

Investing in Barking Town Centre

Exploring new opportunities and prospects

LONDON'S NEWEST
OPPORTUNITY



**BOLD &
DYNAMIC**
BARKING &
DAGENHAM
ENTERPRISE

London Borough of
Barking & Dagenham



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Barking Town Centre's changing landscape

Significant improvements have been made in Barking to enhance the status of the town centre.

Barking Town Centre is changing fast. Its reputation for high quality design and public realm is growing with numerous awards including Best European Public Square. Over 20,000 homes are proposed in the borough in the next fifteen years.

Population growth through new housing coupled with a rising birth rate and a rich mix of culture and diversity brings new opportunities for markets and an opportunity for sales growth in the retail and leisure sectors. With superb accessibility and good value land and premises, Barking Town Centre offers real potential.

Just to the south of the town centre is Barking Riverside, which is the largest brownfield residential site in the Thames Gateway.

This location is expected to see 11,000 new homes provided over the next 20 years with a population of 25,000 people. Barking Town Centre will be the primary commercial centre for this new community.

As London prepares for the 2012 Olympic and Paralympic Games, key focus and attention is drawn towards the east. The huge potential for East London for investment, growth and greater prosperity enables Barking and Dagenham to attract business from new initiatives as a host borough and benefit from this international spotlight.

Whether you are a developer, an investor, a retailer, office occupier or a restaurant, Barking offers opportunities for you. **Be part of it.**



Barking & Dagenham
LONDON'S NEWEST OPPORTUNITY

Barking and Dagenham

Well connected location

Barking is a very accessible town centre well located to benefit from the growth of East London and lying at the heart of the Thames Gateway.

Barking's public transport accessibility is superb with the District Line, Hammersmith and City Lines, C2C Lines to Fenchurch Street and Southend and the increasingly popular London Overground Gospel Oak

Line to Barking. In addition to this the town centre is served by numerous bus routes including the new East London Transit.

Barking is near the A406 (North Circular) and A13 junction offering easy access to Central London and out to the M25. London City Airport is six miles away – just 20 minutes by public transport.

