

**ROMAN  
ROAD  
TRUST**

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# **REVIEW 2014-2015**

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**[romanroadtrust.co.uk](http://romanroadtrust.co.uk)**

# CEO WELCOME

**Hello and welcome to the Roman Road Trust\*. It's been a busy time since we formed in 2014 and we'd like to share what we've achieved in our first two years and what we're planning for 2016 and 2017.**

## **Our inception.**

Inspired by the government's Portas Pilot initiative we began as an informal 'town team' with the same mission that we have today - to improve the area in which we work, live and socialise.

We incorporated a year later into the Roman Road Residents and Business Association as a Community Interest Company.

In this time we established partnerships with the London Borough of Tower Hamlets and our academic partners The Cass. Shared projects included Roman Road Festival, high street audits and consultations with local residents, businesses and community groups.

We are now evolving into a development trust - the Roman Road Trust. This trust will be open to local members, the better to serve the needs of our community. This allows us to take on more varied and complex projects within our organisational structure, and to open up membership.

## **Our vision and mission.**

Like the rest of the East End of London, Bow's local economy has changed rapidly over the last ten years with unprecedented development and pressure on employment land, community space and transport infrastructure.

At the same time we have seen a change in public fund delivery with local authorities looking to work in partnership with community groups in order to deliver neighbourhood improvements.

More than ever, our local high street, the heart of our community in the eastern reaches of Tower Hamlets, needs our help.

Our vision is for a local economy that offers the space and opportunity for surrounding communities to flourish. Our mission is to deliver this from the grassroots, creating a governance structure that includes local businesses, residents and community groups.

*\*Roman Road Trust is the trading name of the Roman Road Residents and Business Association Community Interest Company Limited, Company No. 09319284. The organisation is in the process of formally changing its name to Roman Road Trust.*



# CHALLENGES

## The decline of the high street.

Changes in shopping habits, online commerce and the development of large shopping centres, has led to the decline of high streets, not just here but across the country.

Roman Road must adapt to survive. When it could support 240 thriving shops with bustling trade, it currently suffers from a high rate of shop vacancies, low footfall and a lack of evening and leisure economies. In 2013 there were 44 empty shops.

## The fall of traditional markets.

The once legendary Roman Road Market is a shadow of its former self. At its height, its offering was varied and people came to buy a diverse range of products from bananas to well-made tailoring.

A gradual drop in footfall over the last few

decades has led to a reduction in variety, quality and price in market produce. Today, its limited offering fails to draw in enough shoppers to sustain the livelihood of trade. Nearly 25% of pitches are vacant.

## Loss of employment land.

Intense housing development from both private developers and local authorities has led to the loss of nearly all employment land in and around Roman Road.

Where once there were rows of factories behind Roman Road, now there are tower blocks. Commercial units above shops have been converted into flats. Swaths of light industry land along the canal (Connaught Works, Gunmakers Wharf, Empire Wharf ) have been demolished and replaced by residential developments. Other factories such as Browns on Coborn Road, the cash and carry on Tredegar Road, are now blocks of flats.

Now there is a new pressure. Easing of government planning laws now allows change of use from retail to residential without planning permission. Over the last two years we have seen dozens of shops on Roman Road being turned into flats.

With the loss of employment land, there is a loss of local jobs and a drop in daytime footfall.



## Lack of community space.

Housing development has cost our community its social spaces. Churches, pubs, public baths and youth clubs have been converted into housing, increasing the population but reducing the opportunity for community cohesion.

What remains is half a dozen small 'community rooms' built within housing developments. While these rooms are useful for very small and very local purposes such as a knitting or language clubs, their lack of facilities and obscure locations doesn't support larger community events or services such as playgroups, film clubs, theatre performances or jumble sales.

Roman Road is 1000 metres long, has 240 shops, a market with 260 pitches and serves a population of circa 30,000 in Bow - that's twice the size of Saffron Walden and St Ives, and the same size as Chichester, St Neots and nearby Loughton. Yet Roman Road offers its residents no nighttime or leisure economy - just two small pubs and one restaurant.



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# PLANNING & DEVELOPMENT

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# PLANNING & DEVELOPMENT

Roman Road faces many development pressures including developers converting employment space into residential; heavy vehicular traffic being filtered down Roman Road to the A12; loss of community spaces; poorly designed public realm; poor pedestrian flow between Bow East and Bow West; high shop vacancy; lack of evening or leisure economies, and dilapidated shop fronts.

## Listening to the community.

In order for improvements to meet the needs of the local community it is vital they be involved in deciding the issues and policies that need to be introduced to help effect long-term change to our community.

That's why a clear social mission is embedded into our organisation. It's also why, together with The Cass, we have conducted several community consultations over the last two years to understand the needs of our community, both residents and businesses.

The current socio-economic climate welcomes the establishment of local groups to have a say and shape their communities. There is a recognition that the success of local economies is best achieved through the adoption of localism. That's why we are launching a local Neighbourhood Plan.

## Building a strong evidence base.

To help secure support and funding from local authorities and investment partners it is essential to build a compelling case based on evidence.

Our partners and volunteers have worked together to measure and audit the high street and our wider neighbourhood facilities.

