

ROMFORD TOWN CENTRE MASTERPLAN 2024 UPDATE

Engagement Summary

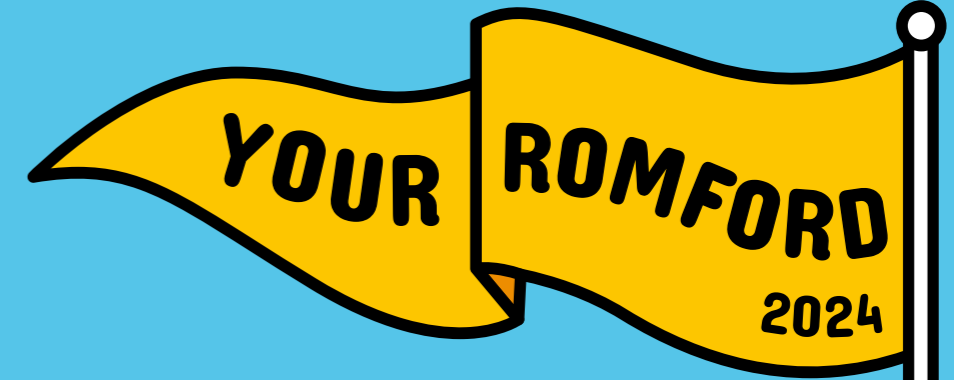
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Engagement Update Summary

From 8th April to 3rd May:

we ran **5 pop-ups** and **5 workshops** with children and young people, plus **1 stakeholder workshop** and an **online survey**



The most supported ideas were:

The market



River Rom



Public spaces



We spoke to 724 people

73%

said they continue to support the masterplan



→ **Havering will carry out a statutory consultation on the finalised Masterplan in**



SUMMER 2024



1.0 Executive Summary

Introduction

Following engagement on the Romford Town Centre Masterplan in 2019 there was a pause due to the pandemic, change in administration and economic uncertainty. This pause impacted a number of pieces of work but Havering Council took the decision in early 2024 to take the necessary steps to finalise the Masterplan.

From 8th April to 3rd May 2024 we ran an intensive engagement exercise to talk to the people of Havering about refreshing the Masterplan and adopting it as a piece of formal planning guidance over the coming months.

Keeping people informed

- JC Decaux Posters from 25th March to 10th April. 60 sites across the whole of the borough, 6-sheet advertising
- 3 x Living in Havering newsletters to over 62,000 email addresses
- 2 x Your Romford mailing list reminders to 330 sign-ups
- 1 x mailout to Havering's headteachers
- 1 x mailout to Havering Planning Policy Consultation database to 118 consultees
- Targeted instagram ads reaching >9000 accounts
- Instagram posts x10 across make:good and Havering Council channels
- X (formerly Twitter) posts x10 across make:good and Havering Council channels
- Market traders flyers to 70 stalls
- Article in Havering Daily
- Two articles in the Romford Recorder:
 - <https://www.romfordrecorder.co.uk/news/24222482.readers-views-havering-council-town-centre-consultation/>
 - <https://www.romfordrecorder.co.uk/news/24214202.havering-council-launches-consultation-romfords-future/>
- 'Your Romford' website and blog: www.yourromford.co.uk

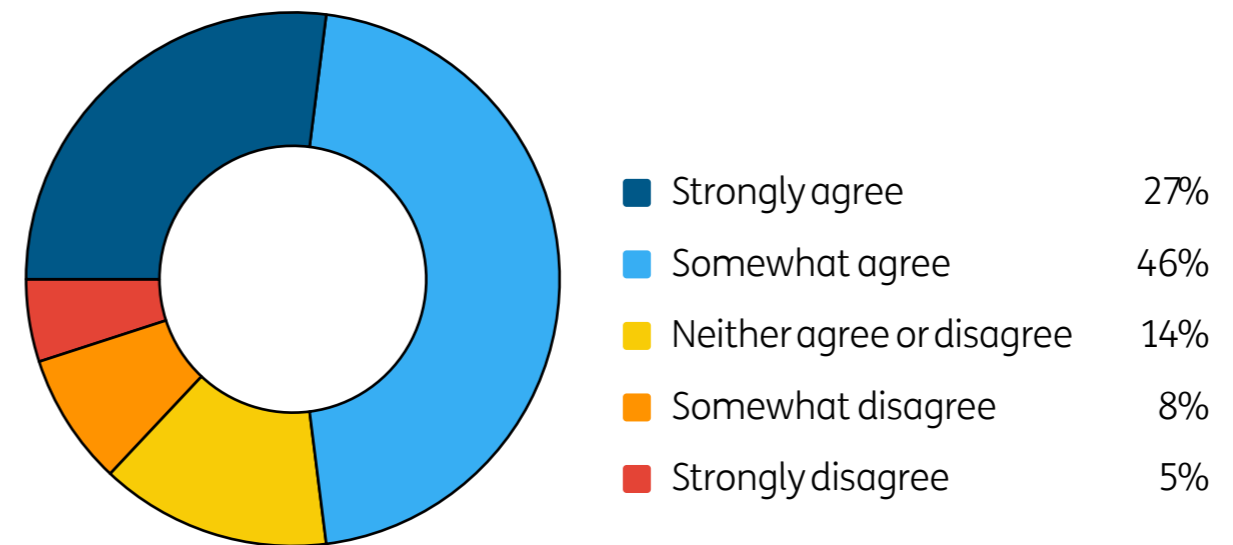
Activities delivered

- 5 pop ups around the town centre
- 1 secondary school workshop
- 2 primary school workshops
- 2 young people workshops
- 1 stakeholder workshop

Reach

Across the programme we reached **724** people and received **665** pieces of feedback

Headline sentiment



Conclusion and next steps

The overall sentiment about the Masterplan was positive with 73% of respondents saying that they either strongly agreed or somewhat agreed with the ideas in the Masterplan.

People supported the idea of starting with the market as a focus for improvement but wanted heights and number of new houses to be clarified in the final plan.

This aligns with the feedback we received in 2019 where people were very supportive of the Masterplan with particular support for improving the market, the River Rom and overall public spaces.

Maccreeanor Lavington and the Council will now finalise the Masterplan. The intention is that statutory consultation on the Masterplan is conducted by Havering in summer 2024 before it is formally adopted as a piece of planning policy in winter 2024.

2.0 Your Romford 2024 aim

Havering Council is committed to protecting and strengthening Romford Town Centre and the surrounding area, to make sure it continues to be a place that people live, visit and enjoy.

The Your Romford engagement programme listened to peoples' priorities, ideas and aspirations for Romford in 2019 to produce a Masterplan for the Town Centre. After a pause, it relaunched from 8th April to 3rd May 2024 to gather feedback on a refreshed Masterplan so that Havering can adopt it as formal planning guidance.

The aim of the engagement programme was to:

- Remind people about the Masterplan and the Your Romford programme
- Revisit the key moves in the Masterplan to understand if they still resonate for people
- Identify local priority ideas in the Masterplan
- Identify any concerns about ideas in the Masterplan
- Set out the process for taking the Masterplan from draft into a piece of planning policy

To meet these aims we created a programme of:

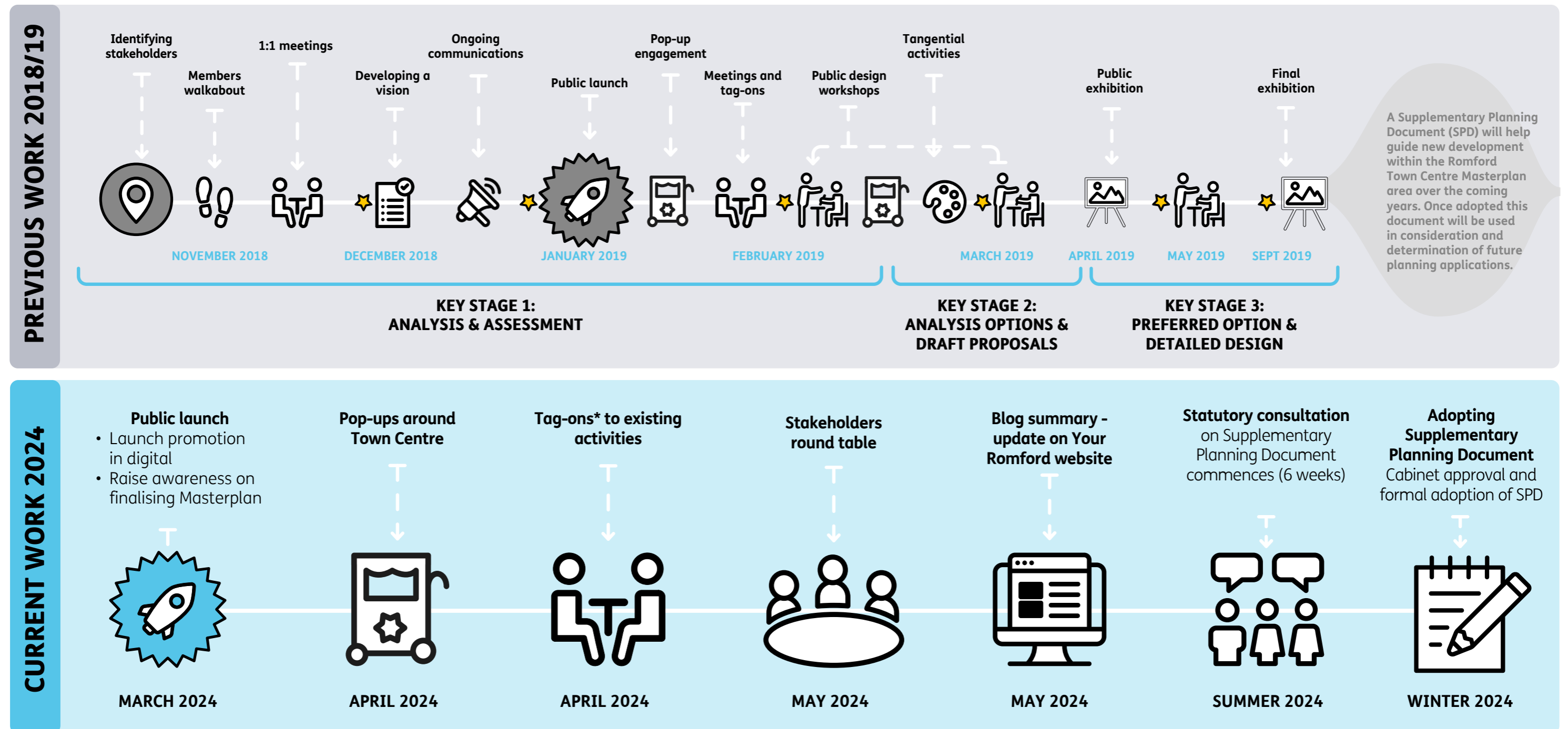
- 5 pop up exhibitions
- 5 tag on activities to reach young people
- 1 stakeholder workshop
- Materials presented in Romford Library
- A bespoke online platform



3.0 Your Romford 2024 timeline

Following an intensive period of engagement in 2019 we carried out further engagement on the refreshed Masterplan from 8th April to 3rd May 2024.

