

ACCENTS

2015/16

NOW, MORE THAN EVER, IT IS VITAL THAT WE **REAPPRAISE OUR ATTITUDE TO ASSETS** OF ALL KINDS TO ENSURE THAT WE CAN **CREATE THE BEST AND MOST SUSTAINABLE VALUE FOR OUR COMMUNITIES AND PARTNERS**. ACCENTS IS LEADING THIS FISCALLY RESPONSIBLE CHARGE AT POPLAR HARCA, CREATING NEW REVENUE STREAMS AND BUILDING CAPACITY, WHILST DELIVERING INNOVATIVE SOCIAL REGENERATION.

Jon Spearing Finance Director, Poplar HARCA



The ACCENTS Team at Poplar HARCA was set up in June 2014 to support the social, economic and cultural regeneration of Poplar within the large-scale physical change in the area.

ACCENTS HAS COST POPLAR HARCA NOTHING

It has covered its costs and indeed, turned a profit for the organisation, whilst securing a range of ongoing revenue streams and so proving itself a healthy return on investment.

In addition, working with many fantastic partners, external and internal, ACCENTS has delivered millions of pounds of capital and social investment social investment in Poplar through innovative thinking and doing. This includes hundreds of events, new workspace and businesses, millions of pounds of positive publicity, energy savings and new technology, thousands of volunteer hours and ever more engaged employees.

THE ACCENTS APPROACH IS TO REAPPRAISE ASSETS TO MAXIMISE THEIR VALUE TO POPLAR AND ITS COMMUNITY

Assets of all kinds as explored in this report:

Space: turning liabilities into assets

Community: enabling people to define their futures

Business: building identity and opening procurement for a stronger local economy

Place: celebrating heritage; finding fresh opportunity in future change

People: turning passions into projects

THEY IMAGINE - AND DELIVER - EXACTLY THE KIND OF **INCLUSIVE PLACEMAKING PROGRAMMES** LONDON NEEDS

Lisa Taylor Director, Future of London

2015/16 NUMBERS



£ £684,622
INVESTMENT
IN POPLAR

£2,315,455
POSITIVE PUBLICITY

32
NEW JOBS FOR
LOCAL PEOPLE

30,000
POLLUTING CAR
MILES REMOVED
FROM LOCAL
ROADS

17,039
EVENT VISITORS

17,814
VOLUNTEER
HOURS

112
NEW EXHIBITION
OPPORTUNITIES
FOR ARTISTS &
PERFORMERS

£ £357,145
PHYSICAL
IMPROVEMENTS

£212,795
REDUCED ENERGY
BILLS FOR RESIDENTS

34
TRAINING &
ENGAGEMENT
EVENTS

1,516
ENERGY SAVING
TECH INSTALLED
IN HOMES

738
PEOPLE INTO
TRAINING

139
INDIVIDUAL
POPLAR HARCA
STAFF INVOLVED IN
ACCENTS PROJECTS

8
NEW PIECES OF
PUBLIC ART

£ £271,120
SOCIAL
INVESTMENT

£88,400 PA
COMMERCIAL
LETTINGS

66
NEW BUSINESSES

45
LOCAL TOURS
HOSTED

36
COMMUNITY
GROUPS
SUPPORTED

174
VOLUNTEERS

162
EVENTS

An aerial photograph of a city, likely Glasgow, showing a mix of residential and commercial buildings. A large, multi-story apartment complex is prominent in the lower left. A river flows through the upper part of the image, with a bridge visible in the distance. The word "SPACE" is overlaid in large, white, bold letters across the center of the image.

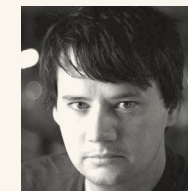
SPACE

THE CITY IS LOSING
AN AVERAGE OF
**88 HECTARES OF
INDUSTRIAL LAND**
EVERY YEAR AND THE
NEED FOR HOUSING
WILL INCREASE
PRESSURE FURTHER

Architectural Review

Across London the pressure on affordable space, especially workspace, is growing.

