

ILFORD

OPPORTUNITY AREA PLANNING FRAMEWORK

CONSULTATION DRAFT



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Contents



Click on the page number to go to the relevant section of the draft report.

Executive summary

01 - Setting the scene

Planning for sustainable growth
Spatial context
Opportunities and challenges
Policy context
Regeneration context
Evidence base
Engagement summary

page 4

02 - Vision and principles

Vision
Principles
Key diagram

page 7

page 8

page 10

page 14

page 19

page 21

page 23

page 24

page 25

page 26

page 27

page 28

03 - Supporting Good Growth

A place to grow, with high-quality, affordable homes
A vibrant town centre contributing to London's diverse economy
A safe and welcoming place (including after dark)
A greener, healthier Ilford
Celebrating Ilford's identity and reinforcing civic pride

page 30

page 30

page 47

page 62

page 85

page 97

04 - Ilford's places

Ilford Hill
Ilford Approach
Cranbrook Road
Central High Road
Clements Road
Ley Street
High Road East

page 112

page 114

page 119

page 125

page 130

page 135

page 140

page 145

05 - Unlocking Good Growth with infrastructure

Transport
Energy
Electricity and gas
Digital
Waste

page 150

page 150

page 163

page 163

page 163

page 163

06 - Making things happen

Implementation
Partnership working
Meanwhile activation
Delivery roadmap

page 164

page 165

page 166

page 167

page 170



Supporting documents

- Evidence base (April 2025)
- Capacity study (March 2026)
- Early engagement report (March 2026)
- Integrated Impact Assessment (IIA)

Executive summary

A framework for Ilford's next chapter

Why Ilford matters

Ilford is one of London's best connected and most diverse metropolitan centres. Designated as an Opportunity Area (OA) in the London Plan, it is expected to play a significant role in delivering new homes, jobs and infrastructure to support London's continued growth. The Ilford Opportunity Area Planning Framework (OAPF) provides a strategic, design-led framework to guide this transformation and coordinate investment, development and regeneration across the town centre.

Situated on the Elizabeth line, Ilford is exceptionally well connected to central London, Stratford and the wider South East. It sits at the heart of East London's growth corridor and has the potential to

accommodate around 6,000 new homes and 1,000–1,300 jobs while strengthening its role as a vibrant metropolitan centre. Ilford's diversity, entrepreneurial spirit and strong high street economy provide a solid foundation for future growth.

Why we need this framework

Despite these strengths, progress has been slower than anticipated. Development has been constrained by viability challenges, fragmented land ownership, stalled sites and a public realm that often fails to reflect Ilford's importance and potential. Investment in social, green and community infrastructure has not kept pace with growth, particularly for a young and growing population.

As a result, parts of the town centre continue to underperform and opportunities to improve quality of life, attract investment and support local businesses remain unrealised.

The OAPF sets out **a vision for Ilford as a thriving, inclusive and distinctive place**; a place where people can live, work, learn, create and put down roots. It is underpinned by a strong civic and cultural identity, vibrant high streets, accessible green spaces and renewed connections to the River Roding.

Central to this vision is creating a town centre of opportunity, where people of all ages can access homes, jobs, training, culture, play and community facilities.



principles guide the framework:

A place to grow: Delivering high-quality homes, supporting family life and creating opportunities for future generations.

A vibrant town centre: Strengthening the town centre economy through a diverse mix of uses, active high streets and cultural investment.

A safe and welcoming place: Improving the quality, accessibility and inclusivity of public spaces

A greener, healthier Ilford: Enhancing green infrastructure, improving environmental quality and building climate resilience.

Celebrating identity and civic Pride: reinforcing Ilford's culture, heritage and distinct character.

Making things happen: Supporting coordinated, deliverable and partnership-led growth.

Executive summary

Realising the vision

Strategic moves

To realise this vision, the OAPF proposes a series of strategic moves. These include:

- strengthening connections between Ilford's two high streets
- creating a new civic heart for the town centre
- unlocking housing delivery through an approach that prioritises public land and mid-rise densities in the short term
- supporting SMEs and creative industries
- expanding affordable workspace
- providing spaces for youth

- improving opportunities for the evening economy
- creating a network of streets, civic spaces and green corridors that prioritise walking, cycling and social activity
- transforming the River Roding into a more visible and accessible asset



Infrastructure to support growth

The framework identifies recommendations across transport, utilities, digital infrastructure and environmental services, alongside investment in health, community, cultural, play and green infrastructure. These improvements will help ensure growth is sustainable and benefits both existing and future communities.

We want to hear your views

Early targeted engagement with members of the local community and businesses highlighted a desire for a safer, greener and more welcoming town centre, particularly for young people.

Priorities included better public spaces, more opportunities for recreation and skills development, and a stronger sense of pride and belonging. These findings have informed the framework and will be further explored through public consultation.

Making things happen

Through a phased programme of investment, partnerships and site delivery, the OAPF provides a realistic pathway for unlocking development, supporting economic growth and creating a more vibrant, inclusive and resilient Ilford. Delivery will require dedicated Council capacity, supported by a focused delivery team and a cross-organisational delivery board to coordinate investment and implementation across the OA.

Executive summary

How to read this document

Part 1: Setting the scene

Why has the OAPF been prepared? Explore the evidence, local context and engagement that have informed the vision for Ilford's future.

Part 2: Vision and Principles

What is the vision for Ilford?
Discover the long-term vision and key principles that will guide growth over the next 20-30 years.

Part 3: Supporting Good Growth

How could Ilford change in the future? Explore the key themes of the plan, from homes and jobs to culture, safety, green spaces and places to play.



Principle 1

A place to grow, with high-quality, affordable homes



Principle 2

A vibrant town centre contributing to London's diverse economy



Principle 3

A safe and welcoming town centre (including after dark)



Principle 5

Celebrating Ilford's identity and reinforcing civic pride



Principle 4

A greener, healthier Ilford

Part 4: Ilford's places

Want to know what the plan could mean where you live? This section looks at seven parts of Ilford and shows how the vision could be delivered.

Part 5: Unlocking Good Growth with infrastructure

What is needed to support growth?
Explore the transport, energy, water, digital and waste infrastructure needed to help deliver the vision.



Note: Part 3: Supporting Good Growth, covers public realm, green infrastructure, social and health infrastructure, culture and community facilities, play, and sports provision.

Part 6: Making things happen

How will the vision be delivered?
Learn about the approach, partnerships, funding and infrastructure needed to turn the vision into reality.



01

Setting the scene

This chapter provides the strategic and policy context for the Ilford OA, outlining key opportunities, challenges and regeneration priorities, the role of the OAPF, and findings from early community and business engagement.

Planning for sustainable growth

London context

London's population has grown by 1.5 million over the past 20 years, reaching a record high of almost nine million in 2023. Even though growth has slowed in recent years, the city is still projected to gain another one million residents by 2050.

Without decisive action now, London will not have the homes or jobs infrastructure needed to support this growth - and the city's long standing housing crisis will only deepen. This means that an increase in housing delivery, supported by spaces for new jobs, is needed both to ensure London remains a liveable, inclusive and economically competitive city.

Situated on the Elizabeth Line, Ilford is an OA with the scale to drive growth, the connectivity to attract investment and the diversity to create something genuinely distinctive.

Making the best use of land

London's housing need requires a brownfield-first approach, focusing growth in accessible locations such as Ilford OA to deliver new homes and jobs efficiently, sustainably and inclusively.

A unique opportunity

While meeting housing needs brings significant change, it also creates an opportunity to deliver long-needed community benefits, including improved youth facilities, high-quality public spaces and other essential amenities that are only achievable with investment at this scale.

A city for all Londoners

Growth should deliver the London Plan's Good Growth objectives by creating healthier, more inclusive and better-connected communities, ensuring all Londoners can benefit from high-quality homes, jobs, services, infrastructure and a thriving urban environment.



↑ Illustrative view showing greening along Clements Road and development alongside the retained Salvation Army building

Planning for sustainable growth

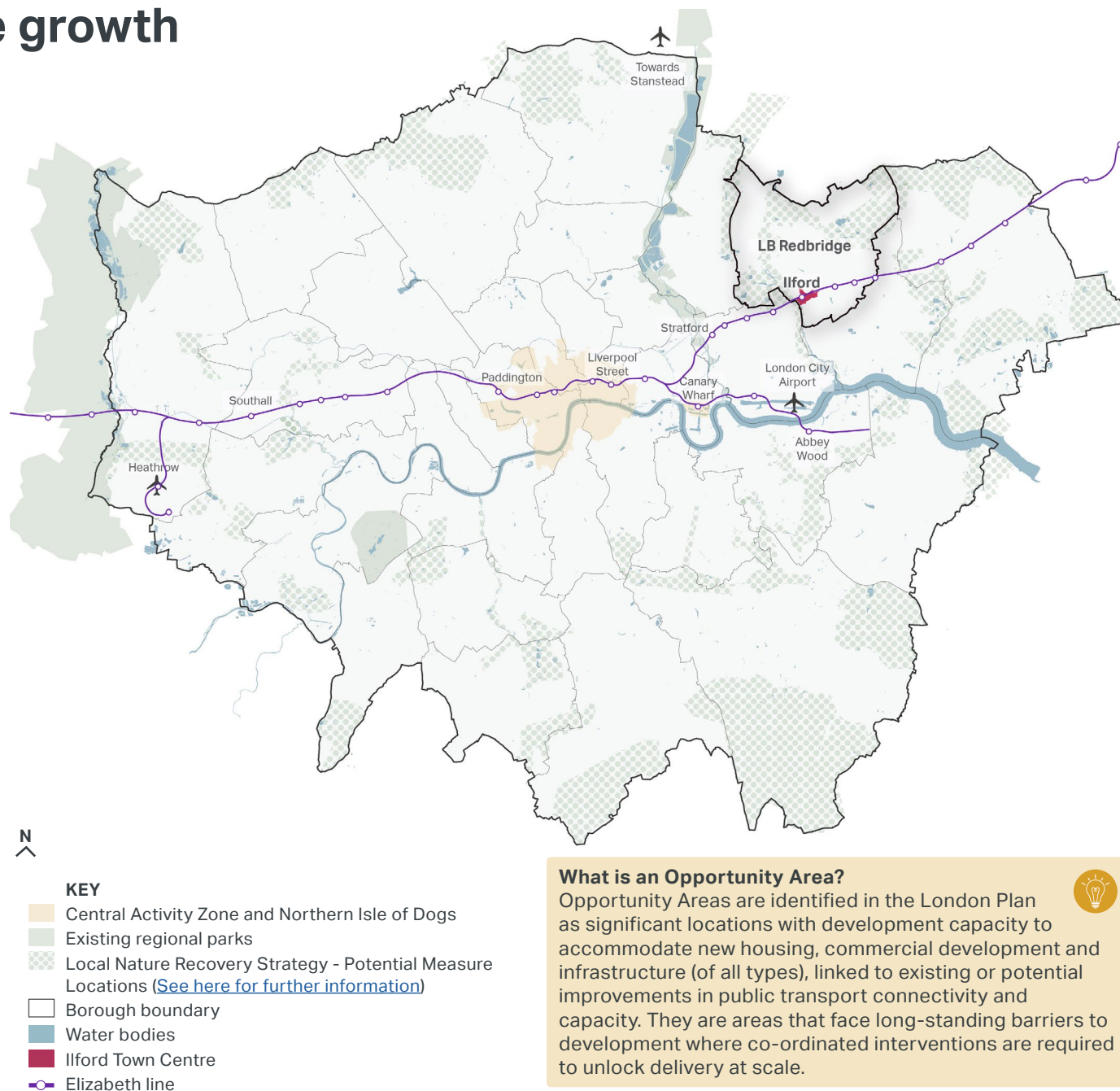
Ilford OA

Ilford was designated as an OA in 2004, with the potential of delivering 6,000 homes and 700 jobs by 2041. Unlike many other OAs awaiting major infrastructure investment, Ilford already has strong transport links and contains several stalled or shovel-ready sites.

The OA is strategically located to and from the City and Canary Wharf, with the Elizabeth line providing fast connections; just under 10 minutes to Stratford and around 30 minutes to Paddington.

The area benefits from significant green and blue assets, including Valentines Park and South Park, and sits alongside the River Roding as part of the wider Roding Valley landscape.

As a Metropolitan Town Centre within London's network of over 240 centres, Ilford offers a diverse and vibrant commercial core, with Ilford Lane contributing a distinctive food destination known for its South Asian cuisine and independent retailers.



What is an Opportunity Area?

Opportunity Areas are identified in the London Plan as significant locations with development capacity to accommodate new housing, commercial development and infrastructure (of all types), linked to existing or potential improvements in public transport connectivity and capacity. They are areas that face long-standing barriers to development where co-ordinated interventions are required to unlock delivery at scale.



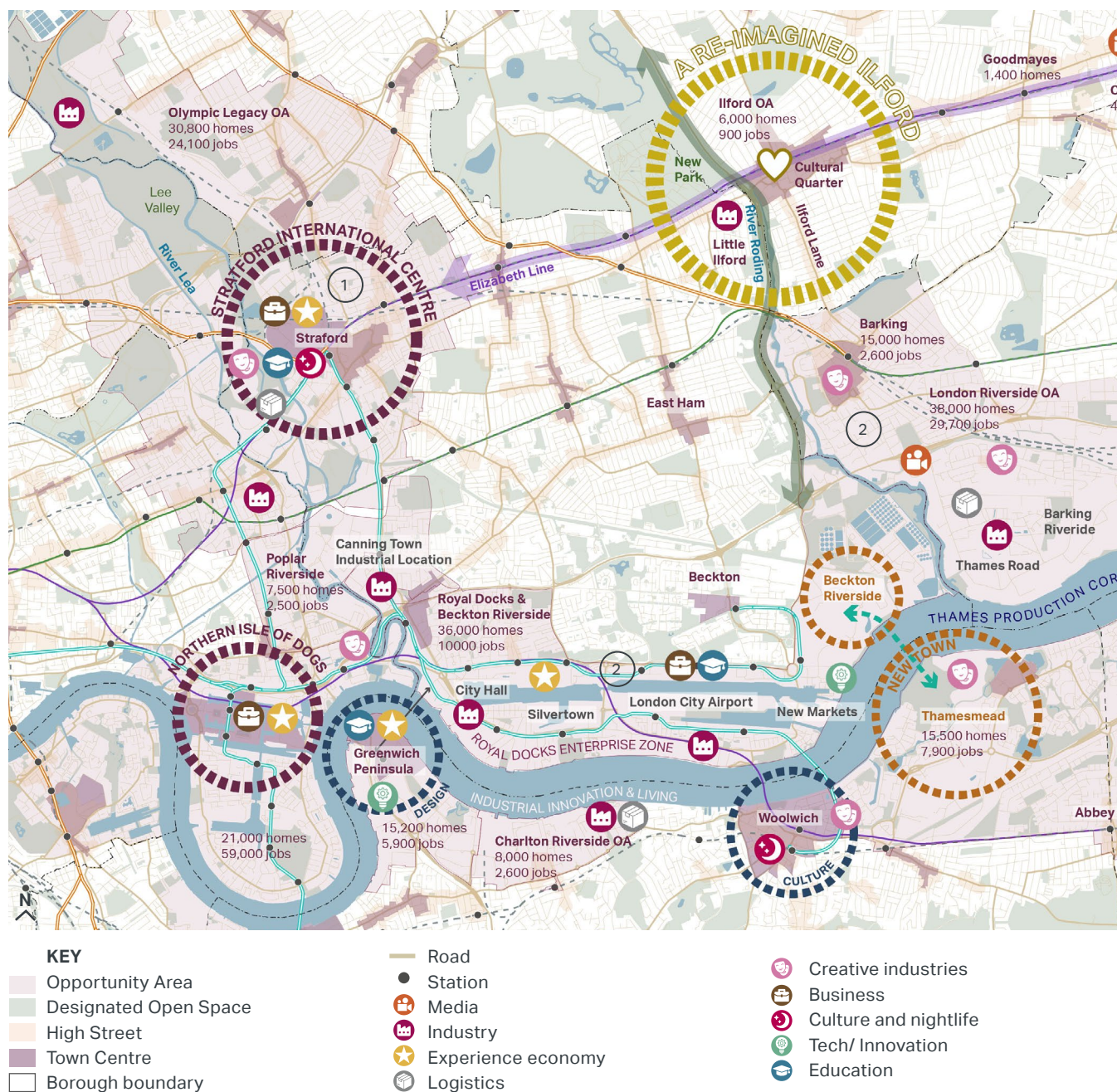
Spatial context

North East London

Ilford sits within a wider cluster of regeneration areas stretching from Stratford through the Lee Valley to the Thames, each contributing complementary strengths to North East London's long-term transformation.

- Stratford and Olympic Legacy**
 A major growth hub with world-class cultural institutions, universities and employment clusters. While Stratford is a key competitor to Ilford town centre, it also offers lessons in place-making and opportunities for Ilford to support the wider innovation ecosystem through housing, skills provision, affordable workspace and business growth

- Royal Docks, Beckton Riverside and London Riverside**
 A rapidly expanding growth corridor, combining enterprise, industrial and mixed-use development. With clusters in green tech, logistics, creative industries and circular-economy activity, alongside housing growth and the potential relocation of the City's Markets, they are strengthening East London's role in making and production, and the wider ecosystem Ilford can connect to.



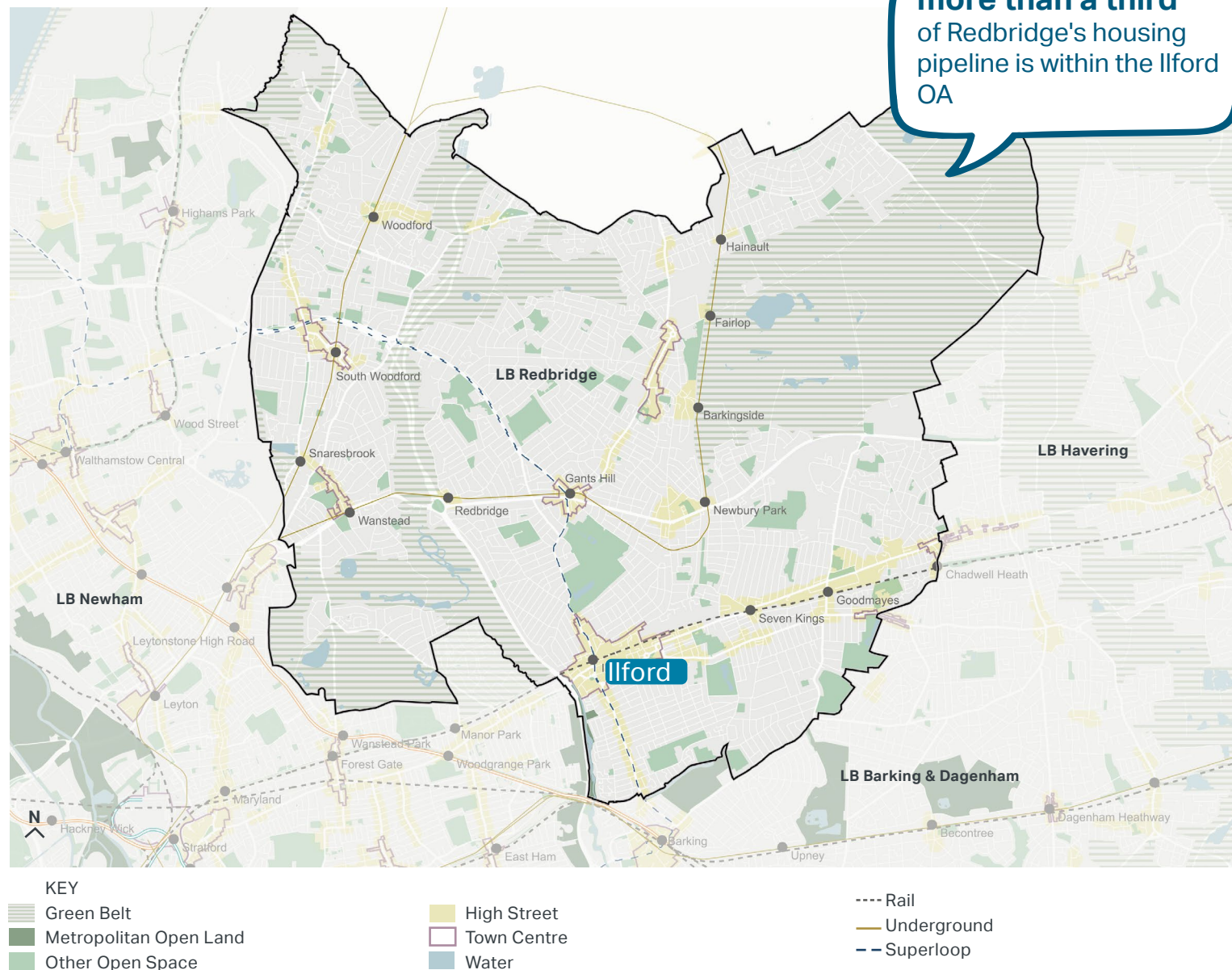
Spatial context

Redbridge

Ilford is the Borough's key focus for regeneration which will unlock its growth potential and reinvigorate its status as a gem of east London.

Ilford is also central to delivering against LB Redbridge overall housing target, with the housing pipeline for this area making up almost 37 per cent of the overall borough-wide pipeline (as defined in the 2018 Local Plan).

The pressure on housing delivery is even more urgent when considering the proportion of households in temporary accommodation (TA). Redbridge is the third highest London borough for proportion of households in TA. Almost 26.7 households are in TA for every 1,000 households (Trust for London, 2024).



Spatial context

Ilford at a glance

**42,243**

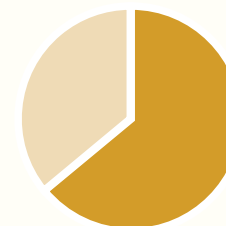
people live in Ilford



More deprived than

92 per cent

of neighbourhoods in England

**6,000**new homes could be delivered
in Ilford by 2050**64 per cent**

identify as Asian/South Asian

**25 per cent**of the population is under
15 years old**55 per cent**of people living in Ilford are
economically active. This is
below the London average**1,200**new jobs could be delivered in
Ilford by 2050**20 per cent**of people do not have English
as their first language**35 per cent**of workers living in Redbridge
work at night, which is among
the highest shares in outer
London. The majority live in
and around IlfordIlford is the
onlytown centre in Redbridge with a
catchment area which reaches
beyond the borough boundary**2.9**is the average household
size, higher than the
London average

Spatial context

Ilford's Places

While Ilford functions as a single town centre within a wider London and borough context, its character and development opportunities vary from place to place. Ilford is made up of seven character areas ('Ilford Places'): Ilford Hill, Ilford Approach, Cranbrook Road, Central High Road, Clements Road, Ley Street, High Road East.



Refer to [Part 5: Ilford's Places](#) for further information on the proposed strategies for each sub-area.



Opportunities and challenges

The case for change

Despite Ilford's designation as an OA and excellent Elizabeth line connectivity, growth has been slower than anticipated. Since allocation in the 2018 Local Plan, only 784 homes have been delivered, around **15 per cent** of allocated sites have seen no planning activity, and **31 per cent** of developments that have entered planning or construction are now stalled.

KEY BARRIERS TO GOOD GROWTH

Viability and deliverability challenges constrain growth

Ilford lacks a sufficient supply of large, development-ready sites in single ownership, with fragmented landownership making comprehensive redevelopment difficult to deliver. Viability is further challenged by low residential values relative to construction costs, Building Safety Act requirements and infrastructure contributions. While much of the current pipeline relies on high-density and tall buildings, demand for new-build homes at these price points remains limited. Alternative tenures such as Build to Rent (BTR) and Purpose-Built Student Accommodation (PBSA) may help unlock growth but present their own delivery challenges.

Inadequate infrastructure for a diverse and dense population

Existing community provision is heavily reliant on faith-based venues that often serve specific sections of the community, limiting opportunities for wider social interaction and integration. Ilford also lacks dedicated spaces for young people despite its youthful population. Combined with high levels of deprivation and household overcrowding, this highlights the need for more inclusive community hubs, youth facilities, green spaces and other accessible gathering places that can support wellbeing, social cohesion and local pride.

Lack of an in-depth cohesive planning framework

The absence of a clear vision for the town centre and of a structured approach to development has led to uncertainty, reducing market confidence and investment appetite.

Lack of consistent place quality

The character and quality of Ilford varies significantly, and recent developments have failed to enhance the public realm and townscape. Engagement with developers indicates that poor quality of place is a major deterrent to investment. The arrival experience at Ilford Station is a particular weakness, creating a poor first impression of the town centre and its potential. Engagement with local people has also revealed that the quality of the environment is a key reason why they choose to spend time and money elsewhere. These issues also limit Ilford's appeal as a place where people aspire to live and stay.

Opportunities and challenges

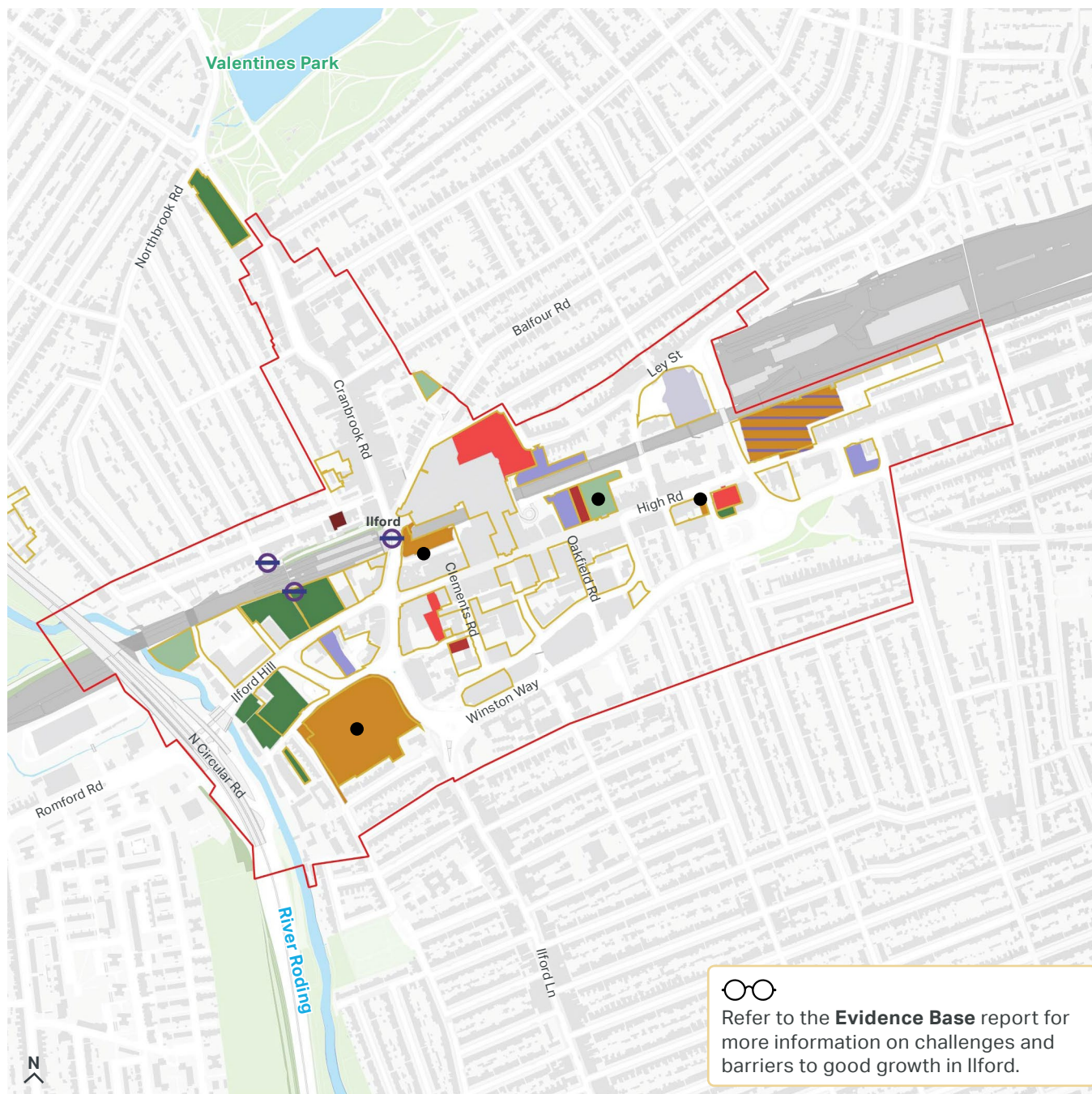
Development audit

Development proposals have come forward on only a proportion of allocated sites, but those proposals alone would accommodate around 5,000 new residents in the town centre. Many pipeline units are either within sites that didn't show any planning activity since being allocated (15.2 per cent), or part of a "stalled" development (31.2 per cent). 37.9 per cent are at pre-app stage, and only 7.5 per cent have been commenced on site.

While the scale of site allocations creates a strong foundation for growth, delivery may be more complex where sites lack detailed capacity testing and design briefs or face specific constraints, highlighting the need for further coordination under this OAPF and guidance.

KEY

-  Stalled site
-  Permissions: Full, Outline & Ready to Go
-  Failed: Lapsed
-  Failed: Withdrawn
-  Failed: Refused
-  Pre-Apps
-  Under determination
-  Commenced: Under Construction
-  Completed
-  Site Allocations (as per LBR Local Plan)
-  OA boundary



Refer to the **Evidence Base** report for more information on challenges and barriers to good growth in Ilford.

Opportunities and challenges

SWOT

Strengths

Youthful, diverse population: Strong demographic engine for long-term growth and strong community ties.

Pedestrianised high street: Existing car-free spine supports footfall and placemaking.

Local heritage assets: Town Hall and historic fabric provide identity and distinctiveness.

Cultural Quarter and SME economy: Active creative and small-business base.

Connectivity and infrastructure: Strong transport links and digital baseline.

Iford Lane and the local food and beverage offer.

Weaknesses

Fragmented land ownership: Complex boundaries slow coordinated development

Reliance on complex sites: Delivery constrained by viability and ownership

Poor public realm and local connections.

Poor arrival experience: Gateways fail to create a strong first impression

Limited green space: Lack of central green areas and restricted access.

Insufficient social infrastructure: Youthful population underserved beyond library and theatre

East end: Low activation and footfall weaken the wider centre.

Opportunities

Public realm investment: Can catalyse growth and reposition the town centre.

Walking and cycling improvements: Strengthen access to services and green/blue assets.

Public land activation: Unlocks momentum and reduces reliance on difficult sites.

Retrofit and conversion: Supports viability and climate-resilient growth.

Riverside activation: Major opportunity to create identity, amenity, and value.

Cultural and SME ecosystem: Strong base for a dynamic, innovation-led economy.

Threats

Physical barriers: Over engineered highways and rail lines limit permeability.

Safety challenges: Limited night-time activation and safety issues affect attractiveness of OA.

Flood risk: Ongoing exposure affects viability and resilience.

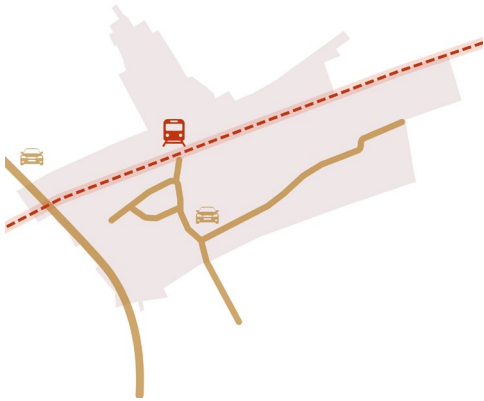
Competition from nearby centre: Stronger retail/leisure offers draw spend.

Funding uncertainty: Public realm and retrofit ambitions depend on sustained investment.

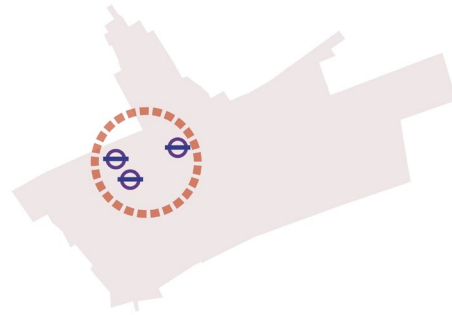
Climate and infrastructure pressures: Rising costs and capacity constraints.

Challenges

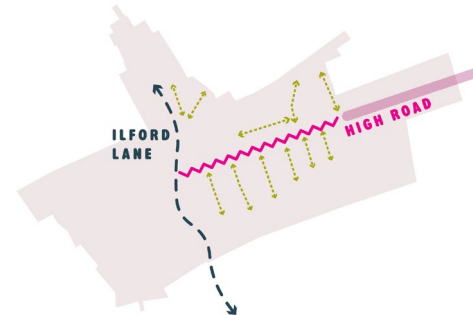
Spatial overview



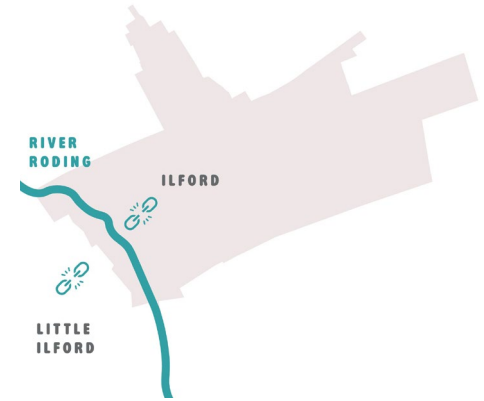
Physical obstacles created by overengineered highways and railway lines



Poor arrival experience with accessibility and safety challenges



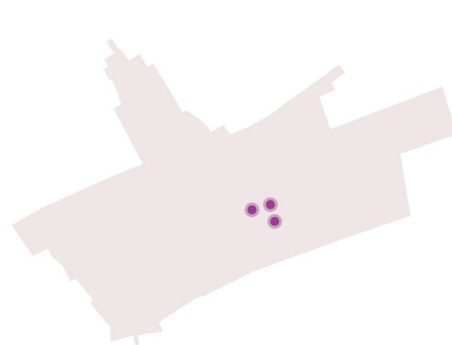
Two disconnected high streets, weak eastern High Road activation, and poor quality local streets



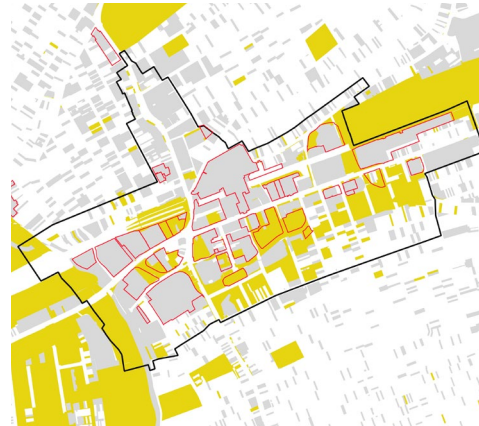
Limited riverside access and activation



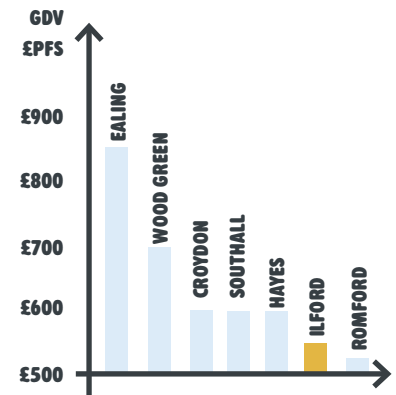
Lack of green infrastructure, linear public realm and restricted access to green space



Lack of social infrastructure for a youthful population, beyond the library and theatre and Space studios



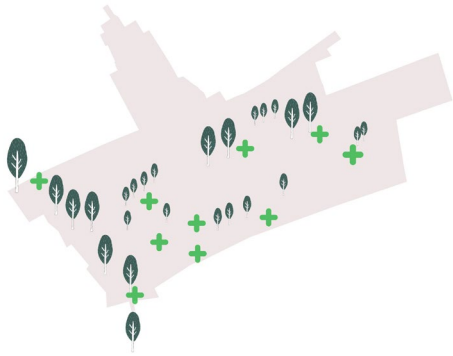
Fragmented land ownership. Public land is shown in yellow and development sites in red outline



Private sale values across comparator locations

Opportunities

Spatial overview



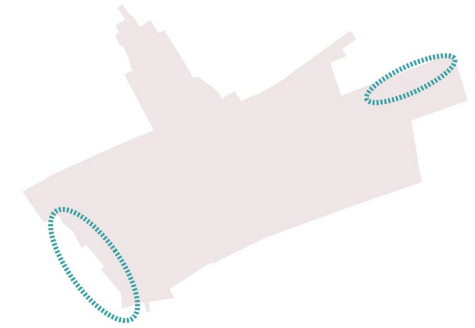
Opportunities for greening across the town centre



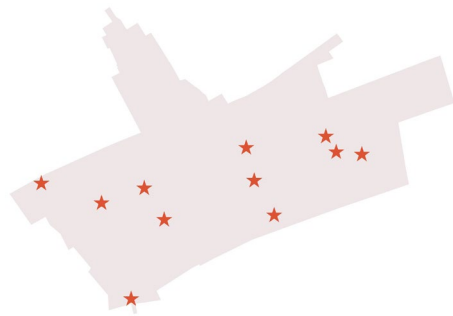
Opportunity sites that can deliver homes, jobs and supporting infrastructure



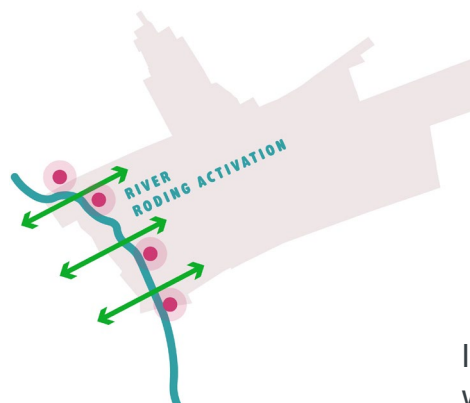
Public realm investment, including a new town square



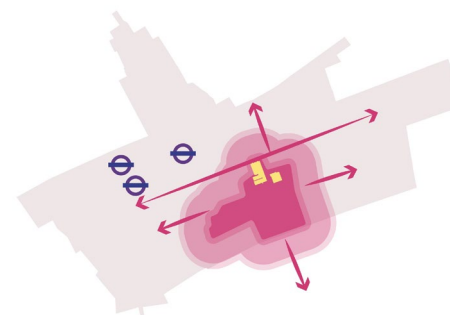
Encourage employment-led uses (light industrial) under the flyover and in the eastern end of town



Opportunities for meanwhile or permanent infrastructure for young people



River Roding activation; riverside living, play, improved access



Integrate the Cultural Quarter with the town centre, leveraging the opportunity to consolidate civic assets and enhance cultural provision, including a reimagined theatre and Town Hall retrofit.

Policy context

What is an OAPF?

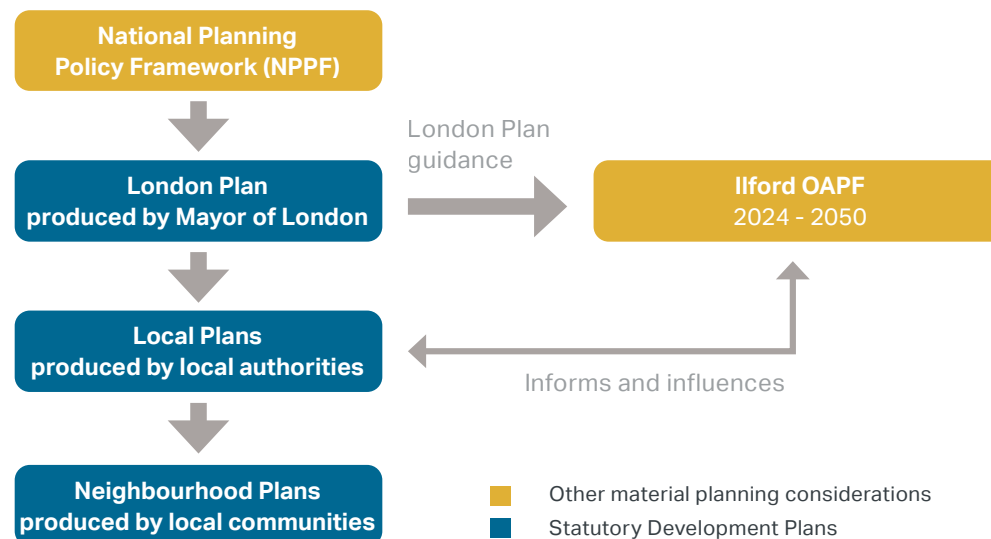
Opportunity Area Planning Frameworks (OAPFs) are strategic planning documents that set out planning, regeneration and design guidance for Opportunity Areas (OAs) and guide development in an area. OAPFs are informed by policy and guidance from the national to local level.

Through the OAPF process, the GLA and TfL offer strategic planning and design expertise to London boroughs to define, support and deliver Good Growth in London's OAs. Working in partnership with strategic stakeholders and local communities.

OAPFs complement local and strategic planning policies in addressing the challenges and opportunities in OAs, and identify the necessary physical and social infrastructure to support growth.

OAPFs are London Plan Guidance (LPG), and are adopted by the Mayor of London as such. While an OAPF does not establish new policies, the framework does provide a direction of travel for forthcoming Local Plan and policy reviews at both regional and local level. It will be a material consideration in planning decisions, the plan making process and Section 106 negotiations.

The OAPF sits alongside the London Plan's strategic policies and the more detailed policies of London Borough of Redbridge's Local Plan. It must be read in the context of the relevant statutory planning policy which applies to development proposals in the OAPF area.



What are material considerations?



A material consideration is a matter that should be taken into account in deciding a planning application or on an appeal against a planning decision.

For Ilford, this means that when a design proposal comes forward through the planning application process, it must demonstrate how it responds to and aligns with the guidance set out in the OAPF.

What are the aims of the Ilford OAPF?



- Promote Ilford as a vibrant place to live, work and invest.
- Respond to Ilford's young, diverse population.
- Assess development potential of strategic sites using a design-led approach.
- Expand access to community infrastructure and green space.
- Use land assembly and public-sector intervention to catalyse private investment.

Policy context

OAPF scope

An OAPF turns a long-term vision for growth into a coordinated, place-specific plan for how change can happen well. It is not a catch-all solution: more detailed studies, masterplans, and technical work will often be needed to take ideas further and support implementation. This page summarises what an OAPF 'can' and 'cannot do'.

Who will pay for these improvements?

Some of the proposals identified in the OAPF can be delivered through public investment where available, but a significant amount is dependent on private developers and their respective contributions. The OAPF can be used to identify, secure, and justify infrastructure funding to unlock Ilford's potential.

What an OAPF can do:



Identify where new housing, jobs, and infrastructure should be built. Thematic strategies are used to guide growth, whilst area-based guidance illustrates how strategies could be applied in specific parts of the OA.



Plan for adequate and relevant transport, social, and community infrastructure to support growth. It can also plan for energy, waste, digital and water infrastructure.



Promote opportunities for new and improved public realm, green infrastructure and connections, including cycling, walking and wheeling.



Shape how places look and feel through design guidance, including public realm, energy, and tall building guidance.



Support vibrant communities. It does so by establishing principles, land uses, and spatial moves that enable well-connected, inclusive communities - where families, young people, and older residents can thrive.



Influence planning applications and future local plans.



Provide a delivery roadmap. This sets out how growth could be achieved, prioritising interventions and identifying mechanisms needed to support good growth.

What an OAPF can't do:

Create new policies BUT it can influence new policy direction.

Decrease rent or lower house prices BUT it can promote affordable homes and workspaces, and plan for them.

Control the economy BUT it can set a direction for high streets and town centres.

Control where people park and drive BUT it can promote new or improved safe active travel routes and public transport interventions that promote mode shift.

Change the frequency of waste and recycling collection BUT it assesses the capacity and plans for infrastructure required to support growth.

Regeneration context

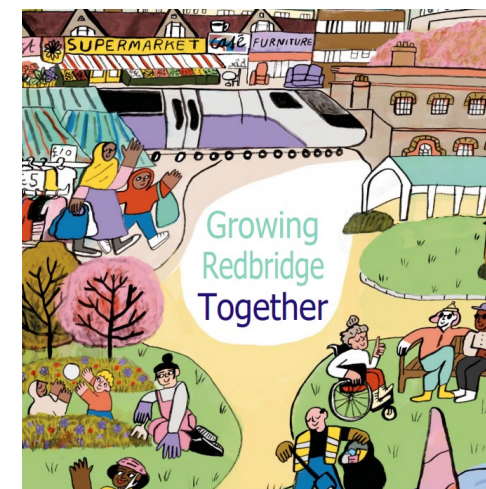
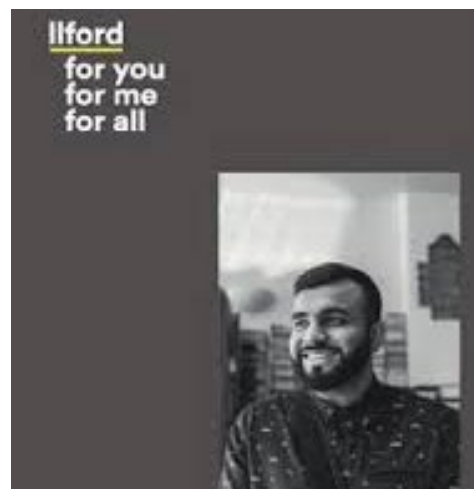
Overview

Beyond the planning policy outlined on earlier pages, the Ilford OAPF is shaped by a range of strategic, economic and regeneration plan, programmes and initiatives that support sustainable growth, town centre renewal and improved quality of life. These include

- the **London Growth Plan's** **focus** on jobs, inclusive growth and thriving local centres;
- the **Mayor's Transport Strategy's** ambition for sustainable travel and healthy streets;
- **Redbridge Sustainable Transport Strategy**, which promote sustainable travel, healthy streets and reduced car dependency;
- the **Ilford Manifesto's** vision for a vibrant, inclusive and successful town centre

- the **Ilford Arrival** programme's investment in public realm and connections to the River Roding;
- and Redbridge's wider ambitions for healthier, greener and more inclusive communities set out in **Growing Redbridge Together**.

LB Redbridge has recently become England's first UNICEF UK Child Friendly Community, reflecting the borough's commitment to embedding children's rights and young people's voices in local decision-making. The OAPF reflects and supports these **child-friendly ambitions**, helping to ensure that Ilford's future growth and regeneration create a town centre that better meets the needs of children, young people and their caregivers.



Regeneration context

Ilford Western Gyratory



Illustrative impression of Ilford Western Gateway provided by LBR

A key catalyst for Ilford's regeneration is the transformation of the Ilford Western Gyratory

The Ilford Western Gateway plans aim to redefine the arrival into Ilford, establish a garden quarter, and create a public realm that rebalances the currently car-dominated environment.

The Western Gateway plans will see the construction of

up to 900 new homes with amenities and services. The Ilford Western Gateway will herald the much-needed redevelopment of the existing Ilford gyratory system to reduce pollution and provide a safer, greener, more accessible route into Ilford Town Centre.

The OAPF supports the proposed removal of the Ilford Western Gyratory, transforming the area into a two-way road network reducing severance

and rebalancing the area away from car dominance. The existing layout of the gyratory has four lanes of traffic travelling in one direction, encouraging high vehicle speeds in a poor urban environment that provides inadequate facilities for pedestrian and cyclists.

Scheme features:

- Ilford Hill will be bus and cycle only in both directions
- New signalised junction with at grade crossings for pedestrians and cyclists at Winston Way replacing roundabout and underpass
- New bus stops on Winston Way and Chapel Road
- Clements Lane operation reversed to be eastbound
- Segregated two-way cycle routes
- Wider footways
- New signalised junction to access Roden Street

The removal of the Western Gyratory will:

- Improve safety for all road users, embracing TfL Vision Zero approach.
- Encourage active travel in line with TfL Healthy Streets approach.
- Provide segregated cycle tracks along all key cycle routes, connecting the existing cycle connections.

Why is it relevant?

The full removal of the gyratory scheme is a long-term ambition. This will be supported by interim measures proposed to improve walking and cycling connectivity in the OA over short and medium term (See [Part 3.3 A safe and welcoming place](#)).

Evidence base

How have we produced this document?

The Ilford OAPF builds upon knowledge and evidence gathered through early stages of community and business engagement. We have also made use of parallel workstreams and insights gained through Ilford Arrival community engagement and design development. This process has been supported by the range of evidence which has been commissioned to support production of the plan.

Strategic input from Ilford's Town Architect Jas Bhalla, helped to refine the framework for the evidence base.

Throughout the process, he has also acted as a critical friend, offering constructive challenge and scrutiny as the public realm proposals and wider vision have evolved.

 Phase 1
 Phase 2

*Embedded in each entirety in the draft OAPF

Autumn - Winter 2024

A GLA review of London's OAs to inform the New London Plan identified the need for an Ilford OAPF, prompting further commissioned studies.

