and services as well as community and support networks, and providing space for commerce, culture, entertainment, and socialising.
- 2.2. Focusing investment and growth in town centres has a disproportionately positive impact for residents and local businesses, allowing both to thrive and also ensuring that any new development is supported by the best possible public transport network and connections, to create sustainable and vibrant places. This is especially the case for Hackney Central, given its position at the geographical and civic heart of the borough.

- 2.3. Since 2021, the Council has worked alongside the local community and a multi-disciplinary team to develop the Hackney Central Town Centre Strategy (TCS). As an evidence-led strategy based on extensive community engagement, the TCS sets a 10 year vision for Hackney Central, alongside a delivery plan which details how the Council will work with businesses, residents, stakeholders and partners to address the key issues within the town centre.
- 2.4. The Council's Community Strategy and Strategic Plan both champion good growth, ensuring that the Council and our partners' objectives and work supports the community as a whole. The strategy picks up and addresses key themes from these documents such as: setting an ambition for future growth and development in Hackney Central to be inclusive and deliver maximum benefits for local residents and businesses, improve public spaces and heritage assets and celebrate diversity and heritage, provide good local jobs, tackling the climate crisis and enabling improved transport and active travel in the town centre and surrounding area.
- 2.5. The TCS adds depth to the Council's strategic plans, distilling boroughwide ambitions into specific actions tailored to the Hackney Central context, and allowing the Council and partners to respond to the specific area needs via a place based approach.
3. The TCS will also help the Council to deliver the objectives of the Local Plan 2033 (LP33), and will be a material consideration in planning decisions. The strategy will inform and steer the wide range of projects the Council is bringing forward in Hackney Central from our direct housing delivery, public realm schemes and the Levelling Up Fund programme, to working with other public and private landowners to ensure their investments in Hackney Central have the most positive impact for the local community.

RECOMMENDATIONS

It is recommended that Cabinet:

- 3.1. **Adopt the Hackney Central Town Centre Strategy (as set out in Appendix 1) as the Council's regeneration framework for Hackney Central town centre.**

- 3.2. Agrees to accept £19.04m of capital funding via the Levelling Up Fund (LUF) from the Department for Levelling Up, Housing and Communities (DLUHC) for Hackney Central in order to kickstart the delivery of the Town Centre Strategy and address the communities' ambitions for Hackney Central, and, to enter into a grant agreement with the Department for Levelling Up, Housing and Communities (DLUHC) for such funding on such terms as shall be agreed by the Group Director for Climate, Homes and Economy, the Group Director for Finance and Corporate Resources, and the Director of Legal, Democratic and Electoral Services.**

4. REASON(S) FOR DECISION

- 4.1. All town centres have experienced significant stresses recently, with the impact of covid, Brexit, the growth of online shopping, and inflation taking their toll. Hackney Central is both a Major Town Centre and a designated Area for Regeneration in the London Plan. It is a space that thousands of residents use daily as they seek to address their needs, the Council wants to take a proactive approach to respond to the issues that the community have identified in the town centre (such as poor air quality, road safety concerns, need for more affordable housing), to plan proactively and work collaboratively to deal with the challenges the area faces, and to ensure its future success.
- 4.2. Failure to positively and proactively plan for the future of Hackney Central will see the existing challenges continue to the detriment of the town centre and borough as a whole. By setting out a clear and shared vision for the future of Hackney Central, the strategy enables the Council to work together with communities, businesses, partners, landowners and other stakeholders to address these challenges.
- 4.3. The Town Centre Strategy (TCS) gives the Council what it needs to lead and shape the strategic direction of Hackney Central in the future in line with the objectives set out in;
- 4.3.1. the Council's Strategic Plan
 - 4.3.2. the Local Plan (LP33), especially Place Policy 3 - Hackney Central and Surrounds, and
 - 4.3.3. Hackney Council's Inclusive Economy Strategy (2019) - *support local neighbourhoods and town centres to thrive and to be inclusive and resilient places.*

- 4.4. The TCS sets out a clear evidence, and community engagement led approach to regeneration in Hackney Central, underpinned by significant quantitative and qualitative research concerning local challenges and opportunities. It is a cross-Council strategy which guides projects and priorities of wider Council services in the town centre. As such, the strategy is a critical structure for coordinating Council projects under a shared vision, and coordinating the efficient use of Council resources, ensuring that investment in the town centre is strategic and maximises local benefit.
- 4.5. The TCS provides a vision for the future of Hackney Central, and a plan for how to achieve this vision. This approach ensures the Council are leading future change in Hackney Central, ensuring high quality placemaking, attracting appropriate investment and influencing investors and landowners to bring forward sites and development in a way that most benefits the town centre and Hackney Central's communities.
- 4.6. The TCS will help the Council deliver the objectives of Local Plan 2033 (LP33), and will be a material consideration in planning decisions.
- 4.7. Having a clear regeneration plan in place for an area enables the Council to be able to make the best possible case to secure funding in what is an increasingly competitive financial environment. The strategy will also form critical evidence for consideration when applying for external funding, be that Central Government, Regional Government (GLA) or other independent funding organisations. This has been evidenced by the success of the Council's Levelling Up Fund (LUF) bid.
- 4.8. By deciding to accept the LUF funding the Council will be in a position to move forward many of the key projects identified in the TCS, and start to bring about significant improvements to the town centre.
- 4.9. The positive benefits brought about by accepting the LUF funding are detailed in paragraphs 6.17-6.21 of this report.

5. DETAILS OF ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

- 5.1. Not to adopt the TCS and not to accept the LUF funding: This is not considered a viable option. With persistent and longstanding issues of inequality, poor health and wellbeing, and high crime in Hackney Central and the need to respond to the climate crisis, business as usual is not enough to tackle the challenges identified in Hackney Central through both research and community engagement.
- 5.2. While existing Council strategies refer to projects and priorities for the Hackney Central area, these are not bespoke or targeted enough to address the local challenges of Hackney Central and to guide inclusive growth, considering the place and its opportunities holistically.

- 5.3. Not accepting or entering into the grant agreement with DLUHC to secure the LUF funding for Hackney Central would pass up a significant opportunity to realise and unlock entrenched issues in Hackney Central town centre. This acceptance of the LUF funding will impact the Council's ability to respond to community concerns regarding public realm, air quality, road safety, underused vacant units.

6. BACKGROUND

Hackney Central - the need for a coordinated strategy

- 6.1. Hackney Central is designated as a major town centre in the London Plan and Local Plan and is the civic and cultural hub of the Borough. Hackney Central is also identified as an Area for Regeneration in the London Plan.
- 6.2. Growth and changes in Hackney Central have not always reflected the needs of local residents, or helped address the challenges that the area and its communities and businesses continue to face. Therefore, in light of the challenges placed on our town centres by the pandemic, the growth in online shopping, and the climate and cost of living crises, now more than ever there needs to be coordinated thinking and action to deliver on our shared vision for Hackney Central.
- 6.3. The Local Plan (LP33) (2020) and the Hackney Central Supplementary Planning Document (SPD) (2017) have identified development opportunities across ten site allocations in Hackney Central. These sites are identified as having the potential to deliver over 1,000 new homes and over 50,000 sqm of commercial and workspace (including retail and office space).
- 6.4. The TCS sets out that the Council, working together with partners and stakeholders, can positively shape the future development of the area to maximise the benefits for local communities and achieve inclusive growth. The strategy also specifies physical, social and economic priorities and projects for delivery, covering retail and economic growth, prosperity, health, safety and wellbeing, culture, the environment, sustainability, the night-time economy, and education and skills.

Policy Context

- 6.5. The TCS aligns with a number of corporate policies including the Strategic Plan (2022) and the Hackney Community Strategy (2018). In particular, the TCS builds on the following priorities in the Strategic Plan; *For A Fairer, Safer Hackney*, addressed directly in TCS 'Mission 2 - Wellbeing for All', and 'Mission 3 - A Fair Economy'. And, *For A Greener, Healthier Hackney* which is addressed under TCS Missions 1 and 4 - Green and Resilient.

6.6. The TCS also expands on the priorities established in the Council's Community Strategy - and clearly identifies how these high level priorities for the borough can be translated into clear, actionable projects in Hackney Central:

6.6.1. *A borough where everyone can enjoy a good quality of life and the whole community can benefit from growth;*

Collectively the actions of the TCS explicitly address quality of life issues, and suggest direct interventions to support an improved quality of life for communities, from regaining street space for the community to addressing access to affordable housing.

6.6.2. *A borough where residents and local businesses fulfil their potential and everyone enjoys the benefits of increased local prosperity and contributes to community life;*

The TCS draws attention to specific areas of intervention in Hackney Central focused on increasing and diversifying the beneficiaries of prosperity, including developing new skills and training pathways, and supporting existing business by increasing footfall in the town centre.

6.6.3. *A greener and environmentally sustainable community which is prepared for the future;*

Mission 4 of the TCS is dedicated to responding to the climate crisis, and doing this in a 'just' way, meaning ensuring that everyone in Hackney Central can participate in a response. The actions focus on tackling the impact of poor air quality along Mare Street (which has resulted in a higher incidence of poor respiratory health amongst residents), increasing access to quality green space in areas that most need it, addressing surface flooding risks across the area and improvements to walking and cycling infrastructure.

6.6.4. *An open, cohesive, safer and supportive community;*

The TCS also makes clear recommendations for Hackney to become 'Safer'; In particular, Actions 1.2 and 1.4 discuss interventions needed to ensure that the public realm can support people to feel safer in Hackney Central, by improved lighting and better planned streets and public spaces that are safer by design.

6.6.5. *A borough with healthy, active and independent residents;*

The TCS looks at tackling the negative impacts on health and wellbeing, including the impact of noise and air pollution, as well promoting the positives including empowering local people.

- 6.7. The TCS builds on the aspirations of the Council's Inclusive Economy Strategy (2019). The TCS builds on the objectives to support town centres, deliver community led regeneration, support local businesses and create local jobs by setting out clear local challenges and opportunities, and new ideas and areas of intervention to support and strengthen Hackney Central over the next ten years.
- 6.8. The Local Plan LP33 (2020) has allocated ten sites across Hackney Central. These sites are identified as having potential to deliver over 1,000 new homes and over 50,000 sqm of commercial and workspace. The TCS shows how it can positively intervene to support the delivery of LP33 targets, including the delivery of affordable homes.
- 6.9. The TCS is also connected to The Hackney Central SPD, which provides dedicated guidance about how new developments and changes to public spaces in Hackney Central can be managed to ensure that development reflects the specific circumstances of the local area, the needs of the town centre, and priorities of local people.
- 6.10. Alignment with other strategies has also been considered, for example the Transport Strategy (2015-2025), Climate Action Plan (forthcoming) (covered in paragraphs 8.1-8.4 of this report. Sustainability and climate change'), and the Young Futures Commission (2022), to ensure that recommendations build upon, rather duplicate existing priorities and commitments to the Hackney Central area.

The Town Centre Strategy

- 6.11. The TCS creates a clear regeneration framework for Hackney Central, to address the local challenges of Hackney Central and to guide inclusive growth by considering the place and its opportunities holistically. Recommendations in the TCS build upon, rather than duplicate, existing Council priorities and commitments to the Hackney Central area.
- 6.12. The vision for Hackney Central set out in the Strategy has a 10-year horizon. The vision is structured by the *Grand Challenge*, the *Missions* and the *Actions*. The five missions will ensure the long term success of the town centre and include:
 - 1. Champion our Character.
 - 2. Wellbeing for All.
 - 3. A Fair Economy.
 - 4. Green and Resilient.
 - 5. Developing Well.

- 6.13. Each mission in the strategy is articulated spatially to illustrate where the mission priorities are targeted across the Hackney Central area. This is critical for supporting the Council in understanding where projects should be prioritised over the next ten years.
- 6.14. The Strategy also sets out a clear delivery plan to be achieved in the short term (over the next three years). There are three key areas identified for priority interventions in the delivery plan. These three areas have been identified by reviewing where opportunities and challenges are clustered across Hackney Central and are as follows:
- Hackney Central Town Centre.
 - Hackney's Civic and Cultural Centre.
 - London Fields and South Mare Street.
- 6.15. A number of priority projects are then expanded on in focus. These are projects where there are critical ten-year objectives for the Town Centre, and the strategy identifies the first actions required from the Council and strategic partners in unlocking these.

Levelling Up Fund (LUF)

- 6.16. The LUF was created by DLUHC to invest in local places that are experiencing inequalities and are in need of regeneration, and to invest in infrastructure that has a visible impact on people and their communities and will support economic recovery. The fund was open to Local Authorities across the UK, to bid for projects up to £20m, or £50m for major transport infrastructure projects.
- 6.17. The Council made a submission for Hackney Central to the second round of the fund in 2022. The application, titled 'Releasing the Potential of Hackney Central', focused on key projects identified in the TCS and was informed by the in depth community engagement undertaken in Hackney Central since 2019.
- 6.18. The bid wove together three components:
- Green and Resilient Hackney Central - projects to create a more welcoming and healthier town centre by supporting active travel, reducing traffic, introducing more public space, improving greening and creating a better sense of place around the station, delivering over 25,000m² of public realm improvements.
 - Characterful Hackney Central - projects to deliver improvements to the 'civic heart' of Town Hall Square and civic campus to deliver spaces that are more representative of Hackney Central's communities; transforming resident's access to digital inclusion through investment in Hackney Central Library.
 - Hackney Central Wellbeing - projects to support the creative and

community offer with public realm interventions to support the markets and businesses, and activating the dis-used buildings and spaces; delivering 1,600sqm new workspace.

- 6.19. The Council's application was successful and we have been offered the full £19.04m asked for by the Council. The LUF funding will be made available to the Council as a grant.
- 6.20. The LUF represents a significant opportunity to have a transformative impact on Hackney Central and its communities and respond to the challenges and asks of local residents and businesses.

7. EQUALITY IMPACT ASSESSMENT

- 7.1. An Equalities Impact Assessment of the strategy has been prepared (Appendix 3).
- 7.2. Special consideration has been given to how the strategy will support or impact individuals with protected characteristics (age, gender reassignment, being married or in a civil partnership, being pregnant or on maternity leave, disability, race including colour, nationality, ethnic or national origin, religion or belief, sex).
- 7.3. Amongst the findings, it identifies a focus in the TCS on the need to improve safety in public spaces and reduce barriers to use of public space, especially amongst people of certain ethnicity groups and age groups. The EIA also considers how the proposals in the strategy could impact car-dependent residents. Overall however, the strategy is considered to have a positive impact on equalities group mitigation on specific impacts of any proposals in the strategy will be considered as part of individual project initiation, development and delivery.
- 7.4. Individual LUF projects will be subject to individual equality impact assessments in order to continue to satisfy the Council's Public Sector Equalities Duty.

8. SUSTAINABILITY AND CLIMATE CHANGE

- 8.1. In 2019, Hackney committed to doing everything within the Council's power to reach net zero by 2040. This is ten years earlier than the target set by the Government, as well as being in line with the Intergovernmental Panel on Climate Change's higher confidence threshold for limiting global warming to 1.5C above pre-industrial revolution average.
- 8.2. The TCS has been informed by the Council's current and draft Climate Action Plans. The action plan defines targets in key areas; retrofit, energy, green economy, transport, greening and resilience, and consumption emissions. Hackney Central, and the delivery of it, has a key part to play

within this wider picture. This includes tackling the impact of poor air quality in Hackney Central, increasing access to quality green space in areas that most need it (such as around Hackney Central Station), addressing surface flooding risks across the area, and improvements to walking and cycling infrastructure.

- 8.3. In addition, Hackney Central must seize opportunities to increase the presence of the green and circular economy sector within the area and encourage greener consumer choices and businesses to ensure new activity contributes directly to the borough's Net Zero ambitions. The TCS clearly sets out these challenges and opportunities for Hackney Central.
- 8.4. The TCS and LUF schemes will directly address sustainability and climate change directly in a number of ways;
 - a. Implementing projects that reduce the dominance of the private car trips to and through Hackney Central, thereby positively addressing air quality and carbon emissions.
 - b. The reuse or retrofit of existing buildings and structures, and managing embedded carbon.
 - c. Creating space for greening in the public realm to manage the impacts of climate change via urban heating/cooling, improving air quality, managing water and building resilience to flood events.
 - d. Supporting green businesses and a circular economy in Hackney Central.

9. CONSULTATION

- 9.1. The TCS engagement report (Appendix 2) summarises the community engagement methods and feedback received during the preparation of the strategy, which commenced in October 2021 and ran until April 2022. In addition to the specific engagement on the strategy preparation, the results and feedback from the Hackney Central Conversation which began in 2019 were also used to inform the strategy.
- 9.2. All engagement for the Hackney Central TCS built on the findings of the Hackney Central Conversation. The Hackney Central conversation commenced in 2019 as a widespread engagement exercise to let local people tell us their views about Hackney Central, the challenges they experience, and the changes they would like to see. This generated feedback from over 2,000 respondents, and was an early, ongoing and honest dialogue with those who live in, work in and visit the area so that their views and priorities could inform both immediate issues in Hackney Central and long-term change in the area. Key themes from the Conversation included;
 - a. recognising the value of local parks and green spaces.
 - b. improvements to Hackney Central Station to deal with overcrowding at peak times.

- c. reducing the impact of traffic in the town centre, creating a better environment for walking and cycling.
 - d. supporting the diverse range of shops and businesses in Hackney.
 - e. tackling antisocial behaviour in public spaces.
 - f. controlling new development in the town centre, ensuring changes benefit the local community and don't impact the character of the area.
 - g. reconnecting different parts of the town centre.
- 9.3. The engagement report sets out how the Council engaged with a wide range of residents, businesses, organisations, and local communities and provides an analysis of their feedback.
- 9.4. Overall, the Council received 845 contributions to two Commonplace questionnaires on the draft strategy, 254 contributions to a Commonplace map, and over 600 individual comments from individuals at in-person public events. In addition the Council also organised a series (26 events) of 1-2-1 conversations with local stakeholders, including businesses and community groups.
- 9.5. The themes heard through engagement and dialogue with residents and businesses have been picked up directly or indirectly within the TCS, which is structured around the following missions, which in turn have shaped and informed the delivery plan, and the selected LUF projects:
- 1. Champion our Character - including revealing cultural and heritage assets.
 - 2. Wellbeing for All - including addressing the negative impacts of crime and antisocial behaviour.
 - 3. A Fair Economy - including actions to support local businesses and the trading environment.
 - 4. Green and Resilient - including finding space to regain public space for trees and greening.

10. RISK ASSESSMENT

- 10.1. A risk of any engagement led strategy is to ensure that local people are shaping the strategy and its continued delivery, and that the outcomes of the strategy are right for local people. Through a careful engagement strategy we identified different methods of overcoming the different barriers which enable people to engage in projects like this. This engagement will continue as the strategy is delivered.
- 10.2. The Council intends to utilise this strategy to support the Council in drawing down relevant funding to unlock opportunities for the area. The LUF grant agreement presents a way of delivering on the actions set out in the strategy. The principal risk of this relates to the Council's ability of being able to deliver the LUF funding in line with the funders terms; including the timescale of spend. Individual LUF projects will be subject to individual risk assessments and regular dialogue will be maintained with the Government through the

LUF delivery to ensure that any risks are recognised and dealt with as quickly as possible.

11. COMMENTS OF THE GROUP DIRECTOR OF FINANCE AND CORPORATE RESOURCES.

- 11.1. The recommendations set out in this report are to approve a Town Centre Strategy for Hackney Central and to approve the acceptance of a grant of £19.04m from the the Department for Levelling Up, Housing and Communities (DLUHC) for Hackney Central to invest in local infrastructure projects that will support economic recovery and the delivery of the Strategy.
- 11.2. The grant award includes the obligation on the Council to match fund £2.12m to support the delivery of the outcomes as set out in the grant agreement. This match funding, as set out in the bid, is a combination of Council resources, Section 106 funding, Community Infrastructure Levy Funding and contributions from the private sector. The private sector contributions will include in kind match funding especially where a private business or landowner will be a direct beneficiary of the investment in the town centre.
- 11.3. The grant represents 89% of the total investment in infrastructure projects and the majority of the match funding has been secured. The contribution from the private sector has yet to be secured and officers are in negotiations with private sector partners to progress and secure this match funding.
- 11.4. It is essential that the terms of the grant award are complied with to mitigate any risk of grant clawback. The principal risk relates to the Council's ability to deliver the grant outcomes in line with the grant's terms and conditions which include a requirement to spend the grant by March 2025. It is essential that robust programme management arrangements are established which includes highlight reporting, project controls, risk registers and a detailed financing plan, to identify and manage risks and issues as early as possible in order to mitigate any risk of non delivery and grant clawback.

11.5. The acceptance of this grant does not commit the Council to any further expenditure obligations other than the match funding. Projects will be procured and delivered under the Council's existing governance structures and if there are any additional funding requirements to support either the delivery of the strategy or the programme projects required over and above current budgets they will need to be requested, considered and approved as part of the Council's budgetary framework.

12. COMMENTS OF THE DIRECTOR OF LEGAL, DEMOCRATIC AND ELECTORAL SERVICES

12.1. The recommendations set out in this Report are key decisions under Regulation 8 of the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012 as approving the recommendations constitutes an executive decision, which is likely (a) to result in the relevant local authority incurring expenditure which is, or the making of savings which are, significant having regard to the relevant local authority's budget for the service or function to which the decision relates; or (b) to be significant in terms of its effects on communities living or working in an area comprising two or more wards or electoral divisions in the area of the relevant local authority.

12.2. Key decisions can be made by Cabinet under Article 13.6 of the Constitution.

12.3. Benefits to the community in terms of i) the promotion or improvement of economic well-being; (ii) the promotion or improvement of social well-being; (iii) the promotion or improvement of environmental well-being lie at the heart of the report and these aims are supported in terms of legislation by the Local Government Act 1972.

12.4. In order to accept the grant funding of £19.04m from the Levelling Up Fund (managed by the Department for Levelling Up, Housing and Communities) the Council will need to enter into a grant agreement with the relevant department, which will set out the terms of the grant. It is important that the Council comply with the terms of such grant in order to secure the grant funding and ensure it is not subject to clawback. It will also be necessary to ensure that any of the grant funding sums which are applied in the provision of services or works from third parties are compliant with any clauses in the grant conditions regarding the appointment of third parties, and compliant with both the law regarding procurement and the Council's own internal requirements as set out in Contract Standing Orders.

12.5. There is nothing in the report to prevent endorsement by legal services.

Appendices

- Appendix 1 - [Hackney Central Town Centre Strategy](#)
- Appendix 2 - [Hackney Central Strategy- Engagement report](#)

- Appendix 3 - [Hackney Central Strategy- Equalities Impact Assessment](#)

Background documents

None

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Comments for the Director of Legal, Democratic and Electoral Services prepared by	Georgia Lazari Team Leader (Places) Legal, Democratic and Electoral Services Georgia.Lazari@Hackney.gov.uk 020 8356 1369

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Hackney Central Plan

Town Centre Strategy



Working with



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Note: All images in this document have been provided by We Made That or Hackney Council unless otherwise stated.

Revisions tracker

Revision	Date	Description
A	04-05-2022	Draft issue for client review
B	08-07-2022	Draft issue for client review
C	22-07-2022	Draft issue for client review
D	28-10-2022	Final issue for client
E	06-03-2023	Final issue for client with amendments
F	29-03-2023	Final issue for client with further amendments

Contents

Foreword	3
Executive Summary	4
The Vision	6
01 Setting the Scene	8
– About the Strategy	
– Engagement Summary	
– About the Study Area	
– Call to Action	
02 Part A - Vision	24
– The Grand Challenge	
– Mission 1 - Champion Our Character	
– Mission 2 - Wellbeing for All	
– Mission 3 - A Fair Economy	
– Mission 4 - Green and Resilient	
– Mission 5 - Developing Well	
– Realising the Vision	
03 Part B - Delivery	90
– Delivery Plan	
– Hackney Central Town Centre	
– Hackney’s Civic and Cultural Centre	
– London Fields and South Mare Street Ideas District	
– Area Wide Projects	
– Funding and Monitoring	
04 Conclusion	138
– Next Steps	

Foreword

by Philip Glanville, Mayor of Hackney

Hackney Central is our borough's heart – home to our civic buildings, renowned cultural institutions and long-established businesses, communities and local organisations.

It's also changing. In recent years, the growing town centre has welcomed more new homes and employment opportunities, shoppers, businesses and places to visit, workspaces, and a bustling evening economy. And more change is on the way, with Hackney Central now classified as a major centre in the borough's Local Plan and the Council is delivering on ambitions to create 1,000 new jobs and 3,000 new homes here, centred around investment in transport infrastructure, key sites and improving public spaces.

This change cannot happen for its own sake. It's vital that we ensure that Hackney Central growth is inclusive, and use the opportunity to overcome the clear challenges the area faces – the one in three residents living in poverty; the ever-growing housing affordability crisis; the long-term impact of a changing high street on local businesses; and the need for greener, healthier and more accessible public spaces.

The Hackney Central Town Centre Strategy cannot solve these issues alone, but it can lead the way, creating a confident vision for how Hackney Central should be in ten years time and setting out a series of missions that can help us get there.

Crucially, this Strategy is not just the Council's vision. Working alongside an expert team of design, architecture and regeneration specialists, led by We Made That, who have compiled this Strategy, it sets out a shared ambition reflecting the views and priorities of the hundreds of residents, businesses and stakeholders who have helped create it.

This does not mean that all the projects within the Strategy can be delivered overnight. But it does lay the foundations to help secure the funding, the partner support and the shared sense of ambition that can make these possible – ensuring that the local community who make Hackney Central what it is are the first to benefit from the change taking place.



Philip Glanville, Mayor of Hackney

Executive Summary

The Hackney Central Town Centre Strategy lays out a Vision and Delivery Plan to steer the development of Hackney Central over the next 10 years.

The London Borough of Hackney commissioned architecture and urbanism practice, We Made That, alongside a multi-disciplinary team to co-develop the Strategy with the Council, residents and local businesses. The team includes socioeconomic and regeneration experts, PRD, engagement specialist and anthropologist, Maayan Ashkenazi, heritage advisors, Authentic Futures, ecology, green infrastructure, and sustainability experts, Green Infrastructure Consultancy, and quantity surveyors, Stockdale.

The Strategy was informed by an extensive period of research and engagement with the local community and stakeholders. A thorough review of the spatial, social, and economic characteristics of Hackney Central was undertaken, followed by a variety of co-delivered engagement events, conversations, and surveys to identify which challenges should be prioritised through the lens of local knowledge. Community members raised concerns over inequality, affordability, safety, economic opportunity, sustainability, traffic, pollution, and lack of active travel options across the area.

The Hackney Central Town Centre Strategy responds to these local voices by championing inclusive growth and addressing key issues of poverty, housing affordability, support for local businesses, air quality, and the need for greener, healthier, and more accessible public spaces.

Recognising and building on Hackney Central's unique culture, diversity, heritage, and distinct neighbourhoods, the Strategy responds to the big challenges of inequality and the climate emergency, and supports the Council in understanding five key priorities for Hackney Central over the next ten years. Building on these, the Strategy sets out a route to unlocking significant positive change in the town centre, with an emphasis on how projects can be delivered by the Council with identified partners and potential funding opportunities. The five strategic priorities, framed as missions within the Strategy, are:

Champion Our Character - Broaden cultural and heritage activities to make them more representative and celebratory of Hackney Central's diverse local histories, activism and identities.

Wellbeing for All - Support the spaces, services and local networks that enable Hackney Central's communities to feel healthy, safe and cared for.

A Fair Economy - Ensure the economy works for local people – supporting ideas, businesses and people to access secure and fulfilling jobs.

Green and Resilient - Implement measures to fight against the effects of climate change, move towards zero carbon, improve biodiversity and reduce waste.

Developing Well - Ensure residents can actively engage in and influence the future of their area.

Proposed projects range in size, cost, impact, complexity, and time frame. The Strategy emphasises projects that can be achieved through collective action between the public sector, private sector, and wider community. Proposals include a review of Hackney Central's existing affordable and healthy food landscape, public realm improvements to the Town Hall Square, and improved way-finding around Hackney Central Station.

The Hackney Central Town Centre Strategy creates a confident Vision for Hackney Central over the next 10 years, laying out projects and initiatives to support the ambition.

The Vision

Mission 1 Champion our Character

Broaden cultural and heritage activities to make them more representative and celebratory of diverse local histories, activism and identities.

Action 1.1

Deliver more cultural programming that is more representative of Hackney Central's communities

Action 1.2

Safeguard and celebrate the diversity of Hackney Central's heritage, including intangible heritage in its public spaces and along its high streets

Action 1.3

Deliver improvements to heritage buildings and places that conserve their value to local people

Action 1.4

Enhance the setting of heritage places and the surrounding public realm to reinforce the local identity of neighbourhoods

Mission 2 Wellbeing for All

Support the spaces, services and local networks that enable Hackney Central's communities to feel healthy, safe and cared for.

Action 2.1

Deliver inclusive, high quality and safe public and green spaces for people to come together

Action 2.2

Prioritise safety and reduce crime and anti-social behaviour through better public realm design, community activity, and a vibrant night-time economy

Action 2.3

Improve access to healthy and affordable food

Action 2.4

Deliver spaces where young people feel safe, welcome and excited to visit

Action 2.5

Prioritise street space for community, civic life and non-motorised transport

Action 2.6

Deliver social and affordable housing

Mission 3 A Fair Economy

Ensure the economy works for local people - supporting ideas, businesses and people to access secure and fulfilling jobs.

Action 3.1

Work with local businesses and workspace providers to deliver skills and training pathways into good quality employment

Action 3.2

Provide support and affordable workspace for businesses to adapt and succeed

Action 3.3

Provide residents with economic advice and support for financial resilience

Action 3.4

Address high street vacancy and support increasing footfall in the town centre

Action 3.5

Generate social value and create opportunities for local people through a 'Meanwhile' use space programme

**Mission 4
Green and Resilient**

Implementing measures to help fight against the effects of climate change, move towards zero carbon, improve biodiversity and reduce waste.

Action 4.1

Tackle the impact of noise and air pollution

Action 4.2

Provide zero-carbon consumer choices

Action 4.3

Support the emerging green and circular economy

Action 4.4

Enhance and expand Hackney Central's active travel network

Action 4.5

Use landscape improvements to help the environment and manage the impact of climate change

Action 4.6

Retrofit buildings for improved energy efficiency

Action 4.7

Enable the move to a de-carbonised heat network

**Mission 5
Developing Well**

Ensure local residents are able to actively engage in and influence the future of their area.

Action 5.1

Continue and encourage meaningful community engagement

Action 5.2

Continue open, inclusive and targeted engagement with residents and businesses

Action 5.3

Practice honest and transparent communication

Action 5.4

Support partners to work more closely with local people

Action 5.5

Create opportunities for businesses and residents to give back to their community

Turn to Delivery (Part B) on page 90 to read more about how the Grand Challenge, missions and actions will be delivered through projects.

- About the Strategy
- Engagement Summary
- About the Study Area
- Call to Action



About the Strategy



What is the Hackney Central Town Centre Strategy?

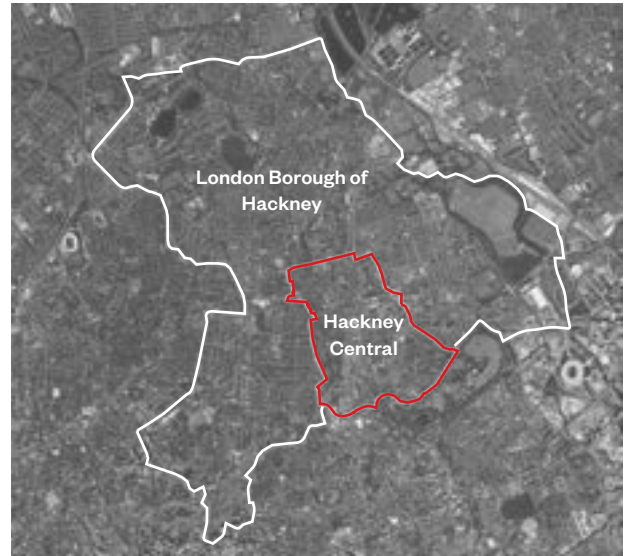
Hackney Central is changing, and through this change it's crucial to ensure that the town centre remains a place for everyone – a place that recognises its past and present whilst looking ahead. With the aim of making Hackney Central fairer, safer, and more sustainable, the Hackney Central Town Centre Strategy lays out a Vision and Delivery Plan to steer the development of Hackney Central over the next 10 years.

The Strategy champions inclusive growth, ensuring that the missions laid out help the community as a whole, avoiding comparative disadvantage to those who need support most. The Strategy addresses key themes such as tackling inequality, improving public spaces, fostering a dynamic employment environment, promoting sustainability, and bettering transport and active travel options in the town centre.

The Strategy acknowledges and incorporates the fantastic work being carried out locally by groups and individuals to support communities and champion the area. It builds on existing relationships and aims to reflect the views and priorities of the full spectrum of the local community, including groups and individuals whose voices aren't always heard.

The Town Centre Strategy establishes a focus on accountability through a Delivery Plan and monitoring framework. This will be a starting flag for transformational change that ensures a pragmatic, yet ambitious and aspirational trajectory is set.

The Strategy aligns with the Council's corporate strategic priorities and policies, and aims to understand what these mean at a local level to create a clear regeneration vision for the area. It addresses the local challenges of Hackney Central to guide inclusive growth, considering the place and its opportunities holistically. As such, recommendations in the Strategy build upon, rather duplicate existing Council priorities and commitments to the Hackney



Hackney Central within the wider borough of Hackney

Central area, including those identified in the Transport Strategy (2015-2025), the Climate Action Plan (Forthcoming), and the Health & Wellbeing Strategy (2022).

In particular, the Strategy supports the Council to build on the aspirations of the Council's Inclusive Economy Strategy (2019) and Strategic Plan (2022), which jointly set out broad regeneration aspirations across the borough. It defines local challenges and opportunities, and puts forward new ideas to support the town centre over the next 10 years.

Hackney's Local Plan (LP33) (2020) and the Hackney Central Supplementary Planning Document (SPD) (2017) also exist to provide policy guidance on the growth vision for Hackney Central, identifying the development opportunities across 10 sites for over 1000 new homes and over 50,000 sq.m. of commercial and workspace (including retail and office space).

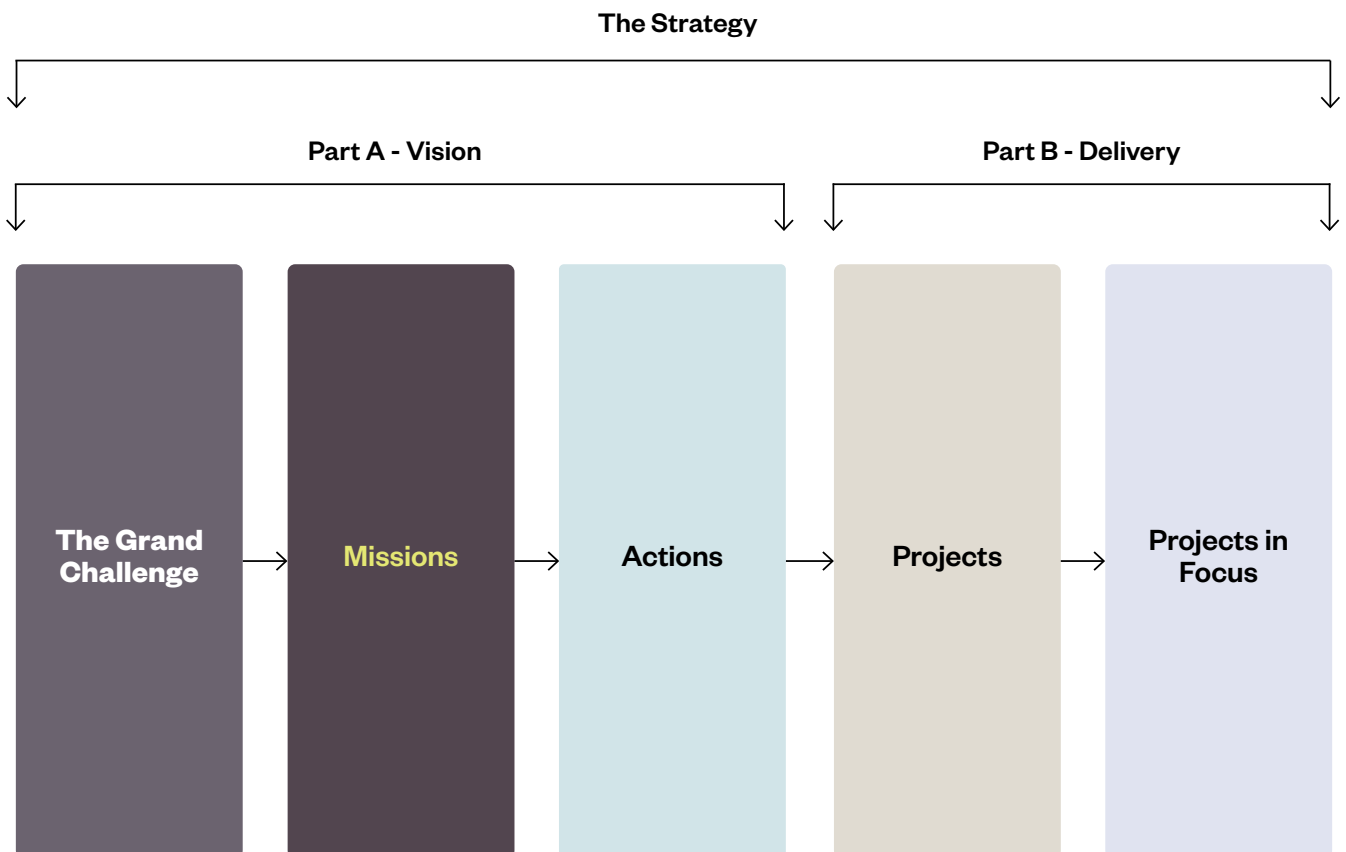
Sitting closely alongside these planning documents, the Hackney Central Town Centre Strategy is needed to achieve inclusive growth.

What's in This Document?

The Hackney Central Town Centre Strategy is split into two distinct sections – Vision (Part A) and Delivery (Part B). The introductory ‘Setting the Scene’ section of this document introduces the appraisal and engagement processes that have informed the Strategy, describes the areas of town centre relevant to the Strategy, and positions the intent of Strategy through a Call to Action.

The Vision (Part A) follows a mission-oriented structure, beginning with a Grand Challenge for the town centre followed by a series of missions that address this challenge. This section outlines actions aligned with each mission that serve to guide the development of individual proposals within the town centre.

The Delivery Plan interprets the missions and actions of the Vision to set out a tangible route to unlocking significant positive change in the town centre. It emphasises projects and how they can be delivered by the Council with identified partners over the next 10 years. It puts forward potential pathways for funding and outlines a monitoring framework to ensure progress is being made.



How Was the Strategy Developed?

Everyone should have opportunities to contribute to making and remaking the place where they live. The Hackney Central Town Centre Strategy builds upon knowledge and evidence gathered through extensive stages of appraisal and community engagement.

From June to October 2021, an extensive review of the spatial, social and economic characteristics of Hackney Central was carried out. This appraisal built a clear picture of the local area, and presented findings to act as a stepping-stone toward defining the priorities of the Strategy. The work from the appraisal is primarily map-based and has been integrated into the Vision (Part A) to support missions and actions. The full appraisal report can be found in the Review and Appraisal Report.

Between October 2021 and March 2022, the objectives and priorities to guide the Strategy were established through a co-design process with stakeholder and community involvement. Engagement activities were held across Hackney Central to give everyone a chance to have their say. Community members are full of great ideas and are well-placed to propose sustainable solutions to local challenges and opportunities. The feedback from the engagement has directly informed the Strategy.



Engagement Summary



Engagement Process

This section outlines the engagement process and findings for the Hackney Central Town Centre Strategy. These findings have been collated to identify what challenges should be prioritised through the lens of local knowledge. The information gathered during the engagement, alongside quantitative evidence, has informed both the Vision (Part A) and Delivery (Part B) of the Town Centre Strategy.

The Council highly values the input of Hackney's residents, businesses, stakeholders and partners. Their passion and knowledge of their communities and places is vital. The engagement strategy was produced by a wide consultant team to ensure that the emerging Hackney Central Town Centre Strategy is guided by the views and priorities of community stakeholders as well as the wider public, residents and visitors. The engagement built on the Hackney Central Conversation (HCC), launched by Hackney Council in July 2019. With over 2000 contributions, the HCC gauged what local people love about Hackney Central, the challenges they experience, and what changes they would like to see the Council make in the area. More information on the Hackney Central Conversation can be found online at <https://hackney.gov.uk/regeneration-hackney-central/#hcc>.

The Council and team worked alongside a range of passionate individuals and organisations, stakeholders, businesses, residents and community groups such as Hackney Central Community Panel (HCCP) to co-design engagement methods and co-deliver engagement events. More information can be found online at <https://hackney.gov.uk/the-hackney-central-community-panel>.

The residents and stakeholders of Hackney Central have been instrumental in shaping the Vision laid out in this Strategy. Consideration has been given to how issues and challenges highlighted can be better addressed through the Strategy.

The engagement process summarised:

1500+

People engaged with over 6 months (Oct 21 - Mar 22)

845 responses

Commonplace survey received

19

Different Hackney Council departments engaged

16

1-2-1 conversations with community groups and individuals, hosting 21+ attendees

10

1-2-1 conversations with businesses, hosting 28+ attendees

5

Co-delivered public and neighbourhood events, with 343 received comments

Engagement Events

Youth workshops, Oct 2021

We hosted a workshop with the Young Parliamentarians group to better understand their perspectives on Hackney Central, encouraging them to act as 'lightning rods' within their wider network (both horizontally amongst their peers, and vertically to younger siblings and parents).

1-2-1 and 1-2-a few conversations, Oct - Nov 2021

A series of 1-2-1 in-person, online, and phone meetings were held with stakeholders, local businesses, residents and community groups to identify their challenges and gauge interest in ongoing engagement and brief development.

Focus groups, ongoing

Bi-monthly meetings with Hackney Central Community Panel (HCCP) facilitated by LBH were undertaken.

Here the consultant team shared and tested ideas with the panel, for the panel to act as a catalyst to accessing networks represented and beyond, and build momentum for the Strategy as a document embedded in the community.

Co-delivered neighbourhood events, Nov - Dec 2021

WMT and LBH co-delivered neighbourhood events spread across Hackney Central to enable a diverse range of contributions. Guided by the priorities of various community groups, thematic discussions on the missions for the Strategy were held.

Public workshop events, Nov 2021 and Jan 2022

This event presented our findings to date, and provided an opportunity for the public to express their priorities through several activities.

Stakeholder engagement

WMT engaged with various internal teams within Hackney Council, including Area Regeneration, Streetscene, Community Safety, and Property, Public Health, Strategic Planning, Culture, Heritage, Policy and Strategic Delivery Communication & Engagement



Youth workshop with Young Parliamentarians, 09.10.21



Meeting with Mare Street South businesses, 2021



Co-delivered neighbourhood event, 27.11.21

What Is Hackney-ness?

“Home”

“The gateway to East London”

“Buzzing, diverse, evolving, progressive”

“Friendly, but only caters for certain groups”

“Too gentrified”

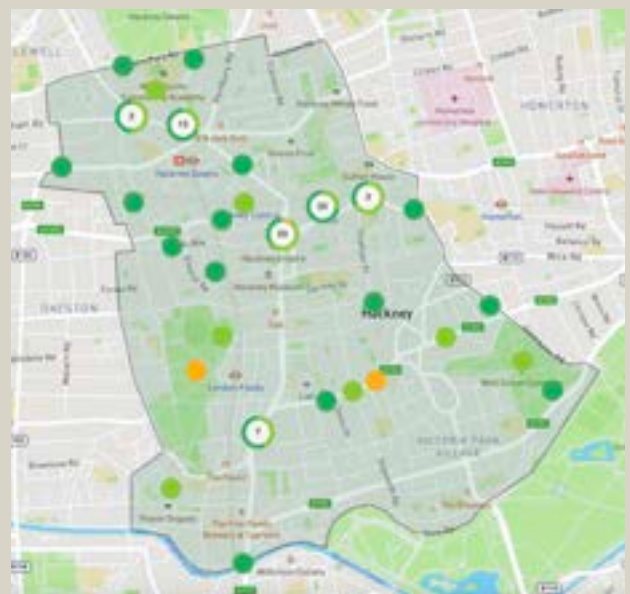
“It is fabulous, all the world is here!”

“Deprived”

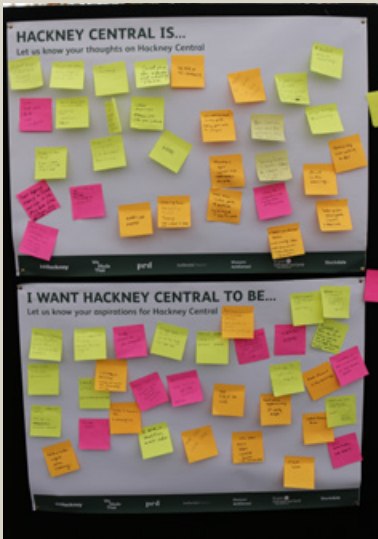
“A strong sense of community despite division along the lines of ethnicity and class”

“A mix of cultures and classes which is both good and bad”

“Great, buzzing cultural centre with great potential”



Hackney Central Conversation Commonplace Survey Map



Co-delivered public event, 10.11.21



Co-delivered public event, 10.11.21



Co-delivered public event 12.11.21



Co-delivered public event 12.11.21



Co-delivered public event, 30.01.22



Co-delivered neighbourhood event, 04.12.21

Engagement Key Themes

Inequality and fairness/
Affordability and stability

Amenities and support for
children and young people

Improved public realm and
way-finding

Increasing employment
opportunities and support for
local businesses

Retaining Hackney Central-
ness/character

Safety

Quality of life and caring
about each other

Sustainability/climate

Safer and more attractive
walking, cycling and public
transport routes

Traffic and pollution on main
roads



About the Study Area



Defining the Town Centre

There are many challenges faced by Hackney Central as a whole. However, there are unique characteristics and opportunities within three distinct areas of the Town Centre Strategy area.