We have mapped, surveyed, measured and audited the shops on the high street, our community spaces, new housing developments, footfall, public realm spaces and improve service agreements with the local authority.



# PLANNING & DEVELOPMENT

## No evening & leisure economies.

Online shopping has drawn shoppers away from the traditional high street and high streets are struggling to adapt.

One way to adapt is by offering something the Internet can't offer - experiences. The Internet may be the best place for comparison and discount shopping but it can't offer human interaction, the opportunity to touch and taste products or a good night out with friends.

We need to tempt visitors back to the high street by offering experiential value: workshops, meet-the-maker talks, community events, and an evening offer with bars, restaurants and local events.

**The Fringe events hosted by local shops and businesses during Roman Road Festival allow local businesses to trial leisure and night time economies, benefiting from the festival's publicity and increased footfall.**

## Animation.

Badly used areas of public realm along Roman Road contribute to a lack of street animation.

Short dead end roads and cul-de-sacs - an unfortunate by-product of housing estates built in the 1960s - are now redundant spaces.

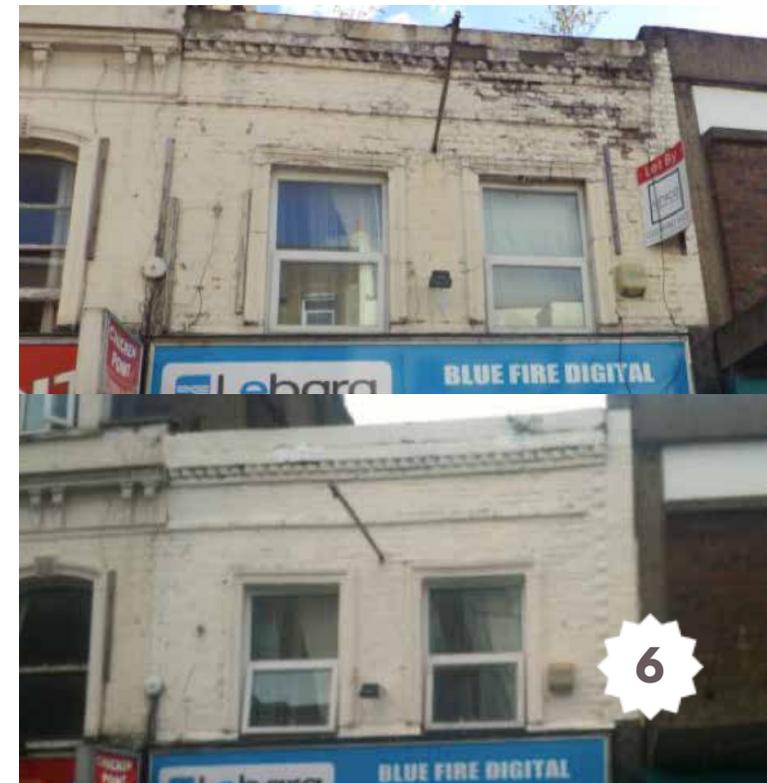
Pavements are narrow, especially around the critical junction of Roman Road and St Stephen's Road.

We are working with the students of Cass School of Architecture on ways to improve our public realm.

**We work with local planning officers to request that old estate agent hoardings and batons be removed, and delapidation orders be enforced. Work was carried out over a year with visible improvement in the appearance of Roman Road by the summer of 2015.**

## Hoardings & dilapidated shops.

Most of Roman Road's shops are owned by absentee landlords. Out of sight and out of mind, shop fronts have fallen into disrepair and estate agents hoardings have proliferated contributing to a unkempt and untended appearance. We work with the local authority to improve the look of the road.



# PLANNING & DEVELOPMENT

## Loss of retail square footage.

Recent relaxation of planning laws means that property developers are now able to convert retail space into residential without planning permission.

Over the last two years over a dozen shops have been bought by property developers who have converted the basement, the back of shops and above the shops into flats. With flats on Roman Road selling for £300-500,000 there is profit to be made by the developer, however this comes at a cost to the health of the high street.

Reducing shop floor square footage and removing basement storage, back-office space and even toilet facilities, means the resulting retail unit can be unviable for businesses in the long term, increasing empty shops and business churn rate.

We have campaigned against all planning applications that reduce the viability of retail units and we have lobbied the council about introducing a minimum 'viable retail unit size.'

## Poor pedestrian flow.

The junction of Roman Road and St Stephens Road is the geographical heart of Roman Road, connecting the market and larger shops at the eastern end with the smaller, boutique shops at the western end.

To be successful it should be the social heart of our high street, enjoying the highest footfall, and encouraging pedestrian flow between both parts of Roman Road.

Yet the traffic lights and priority given to vehicles accessing the A12 makes this junctions hard to cross, noisy and divisive. This junction could and should be an area that attracts and encourages pedestrians to enter and congregate. Instead the junction serves to split our high street into two halves and prevent pedestrian flow and social interaction.

We are working with The Cass and Transport for London on plans to improve the junction, making it a pleasant place for pedestrians to access and socialise, unifying both ends of the road.

