

Key findings from Area Profiles

Bethnal Green

The south side of Bethnal Green Road has a popular street market and shops. The north side has a Tesco Metro. These are both busy areas for footfall and there is major congestion around the market stalls that back onto the road. There is scope for improving the market offer and improving the appearance of shops. This would need to include resolving the congestion along the pavements between stalls and shops. The area has a mixture of independent and multiple chains alongside restaurants and cafes. . The retail offer mainly attracts local customers and there is potential for diversification to attract new visitors. The area is well served by public transport, but signage and way finding would help visitors to locate the market and local retail offer. There are a number of vacant units in the area that need to be investigated and occupied if possible.

Brick Lane

Major visitor destination and night time venue. Area is being affected by some major changes to the composition of the retail and leisure offer locally. In the south end of Brick Lane, a number of the Indian restaurants are struggling to attract clientele and are closing down. Clubs and drinking venues have also closed down, reducing the number of late night visitors to Brick Lane. New cafes and restaurants and high end fashion outlets are starting to take their place in the north end of Brick Lane. It has a very successful Sunday market which attracts people into the area, but only operates on this one day of the week in the top end of Brick Lane. There is still a large Bangladeshi community living in the area. However, this demography is starting to change with more young professionals and students moving into the area. It suffers from a large amount of anti-social behaviour and drug dealing. The public realm has been improved recently, but cleanliness and rubbish collection remain local problems.

Bromley-by-Bow

This area consists of the Tesco superstore, the petrol station, a rent-a-car company and the underground station. The underground station is separated from the other businesses by the A12, which forms a significant barrier to attracting users. The majority of users of the Tesco superstore are in cars and come from across East London. At the current time it is not operating as a District Centre.

Chrip Street

This area contains 149 businesses and 100 market stall pitches operating Monday to Saturday. The retail offer mostly serves a local customer base. However, Poplar HARCA, who manages the area, have been piloting a number of new approaches including a new business support centre and developing new entrepreneurs to establish and grow. This has been funded by the GLA's High Street fund and from LBTH. There are proposals for major regeneration in the area, which encompasses the retail and market offer. It is intended that these units will remain operational while the major works are underway.

Crossharbour

There are 17 businesses operating in this area including the Asda superstore, a pharmacy, health centre and retail and leisure uses. The retail offer serves both local residents and car owning shoppers in the Asda. The demography of the area is changing, with the proximity of the area to good transport links. It is younger and more ethnically mixed. There are major redevelopment proposals being developed for the area around the Asda superstore. These include a number of new residential units, which would bring new people into the area. It is proposed that this area should be reassessed when these proposals are more developed.

Roman Road East

This encompasses the area with the market and shops in the east and shops in the west. The junction with St Stephens Road is very congested and noise pollution is a potential problem. It is difficult for pedestrians to cross the road to and from the market. There is poor public transport accessibility – Bow Road and Mile End underground stations are a 15 minute walk away. Internet access is limited. There are low levels of passing trade. There is not enough parking locally. There are very few national multiples in the area. There appears to be a large number of retailers selling women's clothing. The vacancy rate is above the UK national average, which suggests that the centre is not performing as well as it could.

Roman Road West

This area contains 121 local businesses and 28 market pitches on Globe Town Market Square. Transport access to the area relatively good –Bethnal Green underground station is nearby and buses pass along Roman Road. Footfall is generally low, although traffic is busy along Roman Road, and is heaviest around Market Square which contains a number of multiple chains and has the Buddhist Centre across the road. However, the market is under performing and there is potential for extending the use of the market. There is a changing demography locally.

Watney Market

This area contains a high performing market and retail units, which mainly serve the local population. There are 115 businesses in the area, mainly independent retailers, cafes and restaurants. The market operates next to the IDEA Store, which attracts good footfall into the area. Products sold in local shops and market stalls are particularly aimed at Bangladeshi customers including traditional Bangladeshi clothing, food stuffs and also general household products. There are large multiples on Commercial Road in close proximity to Watney Market. The area is well served by local transport links, but there is limited car parking near-by and way finding is difficult e.g. from the station to the market. Anti-social behaviour is high in the area. Demographics are changing locally with new developments in the local area..

Whitechapel

This area is going through a period of rapid change with Crossrail opening in 2018, the Council moving its Civic Centre to the area in 2020 and new developments underway e.g. Sainsburys, Transport for London, NHS and Queen Mary University London. This will mean a changing demographic in the area going forward. It contains 122 businesses and 116 market stalls. The market serves a mainly local Bangladeshi population in terms of food, clothing and goods on offer. The market

operates Monday to Saturday along the north side of Whitechapel Road. There is good footfall in the area with commuters, visitors and staff from the Royal London Hospital and to the IDEA Store coming and going through the area. While there are good transport links in this area, it does suffer from noise and traffic pollution. Anti-social behaviour levels are high in the area.