The three 'focus neighbourhoods' within Hackney Central are:

Hackney Central Town Centre, the area concentrated around the station and Narrow Way.

Hackney's Cultural and Civic Centre, the area clustered around the Town Hall Square.

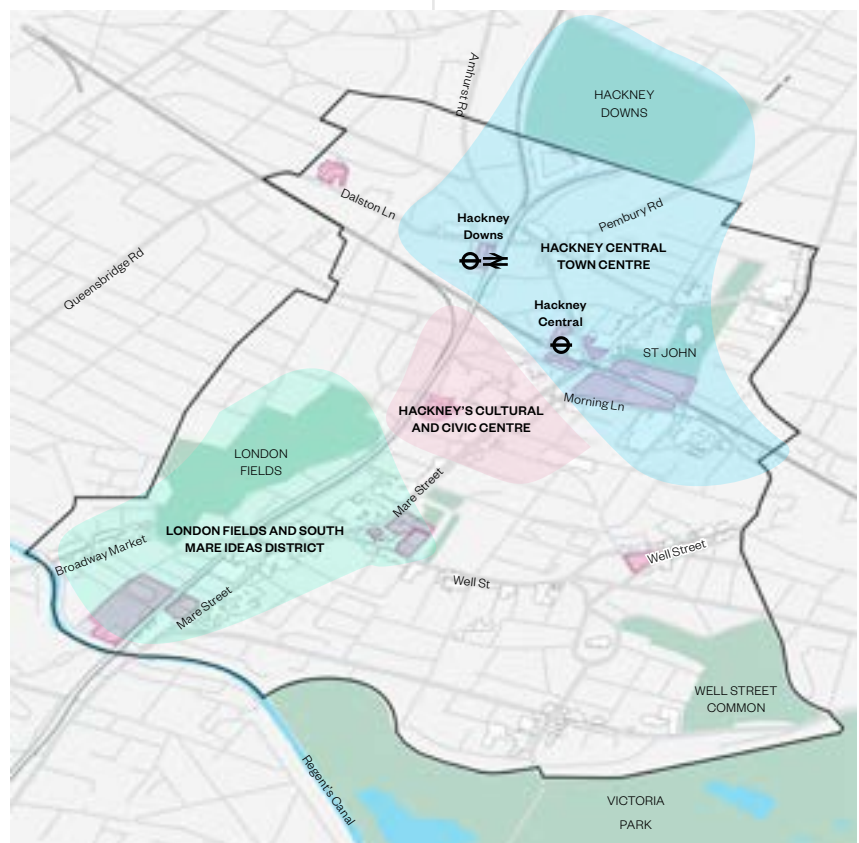
London Fields and South Mare Ideas District, the area stretching from the southern end of Mare Street to Broadway Market, characterised by a high number of creative sector businesses.

The definition of these focus neighbourhoods has been refined based on feedback received during the engagement process as well as the quantitative evidence gathered and reviewed during the appraisal stage. The areas reflect how community members identify important local places, services and amenities in Hackney Central. Additionally these places are defined by opportunities, be it site allocations, public ownership of land or the strength of communities and businesses in the areas.

These focus neighbourhoods will provide the geography for new projects for the town centre emerging from and delivered via this Strategy. Concentrating the interventions within this area will help to better define Hackney Central's town centre and create maximum impact.

Key

- Hackney Central Town Centre
- Hackney's Cultural and Civic Centre
- London Fields and South Mare Ideas District
- LP33 site allocations
- Hackney Central area boundary



Call to Action



Doing Things Differently in Hackney Central

Hackney Central, in many respects, encapsulates some of London's most attractive characteristics; it is diverse, restless and exciting. Hackney Council aspires to capture and celebrate this vibrant activity in the Town Centre Strategy, as well as to respond to the needs of local people and answer to big societal challenges like inequality and the climate emergency.

Hackney Central is special. Local people have said that it has a strong identity of 'Hackney-ness' which has been created through the area's diverse culture and heritage, strong sense of civic pride and long-standing commitment to achieving social justice. People also care for one another, whether that be independent businesses championing each other, or residents coming together to create a stronger collective voice. The local pride and civic heart of Hackney Central is something all partners need to recognise and protect.

A young, diverse, and growing population is one of Hackney Central's greatest strengths, however the evidence from the appraisal and engagement also shows that there is a need for innovative thinking in Hackney Central to respond to local challenges. Over a third of residents live in poverty and inequality in the area is growing. House prices are over 15 times the average income, well above the London ratio, leaving residents particularly vulnerable to rises in the cost of living. The area has also faced long-term challenges around crime and social isolation.

Without public sector intervention and a strong focus on the wellbeing of local people, the experience of living in Hackney Central will become harder for a significant proportion of the local population. As the economy grows and changes, it needs to provide for existing residents and communities.

This is all in the context of climate emergency and the need to transition to net zero carbon emissions.

This is a challenge for all areas of the borough and London, but Hackney Central should be a leader for the borough in rising to this challenge. The Council and local partners have the opportunity to pioneer exciting new solutions in Hackney Central, such as supporting a circular economy, delivering retrofit at scale and providing more resilient urban infrastructure.

The combination of these challenges and the unique local character in Hackney Central is why a bold new approach is needed. Addressing rising inequality and the climate emergency requires new approaches, systems and relationships. The Council will lead by example, but all institutions must behave differently and embrace new ways of working.

- The Grand Challenge
- Mission 1 - Champion Our Character
- Mission 2 - Wellbeing for All
- Mission 3 - A Fair Economy
- Mission 4 - Green and Resilient
- Mission 5 - Developing Well
- Realising the Vision



The Grand Challenge

Hackney Central is changing. Our challenge is to ensure that this change makes the area fairer, safer and more sustainable, where everyone can expect a good quality of life, where we work together for the benefit of each other.

A Mission Focused Vision

The Vision (Part A) responds to the Grand Challenge of Hackney Central and sets out a Vision for the future, supported by clear missions and specific actions to help shape the town centre.

The Vision is defined by Hackney Central's Grand Challenge and sets a bold and overarching target for the future of the town centre over the next 10 years. To address this cross-cutting aim, five 'missions' have been developed. These respond directly to specific issues from the appraisal and engagement process, and correspond with specific strategic outcomes in the monitoring framework that serve as indicators against which clear, targeted impacts can be measured.

Empowering the local community is critical in shaping and delivering a better future for the town centre. This mission-oriented approach intends to create a pathway to attain sustainable and inclusive growth led by the both public and private sectors.

What do we mean by a mission?

Powerful change can happen when people from across the public and private sectors come together to achieve a shared goal.

The civic strength demonstrated by Hackney Central through the pandemic and in the face of ongoing economic challenges has shown us the potential of a collective response. This local pride can help us tackle challenges of loneliness, health, hunger, inequality and even climate emergency. Public and private institutions need to embrace this sense of a civic commons to build a stronger story for Hackney Central.

The missions within this report provide the structure around which we can harness collective action. The mission-based approach was developed and pioneered globally by the Institute for Innovation and Public Purpose (IIPP) at University College London. The approach takes Grand Challenges, which are by nature big, bold, difficult and complex, and breaks them down into 'missions' around which people can collaborate, innovate and create together. In doing so, it shifts the focus away from thinking about 'who does what' within the status quo, and towards a shared understanding of collective problems that can be worked on together.

This approach will require partners to think differently and develop new approaches, systems and relationships. It is therefore not a static plan, but one that will evolve.

Mission 1 Champion Our Character



Introduction

**Mission 1
Champion Our Character**
Broaden cultural and heritage activities to make them more representative and celebratory of Hackney Central's diverse local histories, activism and identities.

Since the 18th century, Hackney Central has been known as a place of religious freedom, political dissent and artistic endeavour. From the Jewish neighbourhoods which once defined Mare Street, and the Windrush generation and their descendants, to newer arrivals, Hackney Central is a place with a rich and diverse heritage. This has been captured in both history books and popular culture. It is now an aspect of what attracts people to the area. Local people value and wish to celebrate these qualities, demonstrated through a prominent civic, cultural, and voluntary presence.

However, Hackney Central also faces challenges, with the recent period of rapid change perceived

as excluding communities who are already marginalised. The engagement process revealed an apprehension from local people towards change when it becomes equated with loss of identity and displacement. This comes alongside a passion for retaining the area's 'Hackney-ness'. That is, a Hackney Central that may not be especially polished, but is defined by strength of community, a sense of belonging, and a feeling of 'realness'.

The Council will safeguard the area's diverse heritage, especially 'intangible' aspects of heritage such as the struggle for rights, food, music, and local traditions. The Council recognises the need to take action to tackle structural and systemic discrimination, taking an anti-racist approach which involves thinking about and understanding the experiences of different groups. The Council also recognises inequalities faced by other communities, and is committed to promoting prosperity and wellbeing through tackling the underlying causes of poverty and inequality as well developing a LGBTQIA framework.

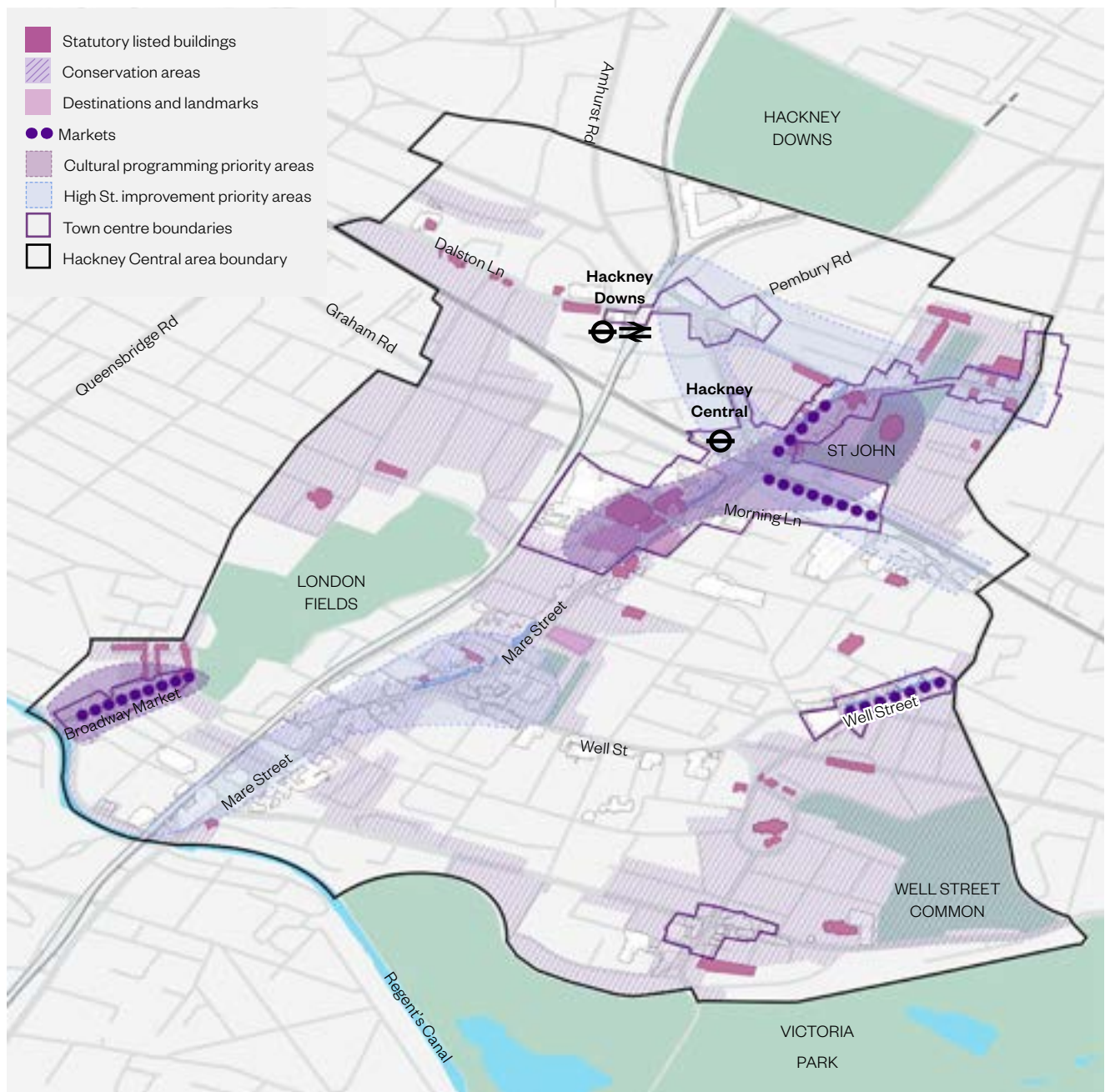
Strategic Diagram

The diagram below sets out how key actions identified in Mission 1 translate across Hackney Central and looks at the evidence that has informed those decisions. More detail on these actions can be found on the following pages.

- **Action 1.1** Deliver more cultural programming that is more representative of Hackney Central's communities
- **Action 1.2** Safeguard and celebrate the diversity of Hackney Central's heritage, including intangible

heritage in its public spaces and along its high streets

- **Action 1.3** Deliver improvements to heritage buildings and places that conserve their value to local people
- **Action 1.4** Enhance the setting of heritage places and the surrounding public realm to reinforce the local identity of neighbourhoods



Making It Happen

In order to achieve this...

Hackney Council will... enable cultural festivals and events to take place that are accessible to all and celebrate Hackney's diverse heritage, preserve and enhance existing heritage places and their settings through its role as landlord and Local Planning Authority (LPA), recognise diverse histories and identities and encourage their expression in the public realm, the high street, and neighbourhoods

Partners would... make their venues more accessible to a diverse range of users, programme a more diverse range of activities including those that make invisible histories more visible, maintain and improve their shop fronts, spaces and settings

The local community would... continue to support the high street by shopping locally, engage in processes of change to amplify local voices and celebrate each other's diverse cultures

We'll know we're making progress if...

There is a strong shared identity for Hackney Central

Everyone feels welcome in Hackney Central

Hackney Central is a place that is well looked after

The diversity and heritage of Hackney Central is showcased and celebrated

Diverse activity takes place on Hackney Central's high streets

Action 1.1

Deliver more cultural programming that is more representative of Hackney Central's communities

The population of Hackney Central is multicultural and proud of its diversity. There was a clear message in the engagement, particularly from people of minority groups, of the need to normalise and celebrate the representation of their diverse cultures in the everyday life of Hackney Central.

cultural events and programming that enables communities to come together, celebrate diversity, their distinctive local identities and foster a sense of belonging.

Cultural programming will help celebrate and educate the public, including in places perceived an underused community infrastructure, such as Hackney Central Library.

Priority locations

Hackney Town Hall Sq, London Fields, Hackney Central Library, St. Johns, Market Square, cultural and community venues

Hackney Central's creativity will be deployed through additional

Arts, culture and creative sector

Hackney Central has rich arts, culture and creative infrastructure with a particular focus around the Town Hall Square, as well as a number of pubs and music venues across the area.

See Hackney Central Review and Appraisal Report, pg. 108, where this map can be viewed in greater clarity.



Key

■ Industrial/ Manufacturing	■ Museums	■ Cinemas, concert/dance halls
■ Workspaces	■ Libraries & learning	■ Theatres and performance
■ Artists' /creative workspace	■ Local community uses	■ Pubs, clubs, bars
■ Outdoor markets	■ Religious	 Study area boundary



Hackney Carnival celebrates the area's culture and creativity.

Destinations and landmarks

The area's destinations and landmarks, including many public parks, are not only a draw for the local residents but for the wider borough and London as well.



Key

— Destination routes

■ Destinations & landmarks

□ Study area boundary

Action 1.2

Safeguard and celebrate the diversity of Hackney Central’s heritage, including intangible heritage in its public spaces and along its high streets

The diversity of Hackney’s heritage needs recognising, safeguarding and celebrating. This includes expressing previously hidden histories, especially those of disadvantaged groups, addressing contested heritage, and making aspects of intangible heritage visible in public spaces, conservation areas, and along high streets. This also means bringing the area’s civic and community cultures outside of institutions and into the streets in order to support civic, cultural and community life.

Pre-pandemic, Hackney Central exhibited a trend towards more

leisure and experience focused high streets. The impact of Covid-19 has been significant. The pandemic led to a dip in footfall and spending, in line with wider national retail trends in town centres. Vacancy rates peaked in 2020. With the easing of restrictions, we have seen a gradual return to pre-pandemic levels of economic activity.

However, the future resilience of Hackney Central’s high streets depends on a strong foundational economy, including the provision of essential goods and services that meet the day-to-day needs of local people, complemented by the growth of a cultural,

Conservation areas, town centres and local shopping areas

Hackney Central is designated as a Major Town Centre. There are also a number of local shopping centres within the study area boundary as identified in the Local Plan, as well as large swathes of conservation areas.



Key

 Major Town Centre	 Mare Street	 Hackney Central area boundary
 Local shopping areas	 Primary shops	
 Conservation area		

Mission 1 - Champion Our Character

leisure, and community offer that reflects local identities and needs. Together, Hackney Central's tangible and intangible heritage can be celebrated in its public spaces and along its high streets.

Priority locations

Hackney Central Town Centre, Hackney Town Hall area, Broadway Market, Morning Lane, Well Street, Mare Street South, conservation areas



The southern end of Mare Street lacks a concentration of shops and services, resulting in low levels of footfall and community activity in the area. New public realm improvements, shops, and community facilities can activate the area and celebrate Hackney Central's heritage and diversity.



Artist Veronica Ryan OBE on the Narrow Way with her sculptures that commemorate the Windrush generation and their legacy in the public space of Hackney Central. Photo by Jonathan Brady/PA.

Action 1.3

Deliver improvements to heritage buildings and places that conserve their value to local people

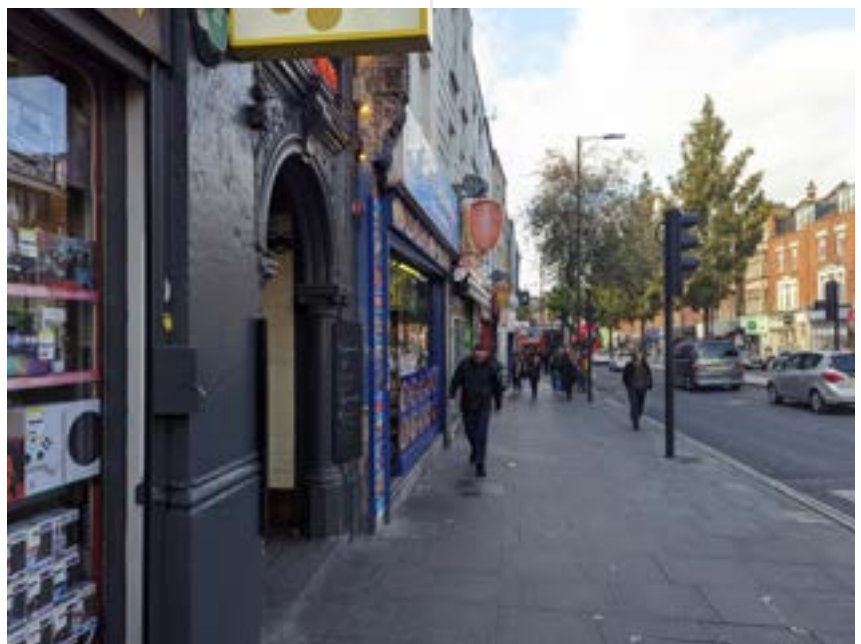
The engagement process revealed a strong desire to see Hackney Central's heritage assets – many of them degraded and in poor condition – restored and improved. Improvements will build a shared sense of identity and civic pride in the area among local people who should be able to see themselves and their cultures and traditions reflected in the historic environment.

This will include enhancement to a building's features such as installing sensitive shop fronts. This does not always mean traditional designs but might include the restoration of lost features. Overlooked heritage

assets that are important to local people and which may represent broader or hidden histories should be identified and safeguarded. The Council will seek to ensure that improvements to the historic environment benefit local people.

Priority locations

Mare Street especially between Amhurst Rd and Hackney Empire and between Helmsley Street, St. Thomas's Sq, Narrow Way, and Well St



Changes to the historic fabric of buildings has caused the Mare Street conservation area to be placed on Historic England's 'high risk' register.

Action 1.4

Enhance the setting of heritage places and the surrounding public realm to reinforce the local identity of neighbourhoods

An essential aspect of improvements to historic buildings is enhancing their settings in ways that better reveal their value and heritage 'significance' and meaning to local people. These settings can range from the immediate vicinity, to groups of buildings, or cover entire conservation areas and important views of key structures or of other features important to local character such as historic green spaces.

Improvements to the wider public realm might include greening links between heritage places where this is appropriate to the character and setting. As well

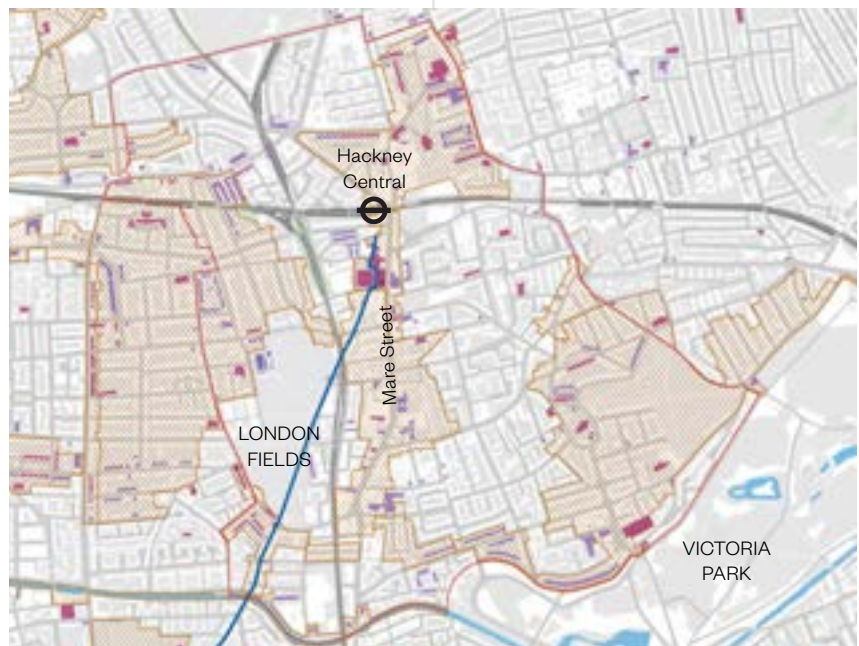
as safeguarding significance, enhancements should be used to reinforce the identity of local neighbourhoods in ways that improve environmental quality and expand on various communities' identification with their areas.

Priority locations

Prioritise listed buildings and conservation areas, especially those relating to high streets and historic routes like the Market Porter's Route

Conservation areas and listed buildings

There is a heavy concentration of heritage assets within the study area, including statutorily listed and locally listed buildings, with conservation areas covering large swathes as well.



Key

 Statutory listed buildings	 Conservation area	 Hackney Central area boundary
 Locally listed buildings	 Market Porter's Route	

Mission 2 Wellbeing for All



Introduction

Mission 2
Wellbeing for All
Support the spaces, services and local networks that enable Hackney Central's communities to feel healthy, safe and cared for.

Hackney Central is defined by its deep sense of community. Local people have a strong desire to care for one another. Nevertheless, the area faces challenges in terms of access to essential services, a fact which has been exacerbated by the pandemic. Wellbeing and care is a multifaceted issue. New initiatives need to consider and support the diversity of care activities and networks that already exist.

The engagement process revealed a lack of social spaces that are free, accessible and inclusive for all groups, including teenagers, older people, LGBTQIA and African and Afro-Caribbean communities.

The engagement also showed

that food poverty and access to healthy food is a key issue in Hackney Central. This is evidenced by high rates of free school meals and childhood obesity, as well as a concern over the rising cost of food. Food plays an important role in creating a sense of belonging. Local people expressed that the presence of multicultural food outlets makes them feel represented.

Finally, the ratio of house prices to income is significantly higher in Hackney Central compared to the rest of the borough and London overall. With land earmarked for new development, there are major concerns from local people about affordability of housing in addition to essential goods and services.

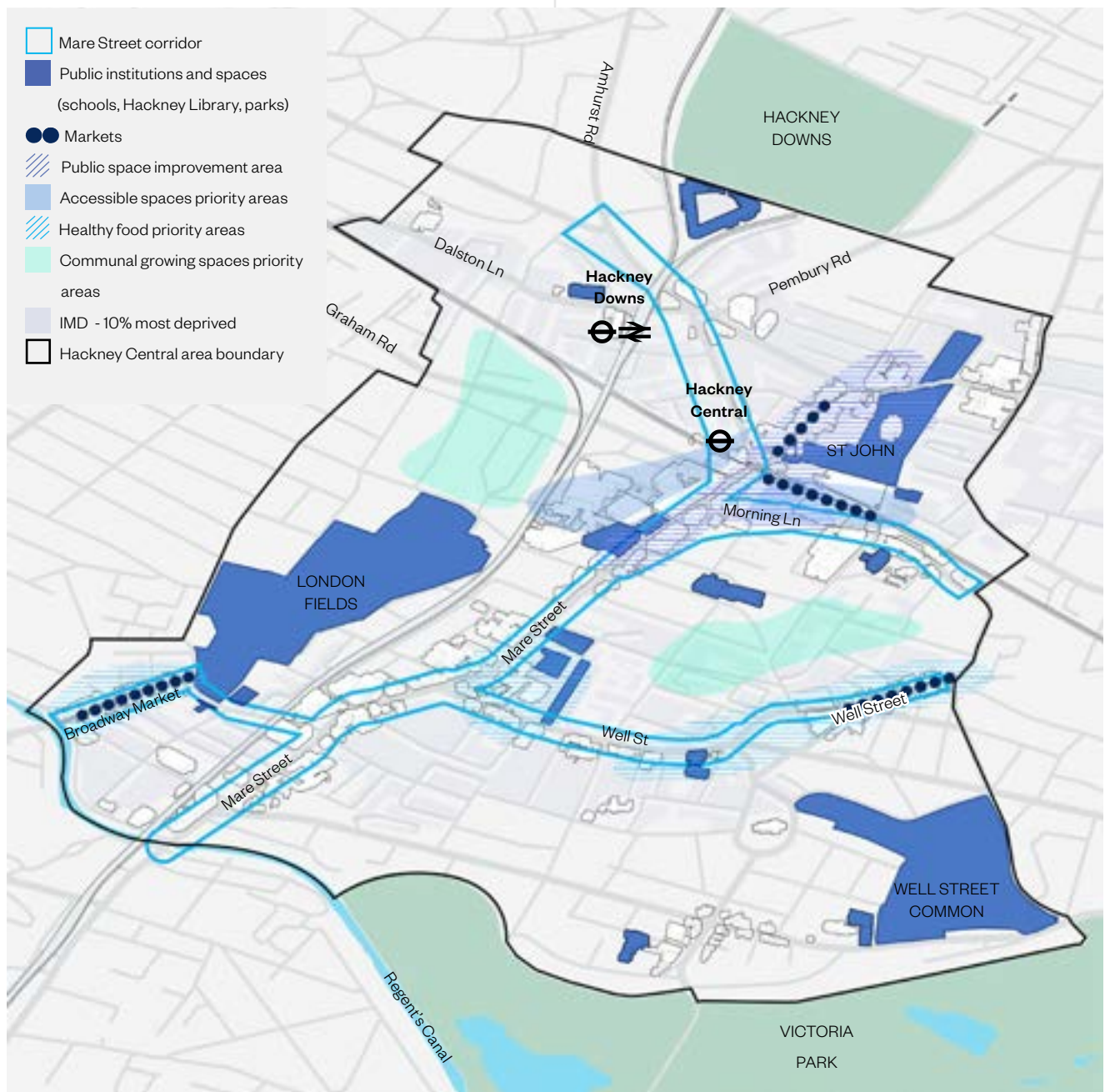
“Hackney Central relies on community networks, but these networks are highly fragile and need support. They cannot be sustained by voluntary work alone.”

Strategic Diagram

The diagram below sets out how key actions identified in Mission 2 translate across Hackney Central and looks at the evidence that has informed those decisions. More detail on these actions can be found on the following pages.

- **Action 2.1** Deliver inclusive, high quality and safe public and green spaces for the community to come together
- **Action 2.2** Prioritise safety and reduce crime and ASB through better public realm design, community

- activity, and a vibrant night-time economy
- **Action 2.3** Improve access to healthy and affordable food
- **Action 2.4** Deliver spaces where young people feel safe, welcome and excited to visit
- **Action 2.5** Prioritise street space for community and civic life and non-motorised transport
- **Action 2.6** Deliver social and affordable housing



Making it Happen

In order to achieve this...

Hackney Council will... continue to build genuinely affordable housing in Hackney Central, support the diversification of local and affordable food infrastructure through its role as landlord and Local Planning Authority (LPA), invest to make public spaces cleaner, safer and more accessible with new play provision and public facilities that support and strengthen existing local communities

Partners would... ensure food options on the high street are healthier, contribute to and safeguard their neighbourhoods, deliver a housing offer that is reflective of local demographics and is genuinely affordable

The local community would... continue to be proactive in dedicating time and resource to supporting one another, continue to build trust and strong relationships within and between communities, be welcoming and accepting of all people in shared public spaces

We'll know we're making progress if...

Hackney Central is a safe place

People feel they have access to homes and have a future in Hackney Central

Hackney Central residents live longer and healthier lives

Local communities support and care for each other

Everyone feels able to access high quality, accessible, and safe public spaces

Everyone in Hackney Central can access healthy food that they can afford

Action 2.1

Deliver inclusive, high quality and safe public and green spaces for the community to come together

Great public spaces such as London Fields that encourage safe and inclusive social interaction are more critical than ever before. They are particularly important in areas of higher deprivation, where private amenity space for households is scarce. Great public spaces allow people to gather, enable children to play together, and offer opportunities for sport and leisure - all things that benefit the mental and physical health of people in Hackney Central.

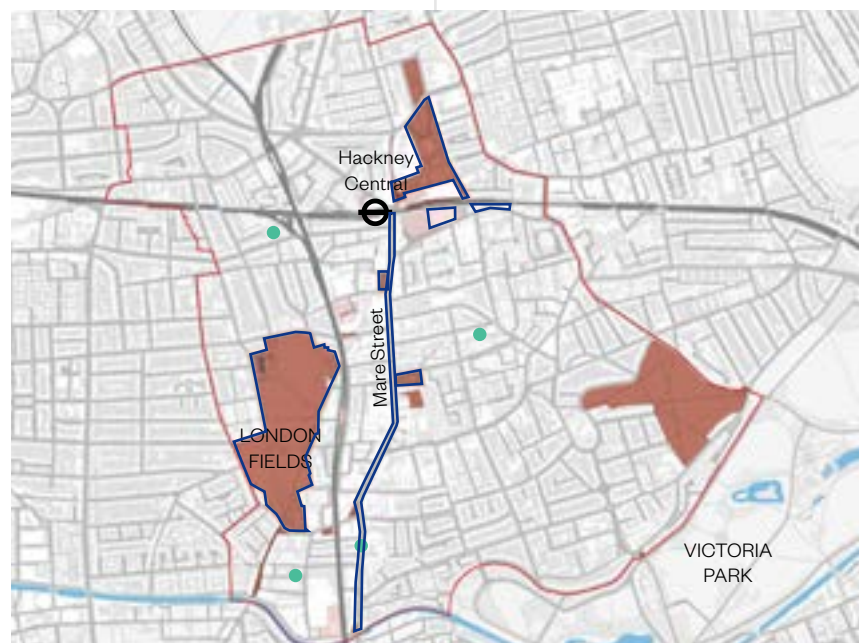
A recurring message from the engagement was that Hackney Central lacks good outdoor spaces for socialising,

celebration or activism as a community. People feel that key areas like the Town Hall Square are underused, and see a lost opportunity to host activities that bring people together.

For many, the pandemic revealed the restrictions vulnerable groups face when using public spaces. These groups include those who are homeless or rough sleeping, young people, the elderly, parents with young children, the LGBTQIA community, and those without access to private outdoor space. A feeling of safety in public spaces is a critical factor for minority groups and was cited as a barrier to using them. The

Public and host spaces

Hackney Central is home to several high quality parks and green spaces. Several community greening projects are currently underway. Strategic development sites (as defined by LP33) are an opportunity to provide new and inclusive high quality public space.



Key

- Public spaces
- LP33 strategic development sites
- Community and public realm projects
- Priority locations
- Hackney Central area boundary

Mission 2 - Wellbeing for All

engagement showed that free access to toilets, drinking water, showers, and comfortable places to rest unlock public spaces for a wider range of people. The Council is working with partners and the wider community to ensure the voices of those most vulnerable are shaping strategies for public spaces.

Priority locations

Hackney Town Hall Sq, 55 Morning Ln, St Thomas Sq, St John Churchyard, London Fields, Hackney Walk, Mare Street



London Fields offers a variety of spaces and activities infrastructure for all to enjoy.



A pocket park near Well Street and Morning Lane serves as a valuable 'stop-off' space. Spaces like this are particularly useful near shops.

Action 2.2

Prioritise safety and reduce crime and anti-social behaviour through better public realm design, community activity, and a vibrant night-time economy

Hackney Central suffers from crime across all areas. There were 1,950 crimes between 2021-22 in Hackney Central Ward, with 60% of the geography being in the top 10% of instances of crime city-wide. There are high instances of shoplifting and violent/sexual offences around the station and the Narrow Way, as well as a concentration of anti-social behaviour around the Town Hall and south Mare Street. Crime and safety issues affect families, older people, and young people alike.

Improved lighting and better planned streets and public spaces have the capacity to

reduce crime and anti-social behaviour in the town centre.

Safety as an issue for local people has been highlighted, particularly at night. Access to goods and services in the evening and through the night can play a role in energising the high street and increasing passive surveillance. Utilising Hackney's key cultural venues could increase night-time footfall.

It is also clear that community organisations and individuals play a key role in bringing people together and, in particular, protecting young people from crime. These formal and informal



Engagement workshop with Hackney Young Parliamentarians to discuss transformations for community benefit, 09.10.21.

Mission 2 - Wellbeing for All

networks of care are crucial to the success of the place and must continue be supported. Community activities and resources should be accessible to all. Improving links between young people and businesses can support this, and deter a slip into crime and anti-social behaviour.

Priority locations

Area wide with particular focus around Hackney Central Station, Town Hall, south Mare Street (at night), Hackney Walk



Some connections under the railways are uninviting and would benefit from improved public realm design and lighting to curb anti-social behaviour.



New lighting on Narrow Way, designed by Light Follows Behaviour, is an example of urban regeneration in Hackney that has revitalised this part of the street. The project was commissioned by Hackney Council as part of a wider regeneration scheme.

Action 2.3

Improve access to healthy and affordable food

During the engagement, people from Hackney Central's diverse communities expressed that the presence of multicultural food outlets in the area makes them feel represented. Young people noted that affordable or cheap food usually equates to fast or unhealthy food, and that more cheap healthy food options in the area would be welcome.

There is a real need for protecting the affordable food offer due to the challenge of food poverty. Combining a healthy and affordable food offer with programmes for redistribution of surplus food that would otherwise go to waste is key. Council-

owned premises and strategic development sites can host uses to support these programmes.

The importance of large, easily accessible (on foot, cycle, or public transit) supermarkets that offer product ranges at value was also emphasized. Currently, this need is being met by the Tesco superstore, Lidl, Iceland, and stores specializing in Caribbean, Vietnamese, Turkish foods.

In Hackney Central, food plays an important role in creating a sense of belonging. A desire for more permanent spaces for communal food growing in residential areas was a recurring request from



Fresh food stalls on Narrow Way are important to the food landscape in Hackney Central.

Mission 2 - Wellbeing for All

local people during engagement, particularly highlighting health and wellbeing, educational and community cohesion benefits of such activity.

Priority locations

Food and beverage businesses, local markets, community centres, Council-owned premises and strategic development sites, underused spaces in residential areas and estates



Affordable and accessible supermarkets in the town centre are crucial.



Hackney School of Food is a community organisation and space that teaches children and families how to cook from scratch, nurturing a love for cooking and inspiring healthy living and inclusivity. Photo by Jim Stephenson.

Action 2.4

Deliver spaces where young people feel safe, welcome and excited to visit

Engagement with local young people revealed concerns over a lack of safe and welcoming leisure, culture and exercise spaces in Hackney Central. They emphasised feeling particularly unsafe in public parks and spaces where there may be territorial implications related to criminal activity. Libraries as well as food and drink outlets on the high street were highlighted as important spaces where young people hang out. However, there is a severe lack of places shaped intentionally for them. Research has also highlighted a lower provision of play and leisure facilities designed for teenagers.

Hackney Central is home to a large and growing young population. Years of austerity and funding cuts has resulted in the erosion of local provision of services for young people. Local young people should be supported through new uses aimed at increasing their access to skills, education and employment alongside places for leisure and socialising.

Priority locations

Community centres, areas near schools, sports facilities and parks



Engagement workshop with Hackney Young Parliamentarians, October 2021.



Public space improvements on Flanders Way were designed and built by young people as an inclusive space, delivered via the Built By Us programme in collaboration with local youth charity Hackney Quest.



Pembury Community Centre by FBM Architects in collaboration with Peabody organises activities for people of all ages, including children.

Action 2.5

Prioritise street space for community, civic life and non-motorised transport

Busy roads running through Hackney Central create unpleasant, intimidating, and polluted environments. Prioritising pedestrians and cyclists wherever possible on these streets will help create more liveable spaces and encourage civic life to flourish.

The engagement revealed that people were worried about busy roads in Hackney Central. These concerns were primarily in relation to peoples' ability to safely move through the area, the impact of poor air quality on their health, and the creation of psychological barriers. Local businesses on Mare Street

witness collisions or near misses with traffic on a daily basis, and avoid having outdoor seating on these roads due to the noise and pollution. This type of 'spill out' activity could greatly improve the street life.

Priority locations

Mare Street, Well Street, Morning Lane, Amhurst Road, Broadway Market



Leonard Circus in Shoreditch was a public realm improvement project commissioned by Hackney Council. The junction now prioritises pedestrians and cyclists and has created a space for informal gathering and community activities.

Action 2.6

Deliver social and affordable housing

The engagement revealed significant concerns from local people about the availability and security of housing in Hackney Central. Communities are being displaced as people are priced out of the areas they grew up in. While the Council is delivering new genuinely affordable homes, and requires affordable homes in all new housing developments, residents questioned whether an adequate number of new homes are available to those who need them most.

The Council plays a critical role in delivering a genuinely affordable and social housing programme in Hackney Central,

and will continue to ensure that local people have access to genuinely affordable homes. The Council will continue its Council housing programme, work with partners to deliver additional affordable housing on Council-owned land, and use planning policy to maximise the amount of genuinely affordable homes within private developments.

Priority locations

Area-wide strategic development sites and Council-owned sites



New homes at Kings Crescent Estate, designed by Karakusevic Carson and muf in collaboration with Hackney Council, are 50% affordable / socially rented. Photo by Jim Stephenson.

Mission 3 A Fair Economy



Introduction

**Mission 3
A Fair Economy**
Ensure the economy works for local people - supporting ideas, businesses and people to access secure and fulfilling jobs.

The local economy in Hackney Central is diverse and has a large SME (small and medium-sized enterprises), business base. In recent years, business growth rates have been strong and clusters of activity have emerged. On the southern end of Mare Street there is a concentration of creative and production activity, predominantly artists, makers and small scale manufacturers. This contrasts with the area to the north which serves an important town centre function by providing accessible retail and essential services on the high street.

The success of the area is a double-edged sword. Growth and new activity have caused rents to rise and have led to a lack of affordable commercial space.

Local businesses worry they may be pushed out of the area.

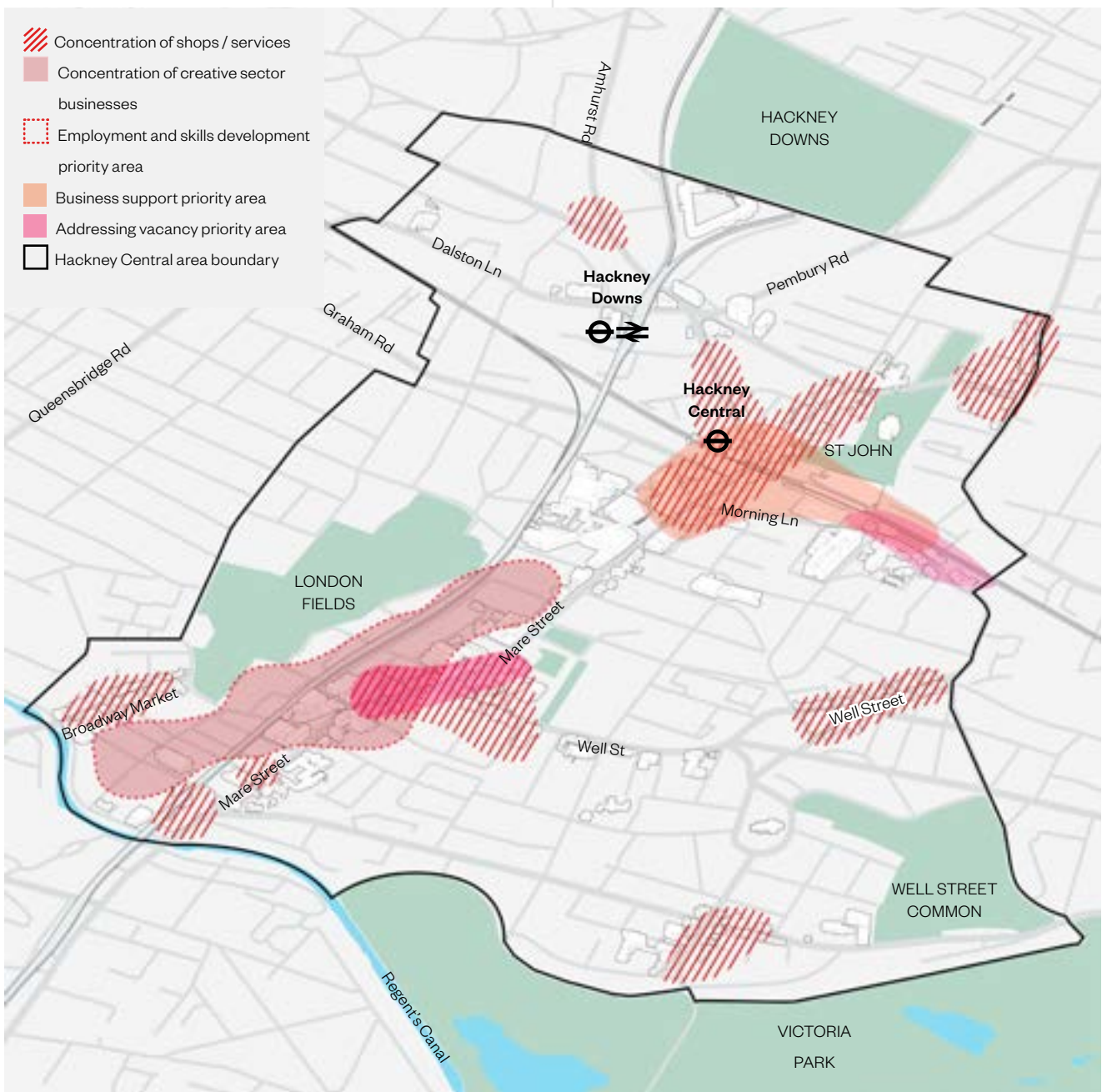
Despite the growing local economy, there are persistent challenges in Hackney Central around low incomes, poverty, insecure work and high claimant rates. These all suggest that the current model isn't working. Deprivation is long-standing and inequality between and within different communities is stark. There is a disconnect between economic growth and the employment opportunities available for local residents, especially young people. There needs to be a focus on supporting greater personal financial and business resilience in Hackney Central, underpinned by a borough-wide approach to creating an inclusive economy.

“The direction of travel suggests a homogenisation of local businesses and those catering for people on low incomes are priced out.”

Strategic Diagram

The diagram below sets out how key actions identified in Mission 3 translate across Hackney Central and looks at the evidence that has informed those decisions. More detail on these actions can be found on the following pages.

- **Action 3.1** Work with local businesses and workspace providers to deliver skills and training pathways into good quality employment
- **Action 3.2** Provide support and affordable workspace for business to adapt and succeed
- **Action 3.3** Provide residents with economic advice and support for financial resilience
- **Action 3.4** Address high street vacancy and support increasing footfall in the town centre
- **Action 3.5** Generate social value and create opportunities for local people through a 'Meanwhile' use space programme



Making it Happen

In order to achieve this...

Hackney Council will... ensure the delivery of affordable workspace through its role as landlord and Local Planning Authority (LPA), lead by example as a London Living Wage employer, provide bespoke advice and support for Hackney Central residents to access employment and training opportunities, signpost and facilitate business advice and support, and realise new commercial space

Partners would... invest in the training of their staff, contribute in line with the Hackney Business Toolkit Commitments, engage with training and apprenticeship routes, employ local people through Hackney Works, sign up to the Hackney Business Network, affordable workspace providers would prioritise space for local businesses

The local community would... continue to spend locally to support local, independent businesses

We'll know we're making progress if...

