

# ACCENTS



**2016/17**

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



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 BRINGS OPPORTUNITIES TO HARCA

Accents has secured 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 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



# 2016/17 NUMBERS



**32**  
LOCAL TOURS  
HOSTED

**79**  
ACCENTS  
EVENTS

**9,780**  
VOLUNTEER  
HOURS

**15,000**  
EVENT VISITORS

**53**  
INDIVIDUAL  
POPLAR HARCA  
STAFF INVOLVED  
IN ACCENTS  
PROJECTS

**£162,032**  
REDUCED ENERGY  
BILLS FOR RESIDENTS

**32**  
TRAINING &  
ENGAGEMENT  
EVENTS

**31**  
COMMUNITY  
GROUPS  
SUPPORTED

**£205,000**  
SOCIAL  
INVESTMENT

**£92,400 PA**  
COMMERCIAL  
LETTINGS

**45**  
NEW BUSINESSES



An aerial photograph of a city, likely Glasgow, showing a mix of residential and industrial buildings. A river flows through the upper part of the image. In the foreground, there are several large, multi-story residential blocks and a circular green space with a road. The word 'SPACE' is overlaid in large white letters.

# 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. Since the latest call for proposals, over 21, 500 sqm of exceptional business ideas have been generated. 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

In March 2016, Bow Arts Trust opened two open studio galleries in disused retail units on the Aberfeldy Estate. Two Collective groups have been running weekly participatory workshops here, exploring themes from collaboration in designing public work to engaging communities with quality of environments.

## SOLAR PANELS 6,688 INSTALLED

Following 2015'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.

## POPLAR PAVILION CONVERSATIONS

Over the summer 2017, Poplar hosted the Poplar Pavilion - an experimental construction with a design and build generated by the community. The project was orchestrated and led by Wellcome Trust fellowship artist, Alex Julyan. The Pavilion catalysed conversation around well-being, change and identity.





A Black man with a beard and glasses, wearing a black hat and suit, holding a white cup and saucer. The word "COMMUNITY" is overlaid in large white letters.

# COMMUNITY

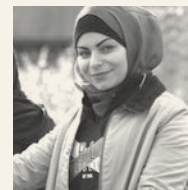
NEVER DOUBT THAT  
COMMITTED **CITIZENS**  
**CAN CHANGE THE**  
**WORLD** - INDEED,  
IT IS THE ONLY THING  
THAT EVER HAS

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.

## POPLAR PEDDLERS 40 MEMBERS

A cycling club which represents and celebrates the diversity of cycling and of London. Uniting road-cycling middle-aged men in lycra, young people on BMXs, Bangladeshi mums and even people who want to learn to ride a bike, Poplar Peddlers is truly inclusive. The Peddlers run regular rides to Epping Forest, deliver cycling training and have entered a team in the London Nocturne for the past three years.

## BOX OF TOYS 240 PARTICIPANTS

In 2016/17, 240 people participated in Box of Toys events - a collective of local musicians who secure opportunities to perform, as well as running events themselves across East London. With over 50 events since being founded in 2015, Box of Toys has supported local artists and has engaged with London-wide music lovers.

## 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, working at a food stall. They are behind a counter with various food items, including a large bowl of green salad and a tray of food. The woman on the left is wearing a red hijab and a black jacket, and the woman on the right is wearing a red hijab and a black jacket. They are both smiling and looking towards the camera. 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...



