



GROUND FLOOR STRATEGY

Update

November 2023



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Background

Ground Floor
Strategy



EXECUTIVE SUMMARY

Executive Summary

The **Baseline Assessment** provides an overview of what existing facilities have been provided and an understanding who lives in Woodberry Down.

The **Demand Assessment** looks at the whether there is demand for new commercial & community spaces.

A review of existing shops has identified that some are struggling. The last retail unit to be let by Berkeley took **two years** to attract a tenant.

Shopping trends that have emerged since 2014 Include: the **decline of the high street**, new shopping patterns (such as **online shopping**), and **post Covid** ways of working.

Research has found that Incoming brands and services must cater for core shopper groups, with a **focus on everyday, convenience** that the area will be serving.

The studies find that there is enough emerging spaces in Phase 2, Phase 3 and Phase 4 (approx. 6,700sqm) to **cater for local needs** for both existing and future residents.

The research has flagged that co-ordinating and linking services and shops is crucial to encouraging **footfall** and **dwell time**.

Residents have been positive over the **parks & greenspaces** delivered to date. Residents have also raised a **shortage of nursery places**, a **lack of choice** of restaurants, and a **lack of variety** of shops within the local area.

Younger residents of Woodberry Down have raised that there is a **lack of study spaces**.

Consultation will be undertaken in Spring 2024 to understand Local Residents aspirations/needs for new commercial facilities in Phases 3 & 4.



INTRODUCTION

Ground Floor Strategy Stages

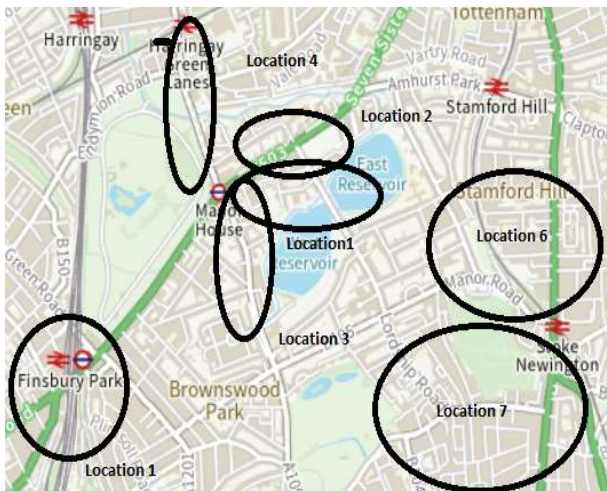
Stage	Workstreams				Dynamic Reporting - Throughout
1	<u>Baseline Assessment</u> - Assessment of the base position/health of the current supply - Create a socio-economic profile of Woodberry Down - Identify successful comparables to Woodberry Down - what makes them work and why - Review of (current and forecast) strategic trends insofar as they affect Woodberry Down	<u>Timeframe</u> 1 month <u>Ownership</u> Berkeley Homes	<u>Engagement (Understanding Existing Supply)</u> - Identify lessons learnt from existing commercial/community spaces across Woodberry Down - Gather intelligence from local successful businesses - Identify how to attract the tenants that meet the aspirations for the spaces	<u>Timeframe</u> 2 months <u>Ownership</u> Notting Hill Genesis LB Hackney Regen	
	<u>Demand Assessment</u> - Identify whether there is a demand for new retail/commercial/leisure/community spaces - Clarify current catchment and any future risks to catchment retention (competing developments/nodes etc) - Interpretation of the consumer groups/users and profile - Whether demand would meet the council's wider objectives (Local Plan etc)	<u>Timeframe</u> 1 month <u>Ownership</u> Berkeley Homes			
2	<u>Shaping Woodberry Down</u> - Provide an outline curation of non-residential occupiers (incl. Retail, Commercial, Leisure and Community Spaces) for the site (Existing and Future Phases) - Identify what mix/blend of uses is necessary to achieve the vision for the site - Outline what is viable/deliverable (Quantum of each use) - Consideration to the possibility of Meanwhile Uses (Incl. Cultural Strategy)	<u>Timeframe</u> 1 month <u>Ownership</u> Berkeley Homes NHG LB Hackney Regen			
3	<u>Engagement (Future Phases):</u> - Identify the local community aspirations for Non-Residential Floorspace across Woodberry Down (Incl. Cultural Strategy) - Understand the aspirations from the Regeneration Partners for Woodberry Down incl. WDCO - Identify how to attract the tenants that meet the aspirations for the spaces	<u>Timeframe</u> 1 month <u>Ownership</u> Berkeley Homes	<u>Engagement (Existing Phases):</u> - Identify the local community aspirations for Non-Residential Floorspace across Woodberry Down (Incl. Cultural Strategy) - A review of the Council's Library Feasibility Study and outcomes - Emerging proposals for use of Block D	<u>Timeframe</u> Ongoing <u>Ownership</u> Notting Hill Genesis LB Hackney Regen	

- Both CF Commercial and Social Life were appointed on the basis of the above – which was presented to the WDCO Board and the Design Committee in **Spring 2023**.
- The purpose of the Ground Floor Strategy is to: **Help to create a successful 'place'**. Which we have interpreted as meaning, creating a place for existing and future residents, that meets their local needs whilst also shaping an attractive place to live.

Stage 1a & b

This presentation focuses on the findings from the **Baseline Assessment** & the **Demand Assessment**. This includes:

- Understanding the current and future demographic in Woodberry Down; and
- Considering the future potential of commercial spaces and community spaces.

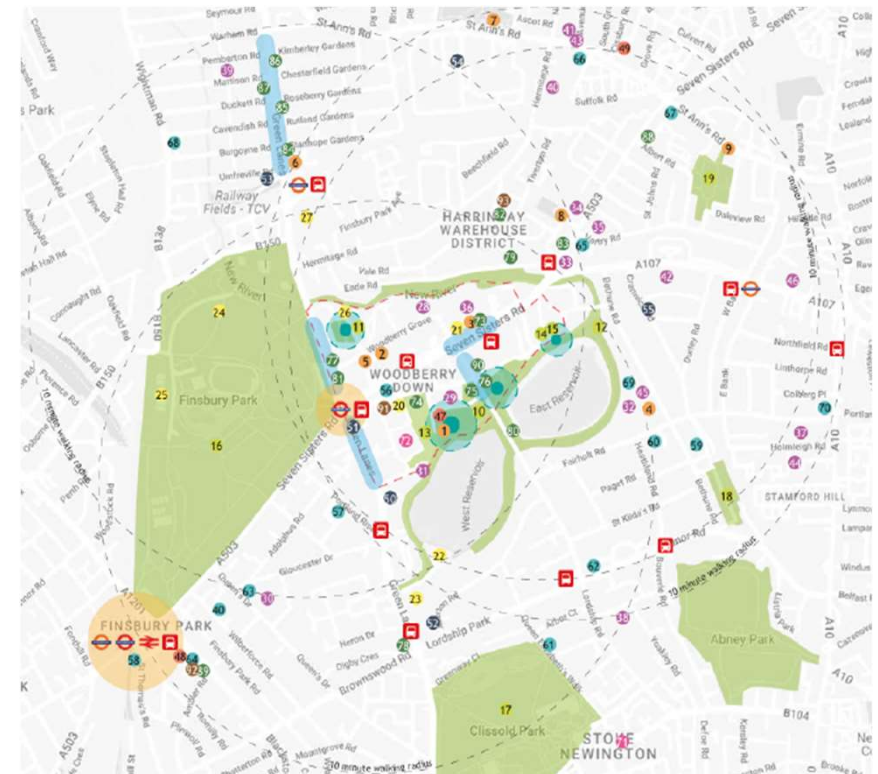


Commercial analysis study areas

Two study areas have been explored: existing commercial facilities and existing community facilities.

The commercial analysis focuses on key retail areas within a 1km radius of Woodberry Down. Whilst the study area for community facilities includes all facilities within a 1km radius of Woodberry Down.

The different study areas have been explored due to how people will travel further for community facilities than day-to-day shops.



Community analysis study areas



What is Being Researched & How:

Stage 1a Baseline Assessment research:

- Site visits and map searches have been undertaken to understand the existing facilities within Woodberry Down.
- Census data has been used to understand who currently lives in Woodberry Down.
- Research has been undertaken to identify comparable centres/areas to Woodberry Down.
- Mobile geolocation data has been used to establish how many people use the existing facilities/key trends.
- Acorn profiling has been used as a tool to help understand the demographics of current and future residents.



What is Being Researched & How:

Stage 1b Demand Assessment research:

- Social Life have been commissioned by NHG to carry out a Social impact assessment. This assessment includes 420 surveys of Woodberry Down residents.
- Material has also been collated from 24 local stakeholder interviews. These interviews captured perceptions of existing provisions as well as gaps in facilities.
- Three youth workshops took place with My Place and The Edge.
- Ten walking interviews were carried out with Woodberry Down residents living in different tenures.
- Research into similar sized mixed use developments including Blackhorse View; East Ham; Tottenham Hale; Queen Elizabeth Olympic Park, Stratford; Sugar House Island, Stratford; Wembley Park; Hallsville Quarter, Canning Town; Southmere, Thamesmead; Kidbrooke Village; Dalston Square; Elephant Park, Elephant & Castle.
- Analysis has also been used from CACI research.