January - April 2025

Evidence base

The report examines the barriers to Good Growth in Ilford, using high-level guidance on building heights and development viability to shape site-level typologies and massing. It also refines sub-areas through boundary analysis, detailed site testing, and the identification of additional opportunities.



September 2025 - April 2026 Supporting studies

A series of studies that have informed the current document:

Capacity study

Rather than applying broad assumptions, the study adopts a bottom-up, design-led approach to determine the capacity for homes and jobs, site by site.



Land assembly and delivery strategy

The land assembly workstrand is reviewing sites across the OA and identifying mechanisms to accelerate delivery.



Local Connections and public realm study* (TfL)

Analyses movement across the OA and a wider area. It proposes interventions to improve active travel, sustainable modes of transport and the quality of the public realm.

Transport study* (TfL)

An assessment of provision, future travel patterns and the key challenges and opportunities across all modes, supported by area-based priorities.

Community and business engagement

Targeted engagement sessions on issues including housing, employment and skills and public realm.



Engagement summary

Our approach

What we did

Early targeted community and business engagement conducted between January and February 2026. This engagement has generated a clear and differentiated set of asks, from young people, older and disabled residents, and businesses.



Refer to the **Early Engagement Report** for further details on the community and business engagement process and findings.

The stakeholder engagement programme combined targeted discussions with community organisations, public bodies, developers, landowners, utilities providers and internal Redbridge Council and GLA teams to inform the Ilford OAPF, ensuring the framework reflected local priorities, development opportunities and infrastructure requirements.

How these sessions shape the draft OAPF

Targeted engagement helped identify key challenges, opportunities and site-specific considerations, while testing case studies and best practice approaches. The feedback shaped the emerging vision and development principles, and informed the public realm, walking, cycling and wheeling proposals for Ilford.

Headlines

Community feedback was broadly supportive of change where it delivers a safer, greener and more attractive town centre. The following points summarise some of the key takeaways from early engagement:

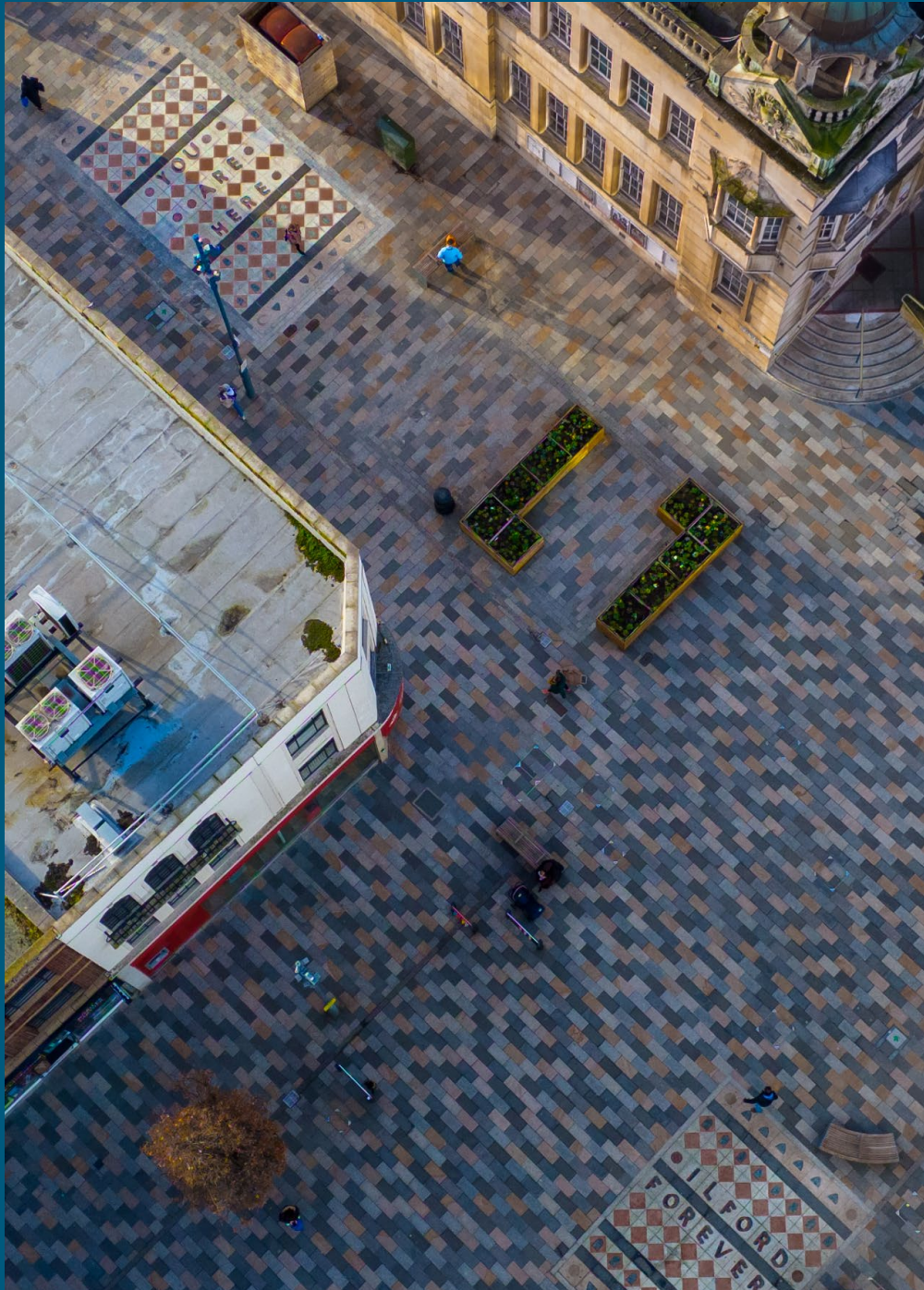
Safety is a baseline requirement, shaping whether people choose to use the town centre at all.

Older and disabled residents identified systematic failures across transport and public realm. Accessibility should be addressed by how the town centre develops.

Safety, programming and anchor uses are needed. A coordinated evening economy strategy is the intervention with the greatest cross-community impact.

Young people offered the most ambitious vision for Ilford's future. Their voices must be embedded in ongoing decision-making and co-created realities with emerging schemes.

Young women described a town centre that doesn't feel safe or designed for them. Building on good practice, Ilford has the opportunity to take a bespoke approach.



02

Vision and principles

This chapter presents the vision and guiding principles for Ilford's future growth. These are brought together in the vision diagram, which illustrates the spatial expression of the OAs ambitions.

Vision

A place to grow, belong and thrive

By 2050, Ilford will have delivered 6,000 new homes, making a major contribution to meeting London's housing needs and cementing its role as one of east London's important growth locations. Through coordinated public and private investment, Ilford will become a vibrant metropolitan centre with a renewed civic heart, thriving town centre economy and high-quality homes, jobs and public spaces.

Uniquely placed to bring together opportunity, connectivity and nature, it will provide a renewed civic and cultural heart, a strengthened market and town centre economy, an expanded offer of homes, jobs, skills and learning opportunities, and a network of high-quality public spaces centred on the River Roding.

Supported by enhanced walking and cycling connections and a greener, safer and more family-friendly environment, Ilford will strengthen its role as a key destination in east London to live, work, invest and belong, fostering pride in place and becoming a place where people choose to build their futures and stay.



Principles

Shaping future growth

Six principles have been developed to guide Ilford's growth and transformation. Grounded in the Council's priorities and Corporate Plan ambitions, they respond to the opportunities and challenges facing the town today.

Together, they provide a framework for delivering new homes, supporting a thriving economy, creating welcoming public spaces, enhancing the natural environment and strengthening civic pride.

The following pages show how these principles are translated into place through a series of spatial interventions across the OA.



Principle 1

A place to grow, with
high-quality, affordable homes



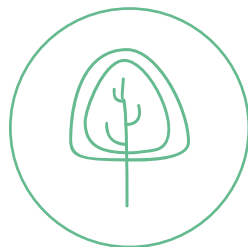
Principle 2

A vibrant town centre
contributing to London's
diverse economy



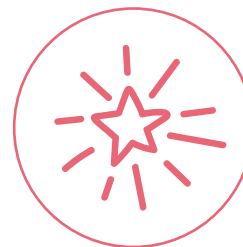
Principle 3

A safe and welcoming town
centre (including after dark)



Principle 4

A greener, healthier Ilford



Principle 5

Celebrating Ilford's identity and
reinforcing civic pride



Principle 6

Making things happen

Key diagram



Key diagram

Applying the principles

- 1 **Strengthen the High Road and Ilford Lane corridors** through safer and better-connected walking and cycling routes and wayfinding.
- 2 **Create a new civic heart centred on a town square** that enhances the setting of the Town Hall, improves north–south connectivity between Havelock Street and the Cultural Quarter, and provides a focal point for community activity.
- 3 **Deliver a network of civic spaces**, ranging from small and quieter spaces to larger destination areas that support events, culture, and everyday use.
- 4 **Provide dedicated facilities and spaces for young people**, including short-term trials and longer-term provision through future redevelopment opportunities such as the Kenneth More Theatre.
- 5 **Prioritise early delivery on publicly owned sites** to accelerate housing delivery and catalyse wider investment.
- 6 **Focus on deliverable mid-rise, higher-density development** in the short term, establishing confidence and momentum in the market.
- 7 **Promote a diverse housing offer**, including co-living, intergenerational living, student accommodation and other tenures that support a mixed and inclusive community.
- 8 **Integrate play throughout the public realm**, including along streets, the River Roding corridor, civic spaces and redevelopment sites, creating a more family-friendly and active town centre.
- 9 Support **cultural industries and the evening economy** through targeted investment, improved wayfinding and public realm enhancements that reinforce local identity.
- 10 **Create flexible spaces for skills**, such as a construction skills and material reuse hub, social care academy in vacant units on the Exchange or on opportunity sites.
- 11 **Strengthen and consolidate employment and light industrial uses** beneath the North Circular and within the railway arches, protecting space for local jobs and enterprise.
- 12 **Enhance the market offer** through redevelopment and investment that improves its visibility, identity, attractiveness and visitor experience.
- 13 Improve **walkability and cycling** infrastructure across the town centre, making active travel the most attractive option for local journeys.
- 14 Address **severance** caused by major roads and rail infrastructure, improving east–west and north–south connectivity.
- 15 Deliver a **phased programme** for gyratory removal, including interim uses such as temporary green spaces, public art and gateway features that signal long-term change.
- 16 **Maximise opportunities for green infrastructure** through tree planting, raingardens along High Road, Clements Road and surrounding town centre streets.
- 17 Introduce **landscape interventions on Winston Way** to reduce noise, improve air quality, enhance biodiversity and improve the pedestrian environment.
- 18 Explore opportunities for a significant new town centre green space at the **eastern end of the High Road**.
- 19 **Unlock the River Roding** as a recreational and placemaking asset, improving access, activity and ecological value.

Unlocking:



6,000 new homes

1,200 new jobs



**A place to grow
with high-quality,
affordable homes**

A place to grow with high-quality, affordable homes

Introduction

Targeted community engagement highlighted a desire for Ilford to become a place where people, particularly young people, can build their long-term future. Reflecting this ambition, the OAPF promotes “A Place to Grow”, supporting the delivery of high-quality homes, infrastructure and neighbourhoods that enable

existing and future residents to remain and thrive in Ilford.

Central to this principle is creating a town centre of opportunity, with access to homes, playspace, workspace and training, underpinned by child-friendly principles that support healthy, inclusive and multi-generational communities.

This section sets out the opportunities for housing-led regeneration, providing guidance on development capacity, design, character and supporting infrastructure to deliver sustainable growth and reinforce Ilford’s role as a well-connected metropolitan centre.

This section will cover:

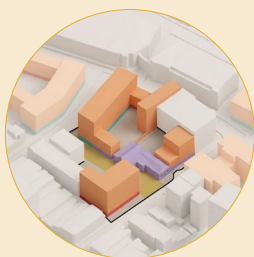
- Types of homes including PBSA, co-living and intergenerational homes
- High density family living
- Tall buildings
- Quality of life principles
- Amenity space
- Playspace

What is the approach of the OAPF:



Prioritising deliverable sites

Refined site boundaries and land holdings to focus on viable, deliverable development opportunities and overcome key delivery constraints.



Reducing development uncertainty

Undertook site-by-site design testing to establish realistic development capacities and inform indicative site briefs, exploring various types of homes.



Public realm interventions for a high-quality town centre

Identified priority public realm projects to create a more attractive, connected and investment-ready town centre.



Accelerating regeneration and delivery

Developed a delivery programme that focuses on early-win sites and infrastructure projects, creating momentum for further investment and accelerating long-term housing delivery.

A place to grow

What could that look like?

Future development provides an opportunity to improve both the quality of housing and the public realm, creating attractive streets, public spaces and neighbourhoods where people can live, meet and spend time.

This OAPF offers an opportunity to consider what Ilford would look like as a place for families to grow, for young people to want to stay, and for new and existing residents to meet.



Refer to [Part 3.2: A vibrant town centre](#) for further information on the economy and active frontages.

Refer to [Part 3.3: A safe and welcoming place](#) for further information on public realm.

Refer to [Part 3.4: A greener, healthier Ilford](#) for further information on green spaces and sports facilities.



Increased affordable housing



Opportunities for incidental play



Quality amenities



Deliverable growth through phased development



Doorstep public realm and green space



Integrated cultural and social infrastructure



Housing typologies that support intergenerational living



Flexible living and working layouts, including for night workers



Street life and ground floor activation



Mitigate noise impacts from new developments



Provide opportunities for co-design and production of new developments



Access to skills and training

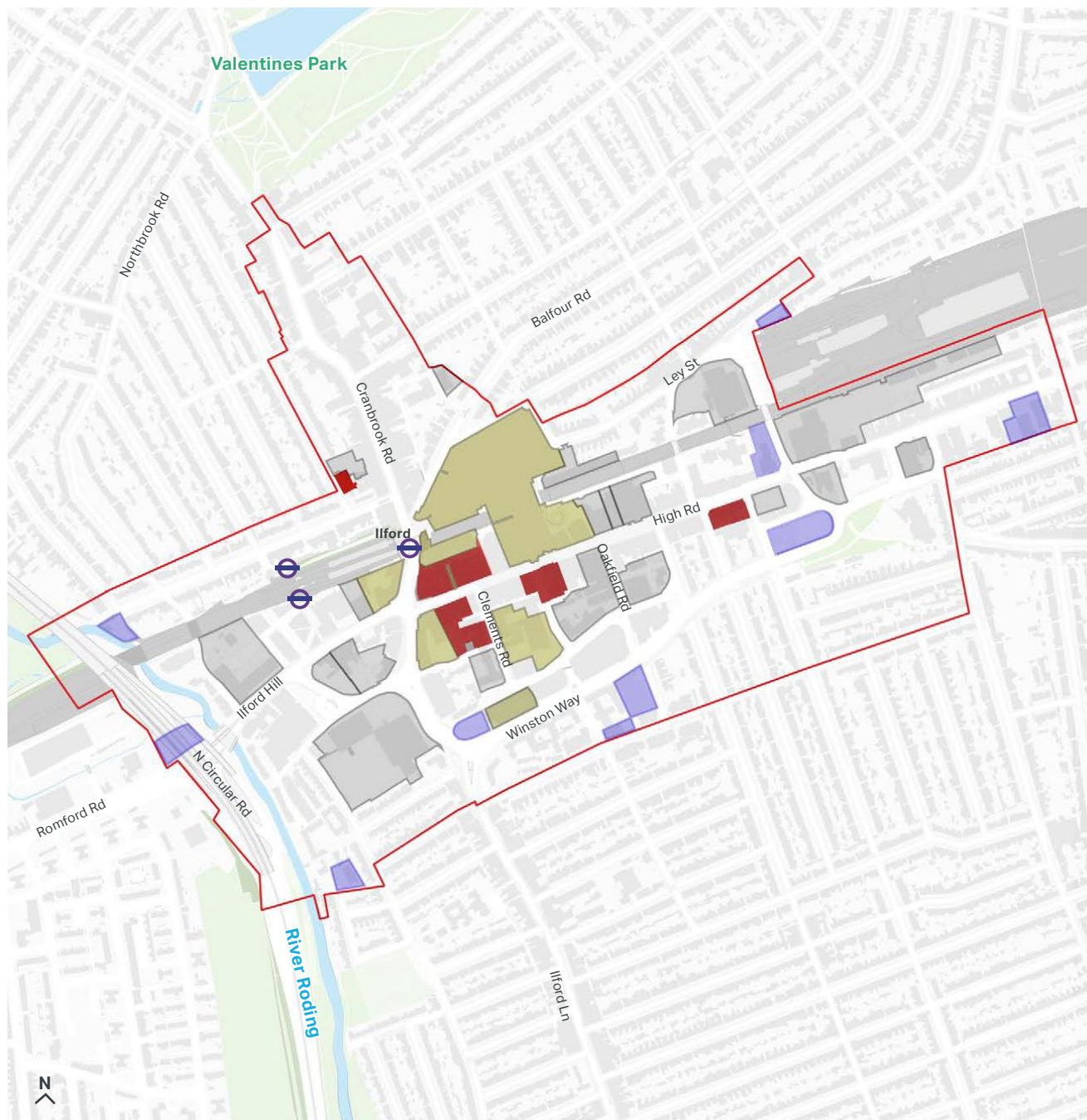
A place to grow with high-quality, affordable homes

Development sites

The review of development sites across the OA builds on the findings of the Ilford OAPF Evidence Base Study (2025), and has followed these principles:

- Removal of sites where multiple ownerships create a significant barrier to redevelopment
- Addition of sites where lower density typologies are more appropriate
- Adjustments to site boundaries to reduce the number of multiple ownerships.

Exceptions have been made where there is a strong rationale for comprehensive development to unlock placemaking opportunities. While the OAPF cannot introduce new policy or formally allocate sites, these changes could be progressed through the upcoming Local Plan review.



KEY

-  Site allocations
-  Site allocations with adjusted boundaries
-  Removed site allocation
-  Potential new sites
-  OA boundary

A place to grow with high-quality, affordable homes

Types of homes

The types of homes available in Ilford, as well as their quality, is a commonly cited deterrent for residents, particularly young people, to stay in the town centre long term.

Future growth should deliver a broader mix of homes, including affordable housing, market housing and Build to Rent (BtR), alongside specialist housing such as PBSA, co-living and intergenerational housing. A wider range of housing tenures and typologies will help retain residents, attract new households and support a more balanced and resilient town centre community.

New development should provide a mix of home sizes, tenures and price points, helping to meet the needs of families, young professionals, older residents and students.

Population density is high in Ilford, with significant levels of household overcrowding. Unlocking stalled sites should also aim to free up larger empty houses for families.



Build to Rent (BtR)

Build to Rent can play an important role in diversifying Ilford's housing offer by providing professionally managed rental homes with longer-term security, shared amenities and a high-quality living environment. BtR can help attract and retain young professionals and key workers while supporting town centre regeneration.



Purpose Built Student Accommodation (PBSA)

Purpose-Built Student Accommodation (PBSA) provides managed housing for full-time students, typically including studios or cluster flats alongside shared study and social spaces. In Ilford, it can help meet growing demand from students attending nearby universities, support local businesses and reduce pressure on conventional housing.



Co-living

Co-living in Ilford should provide active ground floor opportunities such as co-working space, evening, and/or community uses to help animate secondary high streets. These medium sized schemes (50-250 units) can make use of small or irregular infill plots if vertical and require a lower percentage of net internal space for communal spaces compared to purpose-built student accommodation.

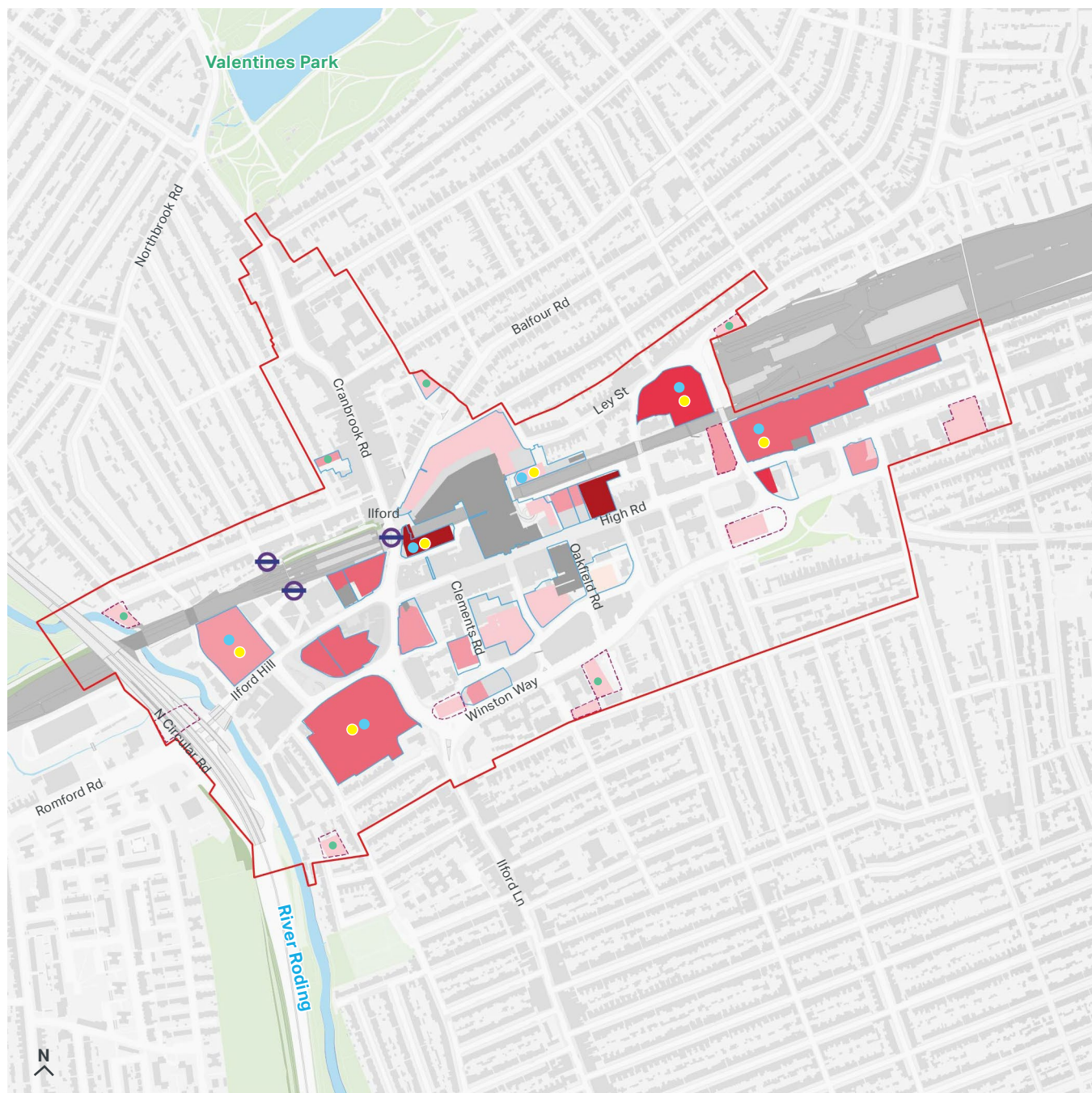


Intergenerational Housing

Ilford's diverse family structures require homes that can support changing needs across generations. Intergenerational housing can include adaptable existing homes or purpose-built multi-generational developments with shared spaces and support services, integrated into existing communities.

A place to grow with high-quality, affordable homes

Density and tenure



KEY

- Purpose build student accommodation
- Intergenerational housing
- Co-living
- Development site
- OA boundary

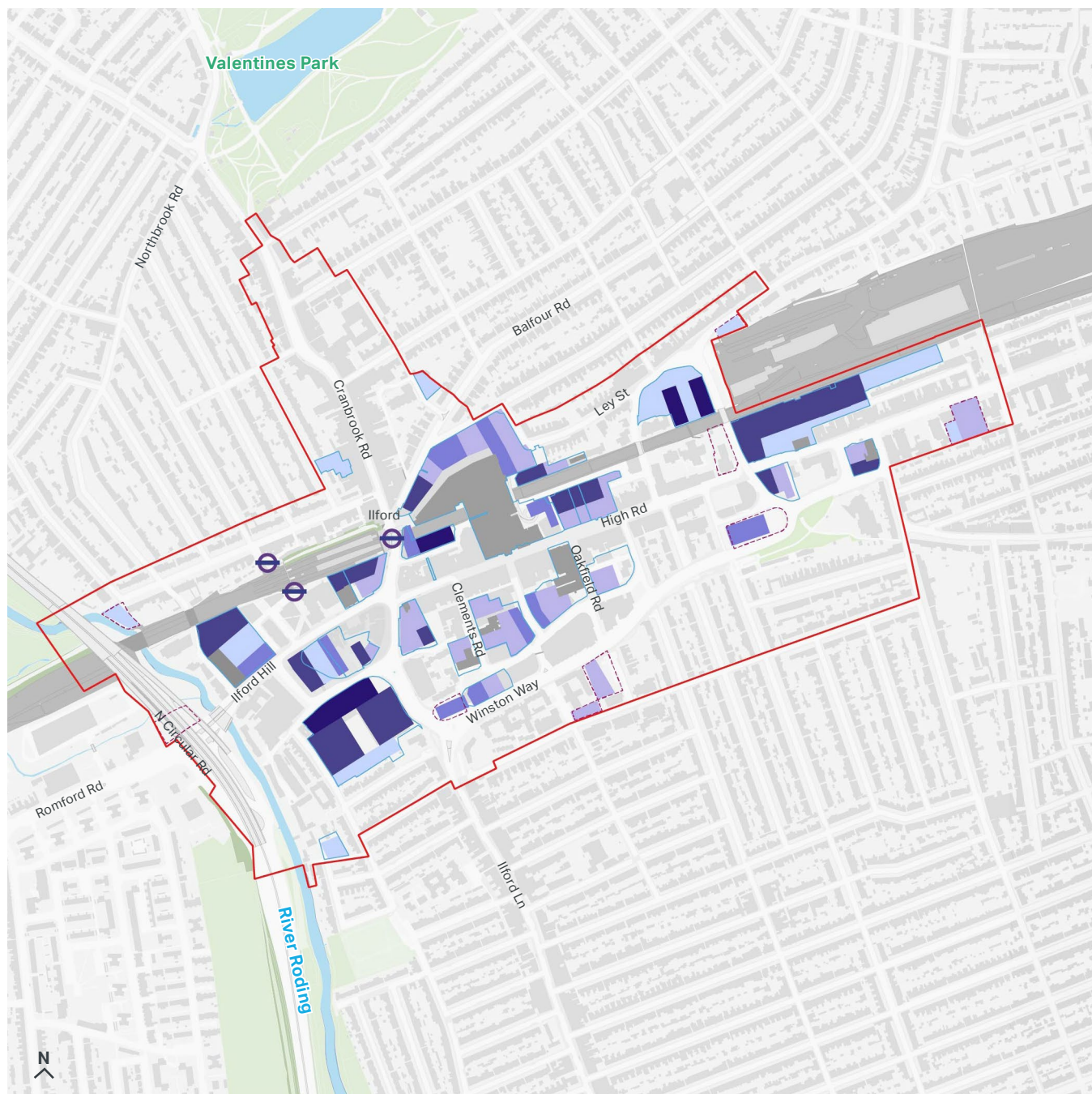
Indicative density

- 900+ dph
- 700-900 dph
- 500-700 dph
- 300 - 500 dph
- 100 - 300 dph
- below 100 dph

A place to grow with high-quality, affordable homes

Indicative heights

The indicative heights strategy concentrates the tallest buildings (24+ storeys) in key town centre and transport-accessible locations, with buildings of 16–24 storeys clustered around the station and major routes. Mid-rise development (8–16 storeys) forms the predominant character across the OA, while lower-rise buildings (up to 8 storeys) are generally located at the edges, providing a sensitive transition to surrounding residential neighbourhoods. Overall, the approach creates a graduated height profile, with building heights reducing towards the site's boundaries.



KEY

-  Allocated site
-  Potential new site
-  Retained building
-  OA boundary

Indicative heights

-  24+
-  16 - 24
-  12-16
-  8-12
-  6-8
-  0-8

A place to grow with high-quality, affordable homes

Tall buildings

Policy context

Policy D9 of the London Plan (2021) requires Development Plans to define tall buildings in their local context, with a minimum threshold of 6 storeys or 18 metres. The Draft London Plan (2026) adopts a more plan-led approach to density and height, distinguishing between mid-rise development and buildings of 30 metres and above, and recognises OAPFs as an appropriate mechanism for providing density, height and capacity guidance, which is consistent with the approach adopted in this OAPF.

Approach

The locations for tall buildings in Redbridge (and Ilford) are categorised in the Redbridge Local Plan through the designation of 'Tall Building Zones' at appropriate locations in the borough.

Ilford Metropolitan Town Centre Investment and Growth Area is one of the two zones where tall buildings will be generally supported.

The Tall Building Zone does not define height limits. As such, this document takes a more granular approach to establish appropriate heights in response to character across the town centre and to respond to viability challenges in delivering tall buildings in Ilford.

For this OAPF, four areas with differing context height, the most commonly occurring building height, have been identified. These context heights are determined based on existing heights and site observation. These heights are used to establish appropriate heights for future developments within each area.

New buildings should respect

the setting of Ilford and its historic landmarks, such as the Town Hall. They should also contribute to a positive arrival experience, particularly, around Ilford station.

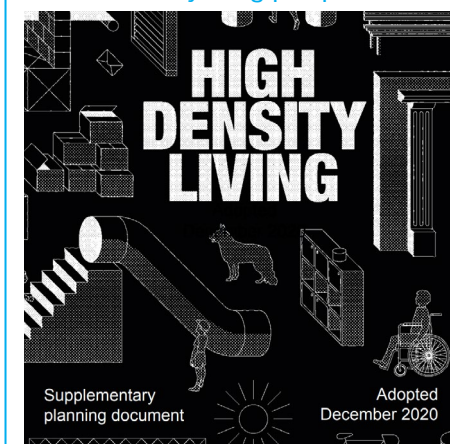
Whilst there is potential for tall buildings, particularly along the railway corridor and at key junctions, new development should feather into the surrounding context, allowing for a stepped transition with heights lowering towards the surrounding context.

Viability challenges

Tall buildings in Ilford face significant viability challenges, with half of schemes over 6 storeys currently stalled and none completed. In the short to medium term, higher-density mid-rise development may offer a more deliverable route to growth, supporting housing delivery while making efficient use of land.

CASE STUDY

The London Borough of Tower Hamlets adopted a supplementary planning document (SPD) on [High Density Living](#) in 2020. This SPD provides detailed guidance on the implementation of policies in their local plan, while also deep diving into specific topic areas, such as children and young people.

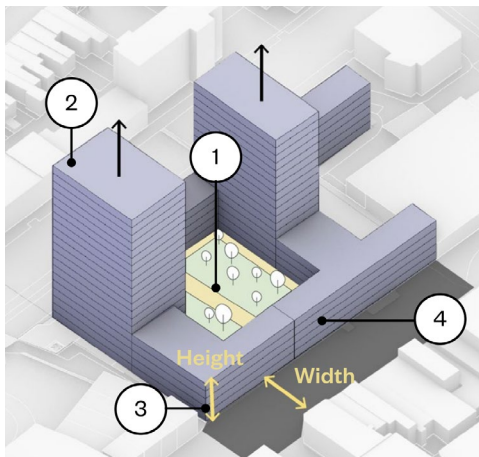


Refer to the **Evidence base: Appendix C: Tall Buildings Study** for more information on context heights

A place to grow with high-quality, affordable homes

Tall buildings

Perimeter block



Design principles

1. Continuous built form that encloses a central communal courtyard.
2. Block can include one or more towers positioned around the perimeter.
3. Height to be proportionate to the width of streets and to maintain an appropriate scale.

4. Massing to clearly and consistently define street edges, corners, and public open spaces.

Quality of life principles

- Child friendliness: A well overlooked central communal space can enable safe play for children. Family homes can open out onto communal spaces with a private terrace as buffer.
- Social cohesion: The communal courtyard should be accessible to all tenures, fostering interaction. Rooftop spaces can provide additional opportunities for meeting.
- Everyday life: Careful consideration should be given to unit orientation, landscape buffers, and

building setbacks to ensure privacy. This can obscure views into homes, particularly in inner corners. Domestic privacy should be balanced with opportunities for social interaction.

Relevance for Ilford

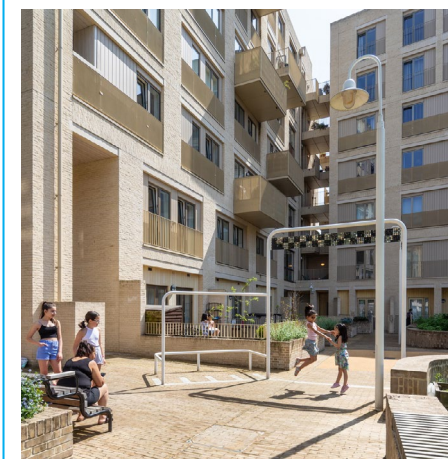
Perimeter blocks can help address some of Ilford's existing challenges by creating clearer streets, better public spaces and more family-friendly residential environments. They are particularly suitable where fragmented townscape patterns can be replaced with coherent blocks that strengthen the character and quality of the town centre.



Refer to the **Evidence base** report for more information on design principles for tall buildings

CASE STUDY

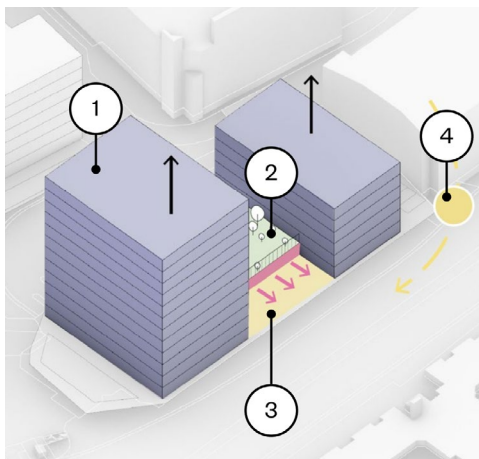
The courtyards in Kings Crescent Estate centre children in their design. The activities possible in the overlooked spaces are limitless; there is provision for community flower and vegetable growing, opportunities for play, and spaces for socialising and spending leisure time outside.



A place to grow with high-quality, affordable homes

Tall buildings

Interlinked blocks



Design principles

1. A minimum of two tall blocks connected by a podium.
2. Outdoor amenity space and/ or play space on top of the podium.
3. Podium to establish a positive relationship with the street for example through active ground floor uses or residential entrances.

4. Taller blocks must be positioned to avoid excessive overshadowing and to maximize access to daylight, both within the development and for surrounding buildings, and mitigate impact of wind on outdoor spaces

Quality of life principles

- Child friendliness: Family homes should overlook the shared podium to allow for unsupervised play.
- Social cohesion: Towers should not be separated by tenure, in line with London Plan policy D6. The shared podium should also offer opportunities to foster interaction through shared amenities.
- Everyday life: Provision of dual aspect homes is

key to ensuring adequate levels of privacy in key areas of the home.

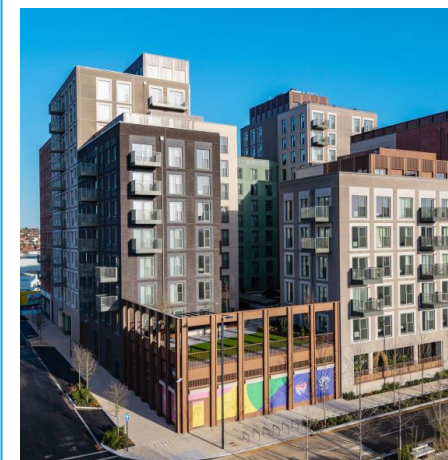
Relevance for Ilford

Much of Ilford's development pipeline relies on higher-density schemes to support growth around the Elizabeth line and Town Centre. Interlinked tall buildings can help optimise housing delivery on constrained sites while creating a stronger street frontage and more coherent townscape than standalone towers.

The podium provides opportunities for high-quality communal amenity space, play areas and landscaping, helping to offset the limited access to private outdoor space often associated with higher-density living.

CASE STUDY

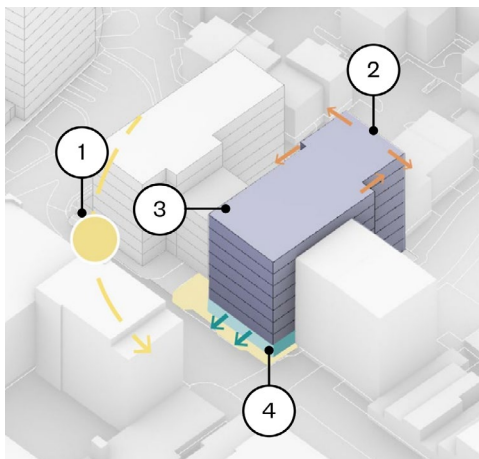
The Maple in Brent Cross Town, London delivers residential units around a central podium garden. The two buildings also host a variety of resident amenities such as a pool, soft play, cinema, a gym that opens into the gardens, co-working space, and a communal roof terrace with allotment gardens. Circulation at ground floor joins the two blocks.



A place to grow with high-quality, affordable homes

Tall buildings

Linear block



Design principles

1. Mitigate privacy concerns, overshadowing, and reductions in daylight for both the development and surrounding areas.
2. Setbacks, stepped façades, and carefully positioned openings can help minimize overlooking while allowing sufficient light to reach the public realm and neighbouring properties.

3. Scale and proportion should respond to the surroundings
4. Incorporate active frontages, well defined entrances, and high-quality landscaping

Quality of life principles

- Child friendliness: Communal amenity spaces should be accessible and well-overlooked. Outdoor spaces should offer a varied play offer.
- Everyday life: The number of homes per core should be carefully considered. Units should be spacious with personalised entrances to instill a sense of belonging. Carefully considered block orientation can help minimize overlooking and optimise views and privacy.

Relevance for Ilford

Linear blocks can help deliver higher-density housing on constrained and fragmented sites that are common across Ilford Town Centre. Their form can create a clearer transition between taller development and surrounding lower-rise neighbourhoods, while maintaining active frontages and a strong relationship with the street

When carefully designed, linear blocks can improve townscape coherence, support the delivery of affordable housing, and provide well-overlooked communal amenity spaces that respond to the needs of Ilford's growing and diverse population.

CASE STUDY

Appleby Blue Almshouse in Southwark, London, a social housing complex for over 65s focuses on shared spaces within the building to foster community and reduce isolation among its residents.

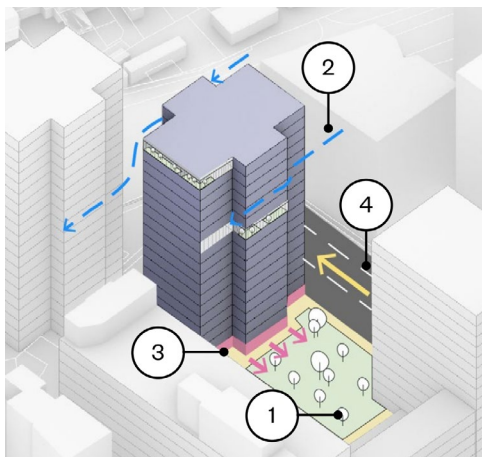
It aims to focus housing design with assisted living technologies to provide self-contained homes to meet the needs of older residents, particularly those with emerging health conditions.



A place to grow with high-quality, affordable homes

Tall buildings

Standalone tower



Design principles

1. Clearly define public and private spaces while integrating high-quality landscaping.
2. Mitigate wind tunnel effects.
3. Enhance street engagement through active frontages and well defined entrances.
4. Position entrances along key routes to enhance accessibility and

permeability, avoiding isolated or disconnected access points.

5. Minimize the visual/functional impact of service areas by concealing parking, loading bays, and back-of-house functions.

Quality of life principles

- Child friendliness: Public realm should be designed to provide enclosure and a sense of belonging. Overshadowing by the tower should be considered and minimized.
- Social cohesion: Social cohesion can be enhanced through shared spaces and connected circulation routes. Shared amenities should be accessible.

- Everyday life: Servicing and delivery options should be considered and managed. This could be done by shared infrastructure with nearby buildings or within the building envelope to minimize excessive street level obstructions and nuisance.

Relevance for Ilford

Standalone towers may have a role on a limited number of landmark sites in and around the town centre, helping to support growth in highly accessible locations.

CASE STUDY

Wood Street Families and Homes Hub, in Walthamstow, London consists of a small commercial unit at ground floor, a Families and Homes hub over ground and first floor, 67 affordable residential units and a resident's garden on ground floor.

The standalone tower is broken down into two volumes; a top inset expressed decoratively and another inset with a strong base for the co-located social infrastructure.



A place to grow with high-quality, affordable homes

Playspace

Playspace is an essential provision. It is important for young people's growth and development and brings communities together, improving social cohesion.

Using the [GLA Population Yield calculator](#), Ilford can expect 1,543 more children (under 18), requiring approximately 15,400 m² playspace delivered with new development. Additionally, new public realm and sports facilities can accommodate required playspace. It is important to create a well-connected network of accessible playspaces and play opportunities across the town centre.

In the planning and delivery of playspace, inclusive playspaces should be prioritised, allowing for disabled children quality play opportunities alongside their non disabled friends and siblings.



Gender inclusion

Play space designed considering how younger girls may use a space and feel safe in Myanmar.



Allowing for risk in play

Adventure playgrounds enable risk, a key part of play that has various benefits for childhood development.



Supervision

Natural surveillance that enables safety for children and young people without formal monitoring in Canada.



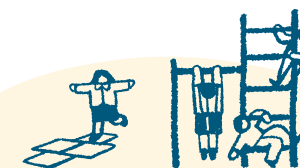
Independent mobility

Independent mobility is important for equality and freedom for young Londoners to occupy public space



Quality materials

Materials like timber, sand, and water allow children to experiment with nature in Queen Elizabeth Olympic Park.



The borough of Redbridge has nearly eight times more children per playground than Islington (1,567 v 204).

Source: [Brindley et al. 2025](#)



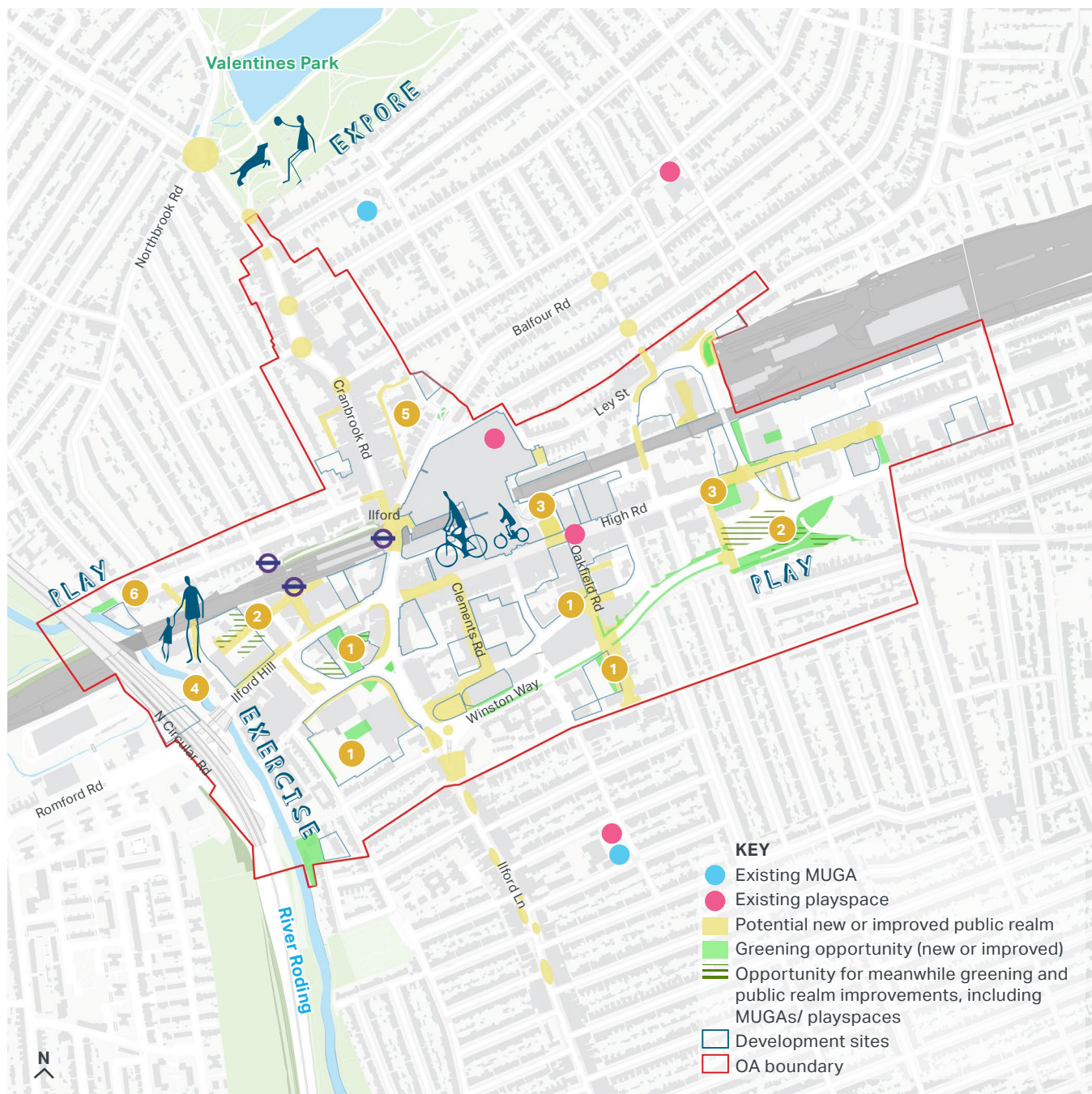
Refer to [Part 3.4: A greener, healthier Ilford](#) for further information on green spaces and sports facilities.

A place to grow with high-quality, affordable homes

Playspace

Indicative playspace interventions:

- 1 New development should provide accessible playspaces.
- 2 Opportunities to encourage spaces for teenagers, including meanwhile opportunities (MUGAs, pavilions, mini amphitheatres, spaces for gathering) on development sites or on highway land.
- 3 New and improved civic and green spaces, including the proposed new town square, High Road and spaces on the eastern end of town should encourage playspaces for all ages and integrate play with landscape and seating.
- 4 The River Roding can provide adventure and discovery natural play opportunities.
- 5 Mews improvements to allow for incidental play.
- 6 Ilford Arrival pocket park would offer an immediate opportunity to improve playspace provision for teenagers and exemplifies co-creation.



A place to grow with high-quality, affordable homes

Playspace

Playspace typologies

Iford has strong opportunities to embed inclusive, social and multi-generational play across new development, civic spaces and the public realm. The greatest benefits will come from designing for teenagers, activating underused streets and spaces, co-locating play with community facilities, and delivering flexible, culturally responsive play and sport provision.



Play streets

Streets like Oakfield Road can support incidental play through traffic calming, playful markings, and micro-installations. Development sites such as Mildmay can integrate playable routes and shared-surface courtyards.

Why Iford

- Dense neighbourhoods with limited access to doorstep play
- Opportunities to calm streets around new development sites and schools

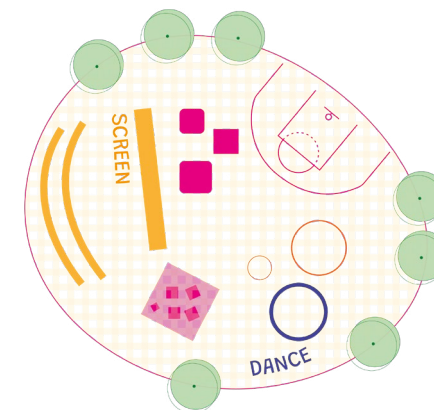


Playful equipment

Skateable benches, balance beams, stepping stones, and playful seating can be integrated into everyday public realm. Such interventions could be tested along High Road or River Roding.

Why Iford?

- Opportunity to improve connections between Iford Lane and High Road
- Encourages people to dwell and move through the town centre
- Supports a stronger evening and family offer



Inclusive MUGAs

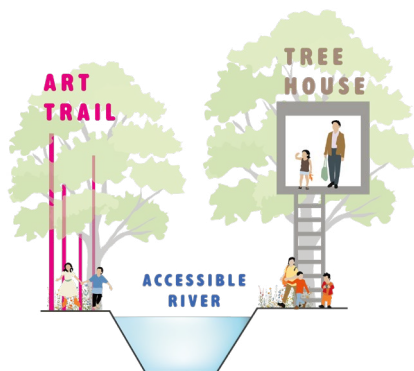
Opportunities exist at the eastern end of town and within sites like BT (Mill House). Inclusive design means non-gendered, step-free, and multi-zone spaces that support a range of activities beyond traditional ball games, including dance, socialising and community gatherings.

Why Iford?