## OUR WORK 2014/2015

- >> Consultation of local residents
- >> Petitions of up to 200 signatures on eight planning applications to help stop loss of retail space, additional fried chicken and betting shops
- >> Audit of empty shops and their land-owners - 44 in 2014
- >> Footfall Report Autumn 2015
- >> Shop Classification audit
- >> Survey of Community Spaces in Bow
- >> Mapping of Housing Developments within 10 minutes of Roman Road
- >> Report: Public Realm Audit of Event Spaces on Roman Road
- >> Report: Supporting Community Events in the Public Realm
- >> Reduction in estate agent hoardings and delapidation works enforced

## PLANS FOR 2015/2016

- >> Consultation of local businesses
- >> Commence two-year project to create Neighbourhood Plan
- >> Secure a site or premises to develop into a community building
- >> Assess health of transport infrastructure in Bow and how it impacts Roman Road
- >> To open our group to new members
- >> Installation of automatic footfall counters to help measure the success of our initiatives.
- >> Licence two areas of public realm

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# HERITAGE & PLACEMAKING

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# HERITAGE & HISTORY

Over the years Roman Road has lost its distinguishing landmarks and historical buildings resulting in a loss of identity and sense of place, and with it, civic pride. Reclaiming our heritage and culture is essential to help create a sense of belonging and to attract destination visitors.

## Profiling East London Suffragettes.

Very few people know that Roman Road and Bow are the heartland of Sylvia Pankhurst and the East London Federation of Suffragettes.

The Suffragettes printed leaflets at Arbers, delivered leaflets on Roman Road Market and fought with police at Bow Baths, all on Roman Road.

Within a hundred metres of Roman Road are the sites of the the ELFS's first toy factory and creche on Norman Grove, the Mothers Arms pub on St Stephen's Road, and the Suffragette's headquarters on Old Ford Road.

There is enormous potential to increase destination visitors by raising the profile of the East London Suffragettes and their strong links to the area.

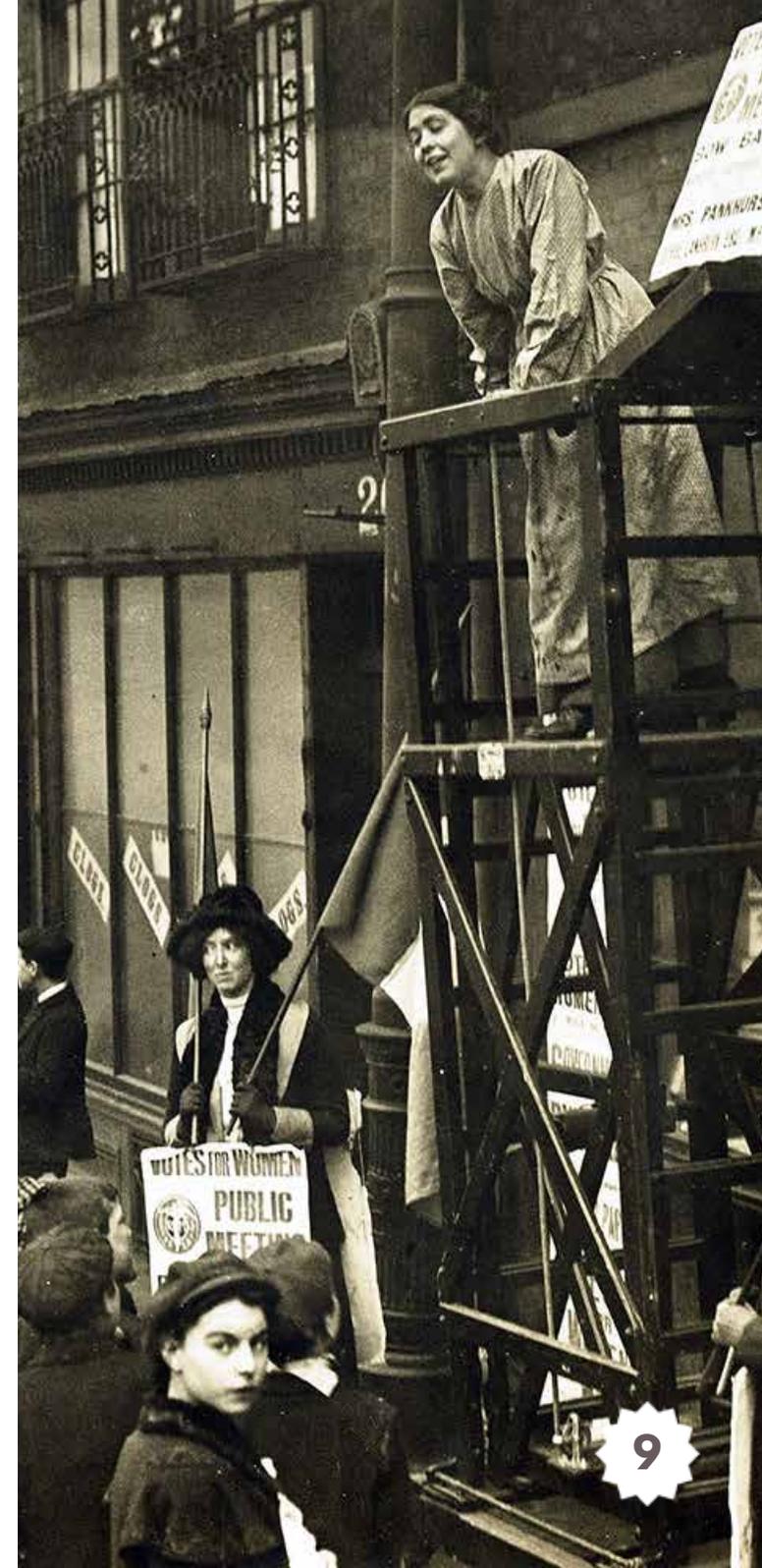
## Repository of photos & memories.