THE 'HEALTH' OF WOODBERRY DOWN



Existing Units

- Woodberry Down is not performing as a retail centre at the moment.
- Rent collection is low, over last 4 quarters rent collection of the Berkeley units has been at 67%. Elsewhere in London this year, high street retail has reported a 86% collection rate on average.
- Notably the majority of the KSS5 Shops (along Seven Sisters Road) are in arrears.
- Planning policy, through the Hackney Local Plan (LP33), notably Policy LP36 allows landlords to apply for an alternative use if it can be demonstrated that a retail unit has been marketed for over a year and has had no interest. We have not chosen to take this approach to date.

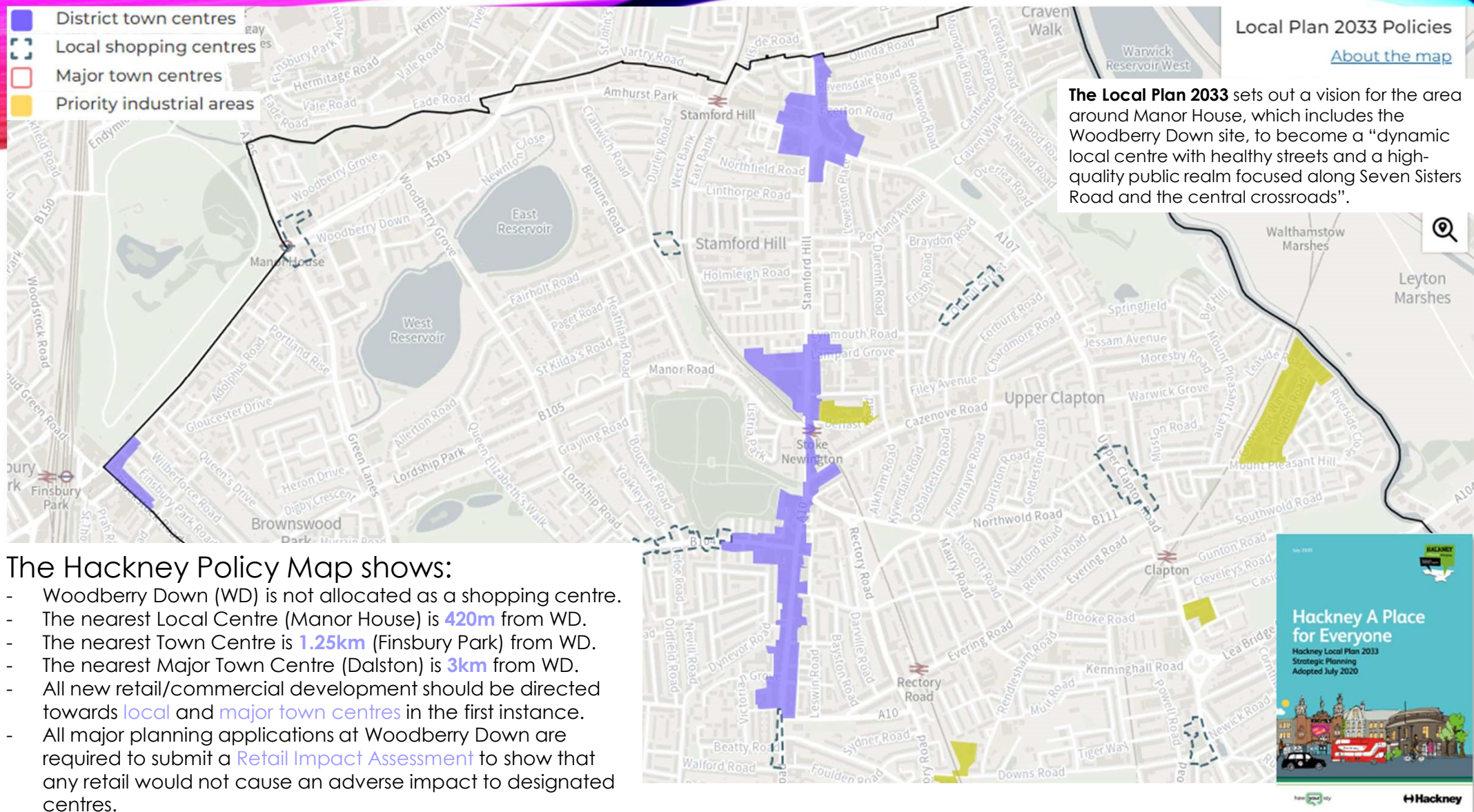


What Are We Doing To Help

- At Berkeley, we provide a [rent free period](#) to our tenants or look at [capital contributions](#) for each tenant. After the rent free period, we also offer a [half rent period](#). We charge full rent approx. [15 months post term commencement](#).
- In terms of our marketing strategy, the [rents are withheld](#) and [not advertised](#) to show breadth of market and to encourage a lot of operators to bid.
- We marketed the former project office from [late 2020](#), we had [very little interest](#). The unit was let two years later.
- National retailers, that we approached, noted that Woodberry Down does not have the required footfall for them to commit to a lease.



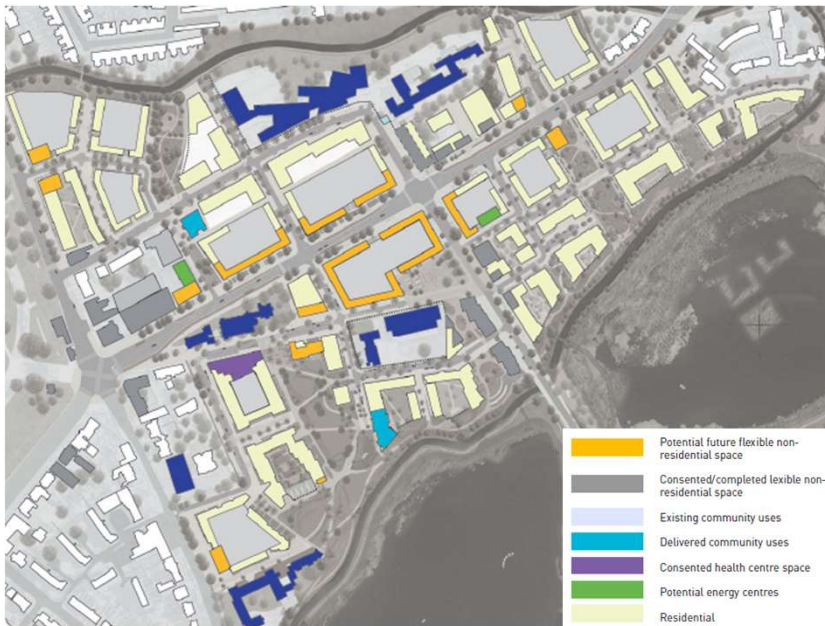
PLANNING POLICY



Changes in Policy

	Aspirations	Updates since
Hackney Core Strategy (2010)	Sought to renew and extend the existing retail floorspace across Manor House and Woodberry Down, in a complementary 'joined-up' manner to meet the day-to-day needs of the local area.	Since the Core Strategy, a number of facilities have been delivered across Phases 1 & 2 to meet local needs. Unfortunately, Seven Sisters Road remains an obstacle to delivering retail facilities. The lack of footfall along this road makes it unattractive to vendors/occupiers (as demonstrated by the KSS5 shops). There has also been a drive in recent Local, Regional and National Policy to concentrate new retail facilities within town centre locations.
2014 Masterplan	Sought to provide: • 3,281sqm of retail floorspace • 2,000sqm of business space • 2,000sqm of community floorspace • 2,000sqm of leisure floorspace This masterplan looked to provide shops, services and other facilities in locations which reduce the need for residents to travel. To help to create a successful 'place'.	We remain committed to helping to create a successful place. Since the 2014 Masterplan, a total of approx. 46,130sqft of commercial / community spaces are coming forward across Phases 2, 3 & 4. These spaces will be delivered to help meet local needs. We are focusing community & commercial spaces into high areas of footfall. The next slide shows footfall levels across Woodberry Down. The delivery of proposed spaces remains in line with the Core Strategy and the former 2014 Masterplan.
Hackney Local Plan 2033	Site Allocation MH1 (Woodberry Down) (based on the 2014 Masterplan) notes that a Development Principle includes: Providing new retail and community uses including affordable workspace and flexible space to allow for facilities to come forward to meet the needs of existing and future residents.	Since the Local Plan was adopted (in 2020), a total of approx. 46,130sqft of commercial / community spaces are coming forward across Phases 2, 3 & 4.

