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1.0

Project overview

1.1

Project Overview

To accompany the development of a new Local Plan (2016-2031) the London Borough of Havering appointed a design team to assist in the preparation of a Masterplan for Romford Town Centre. Central to the project's vision was a focus on strengthening Romford's local character and finding ways for growth and development to meet a variety of local needs.

The Masterplan design team is led by MaccreeanorLavington Architects, with make:good appointed to plan and deliver public engagement activities for Key Stage 1-3 of the Masterplan process.

An engagement approach was developed in-line with Havering Council's desire for early involvement, ample local buy-in and participation in the Romford Masterplan, ensuring that:

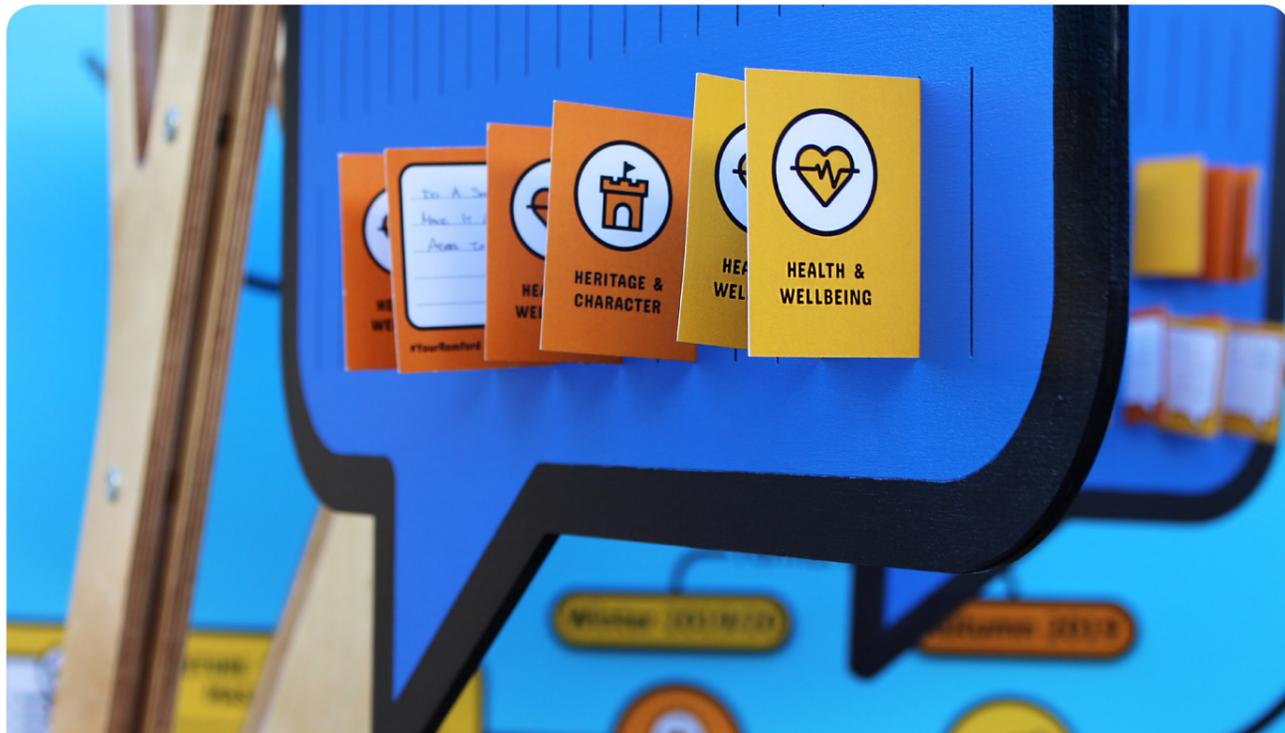
- The people of Havering feel the future of Romford is something they have a say in
- The potential of the Town Centre and the benefits of a Masterplan are understood
- The vision is developed with the people to the extent they feel a sense of ownership
- The sense of pride for Romford is strengthened and the public are excited by the vision and the future
- The plan is deliverable with a strong, robust plan behind it underpinned by viability and financial assessments
- Commercial opportunity is promoted, investment that benefits local people is encouraged and investors and decision makers are directed about what is wanted in Romford.



As such, an approach was developed to prioritise **local insight, strong reach** and **meaningful participation**.