Residents are supported to fulfil employment and enterprise aspirations

Residents feel economically secure

Local businesses are able to stay and grow in Hackney Central, enhancing our reputation for culture, creativity and enterprise

The high street is resilient and continues to serve the everyday needs of residents

Local businesses actively contribute to fair employment practices

Action 3.1

Work with local businesses and workspace providers to deliver skills and training pathways into good quality employment

The Hackney Central area has a higher percentage of residents with no qualifications compared to the wider borough and London. Supporting residents into secure and well-paid work is therefore a key focus of this Strategy. This can be achieved by creating more inclusive and accessible pathways into local employment and training opportunities.

The creative/knowledge economy, clustered in the southern part of Hackney Central, provides a significant opportunity to deliver this action. Creative activity accounts for 38% of all businesses in Hackney Central, twice the

concentration of London (19%). At the moment, many local people feel disconnected from opportunities in these businesses and some feel like the sector isn't for them. Improving links between businesses and local people will be crucial for addressing this disconnect, for example by supporting businesses to broaden access through mentoring, apprenticeships or paid work experience.

In response to these challenges, the Council's Employment, Skills and Adult Learning Service has been testing new approaches to engagement with communities who are furthest from the

Concentration of creative sector businesses

Using Companies House data, the location of businesses can be mapped to help identify clusters of activity in specific sectors. This map shows the detail of where the creative businesses are located in Hackney Central and highlights the concentration of activity in the southern area along Mare Street, the railway arches and around Broadway Market.



Key



 Hackney Central area boundary

Source: Companies House (2020)

Mission 3 - A Fair Economy

labour market or face additional barriers to accessing skills and employment opportunities. This includes specialty approaches in certain place and adopting a broad lens to understand which individuals within certain communities need the most support.

An essential part of this action is also to support Hackney Central residents to be ready to access the jobs of the future. This will require training and upskilling focused around areas such as digital skills and jobs in a zero carbon economy.

Priority locations

There is no particular geography associated with this action, however existing sector clustering may indicate areas to target, like the creative businesses in south Mare Street



Mare Street Studios is one of many workspace operators in the south Mare Street area.

Action 3.2

Provide support and affordable workspace for businesses to adapt and succeed

Much of the economic activity in Hackney Central is comprised of small scale businesses, from individual market traders to micro-businesses and SMEs. Access to the right type of space to test ideas and adapt is crucial to enable the progression of small businesses. However, a recurring concern raised through the engagement was related to the affordability and availability of space for businesses to start-up, grow and become established.

The Council will consider how assets can best be used to deliver affordable space and support for local businesses that contribute positively to the

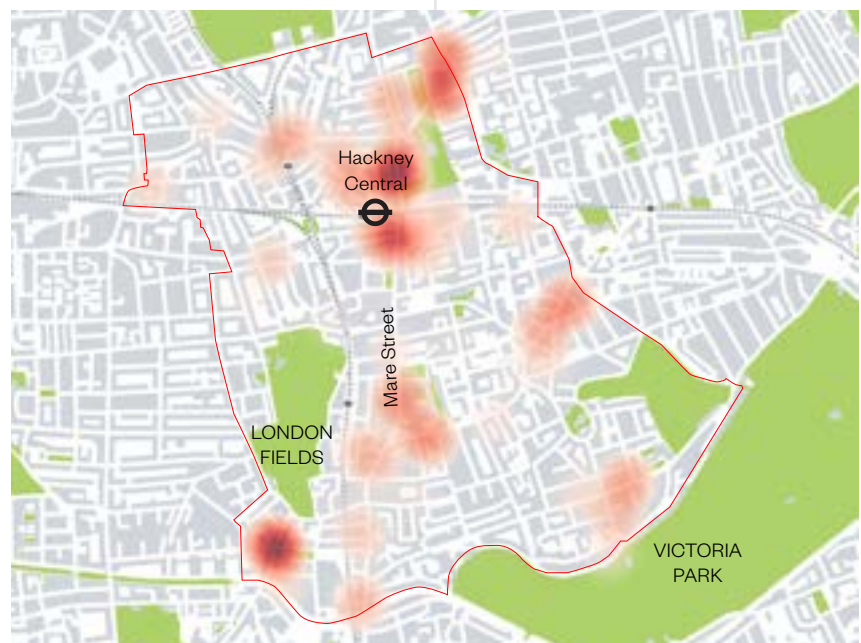
local character and economy, as well as serve the local population. This will be crucial for safeguarding the current economic activity and innovation that happens in Hackney Central.

Priority locations

Area wide, with consideration of sector clustering such as creative businesses in the south of Hackney Central

Concentration of shops and services

It is clear that shops and services are focused around Hackney Central station, the Narrow Way, Broadway Market, Lower Clapton, parts of Amhurst Road and Morning Lane, and southern Mare Street.



Key



 Hackney Central area boundary

Source: VOA (2021)



Batch.Space at Hackney Depot offers affordable workspace and facilities for creative and circular businesses. Photo by Hackney Depot.

Action 3.3

Provide residents with economic advice and support for financial resilience

Across Hackney Central, 50% of neighbourhoods are within the top 20% most deprived nationally. Median household income is lower than the London average, and is particularly low in the north of the area.

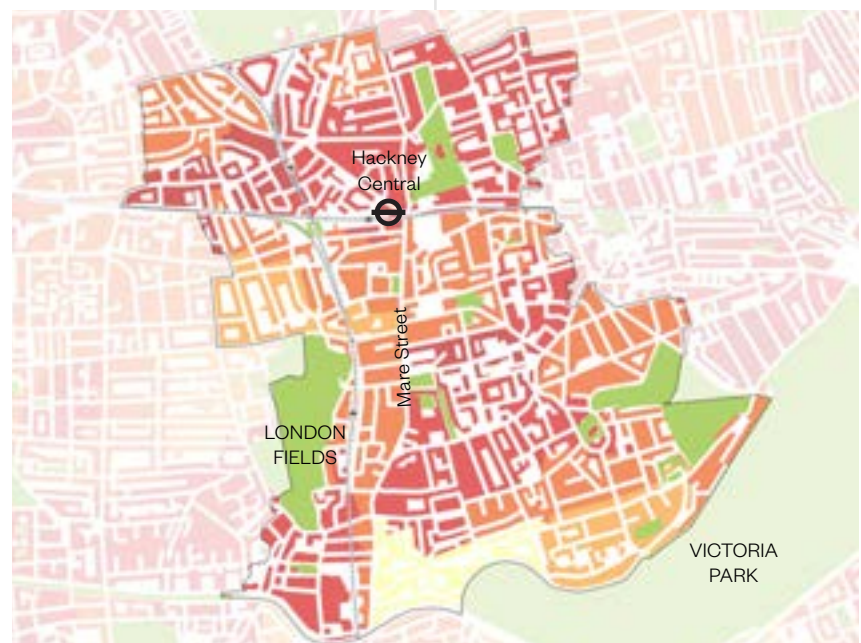
The economic impact of Covid-19 pandemic and the current cost of living crisis has exacerbated these challenges and is pushing some residents into precarious financial situations. The number of residents claiming unemployment-related benefits increased during the Covid-19 pandemic. Claimant rates were higher in Hackney Central than the Hackney borough average in

summer 2021. However, rapidly rising prices means that even those who are in work are now struggling to be able to afford basic necessities such as food, energy and rent

Ensuring financial wellbeing and resilience for Hackney Central residents is at the heart of creating a fairer economy. Therefore, in partnership with local charities and organisations such as the Jobcentre and Citizens Advice Bureau, the Council will continue to provide residents with support and advice around issues such as debt, accessing benefits, budgeting and affordable loans.

Population and prosperity

The prosperity of residents across Hackney Central presents critical challenges as the area evolves. Considering the Index of Multiple Deprivation, around 50% of small areas across the study area are ranked amongst the top 20% nationally.



Key

Most deprived - Least deprived

Hackney Central catchment

Source: MHCLG (2019)

Action 3.4

Address high street vacancy and support increasing footfall in the town centre

The high street vacancy rate in Hackney Central is at 12%. Whilst this is similar to the London-wide average, it is the highest it has been in the last seven years. Both the persistent vacancy rate and level of business turnover are higher in Hackney Central than the London average. This indicates there are fundamental challenges affecting the vitality of the high street.

Increased cultural programming and temporary uses on the high street can drive up footfall, excitement, and community engagement in Hackney Central, attracting visitors from the local area and beyond. A more lively

high street with fewer vacant units will help to bring more businesses to the area and keep the high street healthy. The Council will continue to support successful ventures such as Bohemia Place Market and local festivals, alongside initiatives to boost businesses like physical and digital marketing.

Alongside short-term uses and activation, the Council will also take a more strategic, long-term approach to managing high street vacancy. This will include a more proactive role in monitoring vacancy and using technology to track these metrics.

Priority locations

Narrow Way, Morning Lane, Bohemia Place, Amhurst Road, Mare Street, Well Street, Hackney Walk



Hackney Walk on Morning Lane has suffered from vacancy.

Action 3.5

Generate social value and create opportunities for local people through a 'Meanwhile' use space programme

The Council acknowledges that temporary 'Meanwhile' use spaces can play an important role in the development of Hackney Central. Through harnessing the potential of local assets, 'Meanwhile' spaces can animate public spaces, test ideas and emerging development uses, bring distinct opportunities, increase participatory efforts, and help embed a sense of community into the local area.

These non-permanent uses can also drive economic outputs through allowing local start-ups, artists, and employers to test their ideas and develop their craft through programmes

like business incubation and residencies.

'Meanwhile' spaces can be delivered across a range of time frames, from a few weeks to a few years. They can also be located in a variety areas from high streets to residential estates.

The Council will seek funding and promote spatial opportunities within Hackney Central to serve as 'precursors' to future long-term occupation whilst delivering a positive social impact. The Council will work with landlords and partners to champion 'Meanwhile' uses on sites in private ownership.

Priority areas

Council-owned assets, vacant or under used spaces, local workspace providers, pre-development sites, and community spaces across Hackney Central



Blackhorse Workshop in Walthamstow by Assemble provides public access and training to maker spaces, workshops, and studios



Hackney Bridge in Hackney Wick, designed by Turner Works for Make Shift, is a temporary, meanwhile use project that provides with workspace, incubator space, event space, food halls, and public space. The buildings have been designed to be easily dismantled. Photo by Tim Crocker.



A disused shop on Chrisp Street Market in Poplar, London was converted into a temporary recording studio and hosted a series of dinners and public recording and broadcasting sessions to discuss the future of the market. Designed by The Decorators, photo by Dosfotos/Philipp Ebeling.

Mission 4 Green and Resilient



Introduction

**Mission 4
Green and Resilient**
Implementing measures to help fight against the effects of climate change, move towards zero carbon, improve biodiversity and reduce waste.

In 2019, Hackney Council approved a motion to do ‘everything within the Council’s power’ to deliver net zero emissions across its functions by 2040, ten years earlier than the target set by the Government to limit climate change.

More recently, Council Officers have delivered a Climate Action Plan (CAP) in response to the Borough Emissions Assessment. The action plan defines targets in key areas; retrofit, energy, green economy, transport, greening and resilience, and consumption emissions.

Hackney Central has a key part to play within this wider picture. This includes tackling the impact of poor air quality along Mare Street (which has

resulted in a higher incidence of poor respiratory health amongst residents), increasing access to quality green space in areas that most need it, addressing surface flooding risks across the area and improvements to walking and cycling infrastructure. In addition, the Council, local residents, partners, and stakeholders must seize opportunities to increase the presence of the green and circular economy sector within the area and encourage greener consumer choices and businesses to ensure new activity contributes directly to the borough’s net zero ambitions.

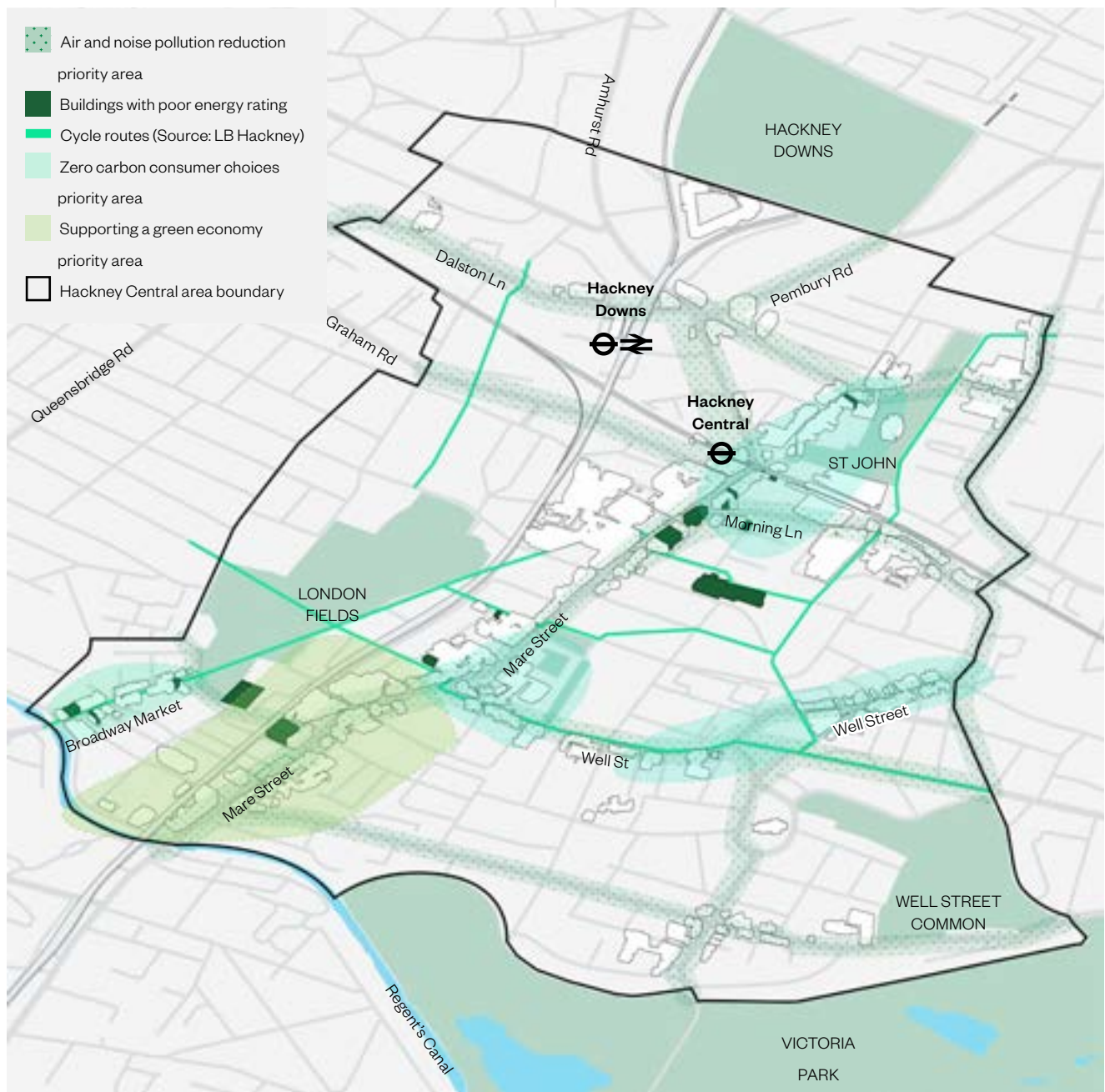
“Reducing traffic should be the main priority.”

Strategic Diagram

The diagram below sets out how key actions identified in Mission 4 translate across Hackney Central and looks at the evidence that has informed those decisions. More detail on these actions can be found on the following pages.

- **Action 4.1** Tackle the impact of noise and air pollution
- **Action 4.2** Provide zero-carbon consumer choices in Hackney Central
- **Action 4.3** Support the emerging green and

- circular economy
- **Action 4.4** Enhance and expand Hackney Central's active travel network
- **Action 4.5** Use landscape improvements to help the environment and manage the impacts of climate change
- **Action 4.6** Retrofit buildings for improved energy efficiency
- **Action 4.7** Enable the move to a de-carbonised heat network



Making It Happen

In order to achieve this...

Hackney Council will...

campaign for accessible active travel options, invest in renewable energy and EV charging points, deliver solar panels on Council assets, work with businesses and residents to reduce consumption emissions, work to reduce traffic, plant trees and invest in sustainable urban drainage solutions and other green infrastructure strategies, lobby central government for appropriate resource to support the green agenda, retrofit local housing stock for increased energy efficiency, improve biodiversity in public spaces and parks

Partners would... adopt circular economy principles to make their business operations greener and more sustainable, invest in active travel routes, reduce carbon emissions of new development

The local community would...

reduce their consumption, emissions, and waste, switch to public and active travel

We'll know we're making progress if...

Hackney Central is greener and has more biodiversity

Hackney Central has clean air

Businesses reduce their carbon emissions

Active travel and public transport are accessible and enjoyable options for everyone

New development is carbon neutral or carbon negative

Action 4.1

Tackle the impact of noise and air pollution

Raised repeatedly during public engagement, Hackney Central's busy roads are a key concern for local people. Several civic and community buildings such as schools are located near these roads. They are negatively impacted by the poor environment created by road noise and air pollution.

Busy roads in the area, such as Mare Street, have a huge negative impact on their surrounding environments. These roads pose risks to the health and wellbeing of those who live, work or study nearby as well as those visiting or passing through. Mitigating the impact of these

roads must specifically address noise and air quality issues by introducing green buffers and traffic calming where appropriate. Encouraging a modal shift to non-motorised transport options will also play a key role.

Priority locations

Major arterial routes such as Mare Street, Amhurst Road, and Morning Lane

Air pollution

NOx pollution is emitted by automobiles, trucks and various non-road vehicles such as construction equipment, and boats.



Key



>90

<20

 Hackney Central area boundary

Source: London Atmospheric Emissions Inventory (LAEI) 2016

Action 4.2

Provide zero-carbon consumer choices in Hackney Central

People in Hackney Central are conscious of the climate emergency and have expressed a commitment to the personal action that is needed in order to tackle it. Recent trends show that Londoners are increasingly choosing to spend on more sustainable businesses on environmental grounds. Collective action and promotion of local businesses engaging in zero-carbon commercial activity can help attract customers and increase the resilience of the local economy.

In order to live more sustainable lives, residents need local access to the opportunity to

make greener choices. These options need to be affordable and accessible. This will range from education and support to move towards more active travel, as well as access to practical methods for reducing waste.

Priority areas

Council-led initiatives to make Hackney Central an attractive location for green economy sector growth, and guidance and support to allow local people and businesses to transition to net zero aligned activity

East London Green Business Programme

Dedicated support to help you reach your sustainability goals and 'Green Your Business!'



In June 2022, Hackney Council partnered with Allia to support businesses to reduce their carbon footprint and promote sustainable jobs. Photo by Allia Future Business Centre.

Action 4.3

Support the emerging green and circular economy

In response to the climate emergency and in order to achieve net zero targets, businesses in Hackney Central need to adopt greener business operations.

To achieve this, businesses must reduce energy consumption, reduce waste, switch to non-motorised transport options, or embed circular models within their procurement and supply chains. The support to achieve this will be wide ranging, including incentives, education and business advice. Collective action and networks will be needed to maximise impact.

In addition to making existing businesses greener, Hackney Central should also be a place where innovative businesses in the emerging green economy sector can establish and grow. This will require the right types of workspaces which are affordable and accessible, alongside a workforce with the right skills.

Using Additional Restrictions Grant funding from central government, Hackney Council are already undertaking a programme of business support in Hackney Central focused on the circular economy. The work will identify the opportunities for a circular economy in the area,



"ReLondon's circular economy route map is a key strategic document that provides guidance for the acceleration of London's transition to become a circular city. The route map is an action-oriented document, developed in partnership with stakeholders across our priority focus areas: food, textiles, plastics, electrics, built environment." - Caption and image by ReLondon.

Mission 4 - Green and Resilient

including understanding the barriers that businesses face in adopting circular models and reducing their carbon footprint.

Priority areas

Council-led initiatives to make Hackney Central an attractive location for green economy sector growth; guidance and support to allow local people and businesses to transition to net zero aligned activity



Batch.Works is a studio for creative industries focused on developing sustainable alternatives for wasteful mass production at Hackney Depot. Photo by Batch.Works.



Trial scheme for e-cargo bike hire by Zero Emissions Network on Broadway Market.

Action 4.4

Enhance and expand Hackney Central's active travel network

Crossing east-west in Hackney Central has been highlighted as challenging. In addition to the barrier of Mare Street, many primary east-west running streets are themselves traffic dominated and create intimidating environments for walkers and cyclists. The conditions of these streets will be improved where possible and alternative routes created where it's not.

A network of green east-west routes with improved crossings on Mare Street will improve connectivity in the area. This will allow existing neighbourhoods to be linked to civic and community amenities as well as green

spaces. This will create green routes that prioritise walking and cycling across Hackney Central. These pleasant quiet ways will feature new trees, Sustainable Drainage Systems (SuDS), and planting.

Traffic and collisions

A significant number of collisions occurred in the northern portion of Mare Street, at junctions with Graham Road and Morning Lane, as well as at Pembury Circus.

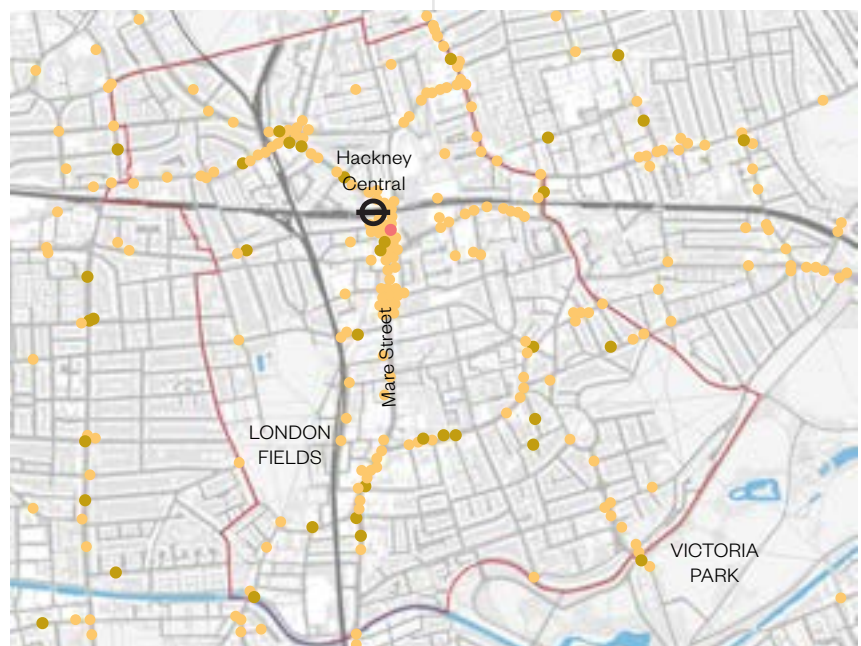
Areas to the south of Mare Street, and other major roads such as Morning Lane and Well Street, Dalston Lane and Clapton

Personal injury collisions by severity

A significant number of collisions occurred in the northern portion of Mare Street, as well as at the cross-road that connects Amhurst Road with Dalston Lane.

Areas to the south of Mare Street, and other major roads such as Morning Lane and Well Street, Dalston Lane and Clapton Road also have also experienced high frequencies of collisions. Unusually, these are not necessarily focused on junctions.

Slight collisions were most common.



Key

- Fatal collision
- Serious collision
- Slight collision

Hackney Central area boundary

Source: TFL (2021)

Mission 4 - Green and Resilient

Road also have high collision rates. Unusually, these are not necessarily focused around junctions. Minor collisions were most common, along the length of Mare Street and Well Street in particular.

Low Traffic Neighbourhoods

Hackney Council made significant use of emergency powers to respond to the Covid-19 pandemic and accelerated its plans for Low Traffic Neighbourhoods to compliment the borough's existing provision. 19 new LTNs have been introduced since 2019.

Low traffic neighbourhoods

Hackney Council has accelerated its plans for Low Traffic Neighbourhoods, with 19 new LTNs introduced since 2019.

The Council's policy of prioritising non-motorised transport has improved air quality in the area. The Council will continue to support and deliver non-motorised transport options in Hackney Central to improve the sense of place and reduce traffic and collisions. A safer, more pleasant experience for pedestrians and cyclists will contribute to a better quality of life for all.

Priority locations

Safe walking and cycling infrastructure on east-west routes, linking across major arterial routes and connecting green and civic amenities, ideally threaded through LTNs



Key

- Existing/Completed LTN cells
- Area with timed restrictions

- Hackney Central area boundary

Source: Rebuilding a greener Hackney
Emergency Transport Plan (2020)

Action 4.5

Use landscape improvements to help the environment and manage the impacts of climate change

Hackney Central's streets and open spaces should support sustainable landscapes. Sustainable landscapes manage water through planted swales and rain gardens to aid surface water attenuation and mitigate the effects of heavy rainfall in areas prone to localised flooding. The Council will undertake a strategic approach to planning, managing and maintaining new sustainable landscapes across Hackney Central.

Designing public realm spaces that are attractive and usable for local people, rich and varied in planting and landscaping, whilst also welcoming to wildlife can

offer a significant biodiversity benefit for the local environment.

Priority locations

Across streets and open spaces, with an emphasis on public parks, underused green spaces on Council estates, development sites, and pocket spaces along key routes such as Mare St, Morning Ln, Narrow Way, Amhurst Rd, Well St, Broadway Market, and Regent's Canal

Open and green spaces



Key

- Public parks or gardens
- Local open space
- Religious ground
- Play space

- Other sports facility
- LP33 Site Allocations
- Hackney Central area boundary

Source: Hackney Local Plan 2033 (2020)






Recent SuDS replacing car parking spaces on Wilton Way have improved the overall street environment and safety.



Conservation

The major parks in the area feature as the main Sites of Importance for Nature Conservation Corridors. Archaeological priority areas exist along Mare Street and London Fields and are primarily located in the Lower Clapton area around St. John of Hackney Church yard.



Key

-  Green chain
-  Green link
-  Sites of Importance for Nature

-  Areas of archaeological priority
-  Hackney Central area boundary

Source: Hackney Local Plan 2033 (2020)

Conservation

Action 4.6

Retrofit buildings for improved energy efficiency

Energy inefficient buildings are a key source of carbon emissions in the borough. New retrofit technologies can be implemented to significantly improve on Energy Performance Certificates (EPCs) as well as reduce running costs.

Retrofitting existing premises will help reduce emissions and move towards the target of Net Zero. Grant schemes that promote innovation from local businesses could be offered to achieve this. Such initiatives, once trialed and tested, could be rolled out across Hackney Central and borough-wide. Selecting run-down heritage assets as a priority

could have the added benefit of bringing familiar local landmarks back to life.

Expansion of the Council's Green Homes programme into its second phase will support the retrofit of additional private homes.

Priority locations

Buildings identified with an energy rating of D and below, suitable heritage assets, or adaptive reuse sites

Building energy efficiency rating

Energy efficiency ratings are a measure of the overall performance and fuel efficiency of a building. The higher the rating, the more efficient the building is and the lower the fuel costs will be.

More information can be found on page 75 of the Review and Appraisal Report.



Key



 Hackney Central area boundary

Source: GLA London Building Stock Model Map (2022)

Action 4.7

Enable the move to a de-carbonised heat network

Strategic development sites in Hackney Central identified in the Local Plan 2033 (LP33) provide key opportunities to accommodate de-carbonised heat infrastructure for district heating and other forms of renewable powered heating systems.

These sites should be prioritised for hosting new de-carbonised heat infrastructure and new development should contribute to its delivery.

Priority locations

Strategic development sites across the town centre, particularly 55 Morning Lane

Strategic development site allocations, policy designations, and frameworks



- Key**
- Site allocations
 - Priority office sites
 - Priority industrial sites
 - Industrial sites
 - Local clusters (as defined by the SPD)

Hackney Central area boundary

Source: Hackney Central and Surrounds Masterplan SPD (2017) and Hackney Local Plan 2033 (2020)

Mission 5 Developing Well



Introduction

**Mission 5
Developing Well**
Ensure local residents are able to actively engage in and influence the future of their area.

The extensive engagement that has informed the Strategy has demonstrated the strong community identity and civil society network in Hackney Central. Local people indicated a desire to help shape and lead change – a desire that should be fostered.

There are already examples of communities taking on a greater role in the development and stewardship of their local areas. These will be further supported by the Council.

By empowering local people and giving them the support and responsibility to co-produce change in Hackney Central, local people will become more engaged in the future of their area. This will help to ensure that changes, from large-scale

new developments to small neighbourhood projects meet local needs and are supported and seen as beneficial.

“I’d like a clear focus on supporting and improving our relationships, with one another, inside families, between neighbours, between residents and the Council and other services. Our relationships define us, make us less lonely and vulnerable, and support better mental and physical health.”



Making it Happen

In order to achieve this...

Hackney Council will... act as a convener to build and maintain partnerships between the Council, private sector and the community, enable residents to engage in plans and proposals, communicate clearly and honestly with the community, encourage external partners such as landowners and developers to embed meaningful engagement in their projects

Partners would... collaborate with the Council, embed co-design processes in their projects and involve local people in their plans, be open and transparent, share information more widely, ensure residents' input is heard

The local community would... advise the Council and developers on the matters and issues that reflect the concerns of the people they are representing, recognise that there are many different community voices and perspectives

We'll know we're making progress if...

Residents are included and actively participate as Hackney Central changes

More people have access to the information they need to engage and contribute

There is greater trust between Hackney Central residents and the Council

Developers pro-actively and consistently involve residents throughout their project life cycle

Action 5.1

Continue and encourage meaningful community engagement

Engagement for the Strategy highlighted the high level of interest from across the local community in Hackney Central, as well as a desire to continue to inform and participate in changes in their area.

The Council will build on existing governance and engagement initiatives such as the Hackney Central Community Panel and the Young Parliamentarians to maintain and grow strong networks with the community. There should be a focused approach to collaboration with the Council and key stakeholders in the development and delivery of projects.

This should involve encouraging new and creative ways to involve those less represented in existing consultation and engagement programmes and to maintain high levels of engagement throughout long-term change. These will help to establish local stewardship of projects and make it easier for residents to take an active role in delivering change in Hackney Central.

Priority areas

Citizen-led scrutiny panels, participatory budgeting, local stewardship



Co-delivered public engagement event at Pembury Community Centre, 04.12.21.

Action 5.2

Continue open, inclusive and targeted engagement with residents and businesses

The Council will ensure that communication and engagement on projects across Hackney Central reaches a wide audience, while also directly targeting those whose voices are less often heard so that they participate in conversations and inform change. This could include less-heard groups such as young people, older people, LGBTQIA people, or those on lower incomes.

Encouraging local partnerships or steering groups for the area, such as the Hackney Central Community Panel (which includes local residents, businesses, and institutions),

will help build networks and encourage positive, two-way communication and knowledge exchange.

Priority areas

Physical, programmatic, and digital means of communication



Public engagement on the Narrow Way, 2022.

Action 5.3

Practice honest and transparent communication

The feedback from the community in developing the strategy has made clear the need for openness in communicating plans in Hackney Central and transparency in providing information based on which decisions are made.

The Council will look to be as honest as possible – democratising public access to information where feasible as a mechanism to increase trust between the Council and residents, but also being clear when and why this isn't always possible.

At the same time, the Council will also be open where there are limitations on its influence, where delivering on residents' priorities is compromised by other constraints, and where competing interests need to be balanced.

Priority areas

Physical, programmatic and digital means of disseminating information, GIS databases



Bespoke public noticeboard in Folkets Park in Malmö, Sweden. Design by Byggstudio, photo by Lotten Pålsson.

Action 5.4

Support partners to work more closely with local people

A key challenge facing organisations in Hackney Central is undertaking public engagement that is meaningful, inclusive and brings benefits to the local community – particularly landowners proposing new development that can have a major impact on the physical environment.

The Council will lead by example in undertaking good engagement to reduce conflict, create better results in developments, and allow communities to have an influence over the future shape of the places where they live.

The Council will also encourage

partners and developers to follow this same approach and embed good public engagement as part of the design process. Working closely with local people allows for local insight to influence the understanding of a place and the decision making around it.

Priority areas

Council developer frameworks, planning policy, connecting developers, local people and LBH planning teams, regeneration teams and engagement officers



The Croydon Urban room aimed to democratise access and understanding of the planning process by facilitating dialogue between stakeholders and people to better shape the built environment of Croydon. Photo by Croydon Council.

Action 5.5

Create opportunities for businesses and residents to give back to their community

Local organisations, businesses and individuals play a vital role in creating and maintaining the strong sense of community in Hackney Central. This ranges from providing services which support vulnerable residents, to hosting events and activities which bring different communities together, to running independent businesses and cultural institutions which are at the heart of the Hackney Central identity.

Local people drive this activity, and do so because they love Hackney Central. But it relies on volunteers, a strong local network of people, a willingness

to collaborate, and people having the time to develop and deliver inspirational projects.

As an embedded local partner, the Council can better support this activity in a number of ways; continuing to provide spaces for affordable rent to the Voluntary and Community Sector (VCS), supporting local charities and businesses with grant funding, providing resources and guidance to local people on how to get involved locally, helping to establish and maintain stronger local networks of people and businesses, enabling local stakeholders to test new ideas and projects.



Hackney Chinese Community Services is a charity that serves East and South East Asian communities. They offer a range of services and run a number of community activities and festivals.

Priority areas

Interventions and programmes aimed at school age children, the VCS sector, Council-led grants and initiatives encouraging active citizenship



The Garden of Earthly Delights is a educational community garden on Graham Road that aims to support the community's health and wellbeing.



Young Hackney offers support, events, guidance and more for young people to become successful adults and is an important part of Hackney's Voluntary and Community Sector. Photo by Young Hackney.

Realising the Vision



Making the Vision a Reality

The Vision (Part A) section of the Strategy has set out the key priorities guided by the overarching principles of sustainable and inclusive growth to steer Hackney Central's development over the next 10 years. The Delivery (Part B) section proposes an actionable route to unlocking significant positive change in the town centre through deliverable projects and a monitoring framework.

- Delivery Plan
- Hackney Central Town Centre Projects
- Hackney's Cultural and Civic Centre Projects
- London Fields and South Mare Street Ideas District Projects
- Area Wide Projects
- Funding and Monitoring



Delivery Plan



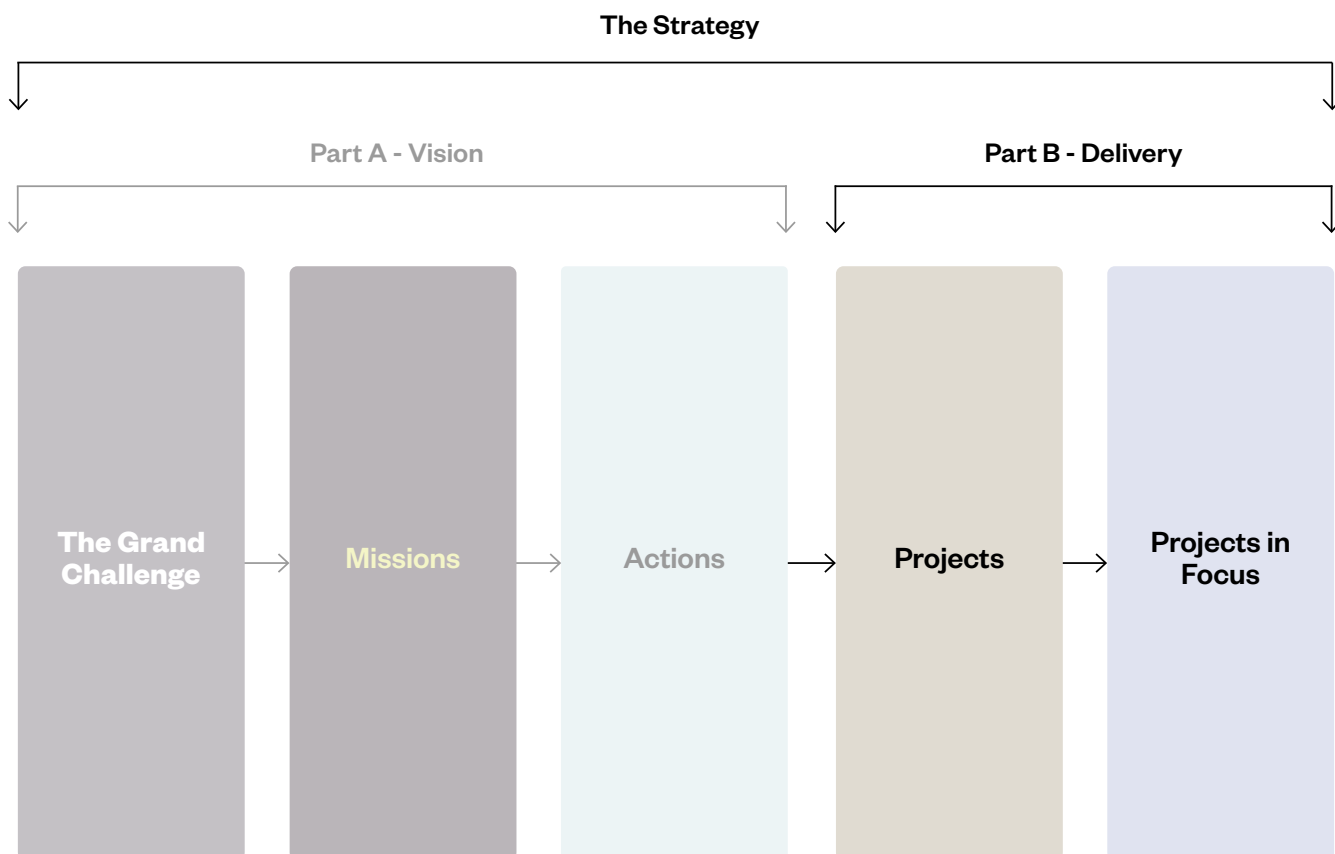
Delivering the Strategy

The Delivery (Part B) section of the Strategy translates the Vision (Part A) into tangible projects that deliver on the missions and actions of the Strategy for Hackney Central. In addition, the Delivery section proposes pathways for funding and outlines a monitoring framework to ensure progress is being made.

Delivery (Part B) sets out a route to unlocking significant positive change in the town centre, with an emphasis on projects and how they can be delivered by the Council with identified public and private partners over the next 10 years. Projects are described on long lists and range in size, cost, impact, time-scale, and complexity.

Eight 'Projects in Focus' are highlighted and described further. These projects are large-scale projects with long timelines, often comprising shorter-term work and milestones to help set the agenda of the larger ambition.

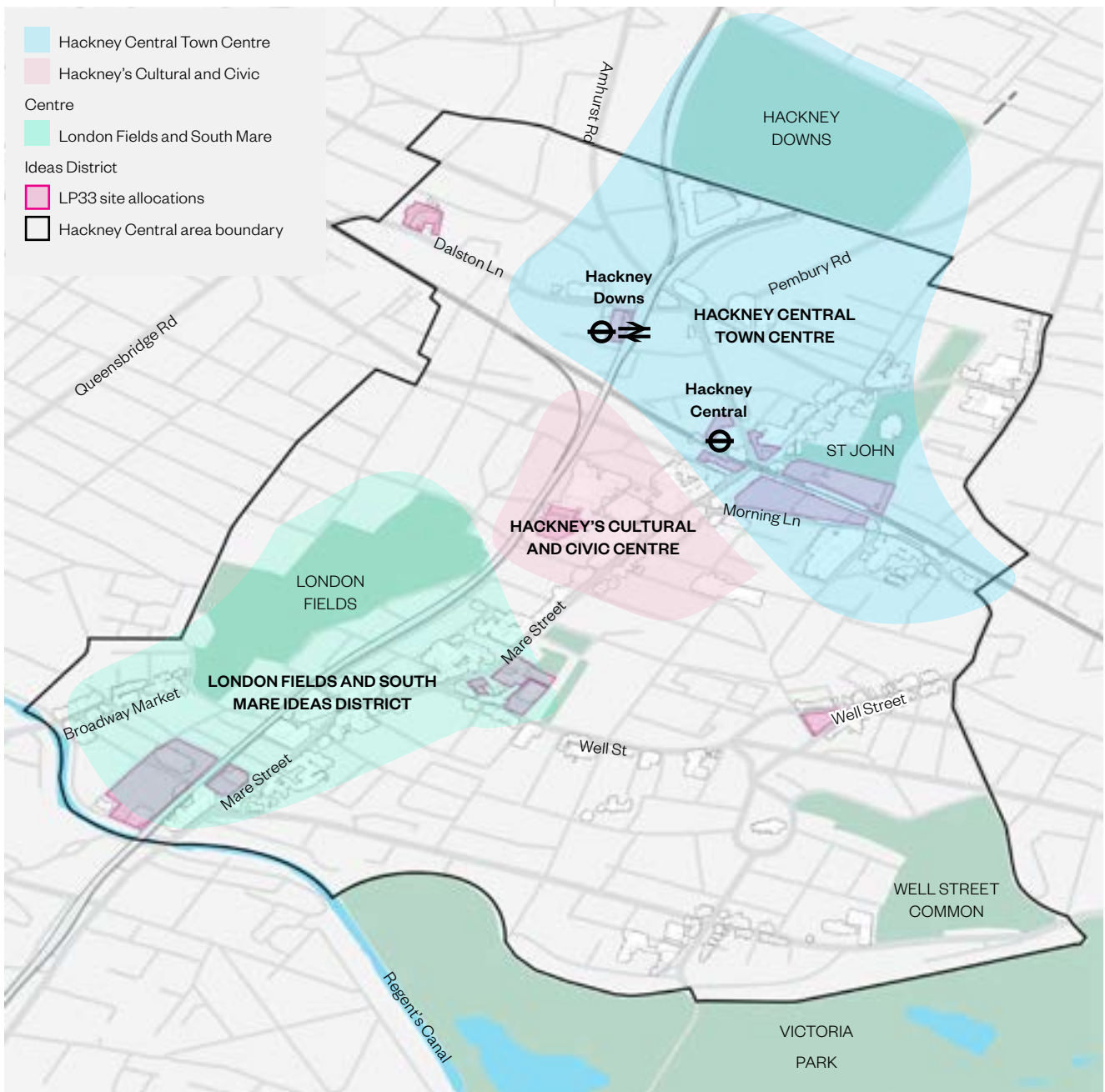
Delivering the Strategy will depend on raising adequate funds to realise identified projects. Potential projects are not limited to just those included in this Strategy. Further ideas that support the guiding missions and actions of the Strategy are welcomed.



Focus Neighbourhoods

While there are many challenges faced by Hackney Central as a whole, there are unique characteristics and opportunities within three distinct areas of the Town Centre Strategy area.

The projects in the Delivery (Part B) section are presented in line with three focus neighbourhoods. These are: Hackney Central Town Centre, Hackney's Cultural and Civic Centre, and London Fields and South Mare Ideas District. In addition to projects centred around the focus neighbourhoods, an areawide project list captures initiatives that apply to the entire Hackney Central area.



Hackney Central Town Centre

The first focus neighbourhood is characterised by the Narrow Way, Hackney Central Station and key sites around Bohemia Place, 55 Morning Lane, Hackney Walk and Clapton Bus Garage. Hackney Central Town Centre has a significant role in provision of local services, spaces and amenities.

Engagement and research has shown there is a strong desire from people in the area for the continuation of excellent day-to-day services - referred to in this Strategy as the foundational economy - such as the post office, pharmacy and retail shops, affordable food provision and quality public spaces. This sentiment has been forged by different communities who have come together over the last few decades and is underpinned by culture, civic pride, protest, mutual support, and care. Businesses support each other and residents organise to create a strong collective voice.

There are many reasons a particular focus and set of projects in this area is required. The unique circumstances of the last few years have tested the resilience of town centres across London. Challenges facing town centres and local communities continue today, for example with the cost of living crisis, public sector cuts and the climate crisis. To tackle these challenges will require communities working together with the Council and other partners to deliver upon local priorities including; the provision of essential goods and services for local people, renewed inclusive growth of a diverse cultural, leisure and community offering; and provision of genuinely affordable housing and social housing. Hackney Central Town Centre holds a special place in the borough where people come together, and we need to collaborate to make sure it is a safe and welcoming space for all our communities.

There are a number of Local Plan (LP33) site allocations in this area of Hackney Central, including a significant number of Council-owned assets, which together have the potential to genuinely improve this

town centre for its people. It is also necessary for the Council, in partnership with TfL, Network Rail and Arriva Rail, to continue to fight for fairer provision of transport and active travel, and to work with private landlords such as The Arch Company to influence how assets are positively utilised across the town centre for collective benefits.

Projects are already under way to address these challenges and opportunities. The Council's £3 million investment towards a new second entrance at Hackney Central Station - which opened in July 2022 - will ensure that Hackney Central businesses benefit from local footfall, and that active travel remains safe and accessible. We are collectively proud of Veronica's Ryan's and Thomas J Price's Windrush sculptures, which were commissioned by the Council and won the Turner prize in 2022. Over £133 million of investment has been distributed by the Council over the pandemic to ensure the resilience of the high street. The Hackney Local Plan also identifies three bus garages as opportunity sites for redevelopment and the delivery of new homes and jobs.

Together, we will continue to learn from successful initiatives, and reflect on those which haven't been as successful, and engage effectively with local residents, businesses and other stakeholders to move forward collectively.

Priority challenges

Affordable day-to-day shops and services, a healthy and affordable food offer, genuinely affordable housing, developing Council-owned sites, traffic, safety and public realm improvements, sustainability

Hackney's Cultural and Civic Centre

The second focus area is characterised by a strong Voluntary and Community Sector presence as well as the cluster of civic and cultural landmarks located around the Grade II Listed Hackney Town Hall, including Hackney Central Library, Hackney Empire, Hackney Museum, the Hackney Picturehouse cinema, small cultural organisations and other places providing civic functions such as the Job Centre and Hackney Service Centre.