- Growing young population
- Limited outdoor sports provision within the town centre

A place to grow with high-quality, affordable homes

Playspace



Adventure/ nature play

Opportunities include timber climbing structures, boulders, water play, and planting that invites exploration.

Why Ilford?

- Deficiency of green space in parts of the town centre
- Opportunity presented by River Roding, Arrival Square and new public spaces
- Supports climate resilience and biodiversity objectives

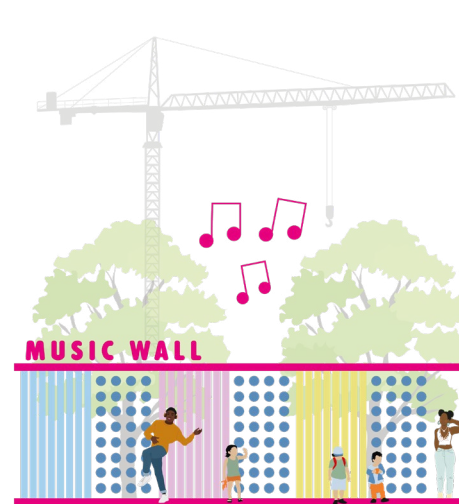


Communal toy box

Encourages spontaneous play and supports families who may not have access to toys at home.

Why Ilford?

- Phased regeneration
- Activates quieter parts of the town centre, particularly east of the station
- Low-cost test-and-learn approach



Activating blank walls with sensory play

A quick win for both children and adults. Such features could include musical panels, interactive art, light-responsive surfaces, or tactile installations.

Why Ilford?

- Large development plots
- Servicing areas and long frontages
- Railway edges and vacant sites



Co-locating play with social infrastructure

There is strong potential to integrate play with health centres, community hubs, libraries, and early-years facilities.

Why Ilford?

- Strong network of community centres, libraries, faith facilities and schools
- Opportunity to increase activity and passive surveillance in the town centre

A place to grow with high-quality, affordable homes

Playspace

Implementation and maintenance

A coordinated palette of materials, furniture and public realm elements should be developed across the OA to create a consistent identity while minimising maintenance and replacement costs.

Priority should be given to durable, adaptable and easily maintainable components. Bespoke elements should be used selectively to reinforce key locations and identity.

Modular furniture and play elements that can be relocated between meanwhile sites and permanent public spaces should be explored where appropriate, helping to support temporary activation and maximise long-term value.

Illustrative view showing potential redevelopment of Mildmay Car Park with enhanced public realm, greening and play opportunities →





**A vibrant town centre
contributing to London's
diverse economy**

A vibrant town centre

Introduction

Changing patterns

Town centres are undergoing profound structural change across retail, leisure, office and workspace sectors, reshaping both the commercial floorspace mix and the types of activity that urban areas can sustain.

Traditional anchors; large-format retail, single-use office blocks, and conventional leisure operators; are no longer sufficient to underpin footfall or economic resilience.

This shift is being accelerated by a combination of emerging pressures, including post-Brexit business costs, post-pandemic recovery, the cost-of-living crisis, evolving work patterns such as hybrid and gig-economy models, rising demand for last-mile logistics, and the need for genuinely affordable workspace.

These sit alongside long-standing challenges in town centres and high streets, such as the growth of online retail, high business rates, property costs, congestion, air quality issues, and persistent crime and antisocial behaviour.

The need for resilience

In response, town centres must adopt more creative and adaptive strategies that build on their unique strengths. Alongside diversifying uses and supporting culture and community activity, there is a renewed need to invest in the environmental quality of place, creating attractive and welcoming environments that draw people in and encourage them to stay longer. Together, these shifts demand a more flexible, mixed-use and socially rooted approach to economic development.

Ilford's realities

Ilford has the potential to deliver around 1,200 new jobs by 2050, but this growth sits alongside several local challenges, including a mixed and evolving economic base, a transient and rapidly changing population, and the need to strengthen the visibility and coherence of its emerging cultural and creative offer.

The growth of Westfield Stratford City has reshaped retail and leisure patterns across East London. Unlike purpose-built destination malls, metropolitan town centres such as Ilford must compete through a broader mix of local services, culture, community uses, workplaces and everyday experiences, rather than relying on major retail anchors.

At the same time, thousands of new residents will reinforce Ilford's role as a metropolitan centre, creating opportunities to strengthen its cultural identity, diversify town centre uses and support a more dynamic and inclusive economy.

This section will cover:

- Ilford's current economy
- What a vibrant town centre could look like?
- Ilford's Unique Selling Point (USP)
- Future economy
- Proposed Land uses
- Market
- Affordable workspaces
- Skills and young people
- Active frontages



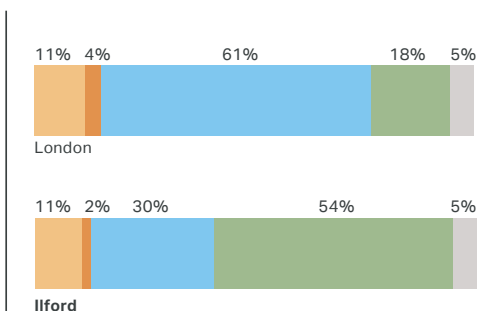
A vibrant town centre

Ilford's economy

A young and diverse workforce

Ilford is a demographic microcosm, markedly different from the rest of the borough, with a higher proportion of young adults, newly arrived communities, and a more transient population. 60 per cent of the people working in the OA are 'Asian, Asian British or Asian Welsh', which is higher than the London average.

Who works in Ilford?
Working population by ethnic group



KEY

- Black, Black British, Black Welsh
- Mixed or multiple ethnic groups
- White
- Asian, Asian British, Asian Welsh
- Other ethnic group

A tale of two high streets

Ilford is shaped by its two distinctive high streets, Ilford Lane and the High Road. While activity and spending are strongest around the station, The Exchange and Cranbrook Road, lower levels of activity in the eastern town centre present opportunities for investment and revitalisation. There is also an opportunity to strengthen connections between the two high streets, creating a more cohesive town centre experience.



Evening economy

Ilford's evening economy remains limited, with relatively few family-friendly, inclusive and welcoming places to visit after work or cultural events. Residents, visitors and shift workers have limited access to cafés, late-opening retail and comfortable spaces to spend time, while concerns around safety and public transport can affect confidence in travelling after dark. This is particularly important given Redbridge's large night-time workforce, with around 35 per cent of workers employed during night-time hours and significant concentrations in Ilford Town Centre and Ilford Lane.

A mixed-economy

Ilford's economy is anchored by the foundational economy, including retail, health and social care, and facilities services, which play a vital role in supporting local communities. Alongside this, the town benefits from a strong and growing SME base and a significant concentration of public sector employment, providing opportunities to strengthen Ilford's role as a centre for community support and civic activity.



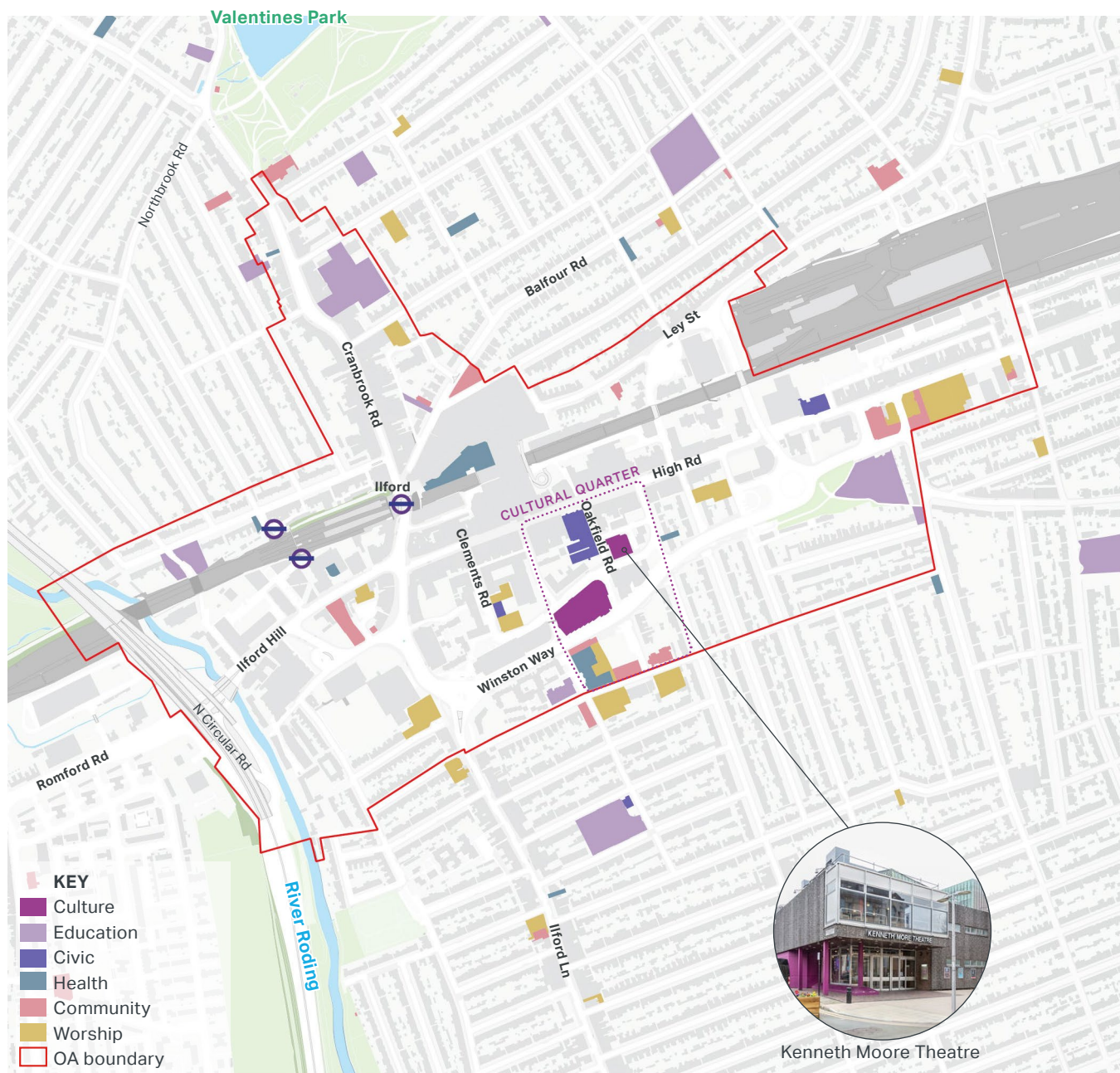
A vibrant town centre

Ilford's economy

The role of culture

Ilford is beginning to establish a cultural quarter and creative ecosystem, supported by anchor institutions such as SPACE Studios, the Kenneth More Theatre and Redbridge Central Library, alongside events including Ilford in Green, Ilford in Colour and Ilford in Lights. However, the town has yet to develop the critical mass, visibility and infrastructure needed to become a recognised creative destination. This is reinforced by the separation between the town centre's main arrival points and its cultural and community assets, limiting visibility and footfall.

Ilford also has opportunities to strengthen local enterprise and expand its distinctive retail, food and cultural offer. Recent initiatives, such as Mercato, have highlighted the importance of affordability, appropriate formats and alignment with local preferences, suggesting that future investment should build on the area's existing strengths and diverse communities.



A vibrant town centre

What would that look like?

Future development offers an opportunity to strengthen the role of Ilford as a vibrant metropolitan centre that actively contributes to London's economy. By strengthening its mix of uses, enhancing public spaces and supporting a more diverse cultural and commercial offer, Ilford can evolve into a town centre that is welcoming, dynamic and economically resilient.

It also has the opportunity to position itself more strongly within East London's wider growth corridor, building on connections with Stratford's emerging innovation district and the growing concentration of creative industries along the Thames Estuary, helping to attract investment, talent and new enterprise.



Please refer to [Part 3.3: A safe and welcoming place](#) as economy and vibrancy in the town centre is tied to the local connections and public realm improvements.



Deliver 1,200 new jobs by 2050



Spaces to work from on or near the high street, suitable for daytime and night shifts



Wayfinding to improve access to local economy



Affordable work spaces for a range of business types



Public realm improvements, including a new town square, for local businesses to thrive



Promote active frontages, including night - time activation



Enhance presence and consolidate public administration facilities



Connect to the Thames Estuary Production Corridor, whether physically or through activities and uses



Training and skills development for young people, building on Ilford's strengths (civic sector, food, culture, construction and tech)



Improvements to servicing, access and deliveries



Explore creative re-use to support civic and community functions



Diversify the food offer to strengthen the local economy



A phased approach to the Ilford Western Gyratory to attract immediate investment



Spaces for experimentation, meanwhile uses, and community-led pilots in vacant units



Promote workspaces, including yardspace uses, to locate closer to the North Circular and activate areas beneath the flyover

A vibrant town centre

Ilford's Unique Selling Point (USP)

Strengthening Ilford's offer

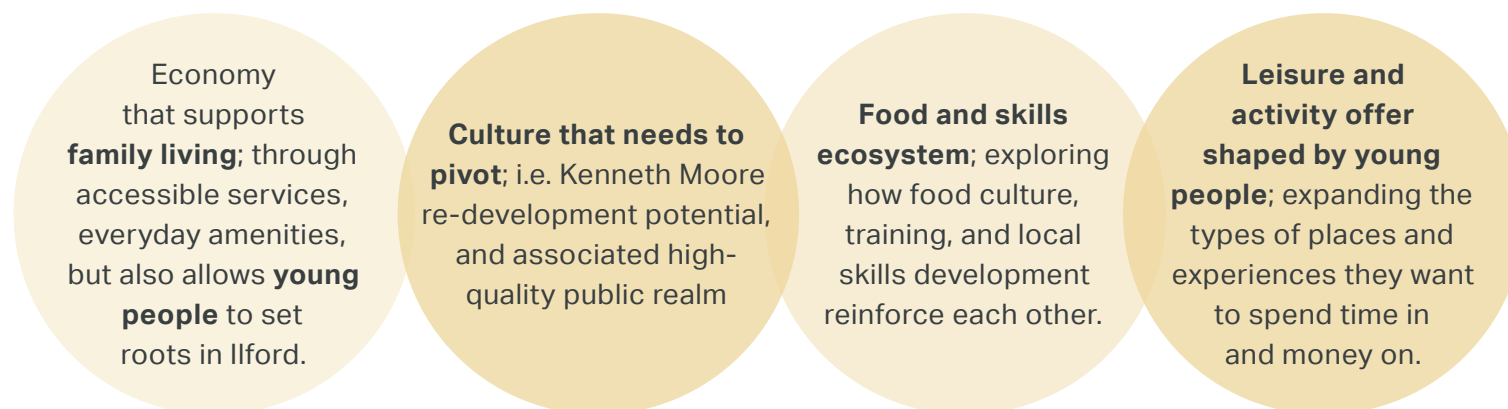
Certain functions, opportunities and destinations will remain concentrated in central London. This should not be seen as a drawback. Similarly, while nearby centres such as Stratford may continue to attract major retail, entertainment and visitor attractions, Ilford's strength lies in building on its own assets and identity. By focusing on affordability, community, culture and enterprise, the town centre can develop a distinctive role that complements, rather than replicates, the offer found elsewhere.

This can be strengthened further by celebrating Ilford's cultural diversity, enhancing the River Roding as a distinctive green and blue asset, and building stronger links to the innovation and creative clusters around Queen Elizabeth Olympic Park. Together, these assets reinforce Ilford's distinctive role.

ILFORD CURRENT PROPOSITION



WHAT NEEDS TO HAPPEN?



A vibrant town centre

Future economy

Ilford is East London's most accessible, diverse and affordable launchpad for enterprise, creativity and opportunity. A place of many cultures, ideas and ambitions, it is where people come to start businesses, develop skills, create, make and grow.

Building on its **strategic location, entrepreneurial communities and rich and diverse food economy**, the town can nurture pathways into the industries shaping the future, supporting **skills and employment** in sectors such as social care, artificial intelligence, construction and the creative economy. Through partnerships between communities, employers and education providers, Ilford can become a centre for learning, making and innovation, connecting local people to opportunity while strengthening its contribution to London's economy.

Illustrative view of employment spaces at ground floor level —→



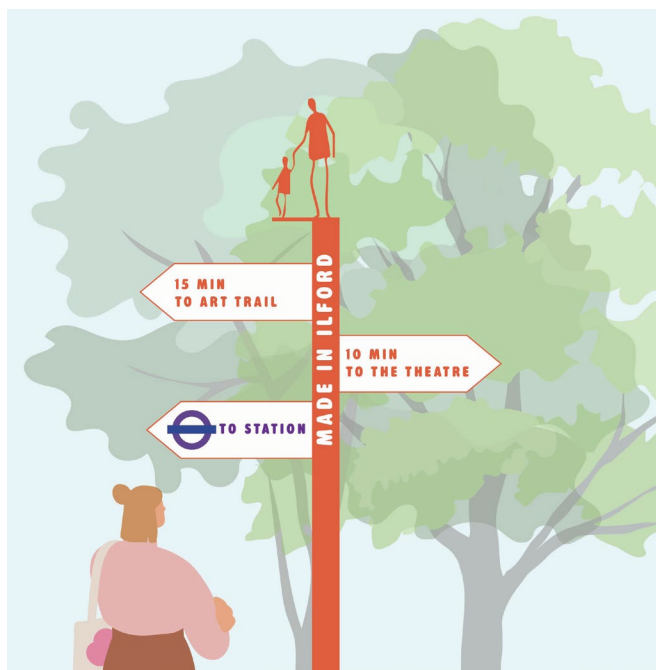
A vibrant town centre

Future economy

Ilford will be a town centre where production, culture, learning and everyday life grow side by side. Enhanced arrival points from all directions, centred on the station and key gateways into the town centre, will create a stronger sense of identity and welcome. Along the High Road, a revitalised shopping and leisure core will be complemented by new food, drink and evening destinations, strengthening activity between the station and the emerging cultural quarter.

A civic and cultural cluster, anchored by a re-imagined Town Hall, modern market and active public spaces, will celebrate Ilford's diverse communities and food culture, supporting skills, enterprise and community life. To the west and east of the town centre, strengthened maker and production districts will provide space for light industry, creative businesses and higher-value employment, supported by new workspace and education uses.

New homes above shops and within mixed-use developments will increase town centre living, helping to drive footfall, support local businesses and create a more active town centre throughout the day and evening. Stronger connections to green and blue infrastructure, including the River Roding, greener streets and a re-wilded golf course, will create a healthier environment for recreation, biodiversity and community life.



Potential for a wayfinding strategy



224-244 High Rd (East end of High Road)

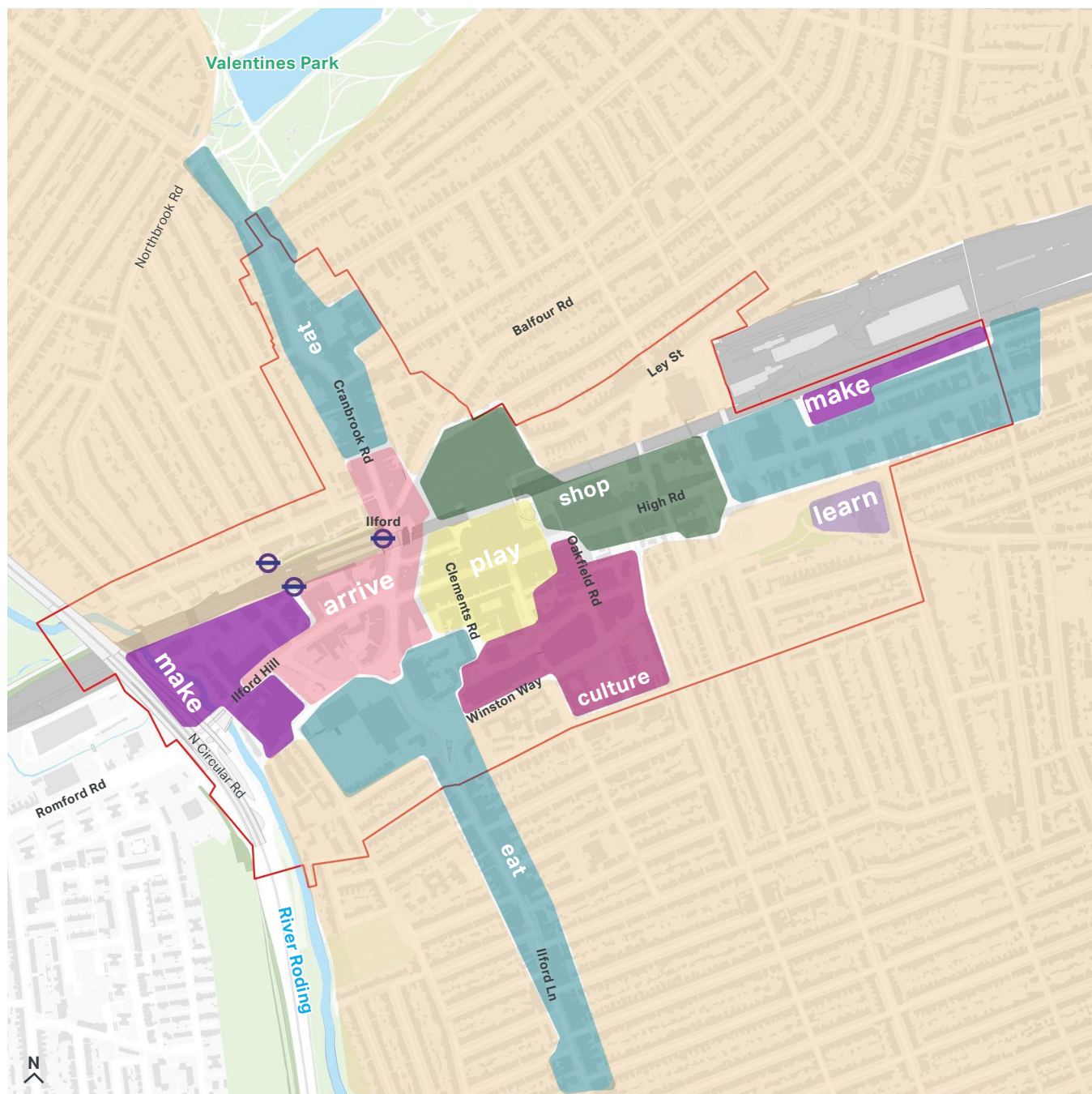


Broadening food offer

A vibrant town centre

Proposed land uses

- KEY**
- Town centre core uses to create a sense of arrival
 - Potential for more night-time/F&B uses to support the cultural quarter
 - Predominantly commercial uses. Residential uses may be acceptable above ground floor
 - Predominantly residential with town centre uses at ground floor
 - Predominantly residential with workspace at ground floor/intensified employment space related to cultural production
 - Civic and cultural
 - Education
 - OA boundary



A vibrant town centre Market

Current condition

The market was introduced to the pedestrianised High Road on a trial basis in 2018 and currently operates six days per week, with an average of around 18 stalls, providing a niche local offer. Most traders travel in from the west.

For some residents, the market is an affordable and convenient place to buy fresh produce, clothing and household goods. Though most of it is in the most prominent part of the town centre, the offer duplicates that of other local retailers. The market's use drops in poor weather.

Some community members and business owners argue that current arrangements compromise the quality of the public realm, obscure other shops and negatively affect perceptions of the town centre.

Some people fondly remember the indoor Pioneer Market, which closed in 2004, and would like to see a similar type of indoor market reintroduced to the town centre.



Pioneer Market @ [flickr, David Jones](#)



Pioneer Market @ [Ilford in pictures](#)



Ilford Market

A vibrant town centre

Market

A market for the future

The market is an important part of Ilford's economy, identity and street life. There is a clear opportunity to upgrade it so that it better supports traders, improves the experience for shoppers, and encourages more people to visit, dwell and enjoy the wider town centre. This requires careful consideration of the market's look, feel and function.

CASE STUDY

East Street Market in Southwark developed a branding and wayfinding scheme, including shop frontage improvements, integrating signage into seating and fencing, alongside a clear integrated brand identity for the market.



Options could include:

- Diversifying and expanding the market offer to attract a broader range of visitors.
- Adjusting operating days or timings, potentially reducing from six days per week to create a more balanced use of the High Road.
- Relocating the market to improve circulation, visibility and comfort for all users, including disabled customers and families with young children who need clearer, less congested routes through the town centre.

Many people expressed a preference for an indoor market facility, if a suitable space can be identified (noting that a form of this already exists within The Exchange).



Potential new town square could host some market events

Potential alternative locations include side streets such as Chadwick Road or Oakfield Road, or an outdoor site such as the former car park between Mercato Metropolitano and Oakfield Road.

Leveraging good practice

[Tomorrow's Market Good Practice Guide](#) published by the GLA and in collaboration with the London's market sector sets out how to

understand your market through research and engagement and how to create a targeted market strategy.

Any relocation should consider accessibility, family-friendly design, and the creation of a welcoming environment that supports both everyday movement and market activity.

A vibrant town centre

Active frontages

Active frontages in Ilford are a major opportunity to rethink how ground floors work. Too often, they are treated as an afterthought, leaving empty units that undermine the quality and safety of the town centre. Bringing these spaces into use, even through meanwhile activation, can create visibility, activity and a stronger sense of place. Key locations such as Ilford Hill, the station approach, Clements Road and the High Road, including its eastern stretch, offer prime opportunities to introduce community, retail, employment and other active uses.

Existing buildings such as the one shown on Ilford Hill are prime candidates for 'Shredenham's'-style activation, transforming inactive frontage into a vibrant youth-focused destination.

CASE STUDY

The former Debenham's department store building in Bristol has been transformed into 'Shredenham's', a pop-up skatepark 'plaza' in the lower ground-floor retail spaces. Operated by the locally based and not-for-profit Campus Skateboarding, the venue also includes a cafe and bar, with retro arcade games, pool, and table tennis.



The following principles set out how active frontages can support a vibrant town centre throughout the day

and evening, creating a more engaging, adaptable and resilient urban environment:

#1

Encourage a mix of complementary day-to-night uses to ensure activity is sustained beyond standard working hours.

#2

Avoid dead frontages at night, ensuring ground floor uses remain visually engaging even when closed (e.g. through lit displays or active glazing).

#3

Support evening economy clusters, focusing night-time uses in appropriate locations to create critical mass while managing impacts on residential amenity.

#4

Incorporate flexible and adaptable spaces that can accommodate different uses at different times of day or week.

A vibrant town centre

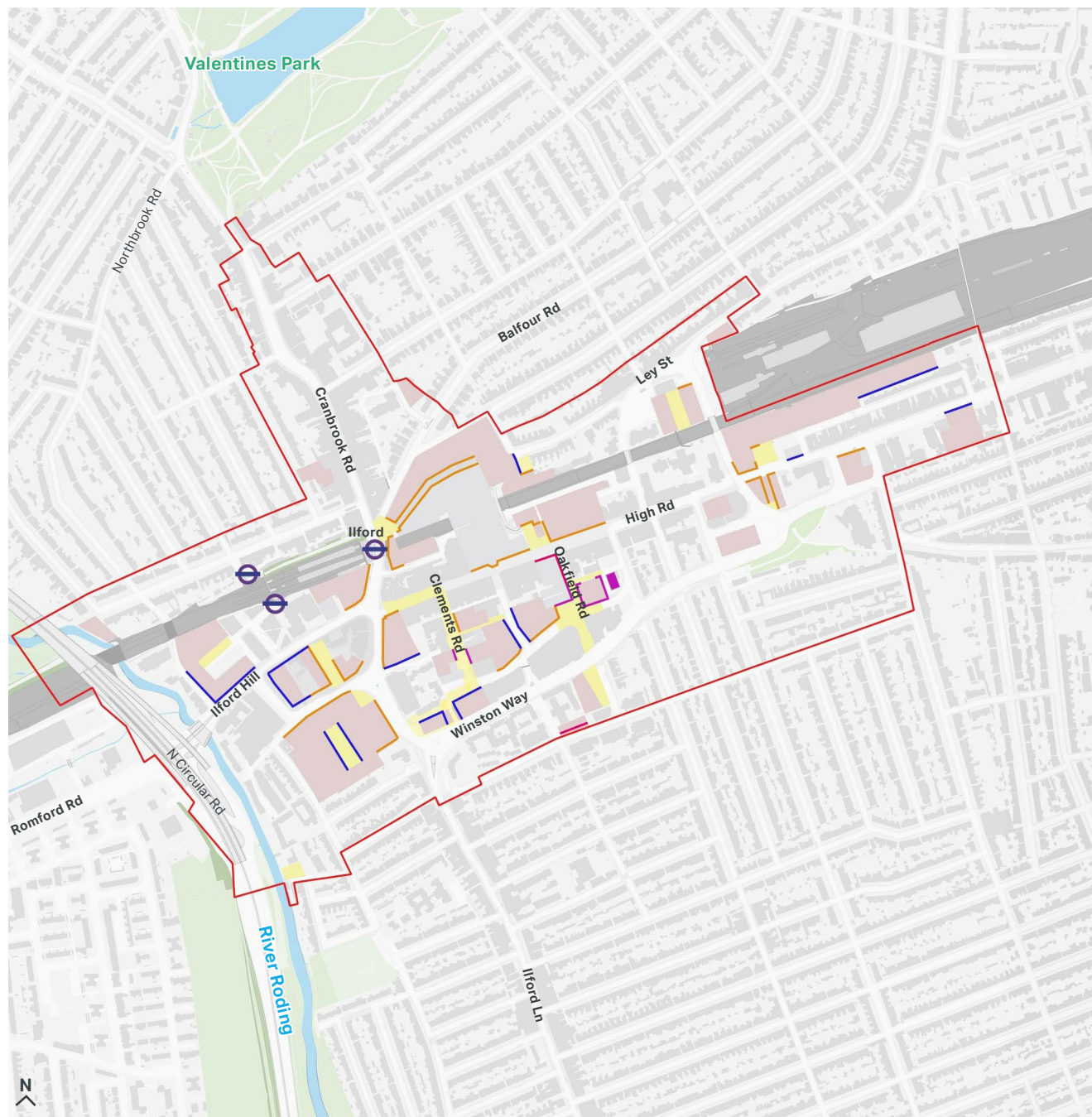
Active frontages

Recommendations

- Development should promote active ground floor uses that comprise a mixture of commercial, retail and community spaces.
- Prioritise active uses along key streets and spaces, particularly primary frontages, public squares, and routes with high pedestrian footfall.
- Integrate residential frontages carefully, ensuring they are designed to contribute positively to street activity (e.g. dual-aspect units, defensible space, front doors onto the street).
- Support meanwhile uses and phased activation, particularly on long-term or stalled sites, including temporary cultural, retail, and community activities that contribute to active frontages.

KEY

-  Potential new public realm
-  Indicative building footprints in development sites
- Active frontages**
 -  Retail frontage
 -  Cultural frontage
 -  Employment frontage
-  OA boundary



A vibrant town centre

Affordable workspaces

Affordable workspace is provided below market rates to support social, cultural and economic activity. In Ilford, it can help sustain employment and support a vibrant town centre. Some community-focused uses may require subsidised rents or alternative management models, and their viability should be considered early in site appraisals.

Where could it be provided?

Workspace should support start-ups and micro-businesses through appropriate unit sizes and consideration of fit-out costs. Opportunities could include the adaptation of existing buildings and provision within new developments, including The Exchange car park, Mill House (BT site), Britannia car park and Heron Mews.

Co-location

Co-locating production spaces with residential uses is becoming more common and the two uses can benefit each other. For example, it may be possible to offer studios below market rents as part of a wider housing development, with ground floor uses that activate the building.

Different production spaces require different layouts and fit out, and these workspaces offer an opportunity to be creative with building layouts. For example, recording studios require soundproofing and have no need for daylighting. Sculpture artists studios or light industrial uses may require ground floor access for large-scale logistics.

Recommendations

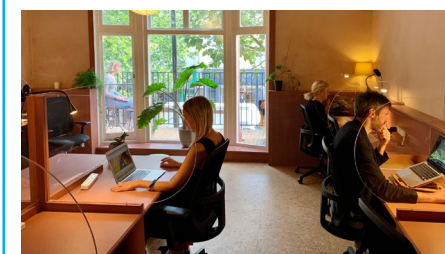
- Design a well-rounded neighbourhood:** Ensure Ilford can meet the needs of existing and new residents by offering quality, affordable workspace to complement residential uses, with flexibility for day and night workers. This will help ensure Ilford is not just a commuter area, but a thriving, desirable town centre.
- Develop a community offer:** Provide flexible work options with shared spaces to meet others. Consider connections to support for new businesses or those seeking work. Consider the opportunities to connect everyone to culture with public facing programming.



Refer to the [Designing Space for Culture design guide](#) for more information on creative workspace

CASE STUDY

[Oru Space](#) in Dulwich provides coworking space on the high street and includes hot desking, fixed desks and private offices. The space also includes a restaurant that focuses on sustainability, and a wellness and event area. Oru seeks to deliver social value benefits in the community through the provision of three free community classes per week, five quarterly memberships for those launching new businesses or seeking work, discounts to workspace for social enterprises and charities.



A vibrant town centre

Skills and young people

Developing and retaining local talent

Engagement highlighted a strong desire among young people to build their futures in Ilford, with interests spanning healthcare, creative industries, architecture and finance. However, access to work experience, apprenticeships and career opportunities often requires travel to other boroughs.

There is an opportunity for Ilford to strengthen its skills offer through training, mentoring and professional development. Young people identified areas such as public speaking, digital skills and interview preparation as priorities, alongside greater access to work placements and industry experience.

New development can also support pathways into sectors

such as construction, green industries and city-making.

Improving connections

Alongside the skills offer, Ilford can better support young people by improving local connections and independent mobility. The town centre should provide safer walking and cycling routes, more places to meet and relax, and an improved play offer. There is also an opportunity to rethink the High Road, creating more space for social activity and events.

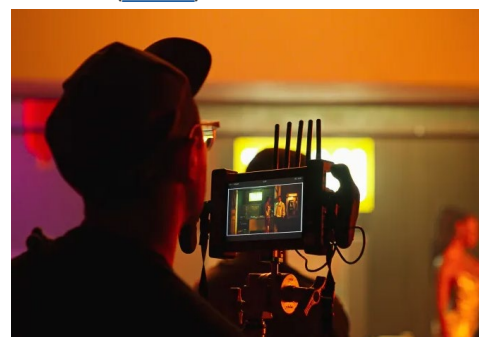
Developing opportunities in the town centre, and ensuring young people can access them, is essential. **The former IF Bar site could be re-purposed as a skills academy**, providing pathways into high-growth sectors such as AI, digital technology, social care and construction.



[Build The Way](#) is a nine month entry-level architecture traineeship



Greenwich Young People's Council ([GYPC](#))



[GLA Skills bootcamps](#) for Londoners

Recommendations

Ilford can complement Stratford's innovation district by creating local pathways into high-growth sectors.

- **Build skills for growth sectors:** Support training, work experience and career pathways in AI, digital technology, advanced manufacturing, social care, construction and green industries.
- **Create quality connections:** Improve public realm and movement routes to help young people safely access education, skills and employment opportunities.
- **Back creative and technical skills:** Expand access to maker spaces, coding, digital media and training academies linked to high-growth sectors across East London.



**A safe and welcoming
town centre
(including after dark)**

A safe and welcoming town centre (including after dark)

Introduction

The evidence base for the OAPF, completed in April 2025, identified the need to create a high-quality environment that enhances liveability and builds on Ilford's unique qualities.

Engagement with local communities made it clear that a liveable Ilford should also be a safe Ilford. Safety emerged as the foundation of what a successful town centre could look like. Safety was raised in every context; in parks, on streets, at home, and at night.

A safe, fun and welcoming town centre means creating a place where people of all ages feel comfortable spending time throughout the day and into the evening. It brings together well-designed public spaces, active frontages, inclusive facilities and a vibrant mix of uses that support social life and cultural activity.

Playful moments - whether through art, lighting, interactive features or small interventions that spark joy - help create a sense of fun and discovery.

By prioritising safety, visibility, and positive experiences after dark, Ilford can become a destination where residents and visitors feel confident, connected and able to enjoy the town centre at any hour.

Using mapping of local places and destinations, an understanding of how people move around the area and emerging plans from new developments, a strategy has been developed for how Ilford can be a safe and welcoming place. This features:

- **Incremental public realm interventions:** Relatively low-cost measures that can be delivered in the short term to improve the town centre's look, feel, and functionality.

- **Interventions enabled through development:** Proposals that depend on new development coming forward. The OAPF provides guidance to shape these opportunities.
- **Major interventions:** Significant infrastructure projects requiring substantial investment and longer delivery timeframes. These have the potential to be transformational for the town centre.

CASE STUDY

[Chair for Kids in Cambodia](#) is a participatory project that focuses on translating children's ideas and drawings into functional seating.



This section will cover:

- The condition of public realm
- What a safe, fun and welcoming Ilford could look like
- Designing for inclusion
 - Women, girls and gender diverse people
 - Offer for older people and disabled residents
 - Improvements for young people and families
- New or improved local connections, including public realm and green infrastructure and walking, cycling and wheeling
- A new town square for Ilford
- A phased approach to the removal of Ilford Western Gyatory

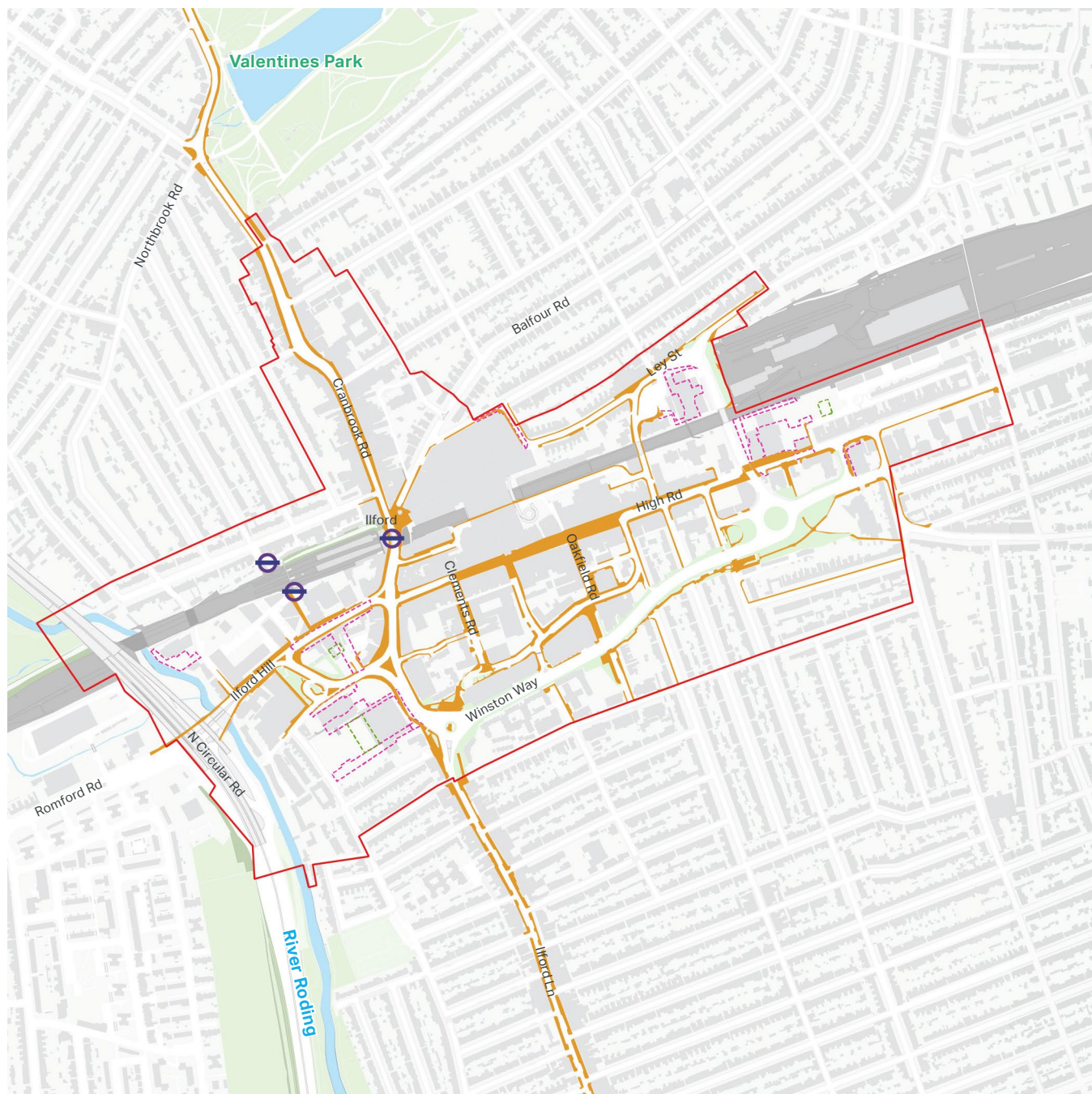
A safe and welcoming town centre (including after dark)

The condition of public realm

This diagram shows the current public realm and green spaces in Ilford OA, as well as the emerging provision through development pipeline (schemes in planning or consented).

There is little accessible and usable green space in the town centre and much of the existing public realm is of poor quality; spaces at the edges of major roads, underpasses and places with little or no active frontage. Emerging schemes are limited in their scope to add significantly to green space or public realm, indicating the need for joined-up approach.

The following pages provide a qualitative review of the existing public realm.



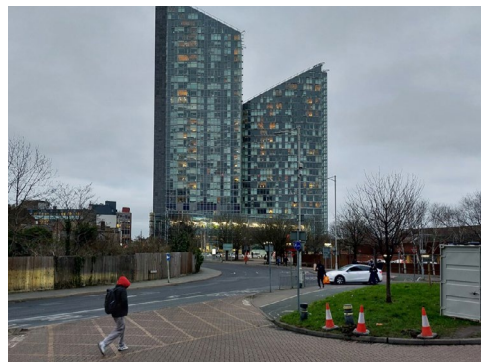
KEY

-  Existing public realm
-  Emerging public realm (development pipeline)
-  Existing green space
-  Emerging green space (development pipeline)
-  OA boundary

A safe and welcoming town centre (including after dark)

The condition of public realm

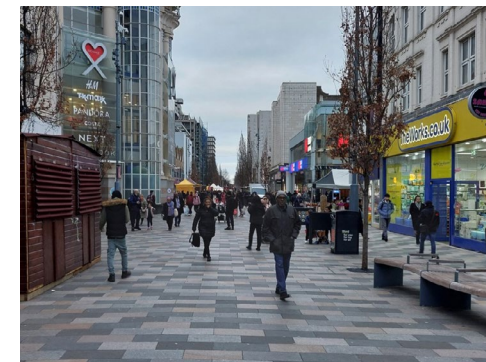
Despite recent improvements, Ilford continues to fall short on inviting and accessible public and green spaces. Strong transport links bring people in, but once on foot, movement feels fragmented and hindered by low-quality routes that do not feel safe, particularly after dark.



Green and open spaces are inadequate and not used to their full potential. There is significant space around the major road systems.



Secondary streets and underused spaces lack activity and natural surveillance.



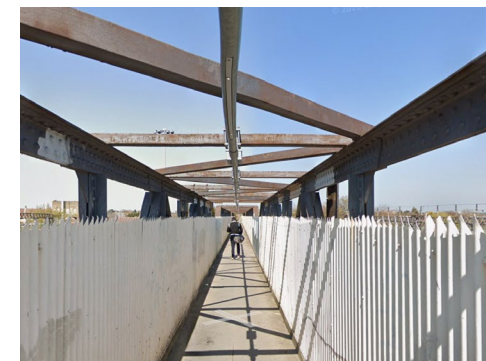
Available public space tends to be movement-oriented, with no place to pause. These spaces are confined to an overwhelming street environment lacking greening.



The setting of local heritage assets is undermined by high volumes of traffic and poor pedestrian environment.



There are a large number of car parks. Surface parking also dominates town centre spaces.



There are few and poor quality, hostile crossings over the railway.

A safe and welcoming town centre (including after dark)

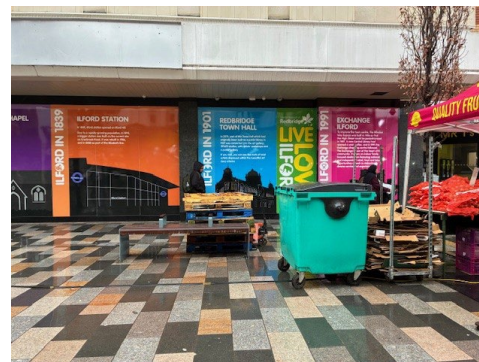
The condition of public realm



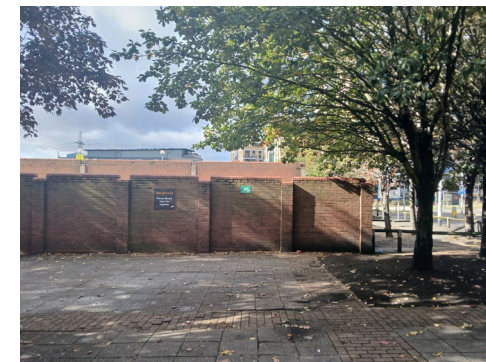
Long term scaffolding and hoarding contribute to a sense of decline.



There is a lack of active frontage on pedestrian routes between streets, creating a poor sense of safety.



Bins and rubbish create a sense of abandon and a lack of civic pride.



Inactive space with limited opportunities to dwell.



Uneven, mismatched paving without planting, trees or seating on the eastern end of the High Road discourages dwelling and creates a poor sense of place.



Oakfield Road dominates space in front of cultural building pushing pedestrians to the edges.



Underpasses can be dark and lack clear sight lines or natural surveillance. This creates a sense of isolation and lack of safety.



Crowding at bus stops and limited passing space can make pavements inaccessible for those with mobility and vision impairments.

A safe and welcoming town centre (including after dark)

The condition of public realm

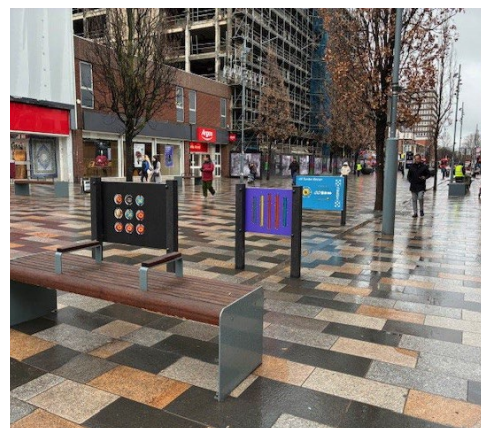
LB Redbridge, Ilford Business Improvement District (BID), and Vision have been investing in public realm improvements (i.e. Oakfield Road paving and street furniture), greening initiatives and public art events.

Past public realm improvements have faced challenges from anti-social behaviour, reinforcing the need to involve residents in shaping spaces that feel safe, cared for and well used.

Ensuring long-term success will require a dedicated maintenance strategy, which sits outside the scope of this OAPF but is essential to creating spaces that last. Alongside this, crime prevention, community safety and public confidence should be embedded throughout the design, delivery and management of the public realm.



Ilford inGreen brings together local businesses, residents, and partners to create a greener Ilford.



Play equipment was co-created with local children on the High Road.



Ilford inColour is a community-led street art festival.



Public art across the town centre has had a positive effect.



[Wilderness Street](#) (2023) was a temporary living urban landscape along Oakfield Road which is as a key artery that binds together Ilford's cultural venues and the high street.

A safe and welcoming town centre (including after dark)

What would that look like?

Future development provides a moment to re-imagine Ilford's public realm and shape a town centre that is safe and welcoming.

The spatial quality, design, and programming of places significantly influences perceptions of safety in Ilford. This has been consistently highlighted through our engagement conversations.

This OAPF advocates for new development that is equitable for all people and modes of travel, while also making it easier for individuals to adopt healthy lifestyles.

This OAPF promotes a series of opportunities and recommendations, considered through the lens of the following groups: women, girls and gender diverse people, older and disabled residents and visitors, parents and carers and young people.



Improved paths adjacent to and leading to waterways



New signs and wayfinding



Better cycling and walking links across local destinations 24h



Accessible routes for wheelchair and buggy users



New or improved crossings
Address road and rail severance



Improved station arrival



Active public spaces with things to see and do, catering to young women, families and older people



A new town square next to the Town Hall to celebrate Ilford



Events after dark, including night markets



Public art; murals, lighting and art installations



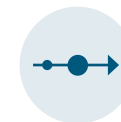
Active frontages, including non-traditional sports spaces and spaces for youth at ground floor



Opportunities for greening and seating, including sheltered spaces for heat and rain



Activated leftover spaces, including the poor environments of backland areas (*e.g., Station Road, Havelock Street and Clements Road*)



A phased implementation of the Ilford Western Gyratory scheme allowing for incremental improvements

A safe and welcoming town centre (including after dark)

Women, girls and gender diverse people

The challenge

Public spaces often fail to address the specific needs of women, girls and gender-diverse people, particularly around safety, comfort and privacy. As a result, many feel excluded from parks, play areas and town-centre spaces.

