

The Spark Ilford

In the heart of Ilford's Cultural Quarter

Good Growth Fund
Bid Supporting Document

September 2017

Establishing Ilford's Cultural Quarter

Our vision for Ilford will establish its place within the heart of modern east London. Our Manifesto "Ilford for All" and Regenerating Ilford: Delivery Prospectus set an ambitious agenda to make Ilford a London town again.

Fundamental to our vision is the creation of an economically vibrant Cultural Quarter, where business and creative enterprise can thrive alongside a diverse cultural and leisure experience.



Foundations for a Cultural Quarter - spaces for communities and enterprise



The Cultural Quarter tomorrow - new development and spaces will link our communities/businesses



Visualisatio

Delivery of the Cultural Quarter will complement and enhance our existing offer, providing a broad range of facilities including, library, theatre, museum and leisure uses; coupled with a college or university. The Cultural Quarter will include a rich and diverse mix of modern civic facilities, new homes and enlivened public spaces.

Enhanced cultural uses will bring activity throughout the day and into the evening. This will allow our existing retail offer to diversify to include space for businesses, cafés and restaurants; boosting the economy of the wider town centre.

There is a way to go to deliver our longer-term ambitions for the core of the town centre; however we have a firm foundation for our regeneration agenda.

Working with our partners, key stakeholders and local residents, the Council has committed to the transformation of Ilford's public realm; prioritising delivery of interventions to support the establishment of our Cultural Quarter.

Services offered by the existing Central Library have recently been expanded to include new workspace and business support at HubCentral which are embracing strong entrepreneurial spirit within our residents and local businesses.

The Council is leading the way, bringing forward demolition and conversion of existing buildings to spark delivery of innovative new uses and exciting developments which will provide additional activity within the Cultural Quarter.



Illustration of the Council's vision for the Cultural Quarter

Understanding the Potential

We will harness Crossrail

The arrival of Crossrail offers the opportunity to bring us closer to Central London and Central London closer to us; connecting jobs, culture and customers like never before.

We will make room for enterprise

Despite our relative affordability we lack quality flexible spaces for businesses to start up, grow up and thrive. Transformation of Council services will result in a number of our assets becoming vacant. We will use these assets to deliver much needed multi-use workspace for local people to develop skills, gain employment and do business.

We will draw inspiration from our diversity

Our communities want increased opportunities and space to hold more events and engage in a diverse range of creative arts, cultural and leisure activities within the town centre. We will enable our communities to benefit from the culture on their doorstep.

We will spark an evening economy

Iford already has a number of key leisure facilities including a theatre and cinema. However the evening economy of the town requires investment. We have begun our journey to transform the town centre, but need to strengthen our offer beyond retail. Supporting innovative new food, social and cultural start-ups will be fundamental to this approach.

We will pave the way

We will work with partners including the Iford BID, Salvation Army, Vision and local communities to support delivery of projects which will spark the establishment of the Cultural Quarter.

We will be a London town again

Iford - The potential in numbers



2565 Micro SMEs established 2014-2016



16,000+ new residents



35,000m² new commercial floorspace



2,000 new jobs

£100m+

Increase in disposable income by 2030

£8-12

Commercial rents (ft²) (Highly affordable in comparison to Central London)

Portraits



Many of the Hub Central members have aspirations to move their business from their back bedroom to flexible, affordable workspace. The Spark will provide a great opportunity to help businesses in the borough to grow and develop

Leonore Lord, HubCentral



Mercato Metropolitan is very excited about the proposed introduction of a covered food, educational and entertainment offer within Ilford Town Centre. We are confident that, bringing people together with a passion for food, both day and night, will greatly help boost Ilford's economy and we would be delighted to be a part of it

Andrea Rasca, Mercato Metropolitan



It would be great to see empty spaces back in use, giving them a purpose and giving new opportunities for the residents and business of Ilford to showcase their talent or businesses

