

Bridge Close Regeneration, Romford

Bridge Close Regeneration LLP

Statement of Community Involvement



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1.0 EXECUTIVE SUMMARY

Established in 2018 as a Joint Venture Limited Liability Partnership (LLP), Bridge Close Regeneration LLP aims to bring forward plans for the redevelopment of the site at Bridge Close (the site) in Romford, as part of a wider vision and high-profile growth agenda in the borough. Since March 2021, LB Havering has assumed full control of Bridge Close Regeneration LLP, hereafter referred to as 'the applicant'.

Cascade Communications Ltd (Cascade) were appointed in July 2018 to assist with consultation with stakeholders and the local community in relation to the detailed proposals for the site.

This Statement of Community Involvement (SCI) sets out a summary of the stakeholder engagement and community consultation undertaken by the applicant during the pre-application stage prior to the submission of this planning application.

The consultation process has reflected the applicant's commitment to transparency with the local community and stakeholders at every stage. This has enabled stakeholders and the community to engage with the proposals at the earliest possible opportunity and meet with senior members of the project team throughout the process.

The consultation process has provided an inclusive platform for discussion and debate, with over 30 hours of direct engagement with stakeholders, groups and residents.



Public consultation at the Havering Islamic Cultural Centre in May 2019

To date, the consultation for the proposed redevelopment of Bridge Close has included:

- Individual meetings with local groups and stakeholders;
- Nine rounds of public consultation events at different venues in Romford Town Centre;
- Approximately **2,073** residents and stakeholders were engaged during a four-stage consultation from September 2018 to October 2022;
- **27 hours** of community consultation events;
- **38,000** invitation letters to residential and commercial properties in the surrounding area, including over **50,000** emails to publicise the events;
- A dedicated project website;
- Over **116,224** residents viewing social media posts and **11,000** questions answered by respondents online; and
- Online and paper questionnaires to encourage responses.

As a result, the application has been informed by feedback from 506 questionnaire responses, 30 hours of public consultation carried out over six separate public consultation events, meetings with community groups, councillors and other stakeholders between 2018 and the point of submission.

The applicant has sought to directly respond to community feedback throughout the process, resulting in a number of changes being made prior to submission of this planning application.

2.0 BACKGROUND

2.1 Site background

The site is located at the junction of Waterloo Road and Oldchurch Road in Romford. The site is bordered by residential properties on Waterloo Road and Oldchurch Road.

Site: Bridge Close

Location: Romford, RM7

Applicant: Bridge Close Regeneration LLP

Proposal: A mixed-use development of 1,070 residential units, a new primary school, health hub and community centre, together with commercial uses.

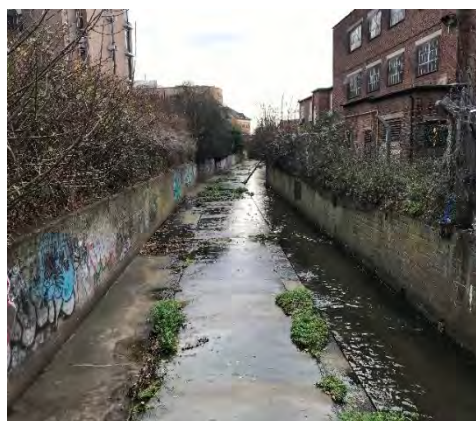


The site is allocated as a key site for residential and mixed-use development in the Romford Area Action Plan (2008).

The plans seek to bring forward homes alongside commercial and community space and a new bridge to allow quick access to Romford station.

Havering Local Plan 2016 – 2031 (2021)

The Local Plan was adopted in November 2021 and provides a framework to guide new development in the Borough until 2031. The Local Plan replaces the Core Strategy and Development Control Policies (2008), Site Specific Allocation DPD (2008) and Romford Area Action Plan (2008). T



Photos of the Bridge Close and the River Rom (2019)

2.2 Relevant policy

In preparing our consultation strategy, we considered the relevant provisions of the Localism Act 2011, the National Planning Policy Framework (NPPF), the London Plan (March 2021) and LB Havering's own Statement of Community Involvement (SCI) which was adopted in 2015.

The NPPF set out the Government's planning policies for England and how these are expected to be applied. It also provides a framework within which local people and their accountable councils can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities.

The purpose of the planning system is to contribute to the achievement of sustainable development. The NPPF and related documents encourage organisations making development proposals to engage local communities from an early stage.

In particular, paragraphs 39 and 41 express this desire:

(39) Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.

(41) The more issues that can be resolved at pre-application stage, including the need to deliver improvements in infrastructure and affordable housing, the greater the benefits. For their role in the planning system to be effective and positive, statutory planning consultees will need to take the same early, pro-active approach, and provide advice in a timely manner throughout the development process. This assists local planning authorities in issuing timely decisions, helping to ensure that applicants do not experience unnecessary delays and costs.

The London Plan 2021 is a spatial development strategy for Greater London, which sets out an integrated economic, environmental, transport and social framework for the development in the Capital from 2019 - 2041. The London Plan is legally part of each Local Planning Authorities' Development Plan and, therefore, is considered when planning decisions are taken in any part of Greater London.

The London Plan references community engagement and consultation in Chapter One 'Planning London's Future – Good Growth', notably at 1.1.5 and under GG1 'Building strong and inclusive communities':

1.1.5 Early engagement with local people leads to better planning proposals, with Neighbourhood Plans providing a particularly good opportunity for communities to shape growth in their areas. Taking advantage of the knowledge and experience of local people will help to shape London's growth, creating a thriving city that works better for all Londoners.

GG1 Building strong and inclusive communities

Good growth is inclusive growth. To build on the city's tradition of openness, diversity and equality, and help deliver strong and inclusive communities, those involved in planning and development must:

A encourage early and inclusive engagement with stakeholders, including local communities, in the development of proposals, policies and area-based strategies

LB Havering's SCI refers to pre-application consultation by developers in Section 4.2:

4.2.1 *In line with the National Planning Policy Framework 2012 and National Planning Practice Guidance 2014 the Council strongly encourages prospective applicants to engage and consult with neighbours and other stakeholders who might be affected by their proposal, prior to submitting the application to the Council.*

4.2.2 *Involvement of stakeholders and the wider Havering community at the pre-application stage can help early identification of potential issues, ease the subsequent planning process and lead to an improved development.*

4.2.4 *The Council does not set prescribed standards for pre-application consultation. The applicant should be able to justify that the methods used are reasonable in relation to the scale and potential impacts of the development and that the consultation reaches those who will be affected by the proposal.*

4.2.5 *Where pre-application consultation is carried out, applicants should prepare a report summarising the type of consultation carried out, the key issues raised and how the scheme has been amended (if at all) to addresses these issues. This should be submitted as part of the planning application.*

3.0 STAKEHOLDERS AND CONSULTEEES

3.1 Stakeholders

Political stakeholders

- Ward members for Romford Town, LB Havering
- Neighbouring ward members for Brooklands, Pettits, Hylands and Squirrels Heath – all LB Havering
- Senior councillors, including:
 - Leader of the Council
 - Deputy Leader of the Council
 - Cabinet Member for Housing
 - Cabinet Member for Finance and Property
 - Cabinet Member for Environment
 - Cabinet Member for Education, Children and Families
 - Cabinet Member for Health and Adult Care Services
 - Cabinet Member for Public Protection and Safety
- Members of the Strategic Planning Committee, LB Havering
- MP for Romford

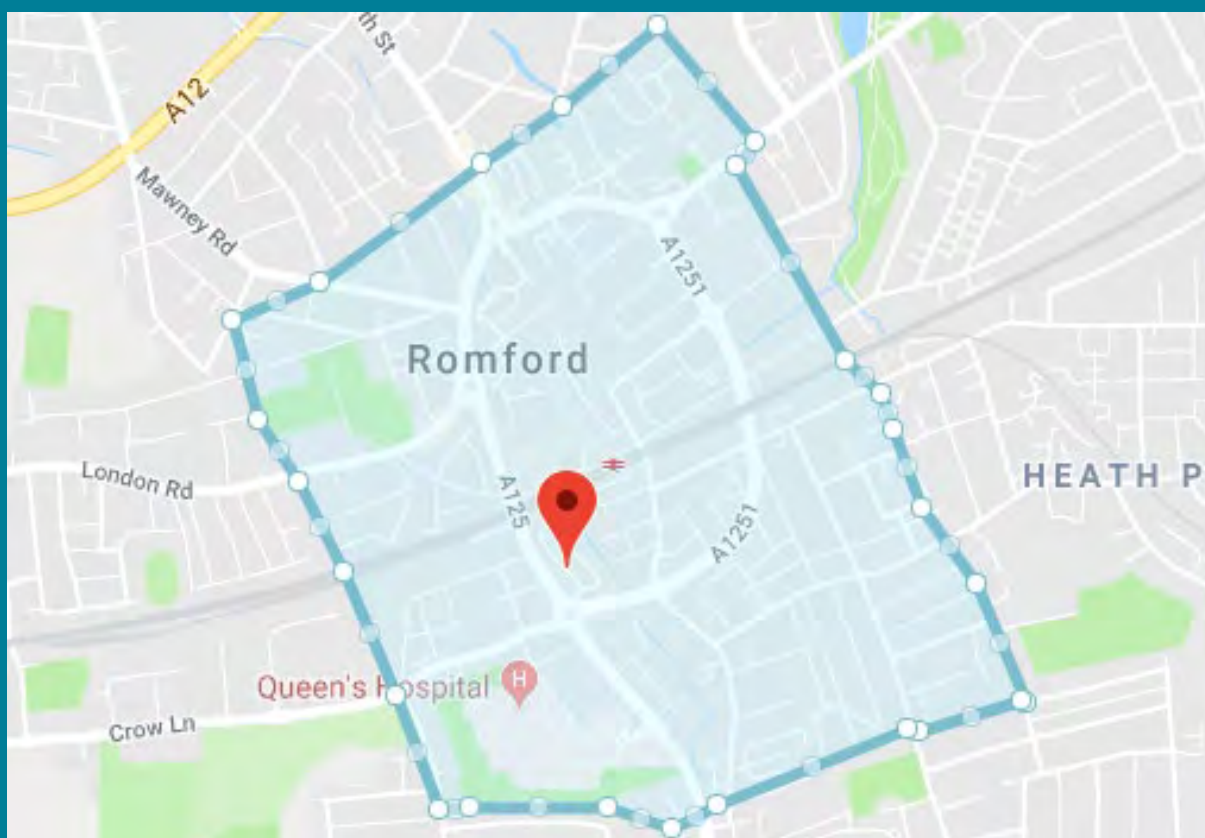
Community stakeholders

- Havering Islamic Cultural Centre
- Bridge Close Business Alliance
- Havering Museum
- Havering Chamber of Commerce
- Havering Arts Council
- BHR Hospitals – Queen's Romford
- Queen's Theatre
- Onsite Youth Zones
- St Francis Hospice
- Elim Church
- St Edward the Confessor Church
- Havering Public Health
- Havering Association for People with Disabilities
- Havering Positive Future
- Brookside Theatre
- Havering MIND
- Concordia Academy
- Liberty Shopping Centre
- The Mercury Shopping Centre
- The Brewery Shopping Centre



Public consultation at the Mercury Shopping Centre in November 2018

Consultation area



This map illustrates the distribution area for community letters and correspondence regarding the proposals. This includes approximately 8,348 residential and business addresses.

Please see Appendix 1 for a larger version of the distribution area.

4.0 METHODOLOGY

Cascade's consultation methodology followed best practice within the industry and ensured the consultation was informative and that attendees were able to feed back at appropriate stages. The consultation sought to:

1. Inform residents about the emerging plans for the site and gather feedback;
2. Speak to local stakeholders and residents in advance of submitting an application to understand what the issues were likely to be and identify their concerns, thereby allowing for amendments to be made to the scheme prior to the design being finalised; and
3. Identify residents' aspiration and views on the benefits of the proposals.

Accessibility and inclusion

As part of the consultation and community engagement for the project and prior to commencing any engagement, our team conducted a comprehensive research phase including a stakeholder audit to ensure all potential stakeholders are captured including political, amenity society, third sector organisations, businesses, and community / residents' groups.

The purpose of the above activity was to ensure all stakeholders were involved in the process and could easily access the consultation process. A comprehensive stakeholder audit enabled the team to connect with as wide a range of stakeholders as possible and particularly people with protected characteristics (Equality Act 2010). This includes groups of people who are often not heard (such as young people, BAME communities or people with disabilities), people who may be missed by traditional engagement methods and people who need support in order to participate.

The consultation process and methodology included:

- **Translations:** Language and braille translations of the consultation newsletters were offered to residents and members of the public.
- **Voice recording:** A voice recording was produced and issued to community and local groups in addition to the consultation invitation.
- **Social media advertisements:** These were run in the days leading up to the consultation events, targeted at both a wide range of audiences and groups which fall under protected characteristics categories.
- **Newsletters:** Over 8,000 physical newsletters issued to households and businesses in Romford.
- **Questionnaires:** Feedback forms were provided at the in-person events and online on the website to enable residents share their thoughts on the proposals.
- **Consultation events:** Both in-person and online events were organised to give people flexibility and provide residents the opportunity to be involved in the consultation process, view the plans in details and speak directly with members of the project team.
- **Email notifications to groups and stakeholders:** Notifications were issued to identified local stakeholders and groups encouraging them to participate in the consultation process.

Stakeholder engagement

We have set out below stakeholder groups contacted to participate in the consultation and community engagement for the Bridge Close Regeneration project. As advised by the EQIA advisor, we made direct contact with groups with protected characteristics – those groups are included in the list below. Whilst we did not receive direct responses from these groups, it is anticipated that members would have visited the project website and viewed the project information.

Age – Young people

Crowlands Primary School
 Hylands Primary School
 St Mary's Catholic Primary School
 Concordia Academy
 Rush Green Primary School
 Warren Junior School
 Harrow Lodge Primary School
 Gidea Park Primary School
 Furze Infant School
 Robert Clack Primary School
 William Bellamy Primary School
 Grafton Primary School
 Squirrels Heath Primary School
 St Edward's Church of England Primary School
 Parklands Primary School
 Towers Junior School
 St Peter's Catholic Primary School
 Positive Parents Havering
 First Step
 Wize Up

Age – Older people

Havering Over 50s Forum
 Havering Alzheimers Group
 Age UK East London
 Beech Court Care Home
 Di's Diamonds
 Tapestry (Dementia)

Groups associated with gender / gender reassignment / Trans groups

Havering LGBT and Youth Forum
 Havering LGBT and Forum 50+ Club

Pregnancy affiliated groups

Butterflies Support Group
Home-Start Havering

People with young children

Over The Rainbow Day Nursery
The Learning Tree Nursery
Fledgelings Day Nursery
Montessori Minds
Great Child Nursery & Pre-school
Little Robins Montessori Nursery & Pre-school
Cotton Buddies Day Nursery
Little Explorers Day Nursery
Playdays Pre-school
Phoenix Pre-school
Romford United Reformed Church Playgroup
Fledgelings Day Nursery

Groups associated with people with disability – Visually impaired

Sight Action (Havering)
Partially Sighted Society Havering
The Partially Sighted Club - Havering Branch

Groups associated with people with disability – Hearing impaired

Hard of Hearing Group

Groups associated with people with disability – Cognitive

Havering Carers Hub
Romford Autistic Group Support (RAGS)
Havering Mind
Havering Alzheimers Society

Groups associated with people with disability – Ambulant impaired

YMCA Romford

Groups associated with minority ethnic groups and language

Asian Woman's Association of Havering
Havering Islamic Cultural Centre
Havering BME Forum
Havering Asian Social and Welfare Association
Polish Community Havering

Groups associated with sexual orientation

Rainbow Boroughs Project - East Area Borough Command Unit (Barking and Dagenham, Havering and Redbridge)

Diabetes UK Havering support group
Samaritans of Havering
Havering Volunteer Centre

Wider reaching groups

Islamic Cultural Centre
The Retailery
Brookside Theatre
Liberty Shopping Centre
Havering Museum
Chamber of Commerce
The Brewery Shopping Centre
Havering Arts Council
BHR Hospitals – Queen's Romford
Queens Theatre
Bridge Close Business Alliance
Partnered with LB Havering
The Mercury Shopping Centre
Liberty Shopping Centre
Ellandi (Mercury Mall)
Onsite Youth Zones
Mercury Shopping Centre
MIND
St Francis Hospice
Elim Church
St Edward the Confessor Church
Business Education Partnership
WDP Havering Public Health
Havering Association for people with disabilities
Havering Positive Future
Brookside Theatre
Chamber of Commerce

4.1 Consultation overview

The following diagram sets out the community engagement included as part of the pre-application consultation, with a detailed overview of those events included later in this report.



First stage of consultation - September 2018

- 208 attendees
- 45 feedback forms received



Second stage of consultation - November 2018

- 300 attendees
- 50 feedback forms received



Third stage of consultation - May 2019

- 391 attendees
- 379 feedback forms received



Fourth stage of consultation - September 2019

- 746 attendees
- 32 feedback forms received



Fifth stage of consultation - October 2022

- 427 attendees
- 21 feedback forms received

First public consultation – September 2018

The first public consultation on the emerging proposals was held on Saturday 29th September 2018, from 10am to 4pm at the Brewery Shopping Centre, Romford. The exhibition set out a broad vision for the site and provided an opportunity for residents to contribute their views and ideas. Approximately 208 residents and stakeholders attended on the day, and general feedback from the exhibition was positive, and detailed in Section 4.2 of this report.

Attendees included representatives of the following groups:

- Bridge Close Business Alliance
- Havering Islamic Cultural Centre

Key themes of discussion at the event and community feedback included:

- Support for school and healthcare facility
- Support for the regeneration of the site
- Support for improved permeability of the site and opportunity to open the river frontage
- Support for the delivery of new homes in Romford
- Queries around the future of the Havering Islamic Cultural Centre and desire for a prayer and community centre to be provided
- Concerns around parking and increased traffic
- Concerns regarding the loss of business space and from current residents currently
- Concerns over the potential density/overdevelopment of the site

An invitation newsletter was sent to all households and businesses in Romford Town ward, approximately 8,000 properties. The invitation also included the website where the exhibition boards are easily accessible. The space in the shopping centre worked well, with a good amount of footfall.

Information boards (see Appendix 2) were displayed inside the atrium, between Sainsbury's and Nuffield Gym. This location was next to the entrance and exit to the shopping centre, providing good footfall and the opportunity to have brief chats with residents passing through who may not have gone out of their way to attend.

Copies of the questionnaire and Freepost envelopes were available. Key members of the development team were on hand to answer any questions and brief attendees on the initial proposals and overall vision of the project. A flyer advertising the details of event and contact details for the was distributed on the day of the consultation (see Appendix 3).



First public consultation at the Brewery Shopping Centre in September 2018

Consultation questionnaire – September 2018

The consultation questionnaire (see Appendix 4) was designed to gain initial feedback from neighbours. Guided by conversations with the project team, attendees were asked to fill out the form and provide feedback on three key areas:

1. What works well and what could be improved in Romford town centre?
2. Aspirations for what could be delivered on the site. For example, new jobs, connections, cafes and restaurants, cultural facilities, community facilities (e.g. health and education)
3. The principle of redeveloping the site

Attendees were encouraged to complete the questionnaire on the day, however Freepost envelopes were also provided for residents to return the questionnaire by post. An electronic version of the questionnaire was also available on the website from Monday 1st October 2018.

A total of 45 feedback forms were received during the first stage of consultation. A summary of the feedback received via the questionnaire can be found in Section 4.2 of this report.

Second public consultation – November 2018

A second public consultation was held in November 2018 to display the updated proposals and how they had evolved in response to consultation.

The consultation took place on:

- Saturday 17th November from 10am to 4pm at the Mercury Shopping Centre
- Tuesday 20th November from 4pm to 7pm, at the Elim Christian Centre

Around 300 residents attended the public consultation events, including representatives from the following groups:

- Bridge Close Business Alliance
- Havering Islamic Cultural Centre
- Elim Christian Centre
- Romway Action Group
- Romford Business Improvement District

An invitation newsletter was sent to approximately 8,000 residential and commercial properties in the surrounding area. The invitation included website details where the exhibition boards are easily accessible.

Following the initial round of consultation in September 2018, residents and businesses had a further opportunity to share their views on plans to transform Bridge Close. The second public exhibition showed how the plans are responding to local aspirations and ambitions, as well as the feedback raised so far.

General feedback from the exhibition was positive with 74% supporting the emerging plans for the site.

Key themes of discussion at the event and community feedback included:

- Support for school and healthcare facility
- Support for the regeneration of the site, including comments related to the current appearance
- Support for improved permeability of the site and opportunity to open the River Rom frontage
- Support for the delivery of new homes in Romford
- Questions around parking and increased traffic
- Questions regarding the potential loss of business space and residential properties
- Comments regarding the potential density/overdevelopment of the site and the over development of wider Romford

The space in the shopping centre worked well, with a significant amount of footfall and the church hall allowed closer neighbours to attend. Nine pull-up banners were used to introduce the team, the site, the emerging masterplan and the next steps.

Information on the developing proposals for the redevelopment of the site was displayed on boards (see Appendix 5).

In order to maximise footfall and attendance, the event was clearly signposted using A-frames and directional signs. A flyer was available for people to take away (see Appendix 6) and 250 were handed out across the two days.