We set this work within the context of a statutory consultation later in the year and hopefully successfully adopting the Masterplan as a Supplementary Planning Document.



*Tag-on activities are where we attend (or 'tag-on' to) an existing event or meeting to share content and invite feedback in order to make it easy for people to participate.

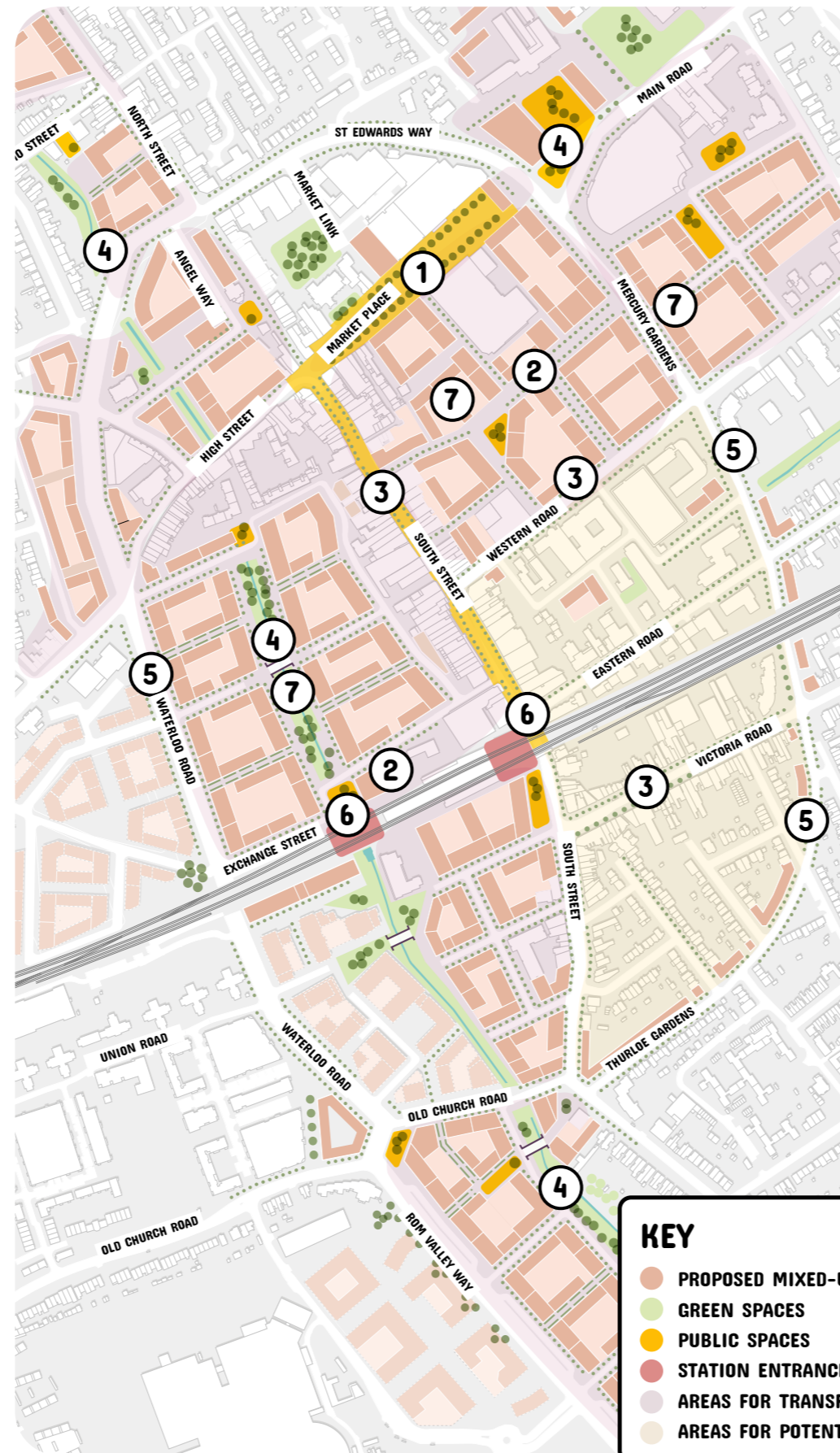
4.0 Key messages

Key messages:

The main principles of the Masterplan remain the same but it has been adapted to accommodate updated projects and proposals.

Through the engagement programme we wanted to ensure people were at a baseline aware of the seven key principles of the Masterplan.

The map and photographic examples on this page were the key ideas we wanted people to understand before they provided feedback on the Masterplan.



KEY

- PROPOSED MIXED-USE BUILDINGS
- GREEN SPACES
- PUBLIC SPACES
- STATION ENTRANCES
- AREAS FOR TRANSFORMATIONAL CHANGE
- AREAS FOR POTENTIAL INTERVENTION

1
Reinforce Market Place with complementary activities, events & uses – Kingston Market

2
 and green links to the Town Centre – St Andrews, Bromley-by-Bow

3
Enhance key public realm spaces such as Market Place, South Street, Victoria Road and the Station entrance – Venn Street, Clapham

4
Introduce new public spaces across the Town Centre and along the Rom to support vitality and liveability – Riverside Lünen, Germany

5
Recharacterise the Ring Road as an urban street, creating a pleasant environment, activity and new crossings – Kensington High Street

6
Reinforce the station as a gateway, with an enhanced arrival space and a new entrance on the west side – Kraaiennest station, Amsterdam

7
Town centre mix: augmenting and evolving the town centre offer of retail, leisure, cafés and restaurants – 19th & Mercer, Seattle

5.0 Feedback gathering

A key aim of the engagement programme was to collect feedback on how the public perceived the Masterplan.

We used paper feedback forms at each of our in person events and this was mirrored in the online survey accompanying the Masterplan material presented on the Your Romford website.

We asked participants to provide feedback on:

HAVE YOUR SAY ON YOUR ROMFORD

YOUR ROMFORD

Exhibition 2 feedback | Please take a look around and let us know what you think of the ideas for the Romford Masterplan.

1. Overall, do you agree with the ideas you've seen today?

○ ——— ○ ——— ○ ——— ○ ——— ○

Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree

2. Which ideas are you most supportive of?

i.

ii.

iii.

3. Are there any ideas that you are concerned about or disagree with?

.....

.....

4. Any other comments?

.....

.....

Please tick if the following applies to you:

I haven't taken part in this consultation previously

yourromford.co.uk #YourRomford

Havering LONDON BOROUGH

We wanted to use this question to gauge the degree of support for the ideas in the Masterplan.

We wanted to use this question to understand which idea and features people were more supportive of.

We used this question to understand any ideas that people were less supportive of.

6.0 Promoting the engagement programme

We promoted the programme across the following channels to ensure there was a wide awareness about the opportunity to feedback on the refreshed Masterplan.



JC Decaux Posters
from 25th March to
10th April



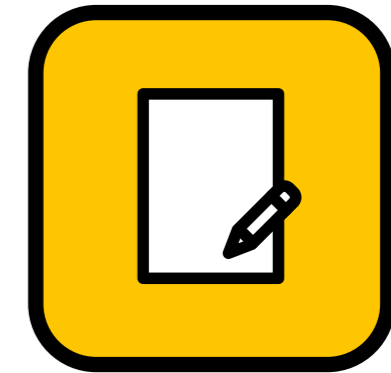
3 x Living in Havering
newsletters to
over 62,000 email
addresses



2 x Your Romford
mailing list reminders
to 330 sign-ups



1 x mailout to
Havering's head
teachers



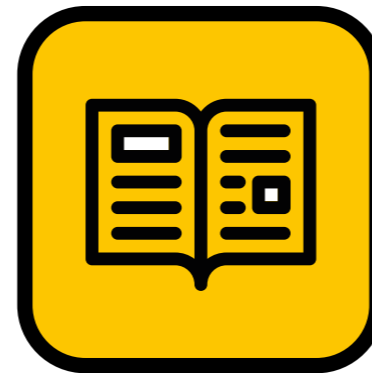
1 email to Havering
Planning Policy
Consultation Database
to 118 subscribers



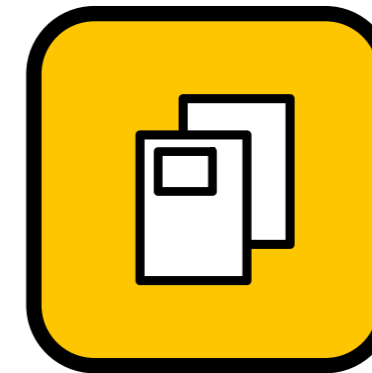
Targeted Instagram
ads reaching more
than 9000 accounts



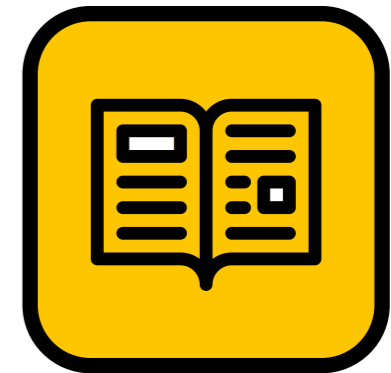
10 Instagram and 10 X
posts across make:good
and Havering Council
channels



Article in
Havering Daily



Market traders flyers
to 70 stalls



2 x articles in the
Romford Recorder

7.0 Engagement events

Between 8th April - 3rd May 2024 we delivered the following events.