Policy in Practice



2014 Masterplan with orange showing new non residential facilities.



2021/22 UMove research into pedestrian routes used across Woodberry Down.

- The 2014 Masterplan aspired to include a significant amount of non-residential floorspace along Seven Sisters Road.
- Recent research (undertaken for Phase 4) has found that there is low footfall along SSR, due to being a low route quality with high traffic levels.
- Research found that pedestrians prefer to use Woodberry Down in the south of the estate, even though it slightly longer in distance but a **more pleasant journey**.
- To the north, current residents prefer to use Woodberry Grove and Rowley Gardens to **avoid SSR and Green Lanes**.
- SSR is also a **red route (no stopping)** and so this limits the servicing arrangements for commercial/community facilities.
- Future non-residential uses are recommend to be concentrated in a **central location** to create a **hub of activity**.

Policy in Practice

Battersea Park



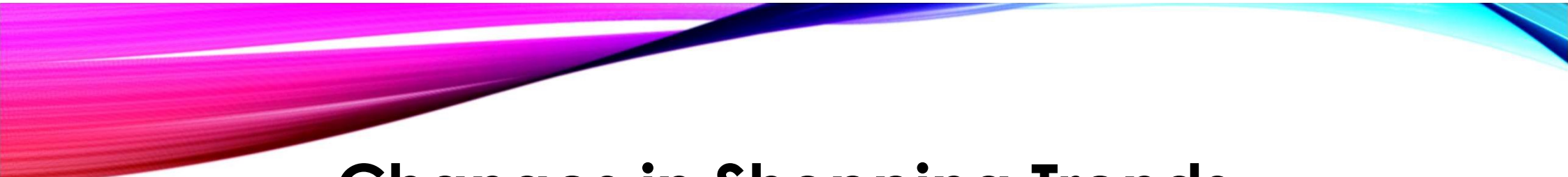
Finsbury Park



- Parks serve as a magnet for attracting local residents and visitors to an area.
- However, the **location of facilities** in and around a park is **crucial** to their success.
- For example, adjacent to Battersea Park, a new café (highlighted in yellow) was delivered and subsequently closed due to **low footfall** and **lack of interest**.
- It was found local residents & visitors were more attracted to the cafes located **within the park**, such as the Pear Tree Café.
- Previous 2014 Masterplan proposed commercial floorspace adjacent to Finsbury Park.
- At Woodberry Down, cafes adjacent to Finsbury Park will be competing with **Finsbury Park Café** & the **Park View Café**.



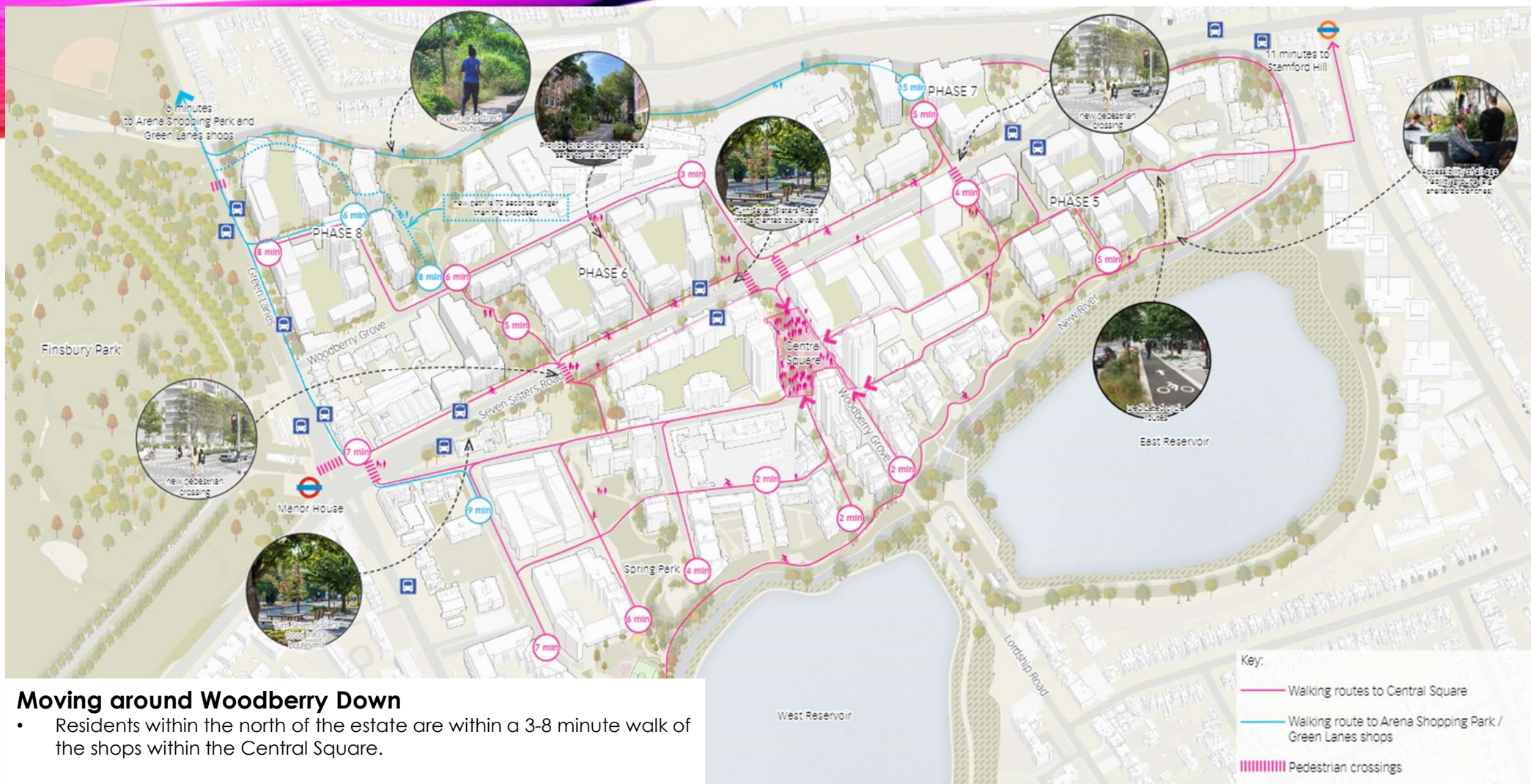
KEY TRENDS



Changes in Shopping Trends

Trends that have developed since 2014 include:

- **The decline of the high street** - following the rise in **online shopping** (e.g. Amazon & ASOS) a number of large retailers have closed (e.g. Woolworths & Wilko) or moved to being online shopping only (e.g. Top Shop & Dorothy Perkins).
- The closure of **local Bank branches** and the move to **online banking**.
- **Post Covid** ways of living – the rise of working from home has led to an increased demand for coffee shops and affordable workspaces.
- **Cost of Living Crisis** – people spending more on **essential items** (groceries, utilities, transport etc.) over **discretionary spending** (dining out, entertainment, gifts etc.)
- **Different shopping patterns** are also emerging - younger people tend to prefer online shopping whilst older shoppers prefer to venture into local stores.