Copies of the questionnaire and Freepost envelopes were also available. Key members of the development team were on hand to answer any questions and brief attendees on the proposals.



Public consultation at the Elim Christian Centre in November 2018

Consultation questionnaire – November 2018

The second consultation questionnaire (see Appendix 7) was constructed to gather feedback and give the project team an understanding of respondents' views on the developing proposals for the site. The questionnaire included open-ended questions so that respondents did not feel restricted when providing their feedback.

Freepost envelopes were provided for residents to return the questionnaire by post. An electronic version of the questionnaire was also available on the Bridge Close website. A summary of the feedback received via the questionnaire can be found in Section 4.2 of this report.

275 residents attended on the first day and 25 attended on the second day. Overall, 50 feedback forms were received.

Third public consultation – May 2019

A third public consultation was held in May 2019 to display the updated proposals and how they had evolved in response to consultation.

The consultation took place on:

- Saturday 11th May from 10am to 4pm at the Brewery Shopping Centre
- Tuesday 14th May from 4pm to 7pm at the Havering Islamic Cultural Centre

151 residents attended on the first day and 240 attended on the second day, including representatives from the following groups:

- Bridge Close Business Alliance
- Havering Islamic Cultural Centre
- Teacher from a local school
- Havering Chamber of Commerce
- Time South Street Baby & Toddler Group
- Romford Labour Group
- Hornchurch Residents Association
- Romford Scouts
- Havering Community Learning Association
- Wellgate Community Farm
- Elim Christian Centre

An invitation newsletter was sent to approximately 8,000 residential and commercial properties in the surrounding area. The invitation included website details where the exhibition boards are easily accessible.

Following two previous rounds of consultation, Romford residents were invited to view the plans for the regeneration of Bridge Close Industrial Estate. This provided an opportunity to share the current plans and demonstrate how they have developed based on local aspirations and feedback received at the previous consultation events.

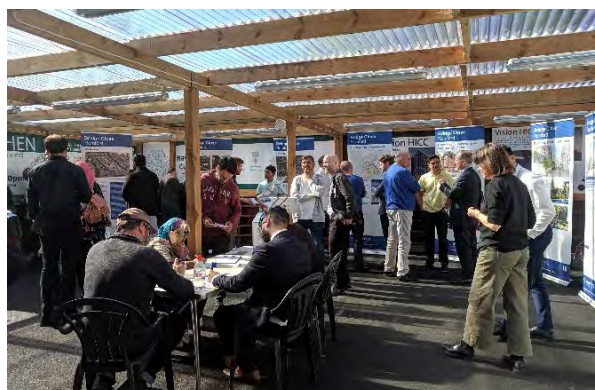
Key themes of discussion at the event and community feedback included:

- Significant support for the provision of a new community centre
- Support for school and healthcare facility
- Support for the regeneration of the site
- Support for improved permeability of the site and opportunity to open the River Rom frontage
- Support for the delivery of new homes in Romford
- Questions around parking and a potential increase in traffic
- Questions regarding the loss of business space and from current residents currently

- Comments regarding the potential density/overdevelopment of the site and the development of the wider area
- Questions surrounding sustainability and considerations for the environment

The locations for the exhibitions worked well, particularly at the Havering Cultural Islamic Centre as it is located on the Bridge Close site, therefore enabling us to directly engage with a key group of stakeholders. There were ten pull up banners on display (see Appendix 8), detailing the progression of the plans. An information flyer was also available for attendees.

A flyer was also available for attendees to take away (see Appendix 9).



Public consultation at the Havering Islamic Cultural Centre in May 2019

Consultation questionnaire – May 2019

The third consultation questionnaire (see Appendix 10) was constructed to gather feedback and give the project team an understanding of respondents' views on the developing proposals for the site. The questionnaire included open ended questions about specific improvements that could be made to moving forward. It was additionally useful to make comparisons and identify how aspirations of residents who live on the site differ to residents who do not.

The project team was joined on the day by Built-ID, who encouraged residents to submit feedback via their online platform and interactive tablet.

Written feedback forms were also handed out to attendees, along with Freepost envelopes which were provided for attendees who wished to complete the forms at home and return them. A total of 300 feedback forms were completed or taken away over the two dates.



Public consultation at the Brewery Shopping Centre in May 2019

Fourth public consultation – September 2019

A fourth public consultation was held in September to display the updated proposals and how they had developed over the course of three previous stages of consultation.

The consultation took place on:

- Saturday 14th September 2019 from 10am to 4pm at the Brewery Shopping Centre

746 residents either interacted with the project team or looked at the exhibition boards. Attendees included representatives from the following groups:

- Bridge Close Business Alliance
- Havering Islamic Cultural Centre
- Elim Christian Centre
- Local business owners

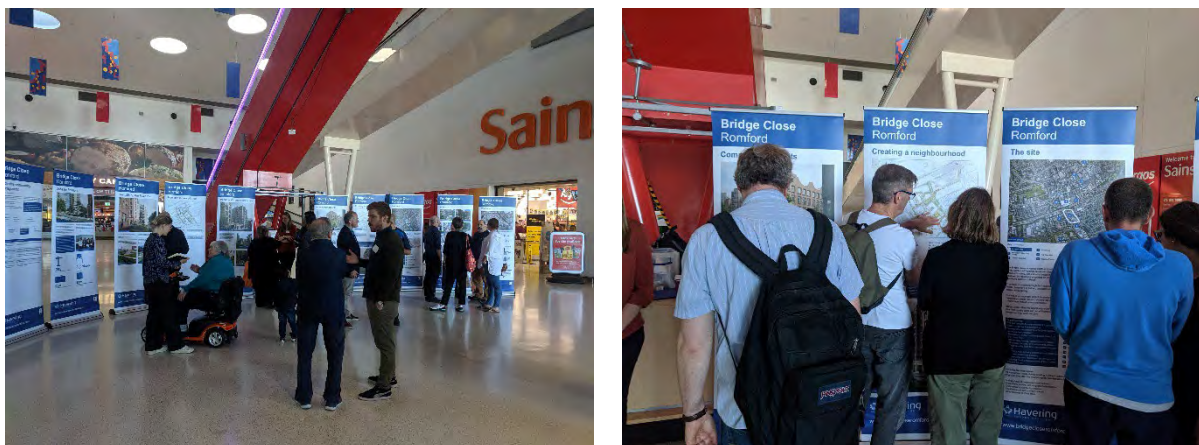
An invitation newsletter was sent to approximately 8,000 residential and commercial properties in the surrounding area. The invitation included website details where the exhibition boards are easily accessible.

Following three previous rounds of consultation, Romford residents were invited to view the plans for the regeneration of Bridge Close Industrial Estate. This provided an opportunity to share the current plans and demonstrate how they have developed based on local aspirations and feedback received at the previous consultation events.

Key themes of discussion at the event and community feedback included:

- Support for the regeneration of the site
- Support for the provision of new schools and health facilities in Romford
- Support for the delivery of new homes in Romford
- A few questions asking whether the new homes were available for sale
- Questions regarding the loss of business space
- Questions surrounding parking and transport around the site

The space in the shopping centre worked well, owing to the significant amount of footfall, and generated significant engagement. There were ten pull up banners on display (see Appendix 11), detailing the progression of the plans.



Public consultation at the Brewery Shopping Centre in September 2019

Consultation questionnaire – September 2019

The fourth consultation questionnaire (see Appendix 12) was constructed to gather feedback and give the project team an understanding of respondents' views on the developing proposals for the site. The questionnaire included open-ended questions so that respondents did not feel restricted when providing their feedback.

Freepost envelopes were provided for residents to return the questionnaire by post. An electronic version of the questionnaire was also available on the Bridge Close website. A summary of the feedback received via the questionnaire can be found in Section 4.2 of this report.

Fifth public consultation – October 2022

A fifth public consultation was held in October 2022 to provide an update on the proposals ahead of a planning application submission.

The consultation took place on:

- Wednesday 26 October 2022 from 11am to 2pm at the Brewery Shopping Centre
- Thursday 27 October 2022 from 6pm to 7pm (Online webinar)
- Saturday 29 October 2022 from 12pm to 3pm at the Brewery Shopping Centre

427 residents either interacted with the project team or looked at the exhibition boards. Attendees included representatives from the following groups:

- Havering Islamic Cultural Centre
- Local business owners
- Councillors
- Neighbours and visitors to the Brewery Shopping Centre

An invitation newsletter was sent to approximately 8,000 residential and commercial properties in the surrounding area. The invitation included website details where the exhibition boards are easily accessible.

Following an extensive and wide-ranging process of public consultation over the last four years, residents were invited to view the plans for the regeneration of Bridge Close Industrial Estate ahead of the planning application submission.

Key themes of discussion at the event and community feedback included:

- Support for the regeneration of the site.
- Support for the provision of new schools and health facilities in Romford.
- Positive comments about the look and feel of the architecture and place.
- Questions relating to timescales and availability of the new homes.
- Questions about the re-provision of HICC and a lack of clarity on the plans for the centre.
- Support for the delivery of new homes in Romford.
- Support for improved permeability of the site and opening the River Rom frontage.
- Support for the creation of new jobs.
- Questions relating to the phasing of the development and overall development programme

As with previous consultation events held in the Brewery Shopping Centre, the space in the shopping centre encouraged a significant amount of footfall and generated significant engagement. There were eleven pull up banners on display (see Appendix 13), detailing the progression of the plans.

Consultation questionnaire – October 2022

The fifth consultation questionnaire (see Appendix 14) was constructed to gather feedback and give the project team an understanding of respondents' views on the proposals for the site. The questionnaire included open-ended questions so that respondents did not feel restricted when providing their feedback.

Freepost envelopes were provided for residents to return the questionnaire by post. An electronic version of the questionnaire was also available on the Bridge Close website. A summary of the feedback received via the questionnaire can be found in Section 4.2 of this report.

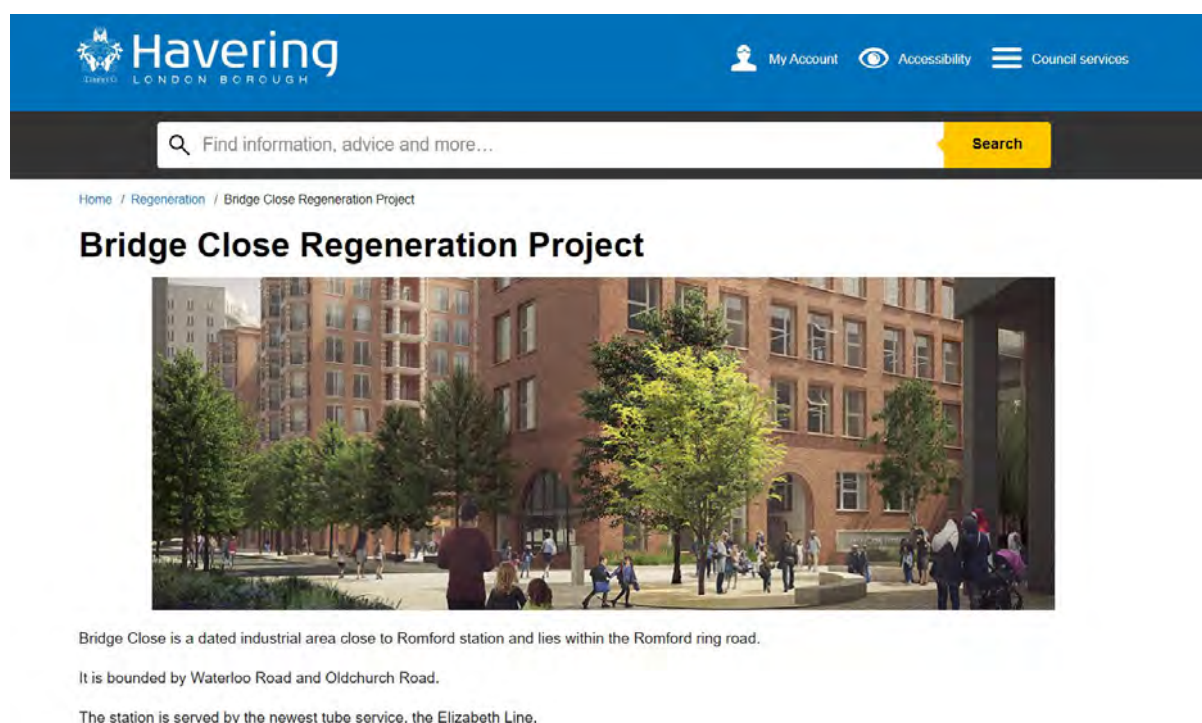
Bridge Close website

A dedicated project website was created and contained background information on the proposals, the public consultation events and an option for visitors to view copies of the exhibition panels. The website also included the contact details for residents to contact the project team and sign-up form for visitors to subscribe to updates.

The website was listed on all materials throughout the consultation, including the consultation boards, feedback forms, invitations and flyers.

Throughout the four stages of consultation, the website was updated to include all information displayed at the events to provide residents with a further opportunity to view the information panels, as well as to provide their feedback via an online version of the questionnaire.

The website will continue to be updated as the planning application progresses.



*Screenshot of the homepage for the Bridge Close website
<https://www.havering.gov.uk/bridgeclose>*

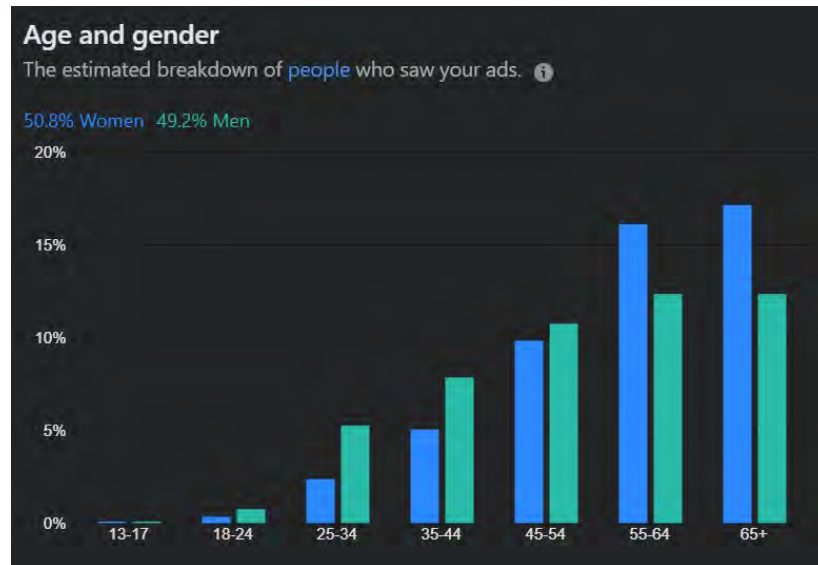
Social media

To encourage wider participation in the consultation events, social media adverts were run on Facebook and Instagram in the week leading up to the consultation events. The purpose of the adverts were to encourage participation in the upcoming consultation events, by directing residents to the consultation website to register for and attend the events.

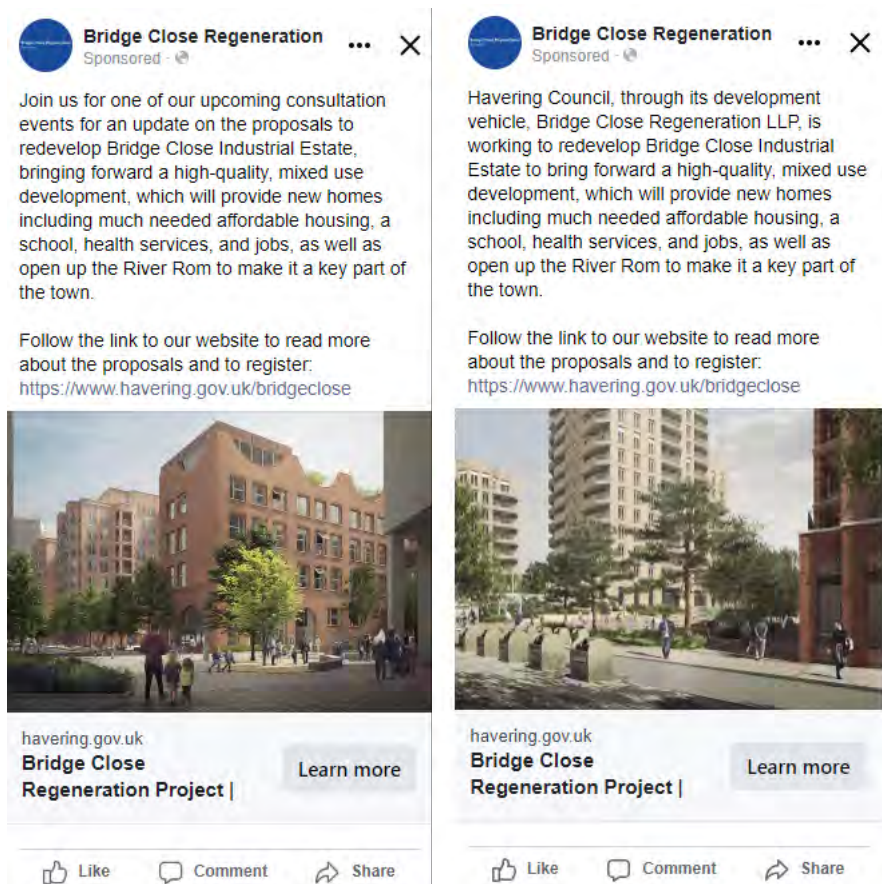
Headline statistics include:

- 20,224 people reached via the social media adverts.
- 1,322 actions in relation to adverts including likes, shares and more

- Out of people reached, 50.8% were women and 49.2% were men.



Estimated breakdown of people who saw the adverts



Examples of the social media adverts

Built ID: Give My View

The applicant appointed Built ID, a digital engagement company, to develop an app, Give-My-View, which digitises community engagement and makes it far easier, and quicker, for time-poor workers, parents or those who find it difficult to attend public meetings or respond in writing to provide their views on development plans.

The Give My View app was used as part of the consultation process for the third phase of public consultation for Bridge Close. The app provided residents with the opportunity to provide their feedback via a series of quizzes designed to enable communities to influence projects in their neighbourhood, with votes having a demonstrable impact on proposals. A copy of the Built ID report can be viewed at Appendix 15.

Thanks to the Give-My-View online consultation, three local charities will be benefitting from a donation. MIND, Rainbow Children's Charity and Lennox Children with Cancer will be sharing a donation of £2,500. The donation was an incentive for local people to provide their views and the charities were chosen from the official LB Havering Mayoral Charities (at the time of consultation).

What do you use the town centre for?



Commuting



Shopping



Work



Leisure

What challenges do the community need more support with?

Most favourite

- 1 Social issues
- 2 Local business opportunities
- 3 Pollution & environment
- 4 Infrastructure

Least favourite

How do you currently travel around Romford?



Walk



Cycle



Car



Public transport

What would you like to see in the new workspace?

Most favourite

- 1 Creative Workshops
- 2 Local jobs & Apprenticeships
- 3 Start-up Incubators
- 4 Affordable Workspace

Least favourite

Screenshots of some of the Give My View survey questions



96,746
residents viewed social
media posts



11,000
questions answered by
voters online

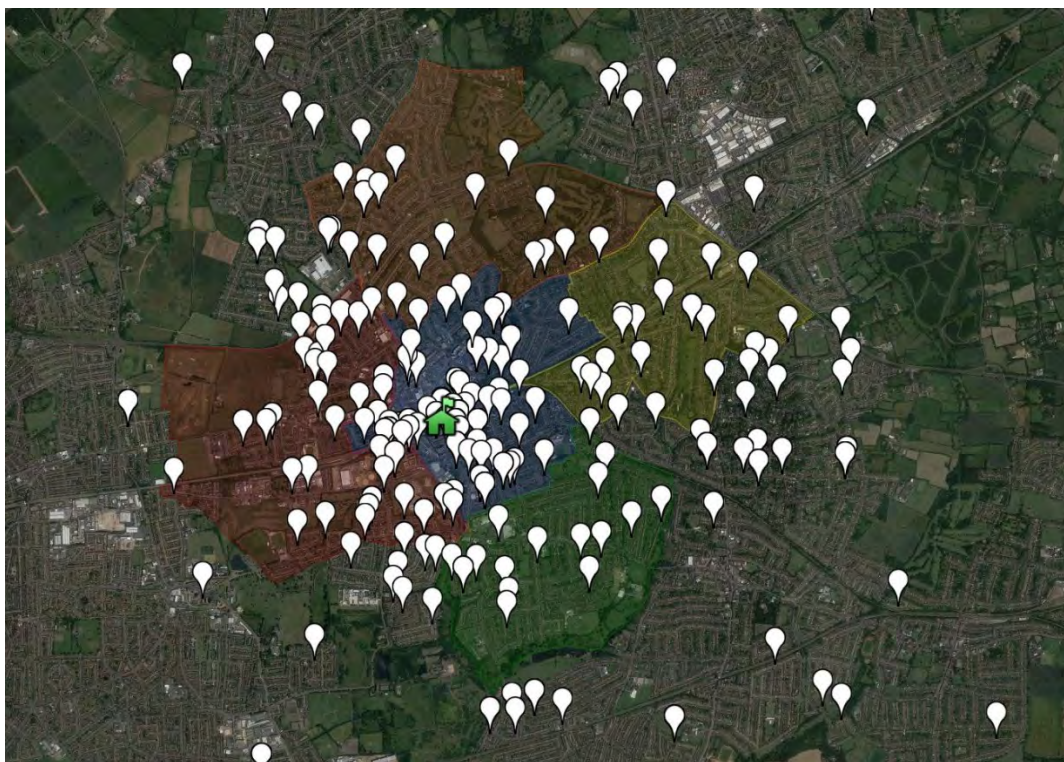
4.2 FEEDBACK

Community feedback on the proposals for Bridge Close have been largely supportive. A breakdown of the feedback received over the four stages of public consultation is detailed in this section of the report. The main areas of interest and discussion with the local community and stakeholders to date are included in Section 5.