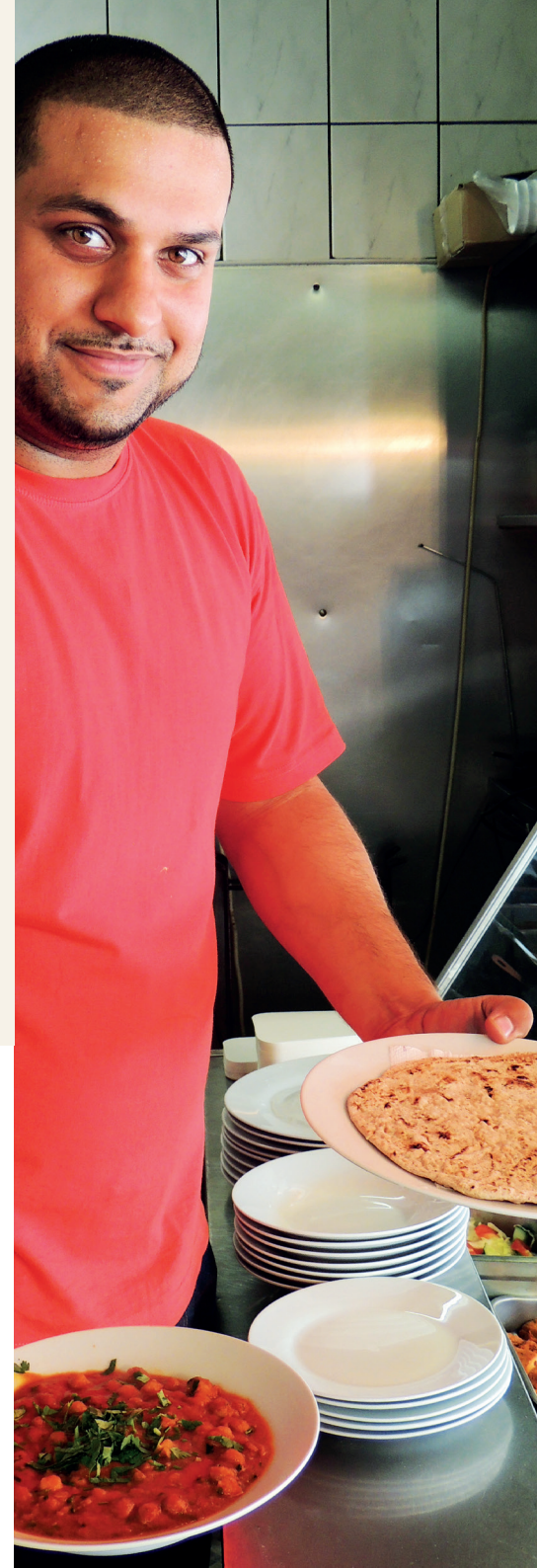
"I am trading and growing my business in Chrisp Street Market today thanks to the help I got from HARCA. They put on the Pop-Up Business School which helped me get going in 2013, and then the team helped me with a move into a shop unit. I've also attended some of the Poplar & Bow Enterprise Network events 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 of businesses in Poplar. With 300 local businesses registered as members, the network held quarterly events throughout the year, focusing on networking, procurement and financing.

## MY PPLR WEBSITE **PPLR ENTERPRISE**

[www.mypplr.com](http://www.mypplr.com) is an online, inclusive portal for those living in, or visiting, Poplar. 2018 will see the enterprise section of the site undergoing development and evolving to be the go-to platform for place-specific enterprise support. This extension of the Poplar and Bow Enterprise Network is consolidating support for a local enterprise voice.

## 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.

## 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 £4.9M 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 funding secured from the Mayor of London's London Regeneration Fund. Opening in 2018 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

Open as of summer 2016, the Victoria & Albert's Micro Museum in Chrisp Street has hosted evolving exhibitions, charting 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 £190,000 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 significant funding through Transport for London's Future Streets Programme to introduce green infrastructure and reduce pollution.

## BATH UNIVERSITY ADDRESSING SEVERANCE

Accents has been working with Bath university students, supporting their projects to design theoretical infrastructures that tackle the physical severance of the A12 and Limehouse Cut Canal in Poplar. (Photo to right - final drawing by group 28, Bath University students)





A high-angle, top-down photograph of a group of seven people sitting around a large, round wooden table. They are engaged in a collaborative meeting. On the table are several documents, including one with a circular chart labeled 'DATA', another with a pie chart, and one with a gear icon. There are also pens, a pair of glasses, and a tablet. The people are dressed in casual business attire, and the atmosphere appears to be one of focused teamwork.

# 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



## LEAP GREEN POPLAR

A new free service, providing important advice, support and energy saving measures to fuel vulnerable households. The programme is provided by AgilityEco alongside a number of partner organisations. This year through LEAP initiatives, £162,032.27 worth of household savings have been secured, through new installed energy saving measures.

## SWINGEAST ANNUAL FESTIVAL

2017 saw Caretaker Nelson Piperides' third and fourth SwingEast, the annual festival which celebrates the best of swing music, dance and vintage markets, in its 1951 Chrisp Street home. 3,000 people came to the most recent one in June, 2017 from close to home and across the UK. Nelson's monthly spin-off dance classes have also been a hit.

## 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.

## COMMUNITY CHOIR MEMBERS AGED 18-85

Poplar Singers began life in January, 2016 and was 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.

## EAST LONDON SKATERS

A growing network of rollerbladers surfing Poplar's urban landscape. Recognising how the sport enables one to experience the city with ownership, ELS looks to introduce local residents (of all ages!) into skating and gather London-wide skaters for frequent skate-based events in Poplar.