We are in danger of losing sectors, skills and identity. Concurrently, we need to find new revenue streams and ensure work/leisure space is available to a growing population. ACCENTS is interested in how, by looking differently at space, value can be maximised for stakeholders, businesses and communities, existing and new. Examples include...



"I've lived in Poplar all my life and have been photographing its changing shape over the last 16 years. ACCENTS has democratised space previously inaccessible, adding colour and life. For my Transition Photography Project, that meant a really well attended exhibition in the heart of the Lansbury Estate."

Michael Mulcahy
Photographer & Poplar resident



"Poplar HARCA's ACCENTS Team understands the importance of embedding art within a changing place. They have unlocked a range of opportunities in the area, sometimes challenging – always interesting, and we continue to deliver a number of very successful projects with them."

Marcel Baettig
CEO, Bow Arts Trust

OPEN POPLAR SPACES FOR IDEAS

Launched in 2015 with over 50 unused and underused spaces in Poplar, aimed at turning liabilities into assets. The project attracted 21,485 sqm of business ideas from galleries to factories, community centres to shops. It has sparked a re-evaluation of space within Poplar HARCA and led to new capital investment, increased revenue and decreased costs.

ABERFELDY STUDIOS COMMUNITY ARTS

Bow Arts has recently opened two open studio galleries in retail units on the Aberfeldy Estate, linking up with the gallery opened there in 2014. The projects are building community-based arts programmes whilst bringing life to dead space.

SOLAR PANELS 6,688 INSTALLED

Following last year's installation of 418 solar panels bringing in £36,000 as well as savings for residents, ACCENTS has secured funding for 6,270 more panels on roofs in the forthcoming year. This will create £2m income over the next 20 years specifically for community investment and reducing carbon emissions.

A DOOR IN A WALL 3,000 VISITORS

In April 2015, immersive-gaming organisation 'A Door In A Wall' transformed a vacant retail unit and other empty spaces in Chrisp Street. 3,000 visitors enjoyed the magical experience - exploring an ingenious version of the area's history.





COMMUNITY

NEVER DOUBT THAT
COMMITTED **CITIZENS**
CAN CHANGE THE
WORLD - INDEED,
IT IS THE ONLY THING
THAT EVER HAS

Margaret Mead

An area's people
are its key asset.

With authority, independence
and support, communities
can devise and deliver the
most appropriate services
and facilities for their area.
ACCENTS works to support
a range of local groups,
projects and networks to
help grow their capacity and
take ever stronger roles in
shaping Poplar.
Examples include...



"Poplar Peddlers has been such a friendly group since we started in June 2015. Everyone is welcome, from road cyclists to first timers, from BMXers to family tourers and we've members from all different backgrounds. We love to ride with friends and families - to explore great cycling routes around our area and further afield."

Sunara Begum
Peddlers ride leader & Poplar resident



"It's fantastic being part of the Carradale community garden. I've met all sorts of people because of it, from all sorts of backgrounds. We've done loads together building this place and we're a stronger community because of it."

Tom Gleed
Poplar resident & Sustainable Housing's
Green Tenant of the Year 2014



ENERGYWISE 393 HOUSEHOLDS

An Ofgem project with UK Power Networks, Tower Hamlets Homes & The Bromley by Bow Centre, investigates how to plan for our future energy needs and manage our household usage. 393 households are participating, getting energy advice and cutting-edge tech.

YEAR HERE 1,000S OF VOLUNTEER HOURS

ACCENTS worked with award-winning Year Here to create a unique and powerful programme facilitating embedded social innovation placements across Poplar. In the last year, outputs have included 1,000s of volunteer hours, 15 social impact projects and 2 new social enterprises.

BOX OF TOYS 40 EVENTS

A collective of local musicians who secure opportunities to perform, as well as running events themselves across East London. There have been 40 events in the last year alone, attracting many 100s of appreciative listeners.