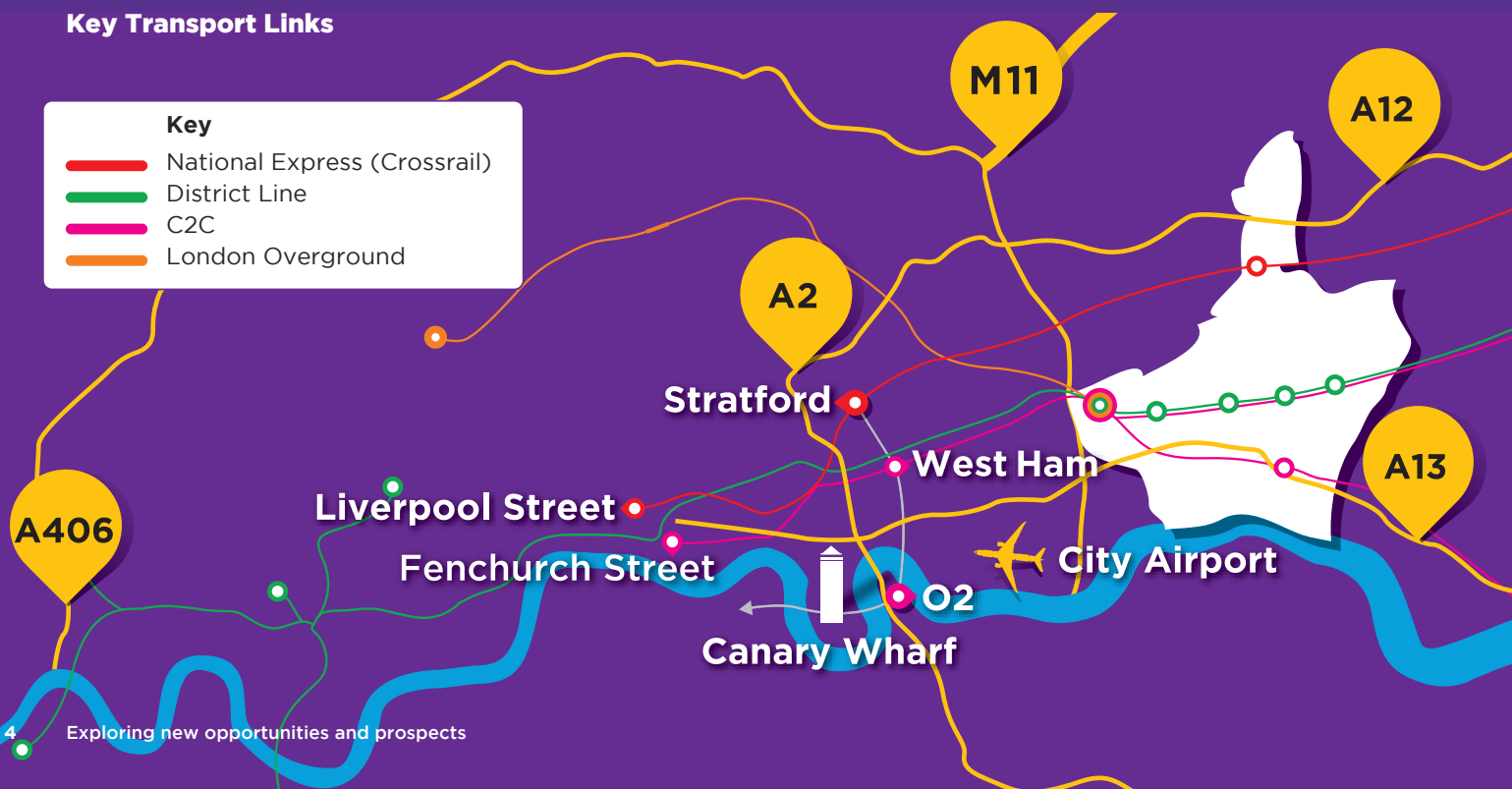
Train and tube times

Barking to:	Average Peak	Route	Frequency
Fenchurch Street	15 mins	C2C direct	10 mins
Liverpool Street	27 mins 22 mins	Hammersmith & City line direct Hammersmith & City District line to to Mile End; change to Central line	11 mins 3 mins
Victoria	41 mins	District line	3 mins
Canary Warf	20 mins	C2C or District line to West Ham; change to Jubilee line	3 mins
Waterloo	30 mins	C2C or District line to West Ham; change to Jubilee line	3 mins
Westminster	35 mins	District line or Jubilee via West Ham	3 mins

Key Transport Links

Key

- National Express (Crossrail)
- District Line
- C2C
- London Overground



Successful regeneration

The Town Square

Barking Town Square was designed by Muf architects/art and awarded the European Prize for Best Urban Public Square in 2008. It combines a contrasting open public space of pink granite, an arboretum and an informal play area for all to enjoy in the heart of the town centre.



Exceptional community, education and cultural facilities

Child and Family Centre

This site, adjacent to the town square development, is a Child and Family Centre with 22 flats above. The centre is committed to offering a high quality GP service and health facilities to local residents.

The Broadway

The Broadway theatre has been transformed into a top class modern performance arts space in the borough. The building was completely redesigned by Tim Foster Architects. It provides a glass façade with lighting and landscaping, high quality performing arts facilities to the wider community and accommodation for Barking and Dagenham College School of Performing Arts.

Barking and Dagenham Foyer

The Foyer opened in March 2009 to help young people aged 16 to 25 move to independent living. There are 112 units of accommodation, training in basic skills, help with finding work and permanent accommodation with on going support. The building also houses a state of the art digital media space.