Two years ago, a search on the web for images of Roman Road returned zero results. A search of images at the local archive library returned very little too.

Overshadowed by the bigger trade centres of neighbouring hamlets Whitechapel, Spitalfields, Isle of Dogs and Limehouse, Bow is poorly documented.

As the older generation disappears, so too the opportunity to discover and save photos and memories of our past. That's why we launched a Facebook group called **Living in Bow**, inviting past and present residents to share personal photos and memories of Bow.

**We now have an extensive repository of historic photography and aural history about the area that we use for publicity and placemaking initiatives.**



# CREATING A SENSE OF IDENTITY

## A unique logo.

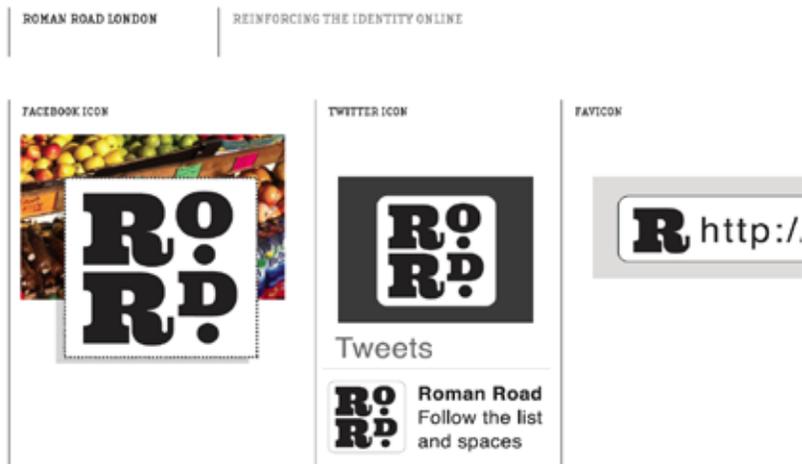
Our first project was to create a logo for Roman Road, one that reflected our history and was modern enough to be used effectively on today's social media sites.

The clean, strong font - Ultra - is inspired by fonts from the twentieth century, when Roman Road was in its heyday.

The graphical clothes label in the 'ribbon' logo - used on the website and to head official documents - references the long history of fashion trade of Roman Road Market.

The ring of dots around the 'stamp' logo - used for merchandise and print 'branding' - references the pearly queens and kings of the East End.

The square 'Ro.Rd.' design - used for social media icons - is derivative of a makers mark, referencing Bow's manufacturing past.



LONDON



# PLACEMAKING

## Heritage trail map & tours.

We worked with artists from local Chisenhale Gallery to design a heritage trail map that would encourage local residents and visitors alike to explore Bow and discover its history and heritage. Our heritage trail map is distributed for free at Roman Road Festival and in local shops and cafes.

The heritage trail map is the basis of several guided history tours that we organise at Roman Road Festival. The Suffragettes tour is particularly popular and always sells out within days.



## Branded merchandise.

We created branded shopping bags featuring the high street logo. These were sold at our community events with proceeds reinvested into future community events.

The bags are made from lightweight cotton, easy to stuff into coat pockets and handbags, reducing the need for plastic bags when shopping locally, or even further afield.



## OUR WORK 2014/2015

- >> Created a unique RomanRoadLDN logo that captures our heritage and can be adapted to digital platforms
- >> Created of a heritage trail map encouraging residents and visitors to explore Roman Road and Bow
- >> Roman Road wikipedia entry written by local historian Carolyn Clark
- >> Local photos and memories collected via a Facebook group
- >> Produced shopping cotton tote bags, branded with Roman Road LDN logo
- >> Suffragettes guided walks at Roman Road Festival

## PLANS FOR 2015/2016

- >> Progress plans for a permanent celebration of Sylvia Pankhurst and the East London Federation of Suffragettes
- >> Increase content about our local heritage at our annual Roman Road Festival
- >> Expand our range of merchandise and have them sold at local shops.



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# EVENTS & COMMUNITY SPACE

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# EVENTS & COMMUNITY SPACE

**Community events like Roman Road Festival are a great opportunity to bring village life to urban living, showcase local businesses and traders, promote community cohesion and support local shopping. Events increase a sense of community and civic pride and also bring new visitors to the road.**

## Promoting localism.

Unlike many festivals, enormous effort is put into making sure our events are ‘made from 90% local ingredients’.