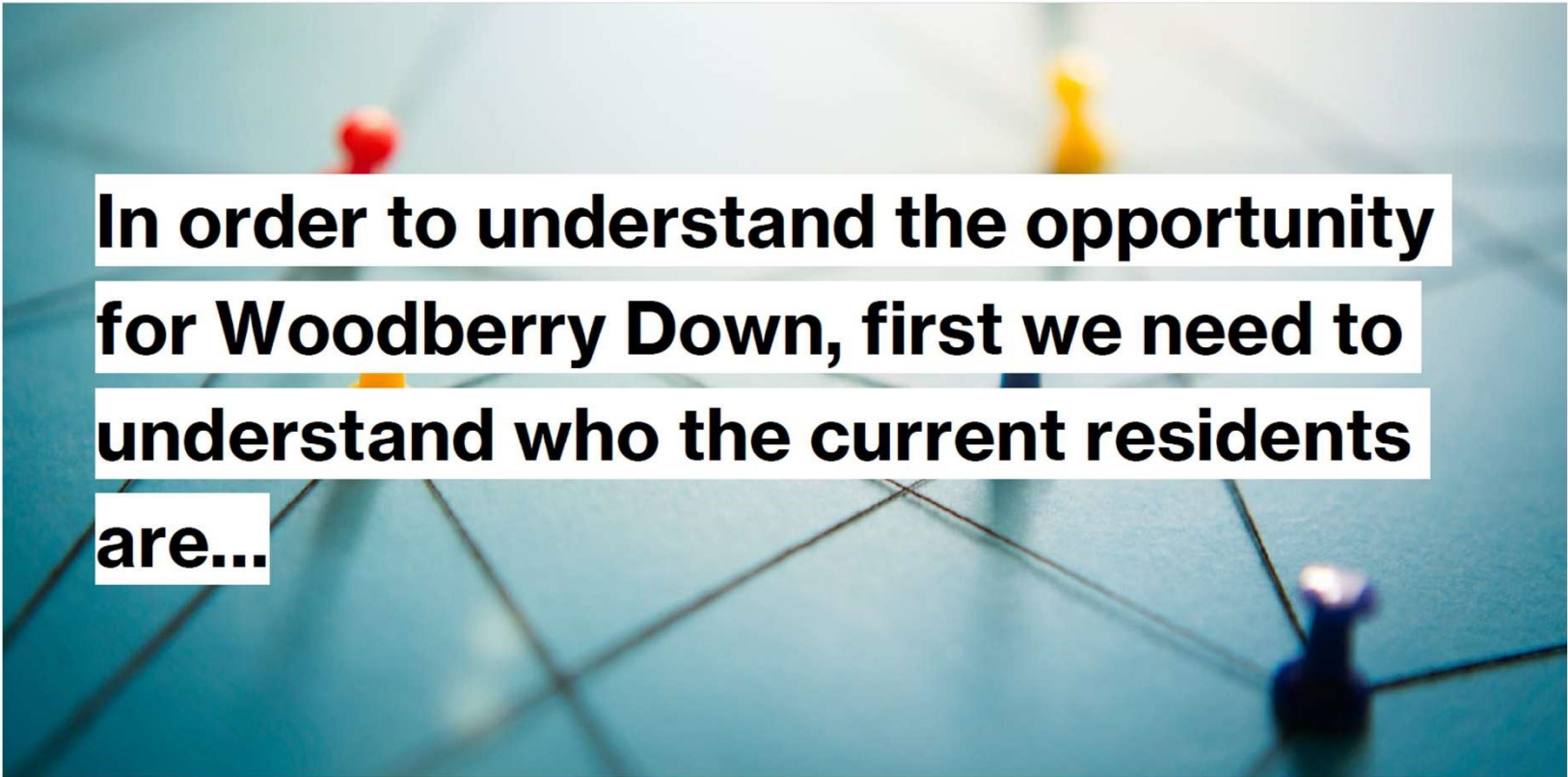
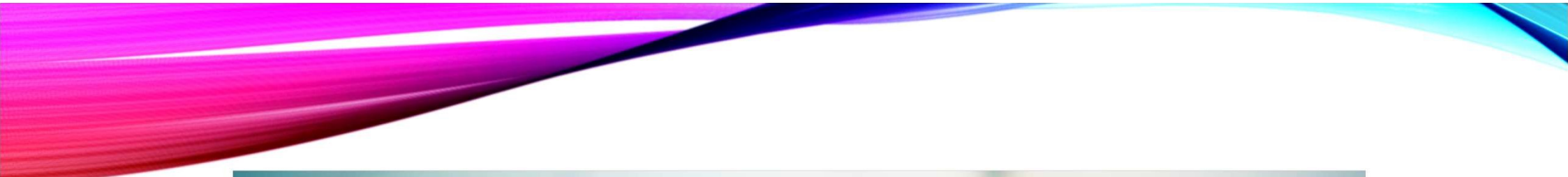


Moving around Woodberry Down

- Residents within the north of the estate are within a 3-8 minute walk of the shops within the Central Square.
- Residents within the south of the estate are within a 2-7 minute walk of the shops within the Central Square.



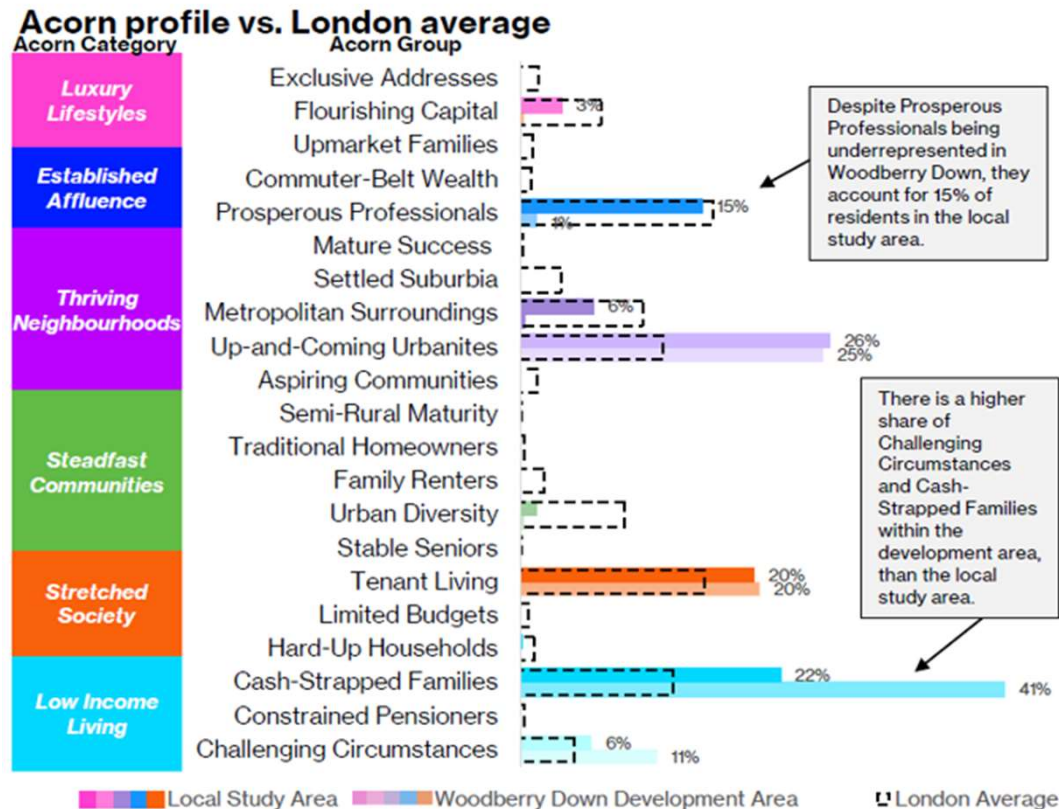
PROFILE OF WOODBERRY DOWN



**In order to understand the opportunity
for Woodberry Down, first we need to
understand who the current residents
are...**



Socio-Economic Profile



- The Woodberry Down Development area is highlighted by the blue line above.
- The Local Study Area is the area within the red line.

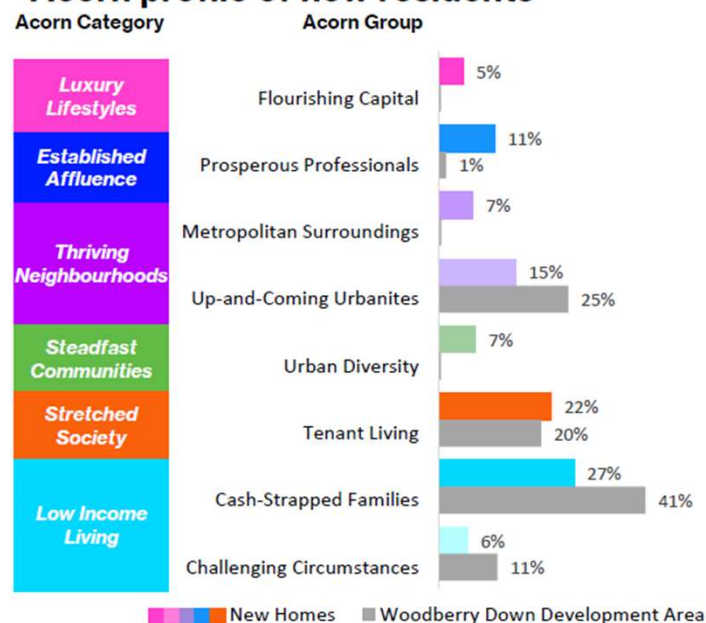
- Up-and-Coming Urbanites and Cash Strapped Families dominate the area surrounding Woodberry Down.
- These findings are not uncommon with a regeneration scheme that is delivering new homes and re-providing social housing.

Future Residents

The profile of the new residents is expected to be more diverse due to the addition of new homes.

- To date we have delivered 2,317 homes (including 887 affordable homes).
- Phases 3 & 4 will provide 1,095 homes (including 465 affordable homes).
- The new Masterplan is targeting the delivery of 3,199 homes.

Acorn profile of new residents



Key Acorn groups' key residential decision factors

Flourishing Capital

- Flourishing Capital are looking to live somewhere that is "a place for people like me". Therefore, it is important to create a luxury look and feel, especially within private new builds.
- This group want to live near parks and green space and leisure activities. They are also looking at being near schools for their children.

Prosperous Professionals

- This group will value living near leisure activities (such as cinemas, bowling etc), but are also looking to live near pubs and bars.
- Having access to a convenience supermarket is also important as they are likely to be time-poor.

Metropolitan Surroundings

- Likely to have multiple children so proximity to schools and activities for children are important.
- They are prepared to pay more for products that make their life easier and value convenience.
- They will value living near amenities and services to save them time in their busy day to day lives.