Questionnaires was used to enable respondents to share their views and record their comments. To date, 527 feedback forms have been received.

Map of respondents:

Below are maps showing the approximate location of the respondents who filled in feedback forms during the exhibition or via Freepost. Majority of the feedback received was from Romford Town ward (where Bridge Close is located) and neighbouring wards of Brooklands, Pettits, Hylands and Squirrels Heath. The green icon is the Bridge Close site.



Map showing consultation respondents who provided their postcode – Note duplicates are grouped

Key: Romford Town – Blue / Brooklands – Red / Pettits – Orange / Hylands – Green / Squirrels Heath - Yellow

4.3 Consultation questionnaire feedback

Summary

Approximately **2,073** residents and stakeholders were engaged at nine events across five stages of public consultation from September 2018 to October 2022. To date, we have received **527 completed questionnaires** either at the events, via freepost responses or on the project website. Additionally, during the third stage of consultation, we conducted online questionnaires and polls to engage with residents who did not attend the public consultation events.

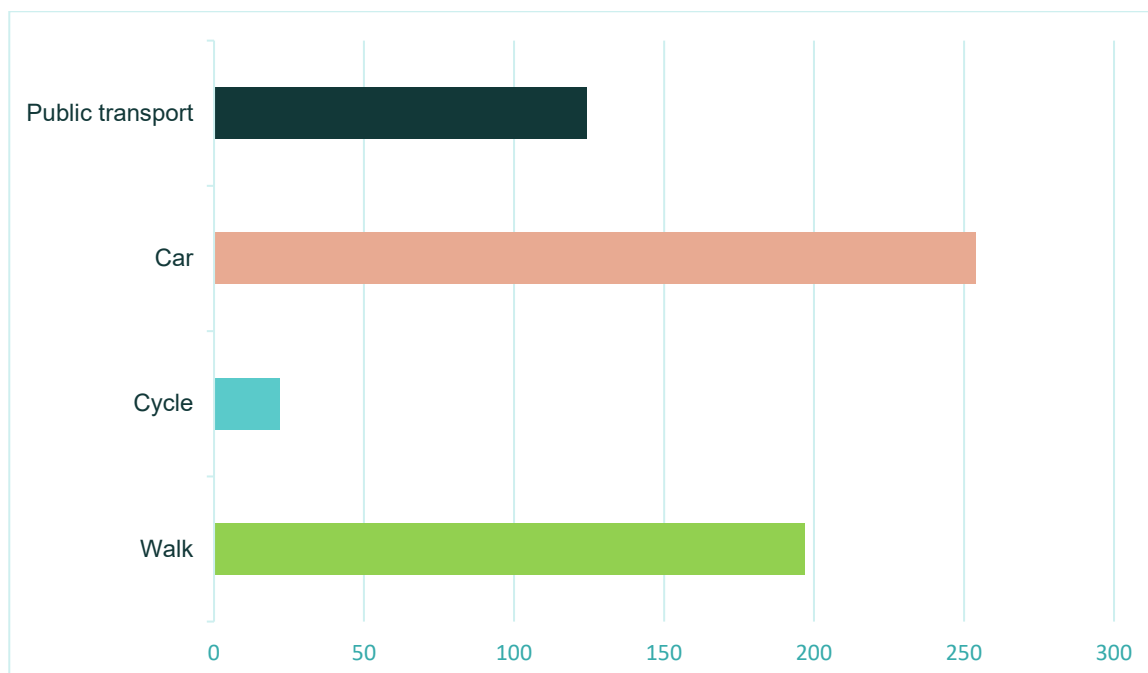
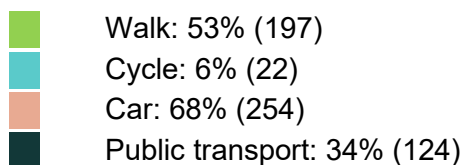
A full summary of the feedback is included below.

Breakdown of responses – September 2018 to September 2019

The following feedback is based on 506 feedback forms between September 2018 to September 2019, received at the various public exhibitions, online or via freepost.

How do you travel around the local area?

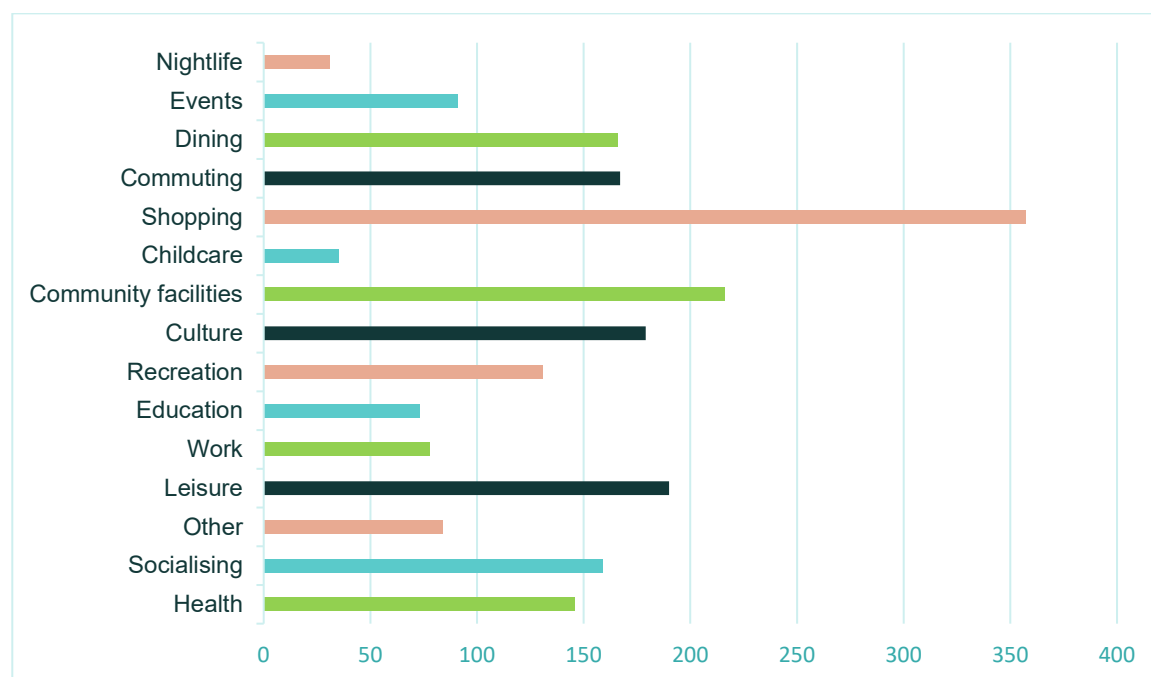
(Answered 373)



What do you use the town centre for?

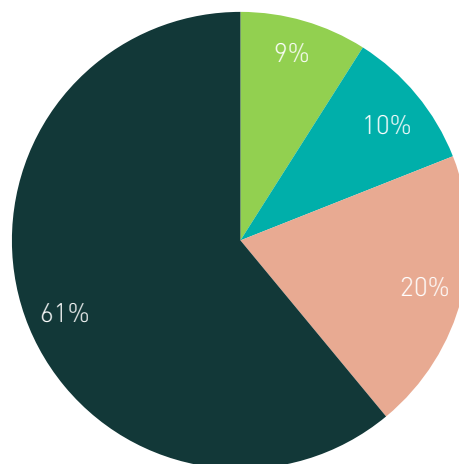
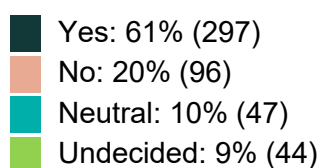
(Answered 424) *Respondents were asked to tick as many options as they liked. *

Commuting: 39% (167)	Work: 18% (78)
Shopping: 84% (357)	Leisure: 45% (190)
Childcare: 8% (35)	Pubs/ Nightlife: 7% (31)
Community facilities: 51% (216)	Events: 21% (91)
Culture: 42% (179)	Dining: 39% (166)
Recreation: 31% (131)	Health: 34% (146)
Education: 17% (73)	Socialising: 38% (159)
	Other, please specify: 20% (84)
	<ul style="list-style-type: none"> • Mosque • Sports • Library • Bank • Gym



Having viewed the initial proposals, do you support the emerging plans for Bridge Close?

(Answered 484)



Please indicate your level of support for the following aspects of the proposals.

(Answered 418)

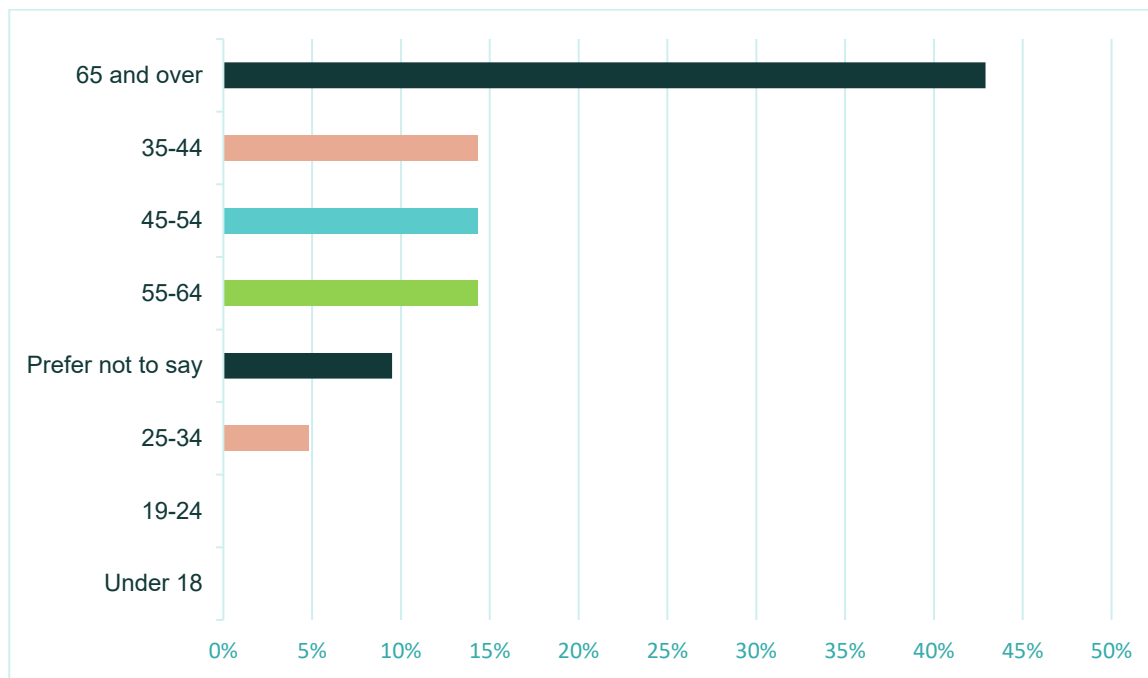
	Strongly support	Support	Neutral	Oppose	Strongly oppose
A new primary school	35% (146)	27% (113)	25% (105)	3% (13)	7% (27)
New homes for Romford, including a range of affordable homes	28% (118)	25% (106)	25% (104)	5% (20)	8% (34)
Healthcare centre	46% (192)	27% (112)	14% (58)	2% (10)	6% (21)
Community centre	63% (264)	13% (53)	8% (33)	1% (5)	3% (13)
Opening up the River Rom as a new public space	33% (136)	25% (105)	23% (96)	3% (12)	7% (28)
A new east-west link to provide quicker access to Romford town center	37% (156)	25% (105)	20% (83)	3% (12)	5% (21)
A range of commercial spaces including affordable workspace and cafes	26% (107)	26% (107)	25% (105)	5% (22)	7% (30)

Breakdown of responses – October 2022 to November 2022

The following feedback is based on 21 feedback forms received between October 2022 and November 2022, received at the various public exhibitions, online or via freepost.

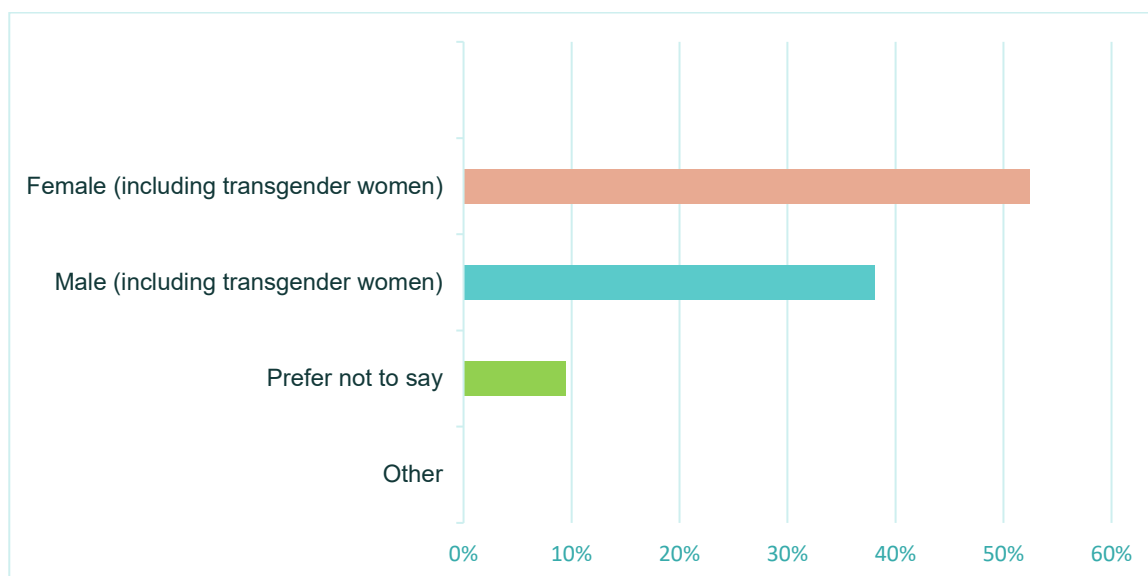
Which age group do you fall within?

(Answered 21)

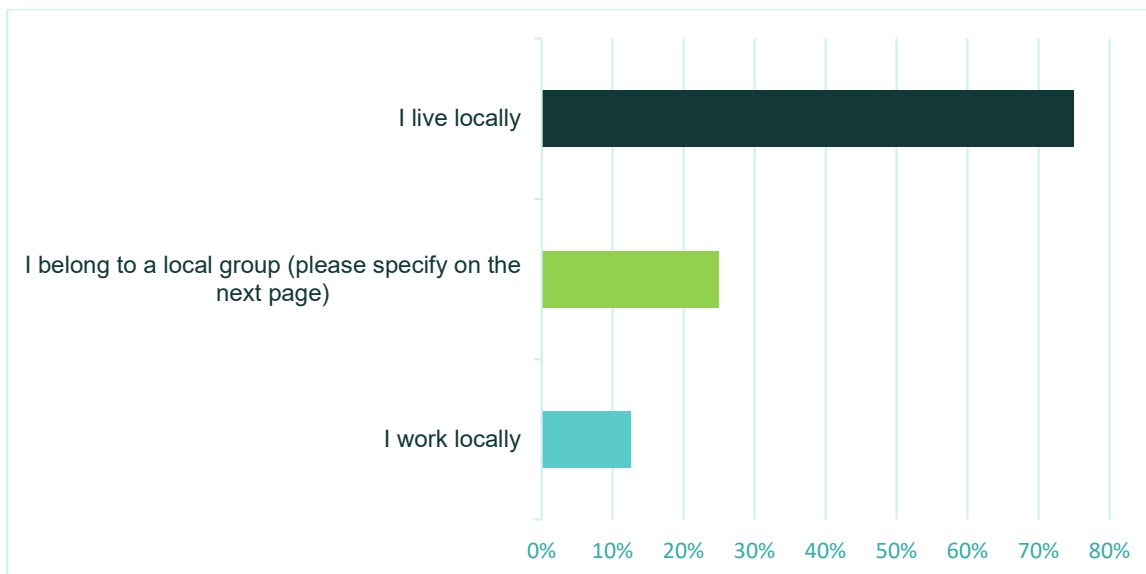


How would you describe your gender?

(Answered 21)



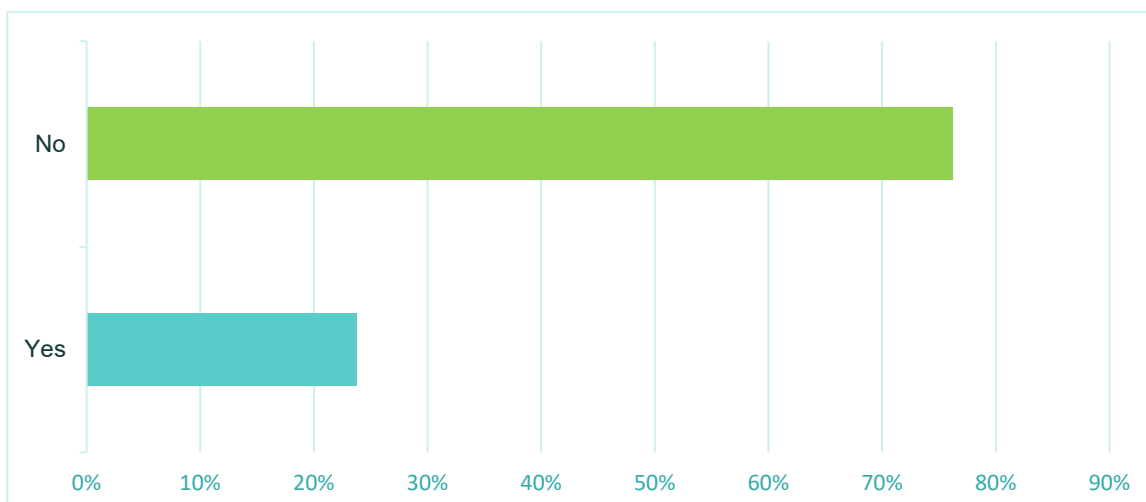
Please tick all that apply to you? [Respondents could select more than one option]
(Answered 8)



If you belong to a local group or groups, please let us know which one

- HICC
- Havering Islamic Cultural Centre
- Romford Civic Society
- R. C. Church
- V3A

Did you attend any of our previous public events at The Brewery or the Havering Islamic Cultural Centre?



5.0 RESPONSE TO FEEDBACK

Community facilities

The feedback from our consultation events showed that 75% of those who responded would like to see community facilities as part of the proposals. A new healthcare centre, primary school and community centre are being provided within the submitted plans. The HICC will have opportunity to take space within the new community facility if it is their preference to do so. BCR LLP is also actively assisting the HICC in finding alternative premises off-site to provide the existing facility with options and flexibility in continuing operations within Romford.

During the October 2022 consultation, a key point of discussion were concerns from HICC members as to a lack of reference on the materials and a lack of clarity on how their existing facility will be re-provided. The Applicant's representatives assured HICC members that discussions are ongoing and planning for a space for HICC was a key element of the proposals.

New links

66% of respondents support new links within the town centre. The new east-west link, across the River Rom through to Waterloo Road, will provide quicker and safer access to Romford Station and the town centre.

The site currently suffers from poor accessibility as it is constrained by the ring road, railway line and river. The proposals for Bridge Close will create new links and a gateway into the town centre. Opening-up new links across the site will enable easier access from the south and west of the site, particularly to Romford Train Station and Town Centre.

River Rom

The current bridge over the river is underused and feels unsafe to many residents. 60% of respondents through our consultation are in favour of revitalising the River Rom.

Acknowledging the important of River Rom, the proposals will provide a new pedestrian and cycle bridge over the River Rom, transforming the area into an open, attractive and active public space.

Parking and transport

Concerns were expressed about issues relating to parking or traffic in the town centre, with respondents expressing a desire for increased accessibility to the town centre and public transport.

In response to the feedback, the proposals will include:

- Car-lite development
- Dedicated disabled parking spaces in an accessible location close to the new health centre.
- Increased accessibility to town centre and train station to limit need for vehicles.
- Traffic management measures.

- Implementation of a Travel Plan which will promote alternatives to the car use for both residential and commercial occupiers.
- Increased use of alternate forms of travel. E.g. Provision of safe and accessible cycle racks or lockers and cycle paths.
- Provision of car club spaces to promote the sustainable use of motor vehicles.
- School Street

6.0 CONCLUSION

The consultation process has involved over **2,073** stakeholders, residents and members of local groups. In terms of approach, the applicant has carried out a thorough consultation over since 2018 in order to ensure that the local community has been engaged in the development of the proposals during the pre-application stage. The most recent consultation sessions with the local community and stakeholders took place in October 2022.

The views of residents have been taken into account to ensure that the proposals respond to the surroundings and town centre location. The proposals are considered, high-quality design and will create attractive new public realm and connections that will benefit the community.

The principal concerns have been carefully considered and through responses have been given to each of the issues raised within the submitted planning application documentation, principally the Design and Access Statement, the Planning Statement and the Transport Assessment.

Further consultation will be undertaken prior to the submission of any detailed, reserved matters applications.