Pop up at Romford Market



Pop up in Liberty Shopping Mall



2 pop ups on South Street



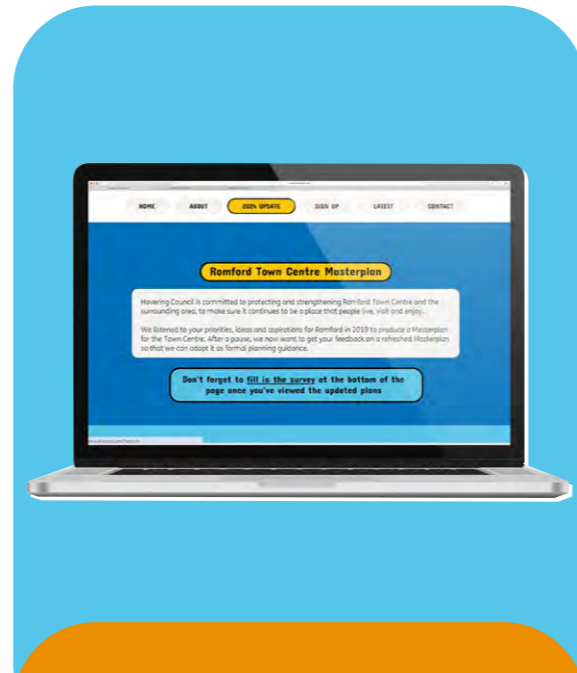
Family workshop in The Mercury Mall



2 primary school workshops



2 young people workshops



Online



Stakeholder workshop



Library feedback box

8.0 Activities schedule

From the 8th April - 3rd May we facilitated the following engagement activities.

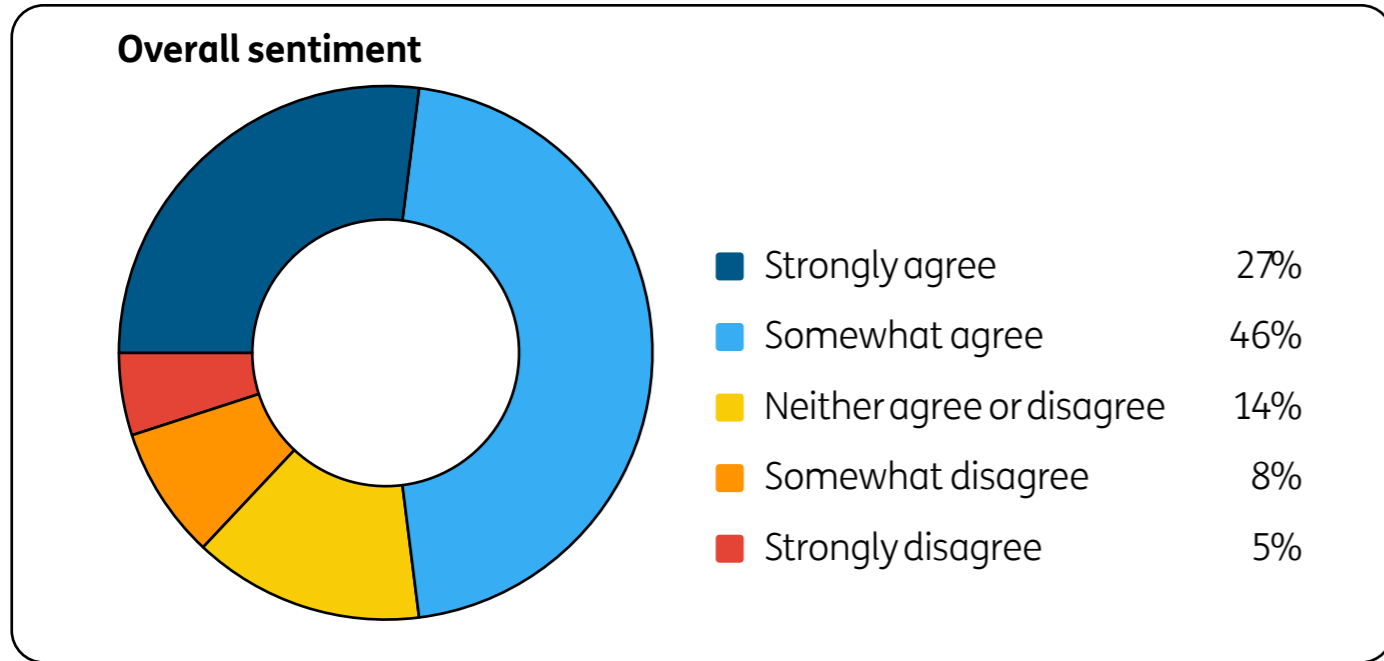
Activity	Number of attendees	Number of pieces of feedback
Pop up at Romford Market - 12th April	78	68
Pop up in Liberty Shopping Mall - 20th April	186	163
Pop up 1 on South Street - 27th April	80	70
Pop up 2 on South Street - 1st May	71	57
Family workshop in The Mercury Mall - 9th April	45	41
Harrow Lodge Primary School workshop	22	22
The Cocoon workshop	7	7
Crowlands Primary School workshop	28	28
Frances Bardsley Academy workshop	11	11
Online	172	172
Library feedback box	3	3
Stakeholder workshop	20	20