Toni Dipple, Organic Ilford



Metro Bank is delighted to be opening in the vibrant town of Ilford. Improving local facilities, supporting people into work and encouraging leisure/cultural activities are vital for the success of Ilford's future. We can't wait to open our doors and be part of the Ilford success story

Isaac Minto, Metro Bank



The Trading Post project has given me a real taste of trading in a market environment. I'm really keen to move my business into a more permanent premises. SparkSpace sounds like the perfect place to establish and grow my business

Anwar Ul-Haq, Local Trader



TheSpark will support our temporary accommodation residents to access a wide range of activities including community growing, arts and cultural activities. This is a much needed project for Ilford

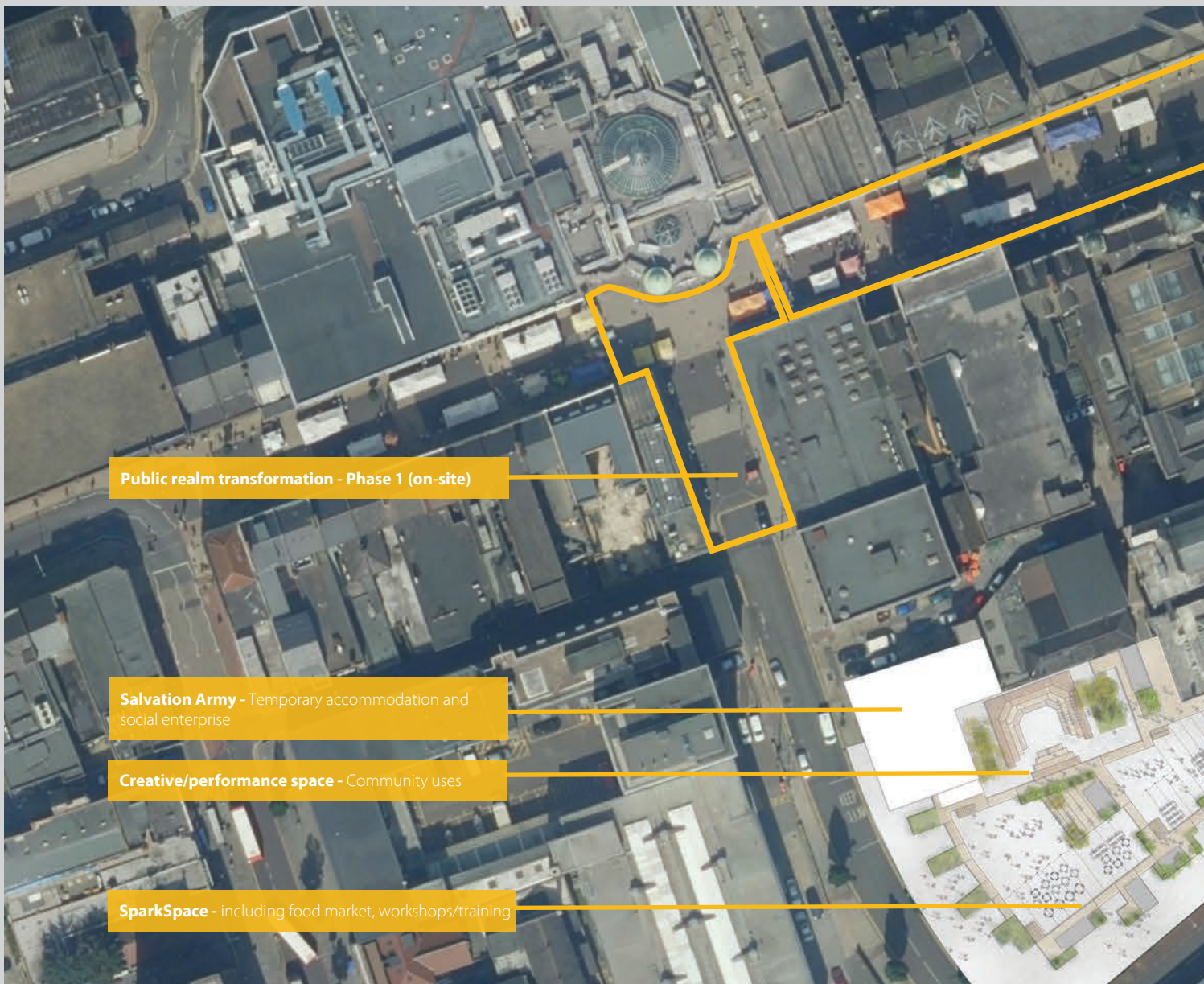
John Clifton, Ilford Salvation Army

Providing The Spark

Our bid for Good Growth funding is focussed on accelerating and sparking change which our residents, communities and businesses crave in the short-term, ahead of implementation of our longer-term ambitions for our Cultural Quarter.

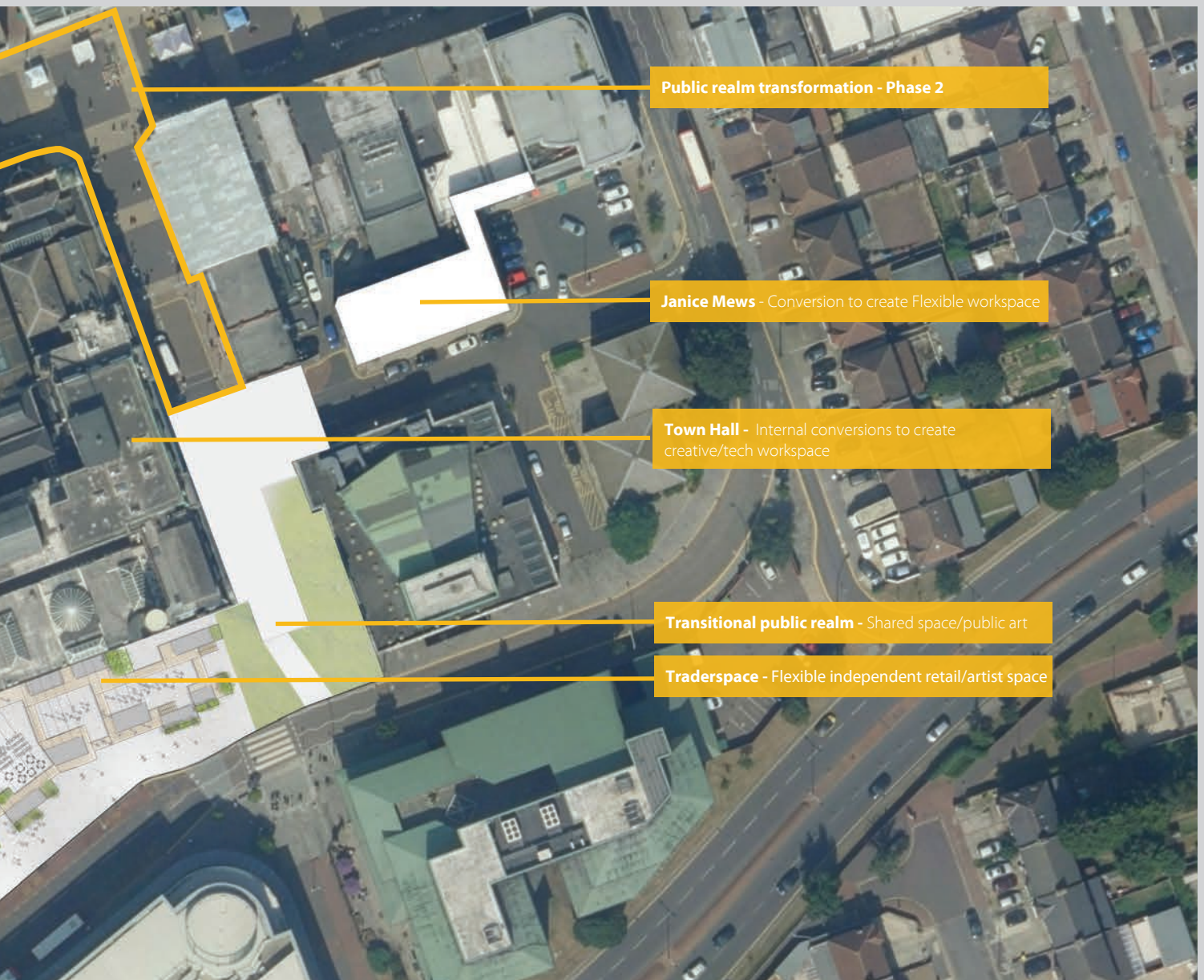
We will spark the meantime use of properties and underused spaces to realise the potential of these areas ahead of their longer-term renewal. This will include:

1. Providing a variety of new creative workspace within vacant/underused buildings to support makers, local businesses and other providers to remain or relocate to Ilford
2. Developing SparkSpace within the town hall car park to offer flexible spaces to provide a food market, performance and community spaces alongside trading space for local businesses to expand and thrive. We will also support delivery of social enterprise
3. Bringing forward the next phase of public realm transformation to enrich the Cultural Quarter, providing new playspaces, lighting and fountains to enable activation and animation throughout the day and night





Visualisation of SparkSpace within the Town Hall car park



Public realm transformation - Phase 2

Janice Mews - Conversion to create Flexible workspace

Town Hall - Internal conversions to create creative/tech workspace

Transitional public realm - Shared space/public art

Traderspace - Flexible independent retail/artist space

The Spark - In detail

Theme 1: Sustainable Communities



Drawing inspiration from our diverse and entrepreneurial communities The Spark will unlock the creative potential of our residents.

We will support opportunities for local residents to develop skills, gain employment and contribute to the local economy and cultural activities.

We want to celebrate and showcase Ilford's unique character and diverse talent to put Ilford back on the map in the heart of modern East London.

Theme 2: Cultural Economy



Our ambition is to create a vibrant cultural economy which will be unique to Ilford and set us apart from the rest of London.

We will harness the rich mix of local talent and communities to make The Spark a true destination by supporting innovative new food, social and creative businesses.

SparkSpace will not become just another 'pop-up' box park, we will ensure that the offer firmly establishes Ilford's Cultural Quarter; creating a long-term legacy.



Supporting social enterprise - Salvation Army



Bringing vibrancy to the High Road - The Streets

Project 1: Workspace



Our Ambition

We will enhance our existing workspace offer to enable provision of flexible workspaces to accommodate and to bring creative, tech and makers to Ilford. Working with providers, our offer will build upon existing networks and provide support to enable these businesses to grow.

Progress so far

Following on from the successful Enterprise Desk project which ran between 2015-2017, we have recently invested in and enhanced the offer of workspace and business support within Ilford Central Library.

Hub Central offers its 200+ members access to an employment, skills and enterprise hub. Lab Central complements this offer, providing space for tech start-ups and access to technology to allow these businesses to flourish.

Feasibility options have been tested to reconfigure parts of Ilford Town Hall and vacant Janice Mews. We have already engaged a number of providers who see Ilford as an attractive place to do business.

Paving the way

We will competitively select workspace providers to deliver new, affordable workspaces. Ilford Town Hall will provide studio space for artists/creative businesses alongside traditional workspace. Janice Mews will provide maker/tech space and other flexible workspaces. As we build a new business community, users will benefit from existing support available at HubCentral.