In Ilford, where there is a high proportion of South Asian women and girls, engagement highlighted that many young women do not feel safe in key locations.

Ilford Lane, the station and surrounding back streets were frequently described as places where they remain “on alert”, especially after dark.

Bus stops and public spaces were also associated with harassment, with parents advising their children not to linger.

This reflects wider findings set out in [Creating a Safer Redbridge for Women and Girls](#) and GLA research such as [Safety in the Public Realm: Women, Girls and Gender Diverse People](#), which emphasise the need for more inclusive design approaches.

A call to action

Engagement with young women revealed a town centre that often does not feel safe, welcoming or designed with their needs in mind, particularly in the evening. Participants highlighted a lack of spaces where they feel comfortable spending time with friends, alongside concerns about safety, visibility and the range of activities available after dark.

This provides a clear mandate for action; an Ilford with safe green spaces, more youth-

focused and affordable activities, and a broader evening offer including cultural venues, restaurants and informal social spaces. Creating opportunities for young women to spend time confidently in the town centre should be a central objective of future investment and place-making.

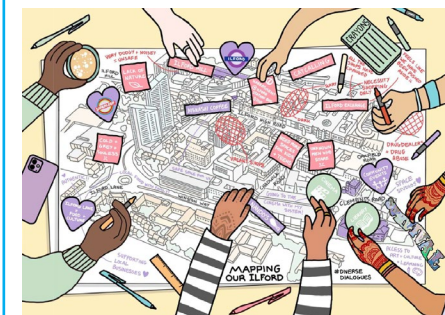
Designing places that work for women and girls creates safer, more inclusive and more equitable public spaces for everyone. The following pages set out opportunities and recommendations to strengthen Ilford’s public realm, improve local connections and create a town centre that better supports the needs of all residents.



Refer to [Part 3.2](#) provides guidance on active frontages, and [Part 3.5](#) for details inclusive social infrastructure, and spaces designed to better support young women.

CASE STUDY

The Ilford Arrival Co-Client Team is a group of nine young women and girls, aged 16 - 25, tasked with shaping the regeneration of public spaces in Ilford, East London. This initiative is part of the “Ilford Arrival” project which seeks to empower local residents to have an equal say in designing their environment.



A safe and welcoming town centre (including after dark)

Women, girls and gender diverse people

Opportunities

- More surface crossings, giving alternatives to use of underpasses.
- Improved lighting in key areas, including Mill Road underpass, Havelock Street and Griggs Approach underpass.
- Public art, to enhance sense of belonging and celebrate Ilford.
- Ground floor activity from new development – more eyes on the street.
- Better bus waiting areas.
- A more open feel to the pedestrianised High Road.
- A more lively cultural quarter (Clements Road, Oakfield Road).
- A better arrival experience from the station.
- Tree planting and green spaces, creating a place

that feels more balanced between nature and the urban environment.



Adaptive reuse and extension of a listed and 'heritage at risk' public convenience in Bruce Grove as a public building for new community uses, with a free-to-use public toilet © [DKCM](#)



Swing Time by Boston-based [Höweler and Yoon Architecture](#) activates outdoor spaces in Boston using technology and creativity

Public toilets

- Targeted engagement highlighted the importance of welcoming civic spaces that support longer stays and social interaction, with public toilets and drinking water fountains identified as essential facilities.
- In line with the London Plan, new and improved public realm should provide access to free, well-maintained toilets and drinking water fountains, either on-site or nearby through clearly signposted public access agreements.
- While these facilities require ongoing management and maintenance, compact and efficient designs can help reduce operational costs.
- Accessible public toilets are currently available in Valentines Park. Potential future locations include Britannia Car Park, the River Roding, Ilford Island, proposed green spaces opposite Griggs Approach and within the Cultural Quarter, the golf course if opened for public use, and a future town square.
- All facilities should be sensitively integrated into their surroundings and supported by a long-term management strategy.

A safe and welcoming town centre (including after dark)

Women, girls and gender diverse people

Recommendations

- Maximise natural surveillance through active frontages and overlooking, create direct and legible routes, and provide consistent, high-quality lighting that avoids dark corners and glare.
- Engage with women, girls and gender diverse people to co-design and co-deliver new civic spaces like the proposed town square.
- Development proposals should integrate participatory-led engagement methods; including participatory walks and womens' safety audits.
- Public spaces should be designed to adapt to the different needs, of women and girls.

Illustrative view by We Made That showing active ground floor uses, signage, lighting and cycling routes at Ilford Hill —→



A safe and welcoming town centre (including after dark)

Older and disabled residents and visitors

The challenge

Too often, disabled Londoners are underserved by the built environment. As identified in the Good Growth by Design guidance '[Designing with Disabled Experience](#)', this is partly due to a lack of capacity and attention given to engagement with local people and groups - the very stakeholders who can provide insight into the real, everyday experiences of people with diverse needs. This engagement often does not happen. As part of the listening sessions for this OAPF, we engaged with older residents and disabled residents and visitors to understand their experiences and aspirations.

Not all barriers identified are solvable through physical redesign or by the intervention of the local authority. Dialogue with other stakeholders is needed. On buses, operators

are responsible for shaping an inclusive service culture to help more people travel with confidence and comfort, while in stations, platform accessibility is within the remit of the rail operators.



Lack of safe crossing facilities limits the mobility of older and disabled users



Difficult interchange with the station from taxis and Dial-a-Ride

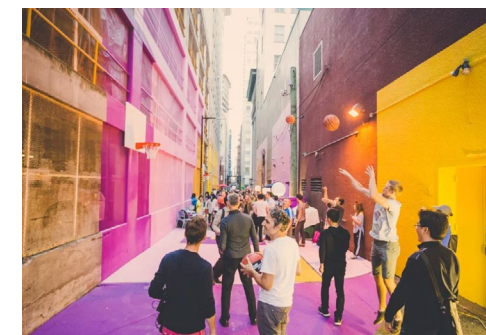
Recommendations

- **Design for dignity at arrival:** Ensure Ilford's transport network meets the needs of older and disabled residents; from Dial-a-Ride and taxi access to platforms, bus stops and crossing times.
- **Invest in civic spaces that invite staying:** Provide accessible toilets, seating, shelter and inclusive programming so civic spaces support health, independence and social connection.
- **Connect the town centre for everyone:** Redesign crossings, underpasses and street-level routes to enable slower and assisted movement, improving access to Valentines Park, Ilford Lane and the cultural quarter.



Older generations

Play equipment encouraging senior play and exercise in Finland.



Families and caregivers

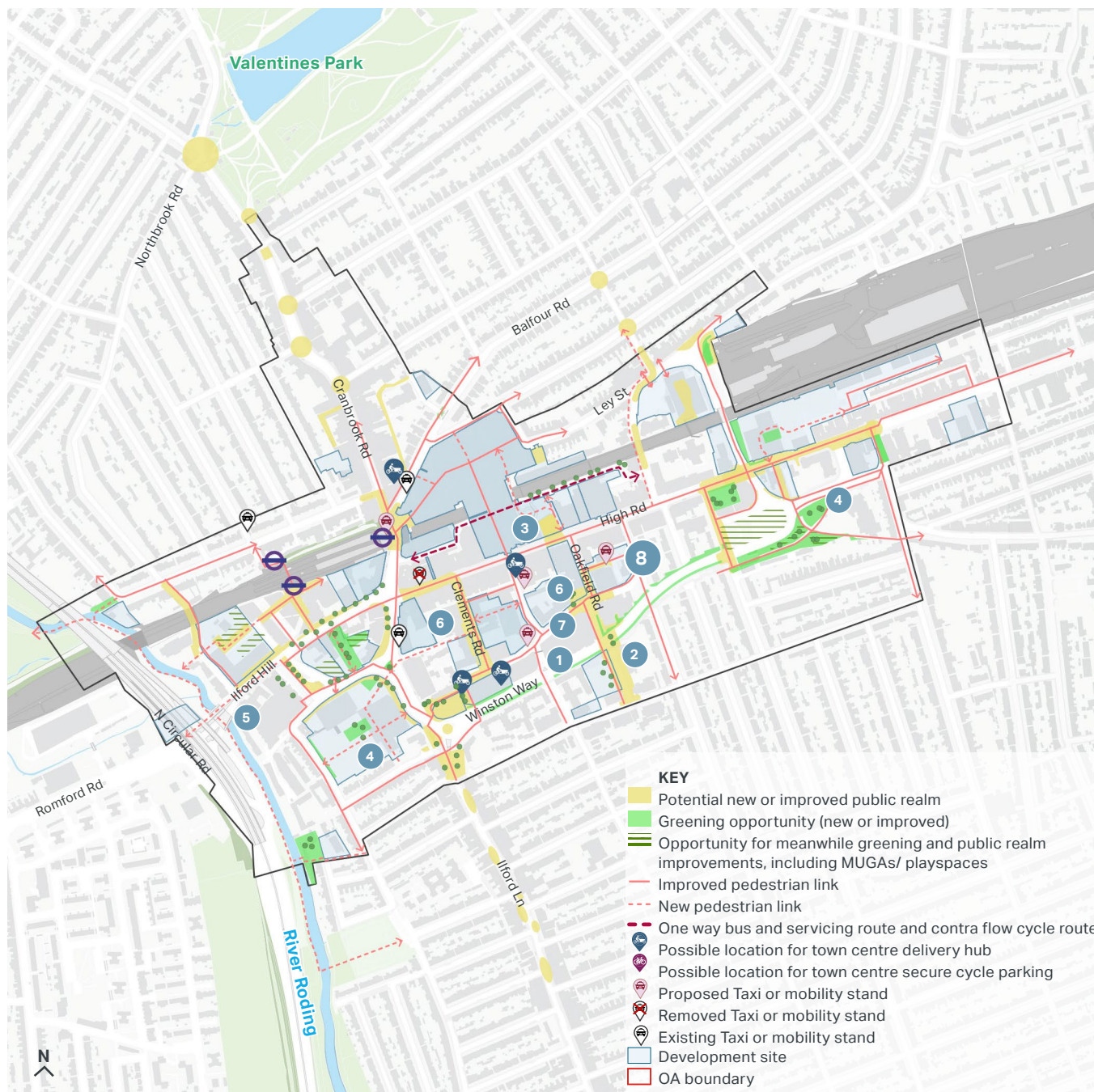
[Vancouver's Awesome Alleys](#) reimagines alleys as places of joy, expanding leisure offer and increasing safety and activation

A safe and welcoming town centre

Older and disabled residents and visitors

Opportunities

- 1 Improved, more direct pedestrian crossing facilities around the town centre
- 2 More alternatives to use of underpasses (surface crossings)
- 3 More places to sit around town, including a new public space
- 4 More trees and green space, offering shade and shelter
- 5 Access to green space further afield, by the River Roding
- 6 Wider, decluttered pedestrian space around the town centre (eg Clements Road, Chadwick Road, Oakfield Road)
- 7 Better, more conveniently located taxi ranks
- 8 Dial-a-Ride stopping places at key destinations
- 9 More generous bus waiting areas with more places to sit



A safe and welcoming town centre (including after dark)

Cycling

Existing condition

Cycling in Ilford is often made difficult by heavy traffic and fast roads, with routes such as the A118 (High Road) carrying a high volume of buses, taxis, and through traffic. The area also has relatively limited protected cycling infrastructure compared with other parts of London, meaning cyclists frequently have to share road space with cars. Busy, multi-lane junctions can feel particularly intimidating, especially during peak hours. Parking and servicing dominate kerbside space in most of the town centre.

There are currently no secure short-stay cycle parking hubs in the OA, despite cycling catchments being around 6.5 times larger than walking catchments.

Safe, convenient cycling

As Ilford is set to grow, with higher density development and an expanding, more diverse population, the need for high quality cycling provision becomes essential. Safe, convenient cycling infrastructure can help absorb this growth sustainably, enabling short local trips to be made without a car, supporting healthier lifestyles, and improving access to opportunities for both existing and new residents, in line with the Healthy Streets Approach.

Providing for cycling is therefore not an optional extra, but a necessary part of accommodating Ilford's future growth while creating streets that are healthier, more inclusive, and better suited to a denser urban environment.

Objectives

Informed by analysis and engagement, the OAPF seeks to:

- Address barriers to short local cycling trips.
- Create safe routes to and from the town centre, with well-placed crossings.
- Strengthen links to the Romford Road cycle route by improving provision on Ilford Hill.
- Plan for long-term segregated cycle infrastructure through the town centre.
- Develop a joined-up network linking surrounding neighbourhoods to Ilford town centre.
- Reduce vehicle speeds and volumes on key residential streets.
- Increase cycle parking across the town centre.
- Support cycle-based delivery and servicing to reduce reliance on motor vehicles.

CASE STUDY

Exemplar segregated cycle tracks with landscape zone separation from road traffic and footway on Westfield Avenue, Newham.



CASE STUDY

Community-led cycling programmes can play an important role in increasing participation. For example, Ealing's Let's Go Southall initiative supports local residents, including older people, to cycle for leisure and everyday journeys, helping to improve health, confidence and social connections.

A safe and welcoming town centre (including after dark)

Cycling

Existing cycle network

- 1 Some existing and planned routes in the wider area.
- 2 Connections into the town centre are more limited, with routes largely focused on through-movement.
- 3 Cycling infrastructure within the town centre remains fragmented.
- 4 Crossing main roads and rail corridors is challenging.

KEY

- LBR strategic route
- - - LBR local route
- Cycleway
- - - Cycleway - potential
- Ilford Arrival - initial phases
- Ilford Arrival - future phases
- Cycle parking
- Existing public realm
- Development site
- OA boundary

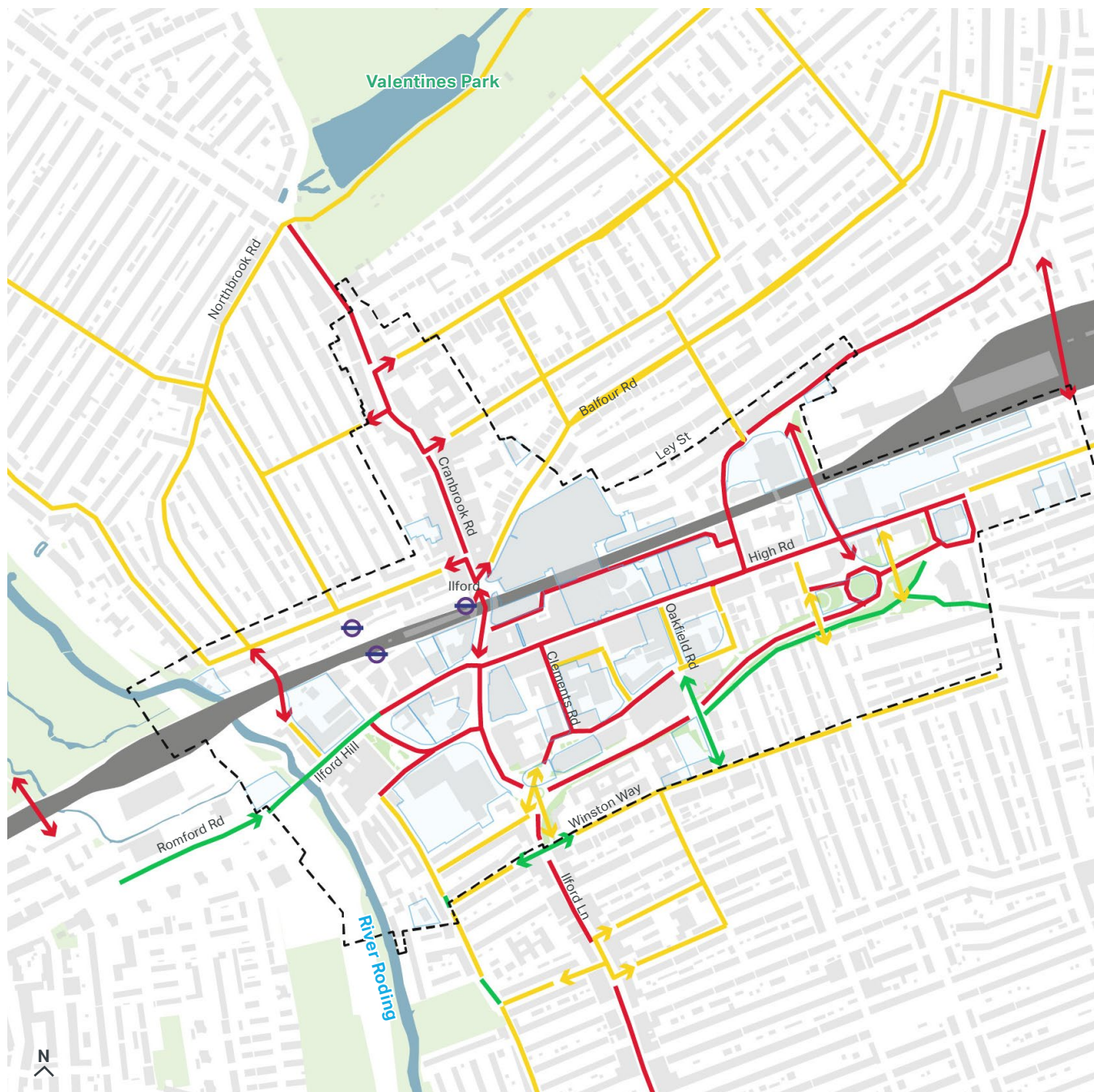


A safe and welcoming town centre (including after dark)

Cycling

Indicative quality of cycle links

- As part of the OAPF, a high-level assessment was undertaken to understand how 'cyclable' routes within the town centre are. The findings were reviewed with local cycling groups through early engagement.
- The diagram demonstrates scale of the challenge in making the town centre accessible by cycle
- Note that High Road shown as unsuitable because it is pedestrian only.



A safe and welcoming town centre (including after dark)

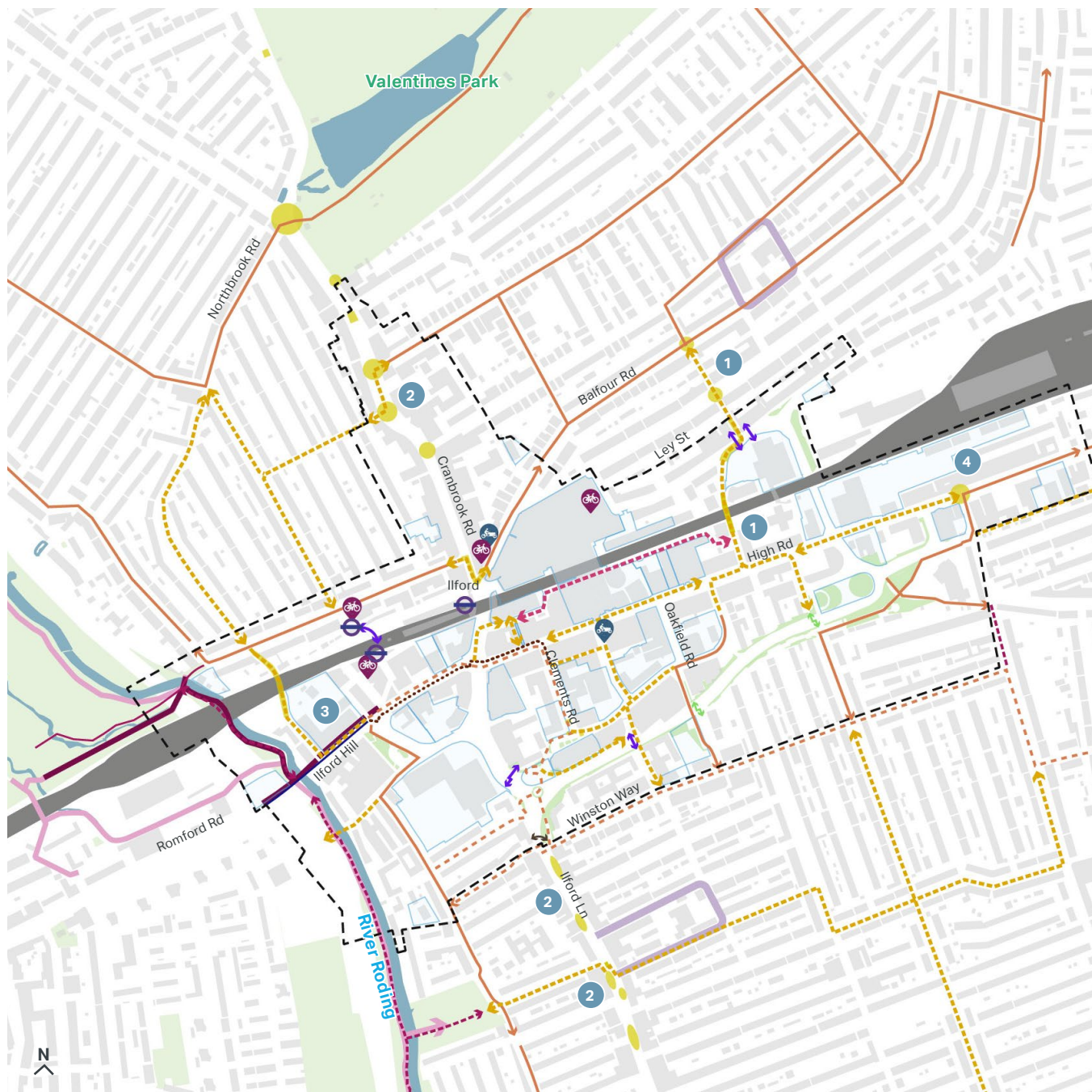
Cycling

Proposed changes

- 1 Key town centre links through High Road and Hainault Street
- 2 Safer crossings of Cranbrook Road and Ilford Lane
- 3 Segregated infrastructure on Ilford Hill
- 4 Better connections from the east through addressing junctions

KEY

- LBR strategic cycle route
- - - LBR strategic cycle route - potential
- . . Lightly segregated cycle route - potential
- - - Cycle route - potential
- - - One way bus and servicing route and contra flow cycle route
- ↔ Existing crossing
- ↔ Crossing improvements
- ↔ New crossing currently implemented
- School street
- 🚲 Cycle parking - potential
- 🚲 Servicing hub - potential
- Public realm improvements at crossings
- Ilford Arrival projects**
- York Rd path Phase 1 and 2
- Ilford Hill Cycle track
- - - Roding Riverside Path full length
- Development site
- OA boundary



A safe and welcoming town centre (including after dark)

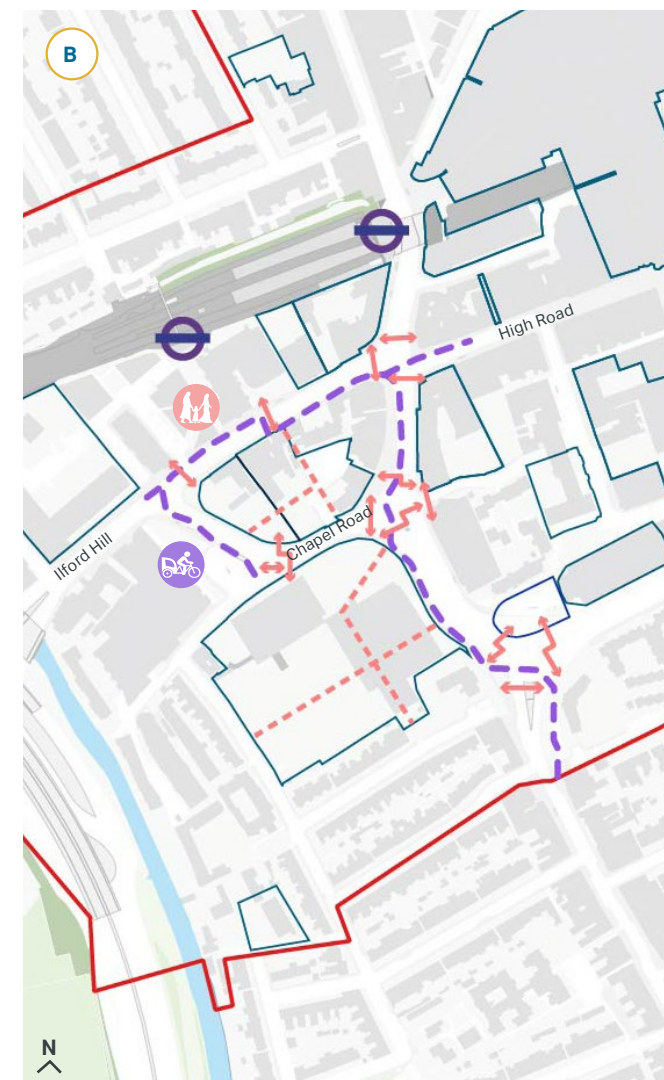
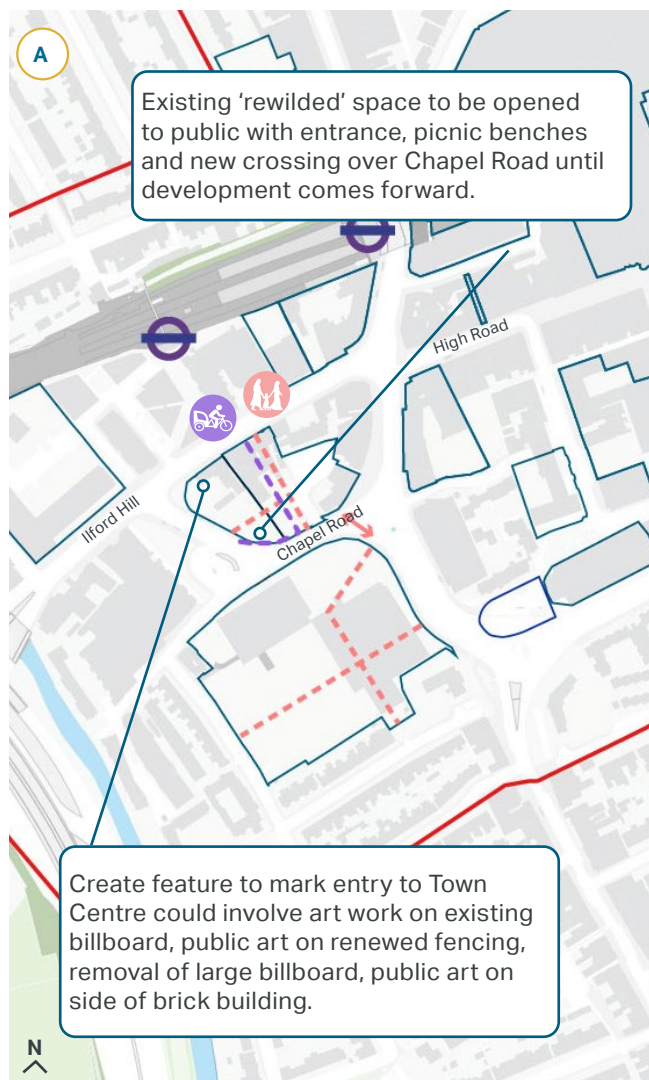
Ilford Western Gyratory

A. Prior to the gyratory improvement

Island sites should provide north-south walking, wheeling and cycling route through to crossing points providing public realm and green infrastructure. Street trees and other green infrastructure to be provided to improve the environment and feeling of safety on Ilford Hill, Chapel Road and the new link.

B. With gyratory scheme implementation

With the gyratory removal and the reconfiguration of Chapel Road, island sites enlarge and should provide north-south and east-west high quality, safe and comfortable walking, wheeling and cycling routes through to crossing points. Street trees and other green infrastructure should be provided on Ilford Hill and Chapel Road.



A safe and welcoming town centre (including after dark)

A new town square

Lack of a focal point

Ilford lacks a clear civic focal point. Much of its public space is concentrated along the High Road, where busy traffic and market activity can make the environment feel congested.

Analysis highlighted the need for a central town square: a shared space that celebrates Ilford's diversity, brings people together and creates a stronger civic heart. As Ilford grows, a high-quality public square has the potential to transform perceptions of the town and provide a focal point for community life.

Where would this space be?

Two potential locations were explored for a new civic space

Option A proposes a new town square opposite the Town Hall on the High Road, alongside a renewed Town Hall with an expanded civic, cultural and

community offer. Together, these spaces would create a welcoming civic heart for events, learning, culture and public services throughout the day and evening.

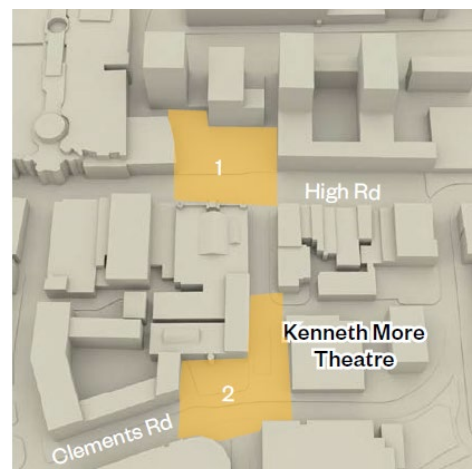
The proposal would also improve the environment along Havelock Street, strengthen north-south connections and support wider town centre renewal, including improvements to the market and surrounding public realm.

'Havelock Street needs a drastic change'

Stakeholder

'I can imagine a public space like Bell Square in Hounslow or Barkingside Town Square'

Stakeholder



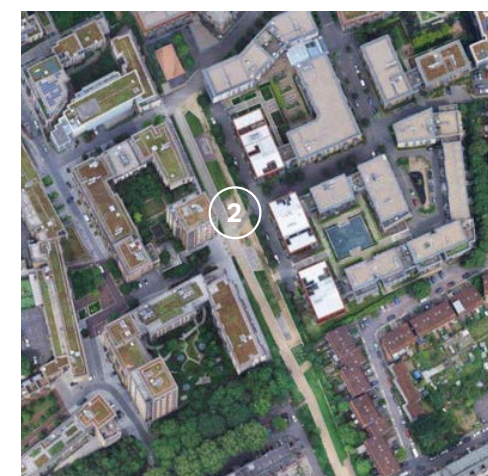
Option A © We Made That



Hackney Town Hall Square, Hackney



Barkingside Town Square © DKCM



Cannon Wharf, Southwark

A safe and welcoming town centre (including after dark)

A new town square

What kind of space?

- A new open space with trees and **greening**. Planting could be combined with seating and lighting to create edges to the open space.
- Offering **seating opportunities** and **play space**. Including water features and interactive installations.
- A space that is **inclusive by design** rather than as an afterthought, and that activates the town centre in the evening.
- An **intergenerational space** for older and younger residents to occupy the same space on equal terms.
- A place that could accommodate **events and the market**. For further information on the market, please refer to [Part 3.2](#).

Illustrative view of the potential new town square —→



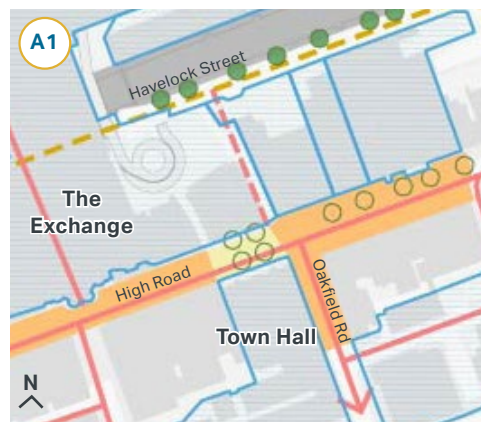
A safe and welcoming town centre (including after dark)

A new town square

The square offers an opportunity for development sites to provide active frontage and create safer, higher quality walking and cycling connections between High Road and Havelock Street, alongside public realm improvements on Havelock Street itself. As a minimum, delivery of a new square in this location would require the redevelopment of 171-175 and 177-185 High Road.

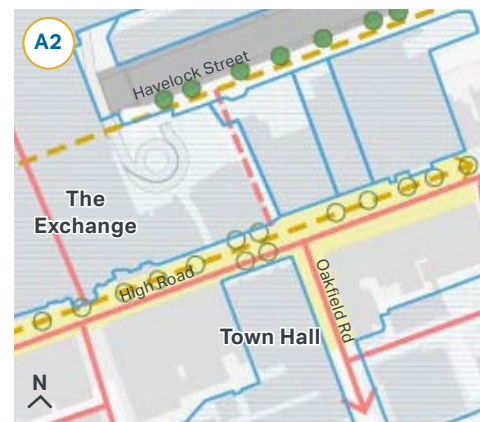
Given the scale of the project and the associated costs, negotiations and land assembly requirements, this OAPF proposes a phased approach to delivery, as shown in the diagrams. Further work will be required to develop a detailed masterplan or design code for the square.

Delivery is highly dependent on land assembly and redevelopment coming forward, which presents a significant implementation risk.



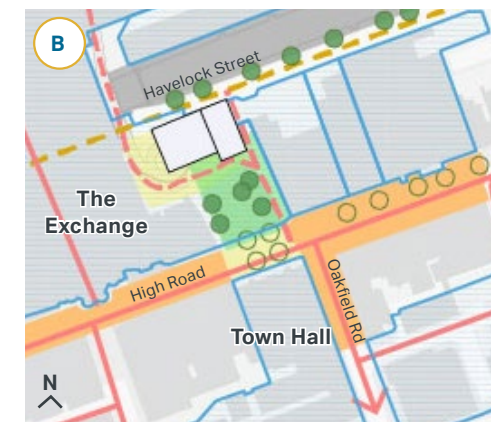
No development sites

- Short term
- Buildings not changed
- Market stall-free zone on High Rd in front of Town Hall building creating open space with street trees, seating and play equipment



No development sites

- Short term
- Buildings not changed
- High Rd free of market stall is a significant public space would benefit from additional trees, seating and play
- Shared pedestrian and cycle route giving access to shops via cycling



One (or two) development sites

- Long term
- Requires 171-175 High Rd and ideally 177-185 High Rd.
- Create town square with active frontage
- New pedestrian (and potential cycle) connection between High Rd and Havelock Street
- New pedestrian and cycle connection through Exchange car park
- Potential location for market

SHORT TERM

LONG TERM

A safe and welcoming town centre (including after dark)

A new town square

Part of the new town square could be used flexibly to accommodate market days, open air cinema, skating rings.

CASE STUDY

Walworth Town Hall and square, Elephant and Castle, London.

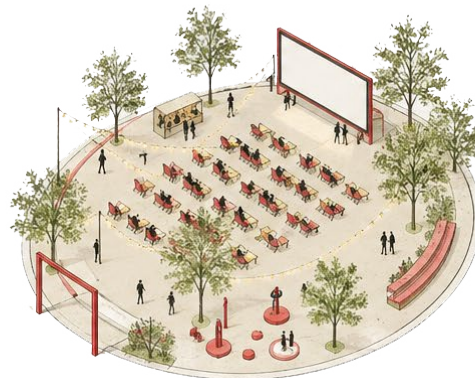
A Grade II listed town hall was refurbished after fire damage into flexible workspaces, café and community centre. The building provides a dignified civic backdrop to a new public square of modest but appropriate size. The side street is pedestrianised and the central open space is framed by discrete areas of planting, trees and seating. There is a legible route for movement through the space. The area has been decluttered and street lighting and paving reinforce the hierarchy of space.



1 Market day



2 Open air performance



1 Art exhibition



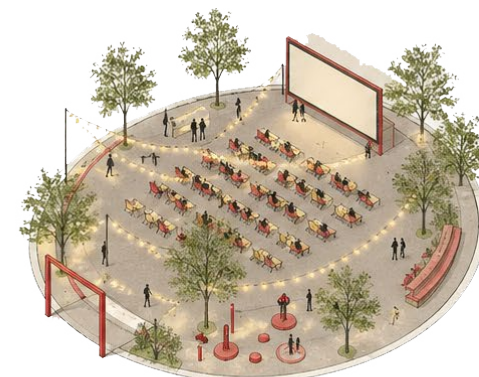
1 Ice skating rink



1 Food hall



1 Open air theatre (night)



A safe and welcoming town centre (including after dark)

A new town square

Option B

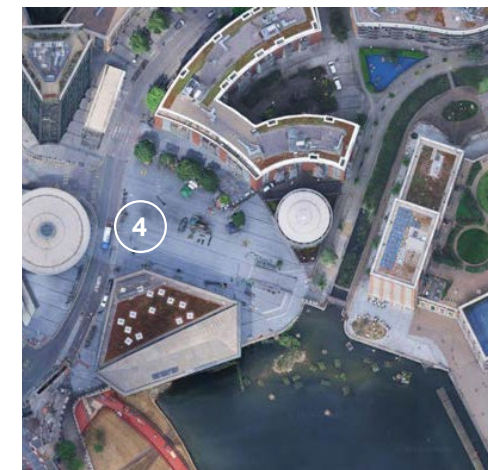
There is a significant opportunity for Ilford to strengthen and diversify its cultural offer by comprehensively redeveloping the Kenneth Moore Theatre alongside the Town Hall. A redevelopment of this scale could create a multi-functional venue incorporating community rooms, flexible performance spaces, and much-needed homes above.



Option B © We Made That



Barking Town Hall Square, Barking

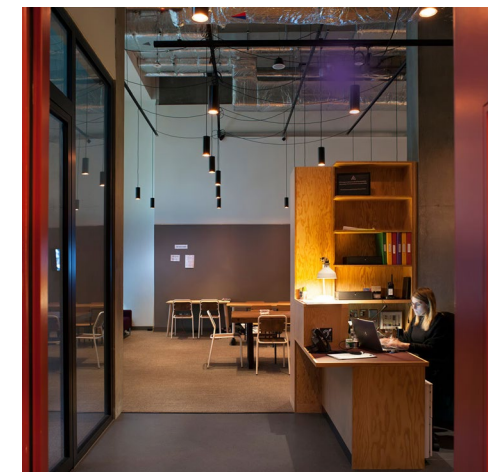


Canada Water Theatre, Southwark

Option B proposes the creation of a smaller public square (3) on High Road (approximately 50m x 25m), comparable in scale to Barking Town Hall Square. Together with a larger public space (4) it can front a redeveloped theatre, similar in scale to Canada Water Theatre Square in Southwark.

CASE STUDY

Bridge Theatre in Southwark, London by [Haworth Tompkins](#) with residential on top. Its flexible, modular stalls and stage zone allow multiple formats to be easily and efficiently achieved in a very short turnaround time between productions



A safe and welcoming town centre

Movement Strategy

Walking, wheeling, cycling

Building on the recommendations presented on this section, this plan brings together the key proposed interventions for local connections and public realm. These will be presented in greater detail under [Part 4: Ilford's Places](#).

- KEY**
-  Potential new or improved public realm
 -  Greening opportunity (new or improved)
 -  Opportunity for meanwhile greening and public realm improvements, including MUGAs/ playspaces
 -  Improved pedestrian link
 -  New pedestrian link
 -  LBR Strategic Cycle Route
 -  LBR Strategic Cycle Route - potential
 -  Lightly segregated cycle route - potential
 -  Cycle route - potential
 -  One way bus and servicing route and contra flow cycle route
 -  Possible location for town centre delivery hub
 -  Possible location for town centre secure cycle parking
 -  Proposed Taxi stand
 -  Removed Taxi stand
 -  Existing Taxi stand
 -  Development site
 -  OA boundary





A greener, healthier Ilford

A greener, healthier Ilford

Introduction

Help people enjoy nature

Natural spaces provide Londoners with places to relax, exercise and play, while helping people connect with themselves, the city's natural heritage and its culture. These spaces are also vital for wildlife, protect communities from the impacts of climate change, and contribute to improved air quality, and physical and mental health.

In 2026, the Mayor of London launched his [London Local Nature Recovery Strategy](#) which includes a core principle of helping people enjoy nature. Within this strategy, the River Roding is identified as an Area of Particular Importance for Biodiversity, making targeted action in Ilford especially important.

A greener, healthier place

Although Redbridge is one of London's greenest boroughs, with over 40 per cent of its area designated as open space, Ilford struggles with access to high-quality green infrastructure. The town centre has low tree cover and poor connections to surrounding neighbourhoods and green spaces. Existing mature trees are often located in inaccessible areas.

Several parts of Ilford experience poorer health outcomes and higher levels of deprivation. Alongside limited access to sport and recreation facilities, the town centre has a significant concentration of hot food takeaways, highlighting the importance of improving access to healthy food, active lifestyles and high-quality green spaces.

The River Roding is one of Ilford's greatest natural assets, yet historic infrastructure, including the North Circular, has reduced its visibility and accessibility. Anticipated growth presents an opportunity to reconnect the town with the river through enhancements to green infrastructure, public spaces and walking and cycling routes.



Frederick Adventure by [root and erect](#) in Southwark is an example of greening smaller civic spaces such as play spaces.

This section will cover:

- What a greener, healthier Ilford could look like?
- Green infrastructure
- Flood Risk, Drainage and Sustainable Water Management
- Celebrating the River Roding
- Physical and mental health



Dance floor in public space by [Jean Verville](#) in Montreal Museum Avenue.

A greener, healthier Ilford

What would that look like?

Improving access to nearby green and blue assets, including the River Roding and the golf course, is essential to creating a greener and healthier Ilford. This includes opportunities to strengthen longer-term connections between the town centre, Ilford Lane and Little Ilford, particularly Little Ilford Park, a significant area of open space that is currently relatively disconnected from these areas.

Equally important is targeted intervention within the town centre itself. Given the area's high density and limited availability of space, this should focus on efficient, multifunctional green infrastructure that maximises benefits within a constrained public realm.



More street trees and planting



Connected and enhanced green spaces



Sustainable Drainage systems (SuDS)



Cleaner, greener, waterways



Transform River Roding into a publicly accessible space



More shady and cool spots in hot weather



Promote healthy food locally and growing spaces by the River Roding



Make better use of underutilised green assets, such as the Golf Course



Incentives to play sports and improve well-being, as well as formal infrastructure



Test retention and retrofit opportunities



Promote local reuse of materials and repair hubs



Please refer to [Section 3.3: A safe and welcoming place](#) as green infrastructure interventions are tied to the local connections and public realm improvements.

A greener, healthier Ilford

Green infrastructure

Opportunities include:

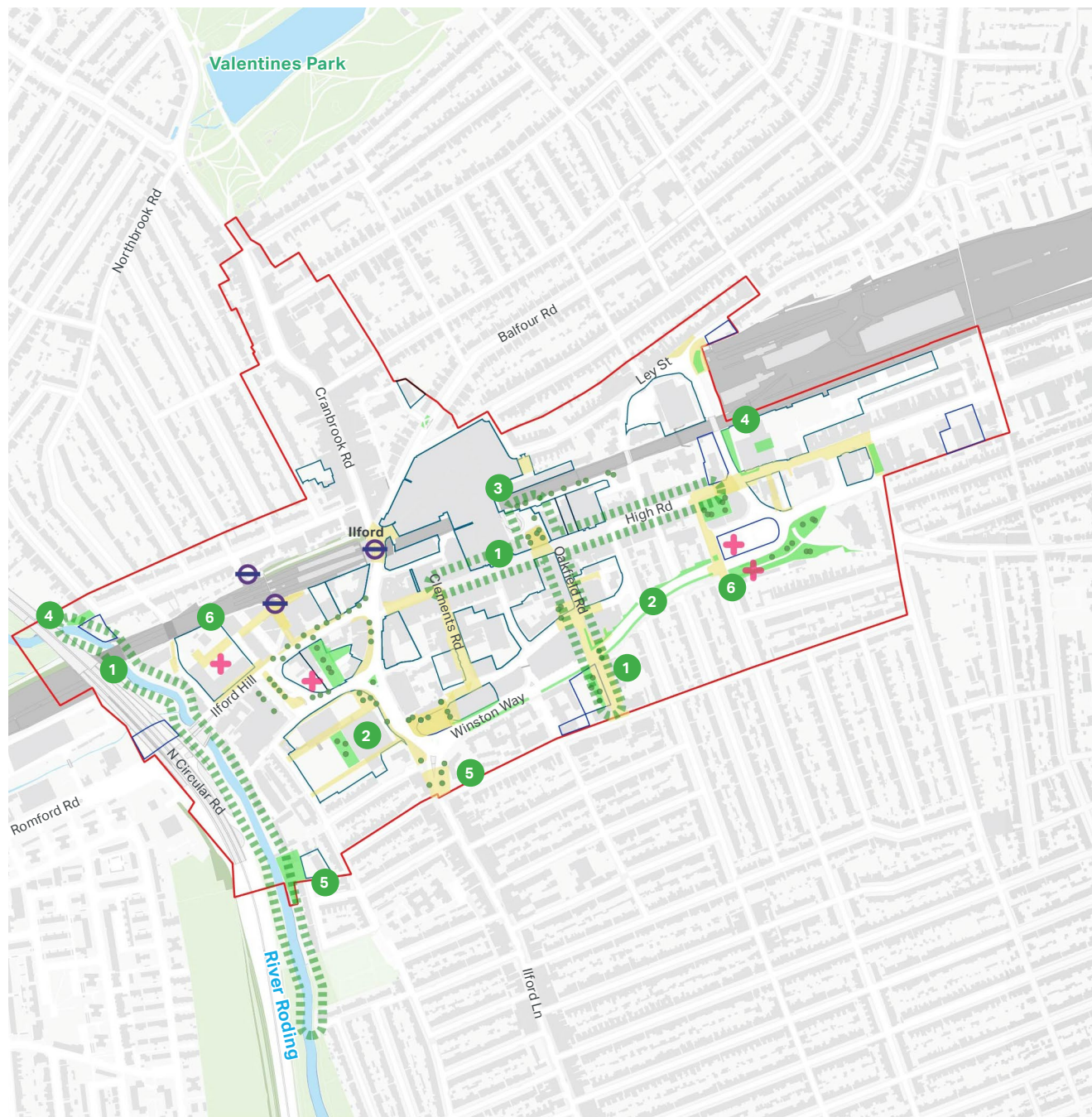
- 1 Carefully integrated tree planting, water features, including greening the River Roding, High Road and Oakfield Road.
- 2 Shading and cooling along key walking routes, including Winston Way.
- 3 Climate-responsive public realm design to manage rain and heat, including in the proposed new town square.
- 4 Small, well-designed spaces, such as pocket parks, green streets.
- 5 Flexible areas for informal activity, can help support healthy and active lifestyles.
- 6 Temporary green spaces to activate long-term sites.



Please refer to the following pages and [Part 4: Ilford's Places](#) for further information on green infrastructure.

KEY

-  Potential new public realm
-  Greening opportunity
-  Key greening corridors
-  Proposed trees (indicative)
-  Development site
-  OA boundary
-  Potential for meanwhile activation



A greener, healthier Ilford

Green infrastructure



drainage but also help make for a more comfortable walking environment, creating a buffer between people and moving vehicles. More greenery of this kind could be introduced on the **High Road, Clements Road** and adjoining town centre streets such as **Oakfield Road**.

Every opportunity should be taken to introduce green infrastructure in the town centre, both through new development and adapting existing space.

Greening the street

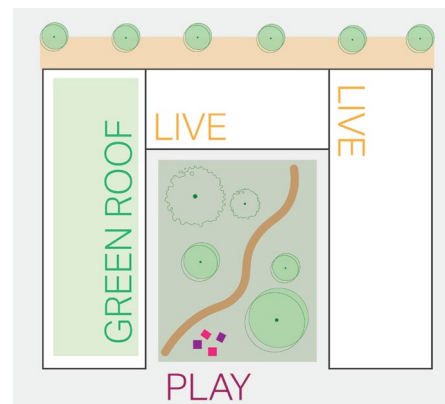
Most of the potential locations for greening are on streets, where new tree planting can help create a more balanced urban environment, offer shade and shelter for people. New habitats can support greater biodiversity. Raingardens and verges not only provide space for planting and for



Pocket parks

Pocket parks, tree planting and raingardens could also be introduced in and around the residential streets north and south of the town centre. On major roads such as **Winston Way**, grass verges can be planted with hedges

and wildflowers to increase biodiversity, reduce traffic noise and absorb pollutants (through careful selection of species).



New developments

New developments can provide much-needed green space, which should be designed to integrate well with existing and planned green infrastructure in the highway. For sites earmarked for future development, meanwhile green space should be explored to extend the green infrastructure network.

Accessible green space

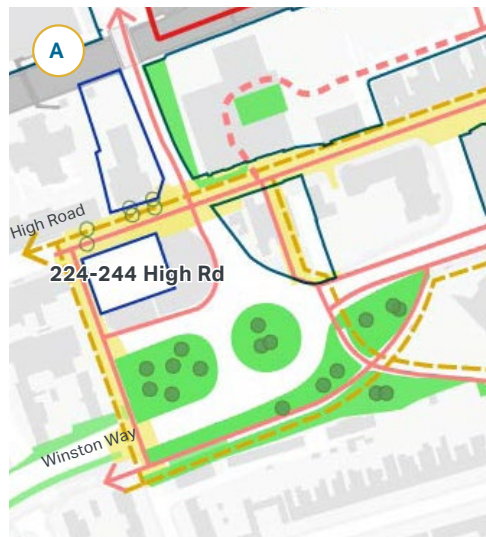
More ambitious projects to introduce more accessible green space for the public in the town centre include the potential for an eastern park for the town centre.

The existing green space on **Riches Road** could be expanded by removing the ramp and underpass infrastructure (these are rarely used now because there is a surface crossing of Winston Way) and could even be expanded if remodelling of the roundabout junction with Griggs Approach were to take place.