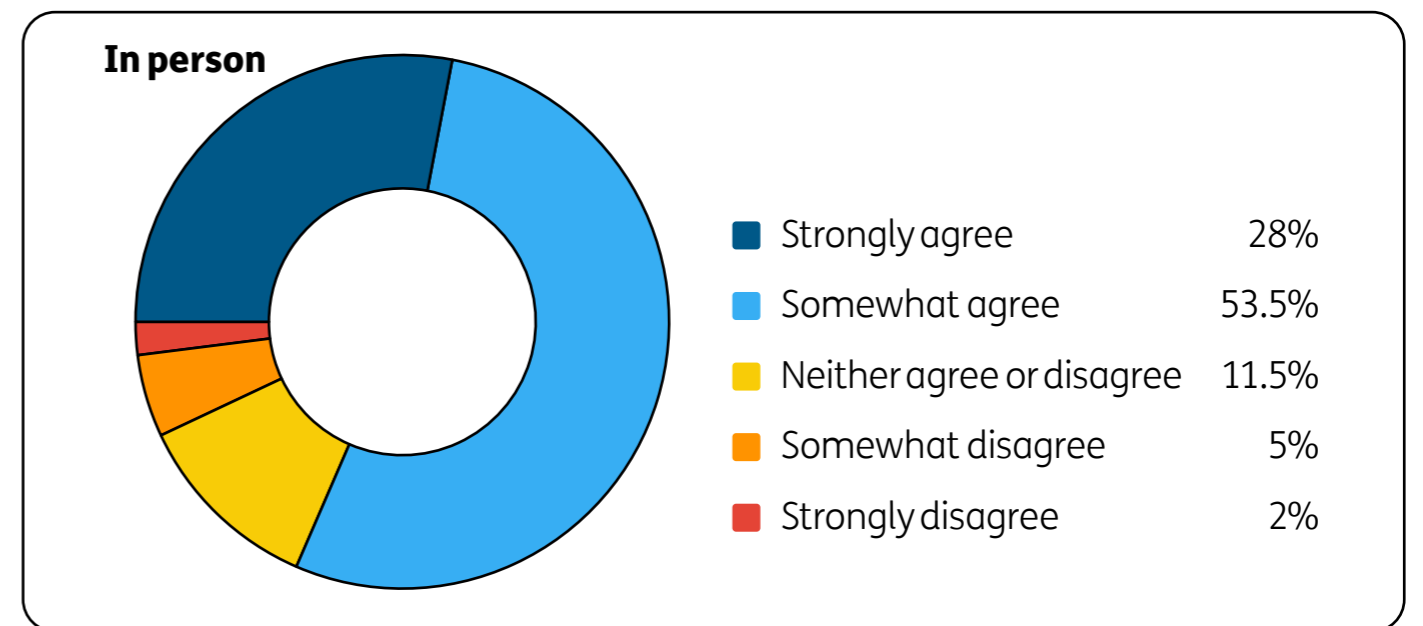
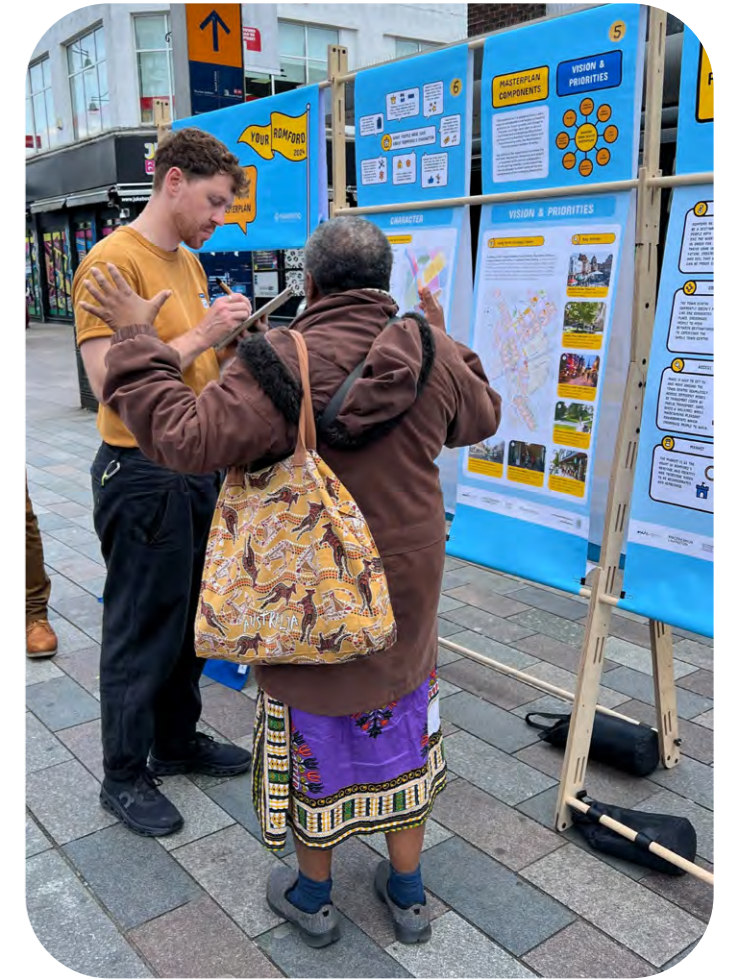
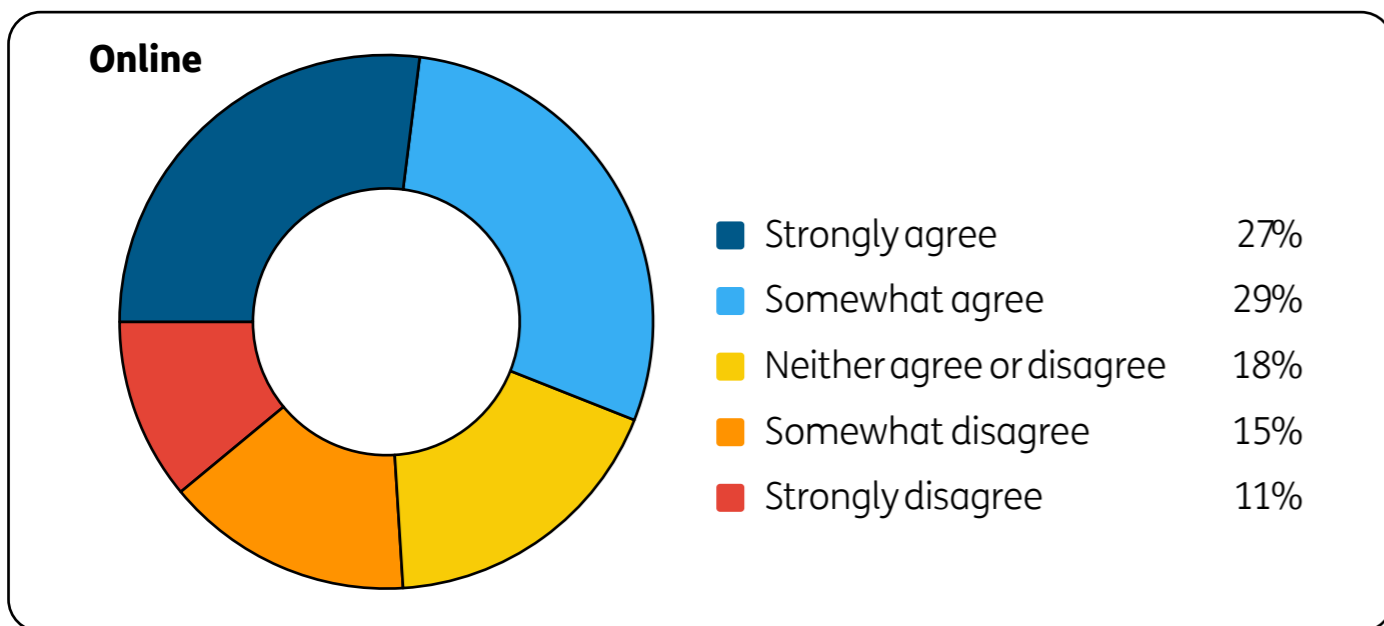
In total we reached 724 people and gathered 665 pieces of feedback.

9.1 Overall sentiment

Sentiment was overall supportive of the ideas in the Masterplan, with 73% of people saying they either 'strongly agree' or 'somewhat agree' with the ideas presented.



Online feedback was more negative than that collected in person, showing that when the Masterplan was talked through and explained to people there was increased understanding and support for the work.



9.2 Thematic feedback

The volume and detail in the feedback we have received shows how passionately people feel about Romford town centre and how important it is as a location that provides a range of functions and opportunities for people of a diverse community. In the main people want to see Romford sustain, thrive and provide more for future generations.

When asked what ideas people were most supportive of or which ideas they thought would have the most impact we found:

215 Pieces of feedback

Market

266

The market as a key part of Romford's identity was equal top priority for most respondents. Linking together specialist markets, improvements to landscaping and trees coupled with varied programming that animated this space.

Signposting the market from the station and creating art, signage and reflecting the heritage were all seen as key approaches to supporting the market to thrive.

Public realm and green spaces

253

Improving the public realm, bringing in trees and greenery, seating spaces, playable artwork and other incidental play features were also a top priority.

Creating a functional and beautiful public realm that encourages people to spend more time in the town centre was an important way to encourage and increase footfall and provide more positive atmosphere.

Opening up the River Rom

176

Highlighting the River Rom as a unique feature for the town centre and creating active green space around it was seen as a key positive. The range of public spaces along the length was well received from park and green space towards the edge of the town centre to spill out space for cafés and restaurants within the more central areas.

Cleanliness & safety (ASB)

169

Whilst not directly referenced or addressed within the Masterplan public feedback showed us that a key concern for people is safety and antisocial behaviour within the town centre. The areas outside the station, McDonald's and the underpasses beneath the Ring Road were identified as spaces that people feel unsafe at the moment.

"We need a vibrant market with activities and culture as the jewel in our crown"

"Like the idea of greener public spaces and they need to be more playful for young people"

"The River Rom spaces look enticing, safer green spaces and restaurant spill out"

"Antisocial behaviour is a big issue, it does not feel safe after dark"

9.2 Thematic feedback

The top four most supported ideas within the Masterplan were mentioned by a significantly larger number of people than the numbers of people that mentioned particular concerns or other comments.

We have therefore identified the second tier of ideas that are supported within the Masterplan.

62 Pieces of feedback

Ring Road improvement **71**

Improvements to crossing the Ring Road and changing its character so it feels less like a hard boundary to the town centre was important for people. This included addressing safety concerns with using the underpasses.

There was some concern about the impact of surface crossing and bike lanes on the free movement of traffic around the Ring Road and there is a clear binary response between those who support cycling infrastructure and those whose focus is on ensuring congestion is minimised.

Night time activity (cafés & restaurants) **69**

A desire for an early evening and night time economy that is safe and appealing to a wide range of people including families.

This includes a desire for a broad and inclusive arts and cultural offer in Romford.

Mix of uses **61**

There was an understanding that expanding the uses beyond retail would bring in more footfall, bring in new audiences and create more of a buzz and atmosphere in the town centre that would be good for the existing and new businesses.

Station **55**

Improving access to the station and introducing a new entrance/exit connected to the opening up of the Rom was seen as a good way to reduce the pressure on the already busy station.

More walking & cycling (less car centric, north/south link) **57**

Acknowledging that there is a shift in how people move around a desire to make it easier to walk and cycle into the town centre with improved infrastructure was welcomed but it was also noted that there needed to be accessible parking and provision for those with mobility needs.

“Introducing surface level crossings would make it safer to access the town centre”

“We need a family friendly/ safe evening offer with restaurants and culture”

“The range of uses shown seem like they would create a more exciting place to live”

“It would be lovely to see a developed network of cycle routes, that are properly demarcated from roads”

9.2 Thematic feedback

When asked what ideas people were concerned about they told us:

70 Pieces of feedback

Number of new homes being proposed **75**

The most frequently mentioned concern was the perception of the number of homes being proposed. Whilst the Masterplan does not set housing targets but references the housing targets within the Local Plan feedback showed that the number of new homes that would come forward and a focus on flats rather than family homes was considered a key potential negative impact.

Lack of infrastructure **54**

Linked to concerns about the number of new homes was a concern that there would be an inadequate upgrade to infrastructure to support them. This included reference to schools, health care provision, parks and play.

More work needs to be done to clarify the town centre ingredients within the Masterplan that already seeks to address this concern.

Heights **53**

Responses to the current developments being completed at North Street, Angel Way and the proposed Como Street development meant that people expressed concerns about too much height and over-development with the town centre. Fixing heights within the masterplan appropriately and sensitively to the existing townscape was important to people.

The Council's current Financial Situation **38**

Scepticism over the deliverability of the Masterplan within the context of the Council's financial situation meant that people were concerned the Masterplan would never be realised.

“The Masterplan has no clear numbers on housing figures and that is a concern”

“New homes needs new schools, doctors, parks and more”

“We need to know it won't include more overly tall buildings”

“I can't see that the finance will be in place to make this happen”

9.2 Thematic feedback

When asked for other comments people told us:

61 Pieces of feedback

Immediate use of empty shops

67

Whilst there was overall positivity about the ideas in the Masterplan the immediate use of large footprint empty shops, such as Debenhams and Littlewoods, was important to people.