Up and Coming Urbanites

- This group are less likely to own cars, and therefore pedestrian and cycle infrastructure is important in deciding where they live. Bike storage and locks / paths through the development are key to engaging them.
- Affordability and proximity to work is also important for this group.

Tenant Living

- Being near transport is important for Tenant Living groups. The location of nearby tube / train stations is important to attract them.
- They are looking specifically for amenities when they choose to live in a location such as; gyms, pubs/bars/ restaurants and beauty services

Cash Strapped Families

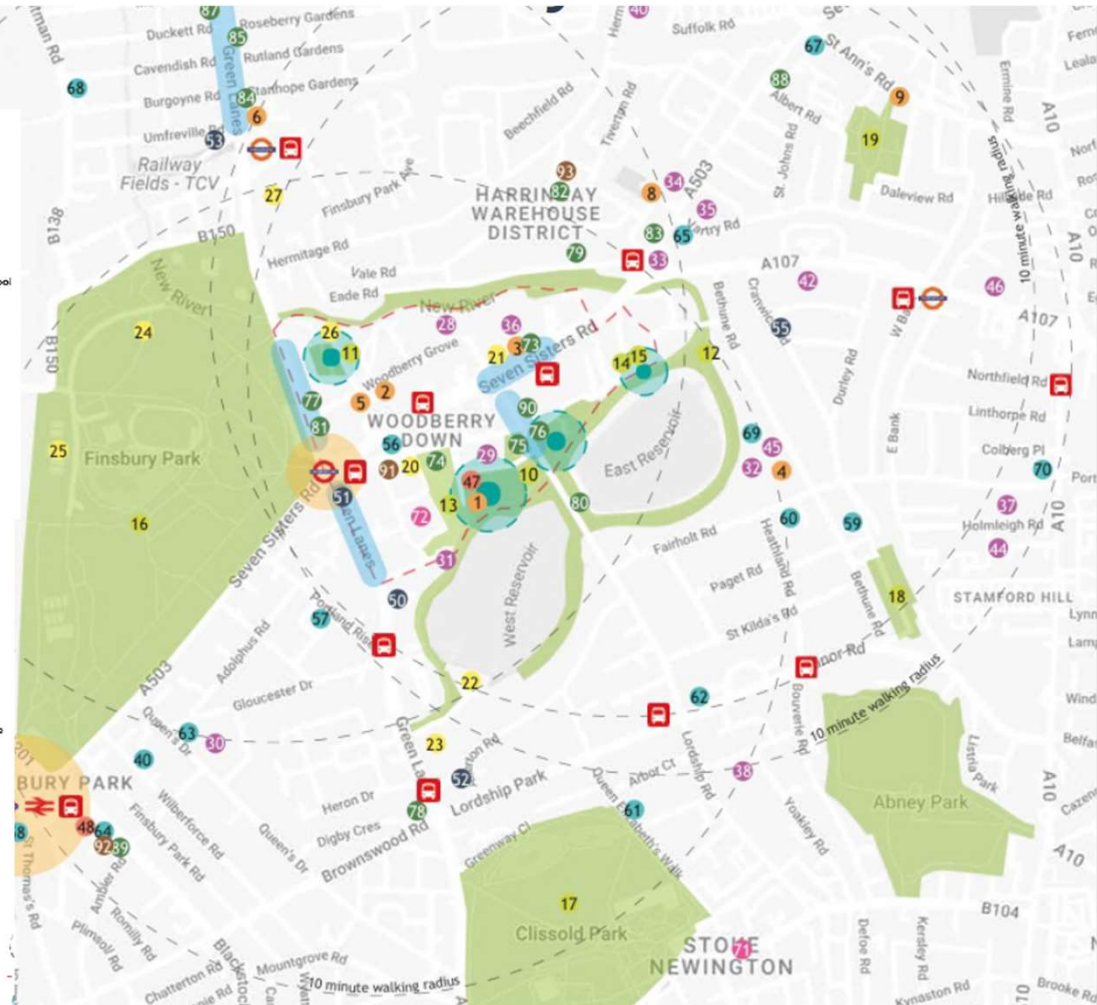
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BASELINE FINDINGS

Existing Facilities

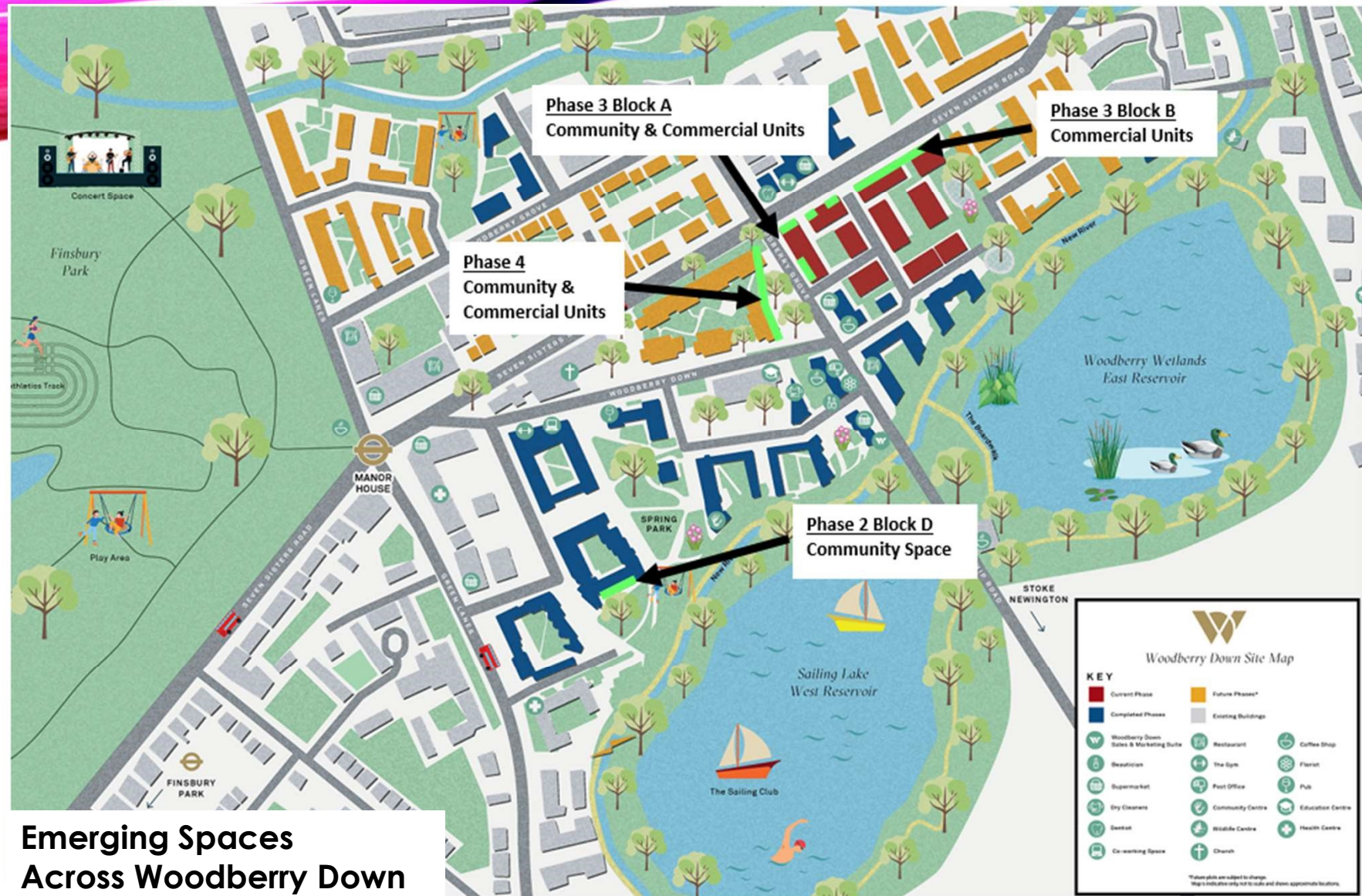
- Community and Charity Spaces
 - 1- Redmond Community Centre
 - 2- The Edge Youth Club
 - 3- Woodberry Down Community Organisation
 - 4- Oak Tree Community Centre Ltd
 - 5- Woodberry Down Estate Community Club
 - 6- Kurdish Community Centre
 - 7- Chestnut Community Centre
 - 8- The Bridge Community Hut
 - 9- Triangle Children, Young People & Community Centre
- Green and Outdoor Spaces
 - 10- Woodberry Down Park
 - 11- Rowley Gardens
 - 12- Woodberry Wetlands
 - 13- Woodberry Down Spring Park
 - 14- Woodberry Down Multi Use Games Area
 - 15- Allendale House Toddlers Playground
 - 16- Finsbury Park
 - 17- Clissold Park
 - 18- Allen's Gardens
 - 19- Paignton Road Open Space
- Advice Centre and Food Bank
 - 71- Stoke Newington Food Bank
 - 72- Woodberry Aid
- Cafes, Bars and Restaurants
 - 73- Presto Cafe & Pizzeria
 - 74- Naturalist
 - 75- Zar Coffee and Juice Bar
 - 76- Sublime Pizzeria & Bar
 - 77- The Finsbury Pub
 - 78- The Brownwood Pub
 - 79- New River Studios
 - 80- The Coal House Cafe
 - 81- Dobai
 - 82- Verux Cafe and Social House
 - 83- Bring Back the Love
 - 84- Diyarbakir Restaurant
 - 85- Antepier Restaurant
 - 86- Gökyüzü Green Lanes
 - 87- Music & Beans Harlequin
 - 88- No.3 Seven Siders
 - 89- Yard Sale Pizza
 - 90- Drury Hill
- Affordable Workspaces
 - 91- Hackney Co-operative Development
 - 92- Right Art Studios
 - 93- Vivid Studios
- 10 minute walking radius
- Development boundary
- Social nodes
- Transport zones
- Commercial zones
- Sports and Exercise Facilities
 - 20- The Gym Group Manor House
 - 21- EVOKE Gym
 - 22- West Reservoir Centre
 - 23- The Castle Climbing Centre
 - 24- Outdoor Gym in Finsbury Park
 - 25- Finsbury Park Basketball Courts
 - 26- Rowley Gardens football pitch
 - 27- The Gym Group Harringay
- Children's Facilities
 - 28- Stinner's Academy
 - 29- Woodberry Down Community Primary School
 - 30- Beis Chinnah Lebonos Girls School
 - 31- Woodberry Down Children's Centre
 - 32- St Thomas Avelay School
 - 33- Beis Zion of Baber Senior Girls School
 - 34- Tiverton Primary School
 - 35- Stamford Hill Primary School
 - 36- Parkwood Primary & Nursery School
 - 37- Homleigh Primary School
 - 38- Graysbrook Primary School
 - 39- South Harringay Junior School
 - 40- Saint Mary's Infant & Juniors School
 - 41- St Ann's CE Primary School
 - 42- Beis Rachel D'Satmar Boys School
 - 43- Little Engineers Nursery
 - 44- Hillside Childrens Centre
 - 45- Beis Aharon Elchavidi Beis Boys School
 - 46- Yessodeh Hatorah Boys School
- Libraries
 - 47- Woodberry Down Library
 - 48- 14 Library
 - 49- St Ann's Library
- Health Facilities
 - 50- John Scotts Health Centre
 - 51- Rowlands Pharmacy
 - 52- Allerton Road Medical Centre
 - 53- Bridge House Medical Practice
 - 54- St Ann's Hospital
 - 55- Cranwich Road Surgery
- Places of Worship
 - 56- St. Olave's Church
 - 57- Roman Catholic Church of St Thomas More
 - 58- Finsbury Park Mosque
 - 59- St Andrews H16
 - 60- Beis Hamedrash Vayoiel Noishe D'Satmar
 - 61- Adath Yisroel Synagogue
 - 62- Manor Road URC Church
 - 63- St John Evangelist, Brownwood Park
 - 64- Finsbury Park Christadelphian
 - 65- Woodberry Down Baptist Church
 - 66- Sheikh Nazim Sufi Centre
 - 67- The Community Church of God
 - 68- St Pauls Harringay
 - 69- Beis Hamedrash d'Chavilai Beis
 - 70- Ahavat Israel Witzitz Synagogue
- Overground
- Underground
- National Rail
- Bus Stop