Rather than use national agencies to source entertainment, food stalls, crew and management services, we turn to the local community wherever possible:

- Local design, print and distribution services to print and send flyers
- Local grocery and hardware shops and photocopying services to purchase festival materials and supplies
- Local designer-makers, artists and new businesses for the Sunday market, including many first-time stall holders
- Local artists, school choirs and drama groups to stage productions



- Local food and drink suppliers for the street food and drink stalls
- Local community groups to help deliver elements of the event.

Keeping it local means local businesses are the ones that benefit and we retain the maximum benefit from money spent on the event.

## Fringe events.

To ensure benefit is retained locally, we also encourage local businesses to host special events, workshops and discounts during the festival week, exploiting festival publicity and increased footfall.

This year 14 local businesses hosted festival events. All ‘fringe events’ are listed in a dedicated section of the printed festival programme as well as online (see list of Festival Fringe Events 2015).

Over 30,000 printed festival programmes are distributed in the shops along Roman Road; in community hubs in Bow; to every child in six local primary schools, and hand-to-hand outside local tube stations.



# PUBLIC REALM & COMMUNITY COHESION

## Trialling public realm for events.

Each time we produce Roman Road Festival we try out different concepts and ideas to test their viability and demonstrate the possibilities of Roman Road.

In summer 2014 we trialled a cross-shaped festival space near Parnell Road. In winter 2014 we trialled back-to-back stalls in Roman Road market. In summer 2015 we trialled two different areas of public realm on two different festival days: Gladstone Place and Roman Road car park.

The results of our events created the basis of an exhaustive audit of Roman Road's event spaces. These were sent to both the local authority and Circle Housing, the largest housing association in Bow and owner of the newly formed 'square' extending from Gladstone Place.



## Promoting community cohesion.

To be as inclusive and accessible as possible the event is free. There is no ticket entry and the entertainment costs such as the face painters, henna tattooist, craft workshops, guided history tours are free, funded by the festival so that it costs residents nothing.

Additionally, this year the festival teamed up with Summer Night Lights to give away tokens for free food, which went down a treat of course.

Our Teeny Tiny Theatre is the backdrop for performances by local choirs and schools, ensuring a good turnout from friends and families of the performers - an inclusive cross-section from all ages and ethnic groups.



## OUR WORK 2014/2015

- >> Secured over £50k in sponsorship
- >> Roman Road Summer Festival 2014, attracting over 4,000 people
- >> Roman Road Winter Festival 2014, attracting 4,000 people
- >> Roman Road Summer Festival 2015 attracting over 6,000 people
- >> Winter Warmer gig at St Paul's Church featuring local performers
- >> Fourteen local businesses hosted festival Fringe Events in 2015
- >> Audit of public realm for events spaces submitted to the local authority

## PLANS FOR 2015/2016

- >> Roman Road Summer Festival 2016
- >> Research potential new event space
- >> Campaign for improvements to Gladstone Place as a community event space
- >> Launch a new weekend market on the car park



# ROMAN ROAD FESTIVAL & FRINGE EVENTS



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# TECHNOLOGY & DIGITAL HIGH STREET

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# TECHNOLOGY & DIGITAL HIGH STREET

Two years ago Roman Road was digitally invisible. A search on the web returned zero results and there wasn't even a wikipedia entry. Our digital content and marketing strategy has put Roman Road on the digital map with first page rankings for Roman Road London, Roman Road Market and Roman Road Festival.

## Web search: first page ranking.

The Roman Road LDN website helps people find vital information about Roman Road, its market, its shops and how to get there, helping attract more visitors.

We also publish 'editorial' stories about local events, local heritage, local arts and culture, and local heroes too.

This collection of high-quality, well-optimised, authoritative and unique content about Roman Road has helped us rank first page on search result pages for key terms. We now receive on average 4,000 unique users a month, and more during big events.

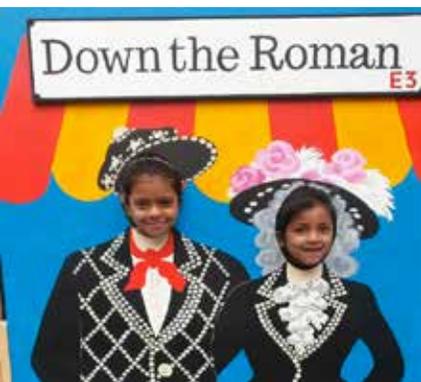
The result is a website that not only creates a sense of community and preserves our culture, but is also a powerful marketing tool that raises Roman Road's profile and attracts new visitors to the road, benefiting each and every local business.

## Image search: positive imagery

We use best practice image optimisation on the Roman Road LDN website to ensure that every single image will rank highly in Internet image searches. Enabling this bank of positive imagery to be highly visible online helps improve public perception of the road and helps attract new visitors.