Bringing these into use with cultural programming, arts and interesting meanwhile uses were all suggested by people.

Variety of retail

61

There was some commentary that the retail offer in Romford is on the decline, Romford is a place that people care about and want to remain a regional hub for retail.

Ideas to support a quality and variety of retail would be welcomed within the Masterplan.

Parking

51

The importance of providing adequate parking was raised as an additional requirement for the Masterplan. Feedback that raised parking as an important component was very determined that parking was a need to avoid negatively impacting footfall so while there is less feedback on parking than other topics it was detailed and insistent.

Think about young people

51

Future proofing the Masterplan and ensuring that it provides activity and opportunity for young people in terms of programming, services, jobs and access to culture.

“The empty buildings around the market place need bringing back into use sooner rather than later”

“We need better shops, a variety that actually competes with other places”

“Some people will continue to need parking and building homes with no parking is not realistic”

“We need a dedicated, inclusive youth space and programming to engage them”

9.3 Feedback from young people

We ran workshops with 70 local young people aged 7-25 in four different settings: two primary schools, a secondary school and with a local youth group.

We asked them to share what they like, do not like and what is missing in the town centre and explained the key aims and opportunities of the Masterplan project.

This was followed by a model-making activity, using a range of 3D materials and visualisations of key locations. They were briefed to plan and model ideas for making different public spaces more inviting to young people. There were several recurring themes as well as site specific opportunities which we have identified on the following pages.

Key feedback on the town centre:

Young people liked:

All the participants identified the shopping provision, transport links and variety of food options as being positive features of the town centre.

The primary school children we spoke to said they liked how they felt going there as they were excited to go to a leisure activity or shopping.

Young people didn't like:

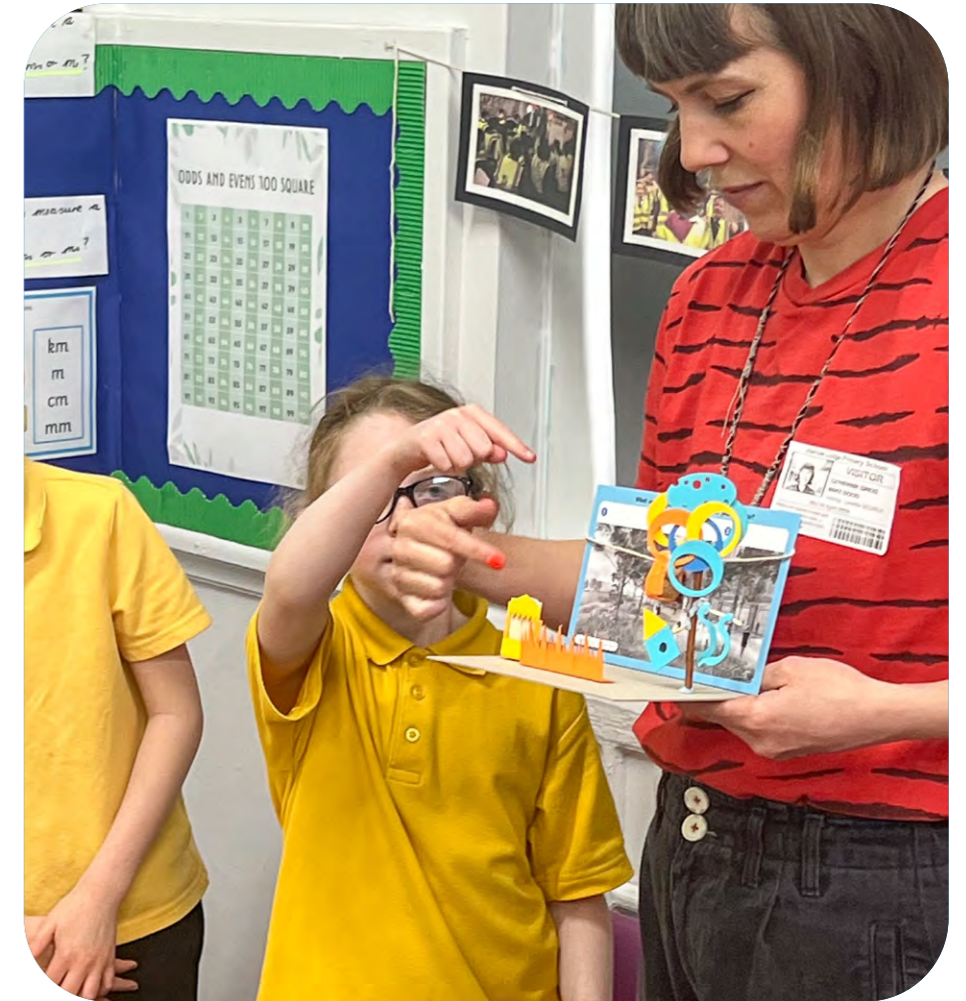
Primary school children did not like the lack of play and activity provision within the town centre.

Some young adults told us that some places felt unsafe in relation to antisocial behaviour, drunk people and passing through underpasses. This feedback came through most strongly from the young women we spoke to at the secondary school as well as LGBT+ members of the youth group.

Things that were missing:

Primary school children identified activities, parks, play space, drinking water fountains, performance/ events space, space for learning as well as more colourful, joyful elements as features that were missing.

Young people and young adults identified a need for different kinds of food and beverage and retail as well as things you can do for free. Making the area more accessible for people with disabilities were also suggested.



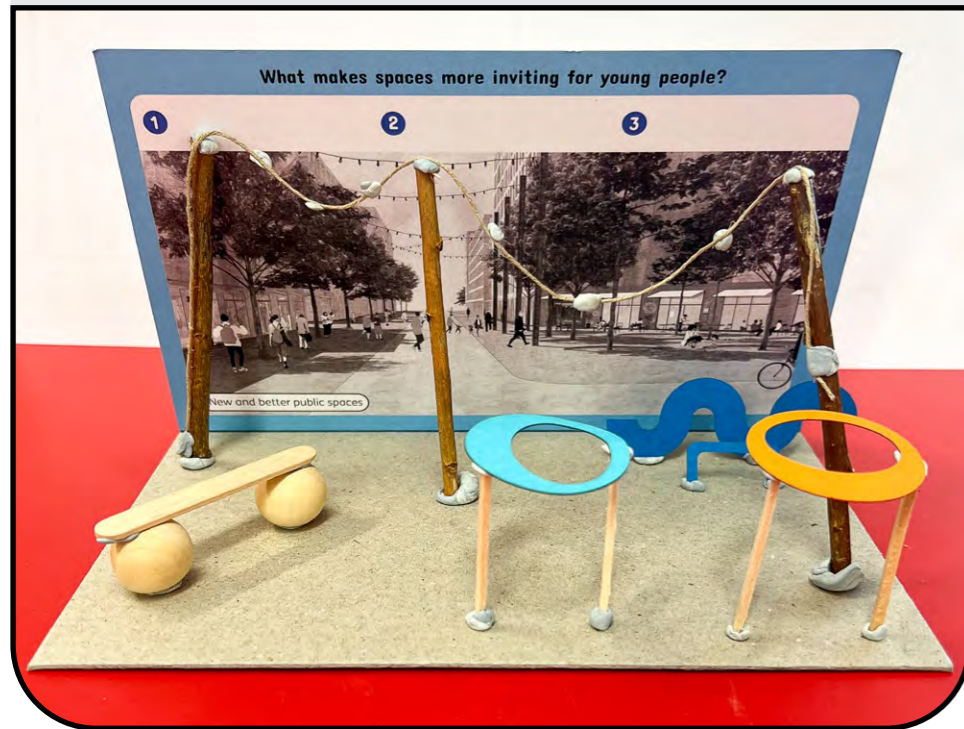
9.3 Feedback from young people

Model making key themes and elements

70 Young people made 34 models. Looking at the elements that they chose to create we can see their priorities and ideas for how to make space more inviting to young people.

New and better public spaces

Common themes:
Play equipment and playful elements such as swings, slides and floor decorations (e.g. hopscotch) social and practical infrastructure like seating, water fountains (drinking and feature) separate recycling/rubbish bins and food vending stalls. Landscape elements such as trees and planting to bring colour and improve air quality.



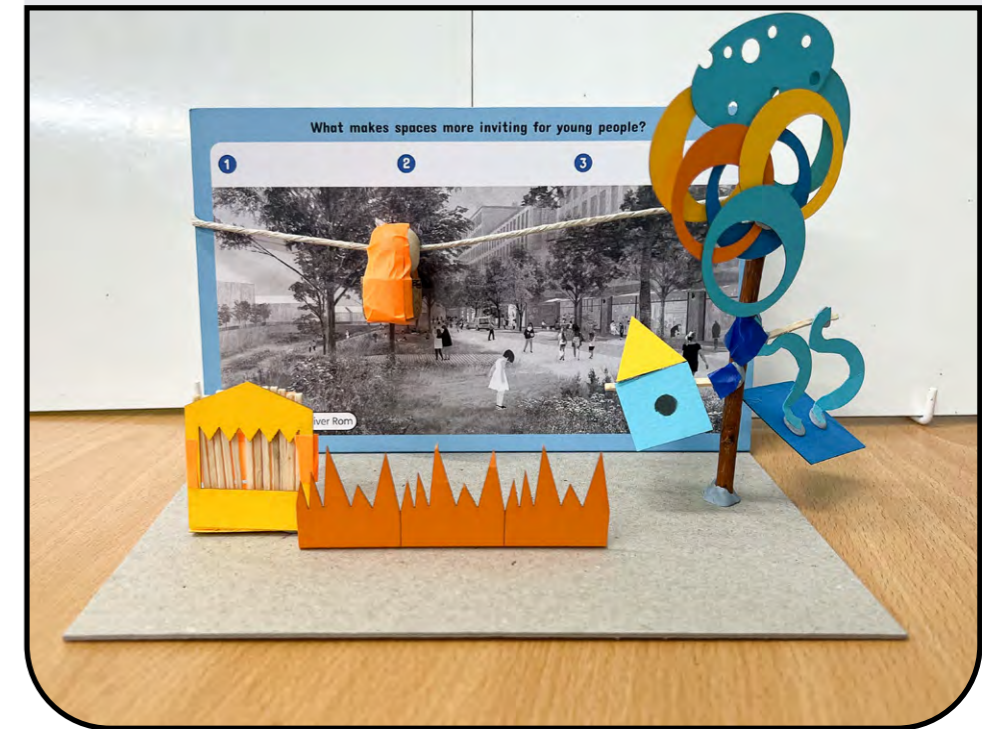
Safely crossing the ring road

Common themes:
Distinct colourful areas away from cars for people, cycling, dog walking, including playful elements such as hopscotch. Traffic management and crossing elements such as colourful crossings, overpasses and planter barriers. Decorative and safety lighting, street vending stalls were also mentioned.