This report provides an overview of the formative stage of engagement delivered by make:good and how findings have helped to inform and shape a draft Masterplan for Romford Town Centre. Following this initial phase of engagement, the Local Planning Authority will:

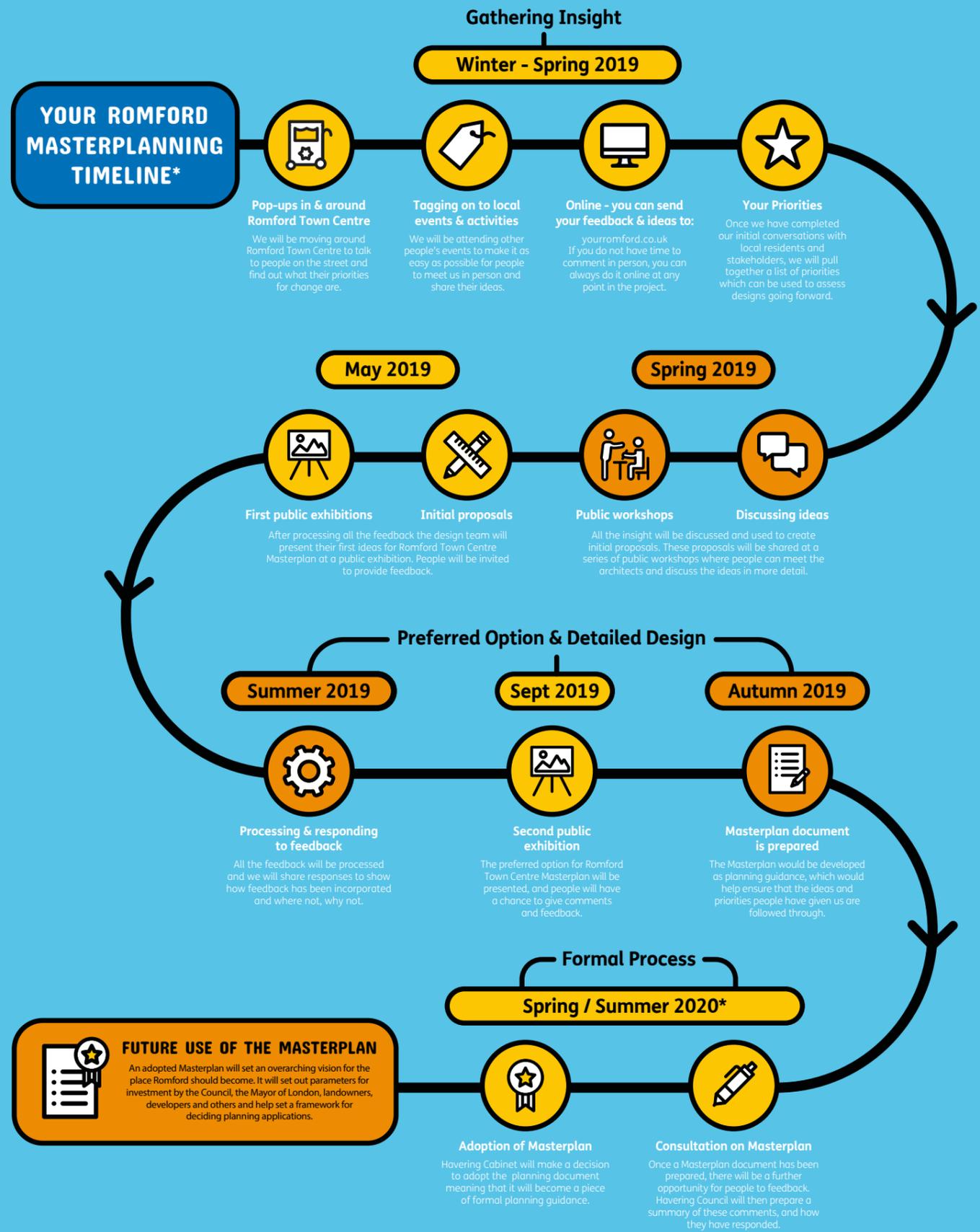
1. Carry out a formal six-week consultation on a draft Masterplan Statutory Planning Document (SPD)
2. Prepare a Consultation Statement in accordance with its Statement of Community Involvement and legislative requirements.