Alternatively, a development package involving this site and 226-244 High Road could see the Riches Road site developed and a new green space delivered at the eastern end of the High Road (See next page).

A greener, healthier Ilford

A new town park and Griggs Approach / Winston Way roundabout



Underpass removed

- Removal of underpass and ramps expands footprint of site creating surface-level park on both sides of Winston Way.



Roundabout peninsularised

- Removal of underpass and ramps expands footprint of site creating surface-level park on both sides of Winston Way.
- Removal of western arm of roundabout creating new open area with trees, seating and play areas integrating existing mature trees from island site.
- Flexible recreation uses including MUGA activities.



Site swap

- Swap development site 226-244 High Rd with green space.
- New green park on the High Rd enhancing visibility and public access – further from Winston Way vehicular traffic.
- New development site benefits from fewer setback constraints.
- Larger, more flexible development footprint.



Site swap with peninsularisation

- Significantly larger and more comprehensive development site.
- Stronger integration between development and green space improving both usability and public realm quality.

A greener, healthier Ilford

Flood Risk, Drainage and Sustainable Water Management

Flood Risk

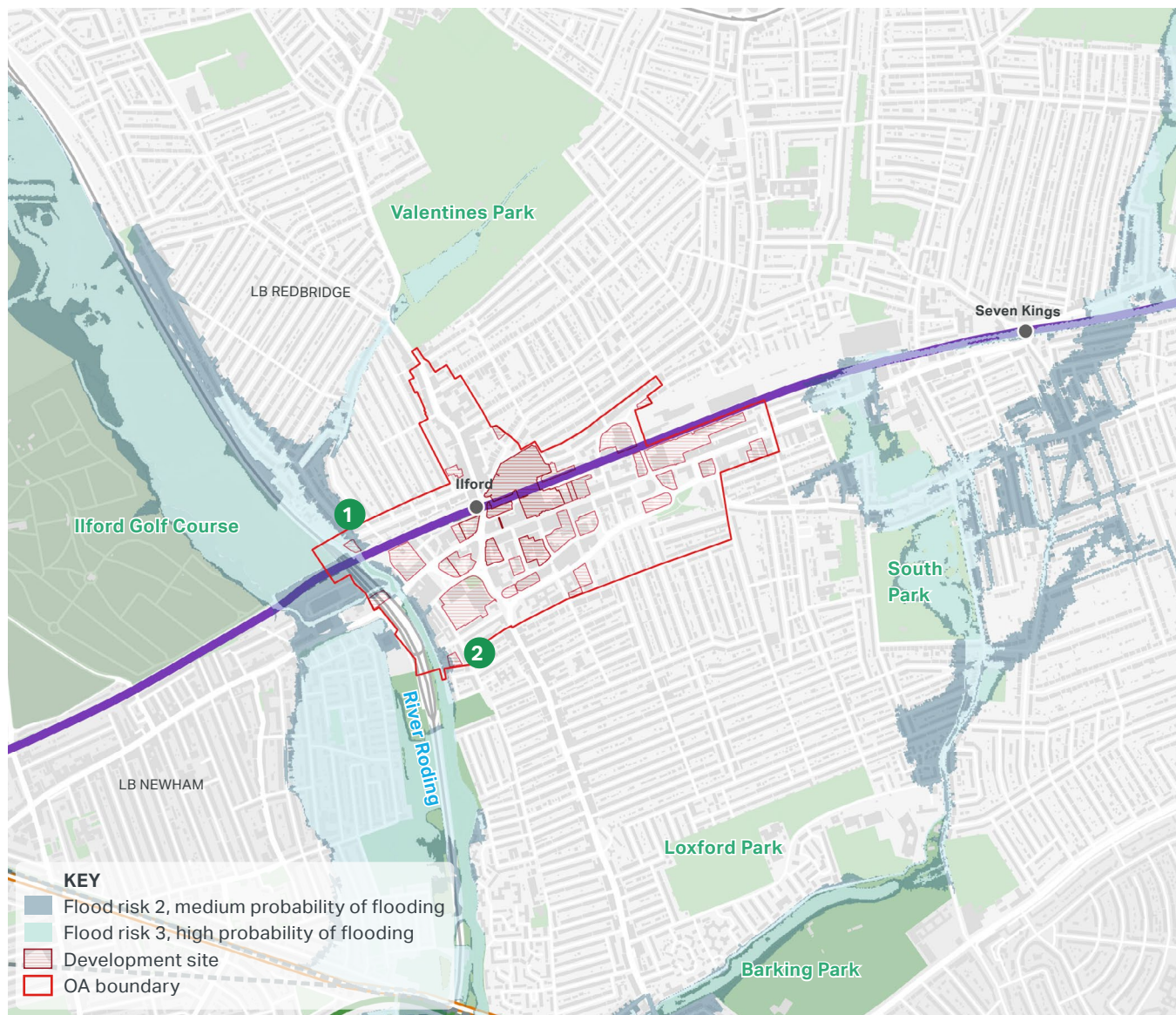
Given the proximity to the River Roding and as shown on the map parts of the OA are within 'Flood Zone 2' and 'Flood Zone 3'. This means these areas are particularly vulnerable to tidal and fluvial flooding, whilst also limiting habitable spaces provision on the ground floor (1 and 2).

River Roding

Riverside spaces remain largely inaccessible and disconnected from the town centre, limiting their potential to support flood mitigation, sustainable water management, and climate resilience.

Ilford Arrival

LBR and GLA are working together to deliver a series of projects to improve connections between Ilford and the Roding Valley providing residents and visitors access to green spaces, whilst also exploring opportunities to deliver major flood mitigation measures through the potential re-wilding of the golf course.



A greener, healthier Ilford

Flood Risk, Drainage and Sustainable Water Management

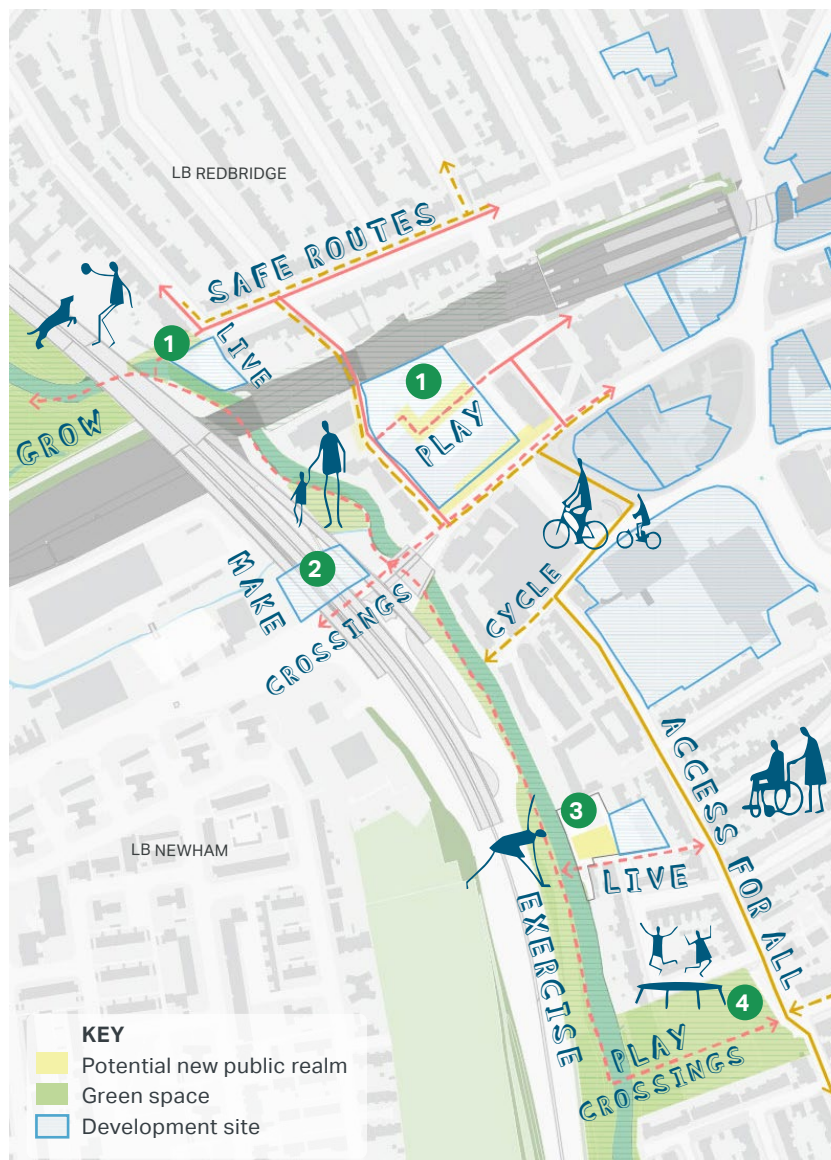
Celebrating the River Roding

Enhancing access to the river and integrating nature-based solutions would create multifunctional landscapes that manage water more effectively, strengthen biodiversity, and provide attractive, accessible routes for walking and cycling.

There are opportunities to deliver new riverside homes (1) and jobs (2), new public realm and green infrastructure (3) as well as new river crossings (4).

Recommendations

- Future development should enhance riverside access transforming River Roding into a publicly accessible space for biodiversity, recreation, wellbeing, and water management.
- Implement soft edges to naturally absorb fluctuating water levels.
- Create floodable public spaces that can act as retention basins during high water events. These spaces can serve as active community hubs during dry periods and functional flood storage during storms.



Seating opportunities and play in [Zurich](#)



Growing spaces in [France](#)



Water Square in [Rotterdam](#)

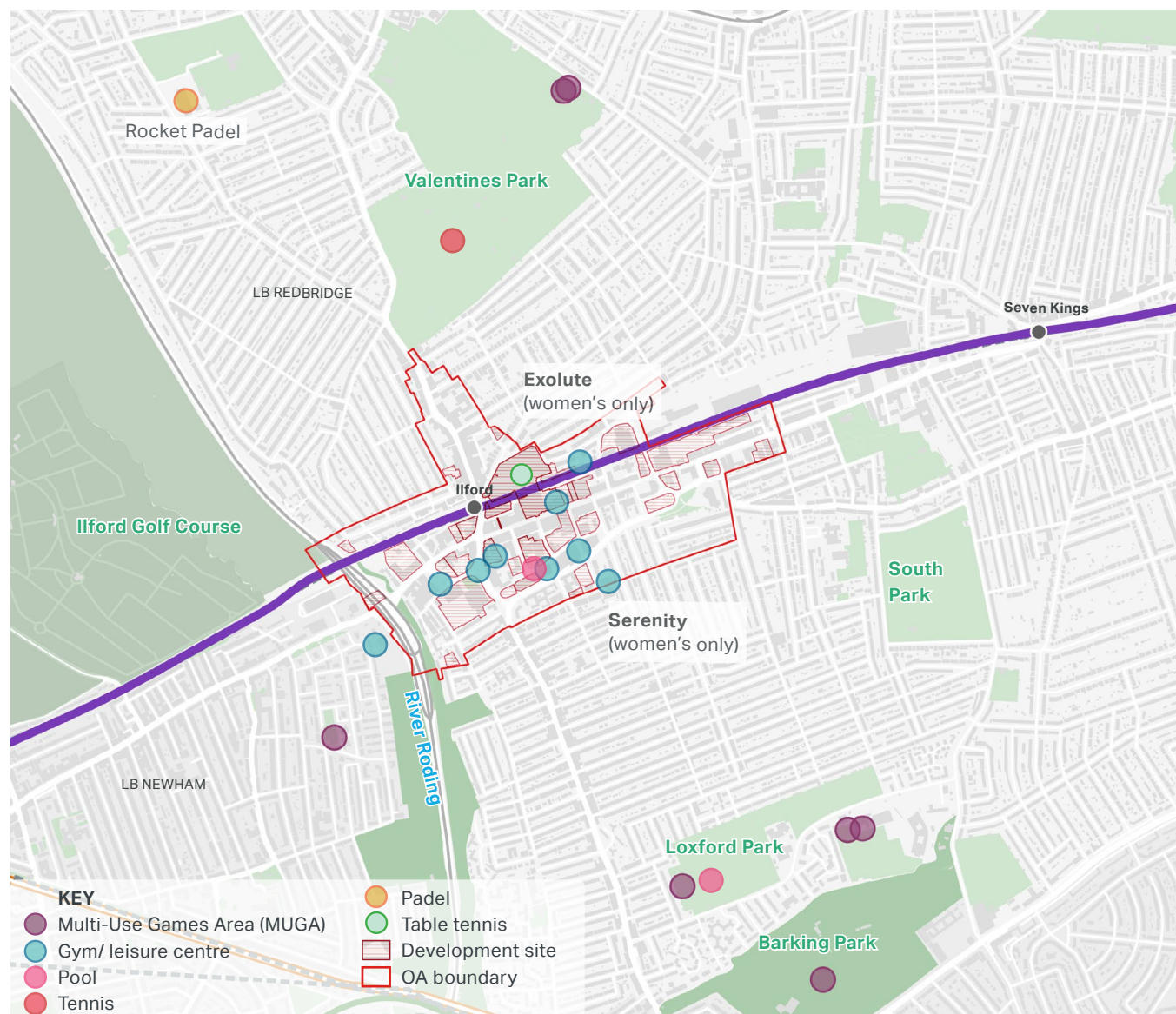
A greener, healthier Ilford

Physical and mental health

Improving opportunities for sport, play and everyday physical activity, alongside access to affordable, nutritious food, will be essential to addressing health inequalities and supporting a more resilient community. This includes market improvements, growing spaces, and initiatives such as the Ilford Community Grocery at City Gates.

Ilford contains several gym and fitness facilities, including two women-only gyms, as well as sports facilities in Valentines Park. However, provision is dominated by private gyms, with limited affordable public leisure facilities and few alternatives to gym-based exercise. There is no public swimming pool within the town centre boundary, and engagement highlighted a need for more affordable facilities and women-friendly spaces to support wider participation in sport and physical activity.

The town centre's offer has recently expanded with the Table Tennis England-funded Ping Pong Parlour at The Exchange and the opening of Rocket Padel in 2024, both providing inclusive opportunities for people of different ages and abilities, including juniors and players with SEND.



A greener, healthier Ilford

Physical and mental health

Designing for active lifestyles

East London has an established identity as a centre for sport and active recreation. This includes a broad offer, from high-performance training facilities to community sport, fitness and informal recreation.

At the same time, Ilford's regeneration should support everyday activity in all its forms, from active travel and leisure walking to play, dance, outdoor exercise and social recreation. Embedding opportunities for movement into streets, parks, schools, workplaces and mixed-use developments will help ensure that active lifestyles become a natural part of daily life.

The NHS Healthy Planning approach reinforces the need to integrate health and wellbeing into spatial planning and development. Embedding

this approach in Ilford's growth strategy can help prevent ill-health, reduce inequalities and create environments that support healthier choices for all residents.

CASE STUDY

[Oar and Explore](#) is an all-women, majority-Muslim boat club in Tower Hamlets that creates safe, inclusive access to local blue spaces. Run by Poplar HARCA and the East London Canal Access Network, it removes cultural, financial and social barriers to water sports through free safety introductions, low-cost weekly sessions, family-friendly timings, provided changing facilities and culturally appropriate kit; with no requirement to swim.



What could this mean?

Through engagement with residents, it is clear that access to affordable, welcoming spaces and physical activity opportunities is a priority. People want places that support well-being, bring communities together and feel safe and inclusive for everyone.

Accessible and adaptable spaces

Creating accessible infrastructure is central to this ambition. This includes designing and adapting spaces so that women and girls feel comfortable and confident using them, with good lighting, clear sight lines and activities that reflect diverse interests and schedules. It also means recognising and supporting the informal ways people

already use local spaces for walking, play, exercise, dance, recreation and social activity.

For example, spaces such as the BT site car park are already used informally for recreation and exercise, demonstrating demand for flexible, low-cost opportunities close to home.

Active lifestyles as part of the economic proposition

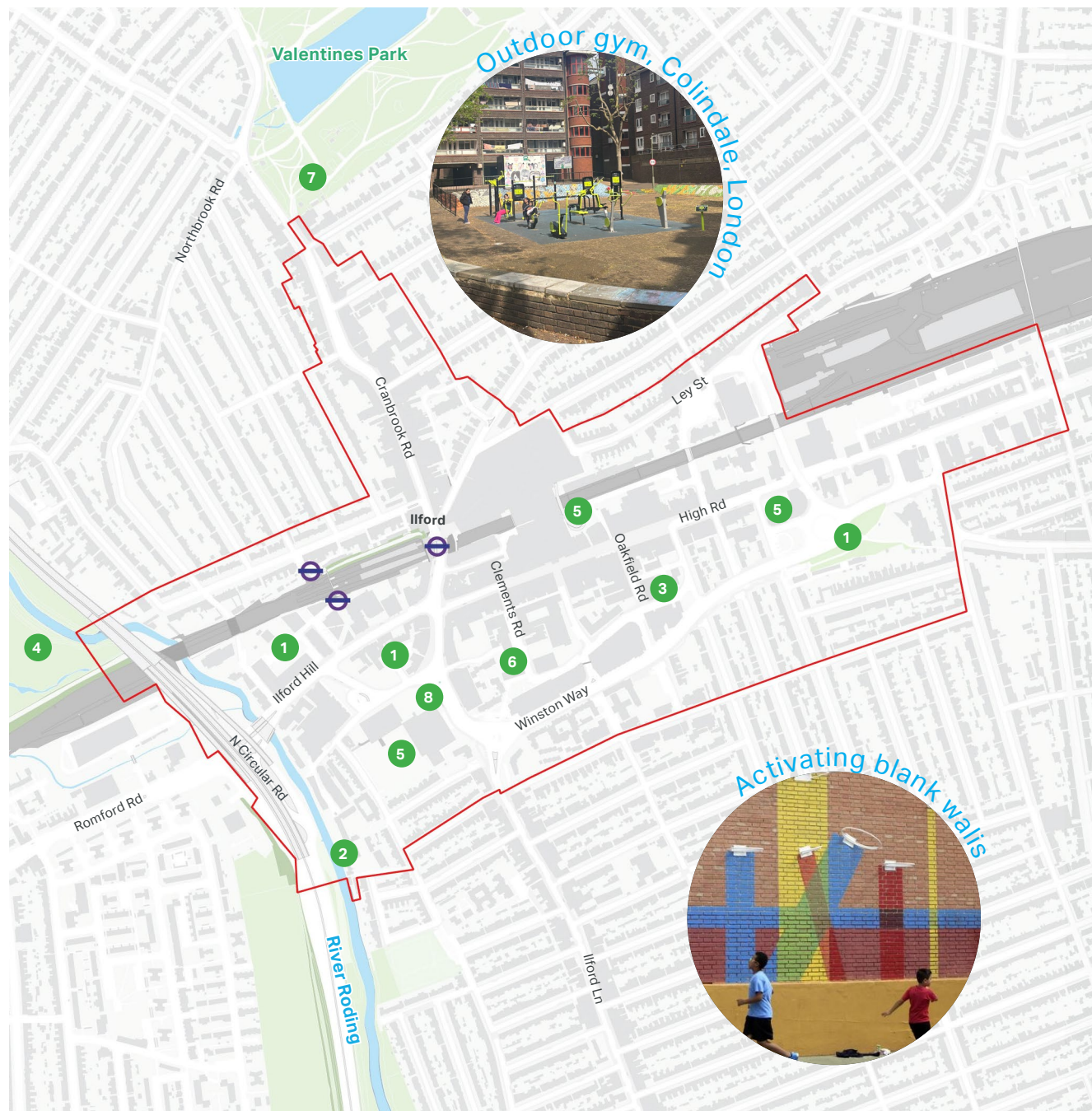
Sport and active recreation can be an important part of Ilford's economy, supported by specialist training facilities, physiotherapy and rehabilitation services, and community-led enterprises. Strengthening this ecosystem can help Ilford capture value from the wider East London active economy while ensuring local residents benefit through jobs, skills development and improved access to facilities.

A greener, healthier Ilford

Physical and mental health

Potential sporting infrastructure:

- 1 Interim uses such as MUGAs or outdoor gyms should be tested ahead of construction and considered for long-term integration into public spaces.
- 2 Adventure play and activity-led installations along the River Roding, including climbable sculptural elements, can encourage movement and exploration
- 3 Kenneth More Theatre forecourt could accommodate urban sports equipment such as climbing walls.
- 4 Improved access and re-wilding of the golf course could support active lifestyles, including a running trail.
- 5 New civic and green spaces should promote everyday activity, with dedicated spaces that work well for girls and young women.
- 6 Back streets can host playable elements and small-scale sports infrastructure.
- 7 Valentines Park should offer improved, safe facilities and host sporting events.
- 8 Large open area present opportunities for pop-up activities such as roller skating or mini-golf, subject to permissions from Sainsbury's.

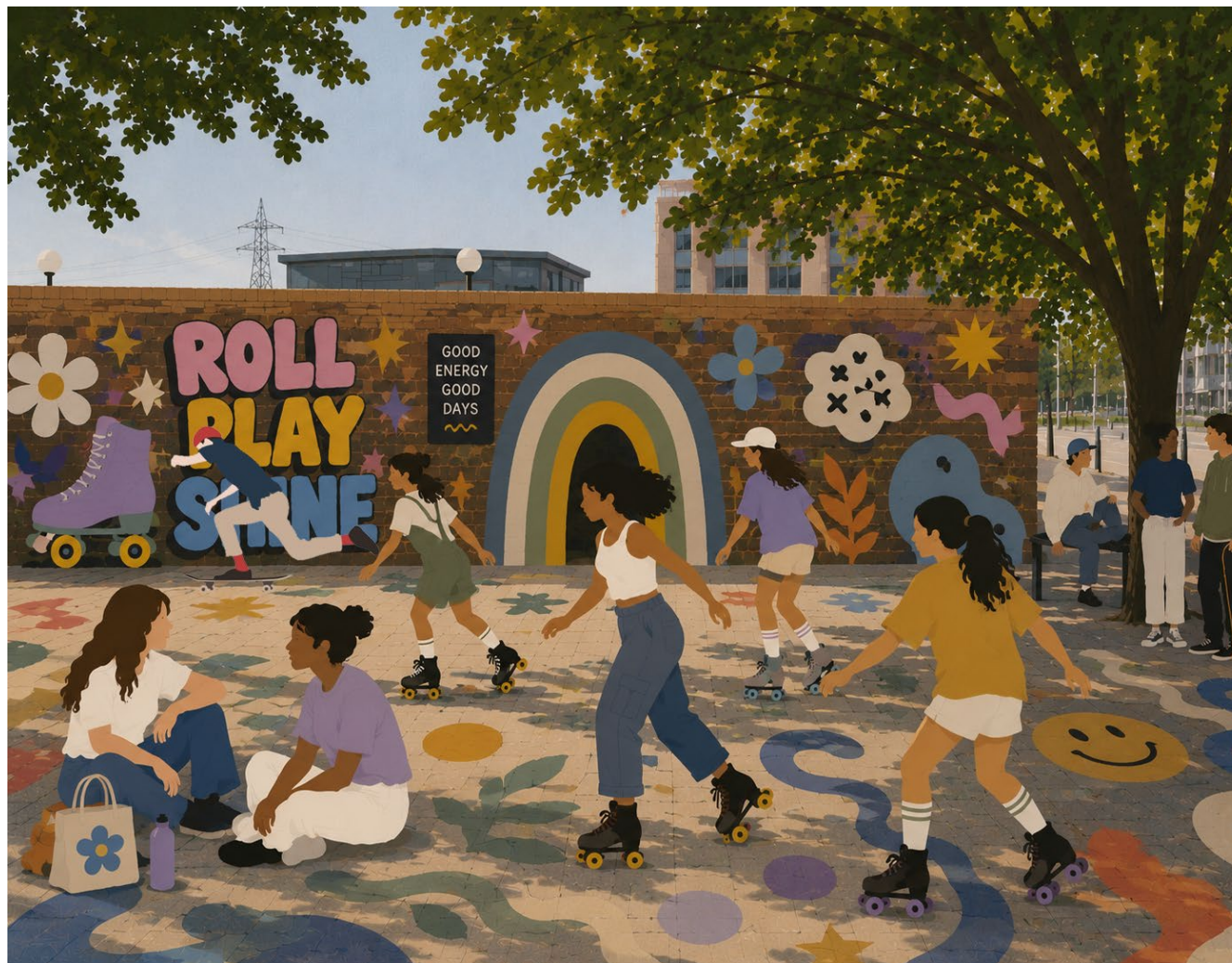


A greener, healthier Ilford

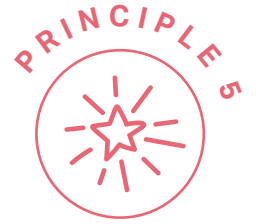
Physical and mental health

Recommendations

- Public space should remain flexible and not overly programmed; everyday sport can happen anywhere.
- Sports facilities should use transparent fencing, stay visible and be well-overlooked, acting as green, social anchors in the neighbourhood.
- Underused spaces such as school yards and car parks should be opened up for sport and active play. This could include infrastructure such as dance floors.
- MUGAs and other facilities should be inclusive, safe and accessible, supporting both activity and community interaction.
- Active Design Principles should guide the commissioning and design of all new or improved open spaces and sporting infrastructure.
- Neighbourhood design should support active ageing through accessible, age-friendly spaces and culturally appropriate health initiatives.



↑ Illustrative view showing opportunities for pop-up activities such as roller skating subject to permissions from Sainsbury's.



Celebrating Ilford's identity and reinforcing civic pride

Celebrating Ilford's identity and reinforcing civic pride

Introduction

Understanding Ilford's history

Ilford's history goes back to prehistoric periods when mammoths, elephants, rhinos, hippos, and other creatures roamed the grasslands which today is the urban centre of Ilford.

Since then, human civilisation has shaped the area. In the Iron Age, a large hill fort was built on the banks of the River Roding. In the medieval age, Ilford was part of Barking parish. The Hospital Chapel of St Mary and St Thomas in Great Ilford was erected in 1140 and still stands to this day.

Ilford remained a rural village until the 19th century. It grew exponentially after the deforestation of Hainault Forest which opened up land and the arrival of the railway which made it attractive for commuters into London.

Housing boomed and Ilford received an influx of new residents. It also became an industrial centre along the River Roding.

Ilford is also recognised as the birthplace of the Ilford photographic film brand, which grew into an internationally renowned company and remains an important part of the town's heritage and identity.

Celebrate Ilford's multicultural identity

Ilford has been shaped by immigration in its history, from a small Jewish community in the 1930s to waves of South Asian migration from the mid 20th century to now and many other groups that have come to make Ilford home.

Around 26 per cent of households in Ilford town centre have no people with

English as their first language. As such, development in Ilford should actively seek to engage, and be inclusive towards residents that may not have opportunity to voice their experiences and ideas for their town centre.



The Ilford mammoth, Natural History Museum © [London Borough Redbridge](#)



The town's heritage as the home of the Ilford photographic film company provides a distinctive cultural asset

This section will cover:

- Education and Youth
- Social infrastructure
- Culture
- Heritage
- Public art



A collection of religious artefacts found by members and supporters of the River Roding Trust in the process of cleaning up the banks of the River Roding © [Andrew Brown](#)

Celebrating Ilford's identity and reinforcing civic pride

What would that look like?

There is an opportunity for regeneration and future development to bring together culture, heritage, and everyday life to create spaces that feel meaningful and lived-in.

This OAPF celebrates Ilford's diversity, honours its history, and supports a vibrant future through youth-focused spaces, well-cared-for streets, opportunities for leisure close to home, and community infrastructure that strengthens social connections and civic pride.

Religious and faith institutions will continue to play an important role in supporting community cohesion, wellbeing and intercultural understanding across the town.



Express cultural diversity



Social infrastructure that responds to Ilford's youthful and diverse population



Reveal and enhance the significance of local heritage



A youth space explicitly for young people



Commemorate and acknowledge historic places



Clear and consistent maintenance and caretaking



Character areas creating definition and sense of place



A leisure offer that means staying local is a choice.



Nurture local pride through co-creation and stewardship



Green, peaceful streets that bring pride to place



Refer to [Part 1: Introduction](#) and [Part 4: Ilford's Places](#) for further information on Ilford's character areas.

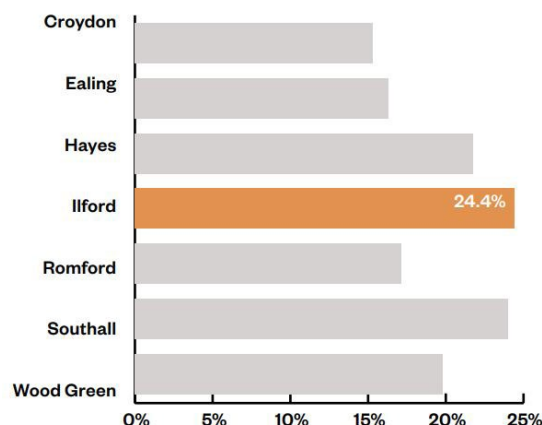
Celebrating Ilford's identity and reinforcing civic pride

Education and youth

Flexible education

Local young people still in education or planning for university flagged the importance of part-time employment that fits around study. This is the type of work that builds early economic ties to a place and creates the habits of local investment.

Schoolchildren and full-time students 5+



Source: 2021 Census, ONS



Refer to [Part 3.2: A vibrant town centre contributing to London's diverse economy](#) for further information on Skills and young people.

Student Accommodation

Reflecting its young population, Ilford has the highest proportion of students across town centres, with Southall and Hayes following closely.

Currently, Lynton House is a satellite campus for the Queen Mary University of London (QMUL) Faculty of Medicine and Dentistry, located in Ilford (IG1 1NY). It features dedicated clinical teaching spaces and a mock ward.

An increasing number of parties are considering Ilford to deliver PBSA at more affordable rents than other London locations, targeting domestic students in a market where cost of living concerns are high. However, translating this opportunity into viable scheme delivery faces challenges. The current lack of higher educational institutions or other PBSA buildings in Ilford could mean schemes struggle to attract a nominations agreement from a University and impact potential rents that could be achieved, creating viability pressures.

Early years education

Redbridge's Infrastructure Delivery Plan sets out commentary around current and future demand for educational provision. Provision of childcare in the borough is currently sufficient, partly due to low take up of childcare within the borough. Changes to the borough's demographics, as well as improved outreach and awareness may affect demand for childcare as significantly as new development.

CASE STUDY

In addition to formal childcare provision, the quality and accessibility of the public realm supports early years development, with safe, inclusive spaces enabling play, physical activity and social interaction essential for young children. Below are examples of music walls and a version of hopscotch getting kids to jump in different patterns © Sahar Coston-Hardy



Celebrating Ilford's identity and reinforcing civic pride

Education and youth

Primary and Secondary Schools

At present, no overall additional requirement until 2031 is projected for primary and secondary school places. If additional places are required, this can be managed within schools where admission numbers have been previously reduced to manage budgets.

Special Educational Needs and Disabilities (SEND)

There is sufficient capacity within Redbridge's schools until 2030 and beyond. Capital investment will continue to be required to address local growth demands and to improve educational facilities by renovating existing premises.

Libraries and Places to Study

Redbridge Central Library in Ilford is one of the 20 most visited libraries in England. There will be a need to continue to upgrade libraries in the borough to ensure buildings remain accessible and attractive.

Engagement with schoolchildren in Ilford has revealed that Redbridge Central Library often lacks space to study due to popularity. As such, the town centre and new youth provision should seek to offer additional space for schoolchildren to study. There is potential to accommodate such spaces in the town hall or Kenneth Moore Theatre, should these be re-developed.



Redbridge Central Library

CASE STUDY

The [Youth Zone](#) at Wirral, The Hive, has been designed to provide a space specifically designed to inspire young people to learn new skills, connect with others and enjoy their leisure time. This custom built youth club offers over 2850m² of sports, arts and enterprise activities through its multi-use design. Facilities on offer include a fitness suite, a roof-top sports pitch, dance, performing arts, boxing and martial arts studios, with activity room for music, film, multi-media, enterprise and a range of areas for informal education, including study spaces.

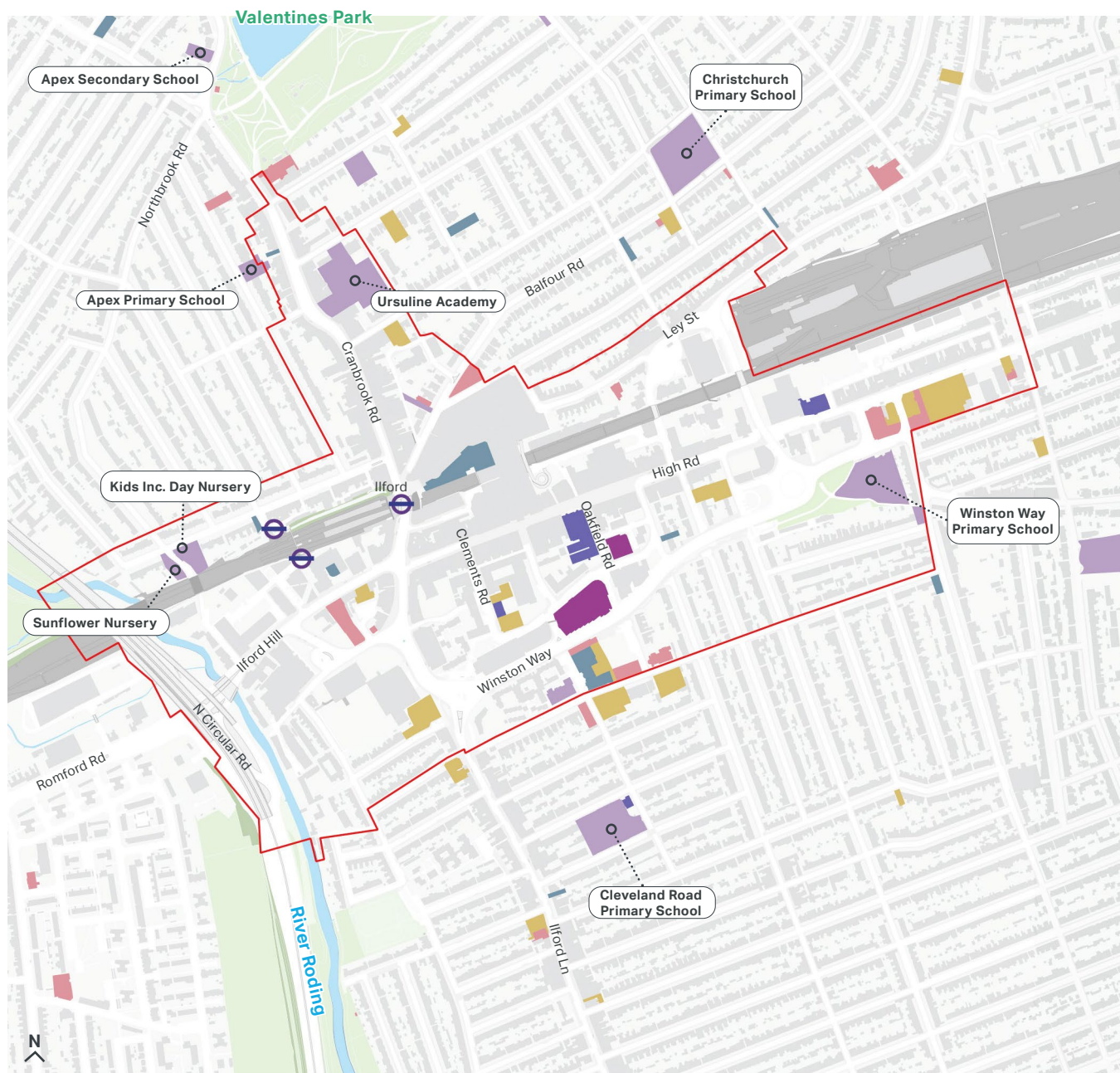


Celebrating Ilford's identity and reinforcing civic pride

Social infrastructure

According to the [Civic Strength Index](#), Ilford has a mixed social infrastructure profile. Public services are a key strength, outperforming many wards across Redbridge, while community spaces score above the borough average. However, Ilford ranks among the borough's lowest-performing wards for physical and social infrastructure, and records the weakest safety outcomes in Redbridge despite its relatively strong community assets.

Compared with other outer London town centres, Ilford is relatively well served by social infrastructure. However, there is a **clear gap in provision for young people**, with limited youth spaces and no dedicated youth facilities. While informal initiatives such as Box Up provide important gathering spaces, engagement highlights youth provision as a key local priority.



Celebrating Ilford's identity and reinforcing civic pride

Social infrastructure

Recommendations

- A new **public space** in the town centre, or series of spaces, could better link key destinations and provide opportunities for meeting, waiting and play (see Part 3.3: A safe and welcoming town centre).
- A dedicated **youth facility** could be accommodated in Ilford Hill (IF Bar), or in the new town square, as part of a re-provided Kenneth Moore Theatre, or as a short-term test pavilion in spaces such as the new town park at Griggs Approach.
- **Healthcare facilities** located within or close to the town centre and accessible by public transport. Potential consolidation and co-location with other services potentially as part of re-imagining the town hall and civic quarter.
- **Flexible spaces** to accommodate faith-based and cultural gatherings where there is identified need.

- Building on Ilford's food offer, ground floor uses could include **community kitchens**, affordable food spaces or markets that support social interaction and access to food. Food-focussed pavilions could also be tested as meanwhile uses.
- **Everyday social infrastructure** such as **hair salons** form part of the local economy, offering informal spaces for social interaction, cultural expression and support networks. They could be supported and integrated within ground floor and high street uses.



CASE STUDY

[Vault Youth Zone](#) by [John Puttick Associates](#) is a multi-storey youth centre IN Preston, designed to give young people a space they can feel proud of. Drawing on the city's modernist heritage and positioned prominently on a public square, the building brings together sports, arts, social and learning spaces around a central social hub.



CASE STUDY

[Barking Learning Centre](#) by [Allford Hall Monaghan Morris](#) demonstrates how large public institutions can be adaptable in their use of space and ways of working to maximise the number of activities and services, and to prioritise accessibility.

Celebrating Ilford's identity and reinforcing civic pride

Culture

- 1 Strengthen the town centre's civic and cultural role through comprehensive redevelopment, anchored by the reimagining of the Town Hall, alongside a new town square north of High Road and improvements to or reprovion of the Kenneth More Theatre and Janice Mews.
- 2 Potential for a cluster of community/ cultural uses along Clements Road on 'Britania Car Park' and 'Chadwick Road and Postway Mews' development site.
- 3 Music venues are missing in Ilford, highlighted in engagement sessions. Potential for provision of music and dance studios in the cultural quarter.
- 4 Showcasing SPACE Studios, a prominent cultural institution in Ilford and using the proposed public realm improvements around for exhibition and engagement space.
- 5 Temporary cultural and leisure uses to activate long-term sites, such as an outdoor cinema.
- 6 Celebrating cultural identity through public realm.
- 7 Using wayfinding and signage to express civic pride.
- 8 Potential art trails and outdoor culture along the River Roding or Ilford Lane.



Celebrating Ilford's identity and reinforcing civic pride

Culture

Culture as a driving force

As identified in the [Local London Vision](#), there is a clear ambition for Ilford to strengthen and grow its cultural sector and creative industries.

The Kenneth More Theatre, which is currently closed and undergoing roof repairs, represents an important sub-regional cultural asset. Architecturally, it is also a notable example of Brutalist design, contributing to Ilford's built heritage.

Re-imagining the theatre

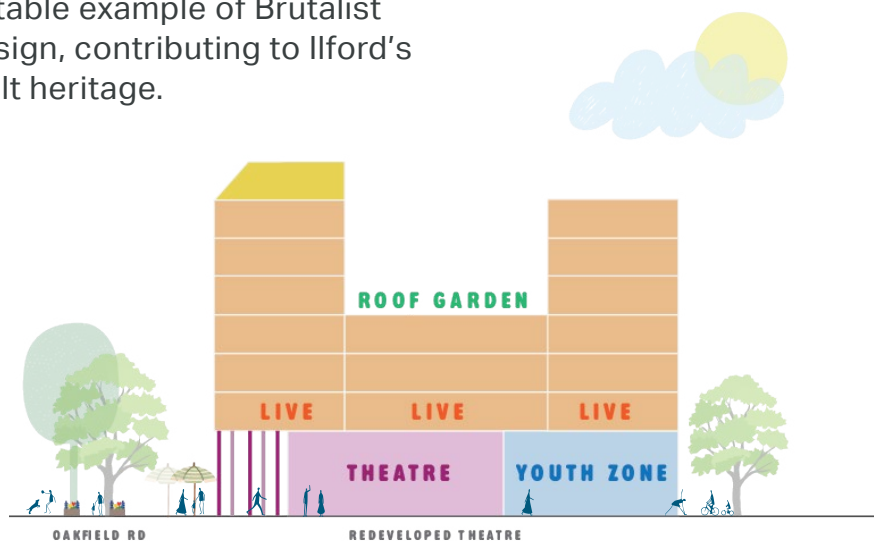
There is a significant opportunity to reconsider the future of the theatre as part of a wider cultural quarter masterplan. Such an approach could optimise the use of public land assets while delivering high-quality placemaking and reinforcing Ilford's role as a cultural destination.

Reproviding the theatre within a mixed-use development, potentially incorporating residential uses above and enhanced cultural provision at ground level, could ensure its long-term viability and broaden its offer.

Comparable approaches have been successfully delivered in locations across London. Cultural infrastructure has been integrated into wider regeneration schemes to support both place activation and economic growth.

What could this look like?

- 1 Welcoming civic space: with facilities for all ages and communities, including step-free access, affordable spaces, clear signage.
- 2 Flexible: Multi-use spaces adaptable for performance, rehearsal, and community use.
- 3 Active frontage: Transparent frontage with café/bar to drive all-day and evening activity.
- 4 Youth-focused: Spaces for learning, interacting and talent development.
- 5 Civic landmark: Strong architectural identity.
- 6 Animated at night: Lighting and façade design to create a visible, vibrant evening presence.
- 7 Residential integration: Seamless fit with residential above, with clear separation and acoustics.
- 8 Public realm: Building to step back to allow for enlarged public realm along Oakfield road and engage with the street via spill-out space.
- 9 Sustainable: Building designed for long-term use and maximising reuse.



Celebrating Ilford's identity and reinforcing civic pride

Heritage

Ilford's historical places of note provide opportunities to acknowledge key parts of Ilford's history. Ilford's past has accommodated industrial and nighttime uses that residents have said they would like reintroduced.

Industrial places of note

- 1 Ilford Limited Photographic Company, originally started in a basement in Ilford, grew into a global pioneer of analog photography.

Leisure and recreation places of note

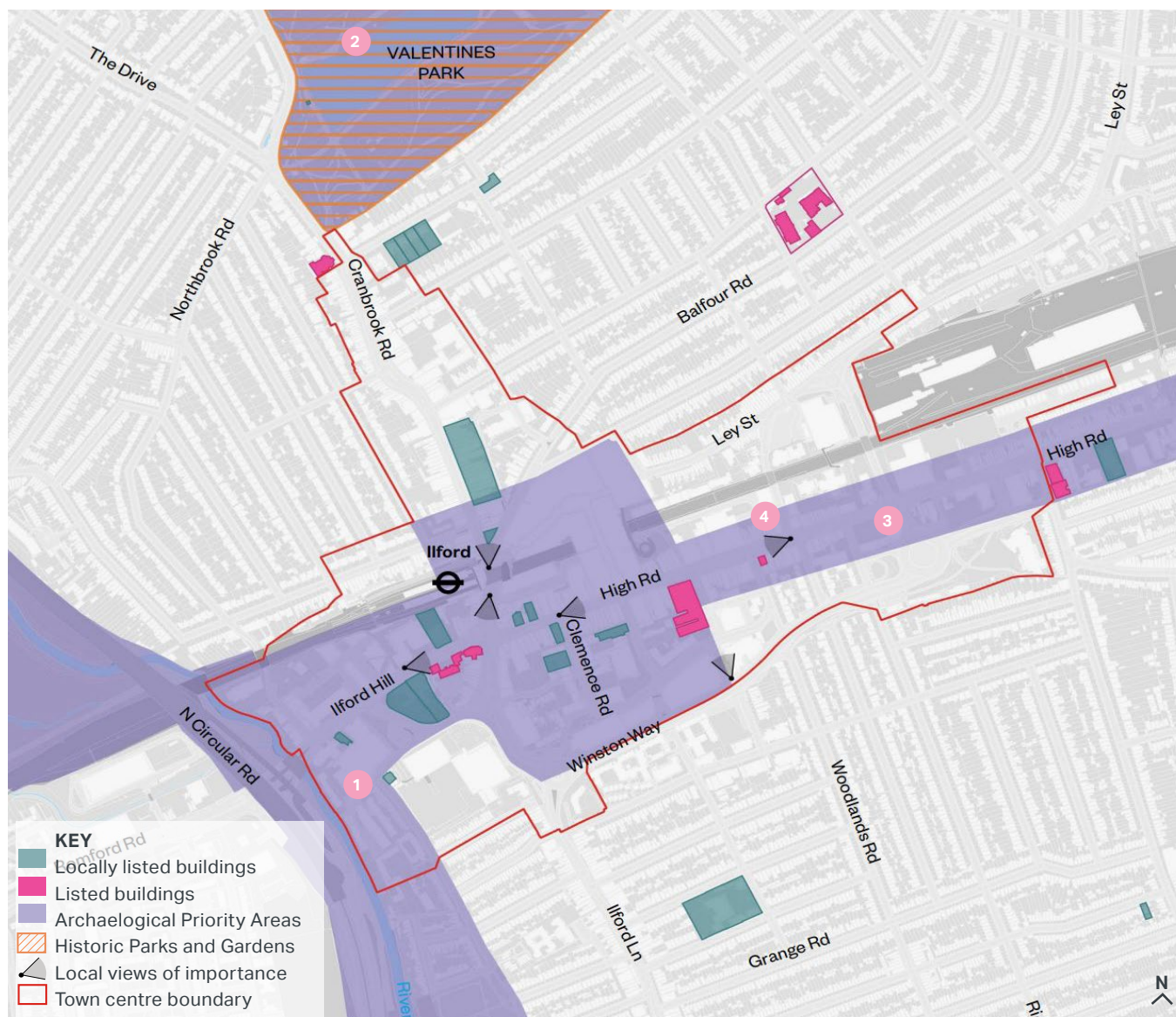
- 2 Valentine's park lido was popular in the 1930s as a place for families to swim.

Nighttime economy places of note

- 3 Ilford Palais: Ilford Palais was a popular club in the 1960s.
- 4 Room at the Top: Located in the penthouse of the former Harrison and Gibson site, Room at the Top was a popular dancing spot in the 1970s-80s.



Refer to **Evidence Base** by We Made That for further information on heritage and views.



Celebrating Ilford's identity and reinforcing civic pride

Heritage

Development can draw on Ilford's industrial, leisure and nightlife heritage to create a distinctive, culturally-led destination with strong day-to-evening activity. This includes embedding narratives into design, naming and programming of places.

Celebrate industrial legacy

New development and regeneration can reference Ilford's photographic and industrial history through materials, public art, or creative workspaces.

Family- friendly leisure offer

This could include interactive water features, similar to those at Granary Square, which encourage play, social interaction, and longer dwell time.

Performance spaces

- New development should embed dedicated and flexible cultural spaces to support dance and music; activating ground-floor uses within new schemes or reimagining existing assets such as a theatre could incorporate dance studios, rehearsal spaces, and music production facilities.
- New and enhanced civic spaces should be designed to accommodate regular performances, including outdoor dance events, live music, and community showcases.



Old Laundry House; Underused historic outbuildings become a dance school, events space and artists' studios in Harrow by [DK-CM](#)



Public Realm in Hayer referencing the music history of the site by [studio egret west](#)



Granary Square at Kings Cross features water features that activate the public realm and provide opportunities for accessible leisure.

Celebrating Ilford's identity and reinforcing civic pride

Ilford Lane

Stories of the lane

Ilford lane has a rich history and varied offer that is considered a major asset to the area. The first South Asian grocery shops opened in the 1970s, followed by fabric shops and small restaurants.

Today, there are over 100 South Asian shops. Regeneration in Ilford should provide an opportunity to acknowledge and recognise important histories and places in Ilford that have been lost.

Notable places from history

- 1 Pioneer Market opened at the top of Ilford Lane in 1921. The market was opened by Ardeshir Kapadia, an Ilford councillor and barrister with the intention of creating a permanent market in the town. The market had butchers, greengrocers, and clothing among other stalls. One notable shop in Pioneer Market was Ron's Music Shop. In the 1950s and 60s the store was popular for music lovers and sold instruments, records, and accessories.

- 2 207 Ilford Lane was home to a GP run by two South Asian doctors, which at the time in 1935 was very rare.