7.0 APPENDIX

- Appendix 1** - Consultation area
- Appendix 2** - Exhibition boards from the first consultation
- Appendix 3** - Flyer from the first consultation
- Appendix 4** - Feedback form from the first consultation
- Appendix 5** - Exhibition boards from the second consultation
- Appendix 6** - Flyer from the second consultation
- Appendix 7** - Feedback form from the second consultation
- Appendix 8** - Exhibition boards from the third consultation
- Appendix 9** - Flyer from the third consultation
- Appendix 10** - Feedback form from the third consultation
- Appendix 11** - Exhibition boards from the fourth consultation
- Appendix 12** - Feedback form from the fourth consultation
- Appendix 13** - Exhibition boards from the fifth consultation
- Appendix 14** – Feedback form from the fifth consultation
- Appendix 15** - Built ID report

Appendix 1



Distribution area for community letters and correspondence regarding the proposals, comprising approximately 8,348 residential and business addresses

Bridge Close, Romford



Welcome

Thank you for taking the time to come and discuss plans for Bridge Close, Romford.

Please feel free to browse the information in your own time, ask the team any questions and share your ideas.

We would appreciate it if you would complete a feedback form to share your views.

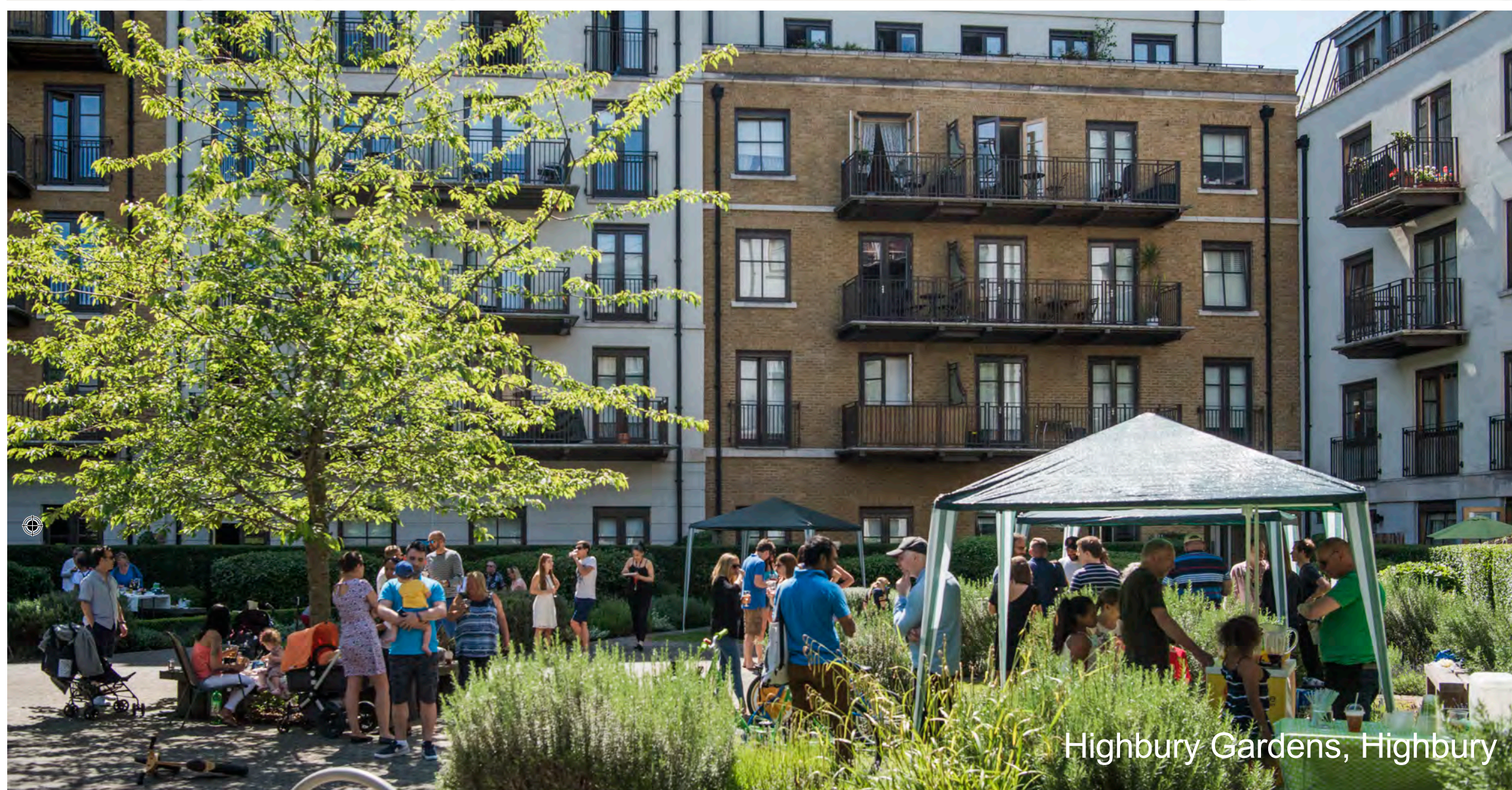
We are committed to working with local communities; listening and responding as we begin to shape our plans.

We look forward to working closely with you over the coming months.

Bridge Close, Romford



Adelaide Wharf, Haggerston



Highbury Gardens, Highbury



East Village, Olympic Park, Stratford

About Us

London Borough of Havering has entered into a joint venture with First Base and Savills Investment Management to regenerate Bridge Close.

The joint venture has appointed award winning architects Fletcher Priest as the masterplanners, in addition to Maccreanor Lavington and Allies & Morrison, who will be designing the buildings and spaces for the first phase of the proposed development.

Together, we are committed to ensuring the delivery of a comprehensive development which brings much needed infrastructure and significant benefits for the whole of Romford.

Above are examples of projects that First Base has delivered.

Bridge Close, Romford



River Rom

About Bridge Close

The Bridge Close Industrial Estate is located at the junction of Waterloo Road and Oldchurch Road in Romford.

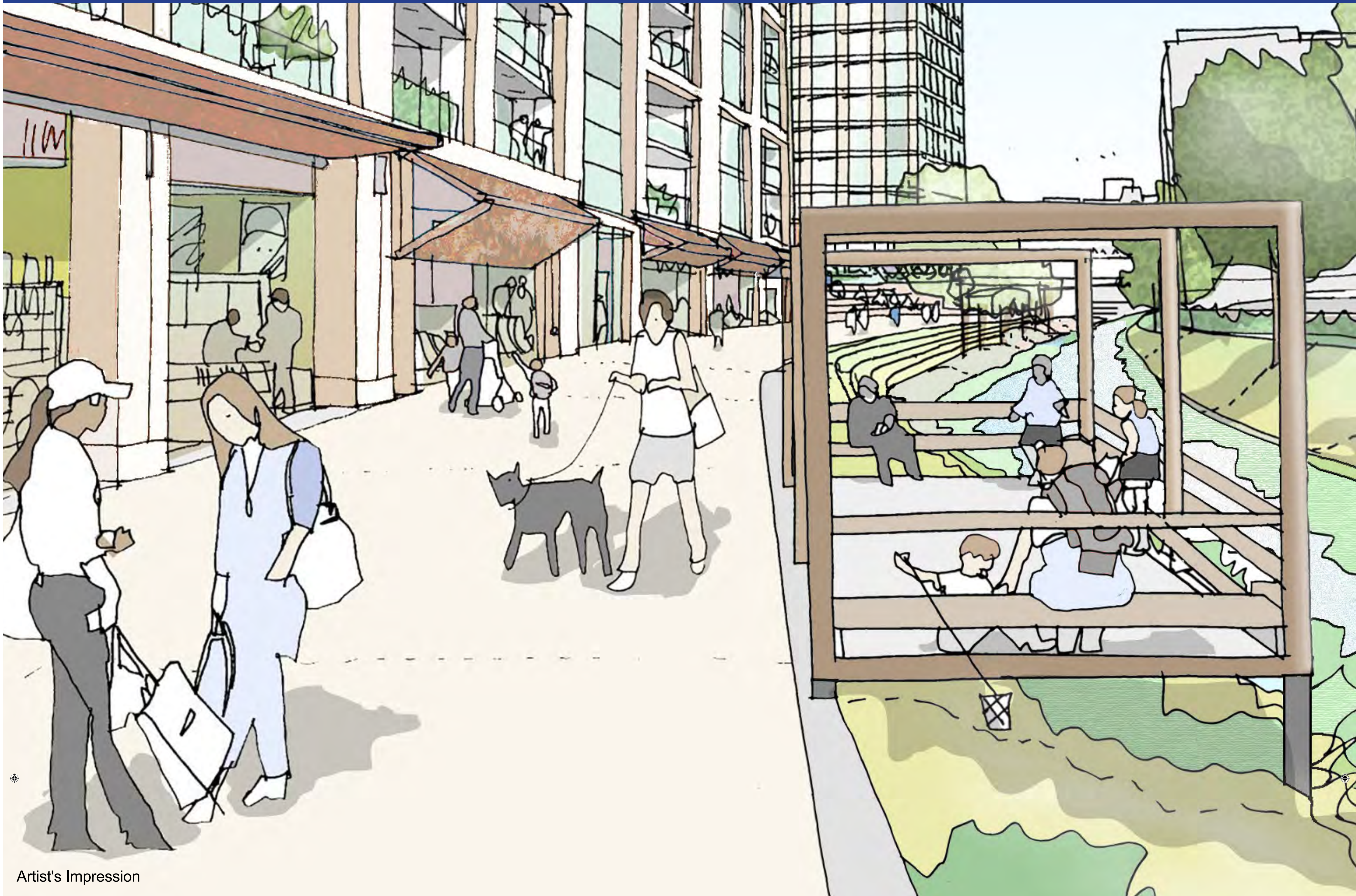
The industrial estate is bordered by some residential properties on Waterloo Road and Oldchurch Road.

The River Rom runs through the industrial estate however it is hidden, unusable and is prone to fly tipping.

As part of the wider regeneration ambitions for Romford, the Council agreed that the industrial estate at Bridge Close, and some of the adjoining residential properties fronting onto Waterloo Road and Oldchurch Road, would be redeveloped.

The joint venture between London Borough of Havering, First Base & Savills Investment Management will be progressing plans to redevelop the area with homes, workspace, jobs and local services.

Bridge Close, Romford



Artist's Impression

The Opportunity

Bridge Close has the opportunity to deliver more than just homes in Romford. We are already exploring the following and welcome your feedback.

- A new primary school
- Workspaces for local businesses
- Health facilities
- High quality public spaces
- Jobs for local residents
- Access to the River Rom for local people to enjoy
- A new East-West Link providing quick, safe and direct access to Romford Station
- New homes (private and affordable)

Bridge Close, Romford



Next Steps

Thank you for attending the exhibition today. We welcome your comments and suggestions. Please feel free to:

- Complete a feedback form available at the exhibition
- Email consultation@bridgecloseromford.com

Timetable

We are starting to progress the plans for Bridge Close and would like to continue to speak to you to hear your comments and suggestions. We are working to the following timeline:

- Public consultation – Autumn/Winter 2018/19
- Planning application submission – Spring 2019
- Start on site (subject to approval) – 2021



Have Your Say

Regeneration of Bridge Close Industrial Estate

London Borough of Havering has entered into a joint venture with First Base, an urban regeneration specialist and Savills Investment Management, who own land in Bridge Close, to bring forward new homes, workspace, a new school and health services for Romford.

In addition, plans will also include a new pedestrian bridge with direct access to Romford station and the revitalisation of the stretch of the River Rom, so that it can be enjoyed by all.

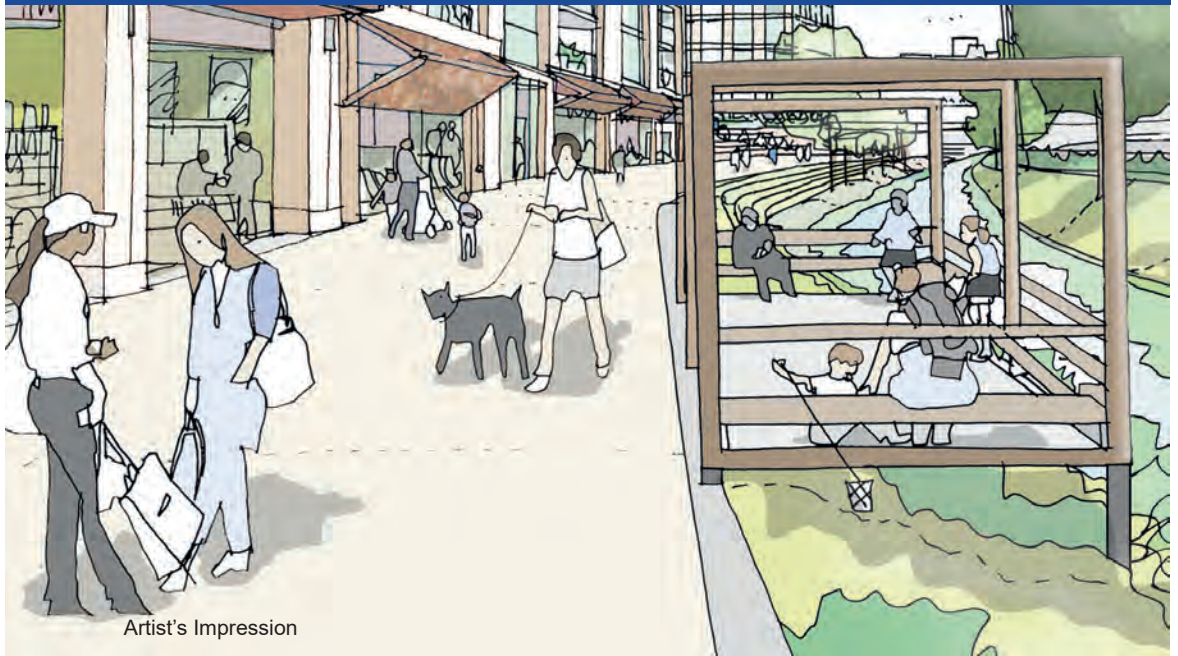
For more information and to keep up to date with the proposals, visit: **www.bridgecloseromford.com**. Alternatively, email us: **consultation@bridgecloseromford.com**

www.bridgecloseromford.com



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Next Steps

We are starting to progress these proposals and we would like to continue to speak to you and listen to comments and suggestions. We are working to the following timeline:

- Public consultation – Autumn/Winter 2018/19
- Planning application submission – Spring 2019
- Start on site (subject to approval) – 2021

There will be further opportunities to have your say and we look forward to meeting with you to present our proposals in further detail and hear your feedback.

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YOUR FEEDBACK: PLANS FOR BRIDGE CLOSE, ROMFORD

Thank you for attending the public exhibition. Please provide us with your contact details so that we can keep you updated on our evolving plans.

Name:

.....

Address:

.....

Email:

.....

Do you support the overall principle of the regeneration of Bridge Close Industrial Estate?

Yes

☐

No

☐

Don't Know

☐

Comments

.....

.....

.....

We would like to take on your views as we develop our proposals

What would you like to see as part of the proposals? Tick as many boxes as you like

New homes

☐

New jobs

☐

Access to the River Rom

☐

New east-west link with access to Romford Station

☐

Cafes and restaurants

☐

Creative and cultural facilities

☐

Community facilities e.g. health and education

☐

Other

☐

Please specify

.....

.....

Do you have any other comments at this stage?

.....

.....

Please send any other comments you to consultation@bridgecloseromford.com

By submitting this form, you agree that we may publish your feedback in public, we will not publish your name and will only identify your area generally. We may also follow up to let you know about future consultations and events relating to Bridge Close. If you do not agree to this, please tick here

☐

Bridge Close, Romford



Welcome

Welcome to the second public exhibition on our proposals for Bridge Close, Romford Town Centre.

The first public exhibition in September 2018 outlined the broad vision for redeveloping the site. We are excited to now share our emerging ideas with you for this new quarter of Romford Town Centre, including the site layout and the proposed uses.

Our vision is to complement Romford's existing offer by delivering:

- A new neighbourhood where people can live, work and play.
- Links to open up the town centre, revitalising a stretch of the River Rom and connecting existing neighbourhoods to Queen's Hospital.
- Around 1,070 new homes alongside a primary school and health services, as well as community and business space.

Please feel free to browse the information in your own time, ask the team any questions and share your ideas. We would be grateful if you could take the time to complete a feedback form and provide your views.

All information on display today will be available on the project website www.bridgecloseromford.com from Monday 19 November.

What you told us in September 2018

In September we held our first consultation to showcase the principles for the redevelopment of the site, understand the community's views and gather feedback to inform the next steps of the proposals.

208 people attended our public exhibition at the Brewery Shopping Centre.

- 82% of respondents would like to see creative and cultural facilities as part of the proposals
- 78% of respondents would like to see community facilities as part of the proposals
- 73% would like to see access to the River Rom
- 70% would like a new link to Romford Station
- 67% would like to see new homes at the site

A selection of your comments:

- "We need new housing and that area needs a revamp"
- "Would like to see employment opportunities for local young people"
- "I would only support this project with the provision that good social infrastructure i.e. schools/healthcare is included in any plans"
- "What level of affordable homes will be provided?"

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FIRST BASE

Bridge Close, Romford



Highbury Gardens, Highbury by First Base



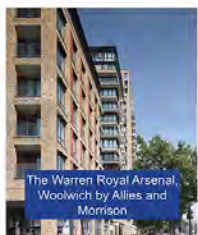
Goodluck Hope, Tower Hamlets by Allies and Morrison



East Village, Olympic Park, Stratford by First Base, Masterplanned by Fletcher Priest



East Village, Olympic Park, Stratford by First Base, Masterplanned by Fletcher Priest



The Warren Royal Arsenal, Woolwich by Allies and Morrison



London Bridge Place by Spacehub



South Gardens, Elephant Park by Maccreanor Lavington



East Village, Olympic Park, Stratford by First Base, Masterplanned by Fletcher Priest

About Us

Havering Council has entered into a joint venture with First Base and Savills Investment Management to redevelop Bridge Close.

Havering Council and First Base are committed to consulting with the local community as the proposals evolve. All feedback received at these events will be reviewed by the project team ahead of submitting a planning application to the Council.

Design Team

A first-class design team, with a track record of delivering exemplary schemes across London and the UK, has been appointed to bring forward the proposals.

Fletcher Priest

Fletcher Priest is a studio of architects, urban designers and interior designers with a broad range of experience at every scale from the design of interiors to the masterplanning of towns and cities.

Maccreanor Lavington

Maccreanor Lavington's diverse portfolio ranges from individual buildings to large scale urban design. It has particular expertise in housing, public buildings and the regeneration of town centres.

Allies and Morrison

Allies and Morrison is an architecture and urban planning practice based in London and Cambridge. Since its founding in 1984, the practice has developed a reputation for well-crafted buildings and thoughtful place making.

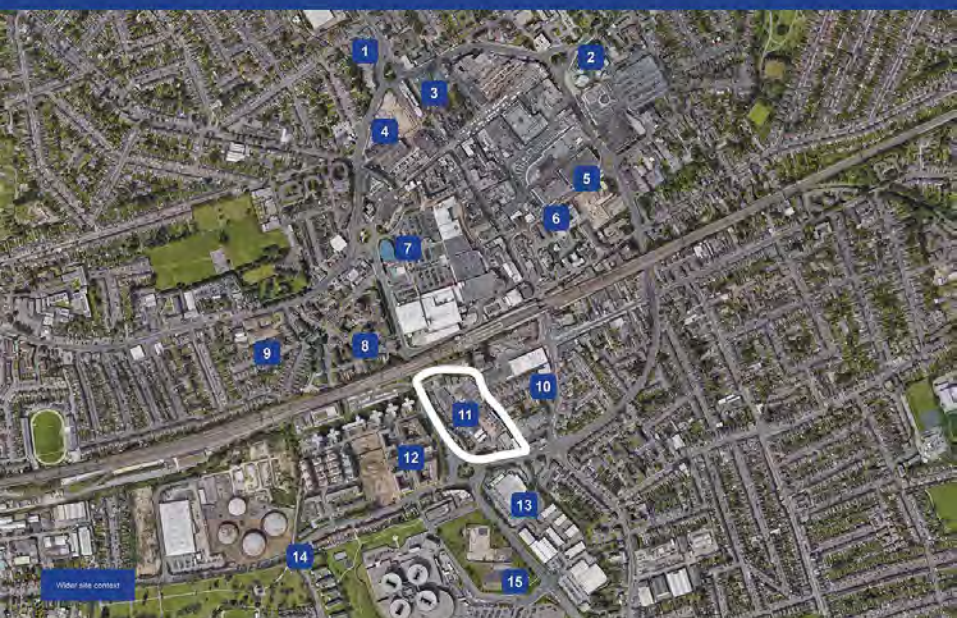
Spacehub

Spacehub is an innovative and passionate practice specialising in landscape architecture, urban design and ecology. They have an established reputation for delivering high-quality designs at a wide range of scales.

www.bridgecloseromford.com



Bridge Close, Romford



Key: Redevelopment sites in Romford Town Centre

1 Como Street	5 Romford Leisure Centre	9 Queen Street Estate	13 Homebase
2 The Verve	6 Station Quarter North	10 Atlanta Boulevard	14 Oldchurch Gardens Estate
3 North Street	7 The High Street	11 Bridge Close	15 Ice Arena
4 Angel Way	8 Waterloo Estate	12 Reflections	

The Site

The Bridge Close Industrial Estate is located at the junction of Waterloo Road and Oldchurch Road in Romford. The industrial estate is boarded by some residential properties on Waterloo Road and Oldchurch Road.