# ONE OF THE BEST REGENERATION TEAMS IN LONDON

Jamie Dean Regeneration Manager,  
Greater London Authority



Paul Augarde  
Director of Placemaking, heads up Accents with 11 years experience in housing, following a career making feature films



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



Alex Jeremy  
With 6 years of experience working in local government and regeneration, Alex is Accents' Head of Partnerships



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



Danny Tompkins  
Developing and delivering imaginative ways to make the most of Poplar's assets: buildings, places, people, and stories



Blossom Young  
Following a career in youth & community development, Blossom is leading on Fashioning Poplar, delivering a £4.9m fashion hub in East London



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



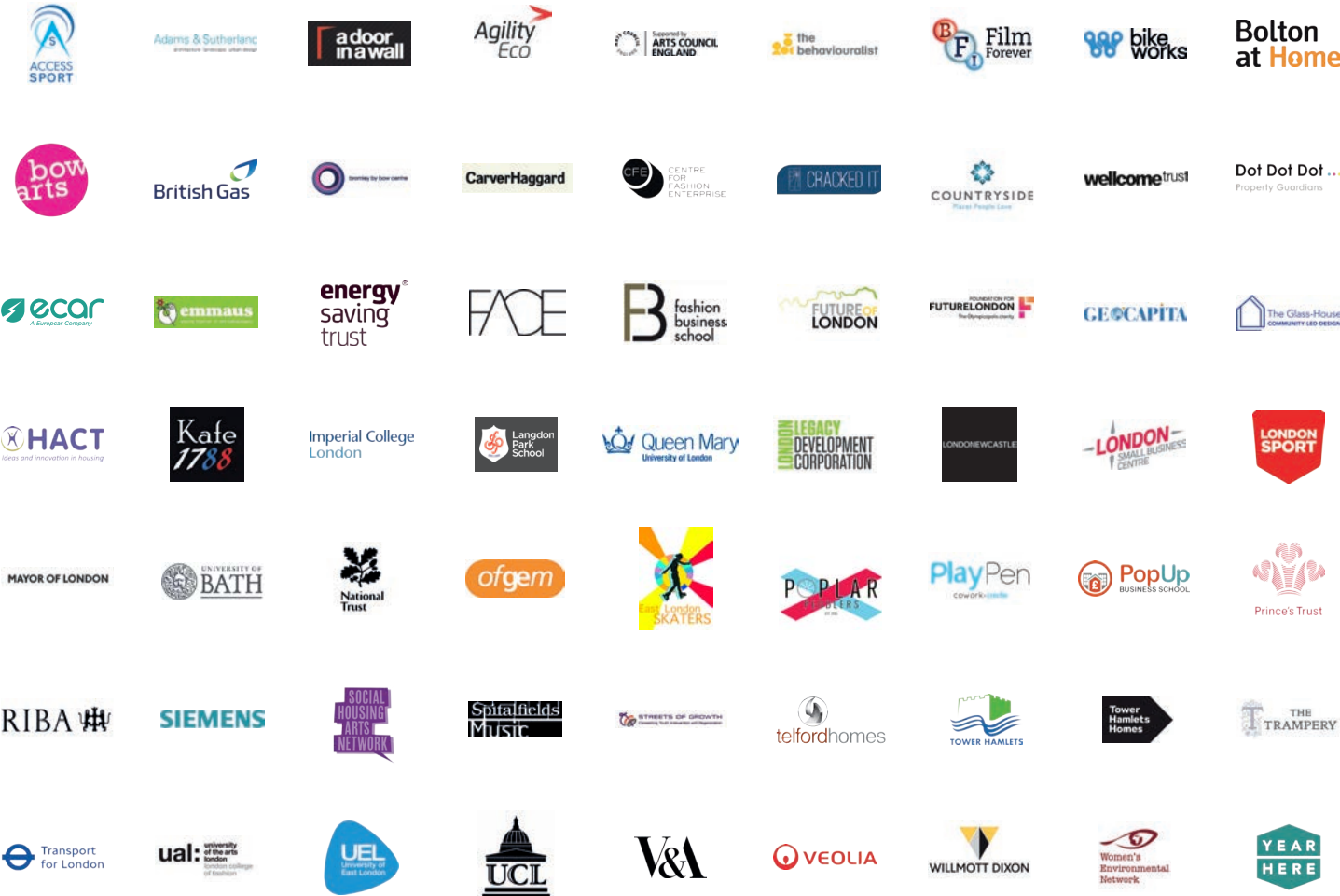
Nick Martin  
With 15 years in the environmental & housing sectors, Nick leads our push towards environmental sustainability in the community, workplace and our built environment



Jasmine Drewry  
Supports wider Accents Placemaking initiatives and delivers creative community projects

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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