

Waltham Forest Council  
Enjoy Waltham Forest  
Low Hall  
Argall Avenue  
London E10 7AS



**Neighbourhood and Commercial**

**Strategic Director:** Michele Moloney

## Leytonstone –Parklet Scheme

Dear Business owner,

Waltham Forest Council has successfully secured funding to improve the health and wellbeing of workers, residents and commuters in the Leytonstone area. By providing measures that encourage local trips to be walked, cycled or taken via public transport we want to improve air quality, create better access to local businesses (such as yours) and enhance the public realm through amenities and greening, all while maintaining appropriate social distancing measures.

As part of a wider programme to make the Leytonstone area a safer, more attractive place to live and travel we want to work with the businesses on Church Lane to reimagine the public realm and create an appealing streetscape that encourages business as well as healthy journeys.

### How will the proposals benefit your business?

- **Better, safer pedestrianised public spaces** - we want to ensure the area around your business is safe and attractive for you, your staff and your customers. We know that safer, more attractive streets help to increase footfall which is great for the local economy.
- **Encourage active travel journeys** - by facilitating alternatives to car journeys, air and noise pollution are reduced and the health of residents and customers is improved.
- **Public realm improvement** – by converting space previously dominated by cars to an accessible and welcoming public realm, the area itself becomes a destination, increasing the length of time people spend there.
- **Greening** – the use of planters not only aesthetically improves the area but also increases biodiversity and reduces air pollution through carbon sequestration.

**WALK  
CYCLE  
ENJOY**

Call: 020 8496 3000  
Email: [enjoy@walthamforest.gov.uk](mailto:enjoy@walthamforest.gov.uk)  
Visit: [www.enjoywalthamforest.co.uk](http://www.enjoywalthamforest.co.uk)



## What are the next steps?

We have had ongoing discussions with Sala UK and Leo's Café and are currently developing a pilot to be installed in the near future in front of these businesses.

This we hope will showcase to other businesses what is possible and allow us to tailor proposals to your needs.

Additionally, we will be looking to replace the current red and white barriers in the short-term whilst working with yourselves to develop proposals

## What do we need from you?

It is really important that we understand how business owners feel about the area and the improvements they would like to see, as well as potential ideas on how we could work with you to help make your business more sustainable.

- 1) **Complete our online survey**- visit <https://www.surveymonkey.co.uk/r/blenparklet> where you can provide us with feedback on what you want to see and what is important to you.
- 2) **Contact us** - for more information on any of the above you can email us at [parklets@walthamforest.gov.uk](mailto:parklets@walthamforest.gov.uk)

Following this letter, all correspondence will be made via email, therefore please share your email address with us so that we can continue to keep you up to date.

Kind regards,

Enjoy Waltham Forest Team

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