The River Rom runs through the industrial estate however it is hidden, unusable and prone to fly tipping.

The site is an important part of the plans to regenerate central Romford and provide much-needed new infrastructure and homes.

The Council agreed that the industrial estate at Bridge Close, and some of the adjoining residential properties fronting onto Waterloo Road and Oldchurch Road, would be redeveloped, subject to obtaining planning consent.



Opportunities

The site is in an excellent town centre location and has the potential to:

- Create new connections to the town centre and Queen's Hospital.
- Revitalise a stretch of the River Rom.
- Deliver new homes, including much needed affordable housing, in a sustainable location which benefits from first-class public transport links.
- Deliver a primary school for local children and health care facilities.
- Deliver long-term investment by the Council including careful management of the scheme into the future.

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Bridge Close, Romford



Creating a Neighbourhood

The redevelopment of Bridge Close will set a benchmark for future development in Romford. High-quality design will be supported by ongoing management by the Council, as well as a new primary school, health facilities and homes, including affordable housing.

The proposals will complement Romford Town Centre by delivering:

- A safe, active and inviting neighbourhood.
- New homes for the local community, including affordable homes.
- High-quality public spaces for the whole community to enjoy.
- Opening up the River Rom.
- Primary school for local children.
- Health facility to help address local demand.
- Business space, including affordable workspace.
- New community centre, including new space for the Havering Islamic Cultural Centre (HICC).
- Apprenticeships and training opportunities.



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Bridge Close, Romford



Community facilities for everyone



Primary School



Healthcare Centre

Health and Education

In addition to providing new homes, the proposals will deliver much-needed services for Romford.

This will help to meet the need for new school places, provide a health facility and support Romford's thriving community through the creation of new cultural facilities.

The proposals will deliver:

- A new large health facility that could provide a range of facilities from GP services to Mental Health services and pharmacy.
- 3-form entry primary school delivered as part of the first phase with 630 school places for local children.
- A nursery with 52 places providing early childhood education.
- A high-quality community hub for Romford, including improved facilities for Havering Islamic Cultural Centre.



Primary School by Maccreanor Lavington



Primary School by Maccreanor Lavington

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Bridge Close, Romford



Creating Connections

Gateway to the Town Centre

The site currently suffers from poor accessibility, being surrounded by the ring road, railway line and river. The plans will open up new links, including a bridge over the River Rom, and create a gateway into the town centre.

The new east-west link, across the River Rom through to Waterloo Road, will provide quicker and safer access to Romford Station and the town centre.

The link will also provide direct access to Crossrail as well as Queen's Hospital.

The site's town centre location benefits from excellent public transport connections. A travel plan will encourage new residents to use these excellent public transport links.



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Bridge Close, Romford



Indicative image of bridge over the river



The site currently



Indicative image of river walkway

Revitalising the River Rom

The proposals will provide a new pedestrian and cycle bridge over the River Rom, transforming the area into attractive and active public space.

The current bridge over the River Rom is underused and feels unsafe to many residents. By improving the bridge and the surrounding area it will become a livelier and safer connection for everyone in Romford.

This stretch of the river, which is currently a hidden asset in the town centre, will become a vibrant public space, with new walkways, planting and seating.

The green linear park along this stretch of the river will promote health and wellbeing and provide active spaces for people to exercise and relax.



Active spaces for people to relax and exercise

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Bridge Close, Romford



205
Construction jobs created
per year



**Affordable
Workspace**



650
Direct and indirect local jobs
created



£4m
Generated in local spend
from new residents and
businesses

Figures are estimates based on economic
benefit summary carried out by Savills

Jobs for Romford

The proposals will be a catalyst for Romford Town Centre, drive up footfall for existing businesses and boost the local economy.

Workspaces for a range of businesses, including affordable spaces, will help Romford's smaller businesses and start-ups to flourish.

Construction jobs

During the construction phase, our contractors will provide job opportunities for the local area as well as apprenticeship and training opportunities.



Indicative image of commercial space



Indicative image of maker space



Indicative image of maker space

www.bridgecloseromford.com

Bridge Close, Romford

Inclusive Engagement and Next Steps

Thank you for visiting.

Please take the time to complete a feedback form before you leave to let us know your views on our proposals.

You can take a feedback form away and return it via Freepost, or fill it out on our website. All the information displayed at this event will be available to view online from Monday 19 November.

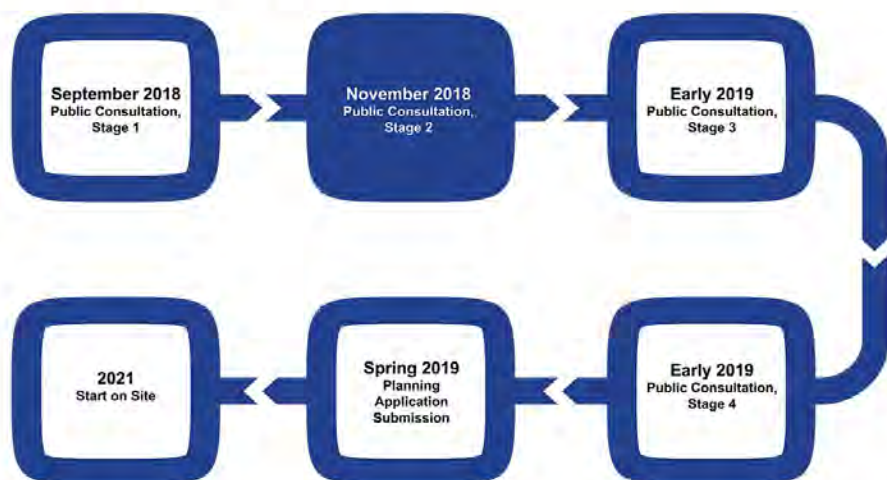
Subject to planning consent, the scheme will be delivered in a number of phases. Commencement on the first phase is anticipated to start in 2021 and the development is expected to take up to 10 years in total.

We are committed to engaging with the local community. If you would like to find out more about our proposals, or if you have any questions, please do not hesitate to contact us.

To keep up to date on the process and receive updates, sign up to our mailing list by visiting www.bridgecloseromford.com.

You Would Like To See	Our Commitment
Creative and Cultural facilities	 To provide affordable workspace for Romford's small businesses and creative start-ups.
Community facilities	 A new healthcare centre and primary school along with a community centre, including a new space for the Havering Islamic Cultural Centre.
Access to the River Rom	 To transform a stretch of the River Rom delivering significant environmental improvements and creating new public spaces.
A new link to Romford Station	 Create a new east-west link to provide quicker and safer access to Romford Station and the town centre.
New homes in Romford	 Deliver around 1,070 new homes in Romford Town Centre, including affordable homes.

Project Timeline



www.bridgecloseromford.com



Welcome to the second public exhibition on our proposals for Bridge Close, Romford Town Centre.

London Borough of Havering has entered into a joint venture with First Base and Savills Investment Management who control land within the Bridge Close Industrial Estate.

The first public exhibition in September 2018 outlined the broad vision for redeveloping the site. We are excited to now share our emerging ideas.

Our vision is to complement Romford's existing offer by delivering:

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- Links to open up the Town Centre, revitalising a stretch of the River Rom and connecting existing neighbourhoods to Queen's Hospital.
- Around 1,070 new homes alongside a primary school and health services, as well as community and business space.

For more information and to keep up to date with the proposals, visit:
www.bridgecloseromford.com

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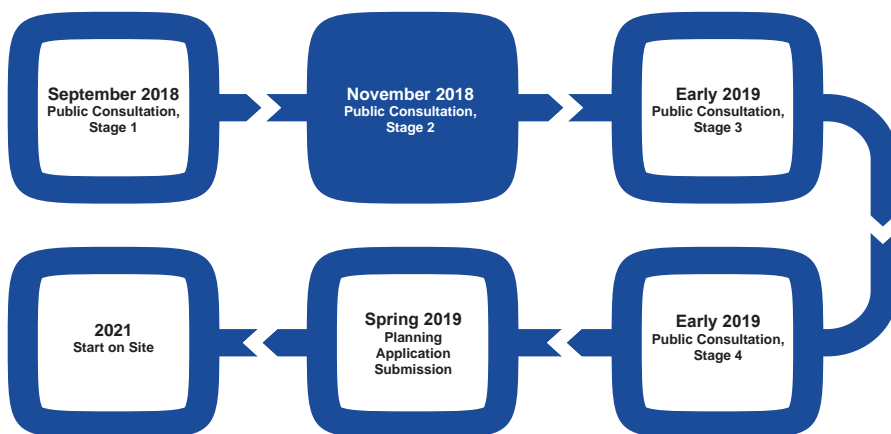


FIRST BASE

The redevelopment of Bridge Close will set a benchmark for future development in Romford.

The proposals will complement Romford Town Centre by delivering:

- A safe, active and inviting neighbourhood.
- New homes for the local community, including affordable homes.
- High-quality public spaces for the whole community to enjoy.
- Opening up the River Rom.
- Primary school for local children.
- Health facility to help address local demand.
- Business space, including affordable workspace.
- New community centre, including new space for the Havering Islamic Cultural Centre.
- Apprenticeships and training opportunities.



If you would like to find out more about our proposals, or if you have any questions, please do not hesitate to contact us.

Contact us

Email: consultation@bridgecloseromford.com **Telephone:** 020 7871 3565

www.bridgecloseromford.com



Havering
LONDON BOROUGH



FIRST BASE

Bridge Close, Romford

Your Feedback:
Proposals for Bridge
Close, Romford

Name:

Address:

Postcode:

Email:

Phone:

Please indicate which
of the following apply
to you (please tick all
that apply):

☐ I live locally

☐ I work locally

☐ I am a member of a local group

Please specify:

How often do you use
the town centre?

☐ Once a day

☐ 3-5 times a week

☐ Weekly

☐ Monthly

☐ Not very often

What do you use
the town centre for?
(Please tick all that
apply):

☐ Commuting

☐ Shopping

☐ Childcare

☐ Community Facilities

☐ Culture

☐ Recreation

☐ Education

☐ Other (please specify): _____

☐ Work

☐ Leisure

☐ Pubs/Nightlife

☐ Events

☐ Dining

☐ Health

☐ Socialising

Please indicate your level of support for the following aspects of the proposals:

	Strongly Support	Support	Neutral	Oppose	Strongly Oppose
A new primary school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New homes for Romford, including a range of affordable homes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Healthcare centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opening up the River Rom as a new public space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A new east-west link to provide quicker access to Romford town centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A range of commercial spaces, including affordable workspace and cafes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Having viewed these initial proposals, do you support the emerging plans for Bridge Close?

☐ Yes ☐ No ☐ Neutral ☐ Undecided

Please explain the reason for your answer:

What are the greatest challenges in your area with respect to jobs, skills, supporting local businesses, social issues and protecting the environment? What support does the community need to solve these challenges?

Please let us know any other comments you may have at this point:

Please tick if you would like to be kept informed about the planning application (your details will remain confidential and not be passed to any third party): ☐

Please return this survey in the box provided or to:

FREEPOST RTUA-THGR-LUYK
Public Consultation (Cascade)
26 Noel Street, London, W1F 8GY

Email:

consultation@bridgecloseromford.com

Telephone:

020 7871 3565

All data received will be processed by Cascade Communications on behalf of First Base. All data will be kept in accordance with relevant data protection legislation including the General Data Protection Regulations (GDPR). Contact information will only be used to update neighbours on information relating to this project and your data will be kept for no longer than two years. Feedback will be reviewed by First Base and their consultants and an anonymised summary will be submitted to the London Borough of Havering as part of the planning application. Further details can be found in our privacy statement. Please contact us for details.



www.bridgecloseromford.com

Bridge Close Romford

Welcome



Welcome to the third stage of public consultation on the emerging proposals for Bridge Close in Romford Town Centre.

Last year we held two public consultations in September and November to first explain the broad vision for the planned redevelopment of the site and then to share our initial ideas with the community, including the proposed site layout and the mix of uses.

Vision

Our vision seeks to complement Romford's existing offer by delivering:

- A new neighbourhood where people can live, work and play.
- New links to open up the town centre, simultaneously revitalising a stretch of the River Rom and connecting existing neighbourhoods to Queen's Hospital.
- Around 1,070 new homes, including affordable homes, to meet a range of housing needs.
- A new primary school, nursery and healthcare facility to support both existing and future residents.
- Community and business space.

Please feel free to browse the information in your own time, ask the team any questions and share your ideas. We would be grateful if you could take the time to complete a feedback form and provide us with your views.

All information on display today will be available on the project website from 13th May 2019.

What you told us in November 2018

In November 2018 we held our second round of community consultation to share the emerging plans, understand the community's views and gather feedback to inform the next steps of the proposals.

300 people attended our second exhibition at The Mercury shopping centre, meaning over 500 residents have already engaged with the consultation to date.

- **72%** support the emerging proposals for Bridge Close.
- **72%** of respondents visit the town centre every day or at least three times a week.
- **88%** of respondents use the town centre for shopping, but socialising, leisure and commuting also ranked highly.

When asked for their views on specific aspects of the emerging plans:

- **79%** support the delivery of a range of new homes, including affordable homes.
- **95%** support the creation of a new healthcare centre.
- **79%** were in favour of new commercial space, including affordable workspace.
- **91%** would like to see the River Rom opened up as public space.
- **87%** are in favour of a new east-west link to improve access to the town centre and station.
- **89%** support the introduction of a new community centre.

A selection of your comments:

"I think using this space for more housing, a primary school and a new medical centre is a fantastic idea"

"I am concerned that many small businesses/workshops will be forced to move"

"Whilst it looks good, it will provide housing but infrastructure is not in place to cope with additional families"

"Regeneration of the area is needed, desperately"

"It will be good for the area and includes all the facilities needed without being a burden on existing infrastructure"

"I want to open up the Rom"



Havering
LONDON BOROUGH



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Bridge Close Romford

About us



Highbury Gardens, Highbury by First Base



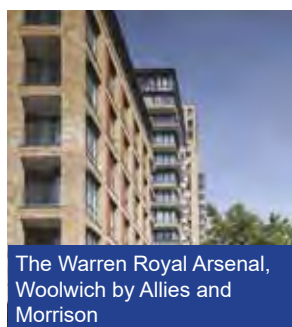
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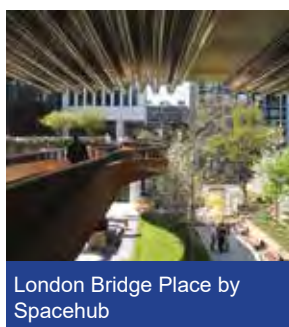
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Masterplanned by Fletcher Priest



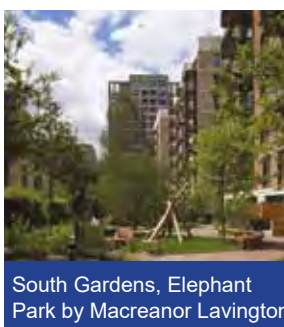
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Priest

The London Borough of Havering

In April 2018 the London Borough of Havering entered into a joint venture with First Base and Savills Investment Management to bring forward plans for the redevelopment of Bridge Close in Romford, as part of a wider vision and high profile growth agenda in the borough.

There is a demand for additional housing in the borough particularly in a location that is close to excellent public transport connections, shopping and leisure facilities. Bridge Close was allocated as a key site for residential development in the Romford Area Action Plan 2008 and this was also reflected in the Romford Redevelopment Framework agreed by Havering Council's Cabinet in July 2015.

At the June 2016 Cabinet meeting, Havering Council agreed that Bridge Close could be taken forward for redevelopment, for mainly residential use. The plans that will be delivered following consultation with residents and stakeholders will bring forward homes, some commercial space and a new bridge to allow quick access to Romford station.



Havering town hall

An award-winning design team

A first-class design team, with a track record of delivering exemplary schemes across London and the UK, has been appointed to bring forward the proposals.

Fletcher Priest are the masterplanners for the project. **Maccreanor Lavington** and **Allies and Morrison** will be designing the buildings and spaces for the first phase of the proposed development.

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Bridge Close Romford

The site



Key: Local context

- | | | | |
|-------------------------------|--------------------|----------------|------------------------------|
| 1 Bridge Close | 2 Homebase | 3 The Brewery | 4 Romford Train Station |
| 5 The Liberty Shopping Centre | 6 The Town Hall | 7 Market Place | 8 Oldchurch Rise/Reflections |
| 9 Queen's Hospital | 10 Waterloo Estate | | |

The Bridge Close Industrial Estate is located at the junction of Waterloo Road and Oldchurch Road in Romford. The industrial estate is bordered by residential properties on Waterloo Road and Oldchurch Road.

The River Rom runs through the industrial estate, however it is hidden, unusable and subject to fly tipping.

The site is an important part of the plans to regenerate central Romford and provide much-needed new infrastructure and homes.

Bridge Close offers the opportunity to provide a new high-quality place-led part of Romford where people can live, work and play.



- | |
|------------------------------------|
| 1 Flood risk (Zone 2) |
| 2 Ring road |
| 3 Underpass |
| 4 Existing bridge |
| 5 New crossing location |
| 6 Proposed bridge location |
| 7 Embankment level difference |
| 8 River edge (8m. setback) |
| 9 Thames Water sewer (5m. setback) |
| 10 Gas main 3m. setback |
| 11 Existing mature trees |
| 12 Level change around the site |
| 13 Existing access from roundabout |

Opportunities

The site benefits from an excellent town centre location and has the potential to:

- Create new connections to the town centre and Queen's Hospital.
- Revitalise a hidden and neglected stretch of the River Rom.
- Deliver new homes, including much needed affordable housing, in a sustainable location which benefits from first-class public transport links.
- Deliver a new primary school for local children and new healthcare facilities.
- Deliver long-term investment by the Council including careful management of the scheme into the future.



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Bridge Close Romford

Creating a neighbourhood



Illustrative view of the masterplan

The redevelopment of Bridge Close will set a benchmark for future development in Romford.

In line with the Council's ambition for Romford, the plans will create a safe, active and inviting neighbourhood which complements Romford Town Centre by delivering:

- Around 1,070 new homes for the local community, including affordable homes.
- High-quality public spaces for the whole community to enjoy.
- Improved accessibility and new links through the site, including opening up River Rom.
- A new primary school for local children.
- A new healthcare facility to help address local demand.
- High-quality business space, including affordable workspace to support local small to medium-sized companies or start-ups.
- New community centre, including new space for the Havering Islamic Cultural Centre.
- Local employment opportunities.
- High-quality design and placemaking will be supported by long term estate management.

Masterplan for Bridge Close

The emerging mixed-use proposals will be delivered across the site in blocks which will be designed to fit with the evolving townscape of Romford Town Centre. The proposed building heights range from 6 to 14 storeys.

Building heights vary to create good space standards whilst taking account of views from around the site. Orientation and heights of buildings have been carefully considered to ensure high-quality public spaces are created between buildings.



Indicative image of public space



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Bridge Close Romford

Delivering improvements to local infrastructure



In addition to providing new homes, commercial space and public open spaces, the proposals will also deliver much-needed services for Romford residents.

This will help to meet the need for new school places, provide a healthcare facility and support Romford's thriving community through the creation of new community facilities.

The proposals will deliver:

- A new large healthcare facility that could provide a range of facilities from GP services to mental health services and a pharmacy.
- A three-form entry primary school as part of the first phase with 630 school places for local children, including additional specialist facilities for children with Special Educational Needs and Disabilities (SEND).
- A nursery with 52 places providing early childhood education.
- A high-quality community hub for Romford, including improved facilities for Havering Islamic Cultural Centre.
- A new bridge across the River Rom to improve connectivity and links with the town centre, as well as improvements to the existing bridge which links to Regarth Avenue.

In addition, the proposals would secure significant planning contributions to support wider improvements to community infrastructure in Romford.



Indicative image of a healthcare centre



Indicative image of a primary school



Indicative image of a primary school



Indicative image of a primary school



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Bridge Close Romford

Public realm and street scene



Illustrative sketch of a new street

The proposals will create a range of streets and public spaces that seamlessly link and provide improved accessibility through the site.

Spaces will be safe and welcoming, creating a high quality environment for residents and neighbouring communities to enjoy.

The landscape proposals will deliver:

- Significant areas of green open space.
- New children's play areas.
- A trim trail and informal running loop.
- Substantial areas of tree planting
- Environmental improvements to Waterloo Road.
- An increase in biodiversity and habitat areas for wildlife.
- New pedestrian and cycle links across the River Rom and Waterloo Road.