Northbury School

Population growth and increasing child yields resulted in a contemporary annex to be built offering more capacity and modern teaching facilities. Just one example of significant investment in education services.



Barking and Dagenham Foyer



Northbury School



The Broadway



Child and Family Centre

Award winning housing

Housing and Development Land

New housing at Barking Central, Tanner Street and Axe Street has transformed Barking Town Centre into a stunning array of colour and vibrancy. Well designed housing has always been at the forefront of regeneration proposals in the town centre together with a key focus on improving the public realm and community and leisure facilities.

Integrating private and social housing with commercial activity (mixed use developments) can help to avoid the social polarisation which tends to arise from large concentrations of single tenure housing. Mixed use developments can be catalysts for new major urban regeneration initiatives. Barking town centre has the potential with major sites ready for development. The right development and a mix of tenure are essential to ensure the town centre thrives and becomes more economically sustainable.

Tanner Street

The redevelopment of the Clevelands, Bloomfields and Wakerings estate was one of the first projects to be delivered in the town centre regeneration programme. The scheme provides 165 mixed tenure homes including one and two bed flats and four bed houses. Tanner street has won several awards including winner of Housing Design Award 2005, winner of 2007 RIBA Award and winner of 2007 Telegraph New Home Award.

Axe Street

The scheme was developed by East Thames Housing incorporating 93 units of social rent, intermediate rent and shared ownership. With superb communal roof top terraces people can unwind and marvel at the scenic views over London.

William Street Quarter

This development removed the unpopular 1960s Lintons estate. The first phase (Anne Mews) has seen the building of 31 three and four bed council homes. The site is within walking distance from Barking Train Station and offers high quality modern town housing focusing on family accommodation.



Anne Mews



Axe Street



Tanner Street

Retail analysis of Barking Town Centre

Barking Town Centre is formed by a number of distinct retail pitches including the Vicarage Field shopping centre, connecting to Station Parade and Ripple Road. To achieve a stronger overall retail pitch a number of priority areas are being considered:

- A new supermarket on the corner of London Road and North Street with 350 parking spaces will provide a suitable 'anchor' to drive improved footfall through East Street, complementing the current main shopping area
- A strong need for additional floorspace to accommodate requirements from larger store operators
- An increased provision of middle premium clothing retailers
- A strong need for an improved catering offer to boost the evening economy.

The lively local street market operates four days a week and is an important asset which significantly increases footfall.

The purpose built indoor shopping centre, Vicarage Field has substantial floorspace and retail opportunities with plans to increase the size of the retail offer.

The socio demographic make-up of Barking has changed considerably in the last decade with an increased number of young people and a rapid rise in population. Barking has also seen increased diversity with new communities moving into the town centre and its surrounding areas. This provides opportunities for more growth and specialist markets.



Vicarage Field Shopping Centre

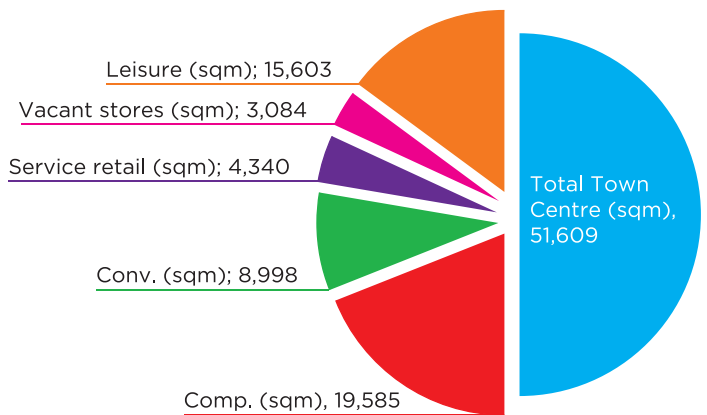


Barking Apprentice

Key facts

- Retail offer is diverse with some 45,500 sqm of retail and service floorspace
- There are 141 retail outlets and 103 service outlets
- Service sector is above the national average at 22% and accounts for 29% of all units
- Prime Zone A rental values from £50 to £80 per square foot, which has increased by 50% from 1997 to 2007, but has remained static in recent years
- Prime rental yield was 6.5% in 2009 and reflects the current state of the economy
- Multiple outlets is 35.45% and above the national average of 33.70%
- Low vacancy retail outlets at 6.72% which is considerably lower than the national average of 11.11%
- More independent outlets are present which prevents the town centre from becoming a 'clone town'
- Undersupply of multiple retailers, chain stores and a lack of a well known department store.