POPLAR FILM MONTHLY CLUB

This year has seen 25 different events including collaborations with the British Film Institute, LOCO London Comedy Film Festival and Vincent Price fans. The monthly club is co-curated by residents. Poplar Film also shot its first short film in December 2015.

ENERGY CHAMPIONS AWARD WINNING

A group of residents from the Poplar & Bow Green Network trained with the Energy Saving Trust and our neighbourhood centres to directly deliver energy advice to and install energy-saving kit for their communities. The project, which saved 200 households money on their energy bills, won the National Housing Federation's 'Greener Living' Award in September 2015.

HEALTHY START SUPPORTING LOCAL

A voucher scheme launched in March 2016 within the GLA-backed Chrisp Street Exchange Programme with London Borough of Tower Hamlets Public Health. Encouraging low income households to eat healthily and buy locally.

A photograph of two women wearing hijabs and aprons, serving food at a stall. The woman on the left is wearing a red hijab and a black jacket, looking towards the camera. The woman on the right is wearing a red hijab and a black jacket, smiling and looking towards the camera. They are both wearing white aprons. In front of them are several trays of food, including a large tray of yellow rice and a tray of brown meat. The word "BUSINESS" is overlaid in large white letters across the middle of the image.

BUSINESS

THERE ARE NOW
4.8 MILLION SMALL
BUSINESSES IN THE
UK AND THEY FORM
THE LIFEblood
OF EVERY CITY
ECONOMY ACROSS
THE COUNTRY

Centre for Cities

Strong local enterprise is a vital element of building a self-sustaining, inclusive community.

ACCENTS has been working hard to help give local business a voice, support new start-ups and open up new and existing opportunities for local enterprise. Examples include...



"I am trading and growing my business in Chrisp Street Market today thanks to the help I got from HARCA. They put on the Pop-Up Business School which helped me get going in 2013, and then the team helped me with a move into a shop unit. I've also attended some of the Poplar & Bow Enterprise Network events so I am really excited about the future of the business."

Shahena Khan
Owner, The Flower Boutique, Chrisp Street



"Playpen is an innovative co-working facility with crèche for people with young children in Poplar. The ACCENTS Team has been an invaluable support from believing in the idea to providing a small grant. We could not have made this exciting project happen without them."

Leo Wood
Founder of Play-Pen



CHRISP STREET EXCHANGE AFFORDABLE WORKSPACE

Our co-working and enterprise support hub launched recently. Funded by the Mayor of London's High Streets Fund, the hub is run by the London Small Business Centre and Bow Arts and offers business support and affordable workspace.

POPLAR & BOW ENTERPRISE NETWORK 300 BUSINESSES REGISTERED

Launched in 2015, the Network strives to grow the voice for business in Poplar. With 300 local businesses registered as members, it held quarterly events throughout the year, focusing on networking, procurement and financing.

POP-UP BUSINESS SCHOOL 18 NEW BUSINESSES

After considerable success in 2013, the team returned to Poplar with their can-do attitude to business start-ups. This year, through two intensive programmes, 18 new local businesses were launched.

1-2-1 ENTERPRISE SUPPORT ADVICE FOR TRADERS

Business, marketing and online advice for traders in Chrisp Street, ahead of the large-scale regeneration of the market, ensuring businesses have the skills to exploit new opportunities.

GET STARTED EAST £40,000 OF MICRO LOANS

Our micro-loans programme with HACT and the London Small Business Centre, was launched in May 2015. It has been the most successful of the national pilots, supporting a range of local businesses with £40,000 of micro loans.





PLACE

WITHOUT
A **PAST** YOU
CAN'T HAVE
A **FUTURE**

Michael Ende

London's East End is changing rapidly, with Poplar no exception.