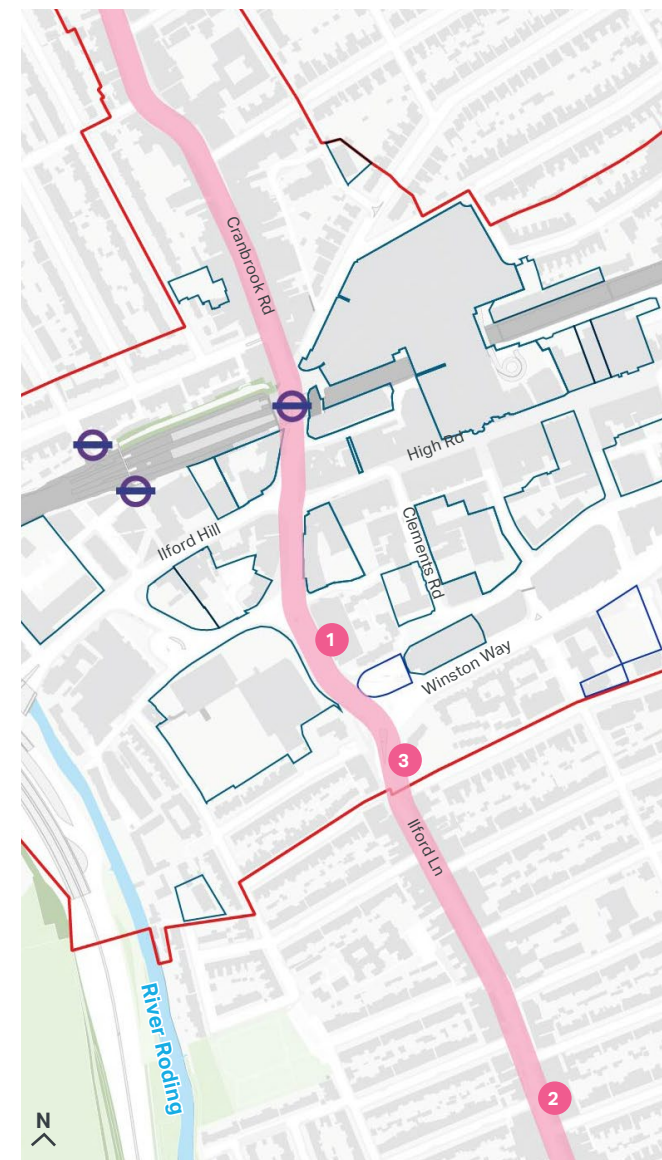
- 3 73 Ilford Lane was Trinity Housing Association, set up by James Alexander. Originally from Trinidad and Tobago, Alexander created the association to help anyone who struggled to get housing due to discriminatory housing policies.

CASE STUDY



Rainbow Plaques- Black Lesbian & Gay Centre, Peckham, London

Rainbow Plaques is a national scheme that identifies hidden and lost LGBTQIA+ heritage. Established in 1985, the Black Lesbian and Gay Centre was set up by activists to provide vital support for Black Queer communities. While the centre closed in 1995, the rainbow plaque installed commemorates its location and impact on Bellenden Road in Peckham.



Celebrating Ilford's identity and reinforcing civic pride

Public art

Public art, murals and light installations came up repeatedly in our engagement sessions. Young people described public art as both a form of wayfinding and a destination, helping to create a town centre that is legible, distinctive and worth travelling to.

There is no current, formalised public art strategy for Ilford or for the borough. In 2021 LBR worked with [Studio Gil](#) to explore the development of a public art strategy for Ilford Town Centre. Underpasses, roundabouts and crossings, wall elevations of car parks, site hoardings, shop units and road surfaces were identified as opportunities to promote public art.

Across the town centre there are successful examples of public art that reflect Ilford's character and uniqueness.



Community Mural by [colours of Redbridge](#) (November 2024). The illustrations were crafted by local artist Erin Aniker, and the mural was painted by artists from Matchbox CIC with the help of community members.

With significant change anticipated in Ilford, **public art should be promoted in Ilford OA to:**



Strengthen identity and place-making: Create a distinctive look and feel that helps Ilford stand out and supports the Culture Quarter.

CASE STUDY

Created by Yuri Suzuki, [Sonic Bloom](#) is an interactive sound installation that allows participants to create their own music using a field of colorful, oversized, flower-like sculptures.



Improve wayfinding and town-centre legibility: Use murals, landmarks and light installations to help people navigate and understand the area more intuitively.

CASE STUDY

Charles Holland Architects has designed a pyramidal wayfinding post called [The Tooley Street Triangle](#) as a "symbol of celebration" for the London Festival of Architecture. The installation offers seating and improves wayfinding.



Celebrating Ilford's identity and reinforcing civic pride

Public art



Activate long-term development sites: Bring life, interest and temporary uses to locations such as the Ilford Western Gateway while longer-term projects progress.

CASE STUDY

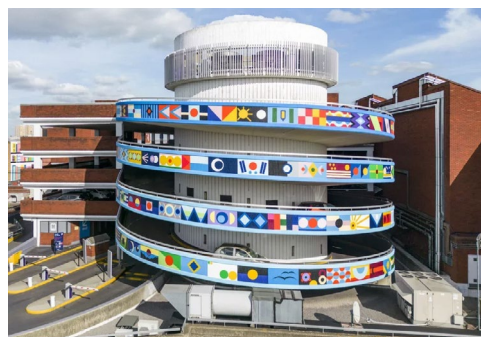
LentSpace by Interboro Partners is a privately-owned development site in New York that is temporarily being made open to the public. LentSpace acts as a platform for rotating exhibitions of contemporary art complemented by various public programs. The self-rotating panels enhance the permeability of the site and offer seating opportunities.



Support local skills and creative development: Provide opportunities for young people and local artists to design, produce and deliver artwork, building skills, confidence and pathways into creative industries

CASE STUDY

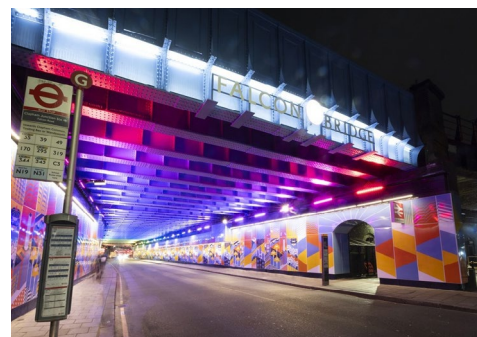
Under Many Flags in Wood Green is an artwork covering an area of over 200 square metres at the car park shopping centre. Members of the Youth Advisory Board were trained to help the artist with the painting.



Encourage footfall and economic vibrancy, including in the evening: Make streets more attractive and inviting, helping draw residents and visitors into the town centre and supporting local businesses.

CASE STUDY

Falcon Road rail bridge transformation in Wandsworth. The council, in partnership with Network Rail transformed the bridge underpass from a dark, unwelcoming route to a brighter, lighter and safer place with the use of public art and lighting.



Recommendations

- Developments should seek opportunities to integrate public art, including as part of their meanwhile strategies.
- Public art should be co-created with local communities.
- Public spaces, green corridors and riverside paths should make use of public art to strengthen wayfinding and place identity, including opportunities for nighttime art like lighting installations.

The next page identifies potential locations for public art. A borough-wide strategy is needed to ensure a coordinated approach to engagement, design and delivery with relevant stakeholders.

Celebrating Ilford's identity and reinforcing civic pride

Public art

- 1 Create feature to mark entry to Town Centre could involve art work on existing billboard, public art on renewed fencing, removal of large billboard, public art on side of brick building. Features could be on east and west of town centre.
- 2 Public and road safety improvements for Rigby Mews, creating a more balanced shared space environment, eg. planting, resurfacing, public art.
- 3 Public and road safety improvements for Heron Mews, creating a more balanced shared space environment, eg. planting, resurfacing, public art.
- 4 Potential for public art on vertical ribbed face of WILCO building.
- 5 Space on High Road in front of Town Hall to be cleared of market stalls, with addition of trees, benches and public art.
- 6 Griggs Approach - underpass: Lighting, planting and public art improvement opportunities to improve underpass.
- 7 Griggs Approach - concrete low walls: Public art opportunities on low concrete walls.
- 8 Havelock Street - Public art as part of a comprehensive transformation.
- 9 Sainsbury's corner; potential for interim public art.





04

Ilford's Places

Find what this OAPF could mean for Ilford's sub-areas. This section outlines development principles and identifies public realm improvements for seven areas across the OA:

1. Ilford Hill
2. Ilford Approach
3. Cranbrook Road
4. Central High Road
5. Clements Road
6. Ley Street
7. High Road East

Ilford's Places

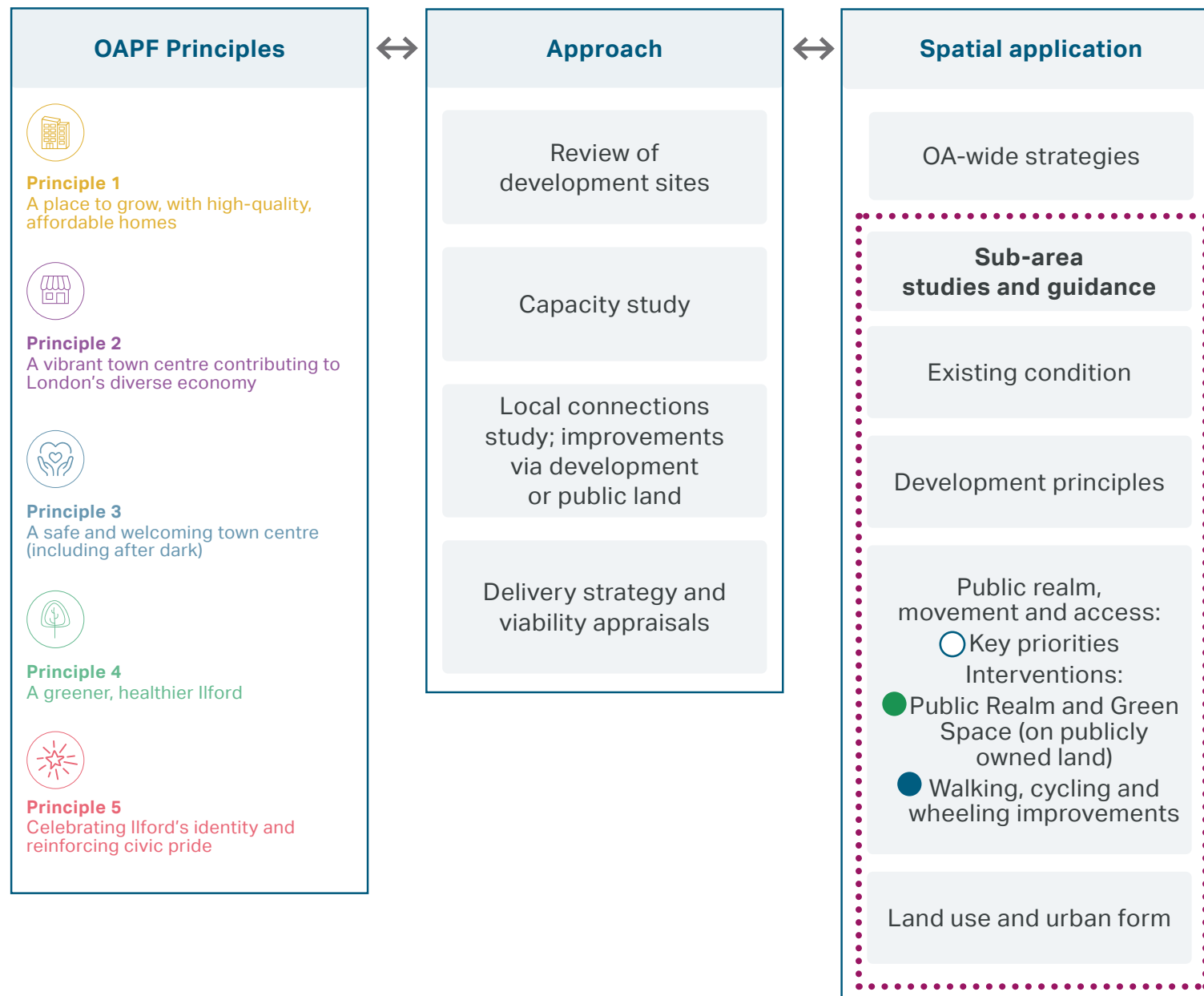
Introduction

This section builds on the preceding vision and principles by exploring the OA at a more detailed, character area level. It brings together the capacity work undertaken by We Made That with the local connections strategy and public realm proposals.

For each character area, it sets out the existing context and development principles relating to land use, access and movement, open space and greening, and built form

Illustrative plans demonstrate how public realm and active travel improvements could be delivered, alongside indicative land uses and building heights

Precedents and case studies are included to demonstrate how these principles might be realised in practice.



Ilford Hill

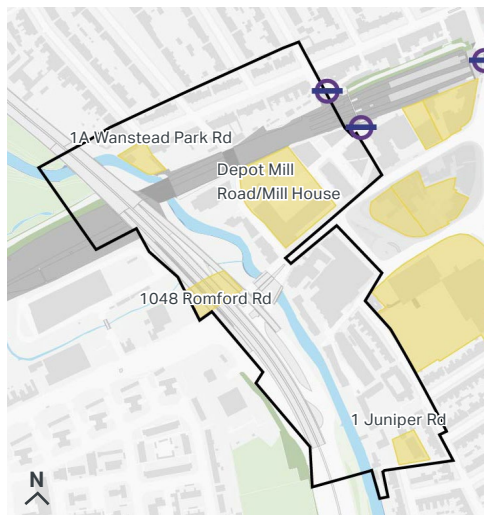
Existing condition

Ilford Hill is a key arrival space to the town centre from Ilford Lane and Romford Road. It is challenged by the major barriers of the A406, railway and River Roding.

Despite being underutilised, the River Roding represents a valuable asset that links the area to the railway station and the wider River Roding Valley.

There are several opportunity sites within the character area:

 Development site



1. Mill Road (view north)



2. Ilford Hill



3. Lowbrook Road



4. Roden Street



5. York Road (view looking west beneath north circular)

Ilford Hill

Development principles

Land use

- Primarily residential with employment uses at ground floor uses to activate key routes, ensure a balanced economy and consolidate town centre uses to the west.
- Light industrial uses in western extents of the town centre.

Access and movement

- Create attractive walking and cycling routes via the Ilford Arrival Scheme to draw people into the town centre.
- Improve connections to the River Roding valley.
- Deliver a strategic cycle link from Romford Road to Riverdene Road via Mill Road.

Open and green space

- Open access to the Roding River including safeguarding a riverside route through development and existing land uses.
- Greening opportunities in development sites such as Depot Mill Road/Mill House, Ilford Hill.

Character and form

- Create a coherent cluster of taller buildings along the railway, stepping down towards the southern suburbs.
- Ensure development reflects Ilford Hill's prevailing heights, using variation to mark arrival into Ilford.



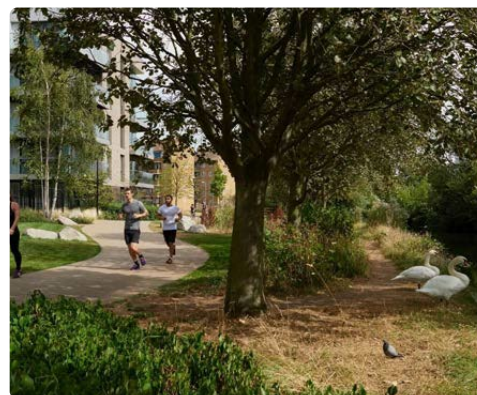
Pegasus Court, Grahame Park, Peter Barber

Town ground floor uses below residential, activating the public realm © Peter Barber



Expressway, Newham

Adaptation of space under flyover to provide creative workspace © Architecture00



Woodberry Downs, London

High density living with a sensitive edge to the New River Path © Russell Duncan



Orchard Gardens, Panter Hudspith Architects

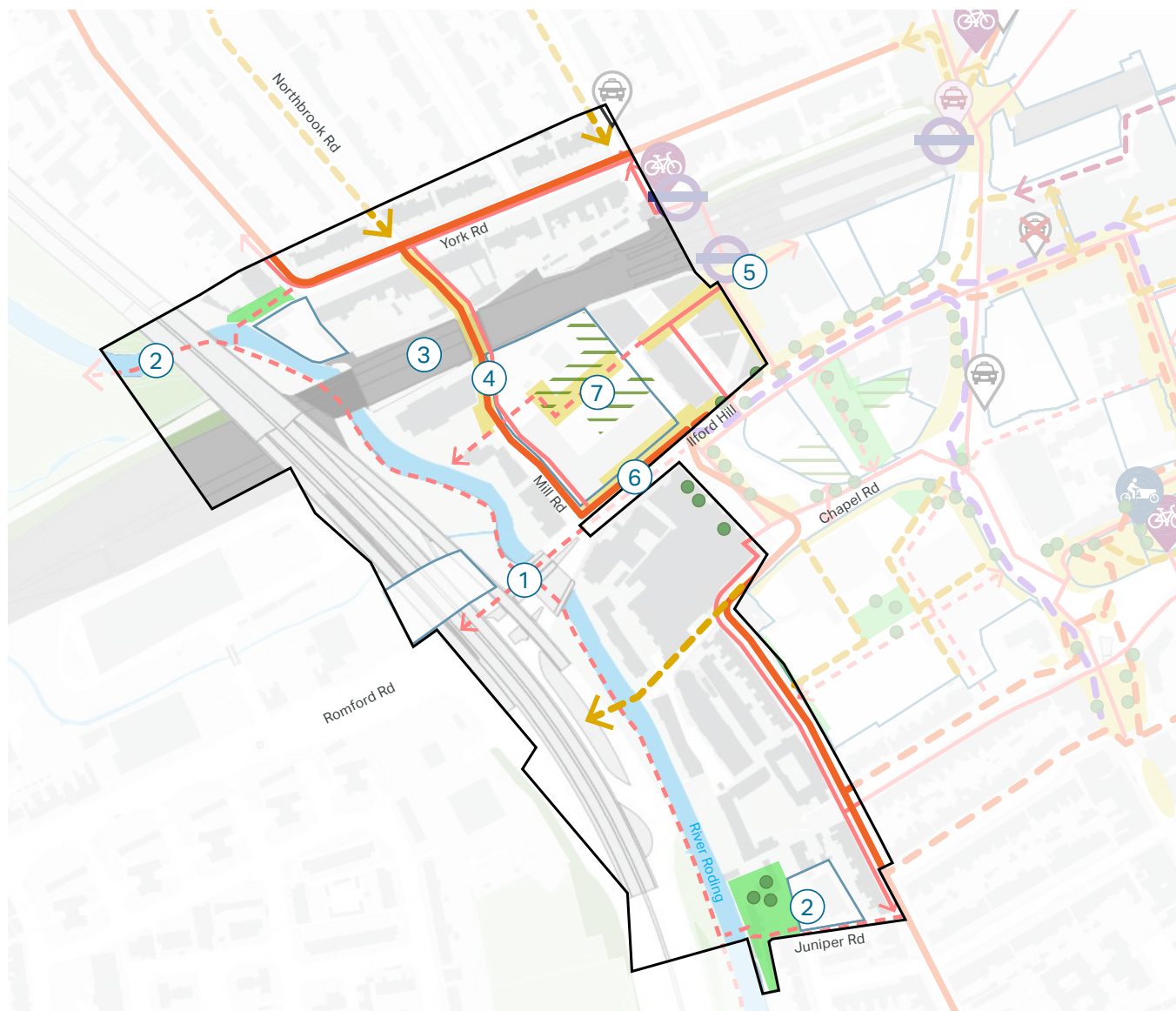
Tall residential buildings which step down in scale © Panter Hudspith

Ilford Hill

Public Realm, movement and access: Priorities

- ① Improve arrival from Romford Road; enhance pedestrian/cycle environment under the fly-over.
- ② Improve access to River Roding valley.
- ③ Protect and enhance SINCs.
- ④ Improve Mill Road active travel connections.
- ⑤ Improve legibility and quality of the public realm around the station.
- ⑥ Improve cycle connectivity in tandem with public realm improvements, linking York Road to Riverdene Road and into the Romford Road Active Travel scheme and Ilford Arrival.
- ⑦ Incorporate informal play, accessible/safe MUGAs, tested through meanwhile use into public space.

- KEY**
- Potential new or improved public realm
 - Greening opportunity (new or improved)
 - Opportunity for meanwhile greening and public realm improvements, including MUGAs/ playspaces
 - Improved pedestrian link
 - New pedestrian link
 - LBR Strategic Cycle Route
 - LBR Strategic Cycle Route - proposed
 - Lightly segregated cycle route - proposed
 - Cycle route - proposed
 - One way bus and servicing route and contra flow cycle route
 -  Possible location for town centre delivery hub
 -  Possible location for town centre secure cycle parking
 -  Proposed Taxi stand
 -  Removed Taxi stand
 -  Existing Taxi stand
 - Development site
 - Character area



Ilford Hill

Public Realm, movement and access: Interventions

Short Term

- P1** New park as part of the LBR Ilford Arrival projects.
- P4** Maintain and improve connection between Mill Road and Prior Road through or to the rear of the site, with enhanced public realm.
- W1** Walking, wheeling and cycle connection from York Road into new park created from current golf course. Part of the Ilford Arrival suite of projects.
- W5** A safer dedicated route with improved lighting for pedestrians, wheelers and cyclists.
- W6** Two-way cycle tracks connecting to emerging Romford Road cycle infrastructure. Part of the Ilford Arrival suite of projects.
- W7** Walking and wheeling route to River Roding via dedicated emergency route and new bridge over river.

Medium Term

- P3** Until gyratory scheme is implemented, close Mill Road underpass to vehicles to provide a safer dedicated route with improved lighting for pedestrians, wheelers and and cyclists.
- W2** Walking route along west side of River Roding north of Ilford Hill. Part of the Ilford Arrival suite of projects.
- W3** Walking route along east side of River Roding north of Ilford Hill. Part of the Ilford Arrival suite of projects.

Long Term

- P2** New park with bridge over River Roding to LBR proposed River Roding path.
- W4** Walking and wheeling route to River Roding with new bridge through new park.



(Refer to previous page for the key)

Ilford Hill

Land use and urban form

Key priorities

- ① Add to and strengthen the cluster of tall buildings along the railway corridor.
- ② Decrease building heights towards Ilford Hill.
- ③ Reinforce transition to town centre character with active town centre frontage on Ilford Hill.
- ④ Promote riverside development opportunities with new or improved public realm and connections to the River Roding.

KEY

	0-6 Storeys
	6-8 Storeys
	8-12 Storeys
	12-16 Storeys
	16-24 Storeys
	24+ Storeys
	Key public realm improvements
	New Town Centre Frontage
	Employment Frontage
	Cultural Infrastructure Frontage
	Civic and Social Infrastructure Frontage
	Retained buildings
	Character area

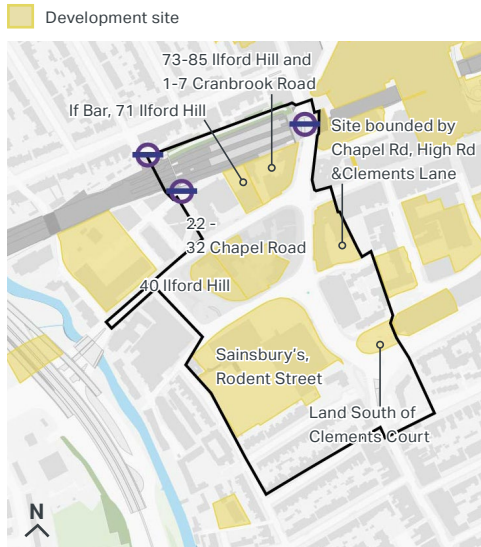


Ilford Approach

Existing condition

The primary point of arrival into the town centre from Ilford station and a key junction for major routes. The area is largely characterized by mid-rise buildings and offers important local views of heritage buildings, which positively contribute to the identity of the town centre.

One of the major development opportunities; Ilford Western Gateway sits within this sub-area.



1. Ilford Hill Broadway Chambers



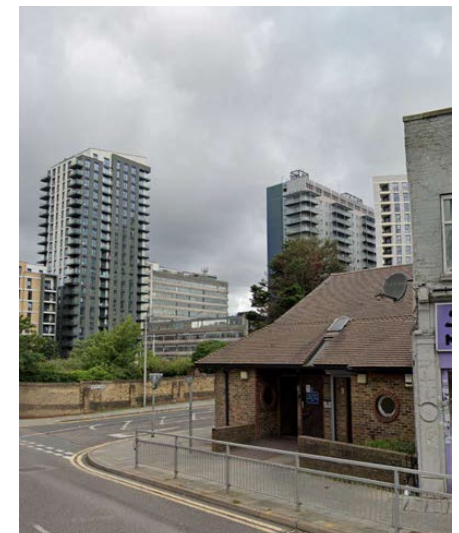
2. Ilford Hospital Chapel



3. Ilford Station & The Exchange



4. Former If Bar Building



5. Chapel Road

Ilford Approach

Development principles

Land use

- Town centre uses on key routes from the station must create a more consistent character, linking the area to High Road.
- The area should transition between high street uses in the west and employment uses to the east.

Access and movement

- Deliver new North-South and East-West connections through development sites, linking into the station.
- Opportunity to create a coherent and joined-up cycle route that extends to all areas of Ilford and beyond.

Open and green space

- Create new public spaces along new pedestrian only routes to support residential uses at high density.
- Realign the Chapel Road to create space for tree planting to boost biodiversity and climate resilience.

Character and form

- Create a cluster of tall buildings, with a consistent shoulder height for lower elements.
- Define a tighter pattern of routes, especially north-south.
- Consistent street edges should provide a sense of enclosure and overlooking on the streets.



Two New Ludgate, Sauerbruch

Hutton: Office buildings with ground floor uses that activate routes
© Sauerbruch Hutton



Elephant Park, London

New development improves pedestrian connectivity via climate-friendly green links © John Sturrock



Barking Town Centre

Colonnades and trees provide shelter and shade from extreme weather. © NLA



Trafalgar Place, DRMM, London

Tall residential buildings with a consistent shoulder height © dRMM

Ilford Approach

Public Realm, movement and access: Priorities

- ① New east-west pedestrian connections through the Sainsbury's site extending routes to the cultural quarter.
- ② New tree planting along Chapel Road, Ilford Hill and Winston Way.
- ③ New open space connection through Western Gateway providing a direct connection from Ilford Hill to Chapel Road.
- ④ Enhanced walking and new cycling routes along Ilford Hill and Chapel Road through partial implementation of Western Gyratory Scheme, including meanwhile use, wayfinding, signage and graphic identity
- ⑤ Improved pedestrian crossings at Winston Way to connect the town centre to Ilford Lane.

KEY

-  Potential new or improved public realm
-  Greening opportunity (new or improved)
-  Opportunity for meanwhile greening and public realm improvements, including MUGAs/ playspaces
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-  New pedestrian link
-  LBR Strategic Cycle Route
-  LBR Strategic Cycle Route - proposed
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-  Possible location for town centre delivery hub
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-  Proposed Taxi stand
-  Removed Taxi stand
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-  Development site
-  Character area

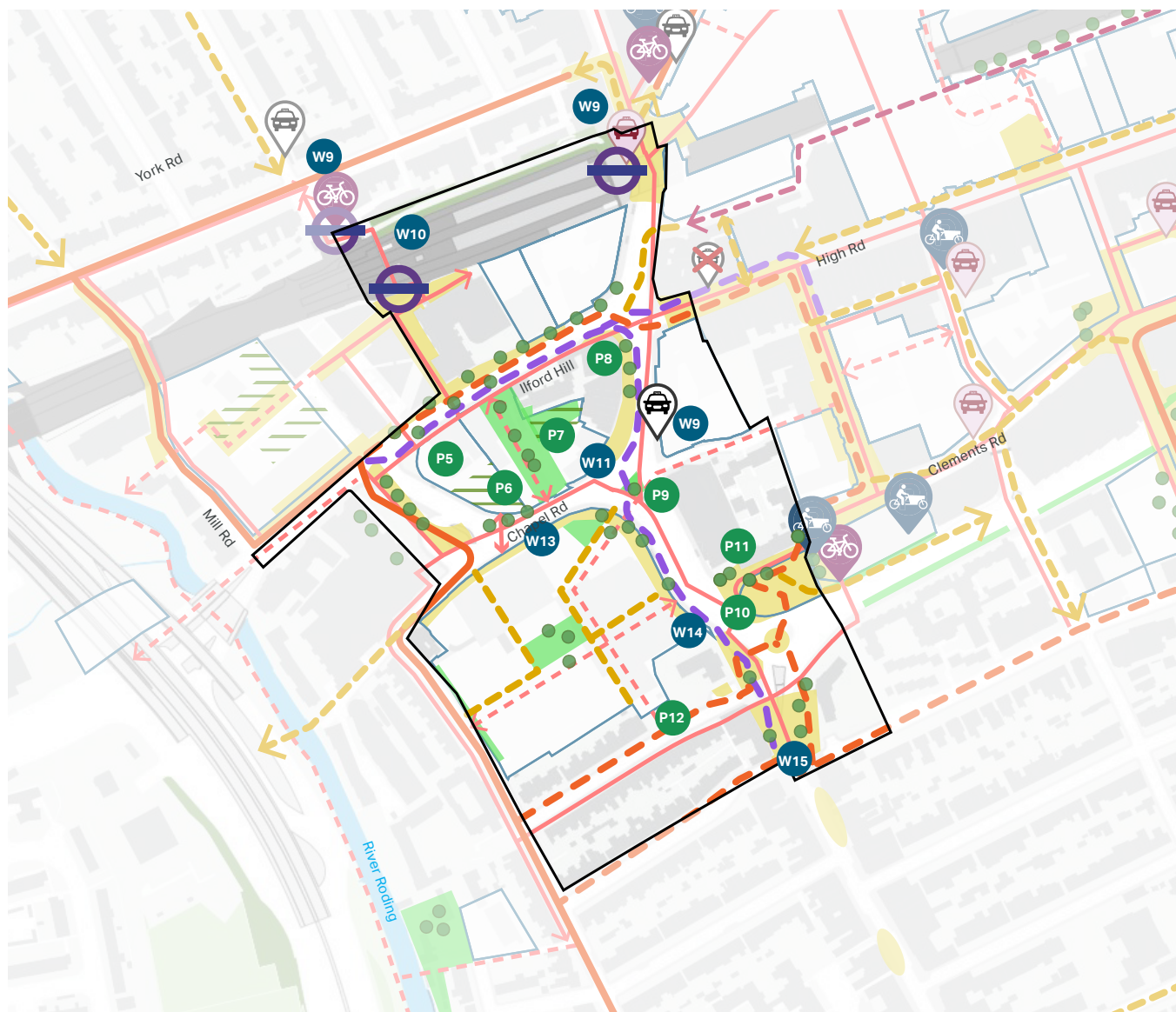


Ilford Approach

Public Realm, movement and access: Interventions1/2

Short Term

- P5** Town centre gateway enhancements, including public art, structure upgrades and billboard removal.
- P6** Temporary public access improvements to the rewilded space, including a new entrance, seating and Chapel Road crossing.
- P7** Multi-use games area (MUGA) in place of public parking.
- P8** Linear rain gardens, tree pit planting and seating.
- P9** Additional planting around the existing mature trees.
- P10** Underpass and public realm improvements, including planting, accessibility, wayfinding and seating.
- P11** Signalised toucan crossing and shared walking and cycling routes.
- P12** Add trees/planting and seating to the open area.
- W9** Review and rationalise taxi and Dial-a-Ride provision, including relocation of the existing Balfour Road taxi rank to the main Elizabeth line entrance on Cranbrook Road, new facilities at the south station entrance, Clements Road and Kenneth More Road, removal of the High Road rank near Chapel Road, and retention of the existing Dial-a-Ride stop on Chapel Road.



(Refer to previous page for the key)

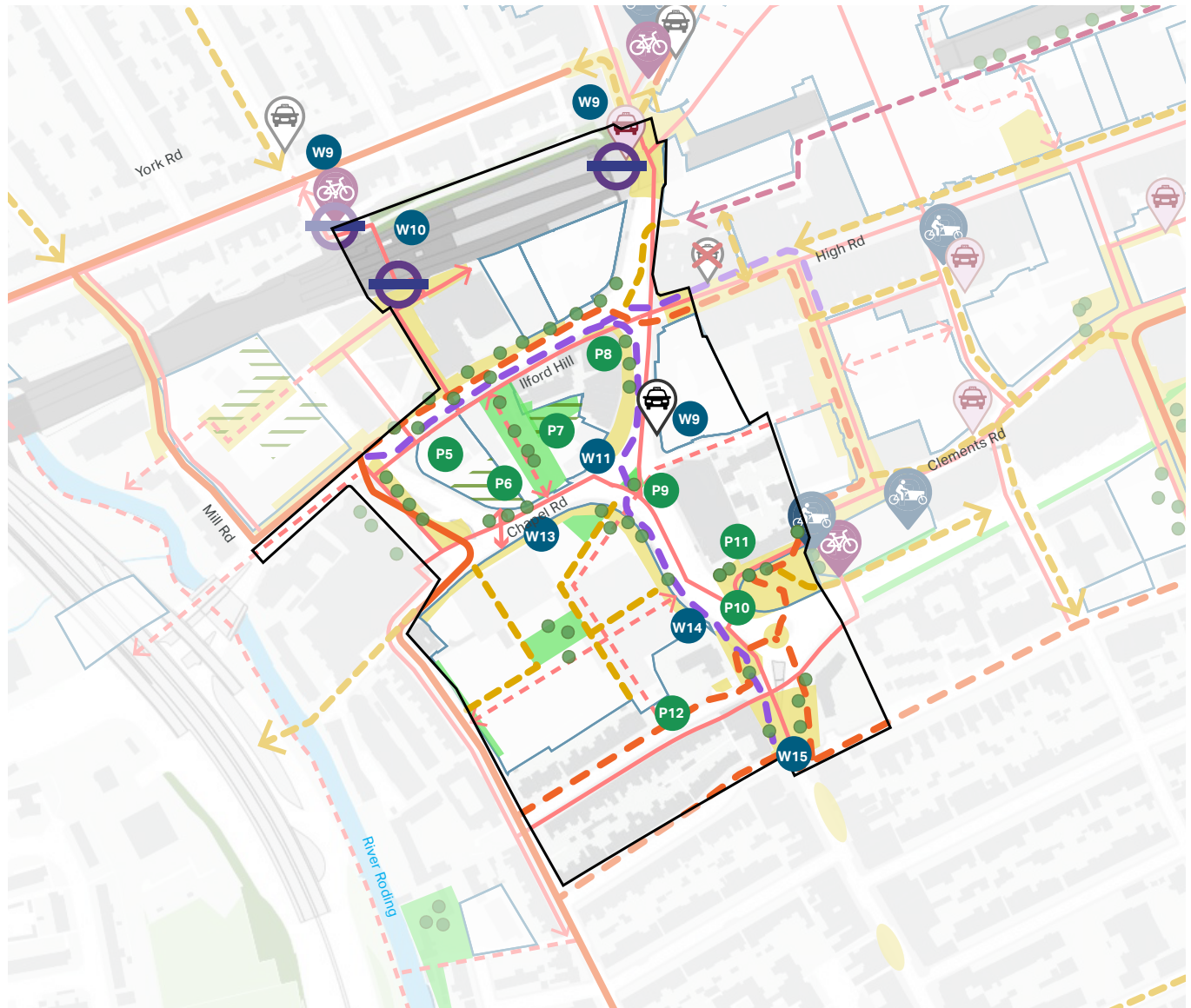
Ilford Approach

Public Realm, movement and access: Interventions 2/2

- W10** Elizabeth line station bridge pedestrian and wheeling connection between York Road and Ilford Hill.
- W13** Provide a controlled crossing over Chapel Road to support meanwhile public realm improvements.
- W14** Upgrade the zebra crossing west of the roundabout to a signalised crossing.
- W15** Deliver Copenhagen crossings and associated pedestrian and cycle improvements at Britannia Road and Ilford Lane.
- W11** Ilford Hill extension of cycle track:

North side: Extend segregated cycle provision eastwards with improved junction crossings.

Full gyratory: Deliver a continuous cycle route around the gyratory by introducing segregated cycle tracks on the north and east sides of the island, with links to surrounding cycle networks.



(Refer to previous page for the key)

Ilford Approach

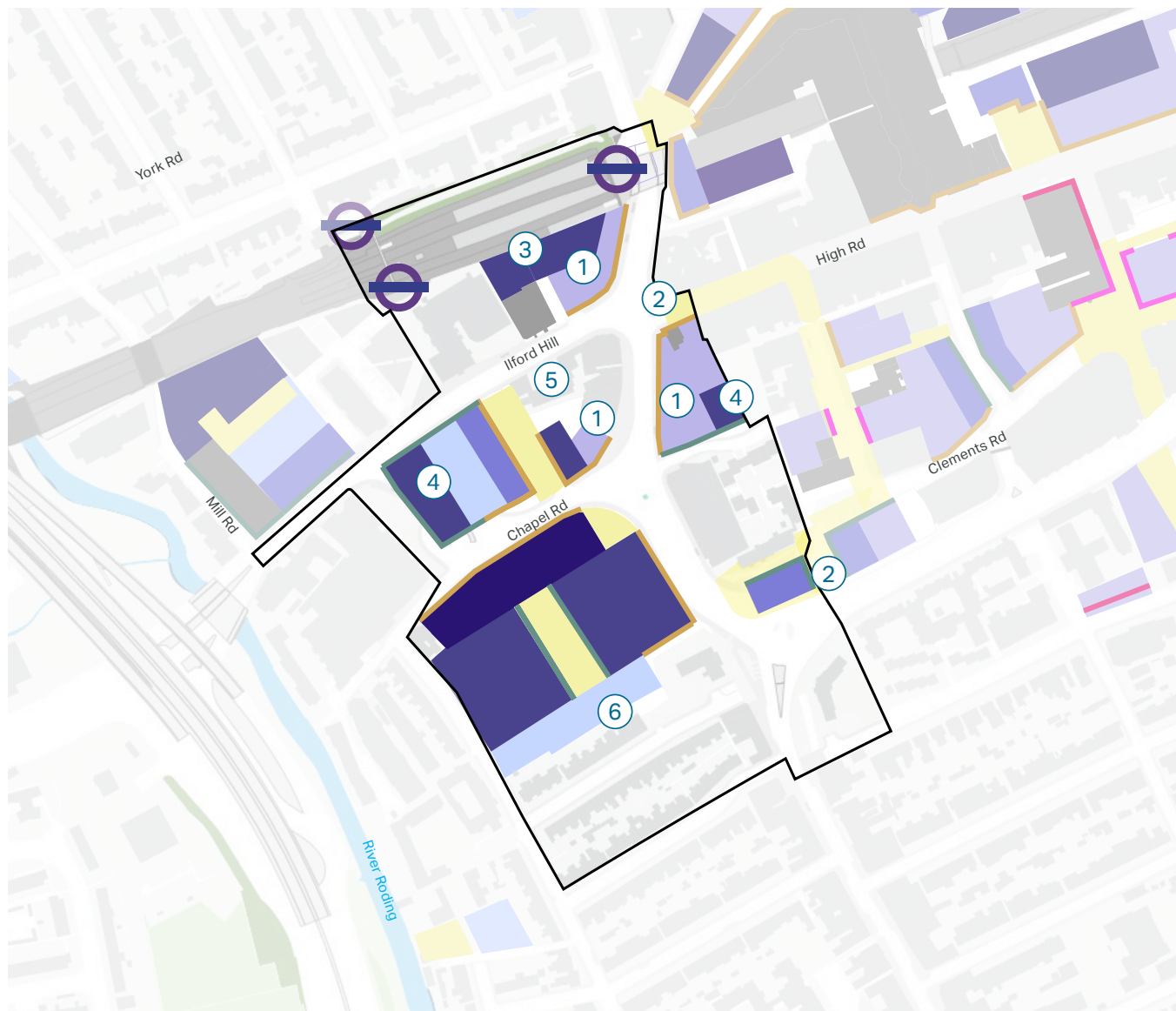
Land use and urban form

Key priorities

- ① Create a consistent height of buildings along Chapel Road to create a more coherent character.
- ② New town centre uses along key routes to and from the station.
- ③ Taller buildings stepping back from Chapel Road and Ilford Hill.
- ④ Tallest buildings along Chapel Road to enable a transition in heights across larger sites.
- ⑤ Retain buildings with high retrofit potential and heritage value on Ilford Hill and Chapel Road.
- ⑥ Transition to low rise housing across the Sainsbury's site.

KEY

-  0-6 Storeys
-  6-8 Storeys
-  8-12 Storeys
-  12-16 Storeys
-  16-24 Storeys
-  24+ Storeys
-  Key public realm improvements
-  New Town Centre Frontage
-  Employment Frontage
-  Cultural Infrastructure Frontage
-  Civic and Social Infrastructure Frontage
-  Retained buildings
-  Character area



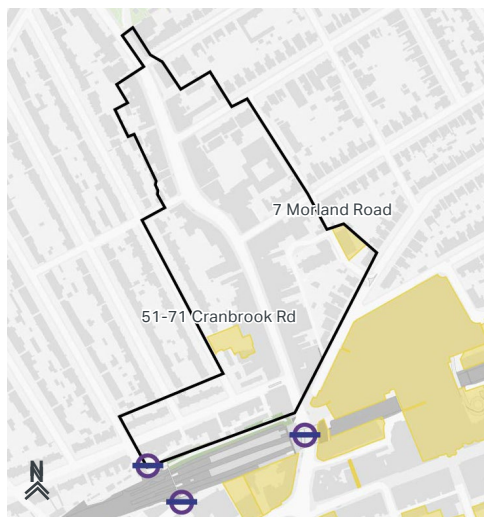
Cranbrook Road

Existing condition

This area functions as a local high street with well-defined active frontages along Cranbrook Road, which also serves as a key link between the station and Valentine's Park to the north. The surrounding area is characterised by low rise residential fabric.

The development potential in this area is modest with opportunities for infill development. There is scope to improve the mews streets and enhance the look and feel of the area.

Development site



1. Heron Mews



2. Cranbrook Road high street (looking north)



3. Site 44: 7 Morland Road



4. Site 14: 51-71 Cranbrook Road



5. Site 43: Between Mansfield House & 2 Mansfield Road
Ilford OAPF 125

Cranbrook Road

Development principles

Land use

- Infill development is appropriate in this area, with predominantly residential uses to align with the area's prevailing land use
- Development along Cranbrook Road should provide town centre uses.

Access and movement

- Improve mews streets to support safer movement and play.
- Enhance footways to create a welcoming pedestrian experience and town centre access
- Improve cycle links to enable safe east-west connections.

Open and green space

- Opportunities for new open space are limited, however connections to the River Roding and Valentines Park should be prioritised.
- Provide incidental spaces and local greening alongside mews street public realm improvements.

Character and form

- Mid-rise residential typologies should be consistent and responsive to the scale of Cranbrook Road and the adjacent residential streets.
- Where appropriate, future development should contribute to the town centre edge character along Cranbrook Road.



Taylor Court & Chatto Court, Henley
Halebrown Architects

Residential infill sites on the edge of a post-war estate
© Henley Halebrown Architects



Francis Road, London

Creating a more enjoyable and safer pedestrian environment through greening and prioritising walking and wheeling



Oborne Close

Animating quieter residential streets with localised greening and SuDS
© Helen Spring, London Wildlife Trust



Great Eastern Buildings, Karakusevic Carson Architects

Residential infill responding to surrounding building heights.
© Karakusevic Carson Architects

Cranbrook Road

Public Realm, movement and access: Priorities

N

- ① New east/west cycle connection from Coventry Rd to Beal Rd to improve the cycle network
- ② New east/west cycle connection from Balfour Rd to York Rd to improve the cycle network
- ③ Enhanced pedestrian connection and public realm safety improvements for Heron Mews and Rigby Mews.



KEY

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-  Possible location for town centre secure cycle parking
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-  Removed Taxi stand
-  Existing Taxi stand
-  Development site
-  Character area

Cranbrook Road

Public Realm, movement and access: Interventions

Short Term

- P15** New green infrastructure associated with the Ilford to Gants Hill cycle scheme.
- W20** Cranbrook Road junction safety improvements and dedicated park cycle access crossing.
- W8** High Road east-west cycle route connection, linking the strategic cycle network and Elizabeth Line station, with cycle parking on both sides of Cranbrook Street.
- W21** Legibility improvements for park entrances.
- W22** New controlled crossing.
- W23** Junction safety improvements for pedestrian, wheelers and cyclists.
- W24** Lightly segregated Cranbrook Road cycle crossing, side-road cycle parking and integrated welcome signage.
- W39** Residential neighbourhood cycle route enhancements, including cycle markings, signage, traffic calming and 20mph measures.

Medium Term

- P13** Rigby Mews public realm and road safety improvements, including planting, public art and enhanced shared space design.
- P14** Heron Mews public realm and road safety improvements, including planting, public art and enhanced shared space design.
- W25** East-west walking, wheeling and cycling connection across Cranbrook Road, with dropped kerbs and crossing improvements.



(Refer to previous page for the key)

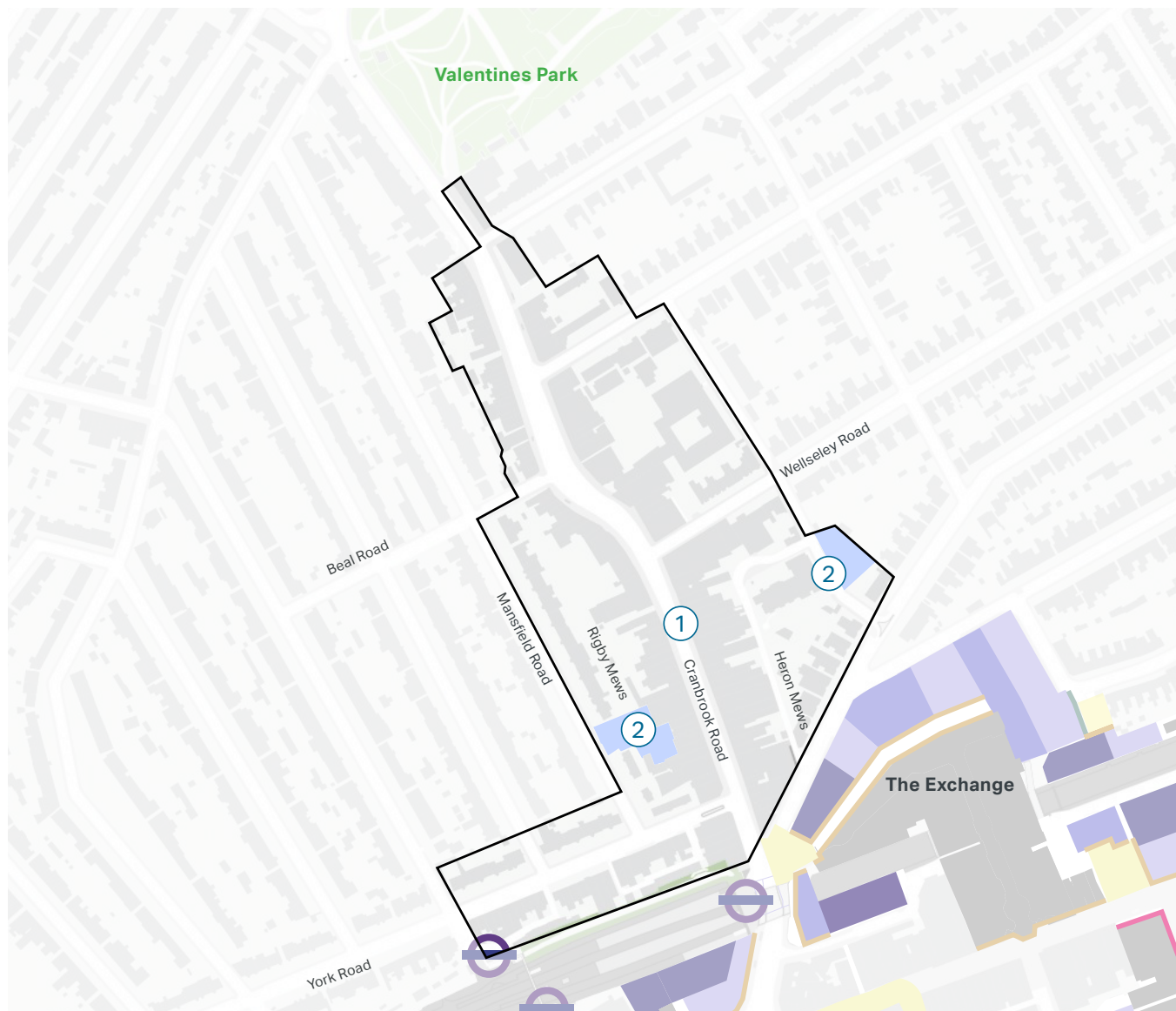
Cranbrook Road

Land use and urban form

Key priorities

- ① Development should be consistent with existing building heights on and adjacent to Cranbrook Road.
- ② Residential use should be provided on infill sites, with larger homes intergenerational typologies prioritised reflecting proximity to social infrastructure and open spaces in this part of the town centre.