People from across Hackney and further afield travel to this part of Hackney Central, be that to watch a show at the Hackney Empire, to partake in civic demonstrations, or to visit the Hackney Service Centre. Hackney Central's strength of community is underpinned by this sense of belonging. This area of focus and set of projects is set to secure this prominent civic and cultural presence in Hackney Central, and increase its accessibility and inclusivity.

Despite the prominence of cultural institutions and organisations in this area, the Town Centre Strategy engagement process revealed a desire for more diverse programming and events, and to continue to trial ways to tackle barriers for people to enjoy these venues, be they economic, psychological, or physical. Achieving this will rely on cultural institutions working with the Council to broaden the appeal of cultural events and activities, attract a wider demographic, and consider innovations to offer cultural experiences outside of formal programming inside venues.

The Windrush sculptures by Thomas J Price commissioned by the Council, and the SDNA Winter Light festival in 2022 (funded by the Hackney Central Impact and Ideas fund), are examples of how this is already being considered by the Council and local partners. Events and cultural offerings in the town

centre will require support to thrive, from strong communication promotion, through to securing the space and physical infrastructure needed to deliver events.

A key challenge in this area is addressing perceptions of safety in public spaces, and ensuring that people feel secure in navigating Mare Street at night, and enjoying what the area has to offer. It is critical that the whole of our community feels safe in spaces and are able to access them and are spaces where people do not experience hate crime or any form of discrimination.

The number of Council-owned buildings in Hackney's Civic and Cultural Centre enables the Council to consider how to strengthen this area through the Town Centre Strategy. We will also achieve this by supporting other forms of care and provisions, such as community services, alongside facilities that are Council or institutionally run.

It is also apparent from engagement and research that there is a strong desire to improve the quality of public spaces. It is recognised that the Town Hall could be a more inclusive, warm and welcoming space, and should cater to multiple demographics to increase social interaction and intergenerational connections.

Priority challenges

Engagement and inclusion of diverse communities through cultural programming, utilising Council-owned buildings around the Town Hall Square for community benefit, open spaces in estates, safety and public realm, sustainability

London Fields and South Mare Ideas District

The southern section of Mare Street and the adjacent areas comprise the well-established cultural and leisure offer around Broadway Market and Regent's Canal, as well as the emerging creative and knowledge sectors around the southern part of London Fields. The thriving day-time economy attracts visitors from other parts of Hackney and beyond, serving residents in Tower Hamlets, too.

This activity is creating a strong emerging creative/knowledge identity for parts of South Mare Street, supported by a light industrial architectural character and businesses testing new ideas and innovation. This ranges from emerging SMEs on Mare Street with a growing reputation in the circular economy and zero waste industries through to market stalls making a culinary name for themselves.

As this area develops and changes, it is crucial that these changes happen in a just way, by working towards a 'just transition' for all Hackney residents. That means support for people who may lose out. For example, developing training programmes for those on lower-incomes which will provide the skills needed for new public sector climate jobs. Opportunities should be available to everyone, rather than exacerbating existing inequalities in the economy. New and exciting sectors, such as the green economy as a whole should be diverse and inclusive.

Engagement work with the Young Parliamentarians revealed that while young people are socially engaged and eager to contribute to and invest in their area, they feel these emerging sectors are not necessarily for them, or wouldn't know how to access jobs locally. As a result, there is a need to improve links between businesses and local young people, as well as other Hackney residents.

While the Council has fewer assets in its ownership here than in other parts of Hackney Central, through working in partnership with local businesses, the third sector and the engaged community, projects in this area can address how the local population, especially young people, benefit from the strong presence that the creative/knowledge economy has.

There are also entrenched challenges affecting the vitality of this section of Mare Street, including severance caused by the rail and road infrastructure, which restricts footfall from Broadway Market benefiting the wider area. There are also concerns of community safety. Diversifying the high street can help to ameliorate this by creating daytime, evening and night-time uses, which helps to maintain footfall through all hours of the day, improving natural surveillance.

Conversations are underway with Transport for London and Arriva Bus London to review how Ash Grove and Clapton bus garage in Hackney Central could deliver the TfL target of operating zero emission electric buses over its entire fleet by 2037 to deliver improved air quality, as well as being utilised as sites for genuinely affordable homes and retail that serves the local community and economy. Where new commercial space is generated, it will be important to work carefully in partnership with local communities to ensure that the spaces are accessible and appropriate for SMEs in the area that are trailblazing new solutions to supporting society.

Priority challenges

Emerging creative industries,
access to jobs and skills,
traffic, severance and
connectivity, night-time
safety, health and wellbeing,
sustainability

Hackney Central Town Centre Projects



Two women in green outfits smiling.



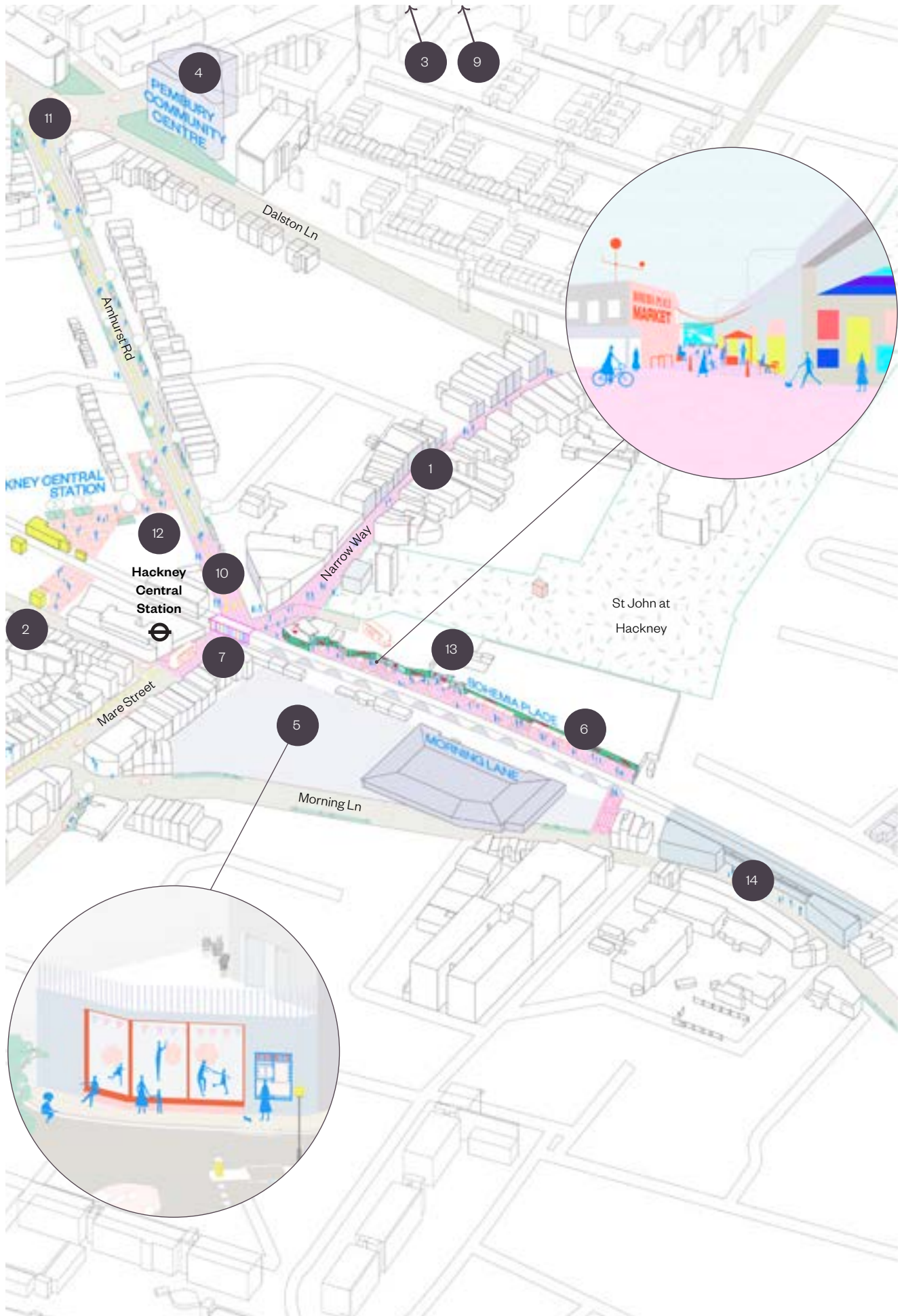
A smiling man with a grey beard.



A man in a colorful shirt and a lion sculpture.



Hackney Central Town Centre Projects



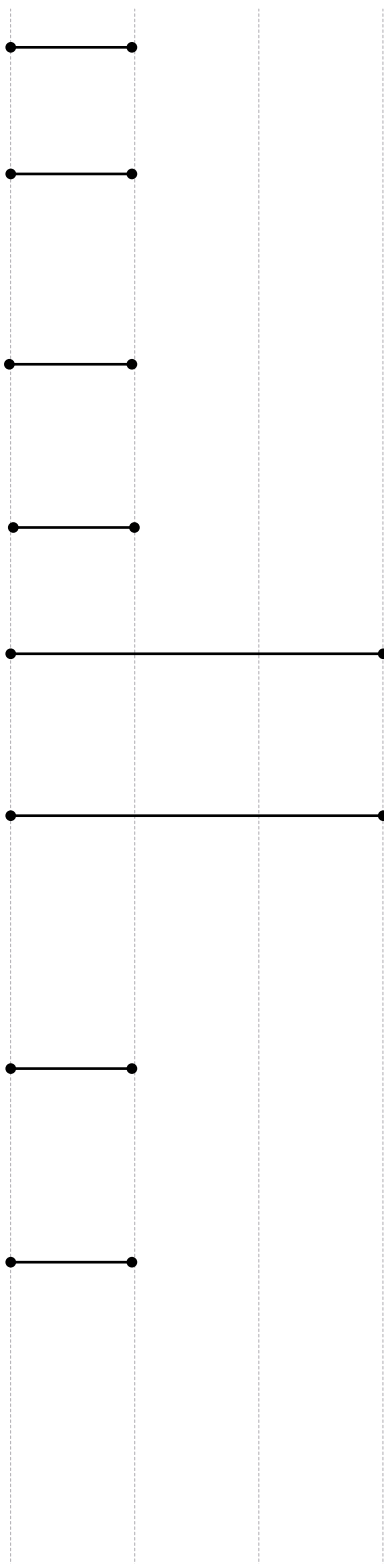
Hackney Central Town Centre

Projects

1. Support new trading stalls along the Narrow Way, expanding the existing healthy street food offer
2. Pedestrianise Marvin Street as part of a new green route between the new Hackney Central Station entrance and the Town Hall Square
3. Deliver 'graduation play equipment' for young people in Hackney Downs, in proximity to the existing play facilities
4. Mental health football project with young people in Hackney with Arsenal Football Club
5. Redevelop 55 Morning Lane, and establish an engagement co-design process for Council-owned sites in the town centre
6. Expand the healthy, affordable food offer in Hackney Central, starting with a review of the existing food offer that explores opportunities and challenges of the local affordable food provision
7. Develop a long term approach to commissioning public art that is representative of Hackney Central's diversity under Hackney Central viaduct
8. Undertake a district heat scheme feasibility report for Hackney Central to understand the role of town centre sites in unlocking a district heat network

Timeframe

0-2 yrs. 3-6 yrs. 6-10 yrs.



Partners

- Local businesses

- LBH, Pembury Community Centre (Peabody), Arsenal

- Local people, local businesses, development partners

- NHS, local businesses, Health Watch Hackney

- Network Rail

Projects

9. Explore the potential for Hackney Downs Pavilion to be used as a café

10. Remove through traffic on Amhurst Road and introduce intensive greening along the route through the development of pocket and linear parks with seating and high quality public realm design

11. Improve the walking and cycling experience at Pembury Circus junction, including the pedestrian link to Hackney Downs Station

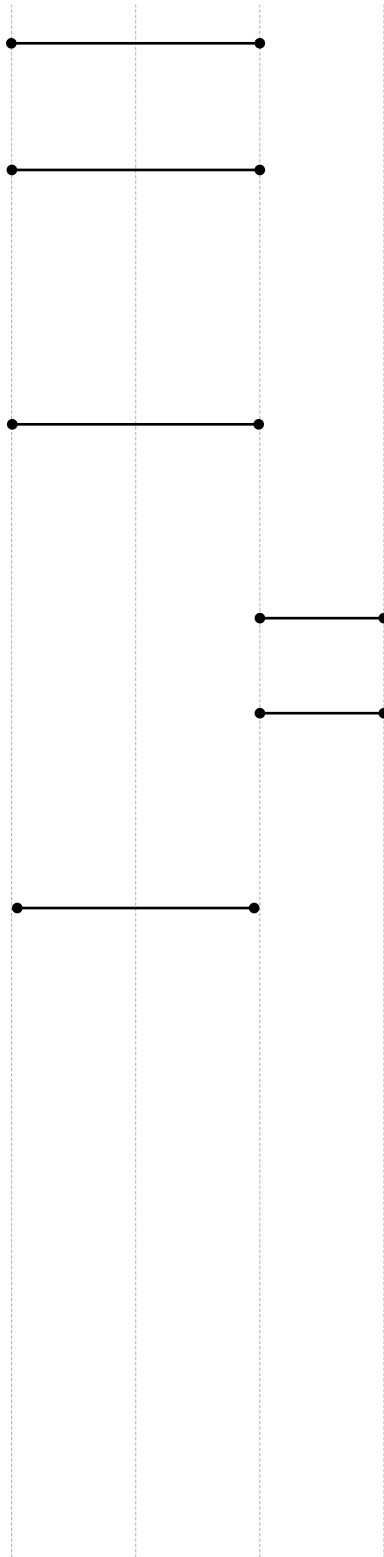
12. Redevelop Council owned sites at Hackney Central Station

13. Support partners to bring forward site allocation at Clapton Bus Garage and remove conflict with buses from the bottom of the Narrow Way

14. Work with private land owners to re-activate arches, with commercial and community uses to support the wider town centre. Partner with adjoining land owners to reconnect Morning Lane to the Narrow Way and other destinations via improved and safer public realm

Timeframe

0-2 yrs. 3-6 yrs. 6-10 yrs.



Partners

Local businesses

Transport for London (TfL),
DLUHC

Transport for London (TfL),
DLUHC

Local communities

Arriva Buses, Transport for
London (TfL), local communities

Arch Co.

Project in Focus: Realising 55 Morning Lane

Introduction

In 2017, the Council bought the site of the Tesco store on Morning Lane after the supermarket announced its intention to find a buyer for the land. This intervention has ensured the Council could directly influence any change at what is a pivotal location in Hackney’s civic and economic heart. After a previous option agreement with Hackney Walk Ltd. expired, the Council has now started the process of exploring the best route to unlock the potential of the site and meet the community’s ambitions for it. With increased in-house capacity and leadership from the Council, a new development partnership is being considered for the site which has the potential to provide much-needed new homes, affordable homes, workspaces, new local jobs, and improved public spaces for Hackney Central.

Through the engagement, many people have already provided comments about the future of this site in response to local challenges, namely the need for genuinely affordable housing and social-rented homes, inclusive public space, space to support the growth of local businesses, and access to affordable, diverse food - a need currently being supported by the large Tesco store.

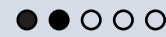
10 Year Ambition

The Council wants local residents, businesses and members of the community to play an active role in shaping what happens at 55 Morning Lane as well as other sites in the town centre. The Council knows that this site must positively contribute to the town centre. Within the 10 year period of the Town Centre Strategy the Council plans realise the redevelopment of this site, in line with planning policy set out in the Local Plan (LP33) as well as driven by local priorities.

There are challenges to overcome in order to achieve this, including the continued absence of significant government funding for social housing. This means that the Council needs to generate income from the site to pay for new infrastructure, including affordable homes. 55 Morning Lane also has a role to play in unlocking and delivering new public space which must support the fight against flood risk, support wellbeing, and be accessible, inclusive, and genuinely public. New commercial space must consider the provisions of affordable diverse healthy food.

Alignment with Missions & Actions

Mission 1 - Champion our character



Mission 2 - Wellbeing for all



Mission 3 - A fair economy



Mission 4 - Green and resilient



Mission 5 - Developing well



Top Actions fulfilled:

Action 2.6 - Deliver social and affordable housing

Action 3.5 - Generate social value and create opportunities for local people through a 'Meanwhile' use space programme

Action 4.7 - Enable the move to a de-carbonised heat network

Area

Hackney Central Town Centre

Council Teams

Area Regeneration, Communications & Engagement, Strategic Property, Strategic Planning

Partners

Local people, local businesses, development partners

Realising 55 Morning Lane: Years 0-2

Community Co-design Process

The Council are committed to ensuring that the vision for the redevelopment of 55 Morning Lane is shaped by community voices. To achieve this, a community co-design process serves as the first step towards realising this key strategic site in Hackney Central. To facilitate a co-design process for 55 Morning Lane, a physical space can serve as a lively base for consultation and events. A presence on the ground allows the project team to gain an intimate understanding of the project area whilst also demonstrating a commitment to being accessible and making sure local voices are heard throughout the project. Embedding a co-design process into the work undertaken by development partners is paramount.

Alongside the role of the Hackney Central Community Panel being formalised and strengthening the Council's use of online engagement tools, the co-design process trials of new methods for community engagement and communication, and brings a genuine spirit of accountability and co-production to the project, which will build a sense of community ownership in the final form of 55 Morning Lane.

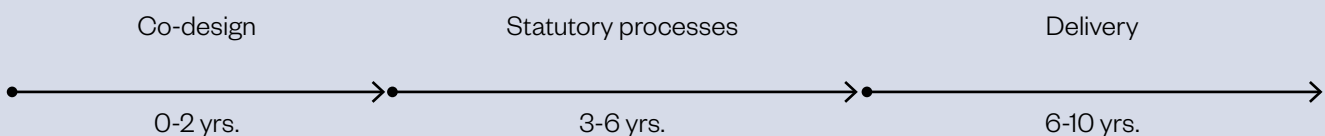


Croydon South End Ideas Shop by We Made That
Photo by Jakob Spriestersbach



Croydon Urban Room by Croydon Council
Photo by Croydon Council

Timeline



Project in Focus: Hackney Central Food Approach

Introduction

The multiculturalism of Hackney Central is represented through its food offer. From restaurants, to supermarkets, to SMEs, and market traders, food engenders a sense of belonging amongst local residents and brings people together. The culture of food as an agent of community must be protected as the area evolves.

With food poverty as a significant challenge, access to good, affordable food lies at the heart of the future of Hackney Central. Engagement revealed that more healthy, inexpensive food options would be welcome in the area. In addition, space for communal growing and increased support for market stalls and emerging green and circular food businesses and programmes should be prioritised. Such activities have the capacity to bring about health, well being, and social cohesion benefits crucial to the development of Hackney Central.

10 Year Ambition

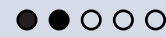
The town centre, particularly around retail hubs such as Broadway Market, the Narrow Way and Well Street, plays a significant role in the provision of services and amenities.

Together, sites within the Council's ownership as well as those privately owned like Bohemia Place should contribute to the increased provision of inclusive, affordable, and healthy food.

The Council will leverage its influence to strengthen standards and expectations for the private sector, encouraging supermarkets such as Tesco, Lidl, and M&S to expand their healthy, accessible, and sustainable (plastic free) offering.

Alignment with Missions & Actions

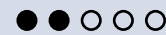
Mission 1 - Champion our character



Mission 2 - Wellbeing for all



Mission 3 - A fair economy



Mission 4 - Green and resilient



Mission 5 - Developing well



Top Actions fulfilled:

Action 2.3 - Improve access to healthy and affordable food

Action 4.2 - Provide zero-carbon consumer choices in Hackney Central

Action 4.3 - Support the emerging green and circular economy

Area

Hackney Central Town Centre

Council Teams

Area Regeneration, Public Health, Economic Development, Markets, Policy & Partnerships, Strategic Planning

Partners

Bohemia Place Market, the Arch Company, Private Developers, Cultural Venues, Transport for London

Hackney Central Food Approach: Years 0-2

Food Landscape Review

Food has the capacity to bring high streets back to life and protect the environment. The first step toward securing that Hackney Central has a sustainable and inclusive approach to food is to conduct a review of the existing food offer in the area. This will identify strengths and deficiencies as well as areas for opportunity in the short term (meanwhile uses) and long term. The ultimate aim is to improve people's lives, from addressing the rise of diet-related diseases, to supporting emerging and existing food businesses, to building stronger communities.

Reviewing Hackney Central's existing food landscape is the first step towards defining projects that make affordable and healthy food accessible to everyone in Hackney Central. These projects might range from temporary interventions similar to The Food Bus by Be Enriched, travelling across the area offering affordable groceries, cupboard items and more to local people, as well as offering a social space in the cafe on the top deck; through to the expansion of projects such as Hackney School of Food which offers a broad range of by cookery courses to teach children and families to cook nourishing food.

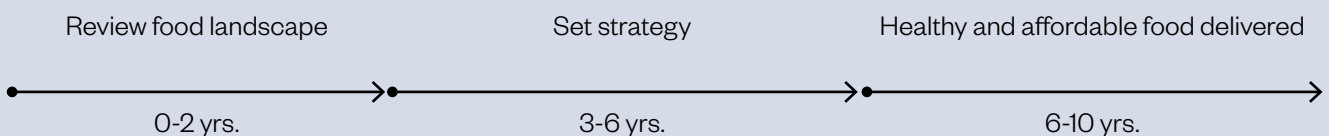


Wandsworth Food Bus by Jan Kattein
Photo by Jan Kattein Architects



Hackney School of Food by Surman Weston
Photo by Jim Stephenson

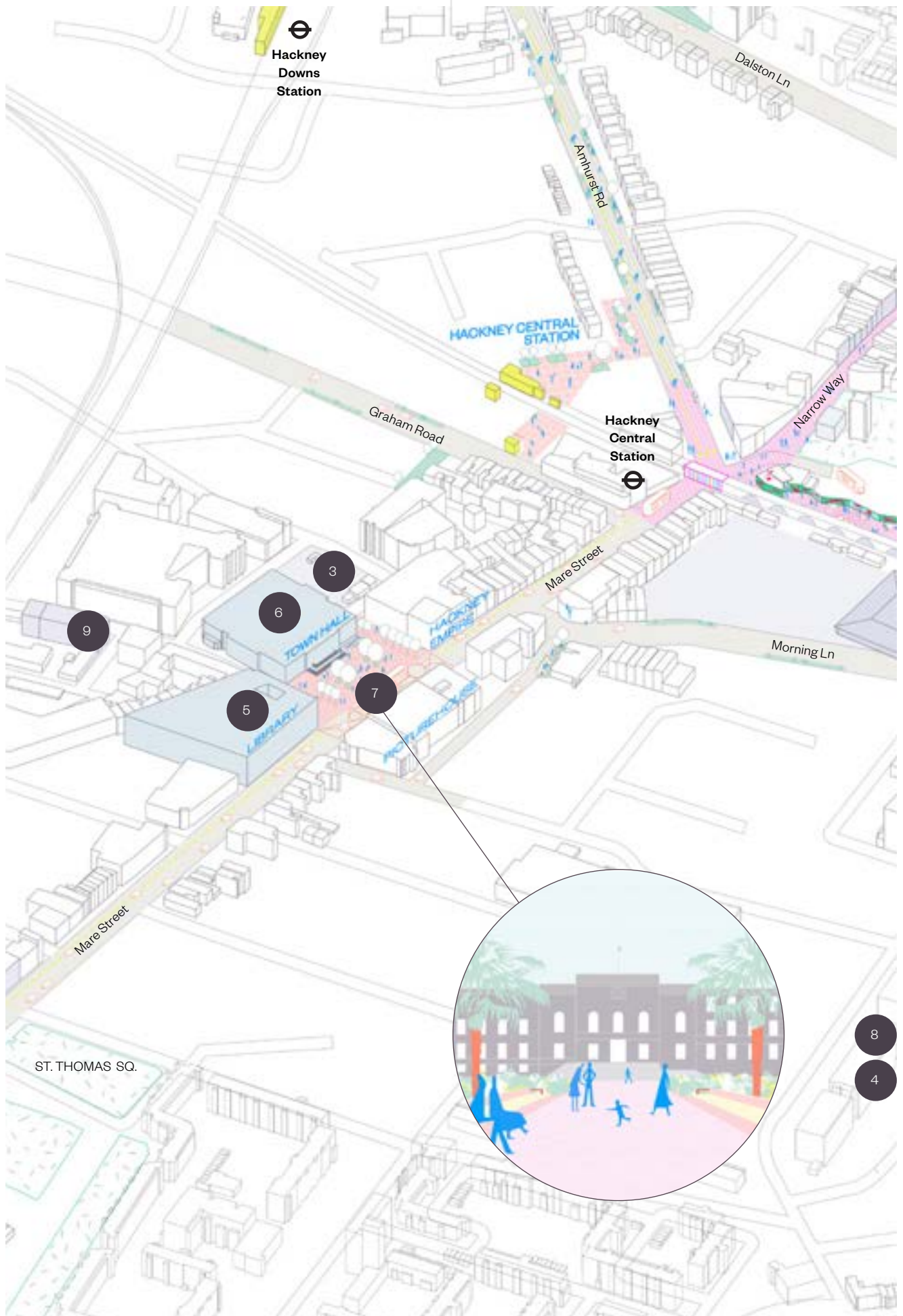
Timeline



Hackney's Cultural and Civic Centre Projects



Hackney's Cultural and Civic Centre Projects



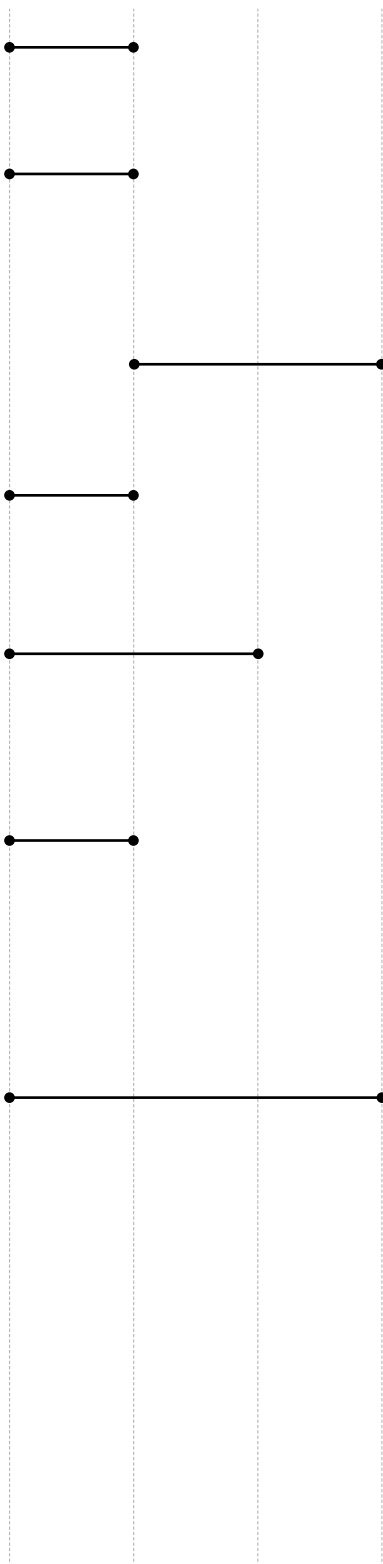
Hackney's Cultural and Civic Centre

Projects

1. Review the infrastructure and space needed to continue to support Hackney Central's annual Carnival
2. Consider how cultural partners can be encouraged to utilise the Town Hall Square as an outdoor venue for activity
3. Utilise Town Hall Square Car Park as civic, public, or cultural space
4. Deliver communal growing space at Frampton Park Estate with the Tenants Residents Association (TRA)
5. Deliver improvements to Hackney Central Library in line with the Hackney Libraries Strategy (22-26), launched in Sept 2022
6. Undertake a feasibility study for solar panels to be implemented on Hackney Central Library, in addition to the retrofit of Council owned buildings such as the Town Hall and Annex building
7. Improve the community offer of Council owned buildings and spaces, starting with improvements to the Town Hall Square public realm, including the entrance and areas surrounding Hackney Central Library and the Hackney Empire

Timeframe

0-2 yrs. 3-6 yrs. 6-10 yrs.



Partners

Carnival partners

Frampton Park Tenants Residents Association (TRA)

Projects

8. Deliver new workspace in Frampton Park as part of the Garages to Workspace programme

9. Redevelop Council owned site allocation at Florfield Depot

Timeframe

0-2 yrs. 3-6 yrs. 6-10 yrs.



Partners

Project in Focus: Creating Spaces for People to Come Together

Introduction

Local engagement revealed a desire for improved public spaces, both indoors and outdoors. Public spaces should reinforce and represent local neighbourhoods. From places such as St. John's Churchyard, Bohemia Place, community halls, Hackney Central Library, local parks, assets around the Town Hall Square and public spaces around St Augustine's town, Hackney Central's strong civic spirit must be underpinned by accessible and inclusive space.

Residents pointed out what is perceived as underused community infrastructure such as Hackney Central Library, which has the potential to support more activity that contributes to community cohesion. Council-owned site allocations also have a prominent role in realising spaces for people to come together to build a shared sense of identity and pride. These spaces also need to be cool and climate resilient to align with the Council's net zero targets.

10 Year Ambition

Council assets should be used in a suitable way to widen their social impact and to reflect the nature of services provided. Council services are often complemented by other grassroots community services which need space in the town centre.

New outdoor spaces delivered in the town centre should be designed to be responsive to climate change and ensure accessibility for all.

Cultural venues like Hackney Empire and Hackney Picturehouse should be able to make use of public space for events and programming to expand their reach and widen public access to culture in Hackney Central.

Public buildings around the Town Hall, such as the Library and Museum, should offer improved community services to strengthen civic life in Hackney Central. Heritage assets should be enhanced to strengthen local connections to them.

Alignment with Missions & Actions

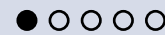
Mission 1 - Champion our character



Mission 2 - Wellbeing for all



Mission 3 - A fair economy



Mission 4 - Green and resilient



Mission 5 - Developing well



Top Actions fulfilled:

Action 1.1 - Deliver more cultural programming that is more representative of Hackney Central's communities

Action 1.4 - Enhance the setting of heritage places and the surrounding public realm to reinforce the local identity of neighbourhoods

Action 2.1 - Deliver new inclusive, high quality, and safe public and green spaces for the community to come together

Area

Hackney's Cultural and Civic Centre

Council Teams

Streetscene, Urban Design, Libraries, Area Regeneration, Culture, Strategic Planning, Economic Development, Parks

Partners

Cultural organisations and businesses

Creating Spaces for People to Come Together: Years 0-2

Town Hall Square Improvements

Residents want public spaces where they feel safe and are protected from the elements. They want spaces that represent and celebrate the wide diversity of Hackney Central, and can play a role in the cultural life of the town, through events like Hackney Carnival or the shared experiences of day to day life. The new public artwork on the Narrow Way and in Town Hall Square, honouring the borough's Windrush communities, is representative of the types of inclusive and transformed public spaces that Hackney residents told us they want.

The Town Hall Square is an important part of the Borough's civic heritage. Adjacent to the Grade II Listed Town Hall building, it is the epicentre of Hackney's political representation and home to the Council's administrative offices. The Council is seeking funding for safety, maintenance and environmental improvement works to restore the Town Hall Square as a significant historical and civic asset for the borough. Through working with cultural institutions in Hackney Central, this project will also seek to find more opportunities to use cultural activity to activate the Town Hall Square as a public space for everyone.

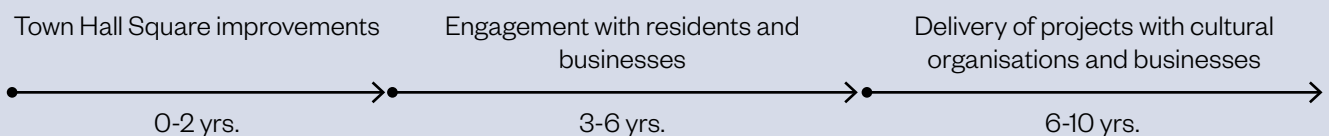


Aldgate public realm by Gillespies
Photo by Gillespies



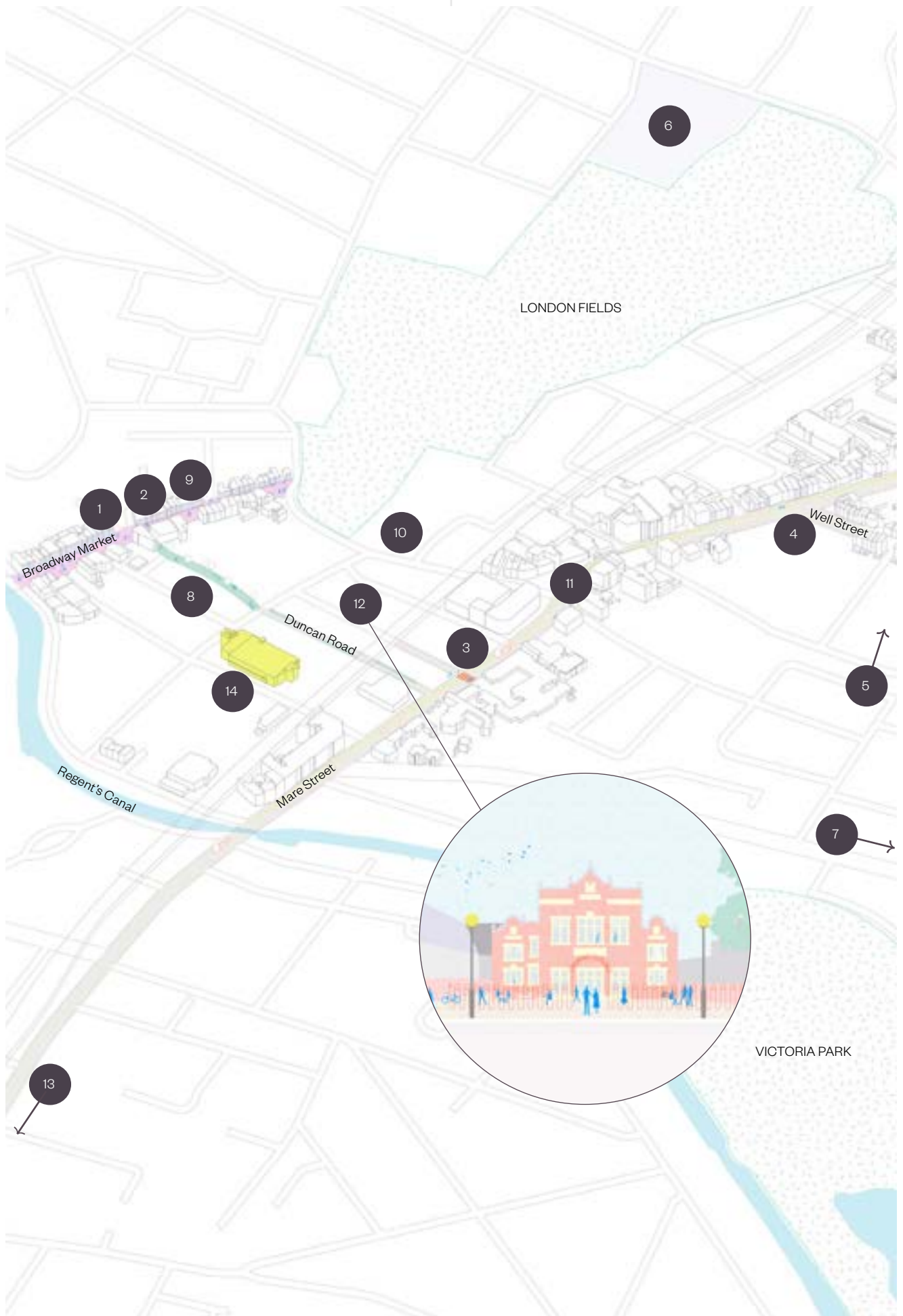
Windrush sculpture at Hackney Town Hall Sq.

Timeline



London Fields and South Mare Ideas District Projects





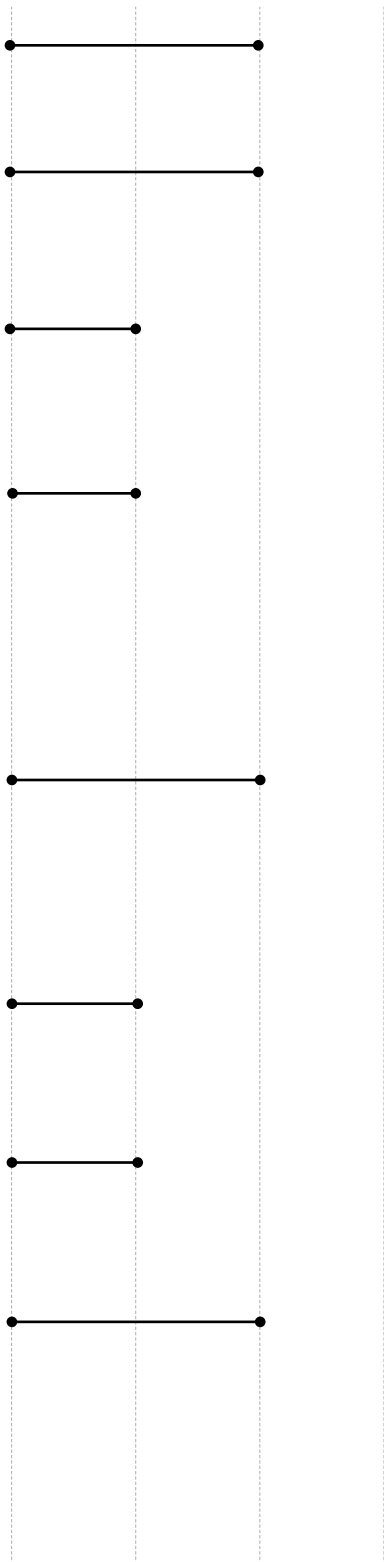
London Fields and South Mare Ideas District

Projects

1. Promote Hackney Market's Rose Voucher scheme in estates around Broadway Market
2. Deliver healthy eating campaigns with Broadway Market traders and set them up to accept Healthy Start Vouchers
3. Deliver Beck Road 'Mare Street Corner', improving public realms and Sustainable Drainage Systems (SuDS)
4. Identify future sites for 'Mare Street Corners' public realm improvements, including the Well Street and Mare Street junction, and investigate and explore the possibility of implementing segregated cycling on Well Street and possibly Cassland Rd
5. Review the connectivity, safety, and accessibility of St. Thomas Long Burial Ground with Mare Street and Well Street in order to improve access to green space and promote active travel routes
6. Construct a new Learner's Pool at London Fields Lido to increase the facilities suitable for young people and families
7. Deliver 'graduation play equipment' in Well Common provided for young people in proximity to existing play facilities
8. Deliver 'Duncan Road Green Corridor' to improve footfall between Broadway Market and Mare Street with new greening and SuDS interventions

Timeframe

0-2 yrs. 3-6 yrs. 6-10 yrs.



Partners

Hackney Market traders

Greater London Authority

Projects

9. Review the long term space requirements needed for Broadway Market infrastructure storage

10. Improve the connectivity between Porters Way, London Fields, and Mare Street through the 'London Fields Green Corridor', which will deliver new landscaping and SuDS interventions

11. Engage with landlords of vacant business units on Mare Street to encourage active usage and improve perceptions of safety

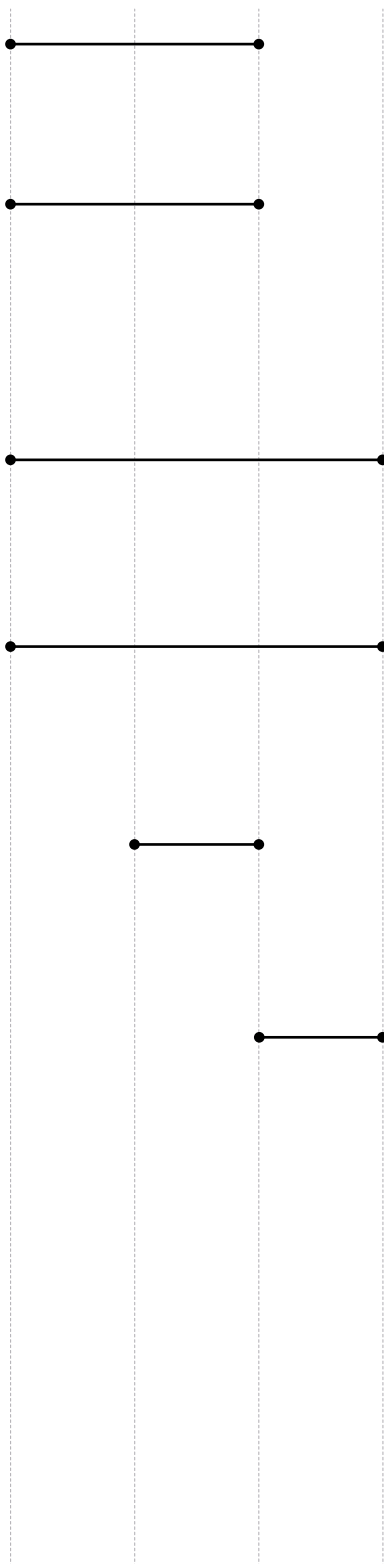
12. Conduct a review of the local creative economy surrounding London Fields, with the aim to support local residents transition into creative employment

13. Deliver a new crossing on Mare Street near Cambridge Heath Station to improve navigability and tackle the severance of Mare Street

14. Redevelop the Ash Grove bus garage

Timeframe

0-2 yrs. 3-6 yrs. 6-10 yrs.



Partners

Arriva Buses, Transport for London (TfL), Network Rail

Project in Focus: Hackney Central Young Creatives

Introduction

Hackney Central has long been an important location for the creative sector in London. The appraisal identified a strong cluster of creative activity in the area south of London Fields, particularly for industries such as fashion and creative manufacturing. There is a large network of independent SME creative businesses in this area, supported by light industrial spaces and affordable workspaces.

However, the engagement revealed that many local young people feel excluded from these businesses and the job opportunities within them. Whilst a lack of diversity is a national problem for the creative sector, there is a significant challenge in Hackney Central related to the disconnect between local creative jobs and local people, particularly young people, who are looking for good quality work.

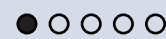
10 Year Ambition

The Council and major partners are committed to narrowing the gap between the creative sector and local people, and to supporting young people from Hackney Central into creative employment. By focusing on pathways into work, the ambition is that local people will play a central role in the creative sector in Hackney Central, supporting both the continued success of the cluster as well as higher skilled, higher wage job opportunities for local people.

Building on existing initiatives, such as Hackney Empire's Creative Futures programme, the Council and partners will deliver a number of new programmes to achieve this ambition. This includes skills development, formal training, career advice, work experience/ apprenticeships, and stronger partnerships between local businesses and schools/ colleges. Physical assets will have an important role to play in delivering the Hackney Central Young Creatives project. Public buildings or those within the control of key partners (such as sites owned by London College of Fashion UAL) should provide physical locations where local people can access bespoke skills and employment support.

Alignment with Missions & Actions

Mission 1 - Champion our character



Mission 2 - Wellbeing for all



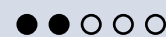
Mission 3 - A fair economy



Mission 4 - Green and resilient



Mission 5 - Developing well



Top Actions fulfilled:

Action 3.1 - Work with local businesses and workspace providers to deliver skills and training pathways into good quality employment

Action 3.2 - Provide support and affordable workspace for business to adapt and success

Action 4.3 - Support the emerging green and circular economy

Area

London Fields and South Mare Street Ideas District

Council Teams

Area Regeneration, Economic Development, Skills and Employment

Partners

Hackney Works, Hackney Empire, London College of Fashion UAL, Creative Workspaces, Fashion District

Hackney Central Young Creatives: Years 0-2

Fashion Review

To deliver the Hackney Central Young Creatives project, research on the current role of the creative sector in the area, particularly the fashion industry, should be undertaken. Past fashion interventions (such as the Hackney Walk Fashion Hub) haven't worked and haven't benefited the local community or businesses. The Young Creatives project must benefit local young people and continue to support grassroots creative activity. The Fashion Review should focus on the opportunities for a sustainable and local fashion sector that considers the skills, infrastructure and space required to grow sustainable fashion activity in Hackney Central, and the pathways for local communities to take part.

The Fashion Review should be developed with major stakeholders in the area, including the London College of Fashion (UAL). Evidence can help inform plans for a project like Poplar Works in Tower Hamlets, which provides creative workspace through a partnership between local institutions and workspace operators. Similarly, Fashion Tech Farm in the Netherlands is a studio, incubator, and production facility that supports students and small businesses with access to materials, machines and expertise.