Source: BTC Retail Study Update 2009, King Sturge



Total Barking town centre floorspace 2009. Source, GLA



Local restaurants

Quality and character

The quality of the public realm is vitally important for a town centre undergoing as dramatic change as Barking. The public realm links the existing fabric with new developments. The council commissioned muf architecture/art to produce the latest version of the Barking Code which establishes clear design principles for streetscape and public realm with a strong palette of materials to be implemented across the high street network and surrounding areas.

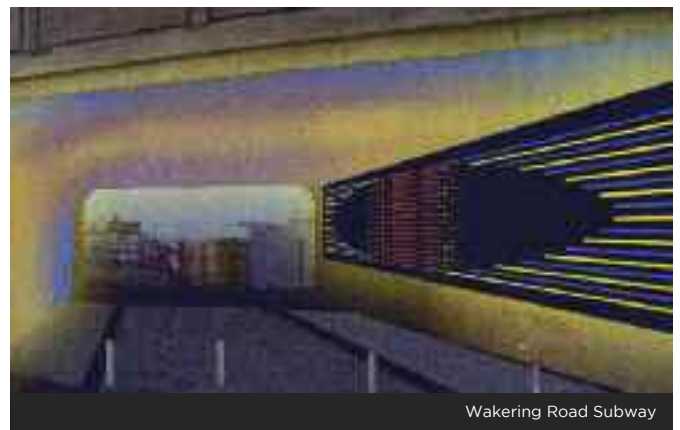
A place of character and good quality open spaces

Considerable work has gone into changing the physical appearance of the town centre into an attractive place to visit, stay and work.

Public art works such as the Lighted Lady, the Catch and the Secret Garden provide distinctiveness. Further development at the Creative Industries Quarter will strengthen the relationship between the town centre and the river. The Malthouse includes the Arc Theatre Studio, 3Arts Drama Company and SPACE - visual arts and photographers whilst the refurbished Granary will provide opportunities for more creative industries.



Cycle path next to Barking Park



Wakering Road Subway

“

We recognise the changes that are happening in Barking and how it has improved over the years. We are investing in the borough to give a huge boost to the commercial, cultural and creative hub, which will once again focus attention back on to the river as historically this has been a valuable resource for Barking and its residents.

Steve Drury
Rooff Ltd

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The town centre is set within a conservation area where elements of the historic past remain and contains ancient monuments and listed buildings of interest. At the Barking Abbey grounds the 14th Century Curfew Tower and the green open spaces can be enjoyed by all at their leisure.



The Catch



Current projects and opportunities

Barking town centre is a priority for investment.

Barking and Dagenham Skills Centre

A Skills Centre is under construction as part of the London Road and North Street regeneration scheme. This new centre will give young people aged 14 to 19 year olds access to the very highest quality training in three areas - hospitality and catering, hair and beauty, and construction.

The six-storey building will be a high-tech learning space, equipped with state-of-the-art equipment which aims at providing the best education and training to learners in preparation for the workplace.

A unique characteristic is the inclusion of real businesses within the building, including a bistro and hair and beauty salon run by professionals and open to the public.

London Road and North Street

This gateway site will be redeveloped with new high quality homes, a supermarket, new road and pedestrian layouts. The plans for the site include:

- A new market square leading off East Street
- New pedestrian routes that link London Road and East Street
- New commercial premises looking onto a public square and Abbey Green
- New high quality apartments with balconies
- Keeping the historical buildings on East Street.