Facilities Being Delivered

It is helpful to understand what facilities are being built and coming forward at Woodberry Down, these include:

Phase	Commercial Units	Commercial Floorspace Delivered/ Proposed (GIA)	Commercial Facilities	Community Units	Community Floorspace Delivered/ Proposed	Community Facilities	Built/Proposed
Phase 1 (KSS1, KSS2, KSS3, KSS4, KSS5)	14 units	20,559sqft	Including: Post Office, Dry Cleaners, Estate Agents, Newsagents, Cafes (Drury & Zer), Restaurants (Sublime & Presto), Sainsburys.	2x Community units	16,845sqft	Redmond Community Centre, WDCO Office	Built
Phase 2	3 units	5,381sqft	The Gym Group, Naturalist Pub, HCD Workspace	1x Community units	11,500sqft	Block D Mixed Use Space	Built
Phase 3	4 units	15,489sqft	Occupiers TBC	1x Community units	682sqft	NHG Community Space	In Build
Phase 4	Proposed 13,078sqft of community & commercial floorspace is proposed.					Potential future Library and commercial facilities	Proposed (included in the Phase 4 submission)
Phase 6	The Edge & a further Satellite Community Facility (NHG to manage – location TBC)						Proposed



Emerging Spaces Across Woodberry Down

Baseline Findings – Community

Community Centres/Spaces

- Woodberry Down includes the Redmond Community Centre, Woodberry Down Community Organisation (WDCO) Office and The Edge Youth Hub.
- The Oaktree Community Centre falls outside of the development but is within walking distance and is used by residents.
- Mill Co. has been selected as the preferred managing agent for the Block D community space (a mixed use space), which is still under development.

Green & Outdoor Spaces

- Woodberry Down benefits from the New River Path, Woodberry Wetlands Nature Reserve and Spring Park to the south, with Rowley Gardens to the north.
- Playgrounds on Spring Park and Rowley Gardens, plus the Allerdale House Toddler playground.

Social Life's research found that:

- Most people interviewed agree that community centres and activities cater to them, with people under 25 agreeing the most (93%). This does not vary significantly across tenures.
- 21% of residents aged over 60 do not agree that community centres and activities caters to them.
- Stakeholders emphasised the need for community spaces to work in a strategic and coordinated way
- The Redmond Centre is frequently not seen affordable, this means the space is sometimes under-used.

- An overwhelming majority of surveyed residents agree that parks and greenspaces cater to them.
- There are some tensions about use between different groups, these were also reported in 2019.
- Younger people and older people may have different experiences of outdoor and green spaces.
- Outdoor playgrounds and parks are popular and can become very busy.

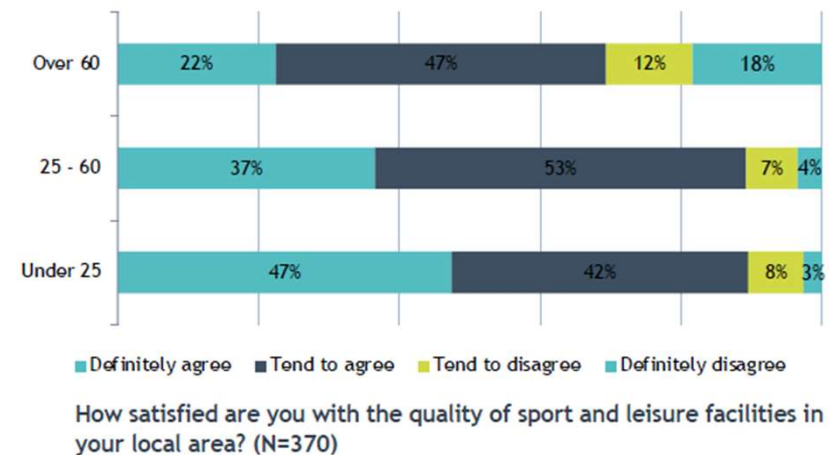
Baseline Findings – Community

Sports & Exercise Facilities

- There are two multi-use games areas, one on each side of Seven Sisters Rd, both are open access and free to use.
- Fee-paying facilities include the West Reservoir; The Gym Group which offers low-cost memberships; and EVOKE, a higher-end facility offering fitness classes.

Children & Young People's Facilities

- Local schools include: the Beis Chinuch Lebonos Girls School, Woodberry Down Primary School and Pre-school, Skinners' Academy, and Woodberry Down Children's Centre.
- Nursery facilities include the Lilliput Playgroup.



Social Life's research found that:

- At least 70% of residents were satisfied or very satisfied with facilities for children across all age bands.
- However, satisfaction has decreased since 2019.
- Long waitlists to access nursery places were reported.

Baseline Findings – Community

Library Facilities

- There is currently a small library located in the Redmond Community Centre, operated by Hackney Council and staffed by volunteers.

