

# South Leytonstone



## Factfile

Spend: £950,000

Key Dates: Works started April 2013

Works finished March 2014

South Leytonstone has been improved – in the form of a tribute to film-maker Alfred Hitchcock, who was born in the area – to help inspire business confidence and encourage external investment. In homage to his 1963 film *The Birds*, bespoke paving slabs are now adorned with bird silhouettes, and the building next to his former home (which is now a petrol station) has been transformed with a huge mural showing the star of the film, Tippi Hedren, cowering from a flock of birds above her.

Walk along the corner of High Road Leytonstone and West Street and you can't help but notice the attractive Victorian terrace which has now been restored, while businesses, including the well-known Noted Eel & Pie House, have also been given a make-over.



The nearby Acacia Centre, which is home to a range of firms providing anything from curtains to flooring, was also given a new look.

The works included:

- 14 new shopfront facades plus a refurbished supermarket frontage along the high street.
- New high quality granite paving, raised junction tables and carriageway resurfacing.

- New footway parking and loading bays. Cycle stands were also installed while signage and street furniture were improved to create a more pleasant public space.
- Improved bus stops, and where possible shop accessibility.