Creative Industries Quarter

The award winning practice Schmidt Hammer Lassen architects have brought back two 19th century buildings. The Malthouse is now the base for a number of creative industries whilst the adjacent Granary, owned, refurbished and extended by Roof Ltd is a striking addition to Barking's townscape. This will provide attractive accommodation for creative industries alongside a new riverside café and terrace overlooking the river.

Axe Street

The Axe Street area is a key location within the town centre as it acts as the link between the Town Square and the historic Abbey Green and River Roding.

As part of the development the Abbey Sports Centre is looking to be redeveloped to provide modern leisure facilities.

There is also an opportunity for a cinema to compliment the existing evening entertainment.

Provision of a new multi-storey car park as part of a mixed use development will provide a key opportunity to contribute to the regeneration of Barking Town Centre and serve the needs of the cultural and catering provision on offer.



Making Barking more accessible and appealing to commuters and visitors is a key driver for change to enhance the town centre.

Barking Station Forecourt

The station public realm works was designed by civil engineers, Parsons Brinckerhoff, costing around £900,000 to change its appearance with a new high quality granite pavement, new street furniture, seating, lighting and cycle parking.

The first phase of the project aims to create a more pleasant and spacious area directly in front of the station between Cambridge Road and Wakering Road. The bus lay-by is being moved and the bulk of the taxi rank will be relocated to Wakering Road.

The second phase will improve the pavement area opposite the station and will be implemented in early 2012 thanks to securing Outer London Fund monies from the Mayor of London.



Barking Station Forecourt

Station Quarter Masterplan

The Masterplan sets out to improve the grade II listed station, the surrounding public realm and the future of some 15 development sites which make up the area. It details how the proposed development sites should connect to their surroundings by all modes of transport including walking, cycling and public transport.

The masterplan seeks to extend and build on the regeneration of Barking Town Square for a wider town centre development incorporating quality of design and provision of the public realm by creating two new public spaces.

East London Transit Phase two

The first phase of the East London Transit (ELT) from Ilford to Barking to Dagenham Dock has been in operation since March 2010.

Work has commenced on implementing ELT phase 2 to provide a link from Barking to the new development at Barking Riverside where the first new homes and a new primary school have been built. The extended routes will provide a valuable service for residents entering the borough and for the new communities at Barking Riverside.



East London Transit Phase two

New housing and business development will improve the economic prosperity of local residents and businesses.

Barking Enterprise Centre

The four storey building will provide much needed space for small businesses with 'easy-in, easy-out' terms. It aims to bring home the message to local residents and visitors that Barking and Dagenham is a place where businesses can start up and flourish.

The centre will be a place where businesses interact and learn from each other, as well as from onsite business counsellors. The location is highly accessible being a few minutes walk from Barking Station and has been created to conform to rigorous environmental friendly design criteria including solar panels and a bio diverse roof.

The Centre will be managed by Agilisys.



Roof of the Barking Enterprise Centre

William Street Quarter Phase two

A Masterplan, taking into account the economic and environmental constraints was produced in July 2009.

A scheme is being developed based on the Masterplan to provide 250 additional homes. The two key aims are to achieve a high quality design and provide more affordable homes.

The first phase is now complete providing 31 new family houses designed to create a distinctive landmark that is visible from the adjoining railway station and town centre.



William Street Quarter Phase two

Gascoigne Estate Renewal

The Gascoigne estate to the south of the town centre is bounded by Abbey Road to the west, St Paul's Road to the north, King Edward Road to the east and the A13 to the south.

As part of the estate renewal programme the Gascoigne Estate will be redeveloped over the next 10 years with mixed tenure houses and apartments replacing 13 tower blocks.

Decanting of tenants and buying back of leasehold interests for the first phase of redevelopment has started.