Opening up the River Rom

Here the feedback focused more on trees, planting, natural habitats, and creating seating/picnic areas and sculptures next to the river. There were also suggestions to create more distinct playful elements integrated with nature (rope swings, climbing walls, play paths) as well as potential for skating infrastructure.



9.3 Feedback from young people

Model making key themes and elements



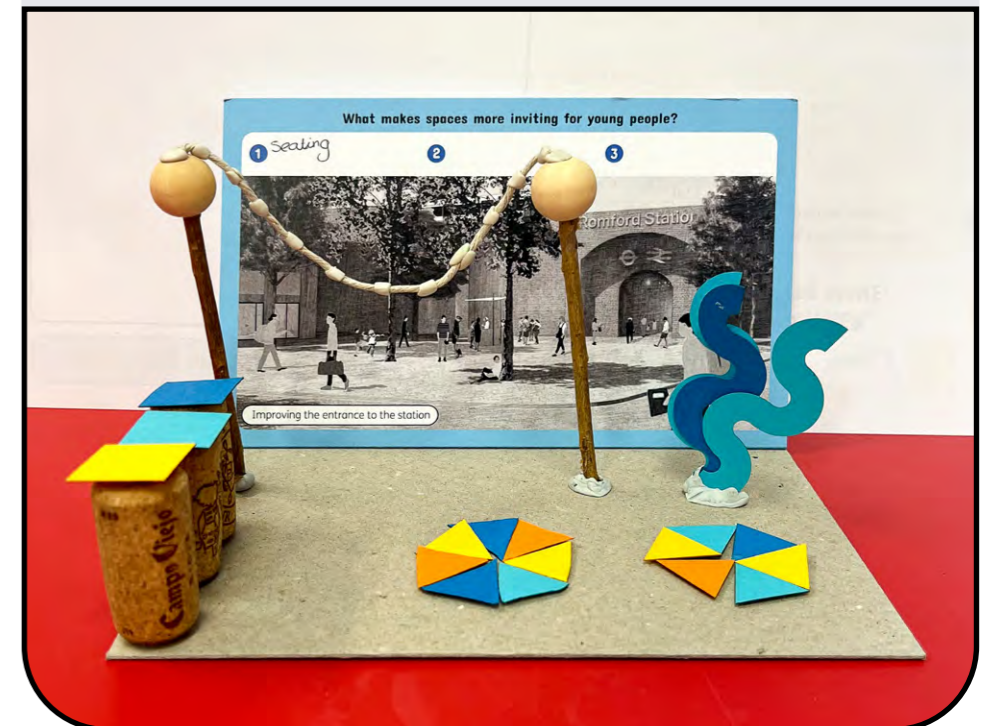
A vibrant Market Square

When thinking about the market there were suggestions for distinct play areas with elements such as climbing walls/frames, slides, swings etc and the potential to create swing seats. There were also suggestions for high impact landmarks such as colourful gateway signage, pergolas and performance space, and other kinds of decoration and public art such as interactive floor lighting, fountains, festoon lighting, colourful artwork. There were also suggestions for more planting trees and edible that could be sold on stalls.



Station entrance

Elements that made more of an arrival impact were suggested: gateway signage and lighting, information points, seating, water fountain (drinking + feature) play elements (climbing, slide swings). Space for animals/nature trees and planting were also suggested.



9.4 Feedback from the stakeholder workshop

Format

- Maccreanor Lavington gave a presentation of an overview of the draft Masterplan
- A question and answer session on the Masterplan content
- A workshop session to look at the 7 key moves in the Masterplan (see page x) and identify:
 - What ideas have the most impact
 - What concerns do people have
 - What is missing from the Masterplan



Ideas that have the most impact

The market

Focusing on the market as a starting point for improving the town centre was seen as having a large, and positive impact on Romford, the market is recognised as being the heart of Romford. It was acknowledged that consolidating the stalls and creating a more focused area for the market, hosting events and activities would bring new audiences and customers into the area.

Signage, planting, seating and making more of the marketplace as a destination was seen as important.

It was noted that the market days correlate with the busiest retail days and that the relationship between the market and supporting higher footfall would need to be considered throughout any construction works so that businesses and traders survive any disruption.

Opening up the River Rom

The River Rom was identified as an idea that would create a new and important piece of public realm within Romford with the potential for creating a space that facilitates space for outdoor eating and evening economy as well as new routes for walking, exercising and play.

Attendees raised questions about how delivering this project incrementally would work in reality and how quality would be ensured if it is done piece by piece.

Recharacterising the Ring Road

Breaking down the barrier that the ring road creates around the town centre was acknowledged as a way to improve access to the town but also create more interest and opportunity in the area by creating a green and enticing entry point to Romford.

9.4 Feedback from the stakeholder workshop

Concerns about the Masterplan

Clearer messaging on parking

Parking continues to be an area of concern for some. It was identified that the Masterplan needs to clarify that it is not taking a zero parking approach, but that the intention is to focus parking outside of the town centre and an additional accessible parking approach.

There was a request to identify an approach for pick up and drop off points for those with mobility needs.

A clearer approach to parking is connected to addressing concerns about congestion on the ring road for people who continue to arrive in Romford by car.

Limitations on heights

Recent precedents for taller buildings in the town centre led to requests for the Masterplan to suggest limitations on heights that are significantly lower than the precedent.

Fear of large scale buildings and over-development is a key concern for people including whether these developments would be appropriate for family homes.

The Council needs to rebuild trust that high quality architecture that enhances the existing character can be supported and delivered.

Funding to realise the ideas

There was an overarching concern (whilst the ideas were overall well received) that Havering's current financial position means there will be limited capacity to realise the plans. This was coupled with questions about how the Masterplan will successfully leverage private landowners to deliver on ideas for the public good.

Ideas missing from the Masterplan

Young people focused provision

Specifically setting out how the Masterplan will provide for children and young people; from play provision, leisure activities and educational facilities/ opportunities catering for young people was identified as something that needed a specific section.

Meanwhile opportunities and a clearer arts and culture strategy

Bringing buildings such as the Debenhams and Littlewoods sites back into use in the short term is an idea supported by many.

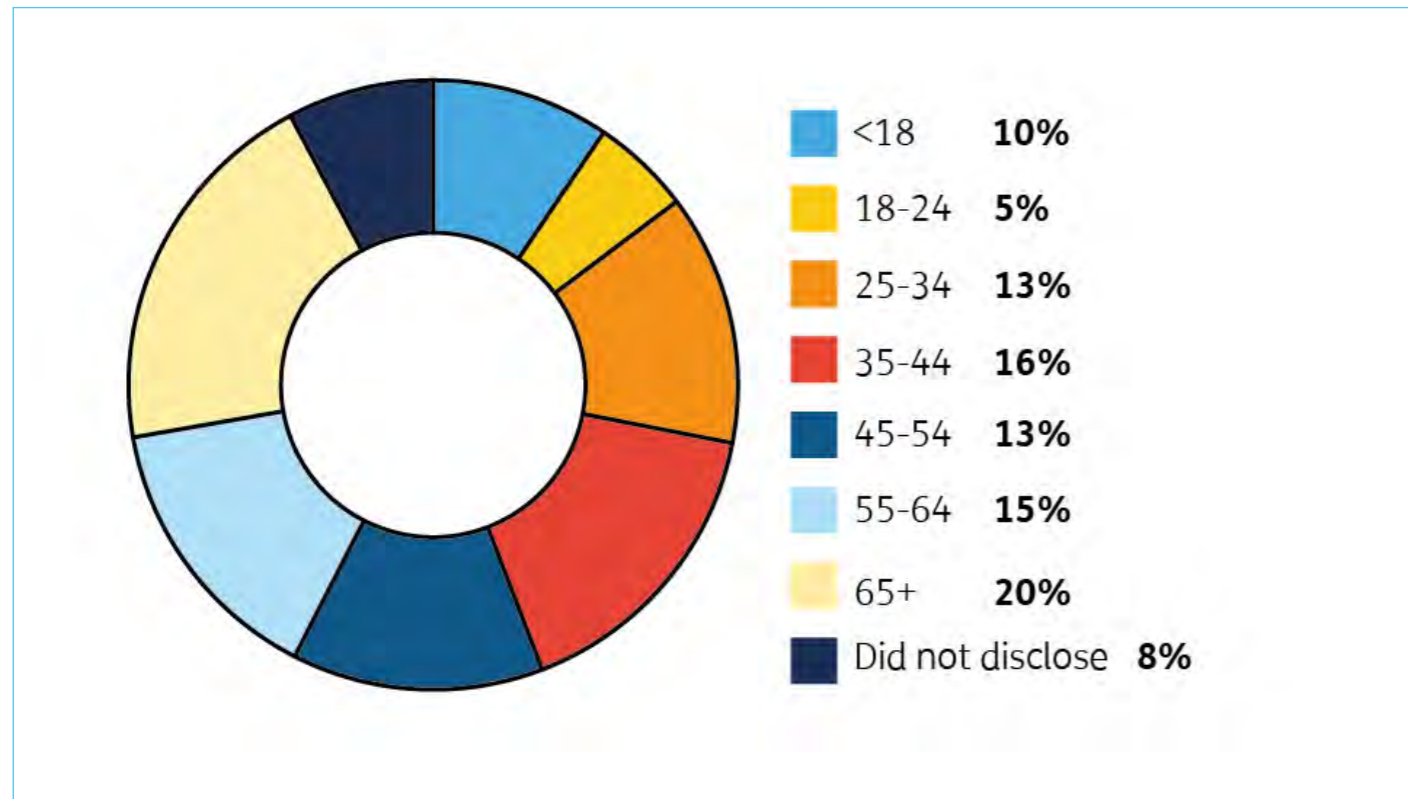
It was identified that as the Masterplan does not have a programme for delivery there needs to be a focus on immediate projects or ideas that can be delivered in the short term. This included requests for a meanwhile strategy, bringing forward arts and cultural programming that amplifies creativity in the area including initiatives that are already happening.