Indicative image of public space



Indicative image of public space



Indicative image of public space



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Bridge Close Romford

New and improved links

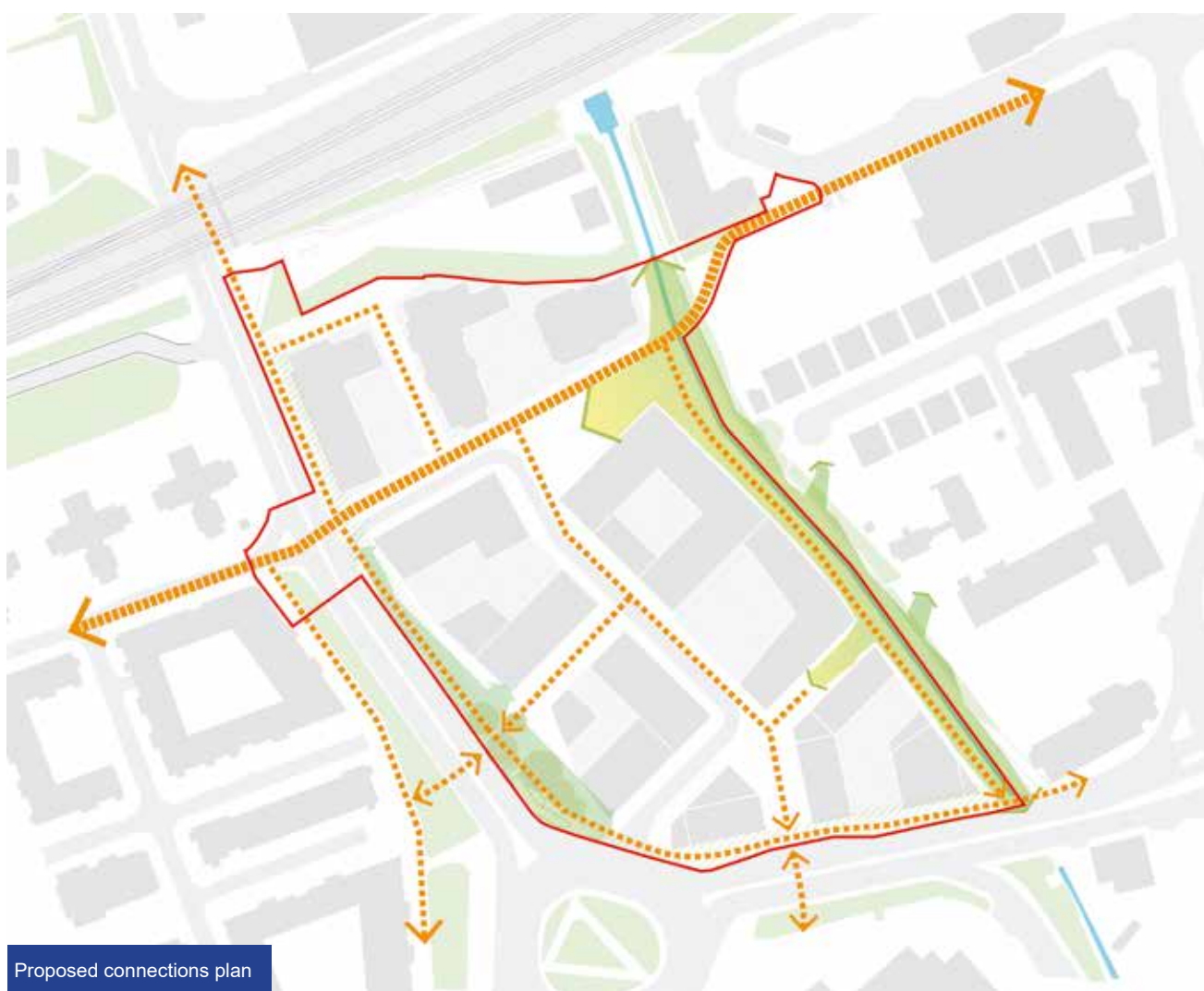


The site currently suffers from poor accessibility as it is constrained by the ring road, railway line and river. The plans will open up new links and create a gateway into the town centre.

The new east-west link, across the River Rom through to Waterloo Road, will provide quicker and safer access to Romford Station and the town centre.

The site's town centre location benefits from excellent public transport connections. A travel plan will enable new residents, workers and visitors to conveniently use these excellent public transport links and sustainable forms of transport.

The site has a Public Transport Accessibility Level (PTAL) rating of 6a - the second highest rating. PTAL is a measure which rates locations by distance from frequent public transport services.



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Bridge Close Romford

Revitalising the River Rom



The proposals will provide a new pedestrian and cycle bridge over the River Rom, transforming the area into an open, attractive and active public space.

The current bridge over the river is underused and feels unsafe to many residents. By building a new bridge to Romford railway station and improving the surrounding area, it will become a livelier and safer connection for everyone in Romford to use.

The stretch of the River Rom within the site is a hidden and underutilised asset in the town centre. It will become a vibrant public space with new walkways, planting and seating.

The green linear park along this stretch of the river will promote health and wellbeing by providing active spaces for people to exercise and relax.



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Bridge Close Romford

Jobs for Romford



Illustrative sketch of the new public square

The proposals will be a catalyst for Romford Town Centre, helping to drive up footfall for existing businesses and boost the local economy.

Workspaces for a range of businesses, including affordable spaces, will help Romford's smaller businesses and start-ups flourish in a sustainable town centre location.

We anticipate that the proposed business and commercial space could support a significant number of local employment opportunities, alongside jobs created at the new primary school and healthcare facility.

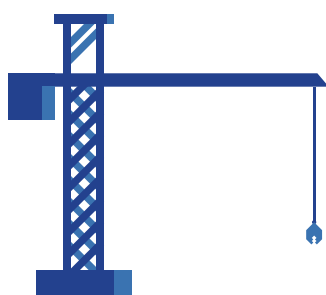
Employment opportunities during construction

During the construction phase our contractors will provide employment and training opportunities for the local community, as well as apprenticeships.

We will also work with our contractors to support Romford's economy by promoting a local procurement strategy, which means we will aim to use local suppliers of materials, specialist tradespeople and workers wherever possible.

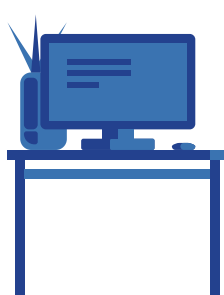


The Mayor of Havering and Leader of the Council with local apprentices



205

Construction jobs created per year



Affordable

workspace



650

Direct and indirect local jobs created



£4m

Generated in local spend from new residents and businesses



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Bridge Close Romford

Inclusive community engagement

Thank you for visiting today.

Please take the time to complete a feedback form before you leave to let us know your views on the emerging proposals for Bridge Close.

You can take a feedback form away and return it by Freepost, or fill one out online at www.bridgecloseromford.com. All of the information displayed at this event will be available to view online from 13th May 2019.

If you would like to find out more about our proposals, please do not hesitate to get in contact with us or register online for email updates

Next steps

The London Borough of Havering and First Base are committed to engaging with the local community. Following this stage of consultation, we are expecting to hold a further consultation in the early summer.

The overall masterplan will be delivered in phases. Subject to planning consent, we anticipate that construction of the first phase will begin in 2021 and the overall development is expected to take up to 10 years.

Project timeline

September 2018

Stage 1 of public consultation

May 2019

Stage 3 of public consultation

Autumn/Winter 2019

Submission of a planning application

November 2018

Stage 2 of public consultation

Summer/Autumn 2019

Stage 4 of public consultation

2021

Anticipated date for works to start on site

Delivering the masterplan

The masterplan will be delivered using a phased approach, with the outline plans for the overall site being submitted later this year alongside detailed plans for the first phase.

The first phase of development will include:

- Around 400 homes, including affordable homes.
- Commercial space for businesses.
- The three-form entry primary school.
- Improvements to River Rom.
- The new bridge and crossing over Waterloo Road to create the east-west connection.
- The new public square and associated landscaping.



Illustrative plan of the first phase



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Bridge Close Romford



Thank you for attending the third public exhibition on our proposals for Bridge Close, Romford Town Centre.

In April 2018 the London Borough of Havering entered into a joint venture with First Base and Savills Investment Management to bring forward plans for the redevelopment of Bridge Close in Romford, as part of a wider vision and high profile growth agenda in the borough.

The first public exhibition in September 2018 outlined the broad vision for redeveloping the site, and the second public exhibition in November 2018 provided more details on our proposal. We are excited to outline how the plans have progressed in response to local aspirations and ambitions, as well as the feedback received at the events in September and November 2018.

Vision

Our vision seeks to complement Romford's existing offer by delivering:

- A new neighbourhood where people can live, work and play.
- New links to open up the town centre, simultaneously revitalising a stretch of the River Rom and connecting existing neighbourhoods to Queen's Hospital.
- Around 1,070 new homes, including affordable homes, to meet a range of housing needs.
- A new primary school, nursery and healthcare facility to support both existing and future residents.
- Community and business space.

For more information and to keep up to date with the proposals, visit:

www.bridgecloseromford.com.

Alternatively, email us:

consultation@bridgecloseromford.com

Bridge Close Romford

The redevelopment of Bridge Close will set a benchmark for future development in Romford. High-quality design and placemaking will be supported by long term estate management.



Illustrative sketch of the river walkway

In line with the Council's ambition for Romford, the plans will create a safe, active and inviting neighbourhood which complements Romford Town Centre by delivering:

- New homes for the local community, including affordable homes.
- High-quality public spaces for the whole community to enjoy.
- Improved accessibility and new links through the site, including opening up of the River Rom.
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- Local employment opportunities.

Next steps

September 2018

Stage 1 of public consultation

May 2019

Stage 3 of public consultation

Autumn/Winter 2019

Submission of a planning application

November 2018

Stage 2 of public consultation

Summer/Autumn 2019

Stage 4 of public consultation

2021

Anticipated date for works to start on site

We are committed to engaging with the local community. If you would like to find out more about our proposals, or if you have any questions, please do not hesitate to contact us.

To keep up to date on the process and receive updates, sign up to our mailing list by visiting www.bridgecloseromford.com.

Contact us

Email: consultation@bridgecloseromford.com
Telephone: 020 7871 3565

Bridge Close Romford

YOUR FEEDBACK: PROPOSALS FOR BRIDGE CLOSE, ROMFORD

Name: _____

Address: _____

Postcode: _____ Telephone: _____

Email: _____

1. Please indicate which of the following apply to you (please tick all that apply):

☐ I live locally ☐ I work locally ☐ I am a member of a local group.

Please specify: _____

2. How do you currently travel around the area?

☐ Walk ☐ Cycle ☐ Car ☐ Public transport

3. What do you use the town centre for? (Please tick all that apply)

☐ Commuting ☐ Work ☐ Shopping ☐ Leisure ☐ Childcare
☐ Pubs/ Nightlife ☐ Community facilities ☐ Events ☐ Culture ☐ Dining
☐ Recreation ☐ Health ☐ Education ☐ Socialising
☐ Other, please specify: _____

4. Please indicate your level of support for the following aspects of the proposals:

	Strongly support	Support	Neutral	Do not support	Strongly do not support
A new primary school					
New homes for Romford, including a range of affordable homes					
Healthcare centre					
Community centre					
Opening-up the River Rom as a new public space					
A new east-west link to provide quicker access to Romford town centre					
A range of commercial spaces, including affordable workspace and cafés					

Bridge Close Romford

5. Did you attend our second public exhibition at The Mercury Hall?

☐ Yes

☐ No

6. Having viewed these initial proposals, do you support the emerging plans for Bridge Close?

☐ Yes

☐ No

☐ Neutral

☐ Undecided

Please explain the reason for your answer:

7. Please explain if there is a specific location where improvements need to be targeted and why?

8. Please let us know any other comments you may have at this point:

☐ Please tick if you would like to be kept informed about the planning application (your details will remain confidential and not be passed to any third party)

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FREEPOST RTUA-THGR-LUYK
Public Consultation (Cascade),
26 Noel Street,
London,
W1F 8GY

Email: consultation@cascadepr.co.uk
Telephone: 020 7871 3565

Bridge Close Romford

Welcome



Welcome to the final stage of public consultation on the emerging proposals for Bridge Close in Romford Town Centre.

Beginning in September 2018, we have held three stages of public consultations explaining the broad vision for the planned redevelopment of the site and gathering a range of feedback which has directly influenced the emerging plans. We would now like to share the most up to date proposals, before they are submitted as a planning application.

Vision

Our vision seeks to complement Romford's existing offer by delivering:

- A new neighbourhood where people can live, work and play.
- New links to open up the town centre, simultaneously revitalising a stretch of the River Rom and connecting existing neighbourhoods to Queen's Hospital.
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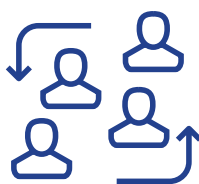
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All of the information displayed today will be available on the project website from 16th September 2019.



Four

stages of public consultation



900+

residents engaged at public events



23,000

letters and **50,000** emails to publicise the events



96,746

residents viewed social media posts



11,000

questions answered by voters online



24

hours of face-to-face engagement

A selection of your comments:

I believe it is a good use of space and the community will benefit a lot from these changes. Having another green space in the area will not only help the atmosphere but encourage young people to be outdoors more.

Resident of Union Road, RM7

River Rom area needs to be made accessible and attractive to public to use. The crossing from the town centre needs improvement. It's dingy and unattractive. It should be bright, and approach should be made easy.

Resident of Rosedale Road, RM1

It is a much-needed initiative for this area. Although I do wonder how all of this going to be in line with current infrastructure. We can all work together to bring community together and work for the betterment of everyone.

Resident of Lodge Avenue, RM2



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Bridge Close Romford

About us



Highbury Gardens, Highbury by First Base



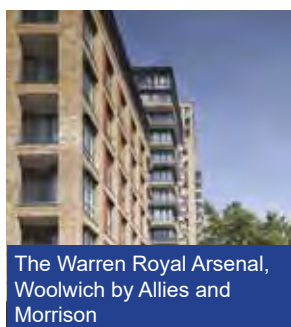
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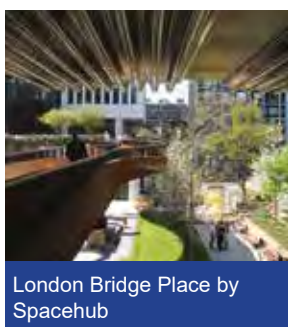
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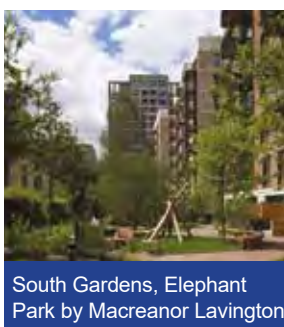
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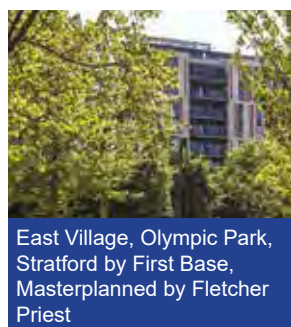
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Havering town hall

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LONDON BOROUGH



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Bridge Close Romford

The site



Wider site context

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- | | | | |
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| 9 Queen's Hospital | 10 Waterloo Estate | | |

The Bridge Close Industrial Estate is located at the junction of Waterloo Road and Oldchurch Road in Romford. The industrial estate is bordered by residential properties on Waterloo Road and Oldchurch Road.

The River Rom runs through the industrial estate, however it is hidden, unusable and subject to fly tipping.

The site is an important part of the plans to regenerate central Romford and provide much-needed new infrastructure and homes.

Bridge Close offers the opportunity to provide a new high-quality place-led part of Romford where people can live, work and play.

Opportunities

The site benefits from an excellent town centre location and has the potential to:

- Create new connections to the town centre and Queen's Hospital.
- Revitalise a hidden and neglected stretch of the River Rom.
- Deliver new homes, including much needed affordable housing, in a sustainable location which benefits from first-class public transport links.
- Deliver a new primary school for local children and new healthcare facilities.
- Deliver long-term investment by the Council including careful management of the scheme into the future.



- | | |
|----|----------------------------------|
| 1 | Flood risk (Zone 2) |
| 2 | Ring road |
| 3 | Underpass |
| 4 | Existing bridge |
| 5 | New crossing location |
| 6 | Proposed bridge location |
| 7 | Embankment level difference |
| 8 | River edge (8m. setback) |
| 9 | Thames Water sewer (5m. setback) |
| 10 | Gas main 3m. setback |
| 11 | Existing mature trees |
| 12 | Level change around the site |
| 13 | Existing access from roundabout |

Delivering the masterplan
The masterplan will be delivered using a phased approach, with the outline plans for the overall site being submitted later this year alongside detailed plans for the first phase.

- The first phase of development will include:
- Around 400 homes, including affordable homes.
 - Commercial space for businesses.
 - The three-form entry primary school.
 - Improvements to River Rom.
 - The new bridge and crossing over Waterloo Road to create the east-west connection.
 - The new public square and associated landscaping

Bridge Close Romford

Creating a neighbourhood



Illustrative view of the masterplan

The redevelopment of Bridge Close will set a benchmark for future development in Romford.

In line with the Council's ambition for Romford, the plans will create a safe, active and inviting neighbourhood which complements Romford Town Centre by delivering:

- Around 1,070 new homes for the local community, including affordable homes.
- High-quality public spaces for the whole community to enjoy.
- Improved accessibility and new links through the site, including opening up River Rom.
- A new primary school for local children.
- A new healthcare facility to help address local demand.
- High-quality business space, including affordable workspace to support local small to medium-sized companies or start-ups.
- A new community centre, including new space for the Havering Islamic Cultural Centre.
- Local employment opportunities.
- High-quality design and placemaking will be supported by long term estate management.

Masterplan for Bridge Close

The emerging mixed-use proposals will be delivered across the site in blocks which will be designed to fit with the evolving townscape of Romford Town Centre. The proposed building heights range from 6 to 14 storeys.

Building heights vary to create good space standards whilst taking into account views from around the site. Orientation and heights of buildings have been carefully considered to ensure high-quality public spaces are created between buildings.



CGI view of looking south along the River Rom



Havering
LONDON BOROUGH



www.bridgecloseromford.com

Bridge Close Romford

Community benefits



CGI view of the new school and health centre

In addition to providing new homes, commercial space and public open spaces, the proposals will also deliver much-needed services for Romford residents.

This will help to meet the need for new school places, provide a healthcare facility and support Romford's thriving community through the creation of new community facilities.

In addition, the proposals would secure significant planning contributions to support wider improvements to community infrastructure in Romford.

Deliver new affordable homes in Romford

A mix of private and affordable homes will be provided on site, aiming to meet a variety of housing needs and sizes.

What is affordable housing?

Affordable housing is an umbrella term for any home that is not sold or purchased as private market housing or privately rented, and is provided to specific households who meet the target requirements.

We are proposing to provide a mix of affordable housing tenures as part of the development:

- Affordable rent – Up to 80% of market rate or managed by a housing association.
- Shared ownership – Purchase a share of a property and rent the remainder from housing association, with the option to buy more in the future.



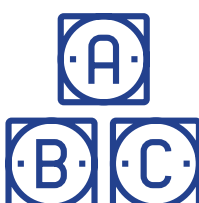
Healthcare

New healthcare facility including GP amenities, mental health services and a pharmacy



Primary school

Three form entry primary school with 630 school places, including additional specialist facilities for children with Special Educational Needs and Disabilities (SEND)



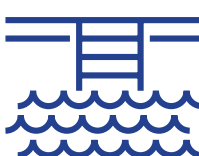
Nursery

Nursery with 52 places providing early childhood education



Community hub

High quality community hub for Romford, including improved facilities for Havering Islamic Cultural Centre



Bridge

New bridge across the River Rom to improve connectivity and links with the town centre.



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Bridge Close Romford

Public realm and street scene



The proposals will create a range of streets and public spaces that seamlessly link and provide improved accessibility through the site.

Spaces will be safe and welcoming, creating a high quality environment for residents and neighbouring communities to enjoy.

The landscape proposals will deliver:

- Significant areas of green open space.
- New children's play areas.
- A trim trail and informal running loop.
- Substantial areas of tree planting.
- Environmental improvements to Waterloo Road.
- An increase in biodiversity and habitat areas for wildlife.
- New pedestrian and cycle links across the River Rom and Waterloo Road.



Indicative image of public space



Indicative image of public space



Indicative image of public space



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Bridge Close Romford

New and improved links



The site currently suffers from poor accessibility as it is constrained by the ring road, railway line and river. The plans will open up new links and create a gateway into the town centre.

The new east-west link, across the River Rom through to Waterloo Road, will provide quicker and safer access to Romford Station and the town centre.

The site's town centre location benefits from excellent public transport connections. A travel plan will enable new residents, workers and visitors to conveniently use these excellent public transport links and sustainable forms of transport.

The site has a Public Transport Accessibility Level (PTAL) rating of 6a - the second highest rating. PTAL is a measure which rates locations by distance from frequent public transport services.



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LONDON BOROUGH



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Bridge Close Romford

Revitalising the River Rom



CGI view of the River Rom walkway

The proposals will provide a new pedestrian and cycle bridge over the River Rom, transforming the area into an open, attractive and active public space.

The current bridge over the river is underused and feels unsafe to many residents. By building a new bridge to Romford railway station and improving the surrounding area, it will become a livelier and safer connection for everyone in Romford to use.

The stretch of the River Rom within the site is a hidden and underutilised asset in the town centre. It will become a vibrant public space with new walkways, planting and seating.

The green linear park along this stretch of the river will promote health and wellbeing by providing active spaces for people to exercise and relax.



Examples of high-quality riverside public space



Examples of high-quality riverside public space



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Bridge Close Romford

Jobs for Romford



The proposals will be a catalyst for Romford Town Centre, helping to drive up footfall for existing businesses and boost the local economy.

Workspaces for a range of businesses, including affordable spaces, will help Romford's smaller businesses and start-ups flourish in a sustainable town centre location.