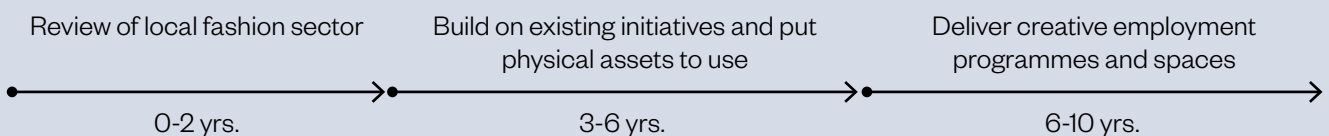


Poplar Works by Adams & Sutherland
Photo by Anthony Coleman



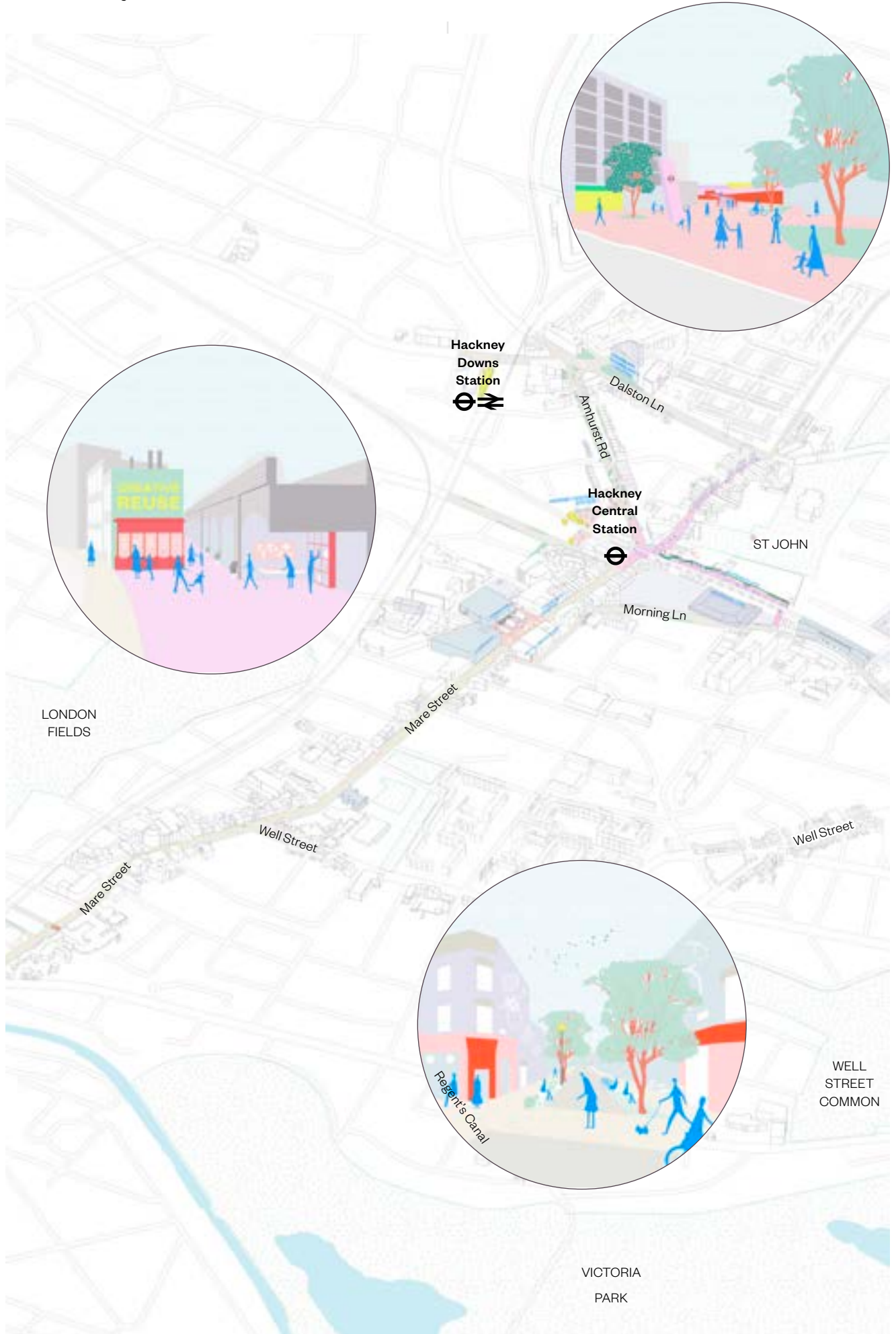
Fashion Tech Farm by Toeters and Vertooren
Photo by Fashion Tech Farm

Timeline



Area Wide Projects





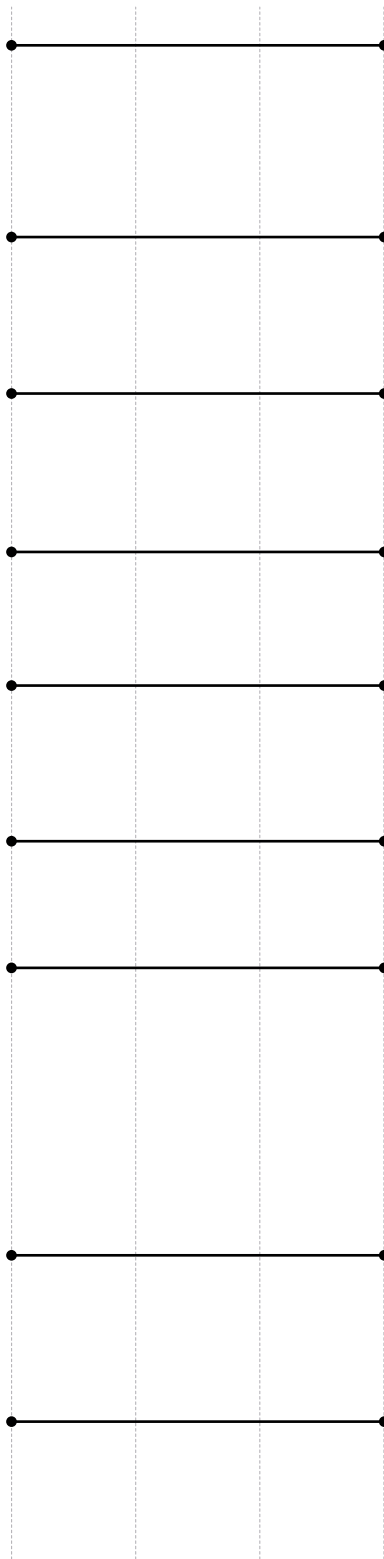
Area Wide

Projects

1. Support businesses in Hackney Central to pivot to circular business practices, as well as reduce waste and consumption emissions
2. Review under-utilised spaces for 'Meanwhile' communal growing and greening in the town centre
3. Review sites suitable for street artwork and murals that are representative of the diversity of Hackney Central
4. Review sites suitable for new markets and market stalls across Hackney Central
5. Continue to utilise Hackney's Affordable Workspace Provider List to secure affordable workspace in new developments
6. Deliver retrofit programmes in line with Hackney's forthcoming Climate Action Plan (CAP)
7. Lobby for improved active travel routes, including expanding the east-west Overground route to a 24-hour service, improving lift facilities at Hackney Downs and Hackney Central stations, and establishing dedicated cycle lanes along Mare Street
8. Continue to work collaboratively with the Met Police to deliver community safety projects
9. Continue to support the Hackney Central Community Panel

Timeframe

0-2 yrs. 2-6 yrs. 6-10 yrs.



Partners

- Local businesses
- Local gardening groups
- Transport for London (TfL), Arriva Rail, Tower Hamlets
- Met Police

Projects

10. Explore new methods for community engagement, particularly those which enable a stronger physical presence in the town centre

11. Continue to support the Hackney Building Programme to deliver new homes on under-utilised sites across Hackney

12. Delivery of EV charging points at suitable locations across Hackney Central and wider Hackney

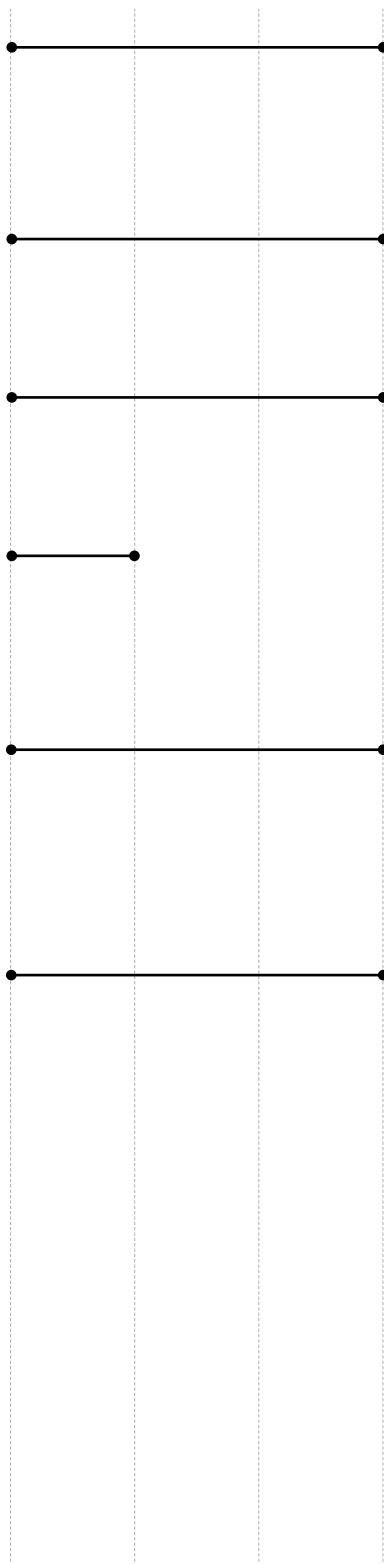
13. Deliver a Hackney-wide Economic Development Strategy to guide development on green economy, social value, and local employment opportunities

14. Improve sense of place and navigation and tackle perceptions of safety in the town centre with better way-finding and public realm design around Hackney Central station

15. Transform Mare Street to provide better public realm, greening, and pedestrian crossing experiences, as well as explore the feasibility of creating new safe cycling facilities on Mare Street and the wider area

Timeframe

0-2 yrs. 2-6 yrs. 6-10 yrs.



Partners

Arriva Rail London

Transport for London (TfL)

Project in Focus: Welcoming Hackney Central

Introduction

Hackney Central's neighbourhoods are spaces that thousands of people interface with daily as they go about their lives in the town centre. The Council and TfL have recently opened a new entrance for Hackney Central Station on Graham Road, greatly improving the arrival experience to the area. Still, Hackney Central suffers from considerable congestion, a poor pedestrian crossing experience, and lack of effective way-finding, particularly at this key public transport gateway. This negatively impacts the experience of visitors and makes businesses feel as though they are not 'on the map'. The major road network dominates the public realm with little space left over for civic life to take place, thereby pushing it to the fringes and restricting the economic life of the town centre.

The Regent's Canal, dominant roads like Mare Street, and a raised rail network create significant severance which further contribute to this. Significant levels of air and noise pollution also corresponds to major road corridors such as Mare Street, Well Street, Victoria Park Road, Morning Lane, Graham Road and Dalston Lane.

10 Year Ambition

A more welcoming and healthier town centre can be created by supporting active travel, reducing traffic, introducing more public space, improving greening, creating a better sense of place around the station, and reviewing the assets in the Council ownership to unlocking new commercial space for businesses to grow.

Placemaking, way-finding, safety interventions such as lighting and active frontages, improved public toilets, Sustainable Drainage Systems (SuDS), heating, shelter, seating, cleanliness, and cultural interventions like public exhibitions have been identified as measures to realise a more welcoming Hackney Central. These interventions will also support child-friendly and ageing well strategies. Areas of focus include Mare Street, Amhurst Road, the Narrow Way, Bohemia Place, Porters Way, and the Town Hall Square.

In 10 years time, visiting Hackney Central should be a pleasure, where new high quality buildings welcome visitors, where residents wait in attractive public spaces to greet friends, and where informal business meetings take place away from the daily comings and goings of commuters.

Alignment with Missions & Actions

Mission 1 - Champion our character



Mission 2 - Wellbeing for all



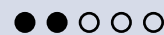
Mission 3 - A fair economy



Mission 4 - Green and resilient



Mission 5 - Developing well



Top Actions fulfilled:

Action 2.2 - Prioritise safety and reduce crime and anti-social behaviour through better public realm design, community activity, and a more vibrant night-time economy

Action 4.4 - Enhance and expand Hackney Central's active travel network

Action 4.5 - Use landscape improvements to help the environment and manage the impacts of climate change

Area

Hackney Central area wide

Council Teams

Community Safety, Area Regeneration, Streetscene, Strategic Planning

Partners

Met Police, Transport For London, Network Rail, Arriva Rail, Arch Co.

Welcoming Hackney Central: Years 0-2

Hackney Central Station

A first priority to respond to challenges of making Hackney Central more welcoming, safe and accessible is to improve the way-finding and environment around Hackney Central Overground Station, including improving the connectivity between Amhurst Road, Mare Street, Narrow Way and Bohemia Place. Greening initiatives that transform vehicle dominated environments into spaces for people and integrate Sustainable Drainage Solutions (SuDS) can improve the hostile road environments found in the area.

There is also an acute need to improve actual and perceived safety in this area of Hackney Central, and build on the work of Hackney Council's Community Safety team in delivering direct uplifts to the area such as tracking ASB, removing graffiti and investing in services like public toilets. The Council is seeking funding to tackle dangerous traffic and improve the surrounding public realm to enable people to navigate easily around the area. The Council will also continue to combat vacant properties and encourage private landlords to provide needed services in the town centre as well as SMEs with access to resources and expertise.

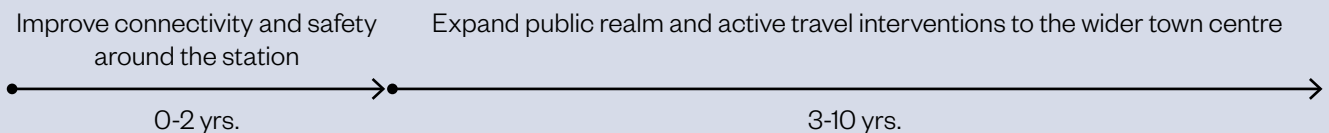


The Narrow Way



Grey to Green by Sheffield City Council
Photo by Sheffield City Council

Timeline



Project in Focus: Re-imagine Mare Street

Introduction

Mare Street is a culturally significant route running through Hackney Central. It is also, however, a busy transport corridor that severs the area from east to west and creates a poor environment in its vicinity due to traffic-related noise and air pollution.

Addressing health risks caused by pollution is a primary driver for change on Mare Street, and is key for the protection and longevity of Hackney Central residents. Reduced traffic will mitigate the effects of air and noise pollution, as well as decrease the frequency and severity of collisions. The Council will work alongside TfL and the London Borough of Tower Hamlets to reduce and plan traffic flows, which extend to and originate from outside Hackney Central.

In re-imagining Mare Street, Hackney Central as whole stands to be transformed, creating a perceptual change in those who live in and visit the area, providing health improvements and better business environments, and contributing to net zero commitments.

10 Year Ambition

The Council has already begun to deliver on the transformation of Mare Street, using Good Growth funding to deliver improved public realm, greening, and crossing experience at the junction with Beck Road. Alongside 'soft' support initiatives to purposefully activate and promote the street, the Council aims to deliver complementary 'hard' physical improvements to street-scape like EV charging infrastructure and improvements to building frontages.

Conversations are underway with Transport for London and Arriva Bus London to review how Ash Grove, and Clapton bus garage in Hackney Central could deliver the TfL target of operating zero emission electric buses over its entire fleet by 2037 to deliver improved air quality.

Safety and the night time economy also play a role in the re-imagining of Mare Street. The Council will engage with landlords of vacant units to diversify the high street offering, particularly at night.

Alignment with Missions & Actions

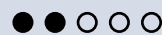
Mission 1 - Champion our character



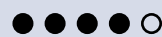
Mission 2 - Wellbeing for all



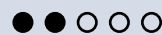
Mission 3 - A fair economy



Mission 4 - Green and resilient



Mission 5 - Developing well



Top Actions fulfilled:

Action 2.5 - Prioritise street space for community, civic lift, and non-motorised transport

Action 4.1 - Tackle the impact of noise and air pollution

Action 4.4 - Enhance and expand Hackney Central's active travel network

Action 4.5 - Use landscape improvements to help the environment and manage the impacts of climate change

Area

Hackney Central area wide

Council Teams

Streetscene, Sustainable Drainage Solutions

Partners

Met Police, Transport For London, Network Rail, ARL, Arch Co.

Re-imagine Mare Street: Years 0-2

Mare Street Corners

The project will improve the pedestrian environment of Mare Street by creating attractive green pocket spaces along the edges of the road. These will provide a place of respite from the busy flow of traffic, generate a buffer from pollution, and enable safer east-west connections that link civic and green spaces across Hackney Central. Mare Street Corners introduces a strategy for integrating new SuDS landscape interventions across Hackney Central's public realm, focusing on flood risk and built-up areas to tackle surface water issues, while simultaneously improving the street-scape and increasing biodiversity.

Incremental improvements at key corners will transform sections of Mare Street into a more pleasant environment, prioritising pedestrians and introducing infrastructure that supports active travel. Mare Street Corners will be designed to work harder, connecting wider walking and cycling networks. This project will draw on precedents such as Wilton Way, Clapham Old Town crossings, and mini-Holland infrastructure and public realm improvements in Waltham Forest to inform pedestrian and cycle friendly design that de-prioritises vehicular movement.

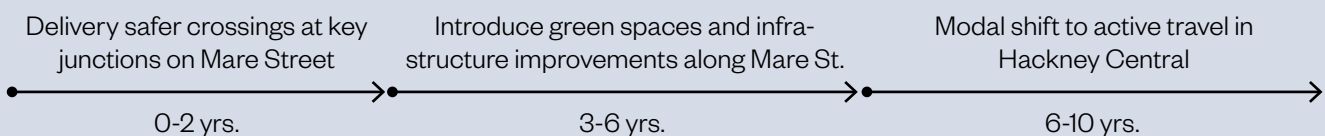


Clapham Old Town by Urban Movement
Photo by Urban Movement



Waltham Forest mini-Holland junction
Photo by Waltham Forest

Timeline



Project in Focus: Circular Hackney Central

Introduction

Hackney Council has declared a climate emergency and committed to delivering Net Zero emissions across Council functions by 2040. The people of Hackney Central are conscious of the climate emergency and have expressed support for this commitment to achieving Net Zero and for a pivot to greener practices.

To help achieve this, local businesses will need to play an important role. The Council will encourage and support businesses to reduce their energy consumption and waste, as well as to embed circular models within their operations and supply chains. Supporting a circular economy is critical for achieving net zero. Addressing the climate emergency to date has predominantly focused on renewable energy and energy efficiency, however 45% of global emissions come from the manufacture, consumption and disposal of products and materials we use every day (source: Ellen McArthur Foundation). This is why circular economy interventions are so important for achieving Hackney Council's target.

10 Year Ambition

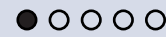
The long term vision in realising a circular Hackney Central - one that serves as a vibrant, self-supporting sub-regional hub for green ventures - hinges on businesses receiving support such as training, education, and business advice in order to transition to less carbon intensive products and processes. Green economy businesses should be actively supported to move to the area through incentives like affordable and accessible spaces that enable growth, with a particular focus on the green economy sector in the South Mare Street area.

It is crucial that these changes happen in a just way, by working towards a 'just transition'. That means support for people who may lose out. For example, training programmes for people currently working in the fossil fuel industry so they can easily find work elsewhere. It also means that new opportunities should be available to everyone, rather than perpetuating existing economic inequalities. The green economy should be diverse and inclusive.

Space for waste sorting will be planned and allocated to ensure a truly circular way of life and to facilitate a coordinated effort across the borough.

Alignment with Missions & Actions

Mission 1 - Champion our character



Mission 2 - Wellbeing for all



Mission 3 - A fair economy



Mission 4 - Green and resilient



Mission 5 - Developing well



Top Actions fulfilled:

Action 3.2 - Provide support and secure spaces for businesses to adapt and succeed

Action 4.3 - Support the emerging green and circular economy

Action 5.5 - Create opportunities for businesses and residents to give back to their community

Area

Hackney Central area wide

Council Teams

Area Regeneration, Economic Development, Waste & Recycling

Partners

Green Climate Action Plan, Local Businesses, RELondon, Zero Emissions Network (ZEN)

Circular Hackney Central: Years 0-2

Creative Economy Business Support

Using Additional Restrictions Grant funding from central government, Hackney Council is already undertaking a programme of business support in Hackney Central focused on the circular economy. Over the course of 2022, research will identify the opportunities for a circular economy in the area, for example creative reuse facilities.

This will include understanding the barriers that businesses face in adopting circular principles and reducing their carbon footprint. Engagement with businesses as part of the research will help to establish a peer business network where ideas can be shared and support can be provided. Specific recommendations will be made for the Council on how to enable and support business-led circular economy activities going forward.

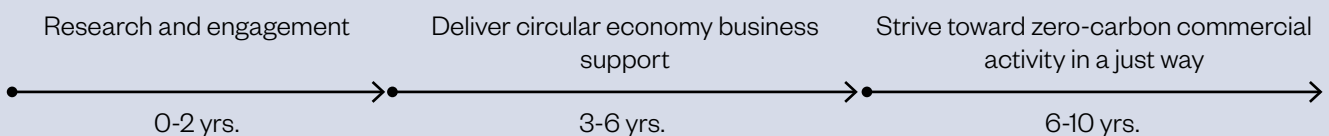


Enfield Business Centre by RCKa
Photo by Jakob Spriestersbach



Batch.Space at Hackney Depot
Photo by Hackney Depot

Timeline



Project in Focus: Building New Council Homes

Introduction

Hackney Council has been addressing the housing crisis and building new homes since 2011, using an innovative in-house, not-for-profit approach. In May 2018, Hackney made a commitment to deliver almost 2,000 new homes over the following four year period, and by May 2022 a total of 1,984 had started, completed or received planning permission. More than half of these are genuinely affordable, including social rent for those who need it most, low cost home ownership for people struggling to get on the housing ladder, and new Hackney Living Rent homes, a more affordable, secure option for private renters.

There are now award-winning new Council homes across the borough - from Tower Court in Stamford Hill to St Leonard's Court in Hoxton, and from Frampton Park to Clapton Park - helping hundreds of families access secure affordable places to call home.

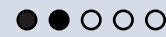
10 Year Ambition

In 2022 the Council set an ambitious plan for 1,000 new Council homes for social rent by 2026. Land is needed to meet this ambition and a full search of the Council's housing land has been carried out with the involvement of residents. 15 new locations where underused land can be repurposed for new homes and wider improvements have been identified. 75% of the new homes will be for Council social rent.

Initial community engagement took place in summer 2022 to gather residents' views on new homes in these areas. Two sites at Orwell Court garages and Welshpool Street depot and car park have the potential to provide new Council homes and to improve the public realm around the estates and wider Broadway Market area. The car park and garages structure at Wayman Court estate near London Fields has been identified for its potential to be redeveloped into sensitively designed new Council homes whilst protecting valued green space at the centre of the estate. Nearby at 161 Graham Road, a former garages site and the temporary home of Garden of Earthly Delights, there is potential to address the housing crisis with new homes, alongside the relocation of the community gardening space.

Alignment with Missions & Actions

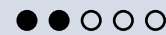
Mission 1 - Champion our character



Mission 2 - Wellbeing for all



Mission 3 - A fair economy



Mission 4 - Green and resilient



Mission 5 - Developing well



Top Actions fulfilled:

Action 2.1 - Deliver inclusive, high quality and safe public and green spaces for people to come together

Action 2.6 - Deliver social and affordable housing

Action 5.1 - Continue and encourage meaningful community engagement

Action 5.4 - Support partners to work more closely with local people

Area

Hackney Central area wide

Council Teams

Housing Regeneration, Housing Services, Regeneration Strategic Design, Communications and Engagement

Partners

Local residents, architects, professional consultants

Building New Council Homes: Years 0-2

Design and Community Involvement

The Council is committed to involving residents closely in shaping the design of new social homes in a way that responds to residents' concerns and aspirations to improve and inform the places they live. We began this in 2022 with early public consultation, which has created a wealth of information on what works and doesn't work locally, and what residents want to see change.

During 2023-24 we will select architects and start the design process at Wayman Court, Graham Road, Orwell Court and Welshpool Street. We will continue to involve residents in a wide-ranging participatory design process from the very first ideas through to the design of new buildings, and changes and improvements to green spaces, outdoor areas, shared facilities and children's playspaces. It may involve further meetings and events at the estates, and design workshops and discussion groups in accessible locations nearby. The designs will be developed by the Council's architects and team of professional consultants, and we expect to submit planning applications in 2025, well in advance of construction work.



New homes on Frampton Park estate delivered by Hackney Council, with Henley Halebrown Architects

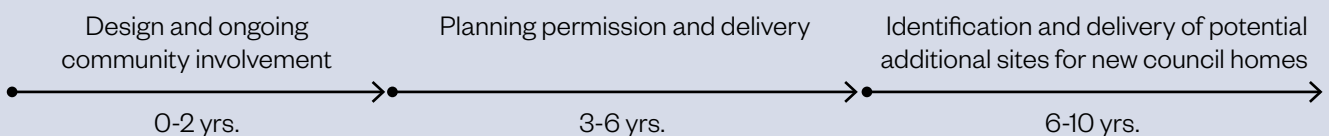


New homes in Kings Park, Clapton, delivered by Hackney Council with Al-Jawad Pike Architects



High quality open space for residents in new housing developed by Hackney Council

Timeline



Funding and Monitoring



Making It Happen

Powerful change can happen when people from the public and private sectors come together to achieve a shared goal. In the face of limited resources, funding will need to be sought from a variety of sources. This may involve investment from local businesses, private landowners, Community Infrastructural Levy (CIL) or similar development related funding, the London Borough of Hackney, Transport for London (TfL), the Greater London Authority (GLA), and other potential funding streams.

It will also be necessary to target a range of external funding opportunities, including but not limited to; cultural grants, heritage and conservation funds, biodiversity and community funding, and crowd-funding initiatives.

Also key to delivering the projects is businesses getting involved and working collaboratively with stakeholders. As well as financial support that may be possible, there are also a wide range of local skills and networks that may assist in bringing projects to fruition.

Long-term or large-scale project improvements will need professional input and may involve large stakeholder groups, especially where projects are being implemented in the public realm.

The funding landscape is constantly changing and the table in the pages overleaf show a selection as of 2022.

Funding Opportunities

Organisation	Type of Funding and Priorities	Indicative Amount Available (£)
<p>Mayor of London www.london.gov.uk</p>	<p>Regeneration investment programmes into London's high streets to boost local trade and economic activity, delivering growth and new jobs, and improving lives</p> <p><i>High street, place making, growth, community, livelihood</i></p>	<p>Project dependent</p>
	<p>Good Growth Fund</p> <p><i>Regeneration</i></p>	<p>Up to £2,000,000</p>
	<p>Crowdfund London</p> <p><i>Community</i></p>	<p>Up to £50,000 to support crowdfunding campaign</p>
	<p>Small Projects & Equipment Fund</p> <p><i>Business, skills</i></p>	<p>£25,000 up to £300,000</p>
	<p>Culture Seeds Fund</p> <p><i>Community</i></p>	<p>£1,000 - £5,000</p>
	<p>The London Family Fund</p> <p><i>Social integration</i></p>	<p>£10,000 and £85,000</p>
	<p>Community Green Space Grant</p> <p><i>Community, green spaces</i></p>	<p>Up to £10,000</p>
	<p>Community Tree Planting Grant</p> <p><i>Community, green spaces</i></p>	<p>Up to £10,000</p>
<p>City Bridge Trust www.citybridgetrust.org.uk</p>	<p>Improving London's environment through outdoor learning initiatives, city farms, biodiversity, and community tree planting</p> <p><i>Community, outdoor learning opportunities</i></p>	<p>No min. or max.</p>

Funding and Monitoring

Organisation	Type of Funding and Priorities	Indicative Amount Available (£)
The Gannett Foundation www.gannettfoundation.org	Community Grant Programme <i>Improving lives in communities served by Gannett Co.</i>	Up to £5,000 - £10,000
Groundwork London www.groundwork.org.uk/Sites/london/pages/our-space-award	Our Space Awards - Grants <i>Greener communities</i>	£500 - £5,000
Trust for London www.trustforlondon.org.uk	Funding programme under a number of themes including good homes and neighbourhoods and stronger voices <i>Poverty, inequality, social problems in London</i>	Up to £150,000
Arts Council England www.artscouncil.org.uk	Invests money from government and the National Lottery in arts and culture across England <i>Arts and culture</i>	See range below
	Project grants <i>Arts and culture</i>	£1,000 - £100,000
	Small capital grants <i>Arts and culture</i>	£100,000 - £500,000
	Large capital grants <i>Arts and culture</i>	£500,000 - £5,000,000
Aviva www.aviva.co.uk/services/more-from-aviva/aviva-community-fund/	Community impact grant <i>Community</i>	£1,000 - £25,000
The National Lottery Community Fund www.tnlcommunityfund.org.uk	Grants to organisations ranging from small local groups to major national charities <i>Community</i>	£300 - £1,000,000

Funding Opportunities Continued

Organisation	Type of Funding and Priorities	Indicative Amount Available (£)
<p>Biffa Award www.biffa-award.org</p>	<p>Funding for community projects under four themes</p> <p><i>Biodiversity, community buildings, cultural facilities, and recreation</i></p>	<p>£10,000 - £75,000</p>
<p>Veolia Environmental Trust www.veoliatrust.org</p>	<p>Community and environmental projects such as playgrounds, skate parks, secure bike racks, biodiversity and sustainability</p> <p><i>Community, environment, place-making</i></p>	<p>£20,000 - £25,000</p>
<p>Sport England www.sportengland.com</p>	<p>Small grants to help more people play sport</p> <p><i>Sports facilities & activities</i></p>	<p>£300 - £10,000</p>
<p>Spacehive www.spacehive.com</p>	<p>Public space crowdfunding for community accessible space</p> <p><i>Community, place-making</i></p>	<p>No min. or max.</p>
<p>Historic High Streets Fund www.historicengland.org.uk/services-skills/heritage-action-zones/regenerating-historic-high-streets</p>	<p>High Streets Heritage Action Zones scheme</p> <p><i>High streets</i></p>	<p>Not yet specified</p>
<p>Funding Central www.fundingcentral.org.uk</p>	<p>Database of grants</p> <p><i>Charity, voluntary, social enterprise, community</i></p>	<p>No min. or max.</p>
<p>Tesco www.groundwork.org.uk/sites/tesco-community-scheme</p>	<p>Bags of Help community grant scheme</p> <p><i>Community</i></p>	<p>Up to £5,000</p>

Funding and Monitoring

Organisation	Type of Funding and Priorities	Indicative Amount Available (£)
Power to Change www.powertochange.org.uk	Bright Ideas Fund - Grant and business support <i>Community, business</i>	Up to £15,000
MyCommunity www.mycommunity.org.uk	Grants supporting neighbourhoods and training <i>Neighbourhood development orders, community, housing</i>	Up to £6,000
The London Community Foundation www.londoncf.org.uk	Funding programme <i>Community, local</i>	Up to £10,000 for organisations with an income of less than £100,000 annually
The London Community Foundation www.londoncf.org.uk	Funding programme <i>Community, local</i>	Up to £10,000 for organisations with an income of less than £100,000 annually
People's Postcode Trust www.postcodetrust.org.uk	Small grants programme <i>Community development</i>	Up to £25,000
Hilden Charitable Fund www.hildencharitablefund.org.uk	Grants to support social justice and to tackle disadvantage <i>Community</i>	Up to £7,000
Foyle Foundation www.foylefoundation.org.uk	Grants for charities <i>Community, grassroots, arts</i>	No min. or max.
The Santander Foundation www.santanderfoundation.org.uk	Discovery grants scheme <i>Community, skills</i>	Up to £150,000
BBC Children in Need www.bbcchildreninneed.co.uk	Small and large grants scheme <i>Community, youth</i>	Up to £120,000
Nationwide Community Grants nationwidecommunitygrants.co.uk	Community grants programme <i>Community, housing</i>	Up to £50,000

Monitoring the Progress of the Strategy

As the Strategy is being delivered over the next 10 years, the Council will need to know whether progress against the missions and actions of the Vision is being made. Monitoring progress enables the Council to understand what interventions have been successful and will ensure that future activity and investment is targeted in the right areas.

To do this, the Council has developed a 'success framework' for the strategy which identifies performance indicators for every mission. These indicators will help the Council to understand the challenges facing the Hackney Central area and how these are changing over time. The indicators include data from sources such as the NHS or ONS, as well as insights from the Council's annual survey of its residents.

These indicators will be monitored by the Council every two years. Out of a long list of over 50 indicators, nine have been selected as the priority for Hackney Central and progress against these will be reported back publicly. The priority indicators were chosen either because they were highlighted as important for local people during the engagement, or because the appraisal of secondary data identified them as a particular challenge for Hackney Central.

Full information on the Success Framework can be found in Appendix B.

Monitoring Priority Indicators

1. Local residents are more satisfied with Hackney Central as a place to live

2. More people consider Hackney Central's high streets lively and varied

3. Fewer people think that crime is a very big problem in Hackney Central

4. More people agree that Hackney Central is a neighbourhood where people from different socio-economic or class backgrounds get on well

5. More people agree that there are plenty of job opportunities in Hackney for the current population

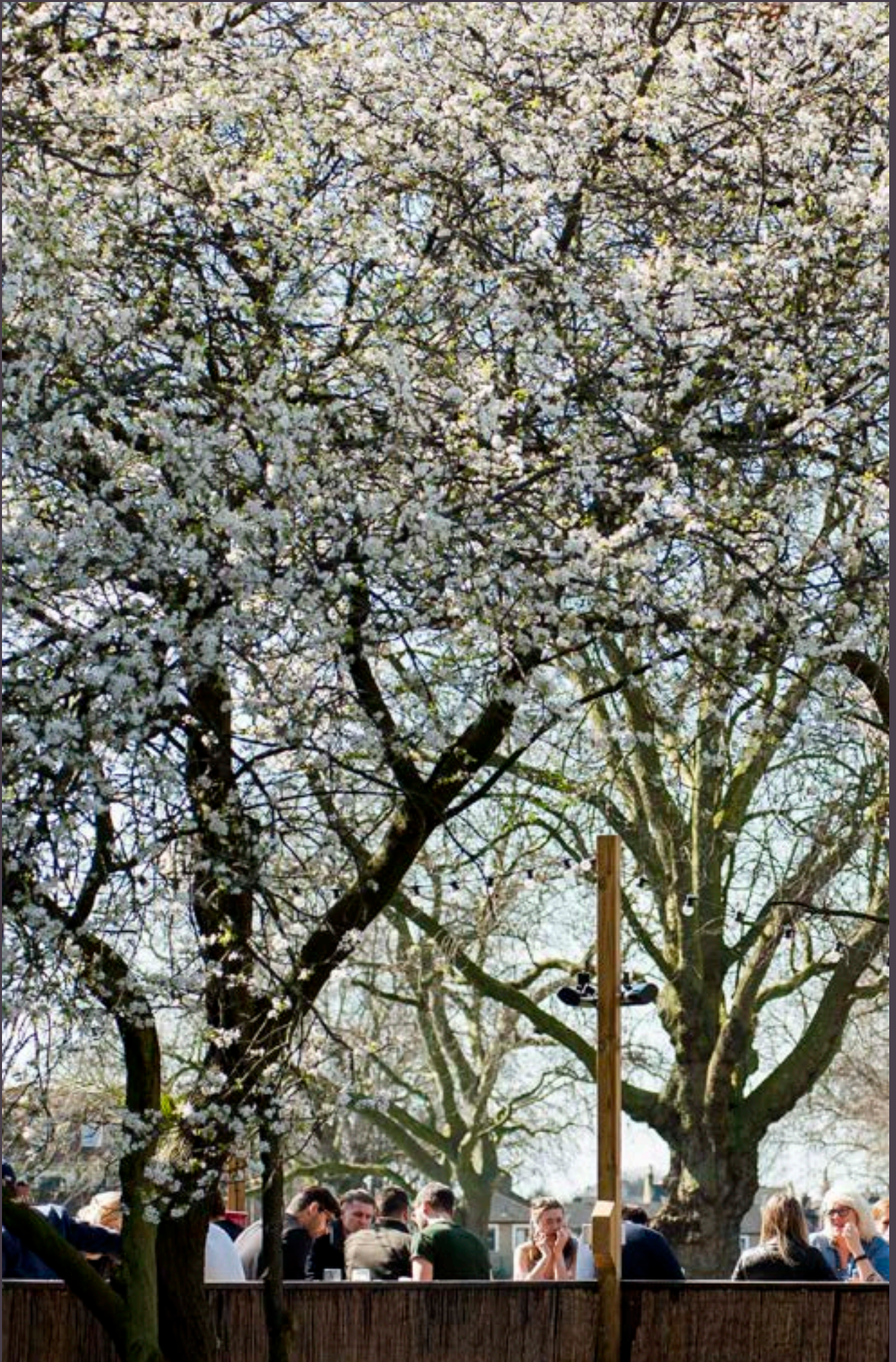
6. The high street vacancy rate is reduced

7. Air quality in Hackney Central improves

8. The number of people travelling to school and work in Hackney Central by public transport, walking or cycling increases

9. More people think that the Council listens to the views of local people

- Next Steps



Next Steps



Looking Ahead

The Hackney Central Town Centre Strategy is ambitious but achievable.

However, that does not mean that the funding, permissions or arrangements are already in place to deliver on these opportunities. Instead, the Strategy itself will be used as a tool to deliver the support, and most importantly the investment, needed to unlock the proposals set out in the Strategy.

With the current context of the post-Covid recovery and the cost of living crisis, securing funding in particular will be a significant challenge, posing one of the key risks in implementing the Strategy.

Yet, this is why the Strategy itself is vital. It provides a Vision for the future of Hackney Central, and a Delivery plan for how to achieve this Vision. That means we have a clear plan in place to be able to make the best possible case to secure funding in what is an increasingly competitive financial environment.

This Vision is not the Council's alone. It is shared among the Council, its public and private sector partners, the local community, and the local businesses, groups and organisations based in Hackney Central who have all helped shape the Strategy.

By using a missions-based approach, we are showing how we will work together to deliver the Strategy, empowering different groups to help us contribute towards achieving five clear missions. We are showing how projects of different scales – from major physical developments to small-scale neighbourhood improvements – can contribute towards the same shared goals.

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Hackney Central Towards a Hackney Central plan

Engagement Report 2021/22

Hackney Central Town Centre Strategy Engagement Report

Contents

1. [Introduction](#)
 - [What is the Hackney Central plan?](#)
 - [Engagement Summary](#)
 - [Summary of Findings \(Stage 1\)](#)
2. [Reconfirming priorities survey](#)
 - [Participation in the Hackney Central Conversation](#)
 - [Priority selection](#)
 - [Overall the top priorities identified by respondents across all sections were:](#)
 - [Changes to 2019 Priorities](#)
 - [Early action suggestions and anything that has been missed?](#)
3. [Responding to Stage 1 Engagement Findings](#)
4. [Summary of Findings \(Stage 2\)](#)
 - [Commonplace survey responses](#)
 - [Commonplace map suggestions](#)
 - [In Person Engagement Summary](#)
5. [Responding to Stage 2 Engagement Findings](#)
6. [Next Steps](#)
7. [Appendix 1: Demographic data](#)
8. [Appendix 2: Location based project ideas](#)

1. Introduction

A. Purpose of this report

This report summarises the engagement methods and feedback from the *Hackney Central Town Centre Strategy* engagement, which ran from 16 October 2021 to 14 March 2022.

The report sets out how the Council engaged with a wide range of residents, businesses, organisations, and local communities and provides an analysis of the feedback. The report goes on to set out at high level how the feedback shaped the strategy and will continue to shape the work of the Council and its partners in Hackney Central for years to come.

Overall, the Council received 845 contributions to two Commonplace online questionnaires, 254 contributions to an online Commonplace map, and over 600 individual comments from attendees at in-person public events. In addition, the Council also organised a series (26 events) of 1-2-1 conversations with local stakeholders, including businesses and community groups. The approach to these events and the summary of results and feedback are summarised in this report. The Engagement Strategy we influenced by the Hackney Central Community Panel, who fed in ideas and feedback on how the engagement strategy could have the widest reach and impact.

B. What is the Hackney Central Town Centre Strategy?

A new regeneration strategy

Hackney Central is designated as a major town centre in the London Plan and Local Plan and is the civic and cultural hub of the Borough. The town centre is also in an Area of Regeneration in the London Plan.

Hackney Central has been subject to significant change over recent years, but this growth has not always reflected the needs of local residents, or helped address the challenges that the area and its communities and businesses continue to face.

In light of the challenges placed on our town centres by the pandemic, changes in retail consumer patterns, and the climate and cost of living crises, now more than ever they need to be the focus of coordinated thinking and action to rebuild and rediscover their role for communities. And to ensure economic, social and environmental resilience is embedded at their heart.

Hackney Central is still growing, and LP33 (2020) and the Hackney Central Supplementary Planning Document (SPD) (2017) have identified development opportunities across ten site allocations. These sites are identified as having potential to deliver over 1,000 new homes and over 50,000 sqm of commercial and workspace (including retail and office space).

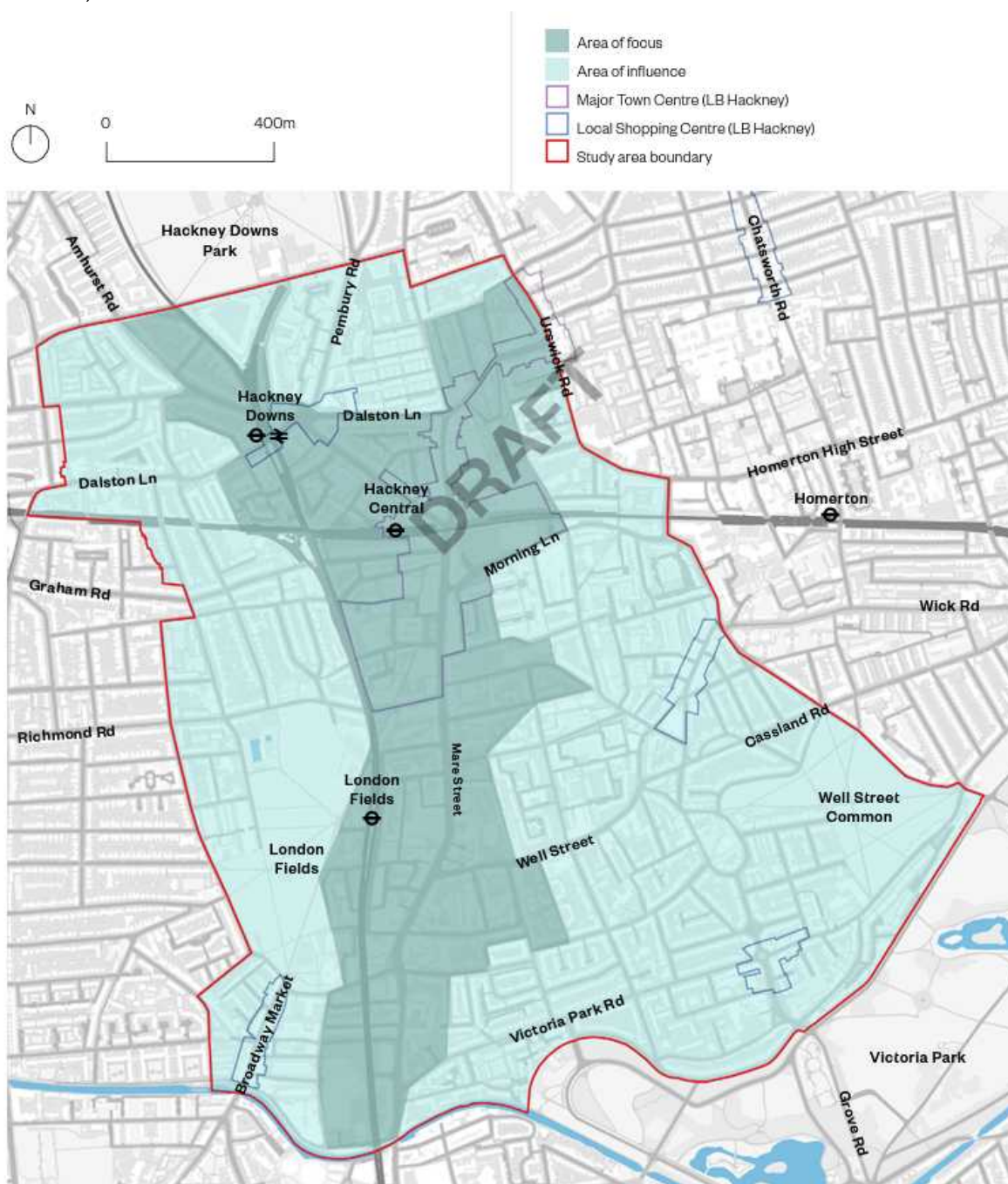
The TCS sets out the Council's coordinated response to these challenges, and shows how it can positively intervene to shape this development to have the maximum impact to achieve inclusive growth. The strategy also specifies physical, social and economic priorities and projects for delivery, across issues such as retail and economic growth, prosperity, health, safety and wellbeing, culture, the environment, sustainability, the night-time economy, and education and skills. In order to improve the town centre offer and experience and respond

to the changing nature of high streets for town centre businesses. And crucially how the Council and communities can work together, and in so doing achieve more.

The TCS has a relationship to the Council's Local Plan, and the Hackney Central SPD (2017), which provides dedicated guidance about how new developments and changes to public spaces in Hackney Central can be managed to ensure that it reflects the specific circumstances of the local area, the needs of the town centre, and priorities of local people. The TCS enhances these documents and will be a material consideration in planning applications under consideration in the area.

What areas does the Hackney Central plan cover?

The strategy covers a wide area reaching Hackney Downs in the north, the Regents Canal in the south, London Fields in the west and Well Street in the east.



C. Towards a Hackney Central Town Centre Strategy: Engagement Commitment

Between October 2021 to March 2022, engagement with local communities to inform the new Town Centre Strategy. This strategy is not a statutory planning document and therefore will not undergo statutory consultation, but instead be shaped by sustained community engagement.

Everything heard in the engagement Towards a Hackney Central plan has informed the Town Centre Strategy.