The area's population will double in the next 10 years as new homes are built. ACCENTS is focused on ensuring the social, economic and cultural offer keeps pace, and vitally, reflects on the past to deliver authentically for all the community, current and new. Examples include...



"The ACCENTS team is doing remarkable work in Poplar, developing audacious projects that draw on deep roots in the neighbourhood's history to create new opportunities for the future. The Trampery is honoured to be working with the team to help realise Fashioning Poplar and foster a new focal point for fashion and creativity in Poplar."

Charles Armstrong
Founder, The Trampery



"What's exciting about the team is that they work with what's there, with what's coming and with open minds, thereby spying the opportunity to make the right interventions at the right time. A12: Green Mile is a case in point - they have structured a masterplan of potential green interventions with the University of East London, the Borough and other partners and are securing chances to make each a reality."

Dr Paula Vandergart
Sustainability Research Fellow, University of East London



FASHIONING POPLAR £1.8M SECURED

Partnering with the London College of Fashion, UAL ahead of its 2020 arrival in the Olympic Park, we are building a Fashion Hub with £1.8m secured from the Mayor of London's London Regeneration Fund. Opening in late 2017 at the heart of the Poplar Riverside Housing Zone, it will include design, manufacturing and training space, plus makers space for local businesses.

V&A LANSBURY MICRO MUSEUM

Due to open in summer 2016, the Victoria & Albert's Micro Museum in Crisp Street will chart the history of the Lansbury Estate and the 1951 Festival of Britain's Living Architecture Exhibition. Curated by the V&A, which will open its new space in the Olympic Park in 2022, and run by the National Trust and local volunteers.

A12: GREEN MILE £75,000 OF FUNDING

The A12 has long been a feature of Poplar's landscape - a vital route, but a dirty one which divides communities. The changing shape of the area has brought opportunities to humanise the road. ACCENTS and Leaside Planning have been awarded £75,000 through Transport for London's Future Streets Programme to introduce green infrastructure and reduce pollution.

RIBA MARKET STALLS NEW PROTOTYPES

Carver Haggard architects won a RIBA/ACCENTS competition to design new market stalls for the traders in Crisp Street, soon to undergo a £300m regeneration. Four prototypes are in active use.

A high-angle, top-down photograph of a diverse group of people sitting around a large, round wooden table. They are engaged in a collaborative meeting. On the table are various items: a large circular chart with the word 'DATA' in the center, several sheets of paper with graphs and charts, a tablet, a pair of glasses, and some folders. The people are dressed in casual business attire. The word 'PEOPLE' is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

PEOPLE

IT DOESN'T MAKE
SENSE TO HIRE SMART
PEOPLE AND THEN TELL
THEM WHAT TO DO; WE
HIRE **SMART PEOPLE**
SO THEY CAN TELL US
WHAT TO DO

Steve Jobs

Every employer will say that their people are their greatest asset.

But do most maximise the full skills and potential of their employees, giving them the opportunity to work on self-generated projects? ACCENTS opens up such opportunities to engage employees in developing services, connectivity and themselves. Examples include...



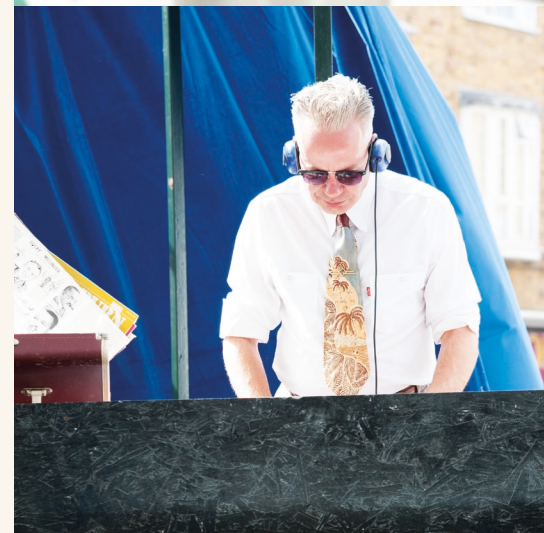
"I've enjoyed being involved with ACCENTS and the incredible amount of interesting, detailed and involved research they do to secure financial investment for ground breaking projects and maximise their value. A good example is the Photovoltaics project, which combines energy creation with solving a range of other problems, from personal health to major company network supply issues."