Lack of detail

More detail and information was requested on how the Masterplan will leverage high quality architecture, enhance the character of Romford and be respectful of its heritage. This included making specific reference to the conservation context.

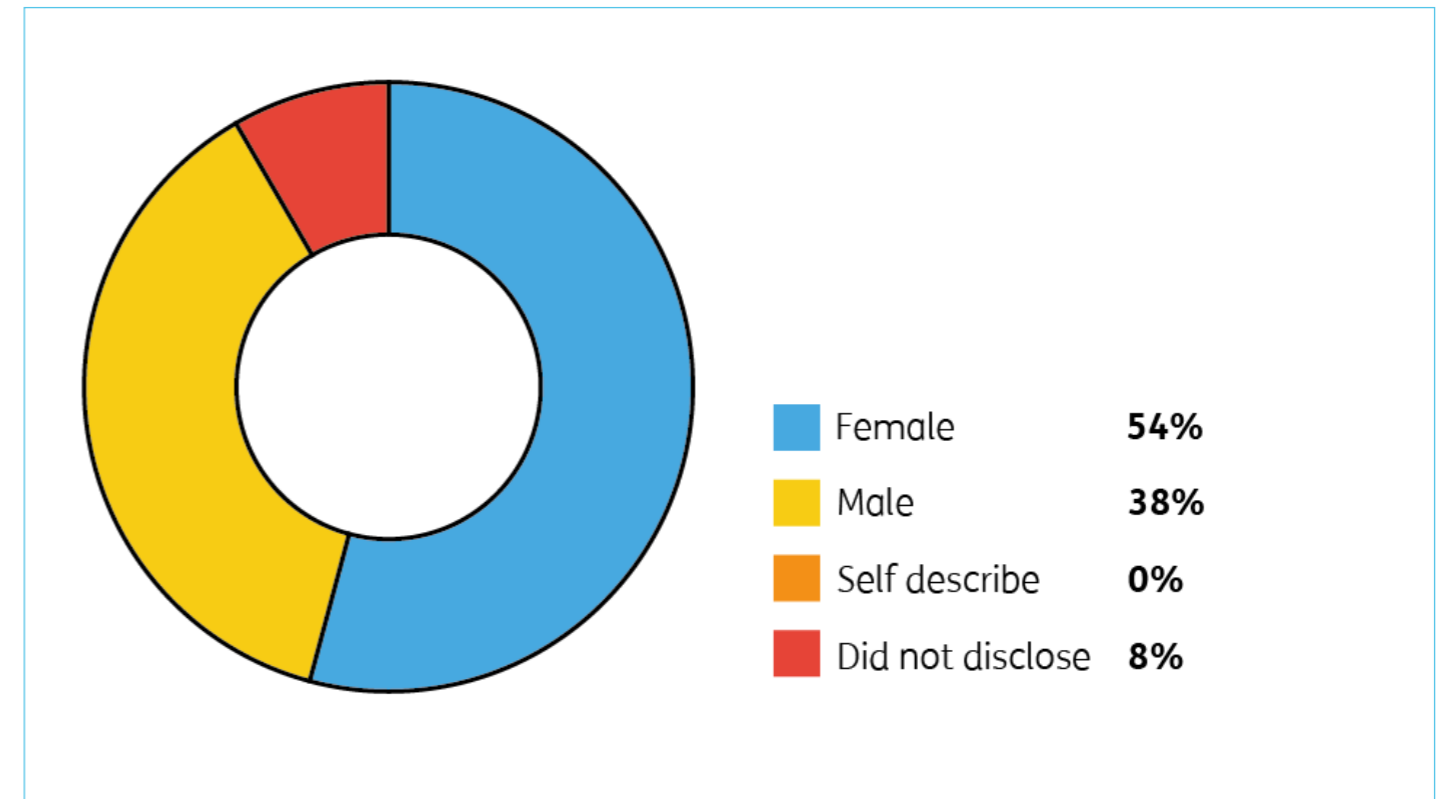


10.0 Demographics



Age

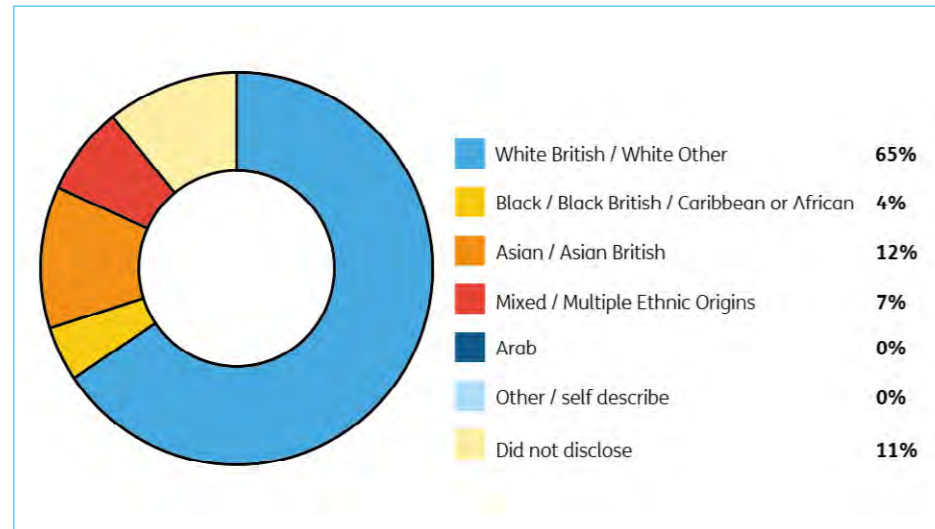
We received the highest number of feedback from people within the age group of 65+ with 20%, which is the 2nd largest age group in the Borough of Havering (17.2%) as per the 2021 census. The no. of feedback within the age brackets of 18 - 64 is representative of the borough's demographics, however the responses received from people under 18 is lower at 10%, compared to the borough's latest census data from 2021 which is 23%. These were mostly gathered from the young people workshops with the local schools which were detailed and facilitated more in depth feedback than our on-street events.



Gender

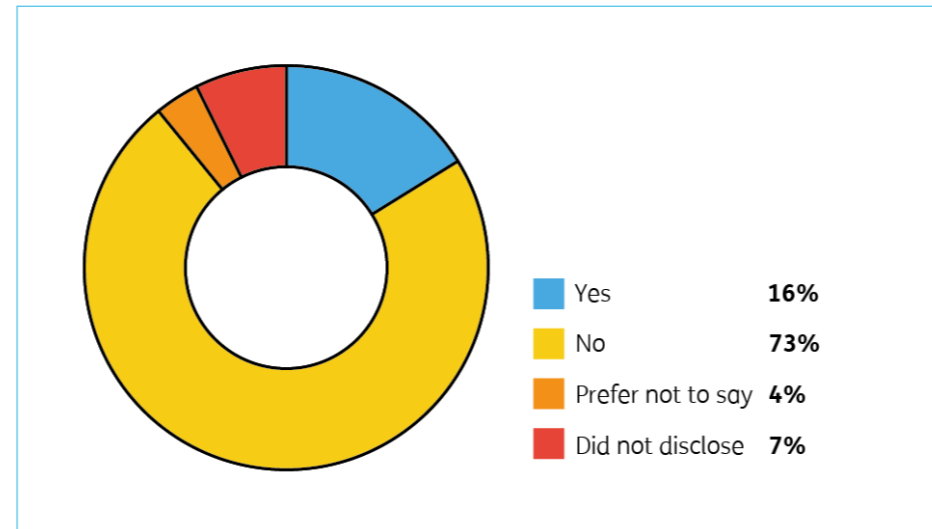
We received the highest number of feedback from Women (54%) which is slightly higher than the Borough of Havering's average which is 51%. Out of the responses collected, 8% of respondents did not share this information.

