

/ACCENTS

Accents is an award-winning placemaking consultancy, born in Poplar, East London but working across the capital and beyond.

We conceive and deliver **social, economic, cultural and environmental regeneration** strategies and projects that grow cohesive places, whilst creating sustainable revenues that bring investment into the community.



/ SPACE

turning liabilities into assets

/ COMMUNITY

enabling people to define their futures

/ BUSINESS

building identity and a stronger local economy

/ PLACE

celebrating heritage and finding fresh opportunity in future change

/ PEOPLE

turning individual passions into projects



ACCENTS' FIRST 5 YEARS

74,428 people engaged in Accents-led events and projects

Over **£10.4m invested** in Poplar

282 businesses and community networks launched or supported, creating **52 local jobs**

553 events delivered

£587,367 realised in energy savings for housing tenants

£407,331 generated in new lettings

142,791 polluting car miles removed from Poplar's roads

Engaged **438 volunteers**, giving **29,664 volunteer hours**

Over **£4.8 million value** in positive publicity for Poplar



“Surging property prices have led to the loss of small business start-up space, while our city’s creative workforce is being driven out”

Sadiq Khan
Mayor of London

SPACE

Work, cultural and leisure space must be embedded in the capital’s physical change

Accents looks differently at space, to maximise value for stakeholders, businesses and communities, existing and new.

BALFRON SEASON

2014 saw a summer of culture in Balfron Tower, opening Erno Goldfinger’s iconic masterpiece to the public. The season included RIFT’s celebrated production of Macbeth, Bow Arts’ London Festival of Architecture projects and the National Trust’s pop-up flat designed by Wayne and Tilly Hemingway. 3,500 visitors came to the events, which garnered £1.2m in positive publicity.



SOLAR PANELS

Over the last 5 years our solar panels programme has seen the installation of 6,688 panels across Poplar. £36,000 in energy savings for residents have been realised to date, and the programme will generate £2m income over the next 20 years, ringfenced specifically for community investment and reducing carbon emissions.



OPEN POPLAR

Award-winning initiative launched in 2015, turning liability space into assets. The first two rounds generated over 200 proposals with 35,500sqm of ideas, £430,000 investment and £67,000 in annual rent, rising each year. Spaces transformed include affordable studios from a fire-damaged basement, the UK’s first Haitian coffee shop and numerous meanwhile activities.

“I’ve lived in Poplar all my life and have been photographing its changing shape over the last 18 years. Accents has democratised space previously inaccessible, adding colour and life. For my Transition photography project, this meant a really well attended exhibition in the heart of the Lansbury estate”

Michael Mulcahy,
Photographer &
Poplar resident



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

Accents supports a range of local groups, projects and networks to help grow their capacity and take ever stronger roles in shaping their communities.



POPLAR PEDDLERS

Uniting road-cycling middle-aged men in lycra, young people on BMXs, Bangladeshi mums and people learning to ride a bike, Poplar Peddlers is truly inclusive. The group was established in 2015 with regular group rides and cycling training. 2018 saw a new BMX track at Langdon Park, delivered in partnership with Access Sport.



R-URBAN

R-Urban, operated by Public Works architecture and art collective, offers a unique programme of workshops, events, discussions and summer schools. Focussing on urban sustainability and citizen-led technology, local people come together through sharing food and learning new skills. The site has a classroom, community kitchen, micro-anaerobic digester, tool library and raised growing spaces, making use of a former carpark.

“I’ve lived here all my life and know a lot of people. But I’d lost contact with people as we didn’t have a common place to socialise. Now I meet up with old friends every Friday and it’s great to reconnect with them again. We have a lot of lost time to make up and chat”

Aberfeldy resident
who goes to the
Tommy Flowers

THE TOMMY FLOWERS

The Tommy Flowers, East London’s first community pub, was set up in partnership with Aberfeldy Big Local and local artist collective Fitzrovia Noir. Tea room and art gallery by day, pub by night, it has become a much-loved social hub for the whole community, long-term and new residents alike.





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 self-sustaining, inclusive communities

Accents gives local business a voice, supports start-ups and opens up new and existing opportunities for enterprise.



CHRISP STREET EXCHANGE

This intervention in the regeneration of Poplar's district centre improved enterprise space, supported business growth and amplified local voice. Mayor of London investment saw 1,028sqm improved commercial space, upgraded shop fronts, and 300 businesses supported. The Pop Up Business School and a microloans programme offered enterprise support, while the Poplar & Bow Enterprise Network provided a B2B platform for trade and networking.



ARBEIT E14

Through our Open Poplar programme, creative workspace provider Arbeit converted a fire-damaged basement underneath flats in the Lansbury estate into 12 affordable studios. Local tenants include creative practitioners across digital production, graphic design and visual arts. Start-ups work alongside more established small businesses and all can take advantage of a shared gallery space on the site.

"Launch22 has had nothing but a positive experience working with the Accents team. From initial conversations through to launch, they have been communicative, open to collaboration and flexible with our requirements as a small, growing business. The team are extremely professional and we've kept in regular contact since launching our space. We look forward to a long-lasting business relationship with the team."