Peter Harrold
Lead Engineer (Electrical)



"I've had the unique opportunity to turn something I love doing, singing, into a community engagement project. It's been hugely rewarding to experience staff, residents and partners singing together on an equal platform, where boundaries are blurred and differing backgrounds go completely unnoticed. Personally, it's been really empowering to set up and own a project - something I wouldn't have had the confidence or ability to do without the support of the ACCENTS Team."

Hannah Douse
Communications Intern



GREEN THREAD SAVINGS AND A GREENER POPLAR

Poplar HARCA's 2015/16 Green Thread Service Plan, implemented by employees across the organisation and supported by our internal Green Team, delivered savings to resident's energy bills of £212,795. In addition, there were savings to office energy use, reductions in air pollution, reductions

in tipping, increases in recycling and a huge blossoming of urban growing. The Poplar & Bow Green Network is stronger than ever, with 16 fantastic community gardens. All this has culminated in a formal, organisation-wide annual sustainability target.

SWINGEAST ANNUAL FESTIVAL

2016 sees Caretaker Nelson Piperides' third SwingEast, the annual festival which celebrates the best of swing music, dance and vintage markets, in its 1951 Chrisp Street home. 2,500 people came in 2015 from close to home and across the UK. Nelson's monthly spin-off dance classes have also been a hit.

COMMUNITY CHOIR MEMBERS AGED 18-85

Poplar Singers began life in January 2016 and has been an immediate hit, attracting members from 18-85 years old. The community choir's first public outing was the stunning De:Part performance with LIFT and Spitalfields Music in June. Now planning new performances in 2016 and beyond.

AMBASSADORS TRAINING

A training programme for Poplar HARCA's Estate Services Ambassadors demonstrated how to do more with less and maximise the value of their time. This led to a range of outcomes including tonnes of waste disposal avoidance and a furniture recycling programme with charities Emmaus & Streets of Growth.

E-CAR PARTNERSHIP

Having partnered in the launch of the first wholly electric car club in the UK in 2013, ACCENTS has secured ongoing free use of the vehicles for employees during working hours, saving up to £16,000 a year and reducing pollution.

ONE OF THE BEST REGENERATION TEAMS IN LONDON

Jamie Dean Regeneration Manager,
Greater London Authority



Paul Augarde
Head of Creativity & Innovation,
heads up ACCENTS with 10 years
experience in housing, following
a career making feature films



Blossom Young
Following a career in youth &
community development, Blossom
is leading on Fashioning Poplar,
delivering a £3.9m fashion hub
in East London



Bree Sims
Combines her 18 years PR and
placemaking experience with
leading our theatre, film and
arts projects



Dave Pilkington
Having run charities in the UK and
overseas for more than two decades,
Dave delivers music, sport and
healthy living projects



Francesca Colloca
Project Manager with a background
in community development &
stakeholder engagement and a
penchant for strategic, place-based
project delivery