Employment and business support - Hub Central



Artist space - Dana Elynn Kauffman Studio



Supporting tech space - Lab Central

Project 2: SparkSpace



Our Ambition

We will develop the Town Hall car park as a meanwhile use, delivering traderspace, covered food market and creative performance spaces. SparkSpace will act as an incubator for new and existing businesses to trade in a lively and community focussed space, throughout the day and into the evening. We will develop our cultural offer to include a wide programme of events.

Working with the third sector we will encourage social inclusion through initiatives such as 'Recycles' bicycle maintenance workshop, community growing projects and community art.

Progress so far

We are in active discussions with quality providers including Mercato Metropolitano to bring forward a contemporary food/cultural marketplace.

Working in partnership with the Salvation Army the Council is committed to enabling delivery of Project Malachi; a scheme providing temporary accommodation and a social enterprise refurbishing, repairing and selling bicycles.

We have interest from new and existing traders alongside market operator; Amber Markets to develop their business offer within fit-for-purpose and affordable traderspace.

Paving the way

To accelerate development of SparkSpace we will procure a provider to develop and operate this space with a view to begin trading in Summer 2018.

A programme of year-round business and community events will be developed with stakeholders and community groups.



Space to do business and network - Pop Brixton



Sparkling evening activity - Mercato Metropolitano



Social enterprise - Leeds Indie Food Market

Project 3: Public Realm



Our Ambition

A second phase of the Ilford transformation project will be delivered celebrating the town hall, whilst providing a legible link between the Cultural Quarter and the High Road; a truly Liveable Neighbourhood.

Improved lighting, playspace and fountains will activate our new public realm to provide healthy areas to relax, play and enjoy. We will also deliver new transitional space and public art installations will support our cultural ambitions drawing from communities and the diversity of the area. These spaces will be designed to complement and support existing uses including the Kenneth More Theatre and Ilford BID activities.

Progress so far

Phase 1 of the public realm transformation is nearing completion. Detailed design of the Phase 2 works is completed.

Partnership and engagement with key stakeholders including Ilford BID, Vision, Amber Markets and local businesses to maximise the opportunities from this transformation. Trading Post a test trading project has been operating in Ilford High Road since December 2016.

Paving the way

We have committed investment to deliver the second phase of new public realm throughout 2018-2019.

Funding will be required to design and develop transitional public realm/art within Oakfield Road. These works will be partially funded through s106 contributions.

Continuing our work with stakeholders to strengthen and diversify our town centre offer.



Transformation of public space - Ilford High Road



Activating spaces during the evening - Pop Brixton



Bringing activity to public space - Ilford BID

Key partners and supporting information

Key stakeholders

Iford Business Improvement District

Vision Redbridge Culture & Leisure

Amber Markets

Salvation Army

Workspace providers - Space, Acme, The Mill Co project, Meanwhile Space

Mercato Metropolitan

Supporting information

Iford Manifesto - <http://www.redbridge.gov.uk/media/3601/ced110-ilford-manifesto.pdf>

Regenerating Ilford: Delivery Prospectus - <https://www.redbridge.gov.uk/media/3971/ced052-ilford-prospectus.pdf>

00 Architects feasibility study completed June 2017 – identified demand for affordable workspace, and potential use of space with the Town Hall - Available upon request

Cross party Business Support Scrutiny Working Group report April 2017 – endorsed a Start, Stay and Grow approach to business support and a focus on provision of workspace to meet the needs of growing start-up businesses - <http://lbrcwsqlmgv01/documents/s109212/Appendix%20A%20-%20Final%20to%20Overview%20Committee%20-%20Report%20of%20the%20Business%20Support%20Scrutiny%20Working%20Group%20-%20201.pdf>

Enterprise Desk – April 2015 – March 2017 (NHB funded action research project) evidenced the need for business start-up advice and co-working space - Available upon request

Public Realm Consultation Report - <https://www.redbridge.gov.uk/business-and-regeneration/regeneration/ilford-public-realm/>

Our Streets Strategy - <https://www.redbridge.gov.uk/about-the-council/our-streets-strategy/>