[WWW.INSTAGRAM.COM/ROMANROADLDN](http://WWW.INSTAGRAM.COM/ROMANROADLDN)



# SOCIAL MEDIA GROWTH 2014-15

## Growing our online community.

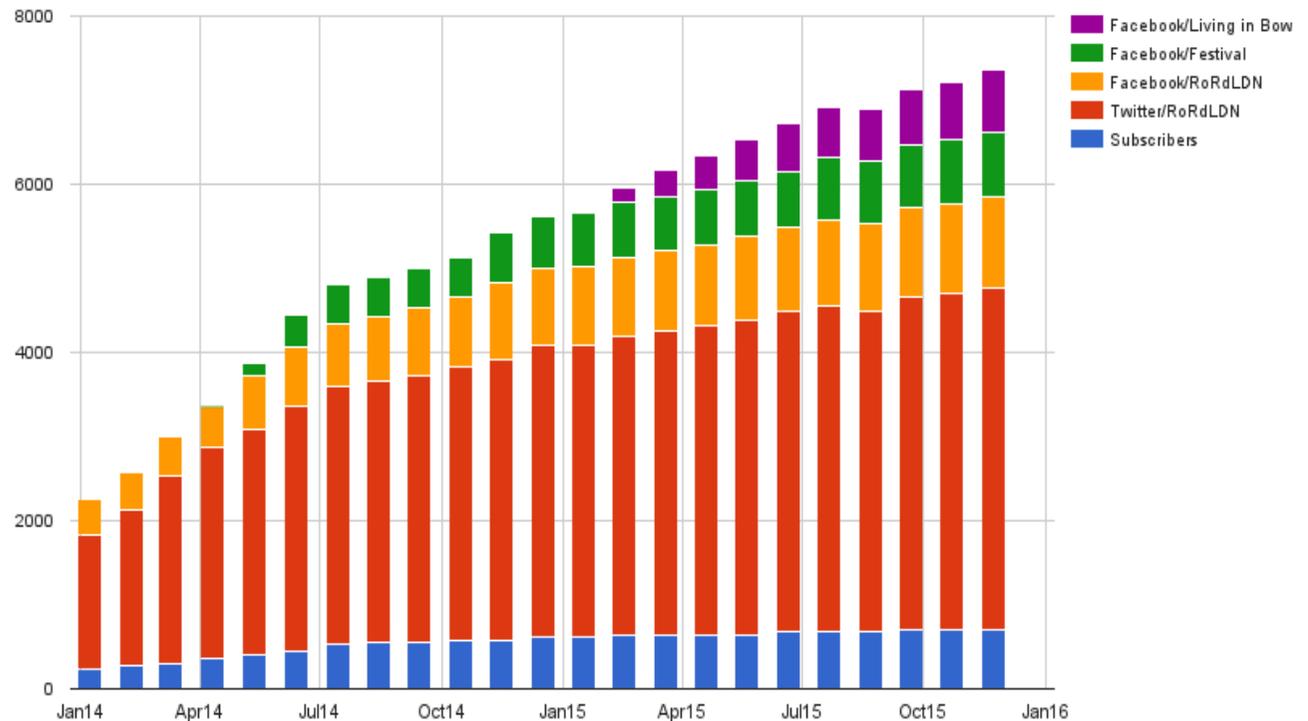
Our social media platforms are an important way of connecting people and creating a sense of community and civic pride.

They are also an effective way to support our local businesses, artists, community groups and crafters. Twitter in particular is an effective way of finding local talent to feature at our festivals.

Our Facebook and Twitter accounts have grown 10-12% annually.

By far the most popular platform is an unbranded, but carefully managed Facebook group called Living in Bow. This group encourages local people to share memories and photos of the area. The group relies entirely on member contributions and its rapid growth is testimony to a significant sense of ownership and community.

Roman Road Social Media Platforms 2014-15 (stacked)



2014-2015

**Living in Bow has grown on average 20% every month since its launch. It has surfaced hundreds of images and memories that are invaluable for conserving local heritage and would otherwise have never been discovered.**



[WWW.FACEBOOK.COM/LVINGINBOW](http://WWW.FACEBOOK.COM/LVINGINBOW)



# WEBSITE AUDIENCES 2014-15

## 100% increase in organic traffic.

Our website is an important tool for amplifying our work and raising the profile of Roman Road's heritage, arts and culture, and local businesses, all vital for the regeneration of our community.

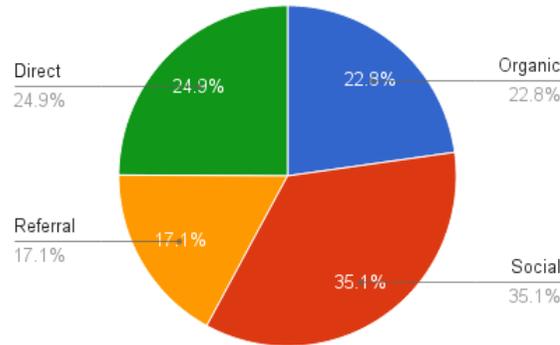
Organic traffic (from Internet search) offers the best return on investment so we invest in best practice SEO and content strategy. This ensures our online work has a lifespan that outlives the short life of social media posts. It's also the best way to reach out to new users and visitors.

In 2014 23% of visitors to our website came from organic traffic, and in 2015 this went up to 42%, an increase of nearly 100%.