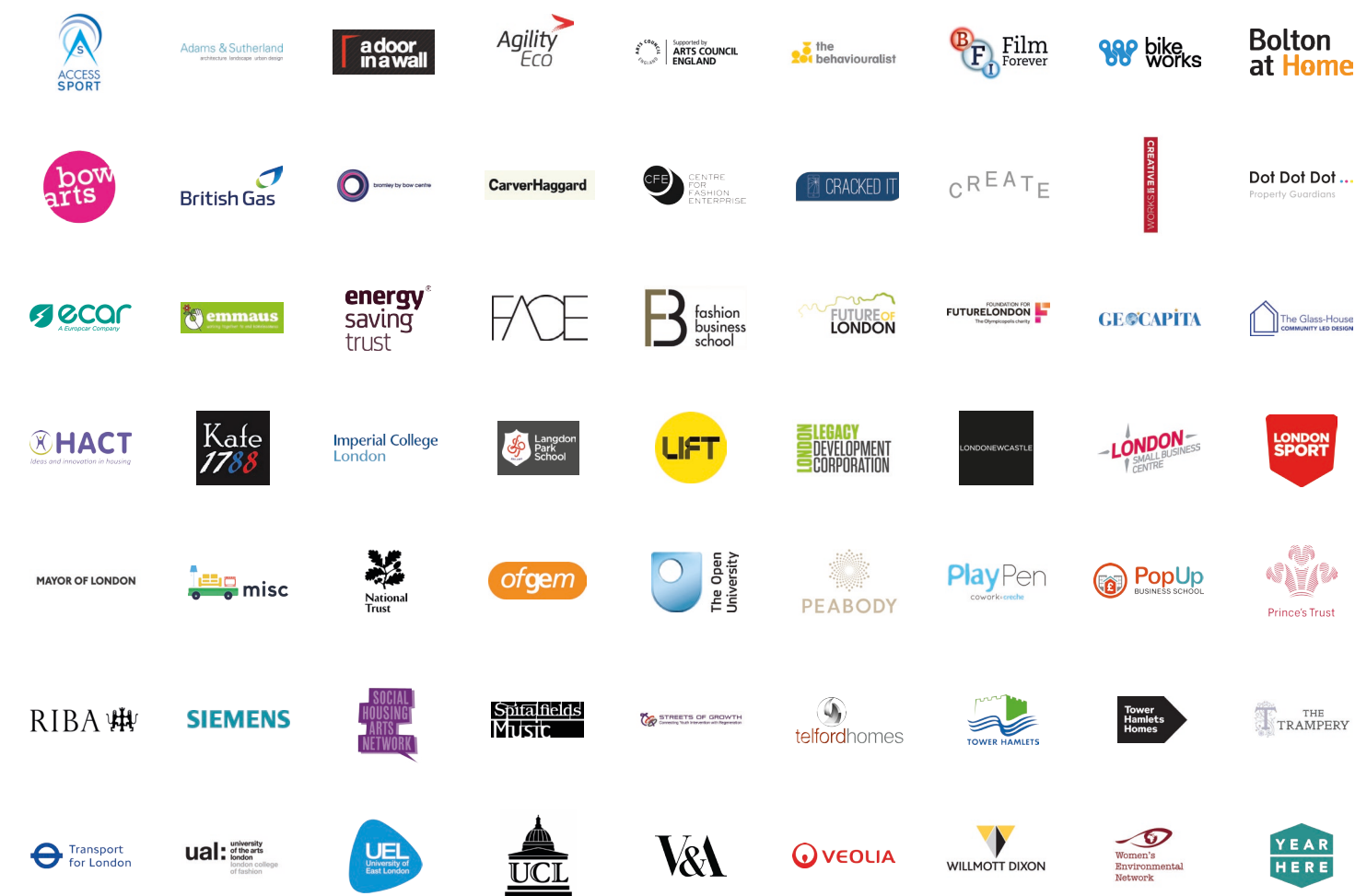
Nick Martin
With 15 years in the environmental &
housing sectors, Nick leads our push
towards environmental sustainability
in the community, workplace and our
built environment



Sarah Fullegar
With 9 years in the charitable
sector, Sarah commissions, and
sometimes creates, street art,
events and other magic

WE'RE DELIGHTED TO BE WORKING WITH
THE ACCENTS TEAM, WHO ARE **BUILDING
OPPORTUNITIES AND PARTNERSHIPS IN
THE EAST END** THAT DELIVER FOR ALL THE
COMMUNITY, CURRENT AND FUTURE

Professor Frances Corner OBE Head of London College of Fashion





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