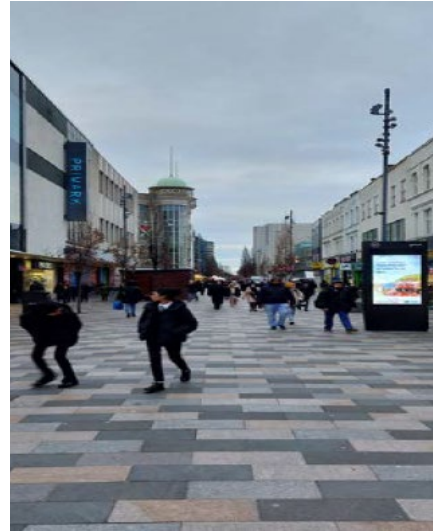
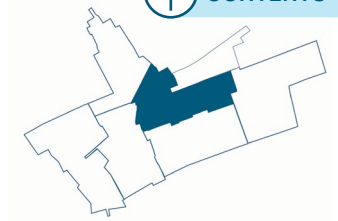
KEY	
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	6-8 Storeys
	8-12 Storeys
	12-16 Storeys
	16-24 Storeys
	24+ Storeys
	Key public realm improvements
	New Town Centre Frontage
	Employment Frontage
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	Civic and Social Infrastructure Frontage
	Retained buildings
	Character area



Central High Road

Existing condition

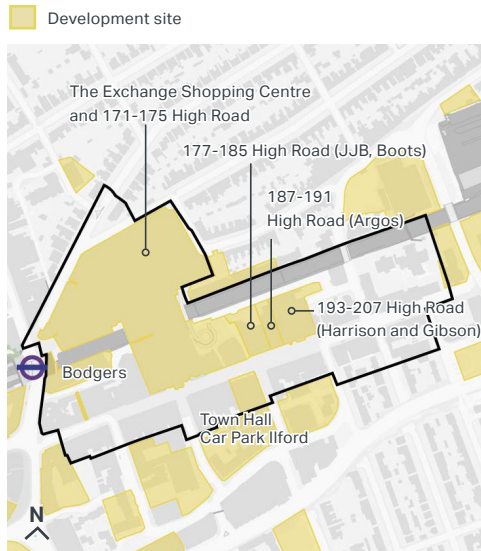
This area forms the core of the town centre, featuring predominantly retail uses. The High Road is the town centre's main public space. Buildings range from 3 to 4 storeys, increasing toward the east. Heritage buildings including the Town Hall enrich its character.



1. High Road looking east



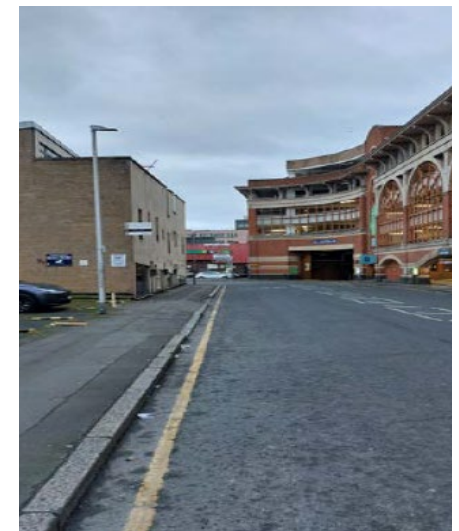
2. High Road looking west



3. Bodgers site on Station Road



4. High Road looking east at the Harrison and Gibson site

5. Exchange Ilford car park on Myrtle Road (looking south)
Ilford OAPF 130

Central High Road

Development principles

Land use

- Core town centre uses at the Western end of the High Road, with increased nighttime uses to link between the cultural quarter and station.
- Mix of commercial and retail uses in the west of the High Road, with residential uses above the groundfloor.



Silvertown Quay, London

Retail and local centre uses overlooking focal community public spaces (planning approved) © Gort Scott

Access and movement

- Unlock new, safe and fun walking and cycling routes that improve north-south permeability.
- Deliver consistent cycle connections through the town centre, linking into longer distance routes beyond.

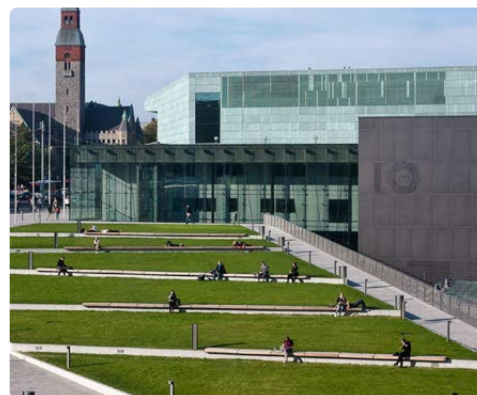


Stockport, BDP

Exciting and playful walking and wheeling routes connecting key transport facilities with town centre spaces © Harris Partnership

Open and green space

- Deliver a major new public open space on the High Road, improving the setting of the Town Hall.
- Link new and existing public spaces via north-south active travel corridors, providing localised greening to provide shade and cooling.



Musiikkitalo, LPR Architects

Quality public realm helps to create a civic sense of place adjacent to Helsinki's concert hall © LPR Architects

Character and form

- Create a coherent character of the High Road through consistent shoulder heights, with taller elements along the rail corridor.
- Create a new network of streets north of the railway that link into the existing pattern of streets.



The Strand, Liverpool, BCA Architects

An example of high quality public realm and lighting in a key heritage area © BCA Architects

Central High Road

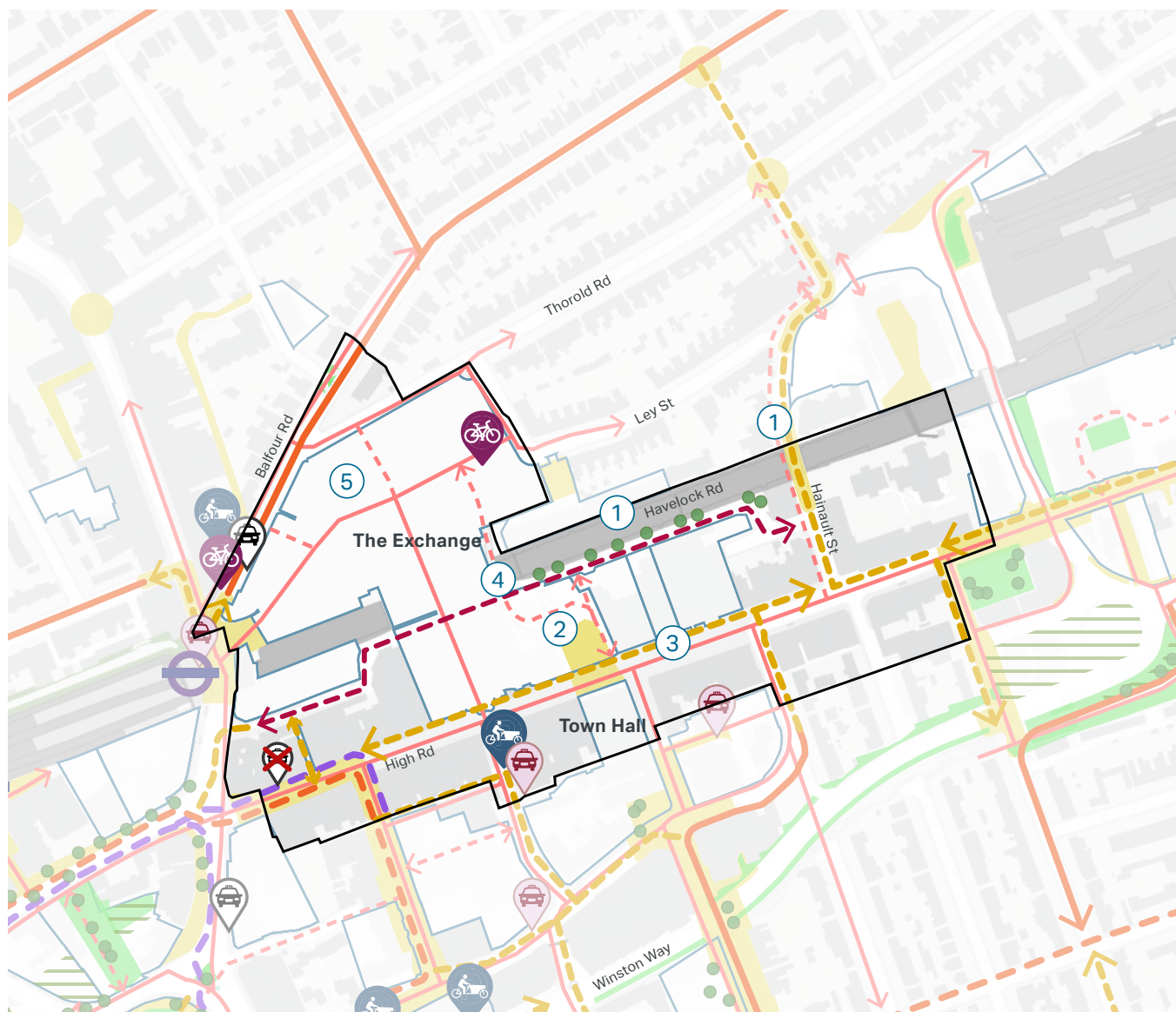
Public Realm, movement and access: Priorities



- ① New cycle routes along Hainault Street and improved Havelock Street.
- ② New public space opposite the Town Hall and enhanced public realm along High Road.
- ③ Provide public realm enhancements for pedestrian access and movement on the High Road's bus and cycle only route.
- ④ New north-south pedestrian connection through repurposed ramp landing in the new public square.
- ⑤ New connections through partially redeveloped Exchange site to improve permeability and connections into surrounding residential streets.

KEY

-  Potential new or improved public realm
-  Greening opportunity (new or improved)
-  Opportunity for meanwhile greening and public realm improvements, including MUGAs/ playspaces
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Central High Road

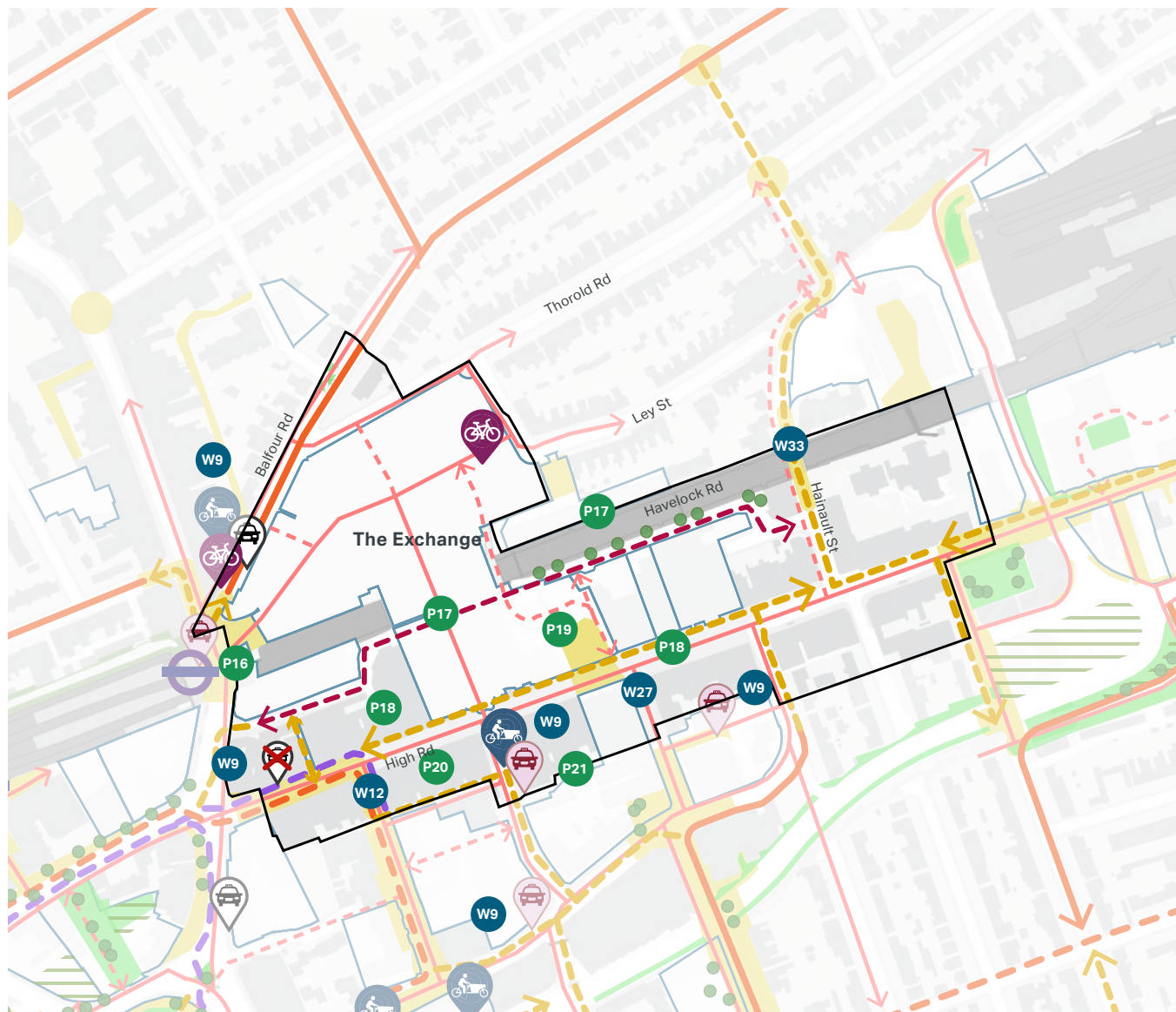
Public Realm, movement and access: Interventions

Short Term

- P16** Wilko Building public art opportunity on the ribbed building façade.
- P19** Town Hall forecourt public realm improvements, including trees, seating, public art and curated market stalls.
- P20** Postway Mews public realm improvements, including resurfacing, lighting and bin management, with potential cycling access.
- W9** Review and rationalise taxi and Dial-a-Ride provision, including relocation of the existing Balfour Road taxi rank to the main Elizabeth line entrance on Cranbrook Road, new facilities at the south station entrance, Clements Road and Kenneth More Road, removal of the High Road rank near Chapel Road, and retention of the existing Dial-a-Ride stop on Chapel Road.

Medium Term

- P17** High Road public realm improvements, including vegetation management, hoarding removal and Exchange underpass enhancements.
- P18** High Road public space enhancements, including tree planting, seating, play facilities and gateway improvements, with market rationalisation.
- W12** Clements Road northbound and southbound cycle lanes.
- W27** Pedestrianised High Road cycle route, integrated with public realm improvements.
- W33** Hainault Street Bridge bus, pedestrian, wheeling and cycling corridor, with bridge and public realm improvements.



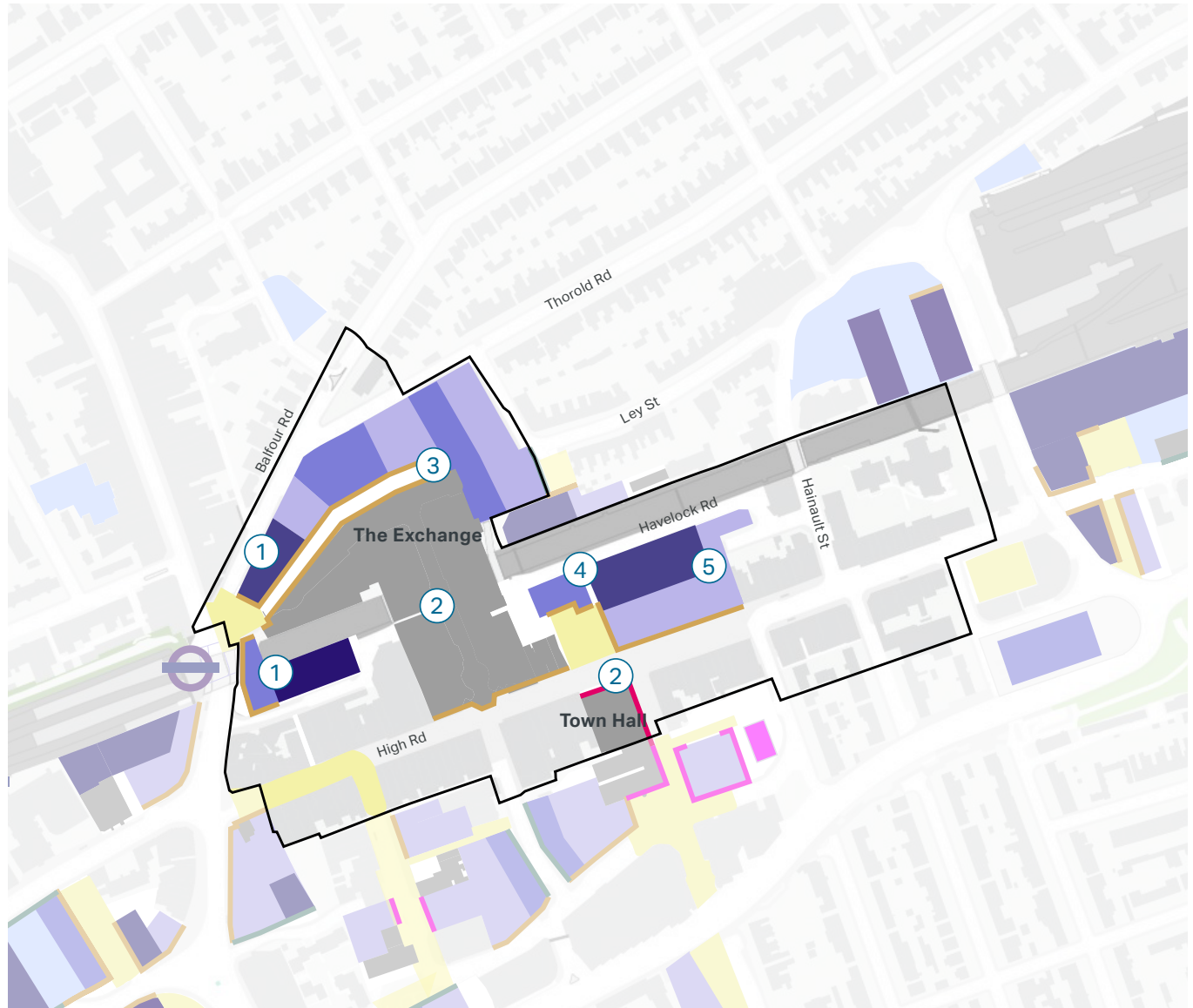
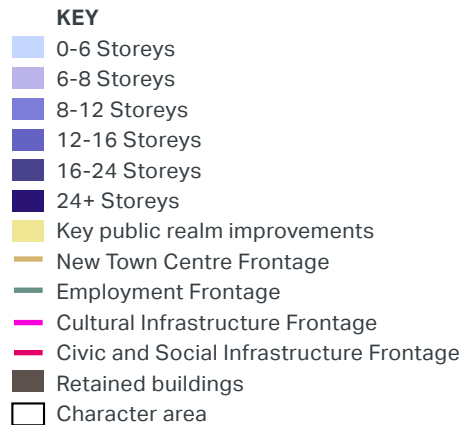
(Refer to previous page for the key)

Central High Road

Land use and urban form

Key priorities

- ① Opportunity for taller buildings clustered around station arrival spaces.
- ② Adaptive reuse of part of the The Exchange and Redbridge Town Hall, as buildings with high retrofit potential.
- ③ Provide new town centre frontage on the High Road, Cranbrook Road, and The Exchange.
- ④ Consistent building heights along street edge with taller elements adjacent to the railway line.
- ⑤ Consistent shoulder height along Thorold Road with taller elements set back from street edge.



Clements Road

Existing condition

This area provides much of Ilford's community and cultural uses and exhibits a varied character. Winston Way defines a transition between the town centre and surrounding residential neighbourhoods, acting as an important arrival space into the town, particularly from Mildmay Road. There are several sites in public ownership, presenting an opportunity for a comprehensive, masterplan-led approach to deliver coordinated and cohesive development, including the integration of community uses.



1. Clements Road (looking south)



2. Oakfield Road (looking north)



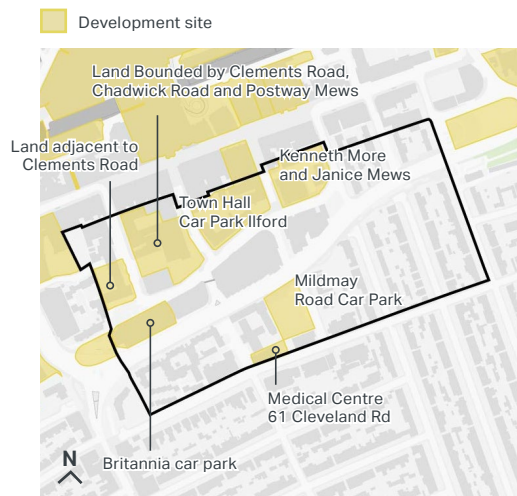
3. Clements Road (looking north)



4. Clements Road (looking east)



5. Winston Way (looking east)



Clements Road

Development principles

Land use

- Consolidate a civic and cultural cluster, anchored by a revitalised Town Hall and providing spaces for both cultural production and consumption.
- Cluster active uses along key north-south route
- Increase residential population through new homes.

Access and movement

- Create new east-west walking and wheeling connectivity through development sites
- Improve crossings of Winston Way.
- Enhance the quality of the pedestrian environment along key north-south routes.

Open and green space

- Provide a generous green space anchoring new development, and to soften the impact of primary vehicle routes.
- Extend recent public realm upgrades to connecting routes north and south, to create a coherent pedestrian experience.

Character and form

- Building heights should be consistent and responsive to the existing context with minor uplifts along key routes.
- Coherence between form and scale will establish visual continuity and strengthens the character of Clements Road and its sense of place.



Silver building, Newham

A vibrant community events venue with over 40 businesses supported; 250 tenants in the building
© The Silver Building



Orford Road, Waltham Forest

New sustainable travel infrastructure, prioritising walking and cycling and making safer streets for residents
© We Made That



Hudson Street Park, Sydney

Accessible green spaces, rain gardens, play areas make the focal point of this residential neighbourhood © BrettBoardman



Zodiac Court, Shed KM

Scheme for new residential and civic uses that help to strengthen community character © ShedKM

Clements Road

Public Realm, movement and access: Priorities

- ① New green public space between Clements Road and the roundabout on Winston Way to provide cool amenity space.
- ② Improvements to the public realm on Clements Road connecting into the High Road.
- ③ New east-west active travel connection along Clements Lane linking with Chadwick Road.
- ④ Enhancements to the public realm on Oakfield Road, connecting with enlarged public space south of the Town Hall.
- ⑤ Greening improvements along Winston Way.
- ⑥ New and improved north-south cycle routes along Oakfield Road connecting into the wider network.

KEY

-  Potential new or improved public realm
-  Greening opportunity (new or improved)
-  Opportunity for meanwhile greening and public realm improvements, including MUGAs/ playspaces
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-  Development site
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Clements Road

Public Realm, movement and access: Interventions

Short Term

- P21** Clements Road public realm improvements, including tree planting, resurfacing, crossings and bin management.
- P22** Oakfield Road and Mercato Metropolitano public realm improvements, including seating and play space.
- P24** Winston Way biodiversity and noise reduction planting.
- P25** Wildflower planting on grass verges.
- W39** Residential neighbourhood cycle safety improvements, including signage, traffic calming and 20 mph measures.

Medium Term

- P23** Clements Road public realm and active travel improvements, including parking reallocation, green infrastructure, resurfacing, crossings and bus stop upgrades.
- W12** Clements Road northbound and southbound cycle lanes.
- W26** Winston Way cycle route, linking Ilford Lane, Handforth Road and the town centre car park.
- W29** Create junction connecting Handforth Road with Cleveland Road for all vehicles, with toucan crossing. Or, as a, minimum create a pedestrian/ cycle crossing without the vehicular movement.



(Refer to previous page for the key)

Clements Road

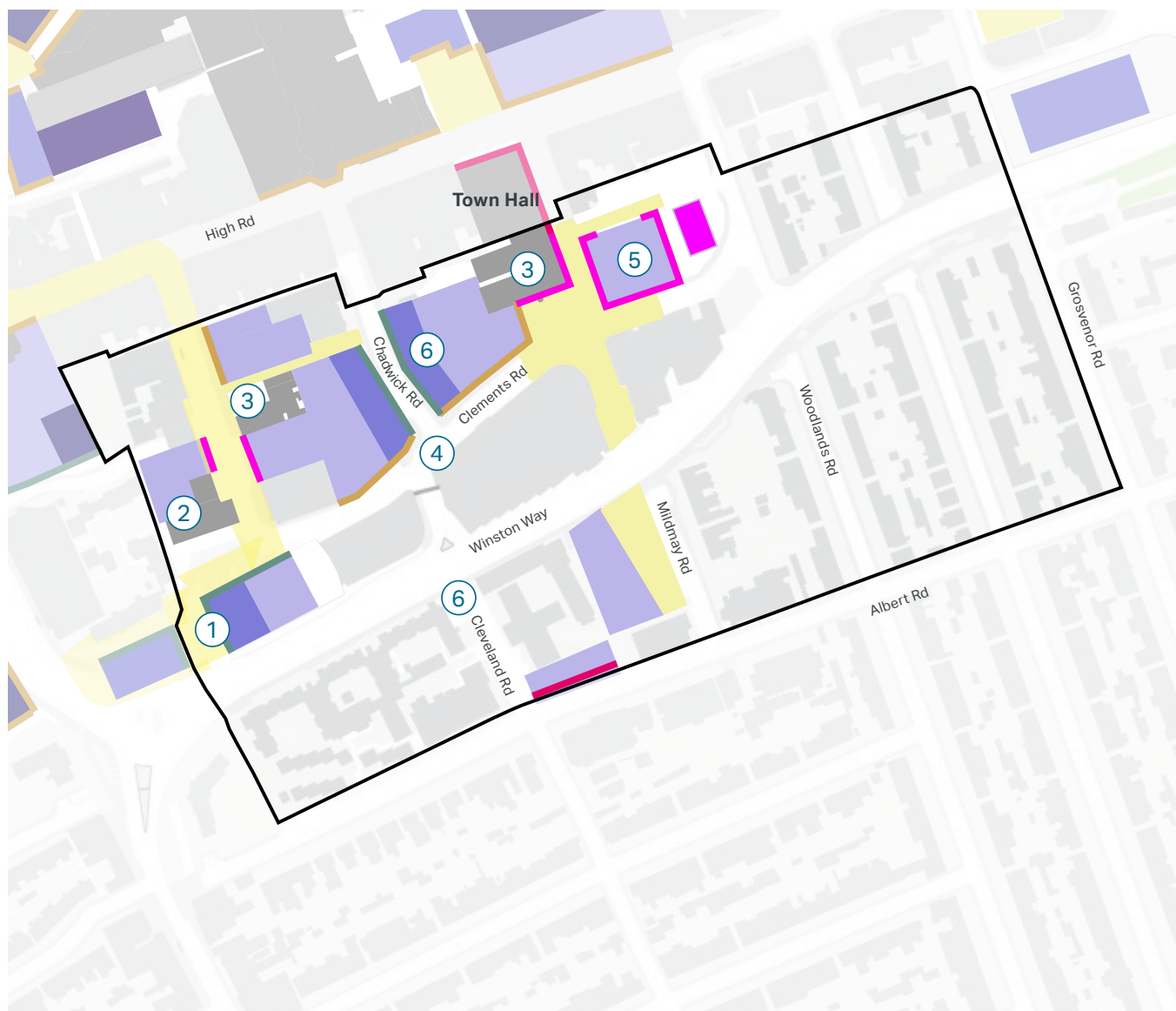
Land use and urban form

Key priorities

- ① Taller residential buildings located adjacent to Winston Way and anchoring the public space.
- ② Adaptive reuse of Olympic House.
- ③ Important placemaking opportunity for buildings with strong townscape and/or heritage value - The Salvation Army and the Town Hall.
- ④ Provide town centre uses at the ground floor along Clements Road with residential above.
- ⑤ Support Clements Road cultural offering with accompanying public realm improvements.
- ⑥ Creative workspace at ground floors to complement cultural cluster.

KEY

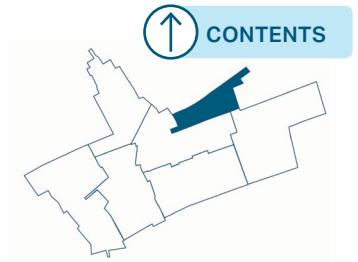
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- 24+ Storeys
- Key public realm improvements
- New Town Centre Frontage
- Employment Frontage
- Cultural Infrastructure Frontage
- Civic and Social Infrastructure Frontage
- Retained buildings
- Character area



Ley Street

Existing condition

This area runs along the railway line and includes the bus depot site and bus stands, along with warehouse buildings that line the tracks. It marks the transition between the low rise residential area to the north and the railway corridor.



1. Opal Mews



2. High street uses along Ley Street



3. Ley Street car park and bus depot



4. Ley Street sub area and sites 4.
Looking east on Ley Street
Ilford OAPF 140

Ley Street

Development principles

Land use

- Primarily residential uses along the railway corridor with opportunities for co-living and ancillary commercial uses at ground (retail and commercial).
- Where possible active ground floors should be provided to overlook Ley Street.



Brent Cross Town

Mixed-use development that includes a neighbourhood town square and community, retail spaces at the groundfloor © Related Argent

Access and movement

- Improve north-south cycle connectivity, unlocking new edge of town centre connections.
- Improve north-south pedestrian connectivity along Hainault Street and Griggs Approach to provide choices for pedestrians.



Altrincham town centre

Priority shifted from vehicles to a pedestrian and cyclist friendly town centre that encourages safe movement © Trafford Council

Open and green space

- Activate semi-public/leftover open space, including new public realm at Opal Mews, along development sites and primary town routes.
- Improve wide inactive pavements for a more climate-friendly, enjoyable pedestrian environment.



Sheffield

Improve pedestrian experience while boosting biodiversity and climate resilience © SCCI

Character and form

- Provide tall buildings along the railway corridor, where transport links and town centre uses justify uplifts in scale and mass.
- Reduce building heights northward, with decreasing scale to reflect the transition to residential character.



Portlands Place, Stratford

Providing height along the railway corridor in Stratford, with good connectivity to transport facilities © Hawkins Brown

Ley Street

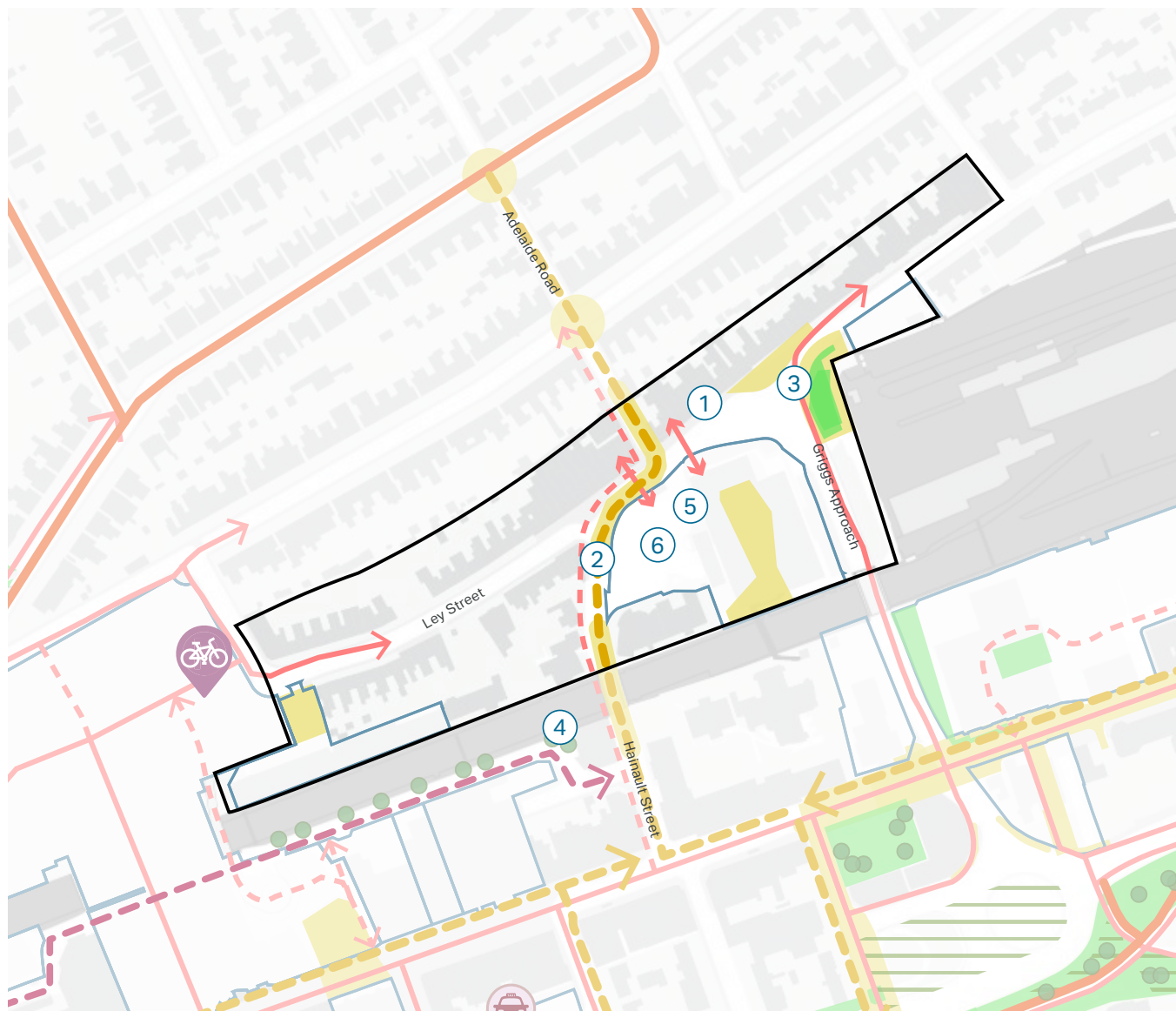
Public Realm, movement and access: Priorities



- ① Promote and enhance pedestrian and cycle crossings over Ley Street.
- ② Improve the pedestrian environment and create a cycle-friendly connection from Hainault Street to Adelaide Road.
- ③ Greening and open space improvements from Ley Street leading into Griggs Approach.
- ④ Restoration of green corridor along the railway.
- ⑤ Consider the need to provide facilities for infrastructure to support the bus network.
- ⑥ Retention of the Hainault Street Bus Stand.

KEY

-  Potential new or improved public realm
-  Greening opportunity (new or improved)
-  Opportunity for meanwhile greening and public realm improvements, including MUGAs/ playspaces
-  Improved pedestrian link
-  New pedestrian link
-  LBR Strategic Cycle Route
-  LBR Strategic Cycle Route - proposed
-  Lightly segregated cycle route - proposed
-  Cycle route - proposed
-  One way bus and servicing route and contra flow cycle route
-  Possible location for town centre delivery hub
-  Possible location for town centre secure cycle parking
-  Proposed Taxi stand
-  Removed Taxi stand
-  Existing Taxi stand
-  Development site
-  Character area



Ley Street

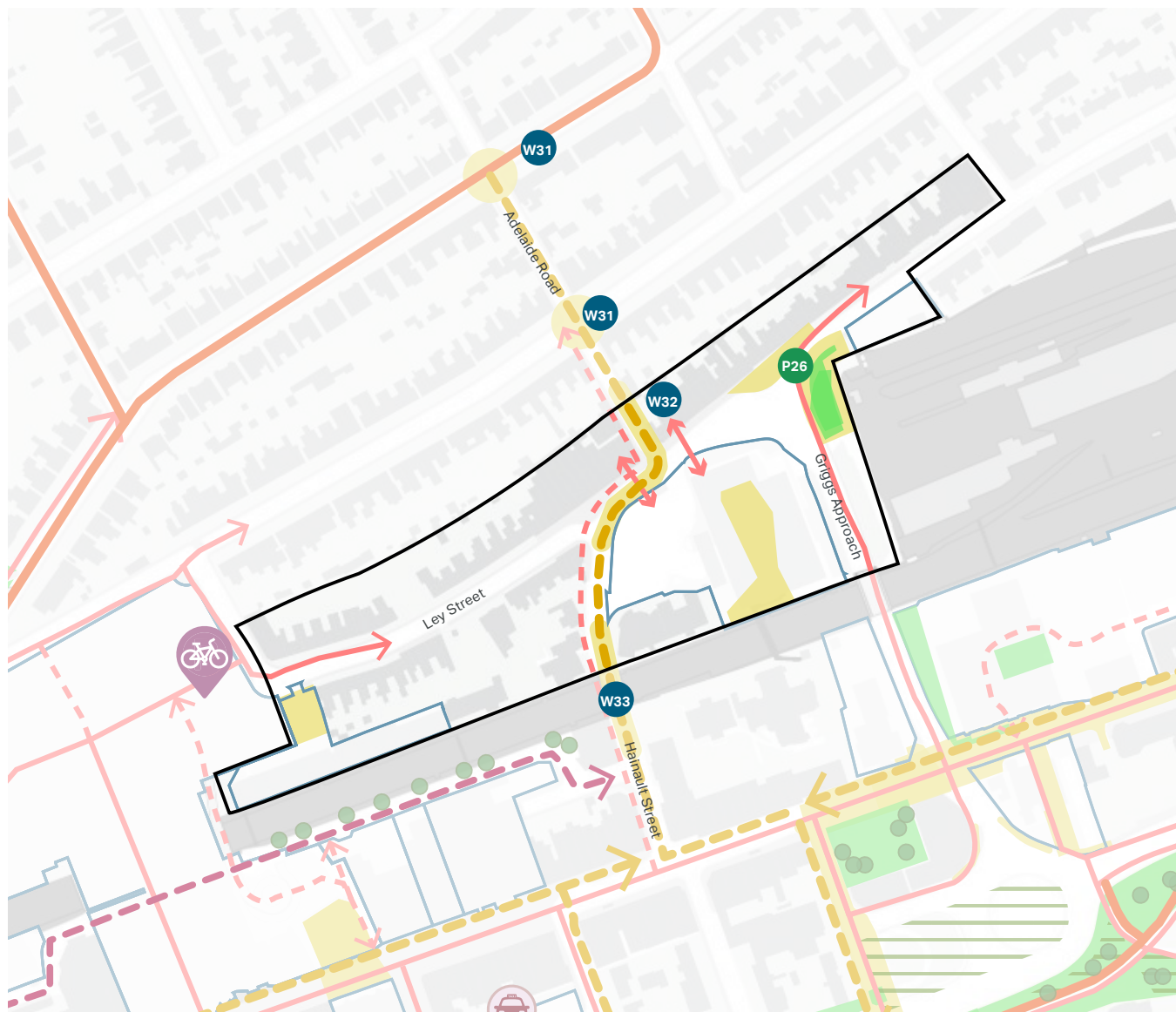
Public Realm, movement and access: Interventions

Short Term

- P26** Potential opportunity for SuDS. If not, add wildflower planting on grass verge to accompany recently planted trees.
- W31** Change priorities in favour of Adelaide Road as a cycle route.
- W32** Create cycle-friendly connection - make zebra into parallel crossing, contraflow on Adelaide Road, shared use around the crossing. New crossing further east over island with implementation of Ley Street development site.

Medium Term

- W33** Hainault Street bridge to be bus, pedestrian, wheeling and cycling only creating high-quality north-south ped/cycle route over railway. Highway scale advertising removed with cosmetic improvements to bridge structure and resurfacing.



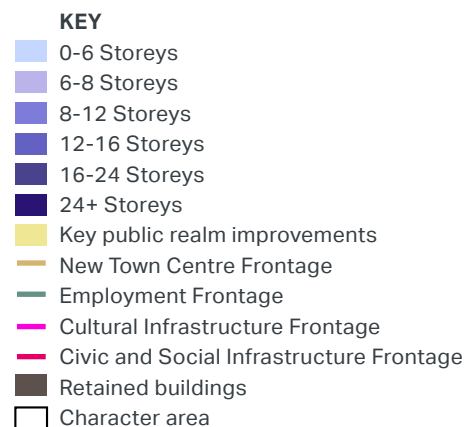
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Ley Street

Land use and urban form

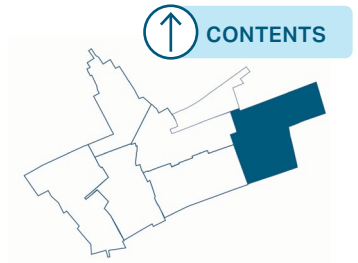
Key priorities

- ① Opportunity for tall buildings and increased density along the railway corridor, complementing the existing height and scale of The Exchange and buildings on the southern side of the railway.
- ② Town centre frontage to accompany co-living uses and proximity to The Exchange.
- ③ Retain eastern warehouse building for retrofit purposes.
- ④ Potential to improve street definition on Ley Street corner with residential building.



High Road East Existing condition

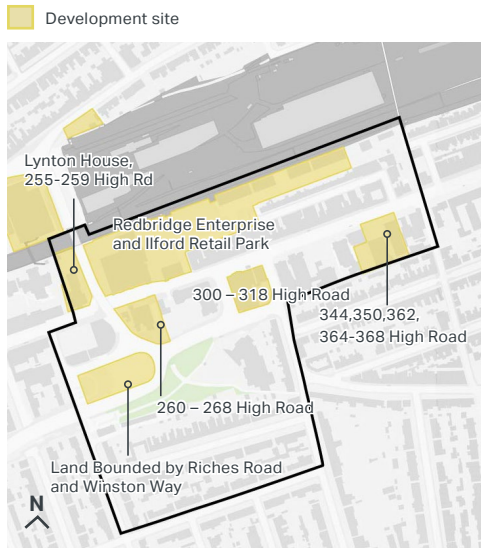
The area provides a mix of uses including employment and community facilities. The public realm and pedestrian environment are poor, with Winston Way and the gyratory limiting north-south connectivity.



1. Ilford Retail along High Road



2. High Road (looking west)



3. High road East(looking south)



4. Eastern junction along Winston Way



5. Winston Way (looking west)

High Road East

Development principles

Land use

- Provide predominantly residential uses with retail, employment and commercial uses at the ground floors of new development to bring activity to High Road east
- Intensify industrial uses along the railway corridor.

Access and movement

- Improve the quality and safety of east-west pedestrian routes for accessibility and increased footfall to the town centre.
- Create a coherent and legible network of walking and wheeling routes that address the severance caused vehicle routes.

Open and green space

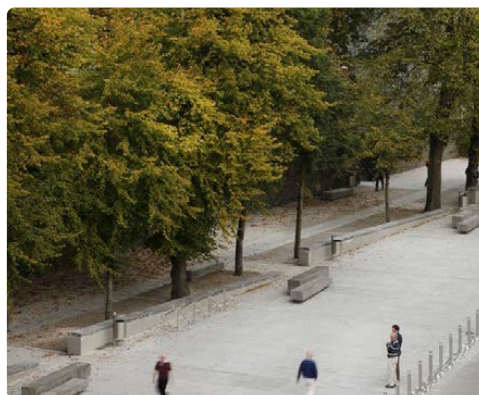
- Connect existing open spaces to create a significant green space within walking distance of the town centre.
- Ensure new development provides opportunities for secondary amenity spaces, localised greening, and tree planting.

Character and form

- Concentrate taller buildings along the railway corridor at the back of plots and gradually step down toward the suburban edge, creating a consistent building pattern.
- Create a unified character by using consistent scale instead of a fragmented appearance.



Brewhouse Yard, Hamilton Associates:
Residential development with workspace at ground floor © Currells



Parade and Canal Square, Kilkenny
Mature trees create shading for street furniture, whilst contributing to an inviting street scene © GKMP Architects



Tower Court, Hackney
Courtyards animated by play to create intergeneration spaces between buildings © Adam Khan



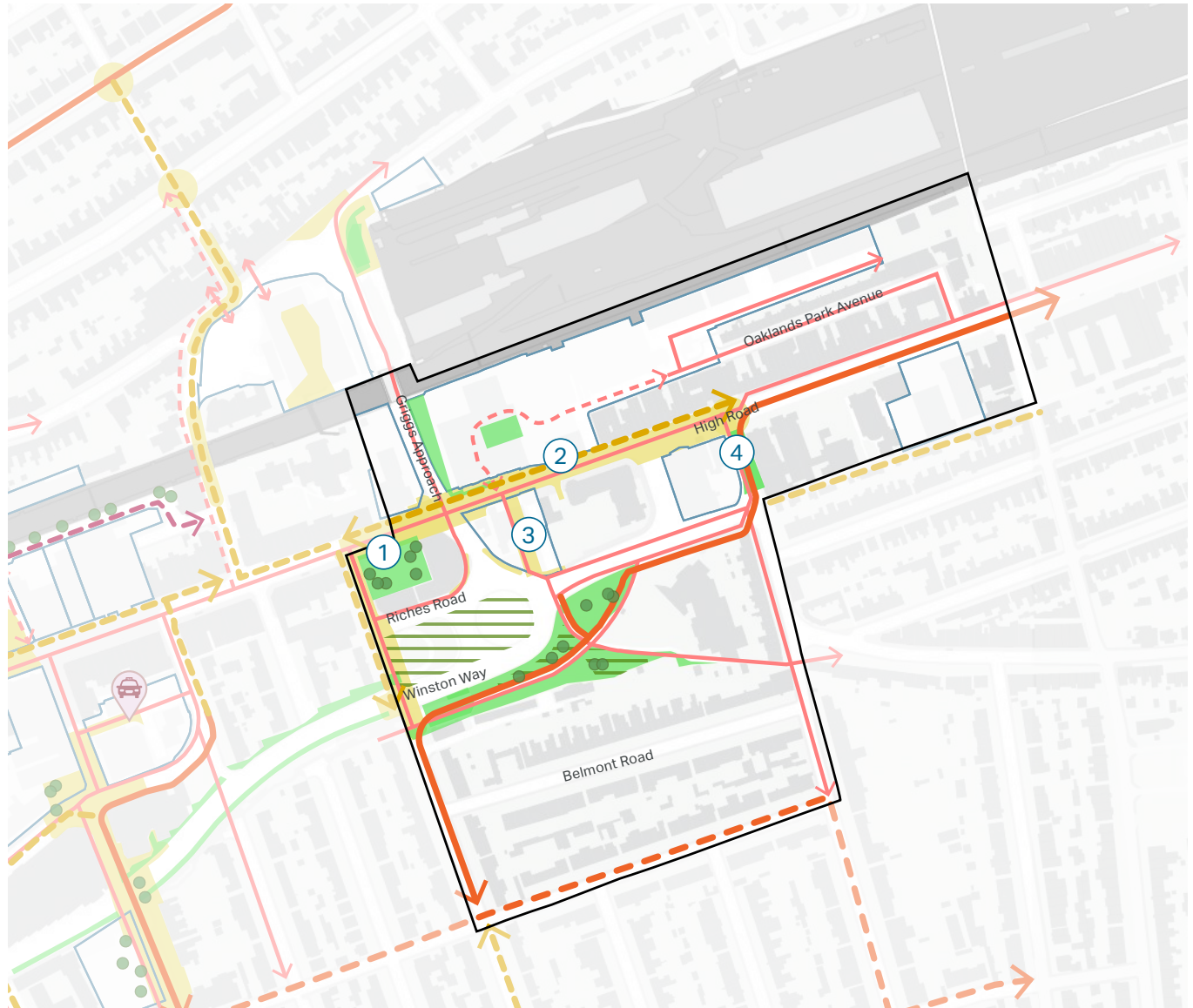
South Gardens, Elephant Park
Taller buildings are provided at the back of plots, stepping down to reach a consistent building height © Maccleanor Lavington

High Road East

Public Realm, movement and access: Priorities



- ① Opportunity for new park for the east of the town centre by unlocked through land swap with development parcel created through peninsularising the existing roundabout.
- ② High Road public realm enhancements to improve pedestrian movement and safety, complemented by a new east-west cycle route linking to the west of Ilford.
- ③ Removal of underpass with a new surface level crossings for pedestrians across Winston Way linked to High Road through development site and greening.
- ④ Removal of the gyratory can create a new public space and enhance the setting of Ilford High Road Baptists church.



KEY

- Potential new or improved public realm
- Greening opportunity (new or improved)
- Opportunity for meanwhile greening and public realm improvements, including MUGAs/ playspaces
- Improved pedestrian link
- New pedestrian link
- LBR Strategic Cycle Route
- LBR Strategic Cycle Route - proposed
- Cycle route - proposed
- One way bus and servicing route and contra flow cycle route
- Proposed Taxi stand
- Development site
- Character area

High Road East

Public Realm, movement and access: Interventions

Short Term

- P5** Create a distinctive town centre entrance using public art, upgraded fencing and building façades.
- P27** Enhance the underpass with improved lighting, planting and public art.
- P28** Introduce public art to animate low concrete walls.
- P29** Upgrade the pedestrianised High Road with resurfacing, lighting, seating, planting and integrated cycle infrastructure.
- P32** Introduce wildflower planting, seating and children's play areas along the grass verge at Philpott Path.
- W38** Convert Connaught Lane into a contraflow cycle route while retaining one-way westbound traffic.