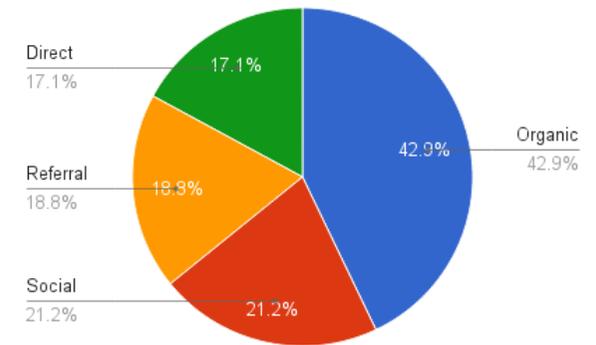
## Content driven performance.

During 2014-2015 our web content was created and maintained by volunteers on an occasional basis, focusing on the festivals in July 2014, December 2014 and July 2015, attracting 6000 pageviews per month during those periods. This explains the spikes of traffic and shows how much reach we have the potential of developing with regular new content.

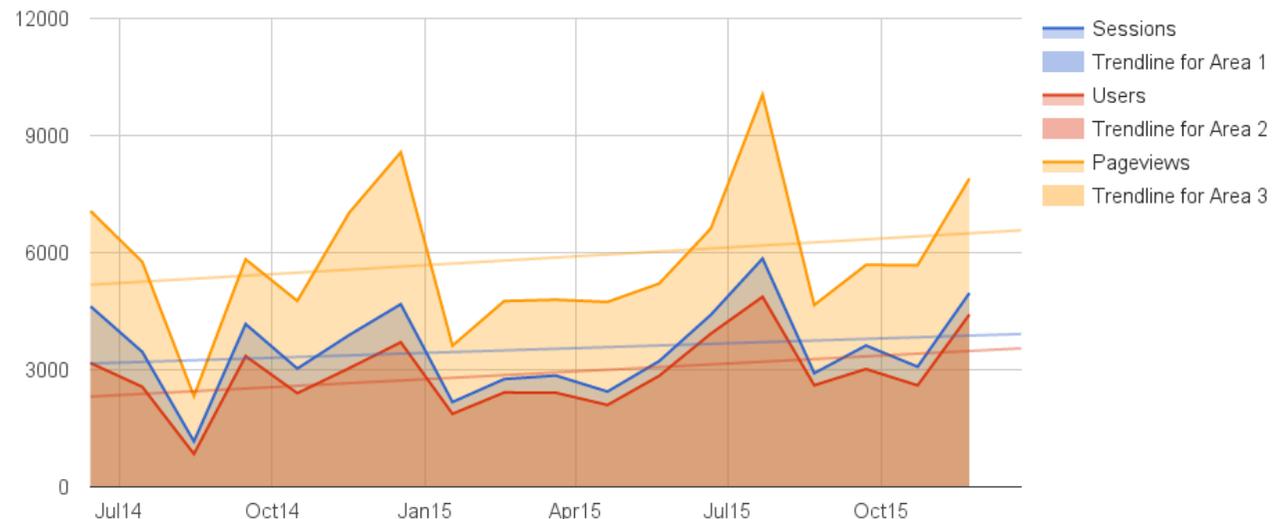
Session Acquisition 2014



Session Acquisition 2015



RomanRoadLDN Audiences 2014-15: Sessions, Users & Pageviews (unstacked)



# TECHNOLOGY & DIGITAL HIGH STREET

## Instagram: most popular.

Instagram is important for generating and disseminating beautiful photography of Roman Road and the products sold by local businesses. We create our own Instagram shots and we also repost the best Instagram shots taken by local businesses, residents and shoppers. We further amplify this by tweeting Instagram posts on Twitter to our 4,000+ followers.

Instagram is the most popular form of social media used by Roman Road's local businesses.

## Twitter: powerful amplification.

Twitter helps us amplify all our content, whether from social media or the website. We also retweet all tweets from local businesses. With over 4,000 followers this offers powerful and free marketing support.

## Supporting a digital high street.

We support a digital high street. It's an affordable and powerful tool for marketing and publicity; it helps create a sense of identity and place, and it can provide micro SMEs with e-commerce solutions without big outlay.

We aim to grow our own high street digital platforms to better market Roman Road and its businesses. We also aim to encourage and help local businesses, shops and market traders to go online themselves.

Thanks to the buzz we have created online in the last two years, the number of local businesses with social media platforms has increased.

We plan to offer free drop-in digital clinics to all local businesses to help get them online.

## OUR WORK 2014/2015

- First page of Google for key terms
- Wikipedia entry for Roman Road
- Newsletter subscribers, 700+
- Launched 'magazine' website, 4,000 to 6,000 unique users per month
- Launched of Roman Road LDN and Roman Road Festival Facebook page, total followers 1,800 with post reach of up to 3,600
- Launch of Facebook group Living in Bow, 800 followers
- Launch of Roman Road LDN Instagram account, 400 followers.
- Launch of Roman Road LDN Twitter account, now 4,000+ followers
- Launch of Roman Road Businesses Facebook group in November 2015, 18 members

## PLANS FOR 2015/2016

- Grow members of all platforms especially Roman Road Business Facebook group
- Online directory of shops
- Collect big data on high street
- Increase regular magazine content on website
- Provide a free one-page website for as many local businesses as possible



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# ENTERPRISE & WORKSPACE

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# ENTERPRISE & WORKSPACE

## CASE STUDY: festival stall to shop.

Roman Road lost its cycle repair shop a few years ago when an industrial estate was bought by property developers and developed as housing.