D. Towards a Hackney Central Town Centre Strategy: What stage are we at?

Over 1500 comments have shaped the Hackney Central Town Centre Strategy, alongside quantitative research and review of other local strategies and planning policies.

Following adoption, the Council will take forward the content of the strategy, delivering projects with communities.

E. Hackney Central Town Centre Strategy project timeline

The following table sets out the key stages of the Hackney Central TCS. Further details and findings of each stage of engagement are described in the following sections of this report.

1	The Hackney Central Conversation, 2019: Hackney Council launched the Hackney Central Conversation in July 2019 so local people could tell us what they love about Hackney Central, the challenges they experience, and what changes they would like to see the Council make in the area. The approach for the project was about early, ongoing and honest dialogue with those who live, work and visit the area so that they can influence change in their community. More than 2,000 people visited the Commonplace website and shared more than 2,000 comments or added agreements or “likes” to these. This online engagement was supplemented through workshops, community meetings, and stalls on the Narrow Way and at Hackney Carnival. You can download a PDF copy of the full Hackney Central Conversation report here .
2	Local Plan adopted, 2020: The borough-wide Local Plan 2033, known as LP33, is the key strategic planning document used to direct and guide development in the borough up to 2033. This aims to make sure that the right amount of development is built in the right place at the right time so that the future needs of the borough are met.
3	Spring 2021: Launch of the Hackney Central Panel: The Panel was established by the Council in June 2021 as a way of ensuring the community has an input into strategic decisions and developments in Hackney Central from an early stage. It is intended as a mechanism for conversation and developing ideas, with the aim of inspiring a collective sense of custodianship for Hackney Central’s future. This allows the Council to consider a wide range of local input and ideas, constructively inform projects and ensure a collaborative approach is adopted by the Council when making decisions.

4	<p>October 2021: Launch of Towards a Hackney Central plan engagement: Recognising the challenges posed by Covid-19 and its impact on the local community and economy since the initial period of engagement “, <i>Towards the Hackney Central plan</i>” aimed to establish whether the priorities people identified to the Council through the Hackney Central Conversation in 2019 still apply. It also sought to capture new voices, to provide as broad a range of priorities from the local community as possible.</p>
5	<p>October - December 2021: Stage 1 engagement <i>Towards the Hackney Central Plan</i>: Characterised by the <i>Reconfirming Priorities Survey</i>, six public events and 26 1-2-1 business and community conversations. These events were co-delivered with members of the Hackney Central Community panel.</p>
6	<p>January - March 2022: Stage 2 engagement <i>Towards the Hackney Central Plan</i>: People were encouraged to respond to the first draft of Town Centre Strategy missions through Commonplace by targeted communications on social media and generate project ideas on the interactive Commonplace map for the Hackney Central area. This period of engagement also saw a Youth Engagement campaign, utilising billboards in the town centre and underpinned by a project with the Hackney Youth Parliament.</p>
7	<p>March - July 2022: Feedback synthesis and strategy writing shaped by the engagement. During this period the project team continued to discuss the development of <i>The Hackney Central Town Centre Strategy</i> with the Hackney Central Community Panel.</p>
8	<p>October 2022 and onward: <i>The Hackney Central Town Centre Strategy</i> sets out to make it easier for residents to engage with the Council through, clear and honest conversation; lobby landowners and developers to undertake meaningful engagement with their projects and act as a convener to build new partnerships between the council, private sector and civil society. The Council will reflect on what this means for the way in which we engage and communicate with residents and implement projects to support this over the next ten years.</p>

2. Engagement Summary

A. Stage 1 Engagement: Oct-Dec 2021 activity summary

The following table sets out each stage of engagement *Towards a Hackney Central plan*. The findings and analysis of results for each engagement stage are described in the subsequent sections of this document.

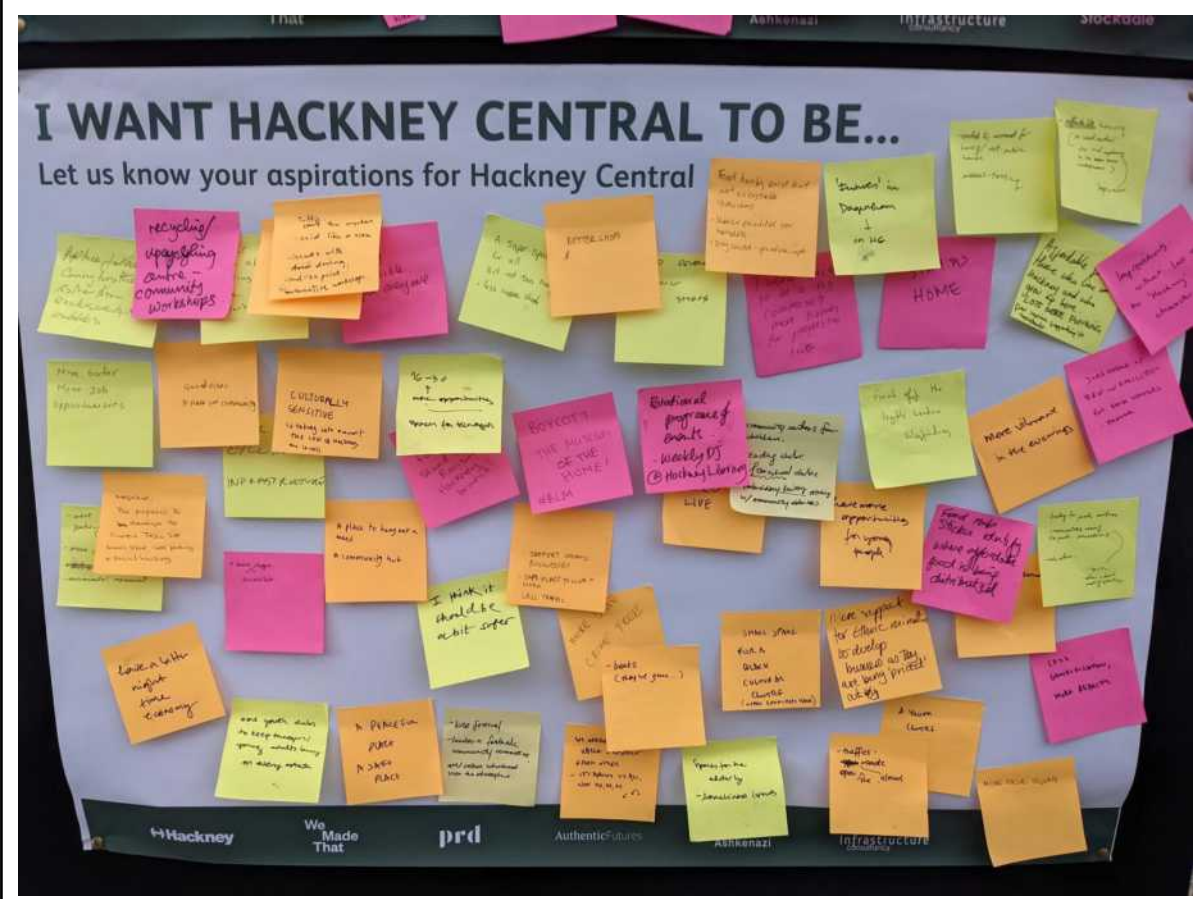
1	<p>Hackney Central Panel meetings: September 2021, November 2021, January 2022, March 2022. The Hackney Central Panel meetings were used to discuss the priorities of the Panel - and the communities they represent - and ideas for the future of Hackney Central. The Panel played a critical role in the development of the engagement strategy. See further details about the Panel’s role in designing engagement activities under <i>co-delivered neighbourhood events</i>, row 4.</p>
2	<p>September 2021: Launch of the Commonplace website: A home for information about the project, including news about engagement activities, and to ensure that online contributions to the project are possible throughout the strategy development.</p>
3	<p>October 2021: Launch of the reconfirming priorities survey: A two-minute survey created on Commonplace to engage communities with the themes explored in the Hackney Central Conversation in 2019. This acknowledged that global events, including the Covid-19 pandemic, may have since changed people’s priorities about the future of the area. The survey ran from 18 October to 23 November and was completed 560 times. (See the analysis of results on page 20).</p> <p>The survey was advertised widely through the Council’s communications channels, as well as in public spaces and on our estates. A physical version was also available.</p>
4	<p>October - December 2021 Co-Delivered Neighbourhood events: Co-delivered neighbourhood events providing ‘pop-up’ engagement activities across the town centre. These events were designed to introduce the emerging thinking that came from early 1-2-1 conversations and quantitative analysis of the emerging results of the commonplace survey.</p> <p>In September 2021, the Council worked closely with the Hackney Central Community panel to reflect on the wider communities that they represent, and how we could best engage with them. The designed co-delivered neighbourhood events were as follows:</p> <ul style="list-style-type: none"> ● Town Hall Square Wednesday 10 November: Launch public event outside the town Hall Square over lunchtime hours. ● Bohemia Place Market Friday 12 November: Collaborating with Black Owned Business Market. ● Mare Street (Beck Road), Saturday 14 November: Collaborating with Beck Road Play Street.

	<ul style="list-style-type: none"> ● Broadway Market Sunday 21 November: Collaborating with Hackey's Broadway Market. ● St Augustine's Tower just off the Narrow Way, Sunday 28 November: Collaborating with St Augustine's Tower Public Open day. ● Pembury Community Centre, Saturday 4 December: Collaborating with Pembury Community Centre Christmas Fair. ● Garden Of Earthly Delights 27 November (Cancelled due to weather). <p>These events were advertised through the Council's estate text messaging service, which sends out targeted messages to local estates, as well as targeted social media posts.</p>
5	<p>October - December 2021: 1-2-1 Interviews: Recognising that public consultation is often highly self-selective, the project team have been working with Maayan Askenazi, an anthropologist and urban designer, to consider representations in the Hackney Central Conversation, and to ensure that the voices of minority communities are considered and are able to shape the future of Hackney Central. Maayan held a number of 1-2-1 conversations, especially targeting refugees, LGBTQIA+, parents, black and minority ethnic communities and homeless communities. The emphasis of this engagement has been to get a depth of insight, rather than broad engagement</p>
6	<p>October - December 2021: Co-Delivered Business events: The Council also worked with the Hackney Central Community Panel to create a number of geographically diverse co-delivered neighbourhood events specifically targeted for businesses. These events were as follows:</p> <ul style="list-style-type: none"> ● Pub Watch, 27 October, to discuss business opportunities and concerns across Pubs in Hackney Central. ● Diddy's Cafe, 7 November, to discuss business opportunities and concerns in south Mare Street. ● Behind this Wall, 24 November, to discuss business opportunities and concerns along the Narrow Way and at Pembury. ● Bohemia Place Market traders, 17 November, to discuss opportunities and concerns of traders at Bohemia Place. ● Hackney Empire, 25 November, to discuss the opportunities for and concerns of the cultural industry. <p>These events had been advertised through a letter which was distributed to local businesses along the Narrowway, Morning Lane and Well Street, and advertised digitally through the Hackney Business Network.</p>
7	<p>October - December 2021: 1-2-1 Business Conversations: 1-2-1 business conversations were organised with key business stakeholders in the area. It is critical that this is a strategy which is held unanimously by the wider community, and that businesses have informed this. The following 1-2-1 conversations were carried out:</p> <ul style="list-style-type: none"> ● Arch Company ● Lidl

	<ul style="list-style-type: none"> ● Iceland ● Tesco ● M&S
8	<p>October - December 2021: Raising awareness presentations: The Council led on a number of awareness-raising presentations, widening the knowledge of the opportunities to shape the strategy, both internally and with communities. A summary of meetings is as follows:</p> <ul style="list-style-type: none"> ● Hackney CVS London Fields Neighbourhood Conversation, October 2021. ● Hackney CVS Mental Health Special Interest Group, October 2021. ● Hackney CVS Learning Difficulties Special Interest Group, November 2021. ● Federation of Small Business Hackney meeting, October 2021. ● Pembury Community Centre October Board Meeting, 2021. ● Health Inequalities in Hackney meeting, October 2021. ● NHS Frampton Park Family Health workshop, February 2022.
9	<p>Youth Engagement: The development of the Hackney Central Town Centre Strategy is being supported by a number of related strands of engagement, including actions specifically targeted to connect with young people. Actions to date include:</p> <p>A bespoke approach to working with the Young Parliamentarians: Through September to November 2021, a series of bespoke workshops for a group of Young Parliamentarians explored; jobs in local government that shape places and the function of the Area Regeneration team; the ambition and purpose for creating a ten-year vision for Hackney Central; an introduction to qualitative analysis, focus groups and other forms of engagement; and how to create surveys and conduct data analysis.</p> <p>The team then worked with the young Parliamentarians to explore and design their own engagement project that captures their insight but also reaches others. This culminated in them co-designing a number of billboards, found across the town centre throughout February and March 2022.</p>



Engagement with Young Parliamentarians, October - November 2021



Co-Delivered Neighbourhood Event, Town Hall Square, 10 November



(Top) Co-Delivered Neighbourhood Event, Bohemia Place, 12 November
Bottom) Co-Delivered Neighbourhood Event, Beck Road, 14 November



(Top) Co-Delivered Neighbourhood Event, St Augustine's Tower, 28 November
Bottom) Co-Delivered Neighbourhood Event, Pembury Community Centre, 4 December

B. Stage 2 Engagement (Jan - March 2022):

1	<p>February - March 2022: Confirm Missions survey: In response to everything heard so far, the Council proposed the Grand Challenge for Hackney Central, underpinned by five Missions. The Council wanted to give the opportunity for the community to continue to shape these missions, as well as subsequent stages of the strategy, so launched a second Commonplace-led survey to ‘confirm the missions’ of the town centre strategy, which had 240 responses.</p>
2	<p>February - March 2022: Project map: An interactive project map asking ideas for what individuals would like to see in Hackney Central. 254 individuals interacted with the map, leaving project ideas or agreeing with comments.</p>
3	<p>February - March 2022: Young Parliamentarian - led billboard campaign: The Council worked with the Hackney Young Parliamentarians to develop a series of billboards which were used to promote the second stage of engagement to the wider public and other young People in February 2022.</p>
4	<p>January 2022: Public engagement event in the Narrow Way: In-person engagement to discuss the emerging missions with the public and to generate ideas for mappable projects.</p> <p>This event was advertised through the Council’s estate messaging service, which sends out targeted messages to local estates, as well as targeted social media posts on Facebook, Twitter and Instagram accounts.</p>



Public Engagement Event, Narrow Way, 30 January



Young People's Billboard Campaign, in Hackney Central Town Centre Feb - March 2022.

C. Responding to Covid 19

Engagement towards a Hackney Central plan was delivered during periods of changing government guidelines regarding face-to-face engagement events. Even during periods of no restrictions, the Council was aware of the risks and concerns facing residents about meeting in person. Because of this, events were largely offered outside or virtually, and online methods of engagement were available through the Commonplace platform.

3. Summary of Findings (Stage 1)

A. In Person Engagement Summaries

Stakeholders engaged within the first stage of engagement can be grouped into the following categories; Local businesses; businesses from the wider area; business support groups; arts and culture organisations; charities and voluntary groups; community centres; community groups; interest groups; local makers and craftspeople; organisations working with young people; young people; residents; community panel; Hackney Council departments.

During the course of our consultation, we spoke to a number of residents and other local stakeholders at our in-person events. The conversations held during these events were noted down and have been summarised below. This is not an extensive overview, but rather covers the most frequently discussed elements of the Hackney Central Plan from these events.

1	Businesses and Business Support Groups
	<ul style="list-style-type: none"> • There was a strong desire for business support programmes and affordable store rents, particularly for market owners who wished to eventually progress to the high street. • Adequate loading provisions for businesses was a concern. This was primarily an issue for industrial businesses, however, supermarkets also highlighted that loading/parking bays were the key determining factor for a store's ability to host a click and collect offer. • Public toilets need to be clearly identifiable. Passers-by are unaware of their existence so rely on their premises as an alternative. • Events and promotion are important for directing footfall toward the markets; traders felt they required promotional support. • Since reopening, the post-Covid audience has changed for the cultural venues on Mare Street. Cultural venues are increasingly catering for younger audiences, as the older populations are not returning.
2	1-2-1 Community Conversations
	<ul style="list-style-type: none"> • Concerns over the safety of crossings in Mare Street were raised. Mare Street was labelled as 'extremely difficult to cross safely'. Community members felt there was a need for additional crossings and larger pedestrian islands, to reduce overcrowding. • Community event programming and spaces were desired. Community members felt there was a need for council support and venues for community activity. • Long distances without places to rest was an issue. There was a desire for seating areas, particularly on Mare Street. • Cycle provision on Mare Street was mentioned repeatedly; users felt Mare Street was dangerous for cyclists.

3	Public event - Town Hall Event
	<ul style="list-style-type: none"> ● Safety was a key issue along with rough sleeping - there was a feeling that the presence of rough sleepers – especially around the station, Narrow Way, Town Hall – demonstrated a lack of care. ● Concern over pollution caused by major roads has been exacerbated by recent road closures. ● Need for youth and community facilities ● Safety was a key issue many wrestled with. ● Food affordability was a problem for many. ● Though many issues were raised, the majority of individuals exclaimed their pride in being from Hackney. ● Most welcomed change but feared the impact of change would be negative for local people.
4	Public event - Bohemia Place Event
	<ul style="list-style-type: none"> ● Strong desire for public art commissions which celebrate the varied cultures found in Hackney Central. ● Many believed that Bohemia Place needed to be celebrated as a key destination. ● Desire for an offer that is more skewed toward the local community ● A limited night time economy was viewed as a positive by most.
5	Public event - Pembury Community Centre
	<ul style="list-style-type: none"> ● The lack of quality play space for both children and young people was an issue raised regularly. ● Facilities for youth/teenagers with opportunities for training, skill sharing, guidance and support were viewed as a priority. ● Need for more indoor and outdoor sports facilities, many felt that the existing facilities were inadequate or unsafe. ● Safety concerns were common amongst teenagers. ● Need for additional open and green space, which allows for safe play and a variety of activities.
6	Public event - St Augustine's Tower Event
	<ul style="list-style-type: none"> ● Desire for celebration of key landmarks and buildings in and around the town centre. ● Celebration of diversity and cultures found in Hackney Central. ● Pedestrianisation of the Narrow Way was viewed as a successful intervention, and similar projects were encouraged. ● Pedestrianisation of Narrow Way was viewed as a successful intervention, and similar projects were encouraged. ● Tesco on Morning Lane was viewed as important and something that needed to be safeguarded. ● Street art from locally commissioned artists was desired.

7	Public event - Beck Road Event
	<ul style="list-style-type: none"> ● A strong sense of community existed in this context and a desire for people to do more for each other. ● Celebration of diversity and cultures found in Hackney Central. ● The need for affordable and safe spaces for community activities, programming and events. ● Affordable workspace where parents could bring their children. ● Need for more jobs. ● Desire for the existing knowledge economy/creative businesses to contribute to the local area and the training of local young people. ● Need for spaces to rest and socialise that are free and accessible to all residents.
8	Public event - Broadway Market
	<ul style="list-style-type: none"> ● Improvement of cycle lanes and provision of publicly accessible modes of active transport came up as a priority. ● Many felt that heavy traffic (particularly on Mare Street) was ruining the potential for safe streets. ● As a result, many appreciated the Low Traffic Neighbourhood scheme and believed it was something that needed to be continued. ● Public realm improvements were viewed as vital, particularly regarding changes which support cycling, walking, public seating, pedestrianisation and urban greening. ● Desire for public transport improvements.
8	Youth Engagement with Hackney Youth Parliament
	<ul style="list-style-type: none"> ● Not enough lighting, nighttime safety. Particular danger of walking at night as a woman. ● Narrow spaces for pedestrians in the town centre. ● Young people are concerned about drug use and feeling intimidated by groups in public spaces, often around pharmacies and parks. ● People are being pushed to shop further out to access things they can afford. ● There are not enough spaces for young people that feel safe and are free to use ● Rubbish and fly tipping concerns. ● The need for more streetscene improvements. ● Experiences and perception of sexual violence in Hackney. ● Social exclusion, gentrification and communities and concern over the failure of Hackney Walk. ● The need for businesses with different prices to suit everyone. ● The need for more services in the town centre such as water fountains and toilets, especially to support the rough sleeping population and support the reduction of plastic waste.

- The need for more green, open spaces.

B. Reconfirming priorities survey

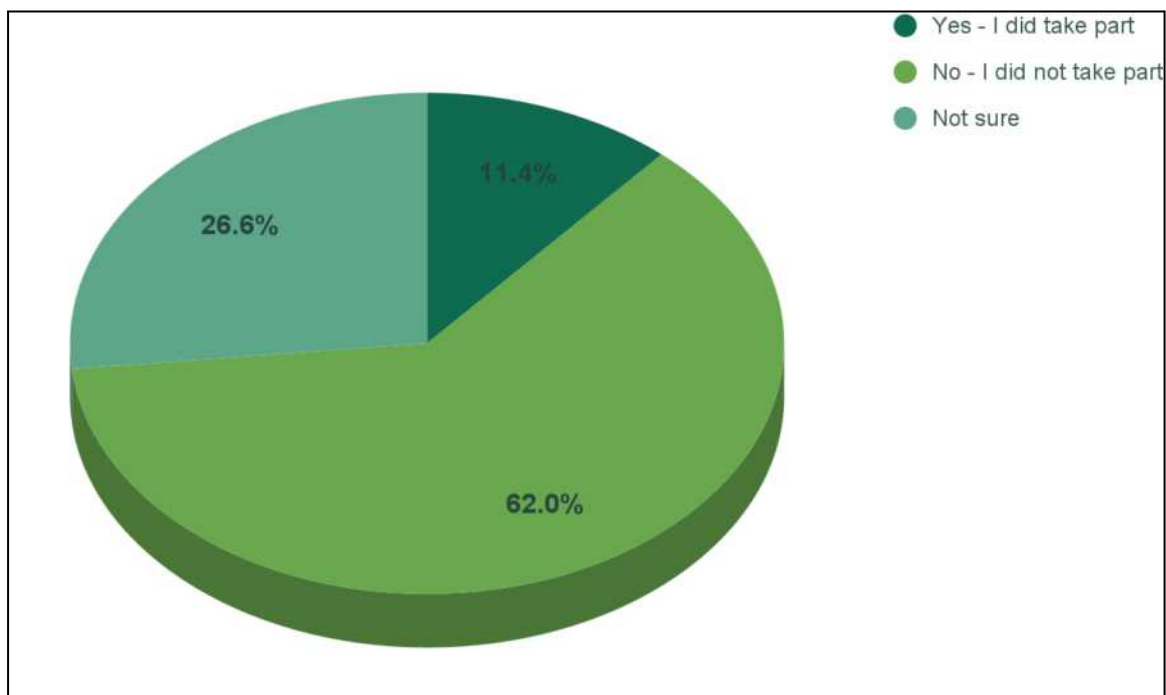
In November 2021, an online survey was launched on Commonplace to establish whether the priorities identified by the Hackney Central Conversation in 2019 had changed or stayed the same. This was important as the initial engagement took place prior to the Covid-19 pandemic, with the aim of the new engagement building on what feedback communities had already shared.

The priorities identified during the Hackney Central Conversation were presented in the survey, with participants asked to rank these priorities. Respondents were asked to choose which priorities most mattered to them, and given the opportunity to add additional information and suggest alternative priorities.

This consultation was promoted through the Council's social media channels. An email was sent to all those who subscribed in the initial conversation engagement, with flyers and posters shared across the Hackney Central area. A [press release](#) was distributed to local media and promoted through the Council's resident and businesses newsletters and social media platforms.

i. Participation in the Hackney Central Conversation

Respondents were asked to confirm if they had taken part in the original Hackney Central Conversation in 2019. 560 people answered this question.



Of those that responded, 342 stated they had not previously engaged in the 2019 Hackney

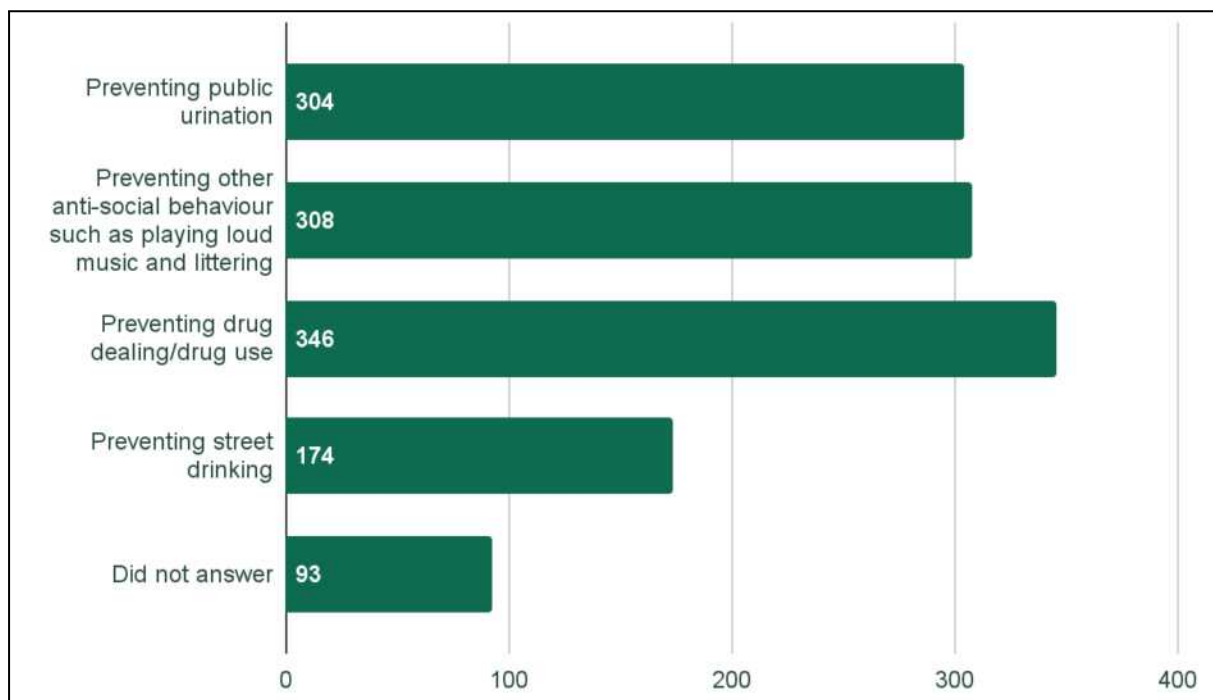
Central conversation (62%), 68 respondents stated they had previously engaged (11.4%) and 147 respondents were not sure if they had or not (26.6%).

ii. Priority selection

The 'Reconfirming Priorities' consultation engaged 396 respondents, with an additional 128 anonymous contributions made between 16 October 2021 and 23 November 2021.

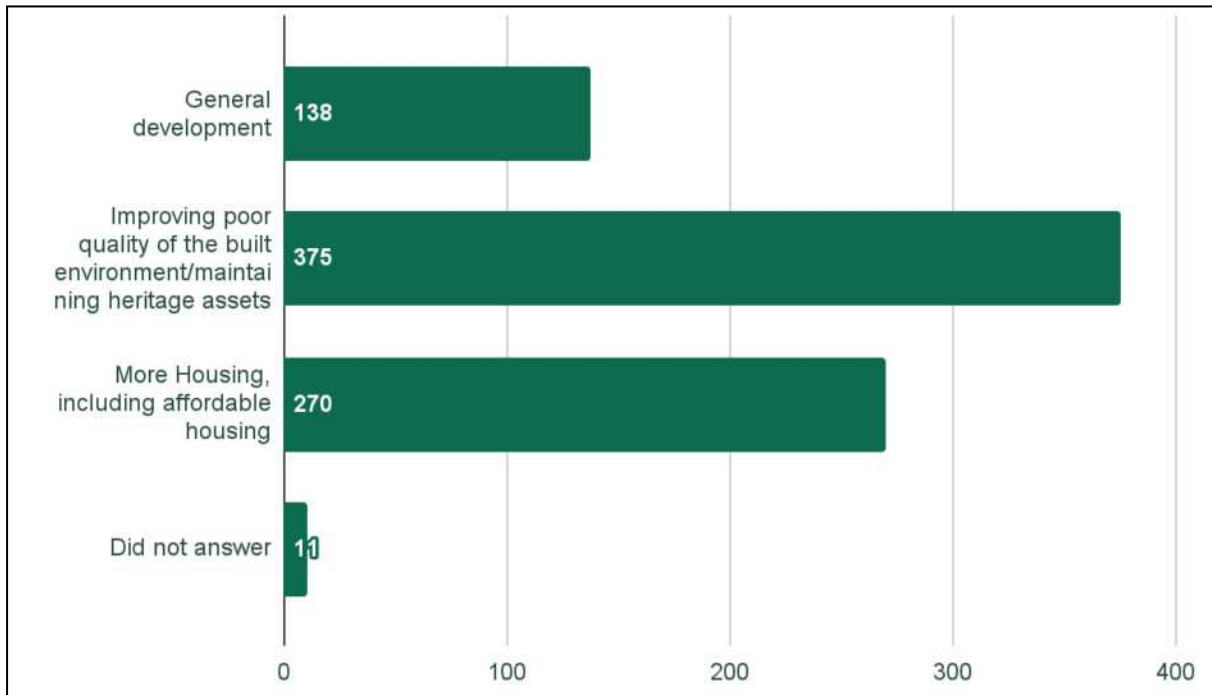
Respondents were able to choose as many priorities as they wished within each section, with the below results.

a. Community safety



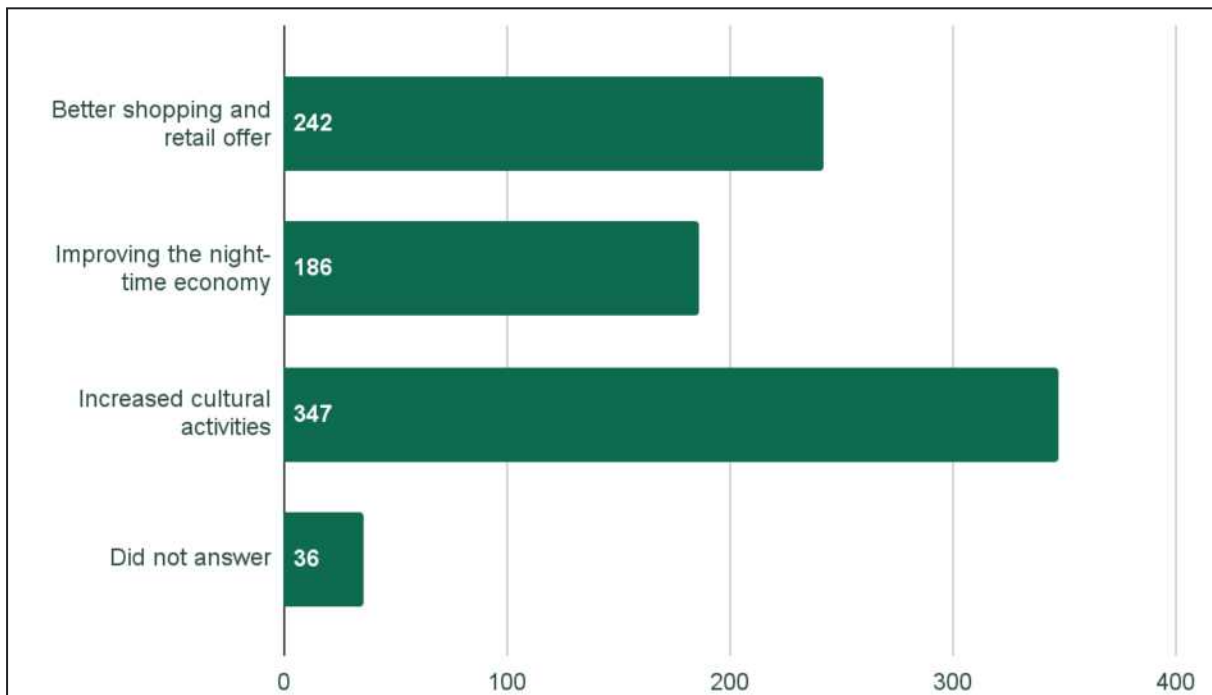
Within the Community Safety section, preventing drug dealing/drug use was the most popular priority with 346 responses (30.6%), preventing other anti-social behaviour such as playing loud music and littering received 308 responses (27.2%), preventing public urination received 304 responses (26.9%) and preventing street drinking received 174 responses (15.4%).

b. Housing & Development



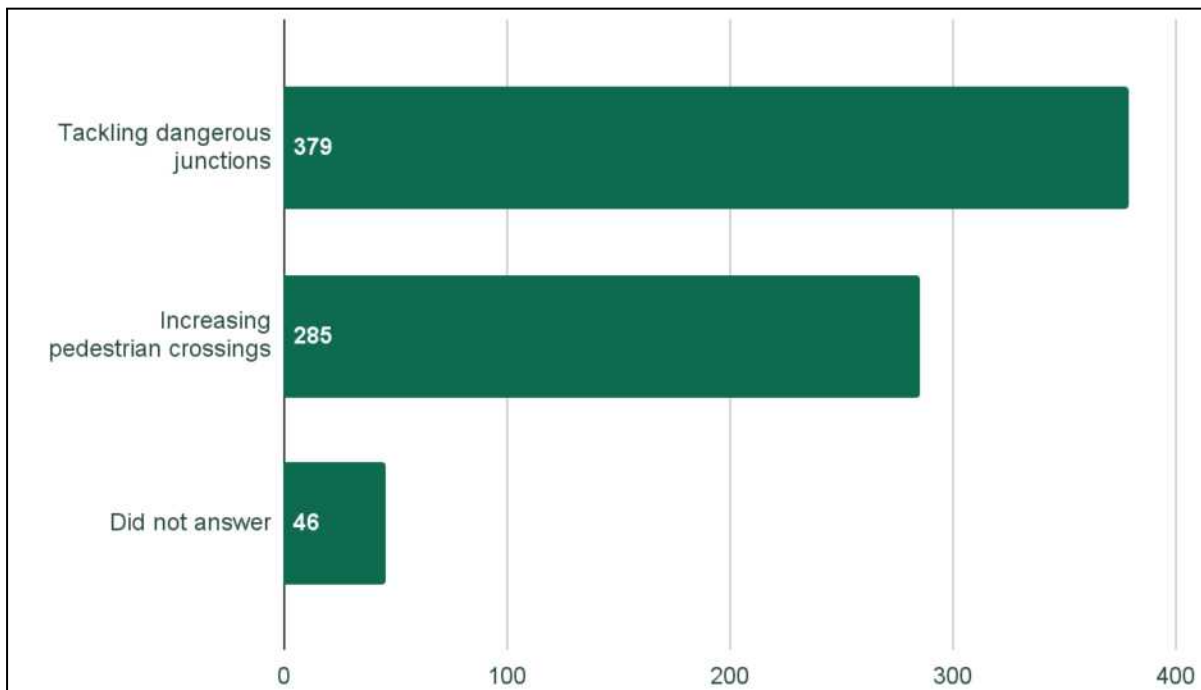
Within the housing development section, improving poor quality of the built environment/maintaining heritage assets received 375 responses (47.9%), more housing, including affordable housing received 270 responses (34.5%) and general development received 138 responses (17.6%).

c. Local economy



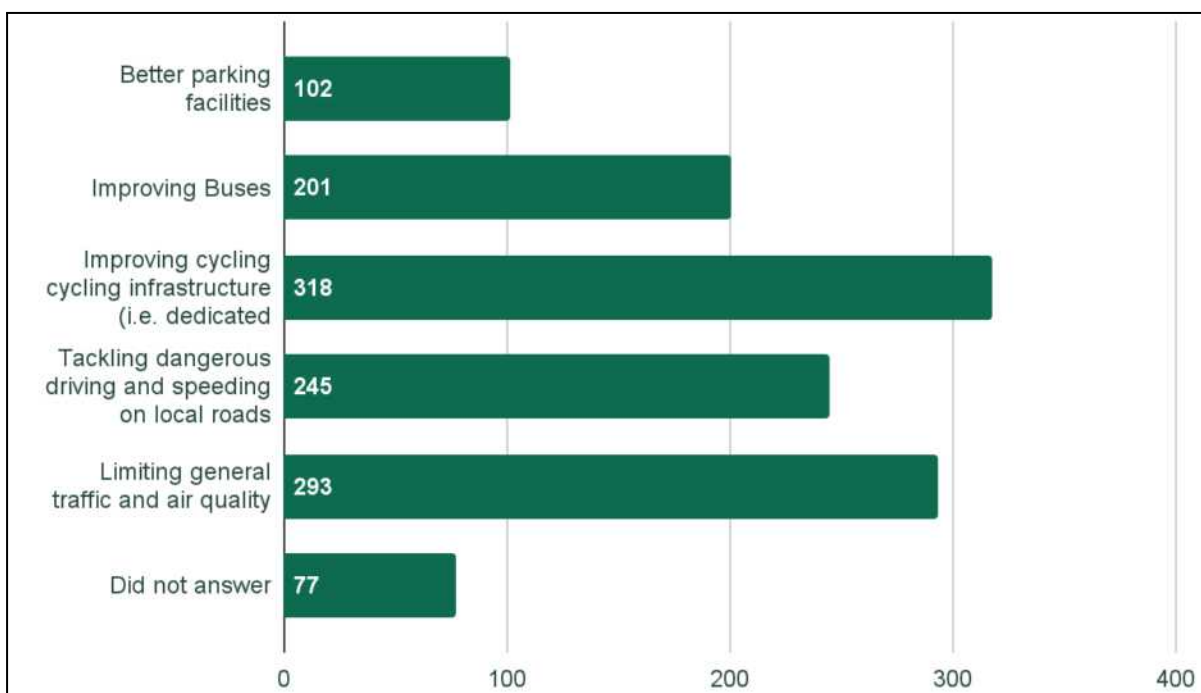
Within the local economy section, increased cultural activities received 347 responses (44.8%), better shopping and retail offers received 242 responses (31.2%), and improving the night-time economy received 186 responses (24%).

d. Streetscene & public realm design



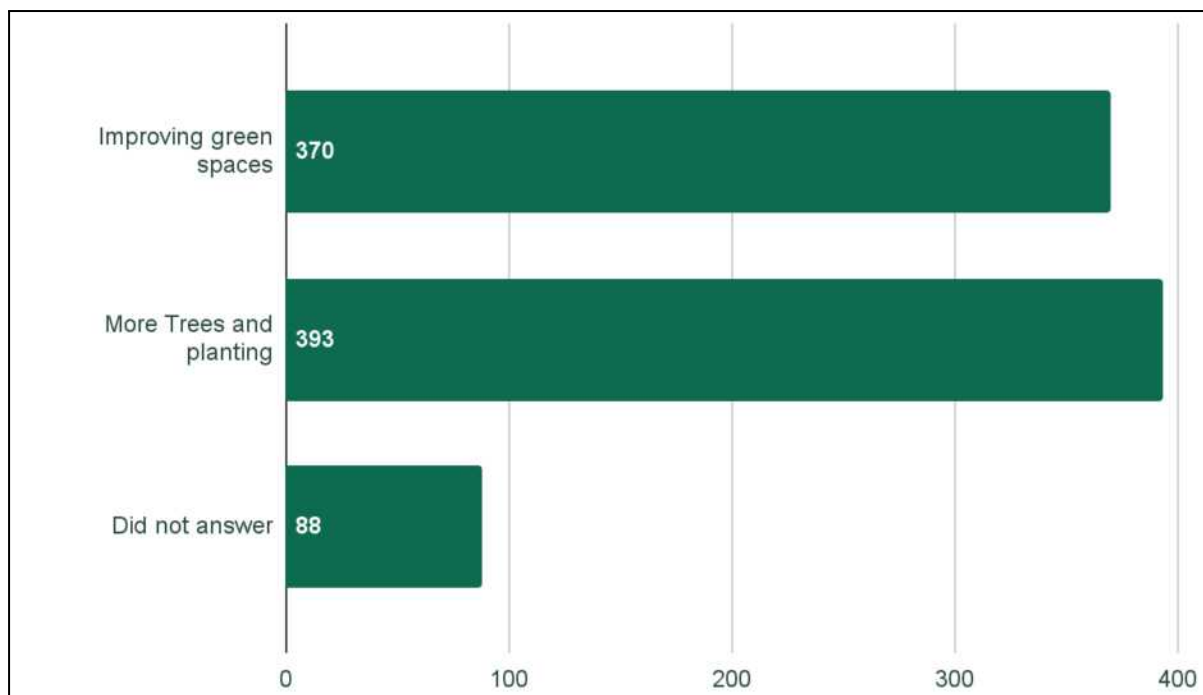
Within the streetscene and public realm section, tackling dangerous junctions received 379 responses (57.1%) and increasing pedestrian crossings received 286 responses (42.9%)

e. Transport



Within the transport section, improving cycling, cycling infrastructure (i.e. dedicated cycles lanes) received 318 responses (27.4%), limiting general traffic and air quality received 293 responses (25.3%), tackling dangerous driving and speeding on local roads received 245 responses (21.1%), improving buses received 201 responses (17.3%), and better parking facilities received 102 responses (8.8%).

f. Greening



Within the greening section, more trees and planting received 393 responses (51.5%) and improving green spaces received 371 responses (48.5%).

iii. Overall the top priorities identified by respondents across all sections were:

Priorities	Selections
Greening: More Trees and planting	393
Streetscene & public realm design: Tackling dangerous junctions	379
Housing and development: Improving poor quality of the built environment /maintaining heritage assets	375
Greening: Improving green spaces	370
Local Economy: Increased cultural activities	347
Community Safety: Preventing drug dealing/drug use	346
Transport: Improving cycling, cycling infrastructure (i.e. dedicated cycles lanes)	318
Community Safety: Preventing other anti-social behaviour such as playing loud music and littering	308
Community Safety: Preventing public urination	304
Transport: Limiting general traffic and air quality	293

Streetscene & public realm design: Increasing pedestrian crossings	285
Housing and development: More Housing, including affordable housing	270
Transport: Tackling dangerous driving and speeding on local roads	245
Local Economy: Better shopping and retail offer	242
Transport: Improving Buses	201
Local Economy: Improving the night-time economy	186
Community Safety: Preventing street drinking	174
Housing and development: General development	138
Transport: Better parking facilities	102

Respondents were also asked for the reason for their selections. The Commonplace survey received 276 further comments on this question, with 237 respondents choosing not to give a reason.

As respondents were able to choose multiple priorities, the answers often discussed the reason for some of the choices made, but not others. These comments gave some detailed reasoning, such as specific road junctions that need to be investigated or particular bus routes that need to be improved.

All comments have been read and grouped by theme. Below is an overview of the comments received in order of frequency, from highest to lowest.

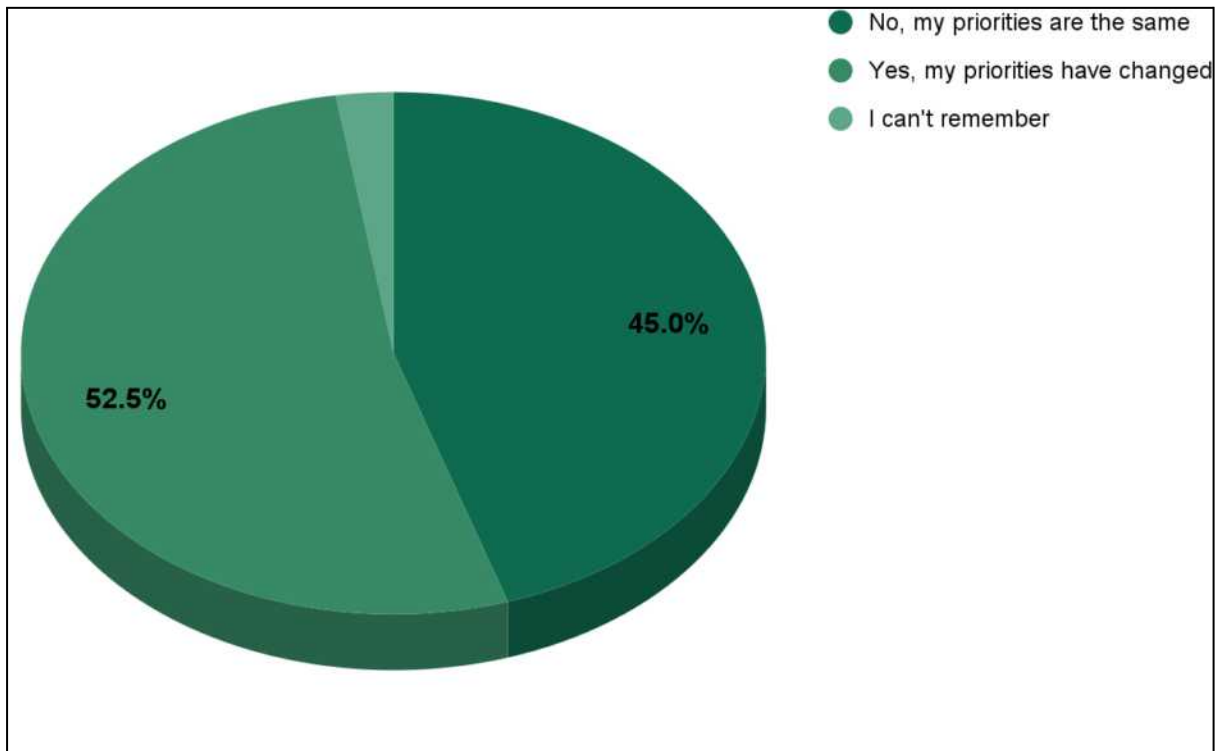
1	Private car usage and Low Traffic Neighbourhoods.
	<p>Private car usage was discussed in relation to the transport and street scene priorities. A large number of comments focused on Low Traffic Neighbourhoods (LTNs), with comments equally split between support and criticism of current LTNs. These comments ranged from recommendations about new areas where they could be introduced to criticism that they are simply channelling traffic flow into different roads and not addressing car usage.</p> <p>Car usage in general was also discussed, with many comments suggesting that more could be done to discourage private car usage. There was an emphasis on the consideration that future plans should account for those who have mobility issues as well as local businesses. There were a large number of requests for electric car charging.</p> <p>Some comments also included suggestions for the ‘tackling dangerous junctions’ priority, with specific areas named for improvement.</p>
2	Cycling
	<p>Cycling was the next most frequently discussed topic. The majority of comments included suggestions for more cycle infrastructure, better safety for cyclists and more promotion of and investment in sustainable transport.</p>

	A small number of comments criticised the promotion of cycling over cars. A few comments asked for better protection for pedestrians from cyclists using pavements.
3	Public Space and Greening
	<p>The third most discussed topic was public space and greening, with the majority of comments asking for further greening of the borough: more tree planting and improvements and better maintenance of existing green spaces.</p> <p>Improvement and maintenance comments included suggestions for more frequent cleaning, better waste recycling facilities in parks, dedicated areas for dog walking, and more sports facilities in parks. Comments also raised concerns over safety in parks because of anti-social behaviour. Toilet facilities were also raised frequently alongside these comments.</p>
4	Community Safety
	<p>Safety, anti-social behaviour and crime were frequently discussed alongside other topics - particularly public spaces, street cleaning and the night-time economy.</p> <p>A number of comments raised concerns about particular crimes such as mugging and theft. Many focused on not feeling safe at night, with certain areas mentioned specifically. Several also raised the need for the safety of female residents to be given greater consideration, with some suggesting road closures have led to taxi drivers being unable to drop people at their doors.</p>
5	Social Housing
	<p>More housing was a high priority for a number of respondents, with emphasis on social housing and ensuring rents are truly affordable to existing Hackney residents.</p> <p>Criticism was also included over the term 'affordable housing', with many expressing the opinion that this term is often a misnomer and that many homes designated as affordable are not within the average person's budget.</p> <p>Many of the comments also discussed future developments in the area, expressing the need to focus on delivering benefits for residents such as truly affordable housing, public space and other community benefits.</p>
6	Public Transport
	Public transport was discussed frequently by respondents, particularly in relation to buses. Poor connections, frequency of services, positioning of bus stops and the overall promotion of public transport were noted as needing improvement.
7	Local Economy
	A number of comments discussed the need for community focus in the retail offer, with many suggesting that affordable shops are being lost to more expensive retailers and chain stores.