Medium Term

- P31** Explore options to enlarge park space by combining P30 land with the central green, reallocating road space and replacing the roundabout with a signalised junction.
- W35** Reallocate bus space between Clements Road and Riches Road to provide a dedicated east-west cycle route on the north side of High Road.
- W36** Create a dedicated cycle track by removing a traffic lane and introduce new pedestrian crossings.
- W37** Upgrade crossings to prioritise pedestrians and cyclists, connect to existing cycle routes, and provide a safe transition onto Green Lane.

Long Term

- P30** Remove the underpass and ramps to create two connected parks with seating and play space.
- W34** Create a shared walking, wheeling and cycling route on the east side through road space reallocation, subject to Hainault Street improvements.



(Refer to previous page for the key)

High Road East

Land use and urban form

Key priorities

- ① Provide tall buildings and increased density along Griggs Approach and fronting onto the High Road.
- ② Mix of uses within High Road East with town centre frontage at key sections of the High Road.
- ③ Continue the pattern of tall buildings along the railway corridor, gradually decreasing moving east.
- ④ Reprovide employment uses to the north of Oakfield Park Avenue.
- ⑤ Retain and repurpose Capstone Church and integrate it as part of the future development site.
- ⑥ Create consistent datum along Riches Road through new development on Winston Way site.

KEY

-  0-6 Storeys
-  6-8 Storeys
-  8-12 Storeys
-  12-16 Storeys
-  16-24 Storeys
-  24+ Storeys
-  Key public realm improvements
-  New Town Centre Frontage
-  Employment Frontage
-  Cultural Infrastructure Frontage
-  Civic and Social Infrastructure Frontage
-  Retained buildings
-  Character area





05

Unlocking Good Growth with Infrastructure

This section sets out the transport improvements and wider infrastructure recommendations required to support growth in Ilford, covering energy, heat, digital connectivity and utilities.

Transport

Introduction

The Elizabeth line has significantly improved Ilford's connectivity and growth potential, making travel to central London faster and more convenient than ever. However, connections to destinations north and south of the town centre remain comparatively slow and less direct, helping to explain the continued reliance on private vehicles for many journeys. Alongside this, poor public realm, limited support for walking and cycling, and unattractive, unsafe interchanges continue to constrain the town centre's potential.

The OAPF aims to create a more connected and sustainable Ilford by prioritising walking, cycling and public transport, reducing reliance on cars, and overcoming barriers to movement. Transport recommendations are guided by the Mayor's Transport

Strategy (MTS), the Redbridge Local Plan, the Redbridge Sustainable Transport Strategy, and the Healthy Streets and Vision Zero frameworks, which promote a shift towards walking, cycling, wheeling and public transport.

The section discusses key components of Ilford's movement network, including mode share, the Elizabeth Line, buses, highways, car parking, road safety, taxis and private hire, and servicing and freight. Together, these shape how people and goods move within and through the town centre.

While addressed elsewhere in the OAPF, walking, cycling, wheeling and public realm improvements remain essential to development proposals, regeneration strategies and achieving the mode share target.

Road User Hierarchy



Vulnerable user groups (disabled people, youth, seniors, pushchair users)



Pedestrians



Cyclists



Public transport



Delivery vehicles (Goods vehicles)

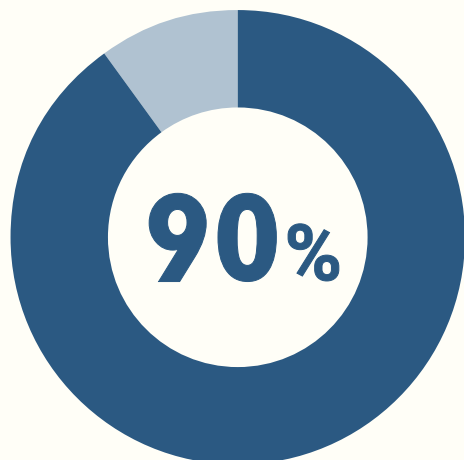


Cars, taxi and private hire & car clubs



Please refer to the [Vision Zero action plan](#) for further information.

Transport Ambitions



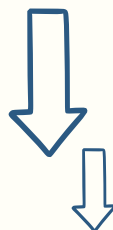
sustainable **mode share** target*



82% non-cyclists cite road danger and fear of collision as deterrent to cycling

Increase strategic **cycle network**
Protected cycleways reduce injury risk by

40-65%



Protecting bus service reliability and improving

journey times



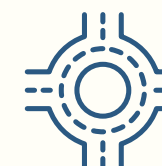
Improve bus customer

experience



Bus shelters

waiting environments improved in line with TfL Innovation Standard



Support long term western gyratory **removal**



car free development



Overcome local severance to create an environment that encourages people to

walk and cycle



Planning and co-ordinating safe, clean and efficient

freight



Secure high quality

active travel

facilities through the planning process

*dependent on funding of public realm and active travel improvements package

Transport

Sustainable mode share

Ilford's growth is constrained by car-dominated streets and a hostile walking, wheeling and cycling environment beyond the pedestrianised High Road. Mode shift is essential to support sustainable growth and create a safer, healthier and more welcoming town centre.

Ilford OA has an existing sustainable mode share of 56.1 per cent. This is higher than the observed 43.7 per cent sustainable mode share for Redbridge, reflecting improved access to public transport in the town centre compared to other parts of the Borough.

This is below the 2041 London wide target for 80 per cent of all trips to be made by walking, cycling and public transport.

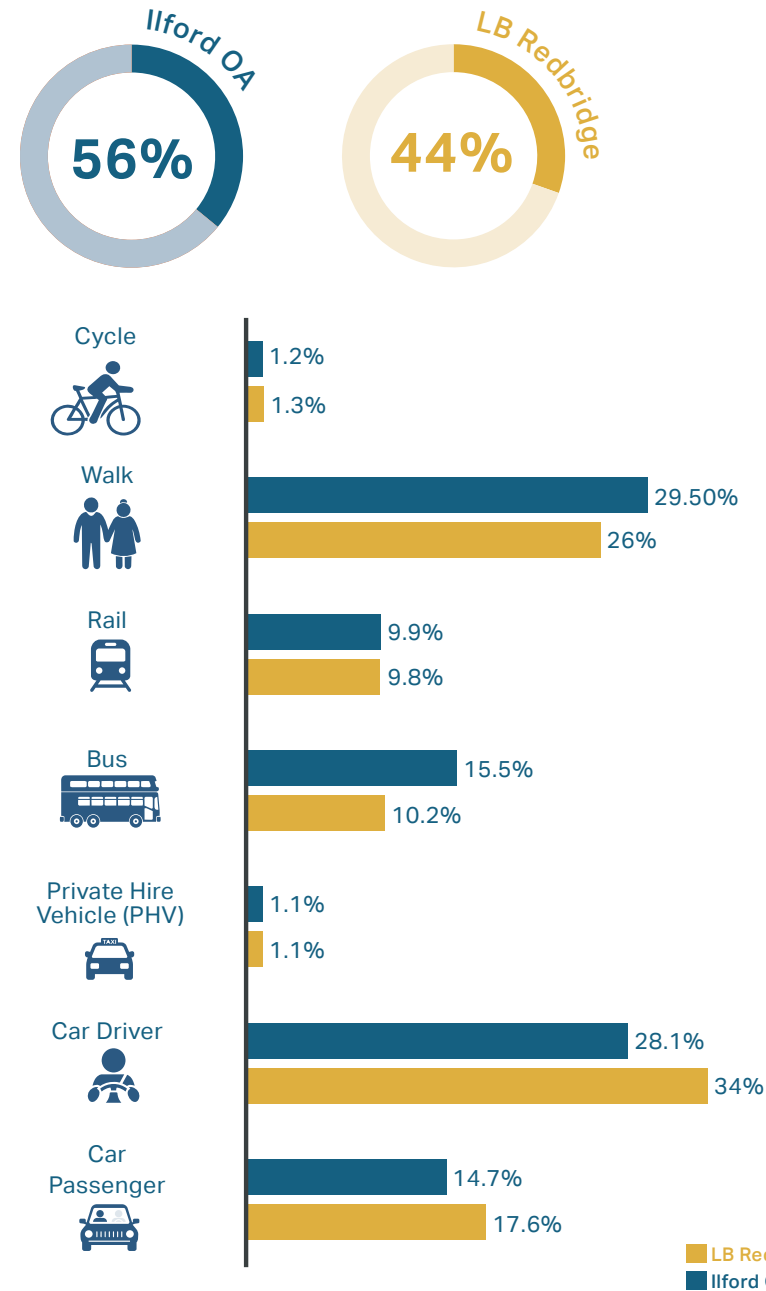
To create a connected and resilient place, a sustainable mode share target of 90 per

cent has been developed for the OA to support the London wide aim of 80 per cent of trips to be undertaken by walking, cycling and public transport by 2041.

The 90 per cent sustainable mode share target reflects the characteristics of Ilford Metropolitan Town Centre and aligns with LB Redbridge's borough wide 75 per cent sustainable mode share target, and the Mayor's Transport Strategy sustainable mode share target.

Achieving the 90 per cent sustainable mode share target will depend on the successful delivery of public transport, walking, cycling and public realm improvements through the OAPF, helping to create a healthier Ilford.

Existing Mode Share (2023)



■ LB Redbridge
■ Ilford OA

Transport Rail

Existing context

The Elizabeth Line opened in 2022 providing services from Ilford to Liverpool Street, Paddington, Heathrow and Reading in the west, through to Shenfield in the east. This has significantly improved the frequency and journey times to Central and West London.

Elizabeth Line services operate at Ilford Station every 4-5 minutes in both directions in the AM and PM peaks, and 6-7 minutes outside the peaks. The Elizabeth Line provides access to Liverpool Street in 19 minutes and Heathrow Terminal 5 within 59 minutes.

Across 2024/2025 the main destination from Ilford station was to Stratford (1,334,092 journeys) where passengers can interchange to TfL Underground, Overground, DLR and National Rail services.

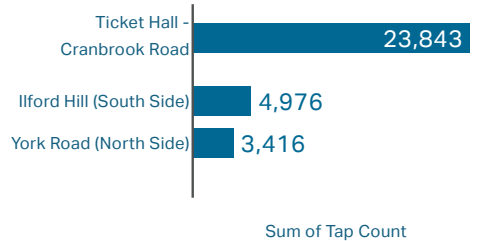
Other key destinations in 2024/25 were Tottenham Court Road (619,056 journeys), Liverpool Street (606,672 journeys), Whitechapel (353,316 journeys) and Bond Street (310,228 journeys).

A new station entrance, opened in 2022, on Cranbrook Road provides a spacious ticket hall with an improved gateline for Elizabeth Line passengers. The new entrance includes three new lifts providing step-free access between street and all platforms. A station entrance on Ilford Hill also provides step-free access to all platforms via the lifts available. A third station entrance is located on York Road but this does not have step-free access.

Secure cycle parking is limited at Ilford's rail stations, reducing the attractiveness of

combining cycling with public transport for onward journeys.

Taps by Gateline (Typical weekday)



75 per cent of entries and exits occur at the Cranbrook Road entrance. The southern side Ilford Hill entrance accounts for 16 per cent of daily entries and exits and York Road northern entrance accounts for only nine per cent of entries and exits across a typical day.

The delivery of the Elizabeth Line and a new station entrance provides a strong foundation to support growth in the OA. Station operations are reviewed on an ongoing basis to ensure accessibility and a high-quality public transport experience.

Opportunities

While rail connectivity is already strong, there is a clear opportunity to maximise its benefits through associated improvements. **Enhancements** to active travel routes, public realm, including mews streets leading to the station, and a **coherent wayfinding strategy** can strengthen connections to the station, improve legibility, and encourage greater use of public transport.



Illustrative view showing integration of wayfinding in the public realm

Transport

Buses

Existing context

Ilford serves as a major bus interchange serving 29 routes via 19 bus stops.

The Bus network in Ilford provides critical transport capacity, particularly on north-south routes where there is no rail alternative. Buses also provide interchange with the wider network, enabling people who live further away from Ilford Station to access the Elizabeth Line

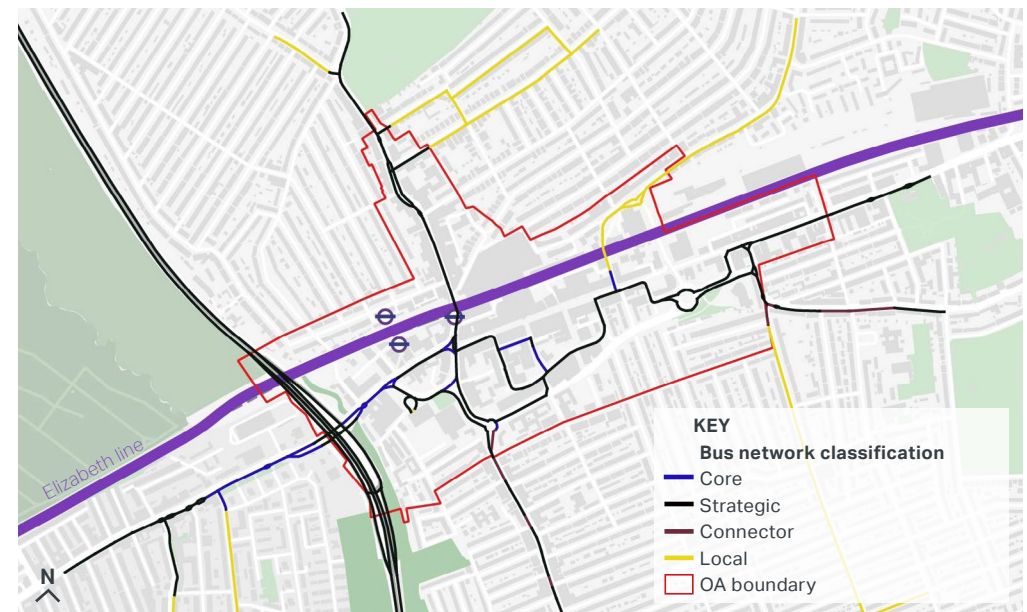
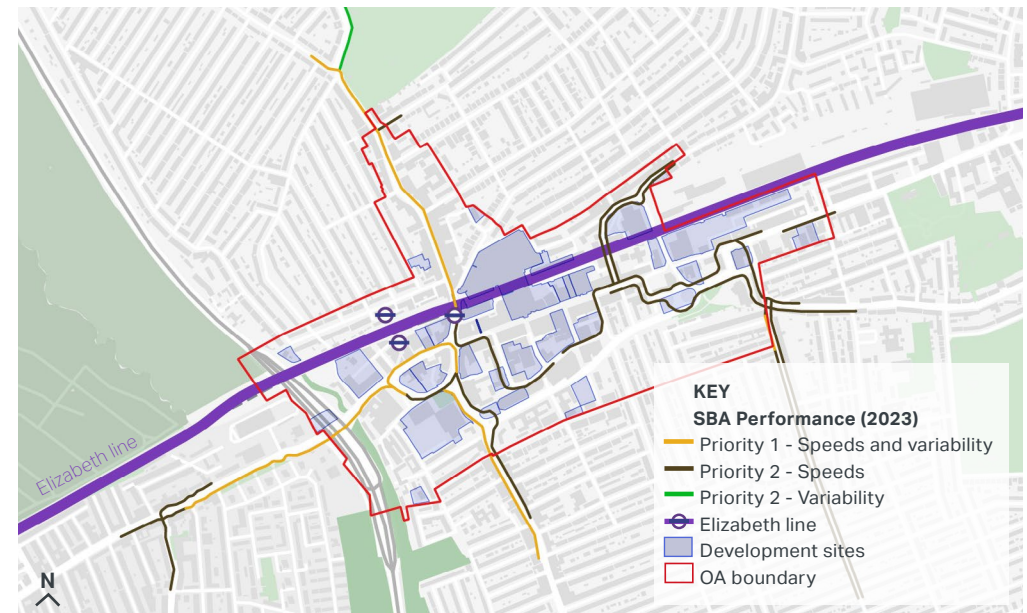
Challenges

Parts of Ilford are in the worst performing sections of network with respect to speed and reliability.

Traffic conditions and limited bus priority measures is negatively affecting the speed and reliability of bus services in the OA, and this is forecast to deteriorate further.

This is causing buses to run through the town centre slower than scheduled

Current bus stop seating excludes wheelchair users and those with mobility needs. Bus shelter, lighting, footway widths and natural surveillance need to be improved to support a more pleasant full journey experience. Wayfinding and signage should also be improved to better navigate to the station.



Transport

Buses

Opportunities

Ilford serves as a hub and interchange for an extensive network of buses in the borough. The connectivity that the bus network in Ilford provides along with rail services means new development doesn't need to be planned around cars or provide land for parking.

By improving the quality of bus services, they can offer a faster, more reliable, accessible, comfortable and convenient travel option. Local Implementation Plan submissions should support the introduction of bus priority measures, aligned with TfL's Strategic Bus Analysis to improve bus reliability.

Bus stops and shelters are the most used waiting points daily across all public transport modes. Addressing

perceptions of poor personal security currently preventing people from using the bus will increase bus trips and support Ilford being a safe and welcoming town centre.

As part of engagement, a number of bus stops along Clements Road, Ilford Hill and Cranbrook Road have been identified as key areas of concern.

Improvements could be prioritised at locations associated with Western Gateway sites, as well as sites along the Central High Road with frontage onto Cranbrook Road and Clements Road.

Recommendations

- Prioritise buses over motor traffic via bus priority measures at locations highlighted in the Strategic Bus Analysis
- Maintain and enhance bus standing provision to improve operational efficiency and resilience of bus operations
- Deliver bus shelter upgrades to women's safety innovation standard
- Upgrade and maintain existing bus stops, reducing conflict between passengers waiting and pedestrians passing by
- Accelerate bus shelter renewals
- Roll out additional bus shelters at locations that currently do not have shelters

- Address footway pinch points at bus stops
- Provide lighting and CCTV
- Increase natural surveillance through development
- Enhance customer service experience

CASE STUDY

TfL [bus shelter trials](#) is a 12-month trial on new bus shelter designs to improve accessibility, safety and customer experience. Lessons from the trial will help inform the future rollout of more inclusive bus shelter infrastructure across London.



Transport Highways

Existing context

The highway network plays an important role in accommodating buses and vehicles however the scale and design create barriers for pedestrians and cyclists. The A406 North Circular bypasses the town centre providing road connections to other parts of London and the M25. This is a key source of road traffic into the town centre via Romford Road. Other key roads are Ilford Hill and Winston Way part of the western gyratory, and Cranbrook Road, Ilford Lane provide north-south routes to Gants Hill and Barking, respectively.

Challenges

Highway modelling undertaken shows that by 2041 traffic is delayed or stopped on approaches to the western gyratory. Road links and

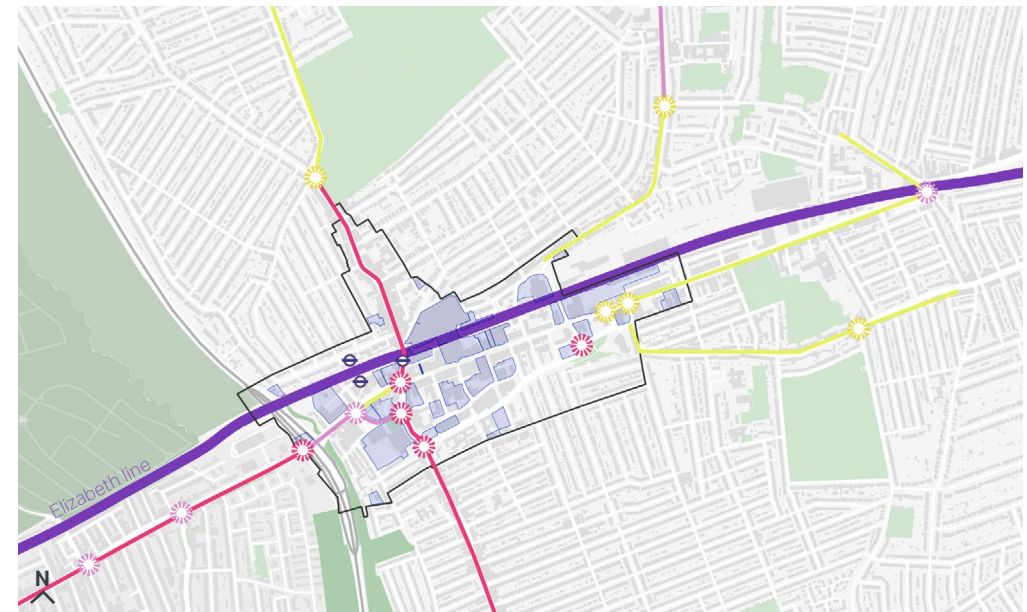
junctions are approaching their maximum operating capacity. In 2041, demand for the gyratory is greater than the available road capacity.

The road network faces competing demands, with congestion, safety and limited capacity affecting how efficiently people and goods can move.

However, traffic-dominated streets and safety concerns discourage people from walking and cycling. Growth in the OA could exacerbate any existing issues if improvements are not made.

Pedestrians and cyclists are the groups most affected by collisions within the OA. This shows a need to focus any potential improvements on improving conditions for vulnerable road users.

Cranbrook Road, Ilford Hill, Chapel Road and Ilford Lane are identified road safety priorities to address collision harm.



KEY

Road safety priorities - collision harm Priority links and junctions (2023)

- Priority 1 (Top)
- Priority 2 (High)
- Priority 3 (Medium)
- Development site
- OA boundary

Transport Highways

Opportunities

- Better managing road space to support reliable journeys by different modes. This will help enable a shift whilst ensuring freight and essential journeys are safe, clean and efficient as the area grows.
- Using [FUSION technology](#) means signals can optimise timings for different transport modes and analyse the consequences of traffic signal changes.
- Removing the Ilford Western Gyratory could transform the area into a two-way road network reducing severance and rebalancing the area away from car dominance.
- Refocusing the public realm around people in line with [Healthy Streets](#) approach.



Please refer to [Part 3.3: A safe and welcoming place](#) for further information on the approach to the gyratory in the context of this OAPF.

Illustrative view showing the arrival to Ilford →



Transport

Car parking

Existing

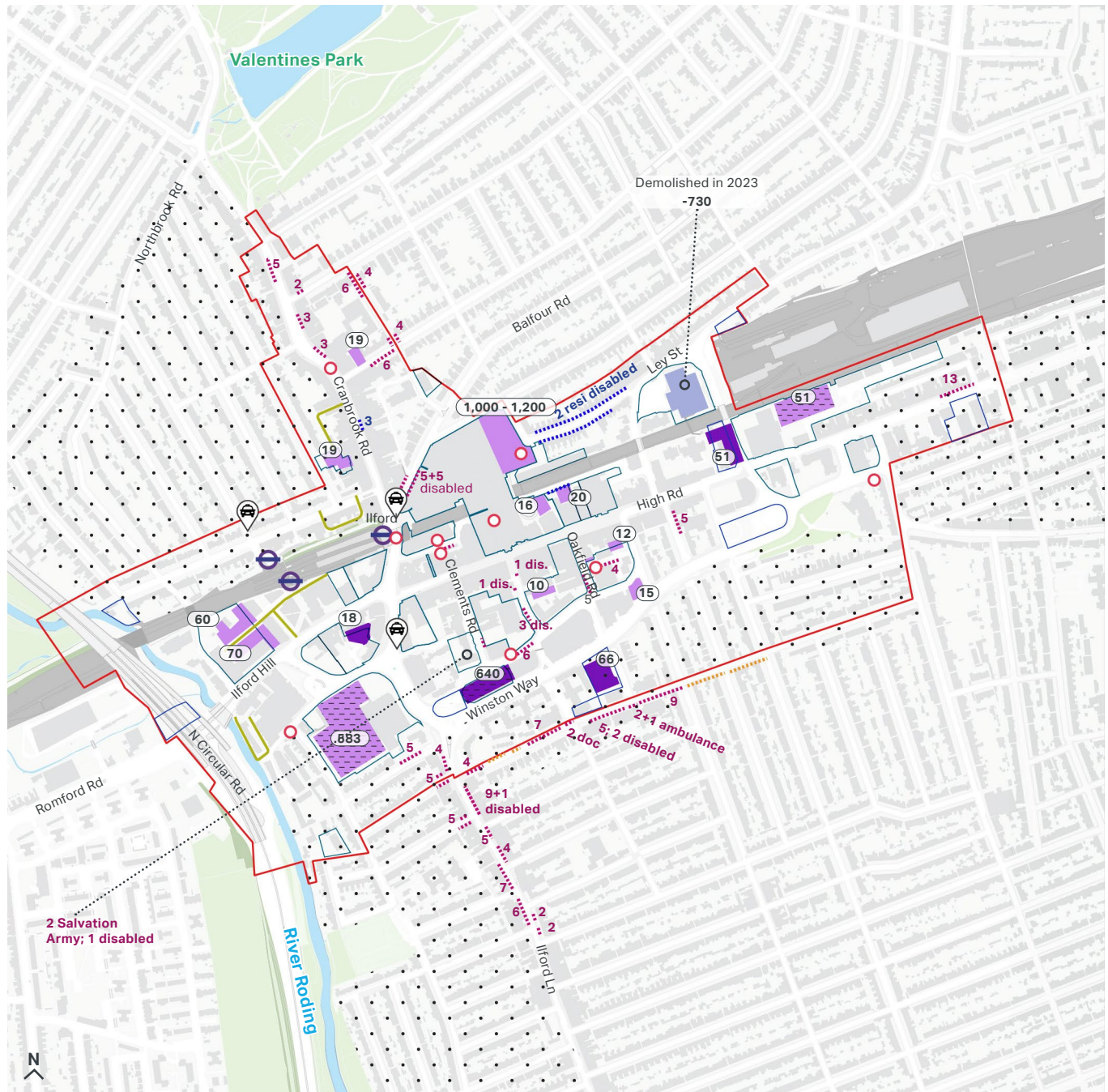
Existing public and private car parks in Ilford Metropolitan Town Centre are shown on the diagram. The town centre provides access to a wide range of public, private and on-street car parking spaces.

Challenges

Existing behaviour is embedded with people choosing to drive. Car trips induced by parking availability contribute to congestion and poor public realm.

There is currently limited walking and cycling alternatives to give residents and visitors choice to travel by alternative modes.

- KEY**
- On street parking bays
 - Single yellow, no stopping during stated hours
 - Permit holders or pay-by-phone
 - Privately owned roads
 - Loading bay
 - Privately owned car parking
 - Publicly owned car parking
 - Demolished car parking
 - Sites with planning permission or live planning applications which will remove car parking
 - Controlled Parking Zone (CPZ) – on street parking controlled at certain times and resident's permit required
 - Existing Taxi stand or Dial-a-Ride point
 - Development site
 - OA boundary



Transport

Car parking

Opportunities

- Existing public car parks are allocated as development sites, potentially reducing future car trips to and from the town centre in the future, and support a shift towards more sustainable transport modes.
- Local Strategy and Policy documents require car free development across areas of high public transport connectivity for residential and non-residential uses (with exceptions for blue-badge parking).
- New residential development should be car free except for blue badge parking. Retail and industrial uses should aim to be car free, with the minimum necessary operational parking provided.
- A town centre kerbside strategy should be adopted to ensure additional parking spaces are not introduced into the town centre to replace removed or consolidated parking provision across other town centre car parks.
- Adequate blue badge parking provision should be provided in the town centre, complementing other transport accessibility improvements.
- Support behaviour change so that sustainable modes (such as car hire or cycling) are seen as more desirable.

CASE STUDY

In Lambeth, kerbside is a space the size of 194 football pitches, with 94 per cent of the kerbside is used to provide and manage car parking.

In 2023 the council introduced a Kerbside Strategy. The strategy sets out our ambitious plans to transform 25 per cent of our kerbside space into places for people, and not just cars.

Since its implementation Lambeth has allocated over 64km of kerbside space for sustainable uses, supporting active travel, cleaner air, and more inclusive streets. This includes interventions ranging from new cycle hangars and EV charge points to community parklets and street trees. Image © LB Lambeth



CASE STUDY

A parking study undertaken for Kingston Town Centre found that, despite having one of the highest levels of parking provision among comparable town centres, a substantial proportion of spaces remained unused even during peak periods. The study recommended managing parking as part of a wider transport and place-making strategy, supporting a shift towards walking, cycling and public transport while exploring opportunities to redevelop parking sites for higher-density mixed-use development. Investment in sustainable transport infrastructure, public realm improvements and electric vehicle charging was identified as essential to support this transition.



Transport

Deliveries and servicing

Existing

Servicing across the OA is primarily catered for on street, with kerbside activity managed by single or double yellow lines. The Exchange shopping centre has two on site delivery and servicing yards. Additional Loading bays for deliveries are located on Station Road and Havelock Street, both one-way streets accessed from Cranbrook Road. Ilford High Road is pedestrianised with no vehicles permitted. Loading and delivery vehicles are permitted in Ilford High Road between 4:30pm and 9:30am.

Challenges

Road space needs to be better managed to ensure essential freight journeys are safe, clean and efficient.

90 per cent of London's freight is transported by road, and in the morning peak (07:00-10:00)

delivery and servicing vehicles account for about a third of all traffic. This puts pressure on the road network and can lead to delays in deliveries.

There is currently no logistics hub or last mile freight facility in the town centre to support consolidation.

CASE STUDY

The Bow Goods Yard masterplan, led by Network Rail, is integrating last-mile logistics solutions within a mixed-use development. It will also deliver new green spaces, public realm improvements, sports facilities and social infrastructure, alongside developer-funded improvements to segregated cycle infrastructure connecting the site to the wider local cycling network. Image © Maccleanor Lavington.



Opportunities

The OAPF supports clean and efficient servicing and freight that does not impede existing or proposed public transport and highways improvements.

- The OAPF commits to co-ordinating with BIDs and operators to ensure HGV and LGV deliveries avoid the busiest times of the day (typically 07:00 to 10:00 and 16:00 to 19:00). Scheduling deliveries during quieter periods enhances efficiency and when there are fewer people travelling (particularly pedestrian and cyclists) reduces the risk of road traffic accidents.
- Servicing provision for new developments should be provided on site where possible to reduce public realm required for servicing.

This is in line with the Healthy Streets approach. Cargo bike parking should also be provided at new developments

- Working with Ilford BID, LB Redbridge and TfL will encourage operators to streamline delivery and servicing operations through consolidation. Minimising the number of delivery trips also reducing congestion and emissions, supporting sustainability goals.
- The new London Plan supports new consolidation and distribution facilities for sustainable last-mile movement deliveries. The Exchange shopping centre, and Britannia Car Park on Winston Way are potential locations for provision of sustainable last mile facilities.

Transport

Taxis, private hire and mobility services

Taxis and private hire vehicles can drop off passengers on most places on the highway, including most of the Transport for London Road Network (Red Routes). However, where there is expected to be a high number of taxis and private hire vehicles dropping off passengers, a designated area to allow this to take place safely and quickly should be provided.

Accessible mobility services and community transport play an important role in enabling access to public transport, services and town centre destinations for residents with mobility impairments. Provision should be considered alongside taxi and drop-off facilities as part of an inclusive transport network.

Poor signage and the visibility of existing taxi and private hire ranks have been identified as an issue in the town centre.

Taxi ranks, private hire pick-up points and mobility services should be designed to meet TfL accessibility standards and support inclusive access to the town centre. Dedicated space for Zero Emission Capable vehicles and supporting charging infrastructure should be considered where appropriate.

The location of removed and proposed taxi and private and hire locations are shown in **Section 3.3: A safe and welcoming town centre.**

Signage illustrating pick-up and drop-off areas in Singapore
© The Brand Identity —→



Other infrastructure

Recommendations

Context

Engagement with utility providers indicates that planned growth in Ilford can largely be accommodated through existing networks and investment programmes, provided developers engage early to support timely network planning and connections. The key opportunities are therefore in coordinated planning, energy flexibility, heat network development, digital connectivity and broader sustainability initiatives, rather than major new utility infrastructure provision.

The 2025 [East London Subregional Local Area Energy Plan \(LAEP\)](#), prepared by the GLA and partners, sets out a pathway to a net zero energy system across Redbridge and the Ilford OA.

Energy



- Minimise pressure on utility networks through early engagement and connection planning.
- Incorporate energy flexibility measures, including on-site generation, storage and substations where appropriate.
- Ensure proposals are informed by the LAEP, London Heat Map and utility providers' evidence.
- Future-proof major developments for low-carbon energy solutions and potential heat network connections.

Heat Networks



Opportunities exist for heat network development within Ilford Town Centre. It falls within a Heat Network Priority Area, is located near to a Potential Waste Heat Supply Area and the East London Subregional LAEP identifies multiple large heat demands within the area. The London Heat Map should be referred to for further information.

Electricity



The East London LAEP identifies Ilford Town Centre as a potential focus area for EV charging. Support a mix of rapid charging hubs and on-street charging, alongside measures to encourage modal shift and reduce car dependency.

Digital



Support the delivery of high-quality digital infrastructure across the OA, ensuring that new development is designed to be digitally enabled and capable of supporting innovation, flexible working, smart city technologies and future economic growth.

Waste



Support the development of a circular economy hub in Ilford to promote construction material reuse, workforce training and circular economy job creation as part of the area's regeneration programme.



06

Making things happen

This section focuses on delivery and sets out an approach to implementation which should be collaborative and incremental.

Implementation

What happens next?

The OAPF has been informed by market and viability considerations to help ensure that it is deliverable and can succeed in guiding a high-quality, attractive and inclusive places.

Once adopted the OAPF will be used by LBR teams to consider planning applications that are brought forward for the OA by LBR, developers and joint partnerships between developers and the council. This OAPF will make sure that there is joined-up thinking on what those improvements involve.

Delivering infrastructure

Infrastructure is critical to delivering this framework and supporting growth in the OA. Investment will be needed in local connections, public realm, utilities and social infrastructure.

The local connections and public realm proposals can help build the case for transport infrastructure improvements and support bids for funding from external sources, including government programmes.

Development proposals will play an important role in delivering the framework. Schemes should align with the OA vision, assess and mitigate impacts where necessary, and contribute to infrastructure delivery through planning obligations and other funding mechanisms.

Optimising public land

Addressing delivery on public sector sites could make a significant impact on the overall delivery requirement for the OA whilst also setting the tone for future regeneration by achieving aspirational

development and having a potentially catalytic impact on private sector owned sites. The OAPF can be used to support business cases to identify funding to support the development of publicly-owned land. For example, viability appraisals and designed capacity study illustrated that sites like the Mildmay car park could be developed relatively quickly and with a positive viability returns.

Collaboration

Realising the OA's full potential and ensuring smooth delivery of this framework requires close collaboration and positive partnerships between delivery partners, GLA, TfL, LB Redbridge, and other major and local stakeholders.

This section is putting forward some recommendations to unlock delivery in the OA, including recommendations

on delivery structures and a detailed schedule of infrastructure projects.



Recommendations

Partnership working

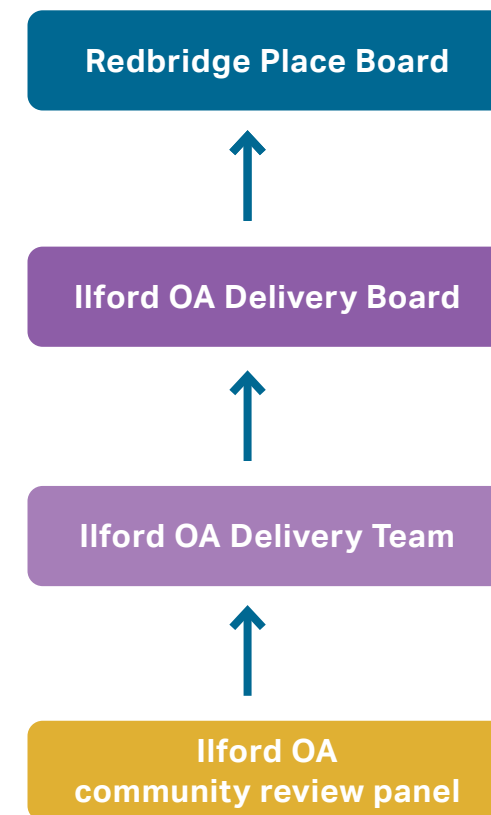
Delivery Board

To overcome the deficiencies of funding mechanisms in delivering holistic, comprehensive development, we recommend that an **OA Delivery Board** is set up which is:

- Led by LB Redbridge and with GLA/TfL attendance when/ if required
 - Supported by a dedicated OA Delivery Team to address current capacity challenges (see next page)
 - Responsible for articulating the future vision for Ilford and stakeholder engagement including presenting a unified and compelling proposition to investors and developers, linked to the direction of the OAPF and the future masterplanning work for the town centre
- that is understood to be commissioned by the Council as well as the Local Plan
 - Develops the case for funding and governs the funding being deployed to achieve the future vision. This funding could be in the form of a "rolling investment fund" that could reinvest any surplus generated from schemes in new opportunities.
 - Focussed in the short term on delivery of development on public sector owned sites (Council plus other public sector bodies) given that these have the potential to deliver significant change in the shortest time period and can achieve catalytic effects by demonstrating momentum to developers and investors. Council site

opportunities will need to be linked to the Council's ongoing consideration of their assets through their Strategic Asset Review (SAR)

- Identifies and implements the optimal delivery mechanism to take forward development on each site – this could be, for example, through the procurement of a development partner to work with the public sector to deliver development.



Recommendations

Partnership working

Delivery team

The establishment of an in-house dedicated Delivery Team is considered essential to the successful implementation of the framework. Strong in-house delivery and development capacity enables boroughs to proactively lead masterplanning, site assembly, funding bids, partnership formation and the delivery of complex mixed-use regeneration projects, rather than relying solely on individual development proposals coming forward.

The team should champion the delivery of priority projects, coordinate stakeholders and funding opportunities, and act as the focal point for implementation across the OA.

Designated officers within partner organisations should support this role by maintaining ongoing engagement with developers, infrastructure providers, landowners and local communities.

Community review panel

The officer level contact could also be responsible for Delivery Coordination and a Community Review/ Consultation Panel. The panel could consist of local resident groups, with representatives from the different wards, community organisations and local businesses. It could have a consultative function.

Setting up such a panel would allow regular discussions and information sharing on issues relating to planning and development in the OA.

A process by which the OA Delivery Board considers recommendations made by the panel should be set up. The procedures for the above panels and forums should be established by the OA Delivery Board to ensure an efficient and structured channel of communication and feedback is set in place.

Urban Room

LBR is exploring the creation of an Urban Room in Ilford as part of the Ilford Arrival programme to provide an accessible space for community dialogue on the future of the town centre. Given that no dedicated funding has yet been secured, a flexible delivery model is likely to be required, potentially through temporary or pop-up spaces in vacant units, or a hybrid physical and digital approach.

Urban Rooms are most effective when they act as active community hubs combining engagement, events and learning activities with a clear connection to local decision-making.

CASE STUDY

The [Croydon Urban Room](#) is a space to talk about the future of the North End Quarter and wider town centre. Through conversations, stories, exhibitions and events, the Urban Room will bring together the views of those who live, work and visit the area, to develop clear priorities for a plan to steer the town centre's recovery.



Recommendations

Meanwhile activation

Meanwhile uses can support early activation and place-making across Ilford by bringing vacant sites into use, supporting local businesses and creative activity, testing future ideas, and strengthening community identity.

Given current market conditions and viability challenges, meanwhile activation should be embedded as a **core delivery tool** rather than a temporary afterthought.

What could happen?

As illustrated across the various sections of this OAPF, a range of meanwhile models could be supported, including:

- Temporary public realm improvements and greening initiatives
- Community-led uses, such as workshops, co-working, and social spaces

- Playspaces and public art
- Testing the urban room concept

Some indicative meanwhile projects are outlined below:

Play

- Interim park on the Western Gateway island
- Temporary MUGA spaces on development sites
- Sainsbury's play and community activities
- Pop-up play and seating on High Road and Winston Way

Culture and art

- Gateway art installations
- Wilko façade public art
- Griggs Approach public art
- Temporary cultural uses in vacant units and sites

Greening

- Chapel Road raingardens
- Winston Way planting
- Temporary planting around the gyratory island
- Wildflower planting and biodiversity projects across the OA

Test and learn

- Test future town square functions through temporary events
- Trial play streets
- Trial market layouts
- Trial cycle infrastructure
- Trial youth spaces

A comprehensive OA-wide meanwhile study is required to determine which temporary uses are best suited to Ilford's different places and communities, understand why some meanwhile initiatives have been successful while others have not, and establish a coordinated programme of activation and low-cost interventions across the town. Initial opportunities are focused around four key areas: the Western Gateway, Civic Heart/Cultural Quarter, Winston Way and the River Roding corridor.

Meanwhile activity should be strategically coordinated through the OA Delivery Board or a nominated delivery partner, providing a clear framework for working with landowners and developers.

Recommendations

Delivery roadmap

Enabling infrastructure

At the heart of the OAPF is the need to enhance the attractiveness of Ilford town centre and address key barriers to its success, including poor quality public realm and infrastructure. To respond to these challenges, the OAPF identifies a programme of infrastructure and public realm projects that build on Ilford's existing strengths.

The proposed interventions are categorised as short- or long-term projects and distinguished by whether they can be delivered directly by the public sector or are dependent on future development coming forward. This provides a realistic and flexible framework for delivery.

All projects are currently aspirational and subject to further design, feasibility and funding considerations, with some schemes requiring third-party investment.

Delivering this programme will require a step change in placemaking, partnership working and delivery. While the value of these interventions may not be fully reflected in current viability assessments, their long-term social, economic and environmental benefits are likely to be significant. Collaborative working between the public and private sectors will therefore be essential to ensure projects are deliverable and have broad stakeholder support.

Catalytic Projects

- **Ilford Western Gateway:** creating a more connected

and welcoming western arrival point, unlocking development opportunities and improving north-south movement.

- **Civic Heart & Cultural Quarter:** delivering a new Town Square, enhanced cultural destinations and town hall, public realm improvements and a stronger civic centre.
- **Kenneth More Theatre Transformation:** securing the long-term future of a key cultural asset and strengthening Ilford's civic and cultural offer.
- **River Roding:** reconnecting the town centre to the river through new parks, walking routes, bridges and nature-based interventions.
- **Eastern Gateway:** transforming Winston Way and surrounding areas through new parks,

recreation facilities, public spaces and mixed-use development.

A roadmap

Delivering the vision for Ilford will require a coordinated programme of investment, partnership working and phased implementation over the coming decades.

The roadmap on the following page sets out how the OAPF's ambitions could be delivered, combining early action and meanwhile activation with longer-term regeneration, infrastructure and development projects.

Delivery roadmap

Phase 1: Prepare and Test (2026-2030)		Phase 2: Deliver the Civic Core (2030–2035)		Phase 3: Deliver Strategic Transformation (2035–2040)		Phase 4: Complete the Transformation (2040–2050)	
Delivery and Governance • Delivery board and dedicated delivery team setup and governance arrangements • Feasibility and viability studies • Business case development • Funding strategy • Land assembly strategy • Development partner engagement		Delivery and Governance • Consolidation of delivery team and governance • Delivery partnerships established • Detailed design and planning approvals • Funding agreements secured framework established • Ongoing stakeholder and community engagement		Delivery and Governance • Major infrastructure delivery • Public-private partnership management • Strategic funding packages • Programme-wide risk management • Coordination of multiple development sites • Monitoring of regeneration outcomes		Delivery and Governance • Delivery of final regeneration phases • Long-term management and stewardship arrangements • Review and refresh of the delivery programme • Monitoring of social and environmental outcomes • Transition from delivery to place management	
Housing delivery • Smaller public-sector sites • Mid-rise mixed-use housing • Early affordable housing opportunities		Housing delivery • Housing around the Civic Heart • Mixed-use town centre sites		Housing delivery • Gateway sites unlocked by gyratory transformation		Housing delivery • Major regeneration sites completed • Mixed-use neighbourhoods under development	
Enabling infrastructure • Early walking, wheeling and cycling improvements • Public realm upgrades around key gateways and station approaches • Delivery of York Road Park and initial greening projects • Cycle parking and mobility infrastructure • Early River Roding access improvements • Feasibility and design development for major transport and public realm projects • Wayfinding • Bus, walk and cycle priority route on Hainault Street from the High Road across the railway		Enabling infrastructure • Clements Road corridor improvements • Chadwick Road and town centre public realm upgrades • Delivery of key east-west and north-south connections • Theatre transformation • River Roding paths and bridge connections • New civic spaces, play infrastructure and family-friendly public realm • Market and cultural infrastructure improvements		Enabling infrastructure • Western Gyratory improvements • New surface crossings and junction upgrades • Strategic walking, wheeling and cycling network expansion • Gateway public realm and green infrastructure • Infrastructure to support major housing and mixed-use development • Utility, servicing and enabling works associated with growth areas		Enabling infrastructure • Eastern Gateway transport improvements • Riches Road Park and recreation infrastructure • Completion of the River Roding green corridor • Health, community and cultural infrastructure • Climate resilience and biodiversity projects • Completion of the town-wide green, movement and public realm network	
Civic Heart/ Cultural Quarter • Town Square feasibility and land assembly • Town Hall feasibility work Market strategy • Havelock Street early improvements • Cultural programming and meanwhile uses • Kenneth Moore Theatre feasibility and options appraisal		Civic Heart/ Cultural Quarter • Town Square delivery (D12) • Havelock Street transformation (D11) • Town Hall / Mercato connections (D13) • Post Office east-west connection (D10) • Chadwick Road and Clements Road upgrades (P21, P23) • Market improvements (I10) • Public realm improvements around Kenneth Moore Theatre (D14/P22) • Extend and update wayfinding		Civic Heart/ Cultural Quarter • Additional mixed-use development around the Civic Heart • Cultural Quarter growth Enhanced links between Town Square, Town Hall and Kenneth More Theatre • Business case and delivery partnership for Kenneth Moore Theatre transformation		Civic Heart/ Cultural Quarter • Kenneth More Theatre transformation / redevelopment • Potential co-location with residential or community uses • Health and civic hub opportunities • Expansion of cultural and community infrastructure • Long-term place management and programming	
Ilford Western Gateway • Progress development proposals • Finalise development framework and masterplan principles • Secure planning permissions and delivery agreements • Deliver Phase 1 of development (from 2027/28) • Deliver interim public realm improvements and greening Improve Mill Road connectivity (P3/W5) • Deliver early walking and cycling improvements around the gyratory (W11) • Develop the strategic case and business case for future gyratory transformation		Ilford Western Gateway • Complete later phases of the scheme • Deliver gateway housing and mixed-use development • Create new north-south routes through development sites • Chapel Road and Ilford Hill public realm improvements • Coordinate land assembly and partnership arrangements for gyratory transformation • Develop detailed designs and funding strategy for highway reconfiguration		Ilford Western Gateway • Reconfigure the Western Gyratory • Deliver new surface crossings • Create new walking, wheeling and cycling connections • Expand public realm and green infrastructure • Integrate gateway sites with neighbouring communities		Ilford Western Gateway • Complete remaining gateway development opportunities • Deliver final public realm and landscape improvements • Refine and optimise movement networks • Long-term stewardship and place management	
Meanwhile activation • Interim park on the Western Gateway island (P6) • Interim MUGA space (P7) • Public art and gateway installations (P5, P16, P28) • Youth space pilots (I3) • Temporary play and activation of Sainsbury’s open space (D5) • Temporary greening of key sites (P8, P9) • River Roding installations							

Recommendations

Funding

Funding programmes and initiatives will evolve over the lifetime of the plan. The Council will therefore seek to maximise investment from a range of sources, including developer contributions, Council funding, transport funding, government grants, Mayoral funding and strategic partnerships with organisations such as Homes England and TfL. This flexible approach will help secure the resources needed to deliver housing, infrastructure, public realm and community improvements across Ilford.

While the OAPF cannot allocate specific funding streams to individual projects, it provides a spatial framework and identifies infrastructure and investment needs, helping to build the evidence base and business cases required to secure future funding.

Funding sources

Developer contributions (e.g. Section 106 agreements and Community Infrastructure Levy receipts) to support infrastructure, affordable housing, public realm and community facilities.

Council funding (e.g. capital budgets, general fund reserves and prudential borrowing) to support strategic projects and unlock development opportunities.

Transport funding (e.g. TfL Local Implementation Plan funding and other transport-related grants) to deliver improvements to walking, cycling, public transport and the wider transport network in line with the Mayor's Transport Strategy.

Mayoral funding (e.g. City Hall developer funding, Affordable Housing Grant, regeneration and town centre programmes) to support housing delivery, infrastructure and place-making improvements

Public sector partnerships (e.g. Homes England funding, financial products and tailored support packages) to help unlock strategic development and infrastructure opportunities.

Government funding (e.g. Youth Opportunity Fund, Brownfield Land Release Fund, One Public Estate funding and future regeneration programmes) to support community facilities, housing delivery and site remediation.