Employment opportunities during construction

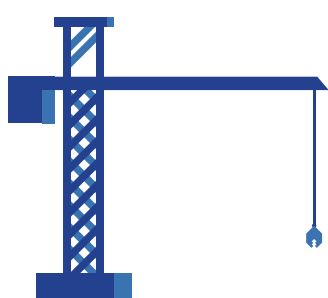
During the construction phase our contractors will provide employment and training opportunities for the local community, as well as apprenticeships.

We will also work with our contractors to support Romford's economy by promoting a local procurement strategy, which means we will aim to use local suppliers of materials, specialist tradespeople and workers wherever possible.

We anticipate that the proposed business and commercial space could support a significant number of local employment opportunities, alongside jobs created at the new primary school and healthcare facility.



The Mayor of Havering and Leader of the Council with local apprentices



205

Construction jobs created per year



Affordable

workspace



650

Direct and indirect local jobs created



£4m

Generated in local spend from new residents and businesses



Havering
LONDON BOROUGH



www.bridgecloseromford.com

Bridge Close Romford

Inclusive community engagement

Thank you for visiting today.

Please take the time to complete a feedback form before you leave to let us know your views on the emerging proposals for Bridge Close.

You can take a feedback form away and return it by Freepost, or fill one out online.

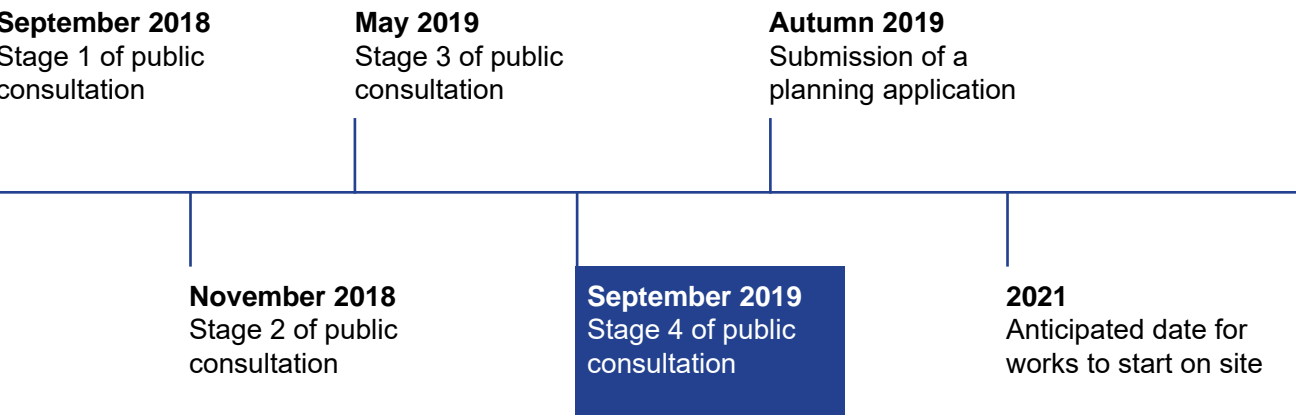
All of the information displayed at this event will be available to view online from 16th September 2019.

If you would like to find out more about our proposals, please do not hesitate to get in contact with us or register online for email updates.

Next steps

The overall masterplan will be delivered in phases. Subject to planning consent, we anticipate that construction of the first phase will begin in 2021 and the overall development is expected to take up to 10 years.

Project timeline



In May you told us	Our commitment
54% support affordable workspace and cafes	To provide affordable workspace for Romford’s small businesses and creative start-ups.
75% support new community facilities	To deliver a range of community amenities for current and future residents to use and enjoy, including healthcare, a primary school and a new space for the Havering Islamic Cultural Centre.
59% in favour of revitalising the River Rom	To transform a stretch of the River Rom, deliver significant environmental improvements and create new public spaces
66% support new links	To create a new east-west link, providing quicker and safer pedestrian access.
55% support a range of new homes	To deliver around 1,070 new homes in Romford Town Centre including affordable homes.

Bridge Close Romford

YOUR FEEDBACK: PROPOSALS FOR BRIDGE CLOSE, ROMFORD

Name: _____

Address: _____

Postcode: _____ Telephone: _____

Email: _____

1. Please indicate which of the following apply to you (please tick all that apply):

☐ I live locally ☐ I work locally ☐ I am a member of a local group.

Please specify: _____

2. Please indicate your level of support for the following aspects of the proposals:

	Strongly support	Support	Neutral	Do not support	Strongly do not support
A new primary school					
New homes for Romford, including a range of affordable homes					
Healthcare centre					
Community centre					
Opening-up the River Rom as a new public space					
A new east-west link to provide quicker access to Romford town centre					
A range of commercial spaces, including affordable workspace and cafés					

3. Did you attend one of our last public exhibition events at The Brewery or the Havering Islamic Cultural Centre?

☐ Yes ☐ No

4. Having viewed these proposals, do you support the emerging plans for Bridge Close?

☐ Yes ☐ No ☐ Neutral ☐ Undecided

Please explain the reason for your answer:

Bridge Close Romford

5. What community initiatives or activities would you like to see supported?

6. Are there any local voluntary organisations we should be aware of, for instance working to support local education, skills or environmental initiatives?

7. What are the biggest challenges in your area?

8. Please let us know any other comments you may have at this point:

☐ Please tick if you would like to be kept informed about the planning application (your details will remain confidential and not be passed to any third party)

All data received will be processed by Cascade Communications on behalf of First Base. All data will be kept in accordance with relevant data protection legislation including the General Data Protection Regulations (GDPR). Contact information will only be used to update neighbours on information relating to this project and your data will be kept for no longer than two years. Feedback will be reviewed by First Base and their consultants and an anonymised summary will be submitted to the London Borough of Havering as part of the planning application. Further details can be found in our privacy statement. Please contact us for details.

Please return this survey in the box provided or to:

FREEPOST RTUA-THGR-LUYK
Public Consultation (Cascade),
26 Noel Street,
London,
W1F 8GY

Email: consultation@cascadepr.co.uk
Telephone: 020 7871 3565

Bridge Close Regeneration Romford

Welcome



Welcome to the fifth stage of public consultation on the emerging proposals for Bridge Close in Romford Town Centre.

Following an extensive and wide-ranging process of public consultation over the last four years, we are now at the final stages ahead of submitting a planning application, and would like to share an update on our proposals to deliver a high-quality, mixed use development, which will provide new homes including much needed affordable housing.

Vision

Our vision seeks to complement Romford's existing offer by delivering:

- A new neighbourhood where people can live, work and play.
- A new primary school, nursery and healthcare facility to support both existing and future residents.
- Community and business space.
- New bridge and links to open up the town centre, simultaneously revitalising a stretch of the River Rom and connecting existing neighbourhoods to the town centre and Queen's Hospital.
- Around 1,070 new homes, including affordable homes, to meet a range of housing needs.

Please feel free to browse the information in your own time, ask the team any questions and share your ideas. We would be grateful if you could take the time to complete a feedback form and provide us with your views.

All information on display today will be available on the project website - www.havering.gov.uk/bridgeclose - from 31st October 2022.

Key themes from previous public consultation events:

- Support for the regeneration of the site.
- Support for the provision of new schools and health facilities in Romford.
- Questions relating to the types and sizes of new homes.
- Support for the delivery of new homes in Romford.
- Support for improved permeability of the site and opening the River Rom frontage.
- Questions surrounding parking and transport around the site.
- Comments regarding the height and massing of the development.



Four
stages of public consultation



1,600+
residents engaged at public events



23,000
letters and **50,000** emails to publicise the events



96,000
residents viewed social media posts



11,000
questions answered by voters online



24
hours of face-to-face engagement



Previous public consultation events

Bridge Close Regeneration Romford

About us

Havering Council

Havering Council, through its development company, Bridge Close Regeneration LLP, is working to redevelop Bridge Close Industrial Estate to create a high-quality, mixed-use development, which will provide new homes for local people including much needed affordable housing, a school, health services, and jobs, as well as open up the River Rom to make it a key part of the town.

There is a demand for additional housing in the borough, particularly in a location that is close to excellent public transport connections, shopping and leisure facilities. Bridge Close was allocated as a key site for residential development in the Romford Area Action Plan 2008 and this was also reflected in the Romford Redevelopment Framework agreed by Havering Council's Cabinet in July 2015.

At the June 2016 Cabinet meeting, Havering Council agreed that Bridge Close could be taken forward for redevelopment. The plans that will be delivered following consultation with residents and stakeholders will create homes, commercial space and a new bridge to allow quick access to Romford station and Queen's Hospital.



New Green, Rainham (formerly Napier and New Plymouth House), Havering Council

An award-winning design team

A first-class design team, with a track record of delivering exemplary schemes across London and the UK, has been appointed to bring forward the proposals.

Fletcher Priest are the masterplanners for the project. Maccreanor Lavington and Allies and Morrison will be designing the buildings and spaces for the first phase of the proposed development.

Fletcher Priest

Fletcher Priest is a studio of architects, urban designers and interior designers with a broad range of experience at every scale, from the design of interiors to the masterplanning of towns and cities.

Maccreanor Lavington

Maccreanor Lavington's diverse portfolio ranges from individual buildings to large scale urban design. It has particular expertise in housing, the regeneration of town centres and educational buildings, having previously designed several new schools as part of mixed-use developments.

Allies and Morrison

Allies and Morrison is an architecture and urban planning practice based in London and Cambridge. Since its founding in 1984, the practice has developed a reputation for well-crafted buildings and thoughtful place making.

Bridge Close Regeneration Romford

The site



Key: Local context

- | | | | |
|-------------------------------|--------------------|----------------|------------------------------|
| 1 Bridge Close | 2 Homebase | 3 The Brewery | 4 Romford Train Station |
| 5 The Liberty Shopping Centre | 6 The Town Hall | 7 Market Place | 8 Oldchurch Rise/Reflections |
| 9 Queen's Hospital | 10 Waterloo Estate | | |

The Bridge Close Industrial Estate is located at the junction of Waterloo Road and Oldchurch Road in Romford. The industrial estate is bordered by residential properties on Waterloo Road and Oldchurch Road.

The River Rom runs through the industrial estate, however it is hidden, unusable and subject to fly tipping.

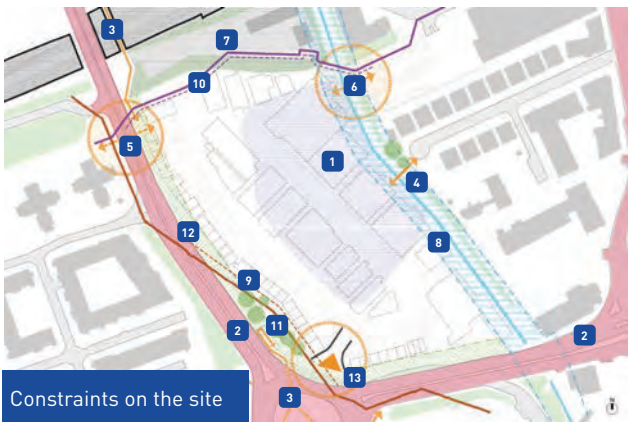
The site is an important part of the plans to regenerate central Romford and provide much-needed new infrastructure and homes.

Bridge Close provides the opportunity to provide a new high-quality place-led part of Romford where people can live, work and play.

Opportunities

The site benefits from an excellent town centre location and has the potential to:

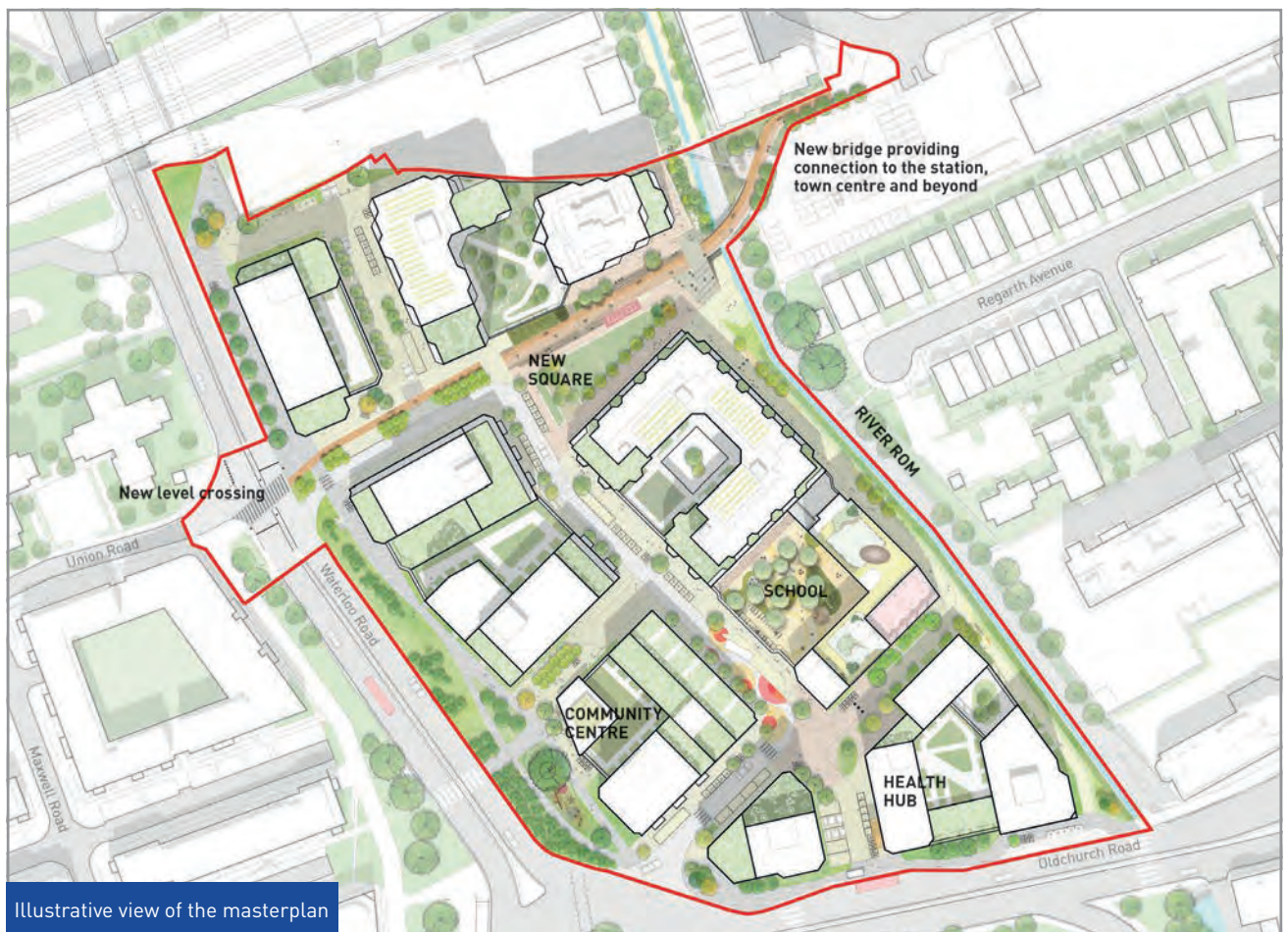
- Create new connections to the town centre and Queen's Hospital.
- Revitalise a hidden and neglected stretch of the River Rom.
- Deliver new homes, including much needed affordable housing, in a sustainable location which benefits from first-class public transport links.
- Deliver a new primary school for local children and new healthcare facilities.
- Deliver long-term investment by the Council including careful management of the scheme into the future.



- | | |
|----|----------------------------------|
| 1 | Flood risk (Zone 2) |
| 2 | Ring road |
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| 8 | River edge (8m. setback) |
| 9 | Thames Water sewer (5m. setback) |
| 10 | Gas main 3m. setback |
| 11 | Existing mature trees |
| 12 | Level change around the site |
| 13 | Existing access from roundabout |

Bridge Close Regeneration Romford

Creating a neighbourhood



The redevelopment of Bridge Close will set a benchmark for future development in Romford.

In line with the Council's ambition for Romford, the plans will create a safe, active and inviting neighbourhood which complements Romford Town Centre by delivering:

- A new neighbourhood where people can live, work and play.
- Community and business space.
- New bridge and links to open up the town centre, simultaneously revitalising a stretch of the River Rom and connecting existing neighbourhoods to the town centre and Queen's Hospital.
- Around 1,070 new homes, including affordable homes, to meet a range of housing needs.
- A new primary school, nursery and healthcare facility to support both existing and future residents.

Masterplan for Bridge Close

The emerging mixed-use proposals will be delivered across the site in blocks which will be designed to fit with the evolving townscape of Romford Town Centre. The proposed building heights range from 5 to 14 storeys.

Building heights vary to create good space standards whilst taking account of views from around the site. Orientation and heights of buildings have been carefully considered to ensure high-quality public spaces are created between buildings.



Bridge Close Regeneration Romford

Delivering improvements to local infrastructure



View showing the new school

In addition to providing new homes, commercial space and public open spaces, the proposals will also deliver much-needed services for Romford residents.

This will help to meet the need for new school places, provide a healthcare facility and support Romford’s thriving community through the creation of new community facilities.

The proposals will deliver:

- A new large healthcare facility that could provide a range of facilities from GP services to mental health services and a pharmacy.
- A three-form entry primary school as part of the first phase with 630 school places for local children, including additional specialist facilities for children with Special Educational Needs and Disabilities (SEND).
- A nursery with 39 places providing early childhood education.
- A high-quality community hub for Romford.
- A new bridge across the River Rom to improve connectivity and links with the town centre, as well as improvements to the existing bridge which links to Regarth Avenue.

In addition, the proposals would secure significant planning contributions to support wider improvements to community infrastructure in Romford.



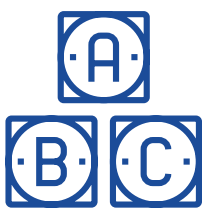
Healthcare

New healthcare facility including GP amenities, mental health services and a pharmacy



Primary school

Three form entry primary school with 630 school places, including additional specialist facilities for children with Special Educational Needs and Disabilities (SEND)



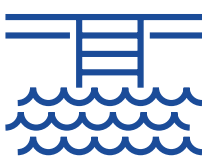
Nursery

Nursery with 39 places providing early childhood education



Community hub

High quality community hub for Romford



Bridge

New bridge across the River Rom to improve connectivity and links with the town centre

Bridge Close Regeneration Romford

Public realm and street scene



The proposals will create a range of streets and public spaces that seamlessly link and provide improved accessibility through the site.

Spaces will be safe and welcoming, creating a high-quality environment for residents and neighbouring communities to enjoy.

The landscape proposals will deliver:

- Significant areas of green open space.
- New children's play areas.
- A trim trail and informal running loop.
- Substantial areas of tree planting.
- Environmental improvements to Waterloo Road.
- An increase in biodiversity and habitat areas for wildlife.
- New pedestrian and cycle links across the River Rom and Waterloo Road.

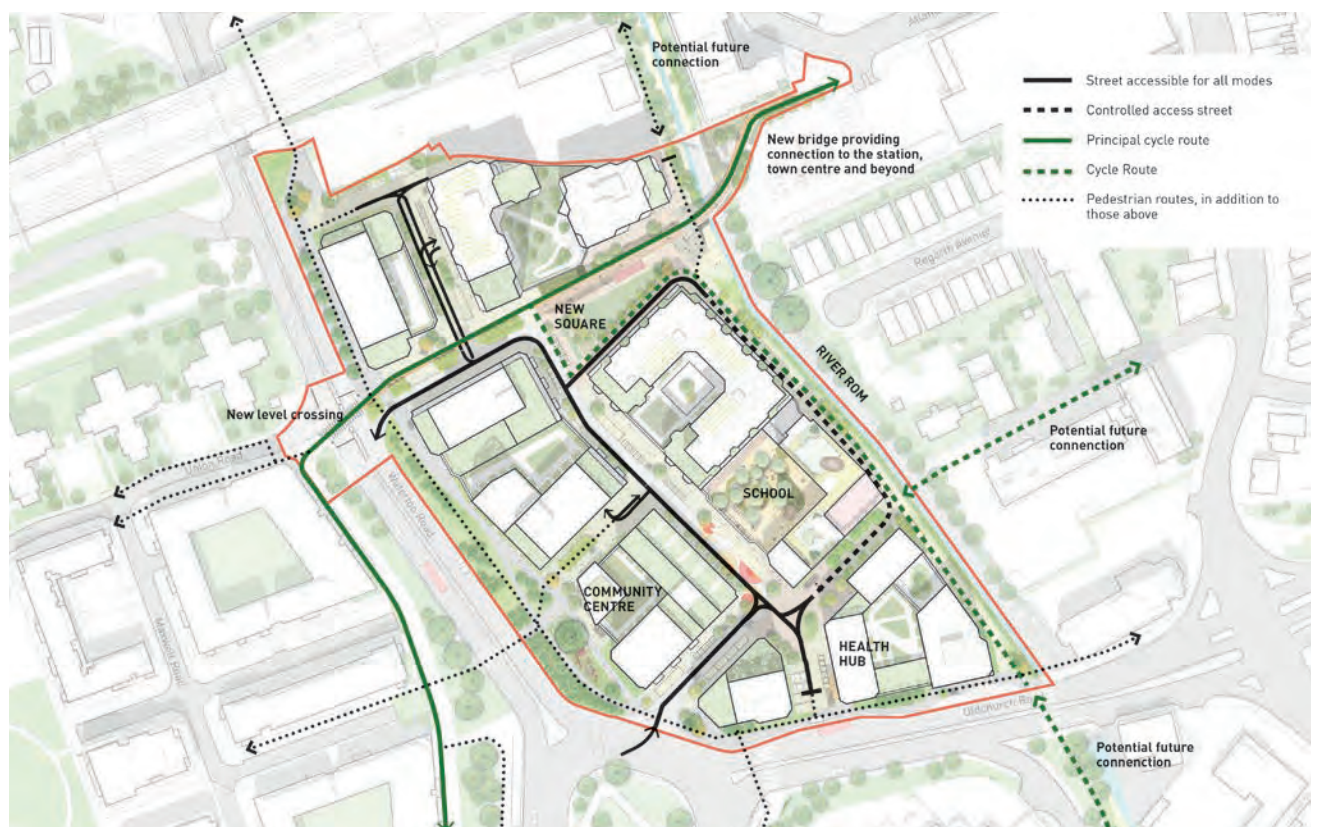


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www.havering.gov.uk/bridgeclose

Bridge Close Regeneration Romford

New and improved links



View showing improved links through the site

The site currently suffers from poor accessibility as it is constrained by the ring road, railway line and river. The plans will open up new links and create a gateway into the town centre.