	<p>Gentrification was often discussed, with concerns over the Hackney Walk Fashion development shared by many, along with general concerns over future development in the area.</p> <p>The night-time economy was also raised, with some comments suggesting that this has been undervalued in recent years and should be promoted. Others blamed nightlife for the increase in anti-social behaviour.</p>
8	Environmental Concerns
	<p>Comments relating to the environment and the climate crisis came up frequently, including the need for greening, improvements to public transport and cycling facilities as steps that need to be taken to act on climate change.</p>
9	Street Cleaning
	<p>Several comments discussed the need for better street cleaning, along with public space maintenance. Examples of graffiti, damage to public benches, littering and fly-tipping were shared as needing to be improved to make the area more welcoming.</p>
10	Consultation
	<p>A small number of comments related to the consultation itself. Some suggested it was too vague since all the items are priorities for local residents.</p>
11	Architectural Design and Character of the area
	<p>The history, culture and diversity of the local area were discussed as a consideration for future plans for the area, with comments stating that the design and architecture of developments should fit within the character and current look of Hackney Central, with a number of comments highlighting 'modern-looking' glass buildings as taking away from this.</p>

iv. **Changes to 2019 Priorities**

The survey also asked respondents who participated in the Hackney Central Conversation in 2019 if their priorities had changed. Of the 67 respondents who said they took part, 42 stated that their priorities remain the same (77.8%), seven said they could not remember (13%) and five stated that their priorities had changed (9.3%).



Those who confirmed their priorities had changed since 2019 were asked to explain their reasons.

Four respondents provided this information, with two stating that the introduction of Low Traffic Neighbourhoods (LTNs) during the pandemic was a reason for a change in their priorities. One respondent suggested more needed to be done to improve road safety and the other said that giving priority to cyclists is dangerous to other road users and pedestrians.

Two respondents raised the need for more social housing in Hackney as a higher priority for them now. One respondent stated that the pandemic has heightened crime in the area and made it a higher priority for them.

v. Early action suggestions and anything that has been missed

Respondents to the survey were asked if they had any suggestions for early actions to address the priorities they selected, or if there was anything that had been missed in the above priorities. Suggestions for this will be included in the final plans for Hackney Central. These suggestions have been grouped into the themes below.

The most popular suggestions are related to traffic management and road layouts, with cycle provision accounting for many suggestions. The majority suggested further provision of cycle infrastructure, such as cycle lanes and pedestrian and cycle only areas. A smaller number of suggestions discussed specific issues being faced with road layouts, such as junctions and traffic lights. Alongside these comments, a minority related to Low Traffic Neighbourhoods, with comments split equally between support and criticism of current arrangements.

Increasing green space and the improvement of public space was the next most popular suggestion. Specific requests included provision for community food growing spaces, better

street scene greening in residential areas, and better play spaces in public areas, with the Narrow Way and town hall square included as possible locations. Better play space, more frequent street cleaning and improved safety were also included as suggestions.

Crime and anti-social behaviour were also mentioned frequently, with requests for more policing and CCTV popular. Improvements to public spaces and better community provisions were also offered as solutions to crime and anti-social behaviour.

More housing was a popular selection, with the suggestion that private developers should be held to higher accountability for delivering truly affordable housing. Improving existing Council houses was also included in a number of suggestions. These improvements were suggested to primarily address the climate crisis, improve the feeling of the local area and create better community spaces.

The provision of community space and funding of programmes for the community (along with suggestions for community benefits) were suggested by a number of respondents. Suggestions included funding a vintage market along the Narrow Way, community street parties, gardening initiatives, leasing empty shops to community projects, and the support of existing community arts initiatives.

Stricter planning rules were also suggested, ensuring that private developments offer tangible benefits for the local community alongside the work they do. This was suggested to include social housing, community and retail spaces that benefit residents and commitments to better biodiversity, developing greener buildings and a commitment to net zero for construction.

4. Responding to Stage 1 Engagement Findings

In response to both the Hackney Central Conversation and the Stage 1 engagement findings, the project team developed a first draft of a Grand Challenge and set bold and overreaching targets - in the form of *Missions* - for Hackney Central.

Engagement findings were supported by extensive desk-top research and quantitative analysis, as well as reviewing results from recent past engagement exercises such as the [Young Futures Commission](#) and [Parks Strategy consultation](#).

The Town Centre Strategy Missions provide the structure around which we can harness collective action. The mission-based approach was developed and pioneered globally by the Institute for Innovation and Public Purpose (IIPP) at University College London. The approach takes grand challenges, which are by their nature big, bold, difficult and complex, and breaks them down into 'Missions' around which people can collaborate, innovate and create together. In doing so, it shifts the focus away from thinking about 'who does what' within the status quo, and towards a shared understanding of collective problems that can be worked on together.

The solutions are not prescribed in advance: the ideas, assets and efforts of diverse stakeholders and sectors are engaged to develop a portfolio of bottom-up solutions. In subsequent stages of engagement for *Towards a Hackney Central plan*, the project team aimed to identify solutions collaboratively with the public.

Subsequently, the project has gone on to develop tangible actions and projects, which are set out within the final strategy, which outlines tangible interventions for Hackney Central town centre, to deliver on the missions of the Strategy.

5. Summary of Findings (Stage 2)

At the end of January 2022, the Council updated the Commonplace portal for the *Hackney Central plan*.

This stage of the engagement outlined the priorities informed by the feedback received in the earlier stages of engagement which had shaped the emerging Town Centre Strategy 'Grand Challenge' and 5 'Missions' for Hackney Central, covering challenges such as celebrating local character, an inclusive local economy, improving community wellbeing, achieving sustainability, and co-designing future changes.

Details of the emerging action areas which defined each mission were also set out. Further actions and projects were not shared on the Commonplace survey, in line with the strategic approach to generate solution-based ideas and projects with the Hackney Central community in subsequent stages of Engagement, firstly being the Hackney Central Commonplace project map (page 32).

Below are the full details that were shared through the Commonplace platform:

Grand Challenge: Hackney Central is changing. Our challenge is to ensure that this change makes the area fairer, safer and more sustainable, where everyone can expect a good quality of life. We will work together for the benefit of each other.

Mission 1: Champion our Character: Hackney Central's unique character is preserved and enhanced. The centre's civic and cultural role for its diverse local communities is expanded and celebrated.

Action areas (areas of intervention):

- Unique heritage of Hackney Central
- Hackney Central's 24-hour economy
- Cultural programming
- Spatial & frontage improvements
- Reinvigorate high streets

MISSION 2: Wellbeing for All: Ensuring Hackney Central's communities feel safe and have access to the services, amenities and spaces they need to support their health and wellbeing.

Action areas (areas of intervention):

- Crime and ASB
- New affordable homes
- Public spaces for the community to come together
- Access to local healthy food
- Spaces for young people
- Physical barriers to public space
- Street space for civic life

MISSION 3: A Fair Economy: Supporting a sustainable and inclusive economy in Hackney Central which provides opportunities for local people and businesses.

Action areas (areas of intervention):

- Jobs and skills development
- Support and spaces for businesses
- Community organisations and economic need
- Green economy and Businesses adaption
- Circular economy principles

MISSION 4: Green & Resilient: Implementing measures to help fight against the effects of climate change, move towards zero carbon, improve biodiversity and reduce waste.

Action areas (areas of intervention):

- Noise and Air Pollution
- Green, zero carbon and plastic-free consumer choices
- Zero-carbon commercial activity
- Green-infrastructure network
- Growing spaces
- Retrofitted buildings
- Decarbonised heat-network

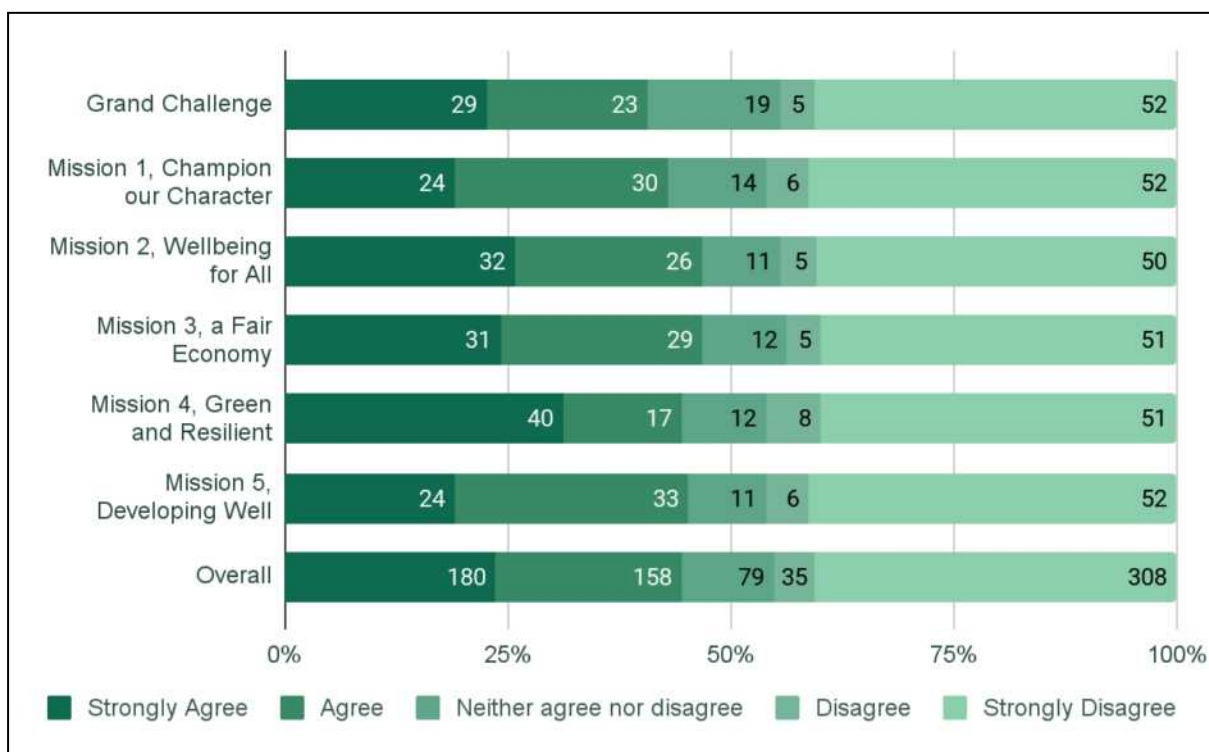
MISSION 5: Developing Well: Co-creation and social impact drive a better approach to development and investment in Hackney Central.

Action areas (areas of intervention):

- Use of public sector assets
- Co-creation principles in development
- Enabling community stewardship
- Local opportunities in development
- Transparency and tracking socio-environmental impact.

A. Commonplace survey responses

In the Commonplace survey participants were asked to state whether they agreed or disagreed with the above challenge and mission statements. The results from these questions are:



Overall, the responses to the Grand Challenge and missions were mainly negative, with 45.1% (343) of respondents choosing either 'strongly disagree' or 'disagree'; 44.5% (338) of respondents chose either 'strongly agree' or 'agree', and an additional 7.7% (79) chose 'neither agree nor disagree'.

The majority of comments received alongside the negative responses above included a list of four key points which the campaign group Morning Lane People's Space had encouraged its members and the wider public to respond with:

- *'Delivering social-rent housing not "so-called 'affordable' housing". Hackney Council's 'affordable housing' definition includes tenures like shared ownership which are not affordable for most people in Hackney.'*
- *'Stopping gentrification by focusing on homes and services that we can all afford e.g. keeping a large supermarket, creating cafes and other venues for everyone.'*
- *'Creating community and public spaces, including youth provision and non-commercial space.'*
- *'Involving local people in meaningful consultation about what happens in the area, not tokenistic and patronising consultations like this one.'*

Wider subjects discussed in the feedback included:

- Strong support for the provision of affordable shopping, with a number of participants raising the Tesco store on Morning Lane as an essential community asset.
- Support for local businesses was also discussed by a number of participants, with the provision of affordable workspace for local traders specifically mentioned as being important.

- Improving air quality and the promotion of active and sustainable transport in the area were noted as a priority by several participants.
- A number of participants said they wanted more concrete assurances on what the Council would do to address air pollution. Improving cycling facilities, such as segregated cycle lanes, bike hangers and parking were mentioned by a few participants.
- A few participants stressed the need for separate cycle and pedestrian spaces, with the needs of disabled and elderly residents raised as particular considerations.
- Participants raised the importance of the character of the area and existing residents as the most important consideration when it comes to anything taking place in the area.
- Low Traffic Neighbourhoods (LTNs) were mentioned by four participants, with two stating their disapproval of them. The others stated they supported LTNs in principle but felt other steps were needed to ensure they work correctly.
- The night-time economy was mentioned by some participants, with questions raised over the desired direction of late-night venues, while others stated new and existing homes should be supported in mitigating noise pollution.
- A few participants mentioned the need to reduce anti-social behaviour and improve community spaces across the area. Green spaces were a particular focus.

B. Commonplace map suggestions

In parallel to the Commonplace survey, people were invited to share their project suggestions based on the mission statements and Grand Challenges set out in the survey. Participants were asked to share their ideas on an interactive map for what is needed in Hackney Central, or a specific solution to a problem they see. The map can be viewed at: <https://hcc.commonplace.is/map/hackney-central-map>

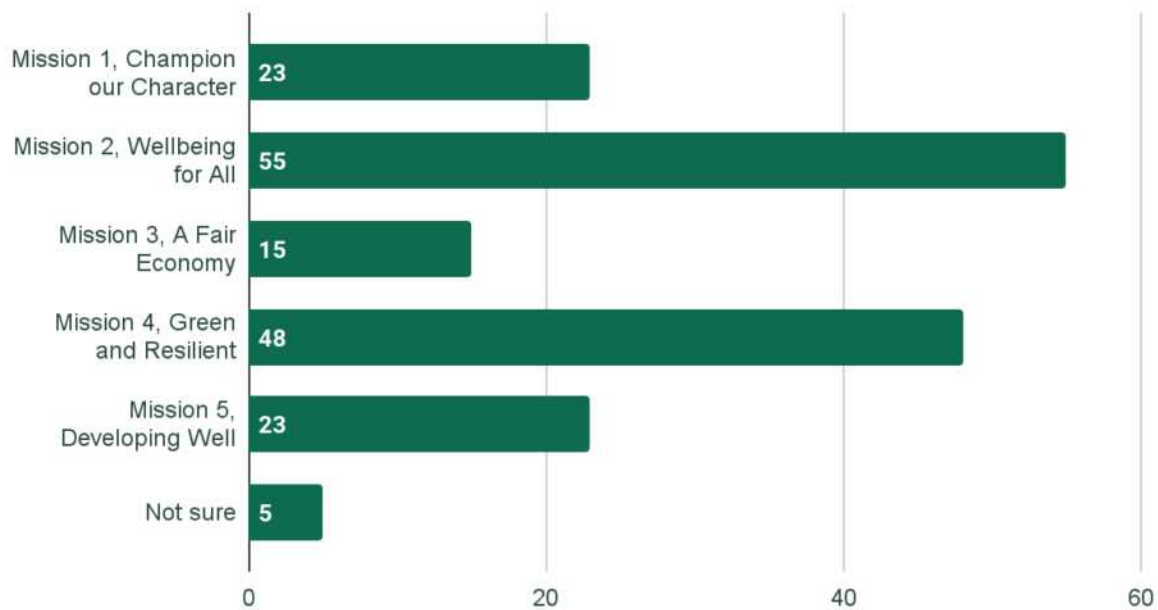
On the interactive map, we asked participants to drop a pin on a map of Hackney Central and answer the following questions:

1. Please describe the location you've pinned
2. What is your suggestion?
3. If known, which of the missions does this suggestion relate to?
4. In your opinion, who should be responsible for the delivery of your suggestion?
5. How important is this suggestion to you?

The suggestions we received can be viewed through the link above.

For question three, a number of participants chose multiple missions. Figure 1 shows the popularity of missions in relation to suggestions.

Figure: 1

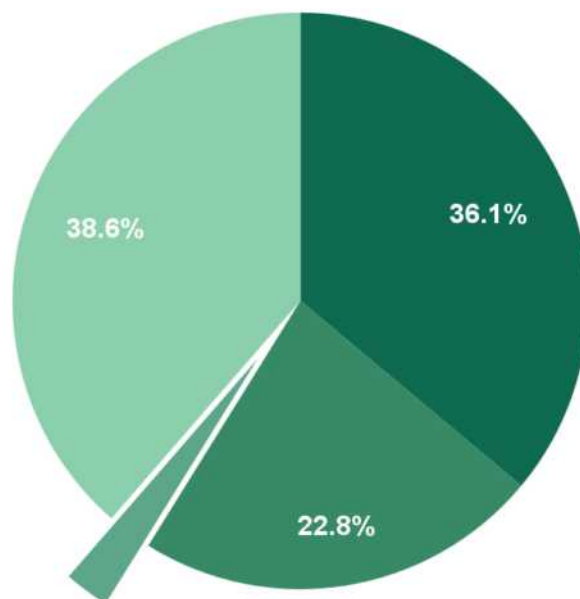


For question four: ‘who should be responsible for the delivery’ of the suggestion, participants most frequently offered a collaboration between a number of organisations. These included the Council, Transport for London, Network Rail, community-led initiatives, and third parties (such as local businesses, central government, National Trust, and specific businesses related to the suggestion.)

Question 5 asked participants to grade their suggestions from ‘Very Important’ to ‘Not at All Important’, Figure 2 shows the responses to this question overall.

Figure 2: Importance of Suggestion

- Very Important
- Fairly Important
- No Opinion
- Not at all Important



C. In Person Engagement Summary

The following details capture the engagement feedback from the in-person public engagement event held on the Narrow Way on Sunday 30 January, 11-2PM.

People were asked to reflect on the emerging Missions for Hackney Central, and pin projects that they would like to see delivered in Hackney Central - by the Council, community or another stakeholder - on an interactive map.

Project suggestions were added to the interactive Commonplace map.

Further discussion topics were as follows:

- Lack of child-care/play facilities in Hackney Central
- Problems crossing Mare Street, especially around Hackney Central Station bridge.
- Issues of community safety, and concerns particularly around the station and St John's recreation ground, and north of Hackney Downs Station.
- Accessibility, and navigating Mare Street, Public realm and Hackney Stations with a disability or children.
- Concern that the Missions were too generic, and needed to be clearer on what they meant for the community.
- Sense of belonging, and pride in Hackney Central, but concern that changing demographics could change this.
- Need for bicycle parking.

6. Responding to Stage 2 Engagement Findings

Stage 2 Engagement findings supported the project team to continue to shape the missions and actions, and then subsequently develop a project list for the town centre, based on the suggestions from the Commonplace map. The subsequent paragraphs explain how frequent comments and sentiment in the Commonplace engagement have been used to continue to develop the Town Centre Strategy engagement.

A. Shaping Engagement

Substantial feedback in Stage 2 discussed the consultation itself, and not enough information is provided for individuals to understand the direction that the Council intended to deliver. In response, the missions in the final Town Centre Strategy document are supported by a section which sets out 'we'll know we're making progress if'. For each Mission, this section sets out a number of strategic priorities for the Council and wider stakeholders, making it clearer what the Mission intends to prioritise and support.

Furthermore, Mission 5 in the Town Centre Strategy, *Developing Well*, commits the Council and partners to ensure that;

- Residents are included and actively participate as Hackney Central changes
- More people have access to the information they need to engage and contribute
- There is greater trust between Hackney Central residents and the Council
- Developers proactively and consistently involve residents throughout their project lifecycle

Projects such as the Hackney Central community Panel are already delivering on these objectives, but the Council will reflect on new projects and mechanisms to ensure that Hackney Central communities continue to be involved in shaping the local area.

B. Creating community & public space

In response to a number of comments concerning issues of inclusivity and safety of public space, specific action in the Town Centre Strategy has been designed to address the need to unlock existing public spaces, and design high-quality new public spaces for to a wide range of people from those that are homeless or rough sleeping, to young people, the elderly, parents with young children, and those without private amenity space.

The strategy commits to Increasing the inclusivity of public spaces by providing free facilities and amenities including toilets, showers, water fountains and seating that will make them more accessible even for the most vulnerable users. The strategy explores how through projects we can ensure public spaces feel safe through the increased activity that will allow more people to use the space together.

C. Support Hackney Central's Character

Many people, both in-person and through Commonplace, discussed issues of identity with Hackney Central, and the sentiment of fear of losing the 'Hackney Central-ness' of the place. This also manifested as a number of comments discussing gentrification and the need to prevent it. Responding to this feedback, a key strategic priority of the Town Centre Strategy is ensuring that people feel they have access to homes and have a future in Hackney Central.

The strategy also identifies the different characteristics of different parts of the Hackney Central study area, and discusses the importance of these places for local people, trying to capture the essence of what people who live, work and visit Hackney Central love about the place.

Hackney Central is defined by its strong sense of community and is a place where people have a strong desire to care for one another.

Hackney Central does, however, face real challenges in terms of access to essential goods and services, a fact which has only been further exacerbated by the pandemic. The Town Centre Strategy also identifies hyper-localised and broader challenges facing both Hackney Central as a place and also those living in Hackney Central, and proposes a number of projects to support tackling these.

D. Delivering genuinely affordable housing

The Hackney Central Town Centre Strategy sets out a number of local challenges, including challenges of poverty and inequality, challenges in cost of living, and rising house prices. It also reflects on local challenges regarding climate resilience, economic security, and how the town centre responds to the needs of the local community

Engagement in the town centre revealed significant concerns from local people around the availability and security of housing in Hackney Central. People expressed concerns about whether new development is delivering housing that is truly affordable for local people, and as a result whether existing communities are being displaced from the area. The definition of affordable housing was discussed, with clear views set out that social rented accommodation should be prioritised rather than rented or ownership options that have been defined as affordable but are not always available to local people on low incomes.

Although it is beyond the scope of the Town Centre Strategy to set out detailed plans to deliver new social and genuinely affordable housing in Hackney Central, it does outline how the Council can play a critical role in doing this, whether through direct delivery by the Council, in joint ventures with development partners, or through the Council's housing and planning policies.

E. Community Safety

Community safety was an ongoing theme throughout the engagement process. A key challenge in this area is addressing perceptions of safety in public spaces, ensuring that people feel secure in navigating Hackney Central at night, and enjoying what the area has to offer. It is critical that the whole of our community feels safe in spaces and are able to access

them and are spaces where people do not experience hate crime or any form of discrimination.

The Town Centre Strategy captures this aspiration in a number of projects, from immediate projects to improve the general feeling of the place from tackling fly-tipping at Bohemia Place and cleaning chewing gum from the town centre through to ten-year ambitions to improve the Hackney Central station north entrance and to improve public spaces such as the Town Hall Square.

F. Play / Youth Provision

Engagement with local young people revealed concerns about a lack of safe and welcoming leisure, culture and exercise spaces in Hackney Central and feeling particularly unsafe in many public parks and spaces.

Libraries and food & drink outlets on the high street were highlighted as important spaces where young people hang out but there is a severe lack of places designed intentionally for them. Research has also highlighted lower provision of play and leisure facilities designed for teenagers. Hackney Central is home to a relatively young population, which has grown considerably over the past decade. Years of austerity and funding cuts have meant that local provision and services for young people in the area have been eroded. The Town Centre Strategy recognises that local young people should be supported through new uses aimed at increasing their access to skills, education and employment alongside places for leisure and socialising and suggests a project

G. Mare Street

People expressed concerns about busy roads in Hackney in relation to their ability to safely move through the area, the impact of poor air quality on their health as well as creating psychological barriers. Local businesses on Mare Street witness collisions or near misses with traffic on a daily basis and avoid having outdoor seating on these roads due to the noise and pollution.

A project in focus in the Town Centre Strategy discusses how the Council in partnership with TfL, Arriva Rail and others, could begin to 'Reimagine Mare Street' to improve Mare Street as a place for businesses to thrive, which is safe, less polluted and noisy, and supports biodiversity.

7. Next Steps

Between March and July 2022, the Project Team has been reflecting on engagement and quantitative analysis to develop the final *Hackney Central plan, Town Centre Strategy* consisting of a Grand Challenge, Missions, Actions and Projects which engagement comments have directly shaped.

The Hackney Central plan: Town Centre Strategy will be presented at Cabinet in October.

Moving forward, the Council will be taking forward actions identified in the Town Centre Strategy, ensuring that local people in the community continue to be engaged as projects come forward.

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If you'd like to get involved with future Hackney Central events or follow Hackney Central news, you can sign up for the Hackney Central Council newsletter by clicking [here](#).

Updates to the Hackney Central plan will continue to be uploaded to the Hackney Central plan [Commonplace](#).

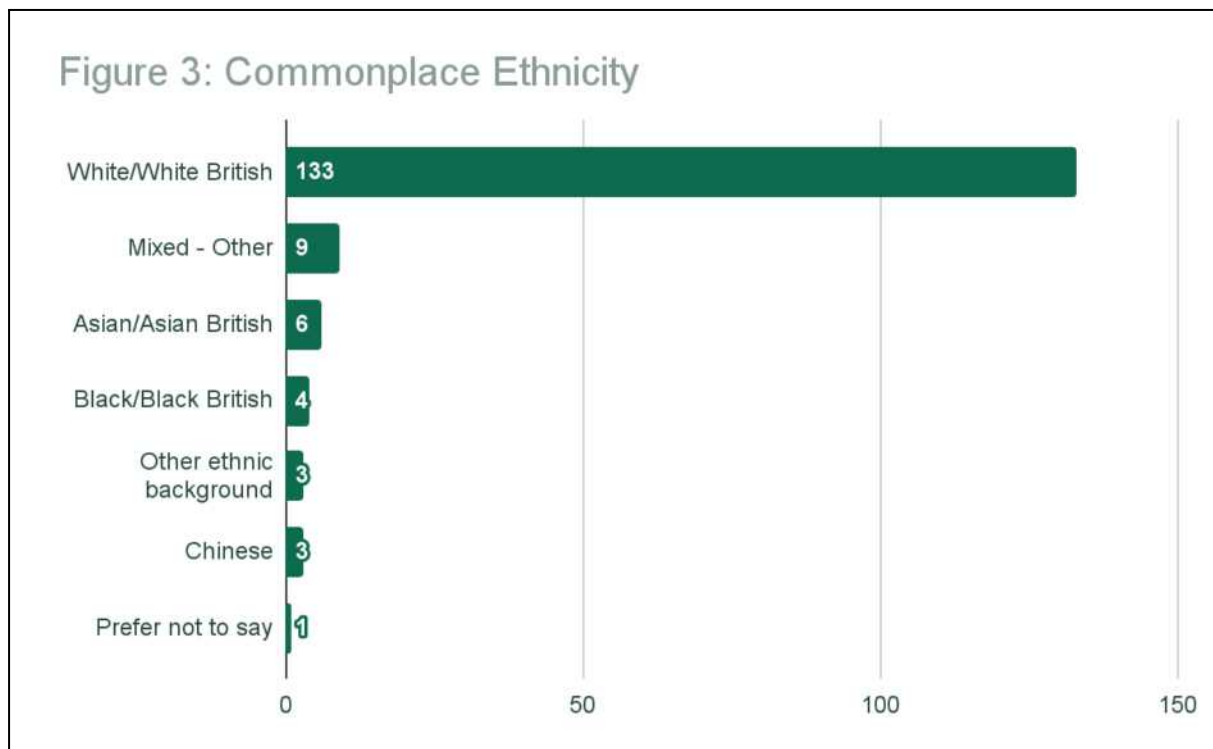
Appendix 1: Demographic data

The Commonplace survey asked demographic questions, such as ethnicity, sexual orientation, religion, disability, age range, and gender. This information is collected to provide an overview of respondents to the consultation and the relationship they have with Hackney Central.

The data below is based on the information shared with the Commonplace platform for both the 'Reconfirming Priorities (2021)' and the most recent 'Grand Challenge and missions (2022)' consultations. There were 547 confirmed respondents to both stages of the consultation. Not all confirmed respondents completed the demographic questions.

A. Ethnicity

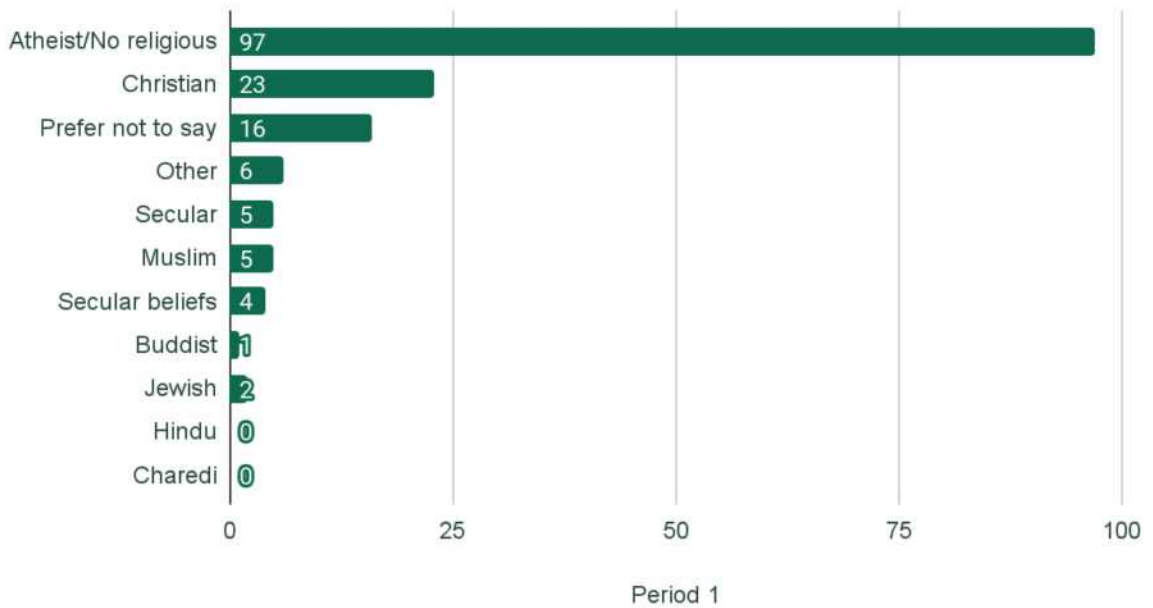
Respondents were asked what ethnicity they identified with. In total, 159 contributions were received to this question. Figure 3 provides a breakdown of the contributions.



B. Religion

Respondents were asked what religion they identified with. In total, 159 contributions were received to answer the questions. Figure 4 provides a breakdown of the contributions.

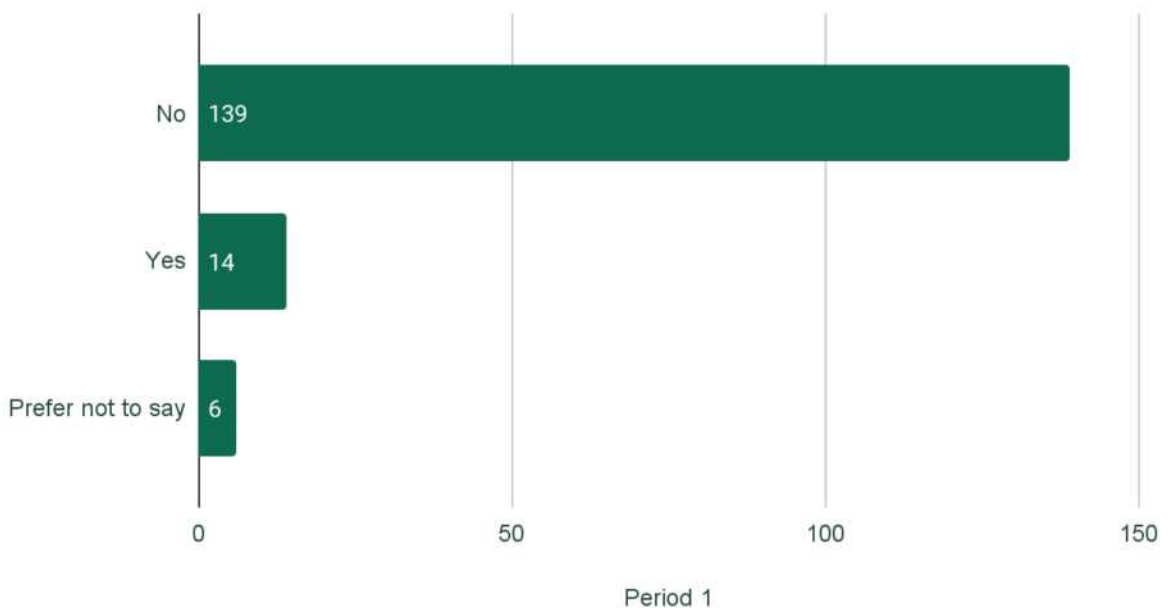
Figure 4: Commonplace Religion



C. Disability

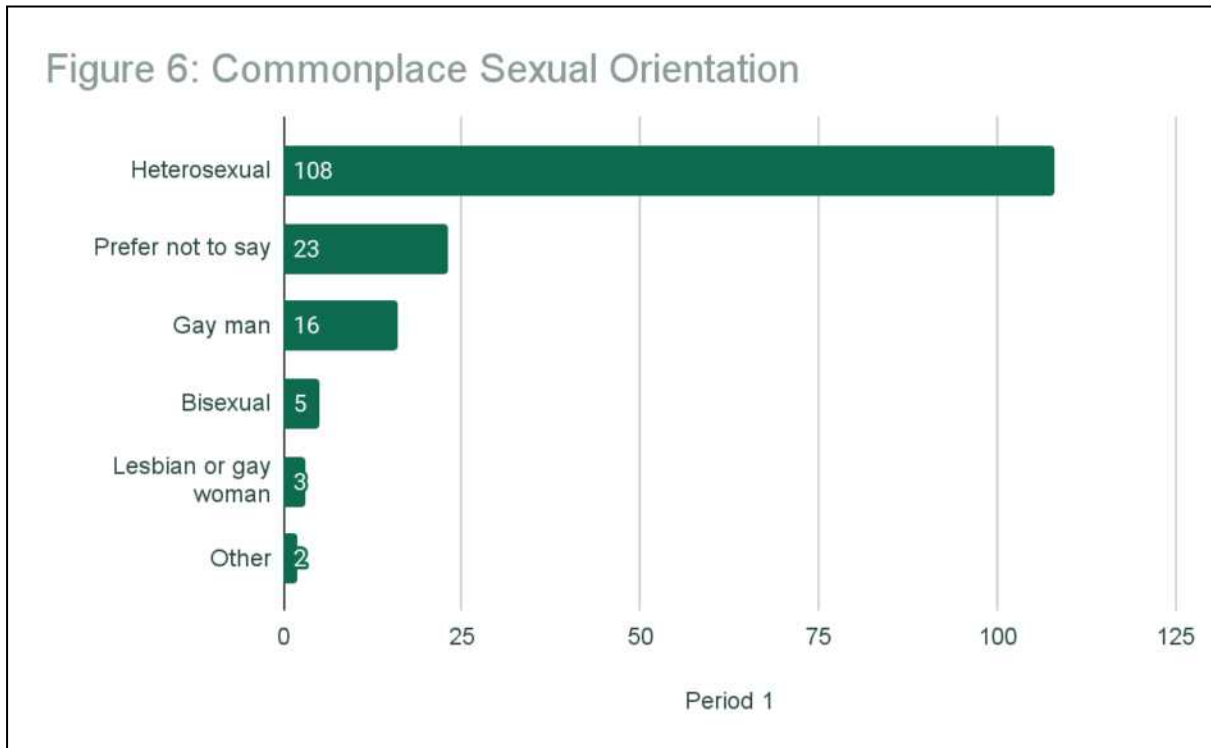
Respondents were asked if they considered themselves to have a disability. In total, 159 contributions were received to answer the questions. Figure 5 provides a breakdown of the contributions.

Figure 5: Commonplace Disability



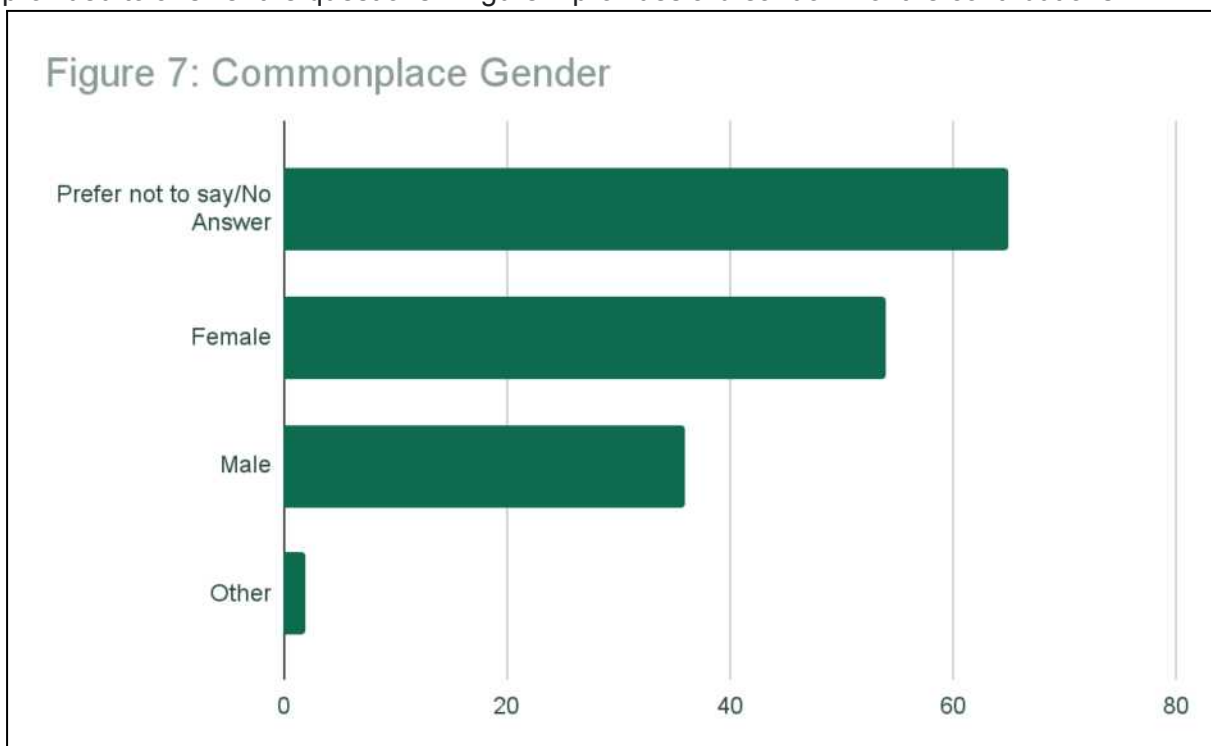
D. Sexual orientation

Respondents were asked what sexual orientation they identify with. In total, 157 contributions were received to answer the questions. Figure 6 provides a breakdown of the contributions.



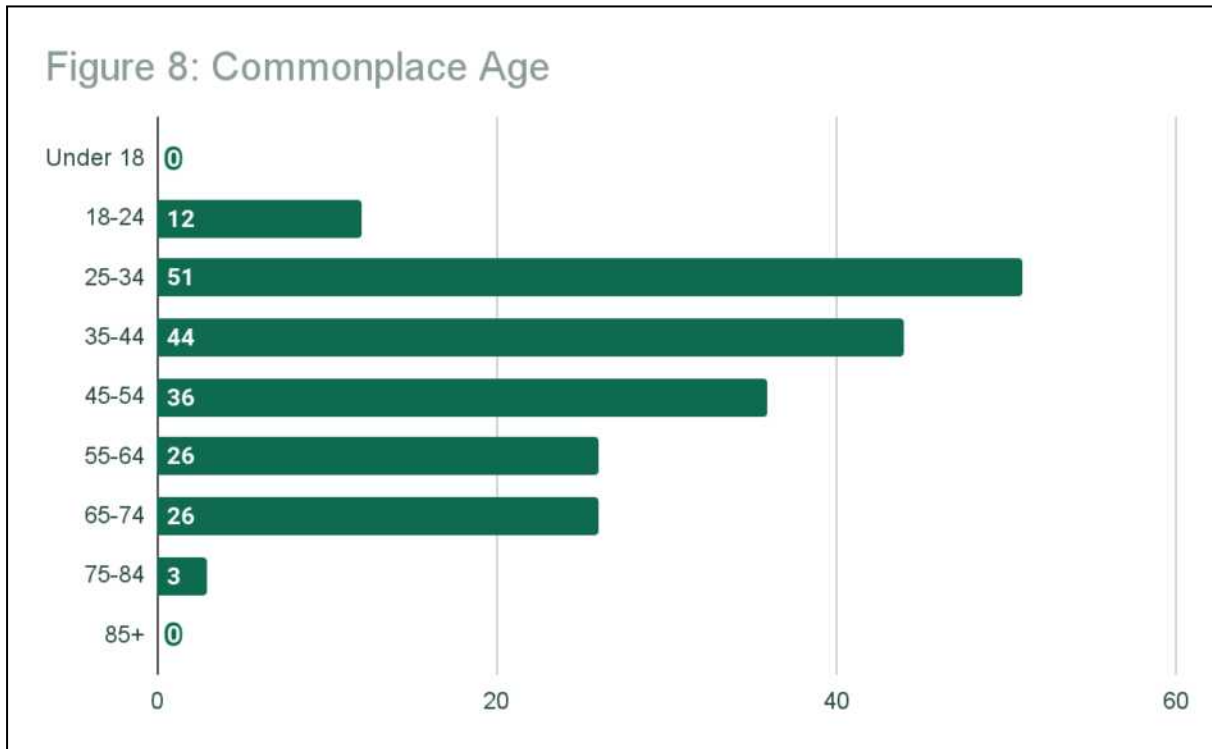
E. Gender

Respondents were asked what gender they identified with. In total, 205 contributions were provided to answer the questions. Figure 7 provides a breakdown of the contributions.