Gascoigne Estate Renewal



Barking Enterprise Centre

Attractive green open spaces provide a great leisure experience for people to enjoy and take pride in its historic past as old buildings become key focal points of revitalisation.

Barking Park

The park is one of the oldest in Barking and Dagenham and boasts some 30 hectares of land.

A programme of improvements, funded by the Heritage Lottery Fund, is restoring the park with refurbishment works to the café, the boat house, new paving, planting and shrubbery, site furniture and better parking facilities.

Barking Park scooped a silver award in March 2011 from the Mayor of London - one of only 11 parks to receive praise across the capital for being one of the safest parks in London.



Barking Park

Abbey Green

The Abbey's surrounding green open space provides a distinct asset which underpins the health of the town centre. The council aims to nurture and improve historic sites allowing more accessibility for public use and improving the historic understanding of its present and future.

The Abbey Green Masterplan will help improve an important town park into a vibrant space for outdoor events and a place to relax.



Abbey Green

Listed Buildings of Interest

Barking and Dagenham Magistrates Court

As part of the Government's efficiency savings programme the Grade II Listed Victorian building will soon close as a court house. To make the area more attractive works are currently taking place to improve the public realm around the building.



Barking and Dagenham Magistrates Court

Barking Police Station

The Police will move out of the locally listed building, which is likely to be sold this year, to alternative accommodation in the town centre.

The buildings offer scope for a wide range of commercial uses in a central location.



Barking Police Station

Opportunities to invest

Affordable Premises

Average office rental prices in Barking range from £10 to £14 per square foot whilst retail rents are from £50 to £80 per square foot. This offers extremely good value given Barking's accessibility. Barking is an ideal location for Central London businesses or Government departments seeking to lower their costs whilst retaining accessibility and the facilities and services required.

A range of hotels along the A406 exist providing accommodation at reasonable prices. The council has recently granted permission for a flag ship twenty two storey hotel building in very close vicinity to the station. This presents significant opportunities for the evening economy.

Other key sites for Development

Site Image	Location	Description	Size in hectares	Opportunities for use and accommodation
	Station Quarter Masterplan	Including the station and the surrounding area Station Parade, Longbridge Road and Waking Road. Draft Masterplan in circulation.	7.9	Improved interchange, shops, catering provision, office, commercial and hotel use and new homes.
	Near the station on Waking Road	Part of the Station Quarter Masterplan.		Hotel use.
	Enterprise Centre (Phase 2)	An area of land exists next to the Enterprise Centre.	Equivalent to the new Enterprise Centre being built	Extension to current provision or new office development.
	Abbey Sports Centre, Axe Street	Adjacent to the Town Hall and Child and Family Centre.	0.85	Mixed use development comprising of leisure, multi storey car park and new homes.
	Gascoigne Estate	The estate is to the south of the town centre located on along St Paul's Road, Abbey Road and King Edward Road.	35	New homes and additional primary educational facilities as well as small scale commercial or community use.
	Creative Industries Quarter Phase two	Second site available for development next to the Granary along the River Roding.	1.45	A mixed use scheme comprised of workshops and studios for arts and culture, museum, art gallery, catering and other uses
	Vicarage Field	An indoor shopping centre adjacent to the station and the main high streets.	2.4	Additional floorspace and new homes with planning permission secured.
	Abbey Retail Park	Next to the River Roding, Abbey Road to the east and London Road to the north.	3.6	New homes, catering and retail.
	Fresh Wharf Estate	Located on the west bank of the River Roding and accessible from the A406.	4.2	New homes, shops, catering provision and community facilities. Planning permission secured.

Barking is changing fast. Be part of it!

To discuss further opportunities please contact:

Barking & Dagenham
LONDON'S NEWEST OPPORTUNITY

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Support from various partners from the following groups:

- Skills, Jobs and Enterprise Board
- Barking Town Centre Working Group
- Barking and Dagenham Chamber of Commerce



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