At our Roman Road public consultation, we asked residents what they thought would most improve Roman Road. The overwhelming response was the lack of key shops including a cycle repair shop.

We decided to entice a cycle repair shop to the road by asking likely candidates to host a cycle-repair surgery at our 'local hero' Roman Road Festival.

We spotted Paradise Cycles while scanning Twitter. It was a travelling pop-up cycle repair service set up by two recent graduates of nearby Queen Mary University.

We asked them if they'd like to run the cycle surgery at the festival. They turned up with their smart pop-up gazebo and big smiles to the festival, and did a storming trade.

Six months later they approached us seeking advice about finding a shop on Roman Road. We were able to offer advice and they have now opened their first ever cycle repair shop on Roman Road.

## OUR WORK 2014/2015

- Paradise Cycles: from festival stall to shop
- Designer-maker market featuring 40 local makers
- Trial of Thursday late night opening

## PLANS FOR 2015/2016

- Research viability of a shared workspace site



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# GOVERNANCE

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## Our board.



**Chair. Holly Stout.**

Holly Stout is a local resident and barrister. She is a member of 11KBW chambers and specialises in public, education and employment law. She regularly advises and acts for a wide range of public authorities as well as individuals and companies. She was previously Chair of the Board of English Pocket Opera Company, a charity which brings musical opportunities to 20,000 children a year.



**CEO & Secretary. Tabitha Stapely.**

Tabitha Stapely is a founder member of the group and has been responsible for leading the group into its current form. Stapely also runs a digital content consultancy, Stapely+Co, and has worked at Hearst Digital UK developing their digital products.



**Treasurer. Clare Burgess.**

Clare Burgess was a BBC programme maker for 10 years moving from researcher to series producer and shooting director. Burgess was a production manager and production accountant for multiple independent TV production companies and currently works with small creative businesses providing financial and bookkeeping services.



**Director. Nick Morgan.**

Nick Morgan is Group CEO of event company Big Cat Group which he founded in 2000. Morgan has worked across varying portfolio of clients such as V festival, Holi One Festivals, London Gay Pride and Mama Festivals. Specialties include Health and Safety at large events and Licensing at large events.



**Director. Sarah Allan.**

Sarah Allan is an architect and urban designer with 20 years experience of public, private & voluntary sector clients on cultural and residential projects, from masterplans to individual buildings. Allan is a member of Hackney Council's design review panel, a Design Council Cabi Built Environment Expert and a committee member for the National Community Land Trust Network funding panel.



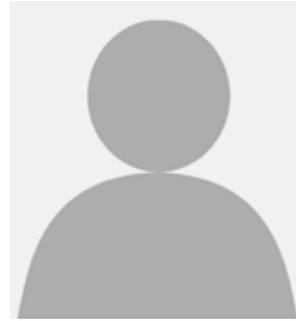
**Director. Irene de Lorenzis.**

Senior Business Development Manager at GIA UK (now M-brain) and responsible for building strategic client partnerships in the UK and other European markets. Irene is a Bow Community Champion and engaged in several local initiatives. A native Italian speaker and fluent in English, French and Spanish.

# GOVERNANCE



**Nick Pettersen**  
Local resident.



**Jennifer Thompson**  
Local resident.

## Our Neighbourhood Plan steering committee.



**Tom Hobson.**  
Qualified architect and trustee of Loughborough Junction Action Group, which runs the Loughborough Farm and Community Cafe. Also submitted seven Community Asset Orders in Lambeth and in the Steering Committee for a Neighbourhood Plan in Depford.



**Lucinda Saunders.**  
Local resident and Public Health Consultant for TfL.



**Councillor Asma Begum.**  
Local resident, councillor and cabinet member for Arts & Culture.



**Torange Khonsari.**  
Architecture tutor at The Cass, Torange is leading her students on the Roman Road Neighbourhood Plan over the next two years.

# GOVERNANCE

## Our partners and investors.



### **The Cass.**

The Cass School of Art, Architecture and Design are our official academic partners focusing on grassroots engagement, public realm improvements and the development of a local Neighbourhood Plan.



### **Social Incubator East.**

We are currently being incubated by Social Incubator East who provides us with business advisors, mentors and legal support.



### **London Borough of Tower Hamlets.**

We work closely with the local authority, working collaboratively on community events, public realm improvements, and enterprise initiatives.



### **Canary Wharf Group.**

Our sponsors Canary Wharf Group provide access to a network of local resource and community groups.



### **Queen Mary University.**

Queen Mary University of London (QMUL) is one of the UK's leading research universities and are working with us to study how creative hubs can be used as a model for business support in the local creative economy.



### **Circle Housing.**

Circle Housing is Bow's largest housing association. It has provided the land on which The Cass's 'Roman Road' Community Hub is being built; sponsors our community events, and is working with us on improvements to public realm.