Tom Previte
Head of Operations,
Launch22

LAUNCH 22 @ CHRISP STREET EXCHANGE

Our co-working and enterprise support hub launched in 2016. Funded by the Mayor of London's High Streets Fund, the hub is run by Launch 22 and offers affordable desks and meeting space to a range of local businesses. Accompanying business growth programmes include incubation, mentoring in a range of enterprise essentials and regular networking and hackathon events.





PLACE

“Without a past you can’t have a future”

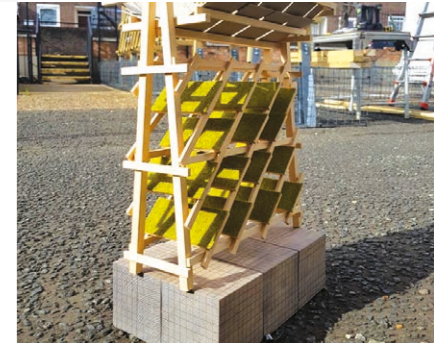
Michael Ende

The capital is changing rapidly: London’s population is set to reach 11 million by 2050

Accents reflects on cultural identity - past, present and future, to create places for all the community, current and new.

AIR QUALITY

Air pollution is a major concern across London. Accents’ partnership with the London Borough of Tower Hamlets, University of East London and climate change groups is delivering a programme of behavioural change activities, community events, schools programmes and targeted local interventions. A masterplan, ‘A12: Green Mile’, has been developed detailing potential green infrastructure interventions, with the first stages currently being implemented.



ANGELA LANSBURY FILM FESTIVAL

2014 was a homecoming for Dame Angela Lansbury, grand-daughter of politician, social reformer and local hero, George Lansbury. Personally selected screenings of seven of her most iconic movies delighted residents old and young, with Crisp Street Market transformed into an outdoor cinema for the event. The festival was brought about through Accents’ partnership with the George Lansbury Memorial Committee, and garnered £1.2m in positive publicity.



LANSBURY MICRO MUSEUM

Since opening in 2016, the V&A’s Lansbury Micro Museum has attracted 3,603 visitors through its evolving exhibitions, exploring the story of this part of East London. It re-illuminates the area, bringing new visitors and broadening understanding of Poplar’s Festival of Britain heritage. The museum is run by local volunteers and curated by the V&A, ahead of its move to Eastbank in 2022.

“What’s exciting about the team is that they work with what’s there, with what’s coming and with open minds, spying the opportunity to make the right interventions at the right time. For the A12 they have structured a masterplan of potential green interventions with partners and are securing chances to make each a reality.”

Dr Paula Vandergart
Sustainability Research Fellow, University of East London



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

People are most productive when they work on what they care about

Accents supports individuals to work on self-generated projects, developing services, connectivity and themselves.



SWING EAST

2019 saw Estates Team Leader Nelson Piperides' sixth Swing East, the festival which celebrates the best of swing music, dance and vintage markets, in its 1951 Chrisp Street home. Over 4,000 people come each year to dance to the hottest bands, and eat and drink from local food stalls. Christmas and Valentine events and regular swing dance classes have also been a hit.



WOMEN EAST

Inspired by the suffrage centenary, Personal Assistant Nicola Rushton started Women East in Stroudley Walk, Bow, where Sylvia Pankhurst gave her first speech on the back of a cart. Now looking to the next 100 years, Women East empowers women and girls through arts and politics, providing a platform for all the diverse voices of East London's women to shape their futures.

POPLAR SINGERS

Deputy Communications Manager Hannah Douse started Poplar Singers in January 2016 and it 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 and they recently played the Barbican as part of Sky Art's OpenFest: Art 50. Now a fully-fledged independent organisation, Poplar Singers perform regularly at events across London.



"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 to 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 Electrical Engineer,
Poplar HARCA

BRINGING IT ALL TOGETHER

Re-seeding a fashion industry in East London

Leaside Fashion and Creative Cluster is a sector-leading ambition to return design and manufacturing to the Lower Lea, delivering permanent jobs and affordable workspace for a mixed and ambitious community.

The first phase, Poplar Works, converted redundant garages alongside the A12 into a multi-faceted fashion workspace, adjacent to large scale residential development sites.

Conceived and developed by Accents, in partnership with London College of Fashion, UAL, creative workspace provider The Trampery, and the GLA, this £6m scheme is part-funded by the Mayor of London and Poplar HARCA.

Combining low cost studios, training, garment production and a café and events space, it will support 170 businesses, create 85 local jobs and 185 training and apprenticeship opportunities in its first two years.

Poplar Works is just the first step in seeding a burgeoning industry in the Lower Lea as it undergoes seismic physical and demographic change. Local regeneration and fashion sector growth contexts hold an opportunity to build a sizeable cluster of inter-related fashion and creative workspace in Poplar and beyond.