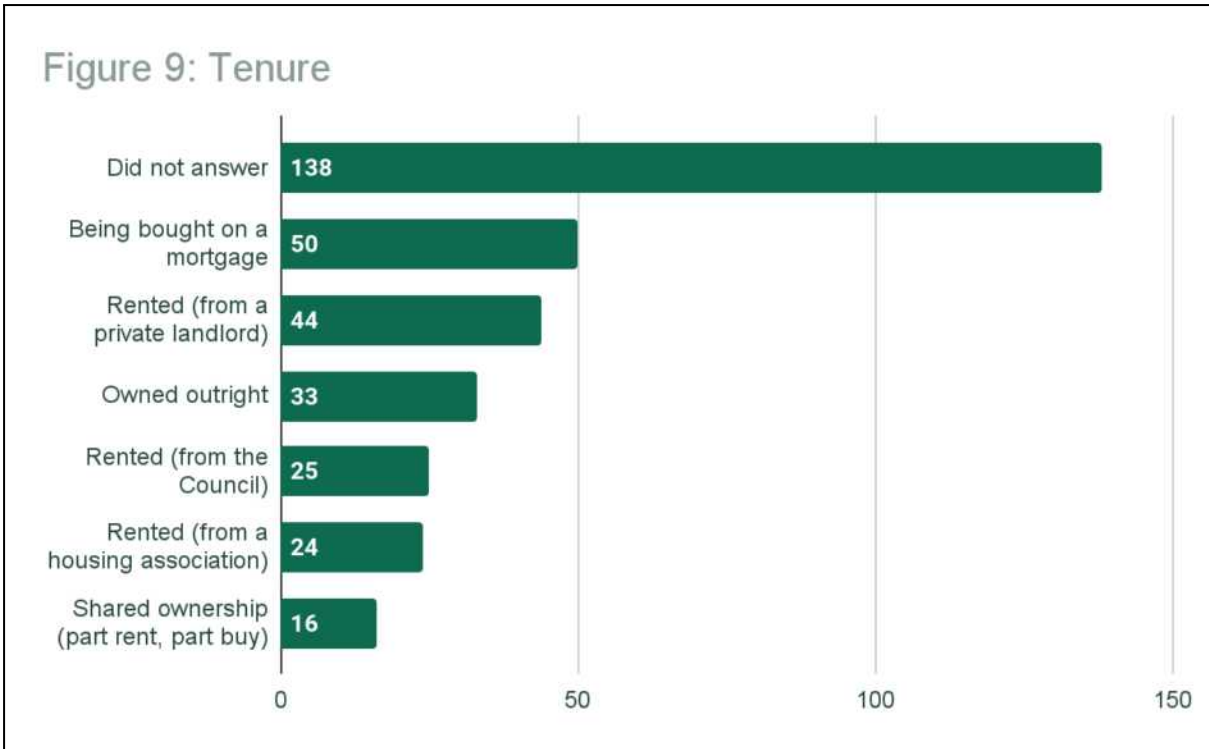
F. Age range

Respondents were asked to identify what age group they belonged to. In total, 198 contributions were received. provided on this question. Figure 8 provides a breakdown of the contributions.



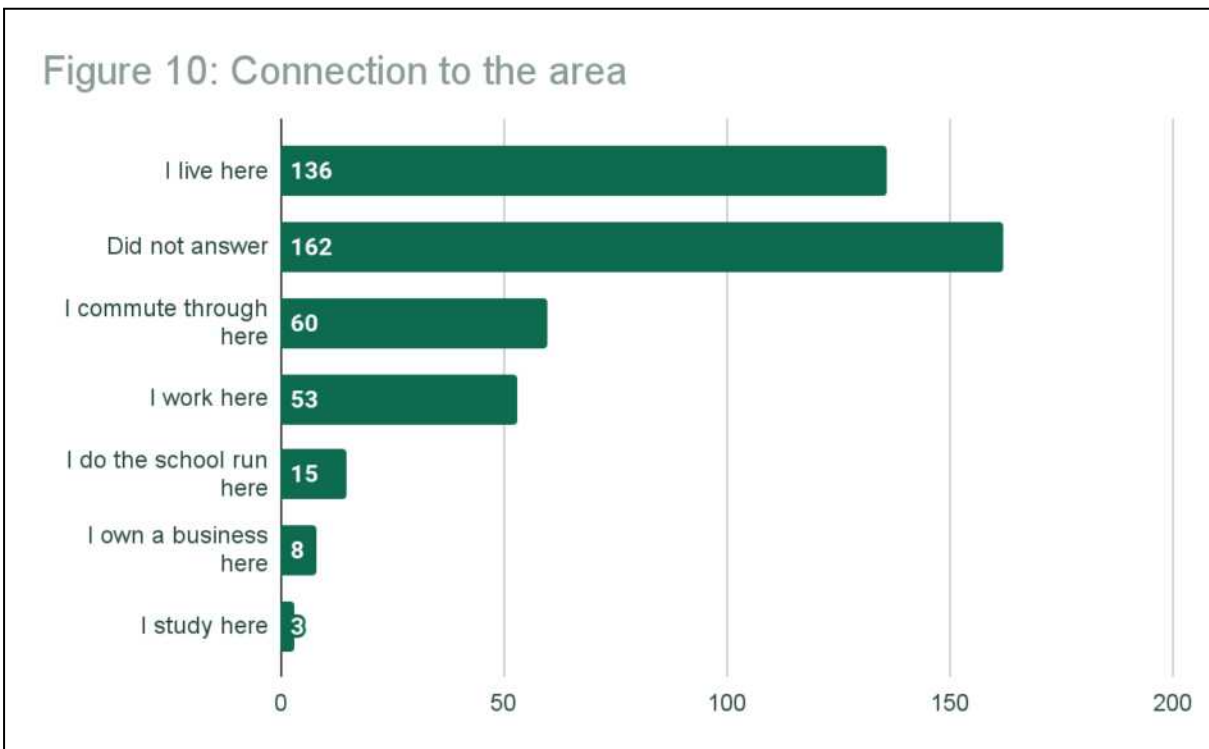
G. Tenure

Respondents were asked which term best describes the ownership of their home. In total, 193 contributions were received to answer the question. Figure 9 provides a breakdown of the contributions.



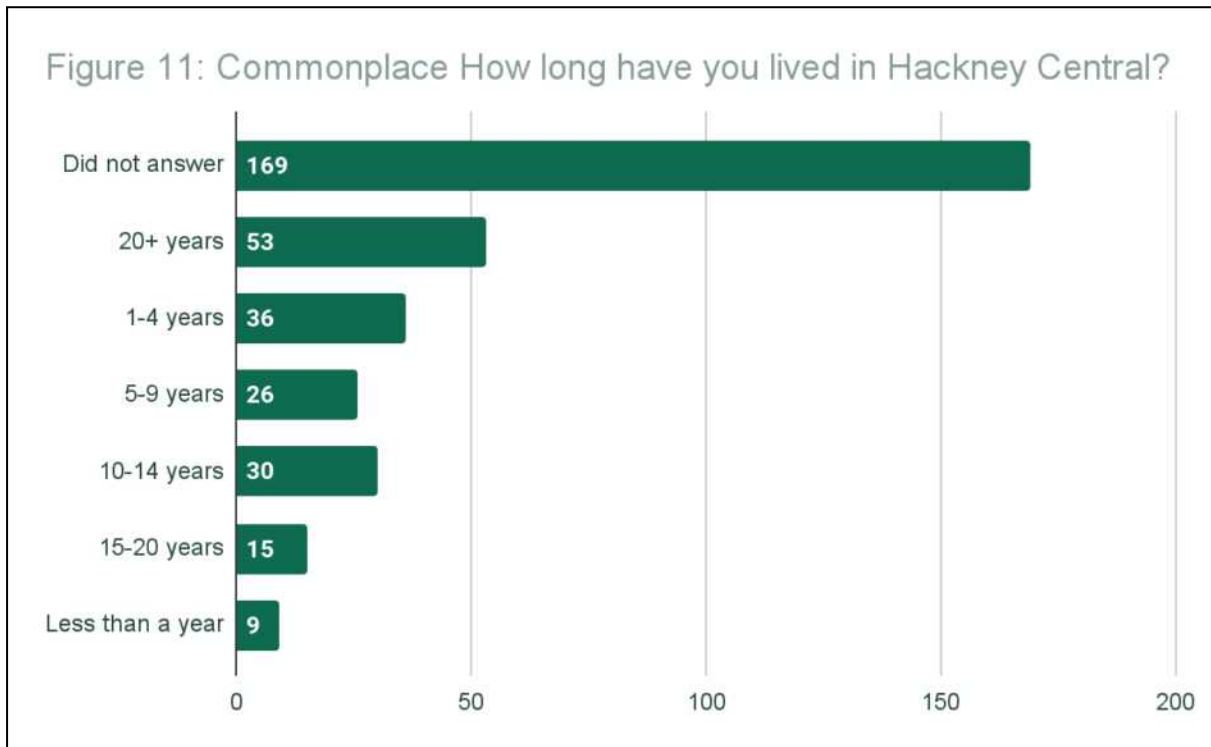
H. Connection to the area

Respondents were asked what their connection was to Hackney Central. In total, 169 contributions were received to answer the question (noting that respondents identified more than one connection to the area). Figure 10 provides a breakdown of the contributions.



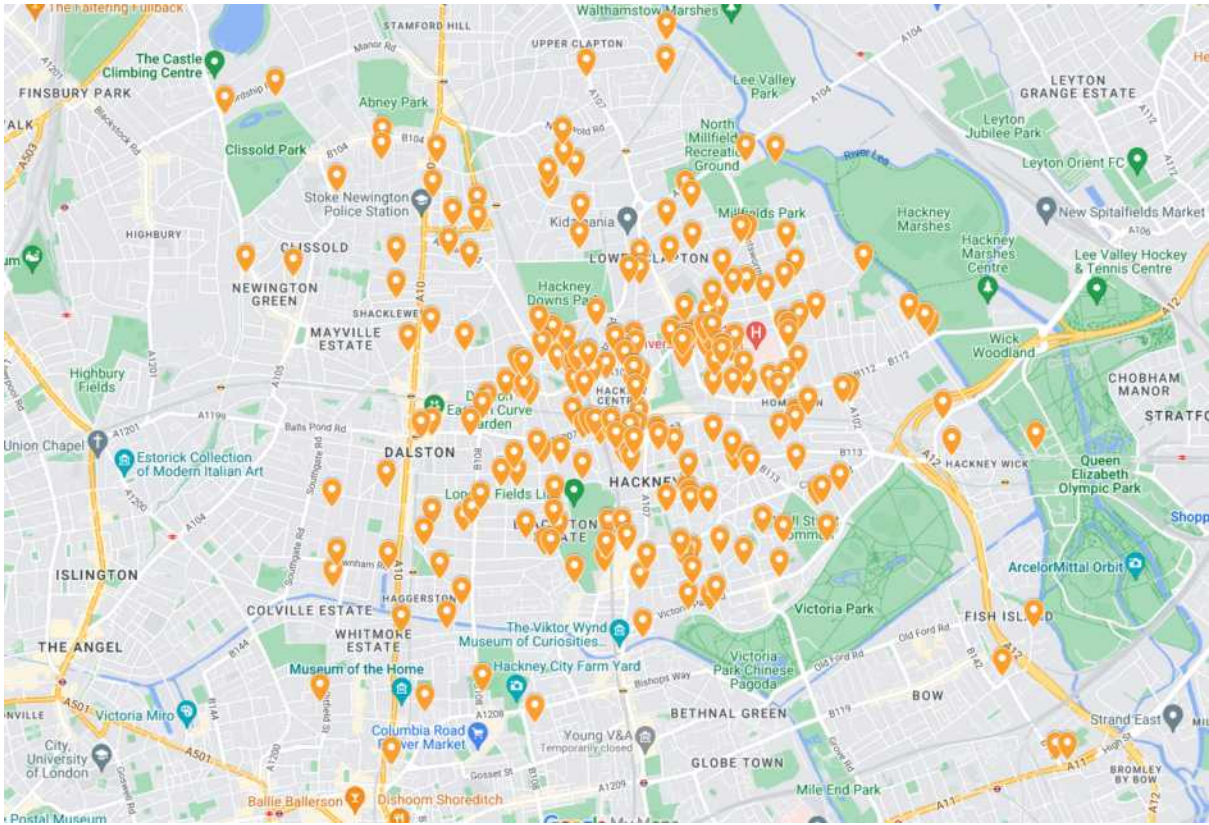
I. How long have you lived in Hackney Central? (extended question)

As a follow-up question to the respondents identifying as living in Hackney Central, they were asked how many years they have lived in the area. In total, 170 contributions were received to answer the question. **Figure 11** provides a breakdown of the contributions.



In addition to the ‘connection to the area’ and ‘time spent living in’ questions, we also asked respondents for their postcode. **Figure 12** connection to the area provides an overview of the contributions, with blue pins representing those that took part in ‘Reconfirming Priorities (2021)’ and orange pins representing those that took part in the ‘Grand Challenges and Missions (2022)’ consultations.

Figure12



J. Community Groups that were represented in consultation feedback.

Abney Park Trust	London Fields User Groups
Army Cadets	London National Park City
Banbury Estate Tenants' & Residents' Association	Lordship South TMO
Churchwell Residents Group	Matchmakers Wharf Tenants' & Residents' Association
Clapton Park United Reformed Church	Millfields User Group
Clissold Park Users Group	Morning Lane People's Space
Culpeper Community Garden	Neighbourhood Group (unamed)
Dalston Eastern Curve Garden	Newington Green Alliance
Day-Mer Community Centre	Nisbet Tenants' & Residents' Association
De Beauvoir Gardeners	NORTH LONDON MOSQUE TRUST
Echo Time Bank	Outdoor People
Feel Good Community Group	Plastic-Free Hackney
Finsbury Park and Stroud Green	Queer community (unamed)
Neighbourhood Forum	Read Easy
Garden of Earthly Delights	Round Chapel Old School Rooms
Hackney & Leyton Football League	Save Lea Marshes
Hackney Central Community Panel	Save Ridley Road
Hackney City Farm	Soka Gakkai International
Hackney Cyclists	St Augustine's Tower
Hackney Keep Our NHS public	St John of Jerusalem church
Hackney Labour Party	Sustainable Hackney
Hackney Marshes Users Group	Sylvester House Association
Hackney Palestine Solidarity Campaign	The Green Party
Hackney Society	TRA NEUU
Hackney Together	Tree Musketeers
Harvesterskitchen	Well Common Resident
Holistic Support Ltd	
Lido User Group	

Appendix 2: Location based project ideas

Submissions	Location pinned	Suggestion
Submission 1	(not location specific)	History more visible in the public realm - with Hackney Museum
Submission 2	Hackney Empire	Windrush songwriting / Award ceremony. Windrush festival programme. Maybe in the town hall square?
Submission 3	(not location specific)	Exhibition of Hackney past and presence - for example from past of the pasts and current. Improved wayfinding from the station which reminds you of Hackney Central's Character. Reminding people what is on offer on the doorstep for local people.
Submission 4	Hackney Central Viaduct	permanent exhibition space
Submission 5	(not location specific)	heritage trails and tours of culture
Submission 6	Space Studios	New pop-up gallery space to bring creative people together. Also way of connecting people virtually
Submission 7	Paper Dress block	I heard a rumour you were going to knock this block down and put up a big block of flats. I know we need more housing but if this gets redeveloped I hope it's not too high or too big. I also really value Paper Dress as a music venue for smaller bands
Submission 8	(not location specific)	Improve shop frontages, unify shop signage, paint upper levels above shops in bright colours - this part of mare street is very lacklustre and lacking in welcome
Submission 9	Sutton House	Seems like Sutton House has been mothballed by the National Trust. It's only open via appointment, no cafe or public activities. Such a wasted opportunity - there could be so much going on there for families etc.
Submission 10	Tesco, 55 Morning Lane	Develop it for the people of Hackney with at least 50% social-rent council housing, some community space and a keeping a large cheap supermarket on the site. Read the Morning Lane People's Space report and listen to what people are saying. Do not let this become another development that gentrifies Hackney Central.
Submission 11	Tesco Morning Lane	The site should be redeveloped to include social housing and community space to provide for the needs of the community and limit gentrification. Any development should be striving for highest possible environmental standards and minimal carbon emissions.
Submission 12	Broadway Market and other outdoor markets	Reserve a couple of stalls for local community groups/non-profits on a rotating basis so that these types of events are truly representative of Hackney and serving lots of different people.

Submission 13	Hackney Walk	This place is so sad and deserted now. Could the units be redesignated and let out to community groups at affordable rates? So many organisations are looking for office and/or activity space. There needs to be more greenery round here too; it's pure concrete. Also doesn't feel safe to walk past at night because of the split-level pavement and the emptiness - just needs lots more life and activity really.
Submission 14	Square outside Town Hall	The Town Hall square is underused space. It could be a redesigned with more public seating, refreshment stalls (e.g. like the space in front of Kings Cross station), even a street fountain in summer for kids (like Granary Square).
Submission 15	Well Street common	Community centres could have more open / integrated planning. Well Street common could be used for more community programming
Submission 16	(not location specific)	People should know more about volunteering opportunities, maybe through physical reminders in the town centre
Submission 17	Mare Street	Support homeless people
Submission 18	(not location specific)	An indoor play space for children
Submission 19	Corner of Old Fire Station on Bodney Rd	Flytipping and public urination an issue here
Submission 20	Junction	Junction is dangerous and not pedestrian friendly
Submission 21	London Fields children playground	Better lighting in the children playgrounds in London Fields, especially in winter. Otherwise, it's dark by 4pm and kids can only play in the morning. Heated or covered play areas would be really useful too.
Submission 22	Between Westgate and Well Street	There are no pedestrian crossings in the 200 metre stretch between Well Street and Westgate. Install at least two crossings.
Submission 23	Tesco, 55 Morning Lane	Social housing for local key workers Low rise to protect the Augustine towers "ancient light" rights
Submission 24	Narrow Way	Have community notice boards with opportunities and latest news
Submission 25	Hackney Downs Arches	The arch tenants often cat call women as they pass. This needs to be addressed and make the passage safer as it is frequently used.
Submission 26	London fields	More public programming in London fields
Submission 27	Bodney / Amhurst junction	Pedestrianise Bodney Road at this end...car access only via Downs Park Road. Would create opportunity for more green space/planting by Pembury Circus and improve the experience of accessing businesses on Andre St and Pembury Circus
Submission 28	Tesco, 55 Morning Lane	Social housing at rent linked to the living wage and large supermarket
Submission 29	Intersection between Dalston Ln and Cecilia Road	This intersection is very dangerous for cyclists and pedestrians, as cars go fast and take a turn into Cecilia Road, which has no protected pedestrian crossing. It should be better equipped for safer crossing.
Submission 30	The intersection between Westgate St and Mare St	The intersection between Westgate St and Mare St would greatly benefit from either a cycle path or differentiated priority traffic lights for bike; it is an unsafe junction, particularly when

		bikes cross East West while cars turn into or out of Mare St.
Submission 31	Regent's Canal towpath under Mare St bridge	The towpath under the Mare St bridge is always flooded, reducing it to a very thin strip that is on the edge of the canal. Given this section between Broadway Market and Victoria Park is particularly busy, this is both inconvenient and dangerous, considering the mix of walkers, families, cyclists and joggers that cross here.
Submission 32	Pembury Junction	Improve pedestrian experience and improve traffic flow...similar approach to redesign of Highbury and Islington junction/roundabout. This could also improve the access/use of local businesses in this area by creating a more attractive public realm.
Submission 33	Bodney Road	Make the current road closure for bridge maintenance permanent and improve street scene to encourage footfall along Bodney Road to address students concerns for safety on the street. It would also support the move to lower traffic and pollution near the schools and nurseries in the area
Submission 34	(not location specific)	Have an inclusive lift solution for all stations in Hackney
Submission 35	Hackney Downs station	Add platform lifts to aid wheelchair users and those with pushchairs
Submission 36	Cassland Rd	Better and permanent cycle infrastructure and marking on the way to accessing Well St common and Victoria park. Road is really narrow and cars go really fast along here.
Submission 37	Morning Ln crossing by Tesco car park	Improve wait times or design for pedestrians so that people aren't forced to dash across traffic.
Submission 38	Morning Ln crossing along Mare St	Width of crossing is unnecessarily wide -dangerous for pedestrians. Extend curb on the north side to shorten crossing and slow down cars turning right onto morning Ln.
Submission 39	Amhurst/Sandringham Rd junction	Improve pedestrian crossing...currently just an island with awkward curbs to navigate
Submission 40	Bodney Road	Stop dog fouling on this street
Submission 41	Hackney downs park road/Amhurst	Complete the cycling route on Hackney downs park road as it was planned
Submission 42	Downs station / stop M	Improve the area around the entrance of Hackney Downs Station
Submission 43	Morning Lane - Ponsford St Junction	Ponsford St. and Morning Lane together with Homerton High Street, act as a wall for cyclists. Crossing Homerton to Hackney Central is scary, and impossible for children on their bikes. Homerton High Street is too dangerous to cycle. There needs to be a way to connect Homerton to Hackney Central for cyclists. Redevelopment of Marian Court might be a part of thinking for community including cycling children.
Submission 44	Amhurst Rd (Hackney Central to Pembury Circus)	Improve cycling and pedestrian experience by adding bike lanes and planting to divide motor traffic from pedestrians. This should encourage more people to walk up to the businesses at hackney downs.
Submission 45	Tesco, 55 Morning Lane	A development base don council housing, an accessible supermarket, a community space and a process that democratically involves people in deciding what is built there.

Submission 46	Reading Ln/Mare St/Paragon Rd crossing	Crossing Mare St here is heavily used by cyclists but it's very awkward for them without a clear path across. Add space for bikes at the front of the paragon rd juncture to make turning right safer, & join up the bike lane so that cyclists can go both ways on the stretch below the Picturehouse.
Submission 47	Tesco, 55 Morning Lane	Pavement or pathway for pedestrians to walk safely through the Tesco car park from Morning Ln or Tesco to the cut-through to Mare St.
Submission 48	(not location specific)	Reduce urban heat island effect and improve flooding resilience by taking out concrete infills along pavements and replacing them with dirt beds and greenery where possible and/or more street trees - especially in low income areas which are very paved over. Doesn't have to be fancy landscaping, grass verges are better than nothing.
Submission 49	Pembury Circus	Improve pedestrian crossing by adjusting traffic light timings to avoid pedestrians getting stuck on the islands amidst all the traffic between changing lights.
Submission 50	Bodney Road	Encourage the use of this road as a primary route to Hackney Downs park. By making the current road closure at the north end permanent and making the southern end more attractive with signposts to the park, you could increase the footfall along this road which would address some of the major antisocial issues we experience...flytipping, human faeces/defecation; dog faeces, littering, abandoning/dumping of vehicles.
Submission 51	Sandrigham/Amhurst	Improve the usability and appearance of the area in front of Little Local
Submission 52	Bodney Road Amhurst junction car wash	Retrofit and repurpose this vacant arch (former car wash) as a green transport hub...bike workshop and educational training...to utilise the large courtyard and railway arch and promote the cycle routes planned along Amhurst road
Submission 53	Bodney Road Amhurst Road	Address antisocial behaviour on this corner. Single story building on the corner is known drug spot which creates unsafe and intimidating feel on the street.
Submission 54	Well street Common	Sunken concrete mini ramp for Beginners skateboarding. Small version of stokeNewington. Victoria Park is either too extreme or poor layout. And it's not Hackney
Submission 55	Path between Hackney Downs & Hackney Central	Don't lock while the overground is open, and more clearly signpost so that it feels integrated between part of the service. Maybe general improvements like making it look nicer or more permanent would make it feel safer and more usable even when empty and late at night.
Submission 56	Tesco, 55 Morning Lane	55 Morning Lane must be developed based on the needs of Hackney residents for social-rent council housing, affordable and accessible shopping and community and public space. See this report carried out by Morning Lane People's Space for more information: https://drive.google.com/file/d/1SChDd4voyXnBuZeifvwL1KeD_MfVdfnV/view?usp=sharing
Submission 57	Kenton Road E9	Solar Panel energy on all terraced house roofs & tower blocks with giant wind turbines in Victoria Park & Olympic Queen Elizabeth Parks

Submission 58	Tesco, 55 Morning Lane	55 Morning Lane must be developed based on the needs of Hackney residents for social-rent council housing, affordable and accessible shopping and community and public space. See this report carried out by Morning Lane People's Space for more information: https://drive.google.com/file/d/1SChDd4voyXnBuZeifwL1KeD_MfVdfnV/view?usp=sharing
Submission 59	Andre Street	Invest to encourage businesses to occupy the many vacant arches
Submission 60	Tesco, 55 Morning Lane	I saw something on a flyer about Morning Lane People's Space doing a consultation on what should happen to Tesco when it gets knocked down so filled in a response to their consultation. I really really hope the council takes their input seriously, and involves more people and ideas in the development of this site. The Tesco (and its carpark) are an important part of the local ecosystem - given what's happened with Hackney Walk, just up the road - so much public money spent on supporting private business that's now all closed, it's going to be really important to get this right. I'm not a driver and don't own a car, but I know some people who have to drive (or use cabs that can drop them off somewhere safe where they have time to get out) because of mobility issues - this carpark is very useful for them, for shoppers fetching big items from Iceland/Tesco etc and for people that need picking up (by parents, cabs etc) after a night out so they can get home safely. I hope it doesn't all get built on, and I hope whatever block and shops that come here aren't so fancy/exclusive/'luxury' that they aren't useful or welcoming to most people nearby
Submission 61	Bus Garage	Develop over the top of the TFL garage with a focus on equitable / affordable and social housing
Submission 62	The whole of Mare Street	I think that Mare Street should prioritise bikes and pedestrians. Pollution and traffic dominate and create an unpleasant environment and health concerns.
Submission 63	Mare Street	Mare Street should be reduced to single lane traffic, with a bike lane replacing the bus lanes. This would enable pavement widening and tree planting to make a much more attractive space for pedestrians and shop fronts.
Submission 64	Graham Rd	Graham Rd needs investment to reduce traffic and disruptive driving. I would support; bicycle lanes, more speeding cameras and raised pedestrian crossings.
Submission 65	Pembury Circus	Better cycle lanes
Submission 66	Part of a cycle route but hard to cross	Frampton Park Road <-> Ainsworth Road is part of a good cycle route to Canary Wharf / Tower Hamlets. But crossing Well Street is difficult. Consider moving the adjacent zebra crossing and allowing bikes to have priority when crossing here. Or perhaps traffic lights.
Submission 67	Mare St and Graham Rd Junction	Add cycle advance stop boxes to all sides of the junction and early release lights. Time the crossing lights so cycles are able to move through the junction between Narrow Way and Mare St without needing to wait for gaps in traffic.
Submission 68	Chatham Place	This section of road has very aggressive drivers, it needs closing as a through route for cars.

		It is not safe enough to be a Quietway despite being on the route of Q2, but there is no alternative route, make it better.
Submission 69		more trees and plants in permanent (not temporary wood) containers - pedestrian area of mare street feels quite bleak (not helped by poor range of shops) - greening it up with more big planters and a few more trees will help a bit and make it more biodiverse
Submission 70	Tesco, 55 Morning Lane	Build council homes at social rent a large supermarket and community space
Submission 71	Greenwood Road and Navarino Road	These roads should be closed to through traffic to protect cyclists and pedestrians travelling from Dalston to London Fields, and children going to school. The existing contra-flow cycle lane is very dangerous.
Submission 72	Mare St, particularly junctions with Amhurst Rd, Graham Rd, Morning Ln and Well St	Mare St is not cycle and pedestrian friendly at all; it should be redeveloped as a single lane road with a segregated cycle lane and more and safer crossings for pedestrians and cyclists at the key intersections (e.g. with Amhurst Rd, Graham Road, Morning Ln, Well St)
Submission 73	Junction between Mare St and Well St	Improve this particularly bad junction for pedestrians and cyclists. Cars go too fast.
Submission 74	Well St	Well St would greatly benefit from a segregated cycle lane. It is a week link of the cycle route from Dalston to Victoria Park and QENP/Stratford, cars go too fast, there are many lorries etc. Just not safe and not pleasant for residents.
Submission 75	The section of Wilton Way between Navarino Rd and Royal Oak rd	The section of Wilton Way between Navarino Road and Royal Oak should be pedestrianised, to reflect the fact it has high amounts of foot traffic (many shops aimed at families) and very limited motor traffic.
Submission 76	Amhurst road crossings	Improve waiting times at crossings
Submission 77	Pembury circus junction	Add planting to central reservation/island to create greener space
Submission 78	Mare st/Well St	Improve waiting times for pedestrians, and make cycle navigation clearer
Submission 79	Tesco, 55 Morning Lane	Retain the large Tesco store (without and demolition and replacement) and build council housing at council rents for local people.
Submission 80	Tesco, 55 Morning Lane	55 Morning Lane must be developed based on the needs of Hackney residents for social-rent council housing, affordable and accessible shopping and community and public space.
Submission 81	Hackney library	Make public facilities work harder. For example, the library could be used to support community activities.
Submission 82	Hackney Library	Make public facilities work harder. For example, library can host community activities and programming.
Submission 83	Pembury junction	Please do not make like Highbury corner. We already have traffic queues - don't make them worse.

Submission 84	Lamb Lane cycling lane leading to Mare Street	Cars are constantly parked there, blocking the way for cyclists and pedestrians and making cohabitation between both communities difficult sometimes. Hackney needs to find a way to enforce the parking restrictions.
Submission 85	Tesco, 55 Morning Lane	The Tesco site should have a large supermarket that serves the local community, at least 50% social-rent council housing, and some public space for the community.
Submission 86	The Bus Garage	Convert it into a vibrant indoor market
Submission 87	Tesco, 55 Morning Lane	55 Morning Lane. There has been enough development already. Leave the car park for as it is. Look how useful it has been during the initial Covid crises? I do not want to hear another so called affordable housing development taking place and changing the culture and the landscape in Hackney.
Submission 88	Morning Lane	<ol style="list-style-type: none"> 1. Stop gentrification. We need homes and services that we can all afford e.g. a large supermarket 2. We need community and public spaces, including non-commercial space. 3. Affordable housing that is ACTUALLY affordable for real people!
Submission 89	Well Street	Tackle littering and flytipping
Submission 90	I miss this cafe	This used to be such a friendly looking place but now it looks like it's closed down. Would be good to have something here - makes the churchyard feel friendlier and like a place to stop and see people.
Submission 91	Tesco, 55 Morning Lane	Keep the large Tesco site and the free parking facilities. Any housing developed on the site should be exclusively council social rented housing to meet local people's urgent needs.
Submission 92	Approximate location of the Hackney Council depot behind the service centre	Retain the depot in its convenient central location instead of replacing it with market housing for sale as envisaged in the Hackney Plan LP33.
Submission 93	Approximate location of Clapton Bus Garage	The garage should be retained and not replaced with market housing for sale as envisaged in the Hackney Plan LP33. The canteen should be reactivated so that bus drivers can get a decent meal.
Submission 94	Approximate location of the railway arches at Bohemia Place and the Fashion Hub, Morning Lane	The railway arches should be reinstated as small sites of light industry.
Submission 95	Tesco, 55 Morning Lane	<p>You need to do more to involve the community in this development.</p> <p>Any new housing must include at least 50% social rent and open public space for Hackney residents to enjoy. We also need affordable shopping, not luxury shops or the 'fashion hub' (remember that?).</p>
Submission 96	Tesco, 55 Morning Lane	55 Morning Lane must be developed based on the needs of Hackney residents for social-rent council housing, affordable and accessible shopping and community and public space.

1. **Question 1:** Why are you making this decision? you might want to consider the reasons behind your decision - is it about finding savings, improving services, integrating functions? What does the decision relate to - is it a policy, practice, service, function or initiative? What is the decision making route (Cabinet, Executive decision)? What are the timescales? What are the key documents that are being produced?

Why are you making this decision? (Is it about finding savings, improving services, integrating functions?)

Summary: *Improving services; informing the Council on the prioritisation of projects; supporting the Council and partners to attract funding for investment in the town centre.*

The Town Centre Strategy will establish a ten-year vision for Hackney Central that sets out how the Council intends to work with the local community and partners to deliver on the priorities identified in the Hackney Central Conversation and ensure a fair recovery from the coronavirus pan in the long term.

What does the decision relate to? (Is it a policy, practice, service, function or initiative?)

The TCS will guide an area-based approach to regeneration in Hackney Central. It will set Area Regeneration's priorities in the area, but will also be a cross-service strategy which guides projects and priorities of other teams in the Town Centre. As such, the strategy will also become a useful resource for coordinating council projects under a shared vision.

What is the decision making route (Cabinet, Executive decision)?

Cabinet will adopt the Hackney Central Town Centre Strategy including the corresponding Delivery Plan.

What are the timescales?

Adoption: October 2022

Implementing the strategy: October 2022 - 2032

What are the key documents that are being produced?

Hackney Town Centre Strategy, inc. a ten year holistic socio-economic vision for Hackney Central and a two year delivery plan.

2. **Question 2:** Who are the main groups affected? (Consider staff, residents, business, partner organisations and others). Clearly set out who will be affected by this decision or initiative.

This should include as much detail as possible showing how you have considered impacts in terms of discrimination, disadvantage and community relations.

Summary: There are two key groups of people affected by this strategy; those who will use the strategy to deliver and prioritise projects, and those who benefit from the changes that manifest as improvements to the Town Centre and surrounding area. In some instances, these groups overlap, as it is intended that the strategy will help the Council as well as both public and private partners progress sites, proposals, projects and ideas to improve the town centre.

In the Hackney Central area there are distinct neighbourhoods with their own identity and challenges. These include London Fields, Broadway Market and South Mare Street. The TCS reflects on the geography of the wider area, recognising the significance of neighbouring communities who utilise the town centre, and the wider, shared impact that any interventions in the study area could have.

As the first stage in the strategy preparation, the team took a detailed quantitative analysis of people who lived in the study area. Key findings were as follows:

- Hackney Central is home to a relatively young population.
- The town centre area (particularly to the north) is characterised by a relatively large Black / African / Caribbean / Black British population (42%).
- Hackney Central's population is relatively less qualified.
- There is a larger proportion of residents who have no qualifications (9%) and are economically inactive (24%) in Hackney Central.
- Overall life expectancies for both males (78 vs 80) and females (82 vs 83) are lower than the national average.
- The Age UK Loneliness Heat Map (5) also shows that older people aged 65+ living in the area to the north-west of Hackney Central Station and to the east of Mare Street are at a very high risk of loneliness.

This review has been at the foundation of creating a strategy that champions inclusive growth, ensuring that the Council and the Council's partners' objectives support the community as a whole, and avoid comparative disadvantages caused to the communities that most need support.

A long early engagement period, running from September to December 2021 worked to build on this quantitative analysis with insight from the people who live, work and visit Hackney Central. The key themes from engagement which discuss issues in the town Centre that the strategy seeks to address are as follows:

- Retaining Hackney Central-ness/character
- Safety in the Town Centre
- Quality of life and caring about each other
- Inequality and fairness/ Affordability and stability
- Safer and more attractive walking, cycling and public transport routes
- Traffic and pollution on main roads
- Sustainability/climate

- Amenities and support for children and young people
- Improved public realm and wayfinding
- Increasing employment opportunities and support for local businesses

It is also intended that the strategy will unlock potential for community stakeholders to have a more active role in intervening in the town centre, and it is intended that the strategy will help individuals, community groups, VCS organisations and public partners progress sites, proposals, projects and ideas to improve the town centre.

To do this, the Strategy will acknowledge and incorporate work being carried out locally by groups and individuals to support communities and champion the area. We will also make the strategy evidence base available so that individuals/groups have access to the data they need to support funding applications and strategic decisions.

3. **Question 3: What information or evidence have you used to make your decision?**
(Consider things like statistics, outcome of consultations and other dialogue, good practice from elsewhere).

In the first stage of the strategy development, an appraisal was conducted of the recent performance of the area. This Review and Appraisal Report document is split into three distinct sections that build a clear picture of the Hackney Central Town Centre area.

The first section determines the wider context of the area, including political and policy background, and sets out the key findings of the document. The second section expands on findings from desktop research of previous studies, as well as additional specific research aimed at better understanding the history, use and operation of the Hackney Central Town Centre area.

On the ground observational analysis forms a vital part of the appraisal process, as it reveals more nuanced behavioural and qualitative aspects of the Town Centre that are otherwise hard to capture. The third section of the report includes spatial inequality testing to develop this further.

The findings of the appraisal have been incorporated throughout the project's development into actionable outcomes through a specified success framework.

Furthermore, from October 2021 to March 2022 the Council engaged with a wide range of residents, businesses, organisations, and local communities. Overall, the Council received 845 contributions to two Commonplace questionnaires, 240 contributions to a Commonplace map, and over 600 individual comments from individuals at in-person public events. In addition the Council also organised a series (26 events) of 1-2-1 conversations with local stakeholders, including businesses and community groups. The approach to these events and the summary of results and feedback is summarised in this report.

The engagement approach was designed to consider the following aspects:

- **Geography:** Achieving a geographic spread to best represent the TCS geography.

- **Scale:** Engagement activity to offer opportunities at a range of ‘scales’, from 1-2-1 conversations through to open invite public workshop events.
- **Frequency:** Provide opportunities for participation at every defined stage of the strategy development process and beyond into action phases.
- **Medium:** Ensuring a range of in-person and online engagement activities to offer differing routes of engagement.

The following engagement events & actions were delivered:

1	<p>Hackney Central Panel meetings: September 2021, November 2021, January 2022, March 2022. The Hackney Central Panel meetings were used to discuss the priorities of the Panel - and the communities they represent - and ideas for the future of Hackney Central. The Panel played a critical role in the development of the engagement strategy.. See further details about the Panel’s role in designing engagement activities under <i>co-delivered neighbourhood events, row 4</i>.</p>
2	<p>September 2021: Launch of the Commonplace website: A home for information about the project, including news about engagement activities, and to ensure that online contributions to the project are possible throughout the strategy development.</p>
3	<p>October 2021: Launch of the reconfirming priorities survey: A two-minute survey was created on Commonplace to engage communities with the themes explored in the Hackney Central Conversation in 2019. This acknowledged that global events, including the Covid-19 pandemic, may have since changed people’s priorities about the future of the area. The survey ran from 18 October to 23 November, which 560 people completed.</p> <p>The survey was advertised widely through the Council’s communications channels, as well as in public spaces and estates. A non-digital version was also available.</p>
4	<p>October - December 2021 Co-Delivered Neighbourhood events: Co-delivered neighbourhood events provided ‘pop up’ engagement activities across the Town Centre. These events were designed to introduce the emerging thinking that came from early 1-2-1 conversations, quantitative analysis of the emerging results of the commonplace survey.</p> <p>During September 2021, Area Regeneration worked closely with the Hackney Central Community panel to reflect on the wider communities that they represent, and how we could best engage with them. The designed co-delivered neighbourhood events were as follows:</p> <ul style="list-style-type: none"> ● Town Hall Square Wednesday 10 November: Launch public event outside the town Hall Square over lunchtime hours. ● Bohemia Place Market Friday 12 November: Collaborating with Black Owned Business Market. ● Mare Street (Beck Road), Saturday 14 November: Collaborating with Beck Road Play Street.

	<ul style="list-style-type: none"> ● Broadway Market Sunday 21 November: Collaborating with Hackey's Broadway Market. ● St Augustine's Tower just off the Narrow Way, Sunday 28 November: Collaborating with St Augustine's Tower Public Open day. ● Pembury Community Centre, Saturday 4 December: Collaborating with Pembury Community Centre Christmas fair. ● Garden Of Earthly Delights 27 November (Cancelled due to weather). <p>These events were advertised through the Council's estate messaging service, which sends out targeted messages to local estates, as well as targeted social media posts.</p>
5	<p>October - December 2021: 1-2-1 Interviews: Recognising that public consultation is often highly self-selective, the project team have been working with Maayan Askenazi, an anthropologist and urban designer, to consider representations in the Hackney Central Conversation, and to ensure that the voices of minority communities are considered and are able to shape the future of Hackney Central. Maayan held a number of 1-2-1 conversations, especially targeting refugees, LGBTQIA+, parents, black and minority ethnic communities and homeless communities. The emphasis of this engagement has been to get a depth of insight, rather than broad engagement</p>
6	<p>October - December 2021: Co-Delivered Business events: Area Regeneration also worked with the Hackney Central Community Panel to create a number of geographically diverse co-delivered neighbourhood events specifically targeted for businesses. These events were as follows:</p> <ul style="list-style-type: none"> ● Pub Watch, 27 October, to discuss business opportunities and concerns across Pubs in Hackney Central. ● Diddy's Cafe, 7 November, to discuss business opportunities and concerns in South Mare Street. ● Behind this Wall, 24 November, to discuss business opportunities and concerns along the Narrow-Way and Pembury. ● Bohemia Place Market traders, 17 November, to discuss opportunities and concerns of traders at Bohemia Place. ● Hackney Empire, 25 November, to discuss C/cultural to discuss opportunities and concerns of the industry. <p>These events had been advertised through a letter which was distributed to local businesses along the Narrowway, Morning Lane and Well Street, and advertised digitally through the Hackney Business Network.</p>
7	<p>October - December 2021: 1-2-1 Business Conversations: 1-2-1 business conversations were organised with key business stakeholders in the area. It is critical that this is a strategy which is held unanimously by the wider community, and that businesses have informed this. The following 1-2-1 conversations were carried out:</p>

	<ul style="list-style-type: none"> ● Arch Company ● Lidl ● Iceland ● Tesco's ● M&S
8	<p>October - December 2021: Raising awareness presentations: Area Regeneration has led on a number of raising awareness presentations, widening the knowledge of the opportunities to shape the strategy, both internally and with communities. A summary of meetings are as follows:</p> <ul style="list-style-type: none"> ● Hackney CVS London Fields Neighbourhood Conversation, October 2021. ● Hackney CVS Mental Health Special Interest Group, October 2021. ● Hackney CVS Learning Difficulties Special Interest Group, November, 2021. ● Federation of Small Business Hackney meeting, October, 2021. ● Pembury Community Centre October Board Meeting, 2021. ● Health Inequalities in Hackney meeting, October, 2021. ● NHS Frampton Park Family Health workshop, February 2022.
9	<p>Youth Engagement: The development of the Hackney Central Town Centre Strategy is being supported by a number of related strands of engagement, including actions specifically targeted to connect with young people. Actions to date include:</p> <p>A bespoke approach to working with the Young Parliamentarians: Through September to November 2021, a series of bespoke workshops designed for a group of Young Parliamentarians explored; jobs in local government that shape places and the function of Area Regeneration; the ambition and purpose for creating a ten year vision for Hackney Central; an introduction to qualitative analysis, focus groups and other forms of engagement; and how to create surveys and conduct data analysis.</p> <p>The team then worked with the YP's to explore and design their own engagement project that captures their insight, but also to reach others.</p> <p>This culminated in them codesigning a number of billboards, found across the town centre, Feb to March 2022.</p>

4. **Question 4:** What positive impacts will this decision have? (Consider impacts on different equality groups, community relations, health and economic wellbeing).

The Strategy champions inclusive growth, ensuring that the Council and the Council's partners' objectives support the community as a whole, and avoiding comparative disadvantages caused to the communities that most need support. It addresses key themes such as setting ambition for investment opportunities, supporting improved animated public spaces, fostering a dynamic employment environment and improving transport and movement in the town centre and surrounding area.

There is a focus on accountability and delivery through a success framework and delivery plan, which will be shared with residents and stakeholders.

From community engagement insight and an extensive research period, A Grand Challenge and 5 key Missions have been developed for Hackney Central. Each mission has a set of strategic outcomes that can be expected from the Council and others delivering towards the strategy. These are as follows:

Mission 1 Champion our character: Make cultural activity bigger, broader and more representative of our heritage and diversity, celebrating local activism and participation.

Mission 2 Wellbeing for all: Support the spaces, services and local networks that enable Hackney Central's communities to feel healthy, safe and cared for.

Mission 3 A fair economy: Ensure the economy works for local people - supporting ideas, businesses, and people to access secure and fulfilling jobs.

Mission 4 Green and resilient: Implementing measures to help fight against the effects of climate change, move towards zero carbon, improve biodiversity and reduce waste.

Mission 5 Developing well: Ensure local residents benefit from development and investment in Hackney Central and can influence the future of the area.

5. **Question 5: What possible negative impacts could there be? Please explain how these are justified and/or what actions will be taken to address them.**

- a) **Re-embed comparative disadvantage through failing to engage with typically harder to reach voices** - therefore failing to address the challenges facing those at greatest need.

A risk of any engagement-led strategy is ensuring that local people are shaping the strategy, and therefore that the outcomes of the strategy are right for local people. Through a careful engagement strategy we have identified different methods of overcoming the different barriers which enable people to engage in projects like this. Importantly, we have provided a number of different routes to engagement at different stages in the project.

- b) **Proposed actions in the delivery plan may disproportionately impact on certain individuals or communities.** (*Ans - each action would be guided by its own EQIA and detailed work to ensure proportionate impact etc.*)

Implementations as a result of the strategy may impact different groups of people differently.

Special consideration has been given to how the Town Centre Strategy will support or impact individuals with protected characteristics (age, gender reassignment, being married or in a civil partnership, being pregnant or on maternity leave, disability, race including colour, nationality, ethnic or national origin, religion or belief, sex.)

For example, discussion around safety in public spaces and reducing traffic congestion have brought attention to the complexities around interventions that may have an overall positive impact on, for example, pollution, but may negatively impact car-dependent drivers.

Actions in the strategy bring these findings forward into the strategy, for example on page 42, consideration is given for those who are homeless or rough sleeping, to young people, the elderly, parents with young children, the LGBTQI+ community and those without private amenity space, and the impact that these may have on their experience of public space. Responding to this, recommendations such as ensuring free access to toilets, drinking water, showers, and comfortable places to rest unlock these spaces for a wider range of people.

Furthermore, the Mission 5, *Developing Well*, will importantly discuss actions around how we continue to engage with communities beyond the life of the strategy - whilst an action like reducing traffic could have a wider positive impact than negative impact, it's important that we acknowledge how any change in the town centre will impact people's lives, and consider how we address this.

6. **Question 6:** Describe the recommended decision. Please list specific actions which set out how you will address equality and cohesion issues identified by this assessment. For example, practical steps or actions that you will take to enhance positive impacts and mitigate against negative impacts (identified in Section 4 above). Your actions should also be included in any action plan or report connected to this assessment, such as a delegated powers report, savings template, business case or Cabinet report.

Summary:

- Continued, bespoke engagement opportunities throughout the strategy production so that residents as well as the wider Hackney Central business/private community have influenced the Council priorities for Hackney Central.
- A strategy with a delivery plan which is refreshed every two years to account for changing priorities and needs in the town centre. These actions will be shaped by ongoing engagement. Engagement initiatives such as the Hackney Central panel will support a sustained interest in the strategy progression.
- A strategy which prioritised the geographical area of Hackney Central was thought to have the greatest benefit for the most people if improved.
- A strategy which has 5 Missions all centred around making Hackney Central fairer, safer and more sustainable.