Health Facilities

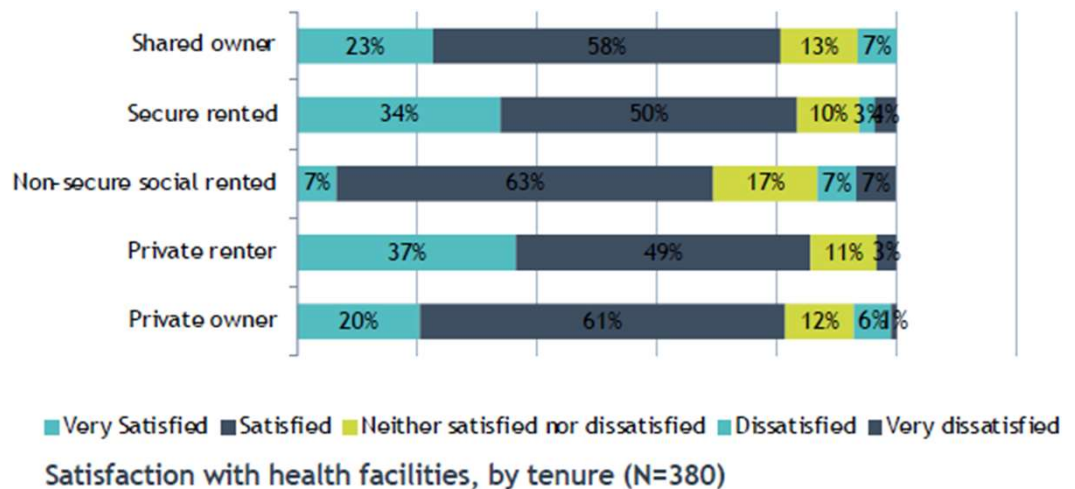
- Health facilities include the John Scott Health Centre which offers two GP clinics, several pharmacies within a ten-minute walking radius, and a NHS dental practice.
- There is an active social prescribing network on the estate, residents are referred by Family Action to community health and fitness initiatives.

Other Facilities

- HCD Affordable Workspace is located above the Gym Group.

Social Life's research found that:

- A new library space replacing existing provision has the potential to offer low-cost community space and other community facilities including a café.
- Young people would benefit from a relaxed study space that is open after school hours;
- Extending the library's opening hours would also make it accessible for people who are working during the day.



Baseline Findings – Commercial

Use Distribution

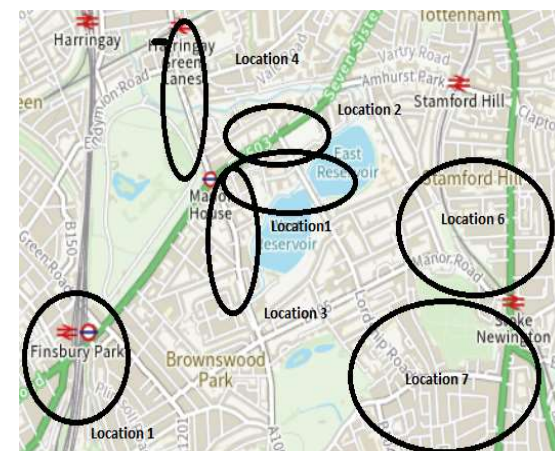
- **Retail** is dominant use across all the Analysis Areas (see map inset) at units 55%/floor area: 57%, followed by **Food & Beverage (F&B)** (units: 29%/floor area: 15%).

Occupier Analysis

- F&B (restaurants, pubs, cafes & takeaways), make up a significant proportion of the tenant mix with a total of 46 units (13.49%).
- Other occupiers are predominantly service operators, with convenience stores having the second highest number of units (28) after restaurants (35).
- Expansion of independent shops reduced in FY 2022. This is due to the phasing out of business rates relief and increased energy costs.

Strategic Trends

- **Fast food** was the fastest growing sub-category in 2022 followed by **convenience stores**, such as: beauty, nail salons, barbers, bakers.
 - *Please note we are unable to provide fast food outlets at Woodberry Down due to policy restrictions.*
- Highest declining category in 2022 was **banks/financial institutions**, followed by newsagents, bookmakers, recruitment agents, charity shops, estate agents, pubs, and dry cleaners.



Commercial analysis study areas



DEMAND FINDINGS



Demand Findings - Commercial

Current Characteristics and Opportunities

- Woodberry Down is a localised centre that mostly serves local residents'.
- The local area currently suffers from **low footfall** and **low dwell time**.
- Larger and more **established retail centres** (e.g. Finsbury Park, Stamford Hill, Stoke Newington) are more attractive to commercial occupiers.
- The local area benefits from low vacancy levels, however, a number of occupiers are **on special measures**, including **rent reliefs**.

Projected Future Characteristics and Opportunities

- The proposed floorspace within Phases 2, 3 & 4 provide a **significant amount** of new community & commercial opportunities.
- The new Central Square within Phase 4 provides an opportunity to **create a hub of activity**.
- Locating commercial and community facilities adjacent to each other will increase footfall and dwell time.
- Due to the struggle to let existing units, and the close walking distance of the neighbouring large retail areas (Arena Shopping Park to the North, Stamford Hill to the East and Manor House to the West). Research finds that there is not sufficient demand for additional commercial space within Future Phases 5 – 8.
- The proposed floorspace in Phases 2, 3 & 4 will more than provide for existing and future needs.
- We are proposing approx. **10,225sqft of community floorspace in Phase 6** as we have the opportunity to reprovide/improve the existing offers there.



Demand Recommendations

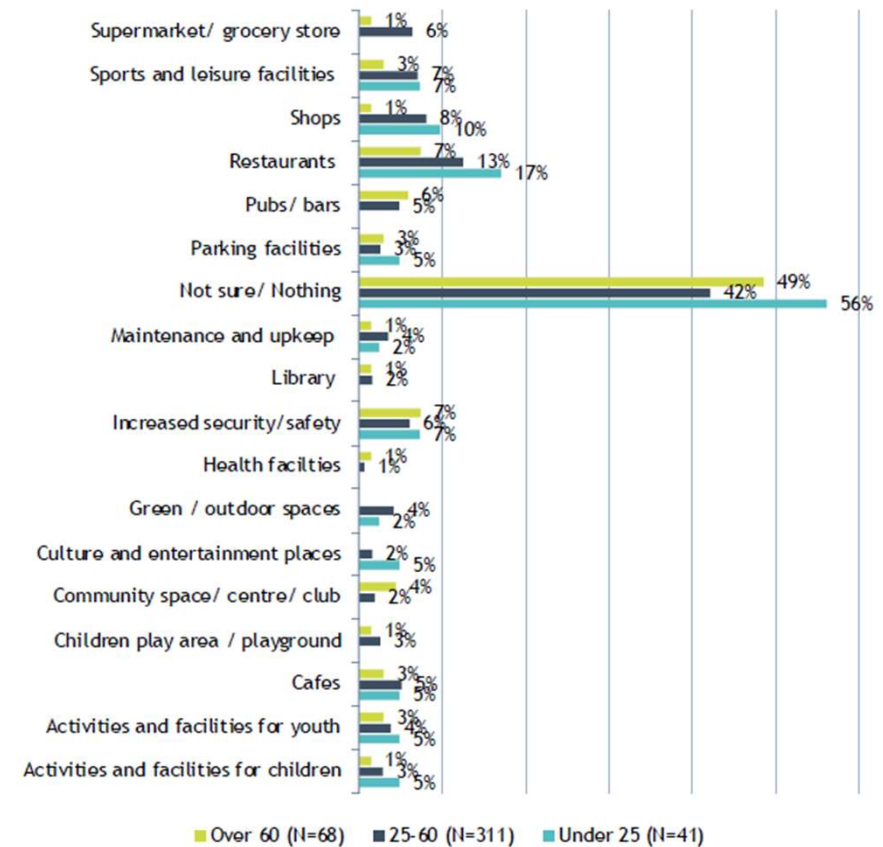
Recommendations – for existing floorspace.

- Future commercial and community facilities should continue to support local low income groups, while also encouraging greater visitation from higher spending groups, both from existing residents and future residents.
- The tenant mix across the estate should provide a core offer of essential service and convenience, to serve the residents' day-to-day needs. Day-to-day convenience and service uses, could include: a baker, barber, key cutting/shoe repairs, etc
- A greater depth and choice of F&B uses is recommended to retain and attract spend to Woodberry Down. This could include different types of Cafes and Restaurants, such as lower cost offerings like a Community Café.
- New facilities should be concentrated in a centralised location to create a hub of activity.
- Other facilities could include additional Health Facilities, could help compliment the existing local doctors & dentist surgeries. Such as a pharmacy, a chiropodist, physiotherapy, counselling services, etc.
- Educational facilities, such as an additional nursery or tutoring facilities could also support the local area.
- There is potential to introduce uses that are synergistic with the adjacent leisure/recreational facilities assets, e.g., F&B, outdoor activities etc.
- All proposed occupiers will need to be market tested to ascertain who is interested in occupying the units within Woodberry Down. This will form part of Stage 2 of the Ground Floor Strategy.

Demand Findings – Community

Current & Projected Future Characteristics and Opportunities

- Young people have said there are **not enough informal social and study spaces**. They are less likely to socialise and access advice and support locally.
- 12% of people interviewed **mentioned a lack of restaurants** in the local area, 6% said people don't feel safe when moving around Woodberry Down.
- Under 25s feel that **shops and sports and leisure facilities** are **missing** from the local area.
- People over 60 are more likely to point to the **quality of housing and related issues**, as well as **the lack of pubs and bars**.