10.0 Demographics



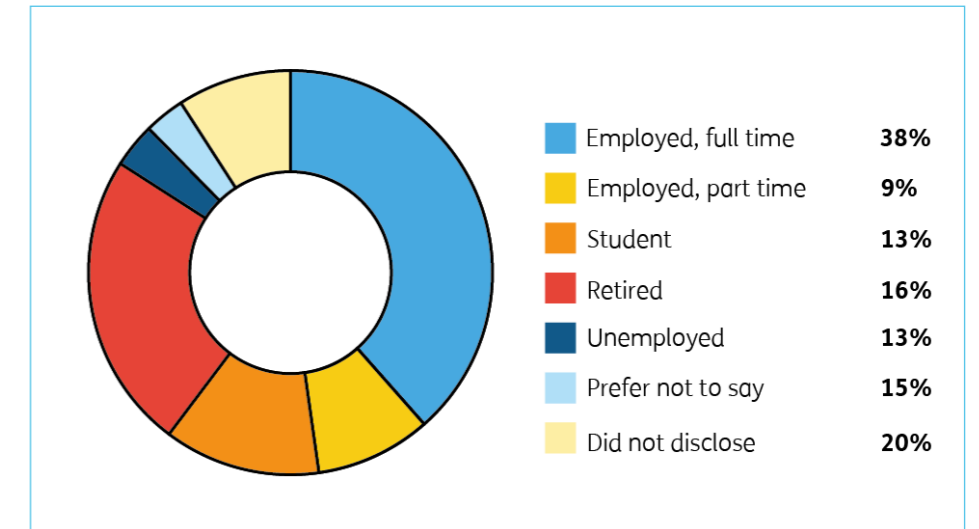
Ethnicity

We received the highest number of feedback from the White British /White Other group (66%), which is the biggest ethnicity group according to the latest census data for Havering at 75%. It is worth noting that Romford Town is one of the more diverse parts of the borough, hence the slightly lower reach for this ethnic group. We received good representation of the Asian / Asian British ethnicity and Mixed /Multiple Ethnic Origins groups, however slightly lower for the Black/Black British /Caribbean or African group by 3%. 10% of respondents did not share this information.



Disability

We received slightly higher no. of feedback from people with disability by 2% based on Havering’s latest census data 2021. This result is anticipated due to the effect of COVID-19 pandemic and the lockdowns. The result does not take into account the 7% of respondents who chose not to disclose this information.



Employment status

The two employment groups with the highest number of feedback are those who are employed full time (38%) and retired (24%), which are reflective of the main age groups captured.

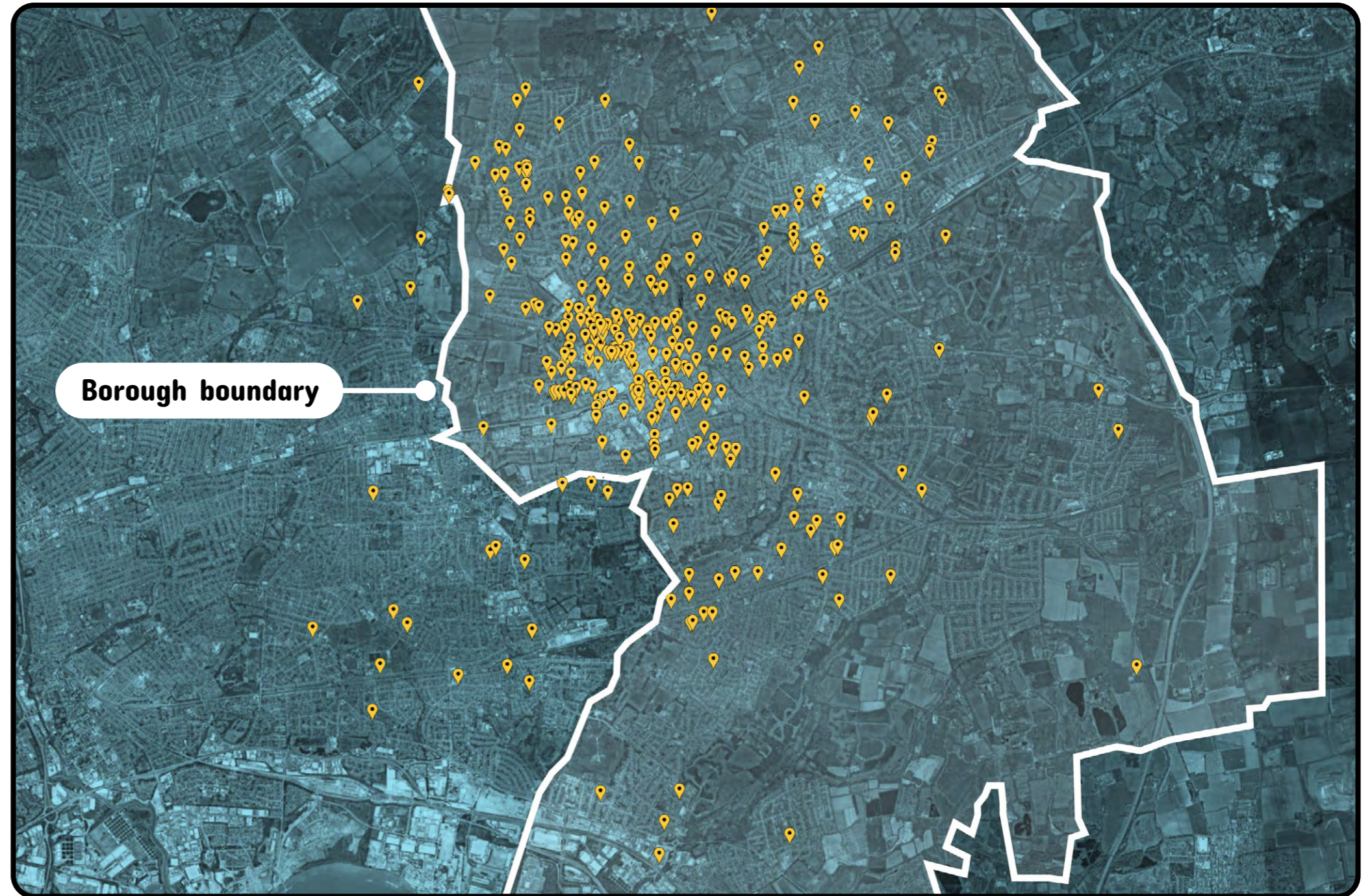
11.0 Geographic reach

Of the 665 people who gave us feedback 558 provided us with a valid postcode. We have mapped this data to understand our reach.

We can see that the majority of responses came from people living within 2 miles of the town centre and 97% of the respondents provided a London Borough of Havering postcode, whilst 3% of respondents live in London Borough of Tower Hamlets, Hackney, Barking & Dagenham and Essex County.

The top three postcodes that we received responses from were:

1. RM1 - Romford, Hornchurch (143)
2. RM7 - Romford, Dagenham (104)
3. RM2 - Romford, Hornchurch (65)



12.0 Conclusion





The overall sentiment about the Masterplan was positive with 73% of respondents saying that they either strongly agreed or somewhat agreed with the ideas in the Masterplan.

There was parity between feedback from all the activities:

- Online
- Pop ups
- Young people tag ons
- Stakeholderworkshops




From this we can conclude that the Masterplan is well supported but it also shows us the top priorities, concerns and areas where people perceive gaps in the Masterplan.

Ideas within the Masterplan with the most public support included:

-  Starting and focusing on the Market as a key transformation area for Romford
-  Opening up the Rom and creating a high quality, exciting piece of public realm
-  Creating improved public realm across the town centre so people want to spend time there and this will increase footfall for businesses
-  These were all identified within the context of needing to address existing challenges with antisocial behaviour

Aligning with 2019 Feedback

The key feedback from this engagement process aligns with the ideas that received most public support when the draft Masterplan was presented in 2019:




-  Improving the market
-  Opening up the River Rom
-  Overall public realm improvements

When we asked participants in 2019 if they supported the ideas within the Masterplan 92% said they either strongly or somewhat agreed. This positive sentiment has reduced although the feedback is still overall supportive of the Masterplan.





Through the engagement work we have understood this shift in sentiment as being connected to specific concerns relating to projects that have received planning approval or are currently moving through the planning system that people do not think offer the best impact for Romford.

12.0 Conclusion

Common concerns about the Masterplan included:

-  Clarifying the number of new homes proposed in the Masterplan and the associated infrastructure uplift that they would require
-  Limiting heights for new buildings and ensuring that they are responsive to the character and heritage context
-  The deliverability of the Masterplan in the context of Havering's financial situation

Ideas that were perceived to be missing from the Masterplan included:

-  A strong meanwhile strategy that sets out immediate opportunities for improvements
-  A clearer message on the approach to parking
-  Including approaches to accommodate and benefit young people
-  More detail on the balance of high quality and character enhancing architecture that is respectful of Romford's heritage

Next steps



Masterplan document is prepared

The Masterplan will be developed as planning guidance, which would help ensure that the ideas and priorities people have given us are followed through.



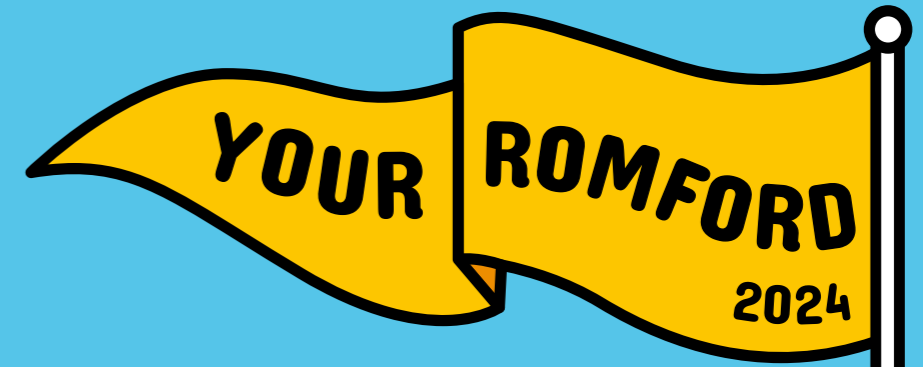
Statutory consultation on Masterplan

Once a Masterplan document has been prepared, there will be a further opportunity for people to feedback. Havering Council will then prepare a summary of these comments, and how they have responded.



Adoption of planning document

Havering Cabinet will make a decision to adopt the planning document meaning that it will become a piece of formal planning guidance.



This report was produced by make:good on behalf of London Borough of Havering

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