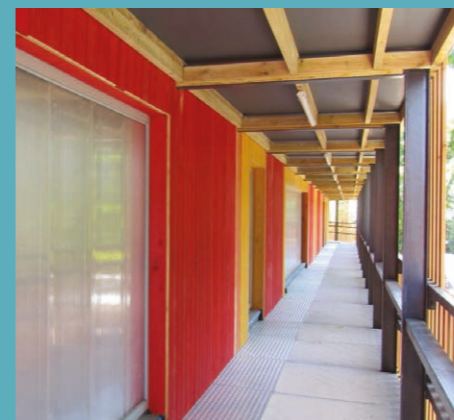
Residential-led schemes, often on brownfield sites, will deliver

considerable commercial space in the next decade. London's policy strategies are focusing on the huge undersupply of fashion and creative workspace and production facilities in East London. Utilising loan financing, increased land values and new revenue streams, there is an opportunity to secure and curate a financially self-sufficient cluster that benefits residents, developers and the local authority alike. A potential 40,000sqm cluster is deliverable over the next decade - supporting 650 businesses and creating 3,500 jobs.

This re-seeds an industry which will deliver social, economic and cultural regeneration, and forge a strong, saleable area identity. Ultimately producing a sustainably accessible, authentic and ambitious place for the benefit of East London's community, current and future.

"Accents 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 Poplar Works and foster a new focal point for fashion and creativity in Poplar."

Charles Armstrong
Founder, The Trampery



SERVICES

Accents' consultancy seeks to take the learning garnered within Poplar to support urban change across the capital and beyond.

Ongoing experience embedded in a rapidly changing part of East London, alongside strong partnerships and creative delivery, gives Accents a unique placemaking offer.

Clients include local authorities, developers, housing associations and academic institutions.

OUR SERVICES

- / Placemaking
- / Commercial and mixed use development
- / Cultural and community regeneration
- / Public/Social value delivery & monitoring
- / Environmental sustainability
- / Commercial modelling
- / Planning application support
- / Facilitation / workshops
- / Public speaking

We also work with a range of sector-leading associates who can offer:

- / Community engagement / outreach
- / Estate regeneration ballot support & advice
- / Facilitation
- / Planning advice
- / Architectural & masterplanning services
- / Public realm / art strategies
- / Qualitative & quantitative research

"We have successfully worked with Accents on a number of projects across London. Their ability to advise the right commercial and community strategies has been invaluable for us to design schemes with the strongest impact for current and future local communities"

Simon Jeffery
Associate Land and
New Business Director,
Countryside

SPREADING THE WORD



TALKS AND TOURS

Accents has participated at over 40 industry events in the last year, from Tallinn to New York, and from Hamburg to Chelmsford.

We have presented and advised on a range of themes including placemaking narratives, socio-economic strategies and making best use of assets. Over 1,000 people have visited Poplar to witness the impact of Accents initiatives on the ground.

UNIVERSITY PARTNERSHIPS

Accents works with a range of academic partners, including project based work and placement opportunities for students.

Our partnership with Bath University supports student projects designing theoretical infrastructure that tackles the physical severance of the A12 and Limehouse Cut canal. We are collaborating with Queen Mary University of London to support longitudinal research on demographic shift alongside the physical change in Poplar. Our air quality interventions are delivered in partnership with University of East London, and London College of Fashion, University of the Arts London, is a key delivery partner for Poplar Works.

PARTNERS



"Accents are building opportunities and partnerships in the East End that deliver for all the community, current and future"

Professor Frances Corner, OBE
Warden, Goldsmiths University

"The Accents team understands that communities are about more than just housing. By working with partners from across the private and public sector, they're delivering innovative projects that are having a genuinely positive impact on the residents of Poplar"

Vicky Clark
Divisional Director, Growth and Economic Development at London Borough of Tower Hamlets

"Accents 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

TEAM

“One of the best regeneration teams in London”

Jamie Dean
Regeneration Manager, Greater London Authority



Paul Augarde
Director of Placemaking, heads up Accents with 15 years' experience in housing, following a career making feature films.



Danny Tompkins
Danny joined Accents after his sociology degree, and now facilitates community led projects and refurbishes empty spaces.



Blossom Young
Head of Operations, Blossom leads Poplar Works and develops socio-economic strategies across the capital.



Beibei Mu
With 6 years' experience in project management in financial services, Beibei delivers cultural, enterprise and community related projects.



Alex Jeremy
Head of Partnerships, Alex leads broad-based regeneration programmes, with a background in local government.



Felicity Scott
Coordinates projects, drawing on her 8 years' in housing and ongoing studies in sustainability and transformational adaptation planning.



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



“Accents imagines – and delivers – exactly the kind of inclusive placemaking programmes London needs”

Lisa Taylor
Executive Director, Future of London
& Founder / Director, Coherent Cities

- / UK Housing Awards: Innovative Landlord of the Year
- / Alan Cherry Award: One to Watch
- / Guardian Public Services Awards: Transformation
- / Countryside: Bid Consultant of the Year
- / 24 Housing Awards: Innovation of the Year
- / Women in Housing Awards: Most effective project in improving the lives of women or communities
- / Sustainable Housing Awards: Housing Provider of the Year
- / Sustainable Housing Awards: Sustainable Housing Partnership of the Year
- / Sustainable City Awards: Greening the Third Sector
- / Community Impact Awards: Greener Living



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