What is missing in the area, by age

Summary of Findings

Research Findings	Local Views	Potential Opportunities
Day to day convenience and service shops are essential to Woodberry Down.	Lack of variety of shops	Phase 3 Commercial Units Phase 4 Community/Commercial Space
Greater depth and choice of F&B is needed at Woodberry.	Lack of restaurants	Phase 2 Community Space Phase 3 Commercial Units Phase 4 Community/Commercial Space
Educational facilities could help support the local area.	Lack of study spaces	Phase 2 Community Space Phase 4 Community/Commercial Space Phase 6 Community Floorspace
New facilities could help encourage leisure & sporting activities.	Lack of leisure & sports facilities	All future phases will include new play areas and new areas of open space.
Greater depth and choice of F&B is needed at Woodberry.	Lack of pubs & bars	Phase 3 Commercial Units Phase 4 Community/Commercial Space



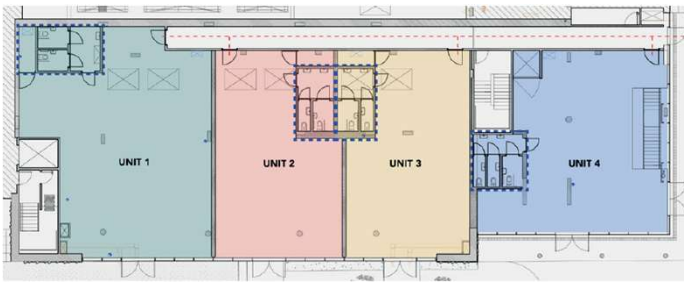
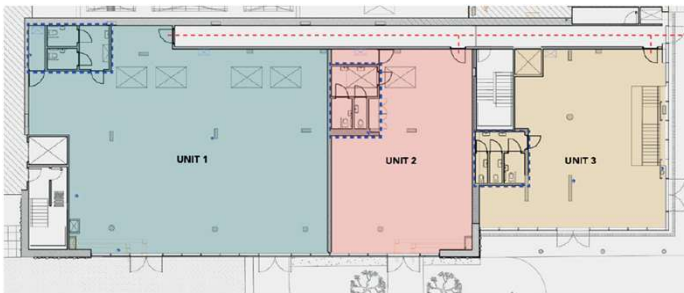
OPPORTUNITIES AT WOODBERRY DOWN

Shaping Woodberry Down



Phase 2

Phase 2 Block D Community Space



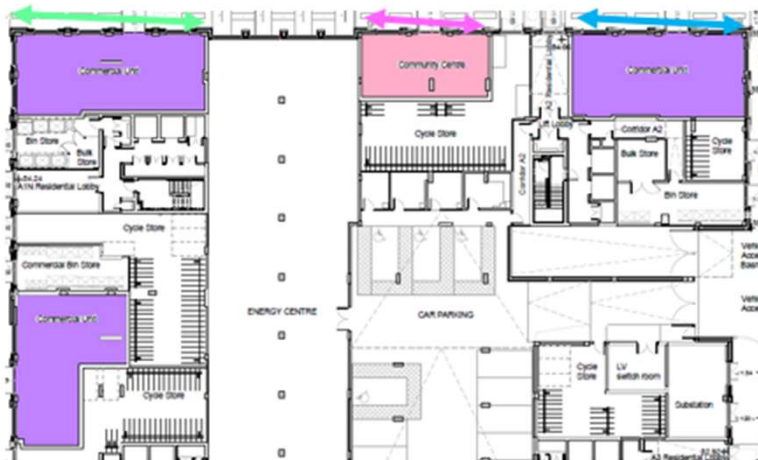
The Block D Community Space includes:

- 7,900 sqft, with the potential to divide into smaller units.
 - 1,700 sqft outside space.
 - 1,900 sqft basement.
- The managing agent for the space, Mill Co, were selected by the Working Group (details of the agreement are in development).
 - Ground Floor Strategy research can inform the development of the uses, with smaller units being available for subtenants and different uses.



Phase 3

Phase 3 Block A:



Phase 3 includes:

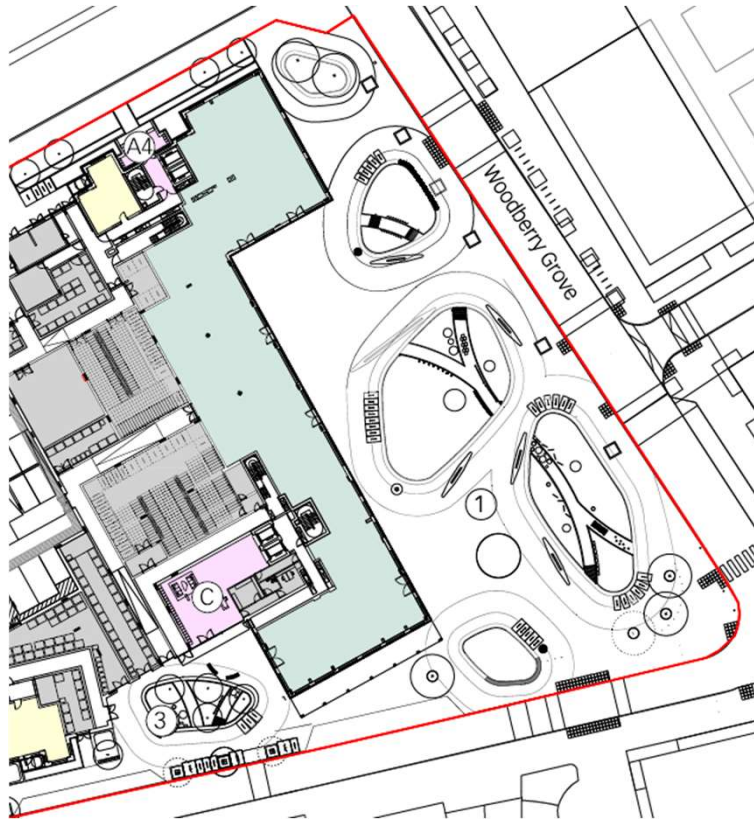
- 4 x Retail Units (could be split further) – at a total of 15,489sqft.
 - With two units located along Woodberry Grove.
 - Two further units located along Seven Sisters Road.
 - Service & convenience shops could work well in this area, supporting the existing shops along Seven Sisters Road.
- 1 x Community Facility – at 682sqft.
 - The proposals for this space will be developed by NHG.

Phase 3 Block B:



New commercial and community facilities located across SSR.

Phase 4



- The Phase 4 proposals include the provision of a **Central Square**, creating a **civic hub** at the heart of Woodberry Down. Providing a mix of uses and activities.
- This square will be surrounded by **13,078sqft** of flexible community/commercial floorspace.
- Hackney Council has undertaken a **Library Feasibility Study** to understand how a library could fit within the proposals for Phase 4.
- A Library would be a **modern facility** that could include **multiple uses**, such as providing much needed work, study and social spaces.
- For example the **Barking Learning Centre**, which functions as a Library, also hosts council services, educational services, along with advice and social services.



Barking Learning Centre



Phase 4 Central Square



NEXT STEPS



Stage 2 Shaping Woodberry Down

Numerous workstreams will form Stage 2 (Shaping Woodberry Down) of the Ground Floor Strategy. This is the stage where we will look at how to curate Woodberry Down's existing & emerging facilities. This stage will also run in parallel with [Stage 3 \(Consultation – see next slide\)](#).

For Stage 2 we will look further at:

Community Facilities

Work that will be undertaken includes:

- [Library Options Appraisal](#) - work with Hackney Council on the options appraisal for a library within Phase 4.
- [Block D Working Group](#) – members of WDCO, NHG, LBH, and BH are working with Mill Co to understand how the Block D space could be brought forward.
- Work with Key Stakeholders [MHDT & Mill Co](#) to understand how the two community/mixed use spaces could compliment with each other.

Commercial Facilities

Work that will be undertaken includes:

- [Engagement with potential occupiers](#) - [CF Commercial](#) and [Berkeley Asset Management Team](#) to reach out to occupiers to understand what is deliverable & realistic for the local area.

Mapping Exercise (all spaces)

- Look at the availability of spaces and how to [create synergy](#) with existing & proposed shops/facilities.
- Consult with [WDCO](#), [Local Residents & My Place](#) (Youth Forum) on uses and curating spaces.



Stage 3 Engagement

Consultation

- The November Masterplan Consultation outlines the proposed 950sqm of community space.
- Consultation will be targeted for [Spring 2024](#) to understand [Local Residents](#) aspirations/needs for new commercial & community facilities.
- A follow up session with [WDCO Board](#) will be targeted for [Early 2024](#) to answer any questions on the Stage 1 findings.
- A workshop will be held with [My Place \(Youth Forum\)](#) to consult their views on future commercial & community facilities.
- A further update will be provided to the [WDCO Board](#) in [Spring 2024](#), to present Stage 2 and findings from the consultation.