The new east-west link, across the River Rom through to Waterloo Road, will provide quicker and safer access to Romford Station and the town centre.

The site's town centre location benefits from excellent public transport connections. A travel plan will enable new residents, workers and visitors to conveniently use these excellent public transport links and sustainable forms of transport.

The site has a Public Transport Accessibility Level (PTAL) rating of 6a - the second highest rating. PTAL is a measure which rates locations by distance from frequent public transport services.



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Bridge Close Regeneration Romford

Revitalising the River Rom



View of the River Rom walkway

The proposals will provide a new pedestrian and cycle bridge over the River Rom, transforming the area into an open, attractive and active public space.

The current bridge over the river is underused and feels unsafe to many residents. By building a new bridge to Romford railway station and improving the surrounding area, it will become a livelier and safer connection for everyone in Romford to use.

The stretch of the River Rom within the site is a hidden and underutilised asset in the town centre. It will become a vibrant public space with new walkways, planting and seating.

The green linear park along this stretch of the river will promote health and wellbeing by providing active spaces for people to exercise and relax.



Examples of high-quality riverside public space



Examples of high-quality riverside public space



Havering
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www.havering.gov.uk/bridgeclose

Bridge Close Regeneration Romford

Jobs for Romford



The proposals will be a catalyst for Romford Town Centre, helping to drive up footfall for existing businesses and boost the local economy.

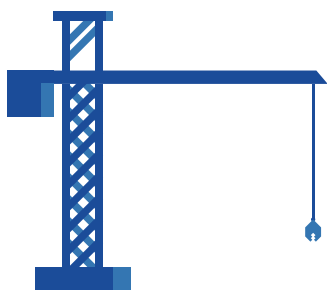
Workspaces for a range of businesses, including affordable spaces, will help Romford’s smaller businesses and start-ups to flourish in a sustainable town centre location.

We anticipate that the proposed business and commercial space could support a significant number of local employment opportunities, alongside jobs created at the new primary school and healthcare facility.

Employment opportunities during construction

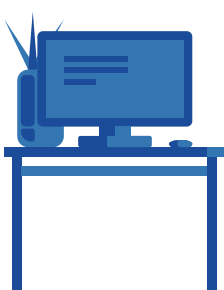
During the construction phase our contractors will provide employment and training opportunities for the local community, as well as apprenticeships.

We will also work with our contractors to support Romford’s economy by promoting a local procurement strategy, which means we will aim to use local suppliers of materials, specialist tradespeople and workers wherever possible.



205

construction jobs created per year



Affordable

workspace



650

direct and indirect local jobs created



£4m

generated in local spend from new residents and businesses

Bridge Close Regeneration Romford

Sustainability for today and the future



New high quality homes and community facilities

A site-wide sustainability strategy has been developed to ensure the development achieves a high level of environmental and social sustainability performance. This includes the new homes which will be energy and water efficient with an aspiration to perform better than Building Regulation requirements.

Workspaces for a range of businesses, including affordable spaces, will help Romford's smaller businesses and start-ups to flourish in a sustainable town centre location. We anticipate that the proposed business and commercial space could support a significant number of local employment opportunities, alongside jobs created at the new primary school and healthcare facility.

- Optimising the use of a brownfield site in a highly sustainable town centre site with excellent public transport accessibility.
- Ecological enhancements with a site-wide net gain in biodiversity and urban greening meeting the 0.4 London Plan target.
- All buildings will adopt a fabric-first approach reducing energy demands to achieve a target 10% and 15% CO2 emission reduction.
- Heating will be supplied via a site-wide energy centre (located within Plot A1) which will use air source heat pumps as the primary heat source. All domestic and non-domestic units will connect to this system.
- Each block will contain a plant room which will contain water source heat pumps.
- Photovoltaic Panels, known as PV panels, will be installed on suitable available roof space to provide on-site renewable energy generation.
- The energy strategy aims to achieve a 35% reduction in CO2 emissions. A carbon offset payment will be identified to offset the remaining carbon to achieve a net zero carbon scheme.



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www.havering.gov.uk/bridgeclose

Bridge Close Regeneration Romford

Next steps

Thank you for visiting today

Please take the time to complete a feedback form before you leave to let us know your views on the proposals for Bridge Close. You can take a feedback form away and return it by Freepost or fill one out online.

All the information displayed at this event will be available to view on our website from Monday 31st October and you can also register for updates to keep up to date with our proposals.

If you would like to find out more about our proposals, please do not hesitate to get in contact with us or register online for email updates.

Next steps

Havering Council is committed to engaging with the local community. Following this stage of consultation, we are expecting to hold a further consultation in the early summer.

The overall masterplan will be delivered in phases. Subject to planning permission, we expect to start on site with the first phase of construction in Summer 2024, with all new homes being delivered by 2030.

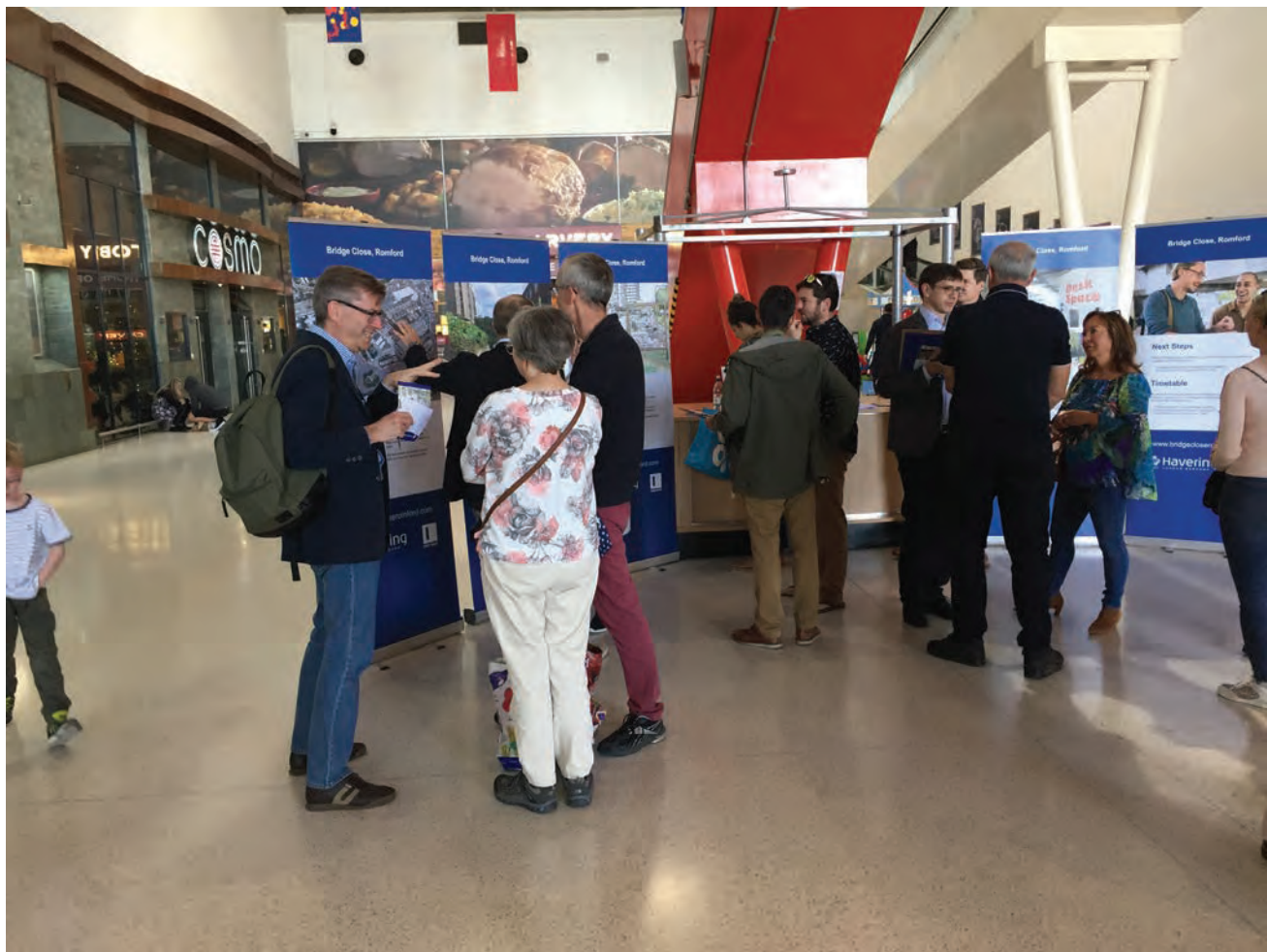
Delivering the Bridge Close masterplan

The masterplan will be delivered using a phased approach, with the outline plans for the overall site being submitted later this year alongside detailed plans for the first phase.

The first phase of development will include:

- Around 400 homes, including affordable homes.
- Commercial space for businesses.
- The three-form entry primary school, with nursery and SEND provision.
- Improvements to River Rom.

- East-West connection to the town centre:
 - A new pedestrian/cycle bridge over River Rom and;
 - A signalised crossing over Waterloo Road
- The new bridge and crossing over Waterloo Road to create the east-west connection.
- The new public square and associated landscaping.

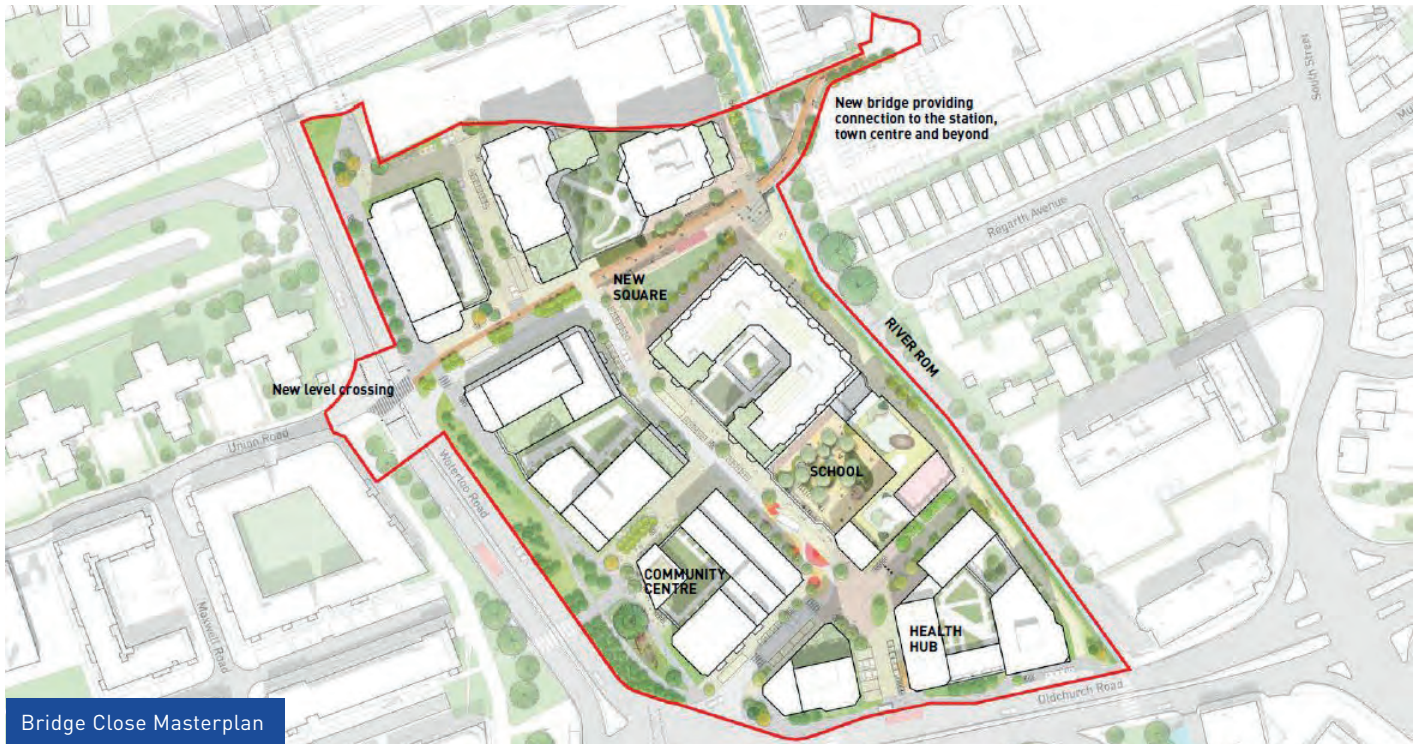


Previous public consultation events

Bridge Close Regeneration Romford

October 2022

Bridge Close Industrial Estate update



Dear Resident,

We are writing to provide you with an update on the next stage of the redevelopment proposals for Bridge Close Industrial Estate in Romford.

As you may know, Havering Council, through its development vehicle, Bridge Close Regeneration LLP, is working to redevelop Bridge Close Industrial Estate to bring forward a high-quality, mixed-use development, which will provide new homes including much-needed affordable housing, a school, health services, and jobs, as well as open up the River Rom to make it a key part of the town.

Following an extensive and wide-ranging process of public consultation over the last four years, we are now at the final stages ahead of submitting a planning application, and would like to invite you to a series of exhibition events, hosted by Cascade Communications who are coordinating the consultations on behalf of the council, to provide you with an update on the proposals.

The public exhibition events are as follows:

In person:

Wednesday 26 October • 11am – 2pm

Saturday 29 October • 12pm – 3pm

At The Brewery Romford, downstairs outside the Sainsburys, Brewery Walk, Romford, Essex, RM1 1AU

Online webinar:

Thursday 27 October • 6pm – 7pm

To register for the online webinar, please visit www.havering.gov.uk/bridgeclose or scan the QR Code here.



Contact us:

consultation@cascadecommunications.co.uk • 020 7871 3564

English: Get in touch if you would like this translated in your language.

Lithuanian: Susisiekite, jei norite, kad tai būtų išversta į jūsų kalbą.

Polish: Skontaktuj się z nami, jeśli chcesz to przetłumaczyć na Twój język.

Punjabi: ਜੇਕਰ ਤੁਸੀਂ ਇਸਨੂੰ ਆਪਣੀ ਭਾਸ਼ਾ ਵਿਚ ਅਨੁਵਾਦ ਕਰਨਾ ਚਾਹੁੰਦੇ ਹੋ ਤਾਂ ਸੰਪਰਕ ਕਰੋ।

Bengali: আপনি যদি এটি আপনার ভাষায় অনুবাদ করতে চান তাহলে যোগাযোগ করুন।

Filipino: Makipag-ugnayan kung gusto mong isalin ito sa iyong wika.

Vision



Our vision for Bridge Close seeks to complement Romford's existing offer by delivering:

- A new neighbourhood where people can live, work and play.
- Community and business space.
- New bridge and links to open up the town centre, simultaneously revitalising a stretch of the River Rom and connecting existing neighbourhoods to the town centre and Queen's Hospital.
- Around 1,070 new homes, including affordable homes, to meet a range of housing needs.
- A new primary school, nursery and healthcare facility to support both existing and future residents.



Photos from previous consultation events

Our journey so far over the past four years has meant:



Four stages of public consultation



96,000 residents viewed social media posts



1,600+ residents engaged at public events



11,000 questions answered by voters online



23,000 letters and **50,000** emails to publicise the events



24 hours of face-to-face engagement

We want to hear from you

Our Freepost survey below can be returned by filling in, tearing off and sealing the questionnaire. Then just drop it in the post!

If you are not able to attend any of the consultation events, please feel free to fill this questionnaire and send it back to us.

ABOUT YOU

Name

Address

Email address

Phone number

Age group

☐ Under 18 ☐ 19-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65+ ☐ Prefer not to say

How would you describe your gender?

☐ Male (including transgender men) ☐ Female (including transgender women)
☐ Prefer to self-describe as _____ (non-binary, gender-fluid, agender, please specify) ☐ Prefer not to say

Please tick all that apply from the following:

☐ I live locally ☐ I work locally ☐ I belong to a local group (please specify) _____

Did you attend any of our last public exhibition events at The Brewery or the Havering Islamic Cultural Centre?

☐ Yes ☐ No

We are making improvements to public spaces, landscaping and connectivity in the town centre including revitalising River Rom. What are your thoughts and ideas for how we can further improve the public realm?

Please indicate if you would like to be kept informed on any of the following [tick all that apply]

☐ New homes ☐ Jobs ☐ Apprenticeships ☐ Training ☐ Other

Please let us know any other comments you may have at this point:

I am happy to receive updates on the plans for Bridge Close

☐ Yes ☐ No

Thank you for providing your feedback

All data received will be processed by Cascade Communications, who are appointed by Bridge Close Regeneration LLP, on behalf of our project team and kept in accordance with relevant data protection legislation including the General Data Protection Regulations (GDPR). Your data will be kept for no longer than five years. Contact information will only be used for updates on information relating to this project. Further details can be found in Cascade privacy statement available via www.cascadecommunications.co.uk.

Bridge Close Regeneration

Romford



Freepost RUCG-JBYH-TJGZ
Public Consultation (Cascade)
4 Wardour Mews
London
W1F 8AJ



WEEKLY REPORT

Prepared for: First Base
13th May 2019

1,977

Community
Users

5,491

Votes
Cast

771

Community
Voters

Users



● 91% New users
● 9% Returning users

Devices



● 76% Mobile
● 18% Tablet
● 6% Desktop



Poll: Area Improvements

What do you use the town centre for?



Commuting

12% voted

35 votes



Shopping

65% voted

185 votes



Work

7% voted

19 votes



Leisure

16% voted

47 votes

How do you currently travel around Romford?



Walk

39% voted

109 votes



Cycle

4% voted

12 votes



Car

31% voted

89 votes



Public transport

26% voted

73 votes

What new facilities does Romford need most?



Cafe

14% voted

38 votes



Healthcare centre

24% voted

65 votes



Leisure eg. Gym

5% voted

14 votes



Local independent shops

57% voted

152 votes



What does Romford need more of?



Community Amenities

59% voted

156 votes



Commercial Space

11% voted

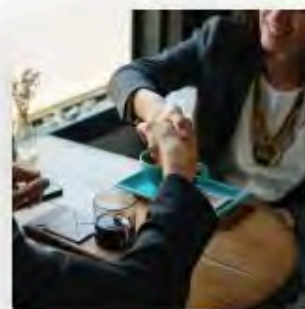
30 votes



Improved Transport Links

10% voted

26 votes



New Jobs

20% voted

54 votes

What challenges do the community need more support with?

Most favourite

- 1 Social issues
- 2 Local business opportunities
- 3 Pollution & environment
- 4 Infrastructure

Least favourite

What would you like to see in Bridge Close?



Cafes and restaurants

65% voted

169 votes



Workspaces

35% voted

90 votes



Would you use a new local healthcare centre?



Poll: Bridge Close

How do you feel about opening the River Rom as public space?



How would you prefer to use the space around the River Rom?



Leisure
49% voted
293 votes



Health & Fitness
10% voted
58 votes



Commercial
11% voted
65 votes



Dining
31% voted
188 votes



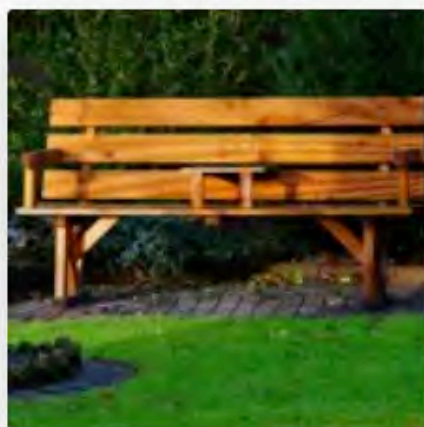
What would you most like to see in the new river space?



Open Space

25% voted

155 votes



Public Seating

21% voted

127 votes



High Quality Landscaping

54% voted

327 votes



Would you like to see improved connections to the station?



What's most important for you in a community centre?



Education
19% voted
110 votes



Fitness
17% voted
100 votes



Socialising
55% voted
324 votes



Childcare
10% voted
59 votes



What would you like to see in the new workspace?

Most favourite

- 1 Creative Workshops
- 2 Local jobs & Apprenticeships
- 3 Start-up Incubators
- 4 Affordable Workspace

Least favourite

