APPENDIX 1 – New Homes Bonus Project Details

1.1 **Shop Front and Public Realm Improvements**

1.1.1 Two scoping reports have been commissioned to identify the opportunities and areas of improvement in Highams Park and South Leytonstone.

1.1.2 The interventions in Highams Park are modest in scale (£100,000) but this initial investment will act as a catalyst for other potential external investment and Council bids. A programme of interventions have been identified if further funding opportunities are identified.

1.1.3 Once approved the £100,000 will be allocated to the projects that have the maximum initial impact on the area and will promote further activity in the town centre going forward. This could include wayfinding and flankwall interventions, shop front improvements and/or transformation of underused public spaces into active, inviting spaces maximising their potential for use by the very active resident community and neighbourhood forum.

1.1.4 The £500,000 that is identified for South Leytonstone will prioritise the ‘Southern Gateway’ junction of Cann Hall Road/High Rd Leytonstone/ Crowfield Road.

1.1.5 Works will consist of:
- conservation and restoration works;
- improved shop signage;
- Improving the public realm
- temporary usage (pop-up) interventions for vacant units within the area.

1.2 **Blackhorse Lane Creative Industries Feasibility Study**

1.2.2 This study will assess the sustainable growth of the creative industries in Blackhorse Lane and the feasibility of establishing a cluster of creative industry work spaces in the area.

1.2.3 The study will provide the following outputs:
- Completion of the feasibility analysis report
- Completion of a Creative and Media Industries cluster development plan.
- “Costed” Business Plan for the conversion/ creation of new creative enterprise work space in Blackhorse Lane
- Creative Industries local workforce skills plan (as a precursor for bids to ESF, SFA and DWP)
- Long term consolidated business plan for expansion of the Blackhorse Lane workshops

1.3 **Job Brokerage**

1.3.1 This initiative directly supports the Council’s strategic aim to support economic growth, and will be achieved by working in close partnership with the business
sector and partner agencies, towards the common goal of increasing the scope and range of employment opportunities accessible by our residents.

1.3.2 The funding will help the borough to provide support to help new entrants into the labour market, to sustain employment and progress into better quality employment. Currently unemployed residents are vulnerable to cycling in and out of work and making repeat claims at the Job Centre.

1.3.3 The funding also will resource the up-skilling of low paid residents in the borough enabling them to progress into better paid work, thus reducing the numbers of working poor and the incidence of child poverty as well as helping employers train their staff.