Your Romford pop-up on South Street



Your Romford pop-up on South Street



*Please note that the timelines for the Formal Consultation on the draft Romford Masterplan may be subject to change, as it is connected to other planning consultations Havering Council will be undertaking in the coming months. These include:

- 

Draft Local Plan 2016-2031
Consultation on Further Modifications
Autumn / Winter 2019
- 

Site Specific Allocations Local Plan
Initial Consultation
Autumn / Winter 2019
- 

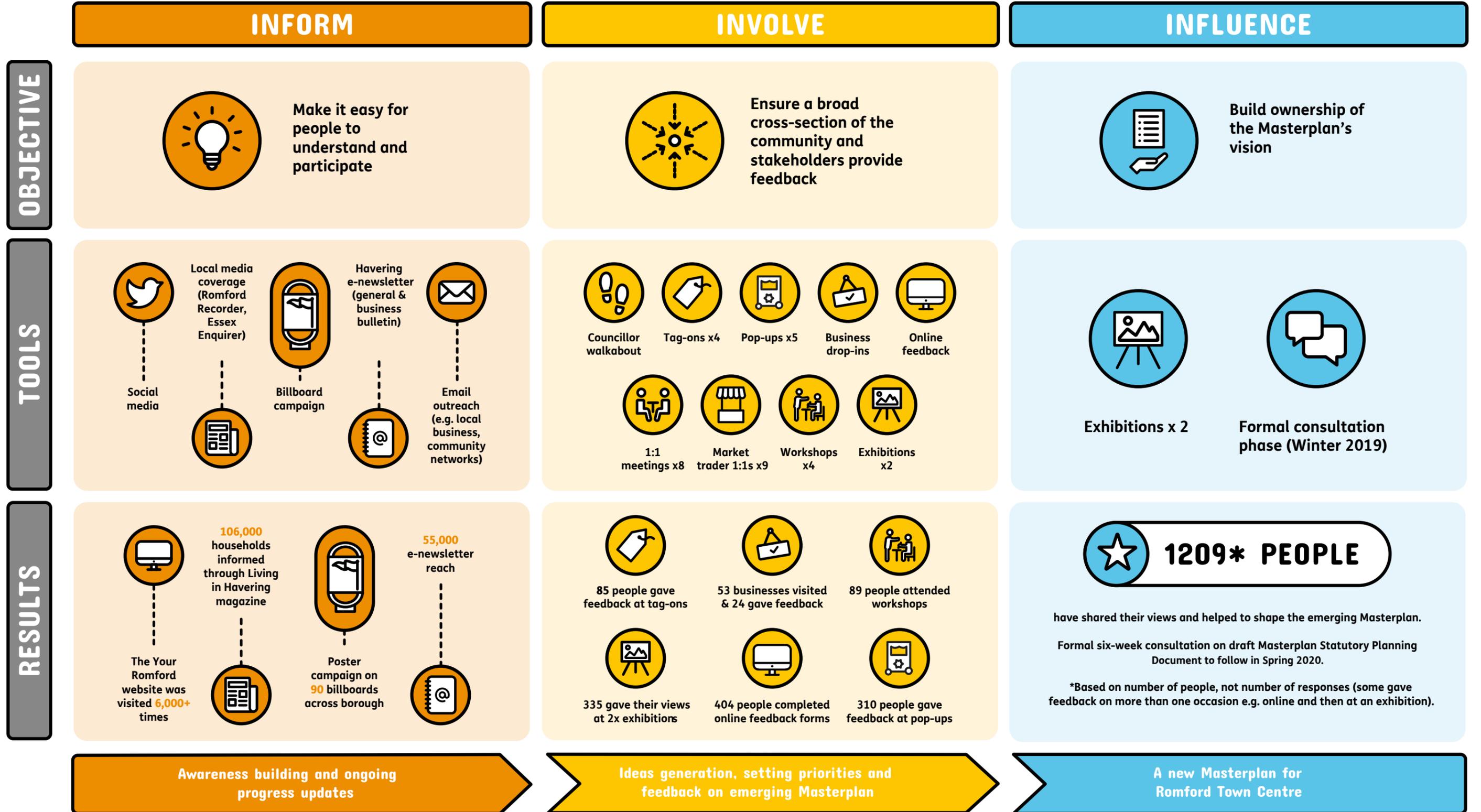
Romford Conservation Area
Review of boundary / Appraisal & management plan
Winter 2019 / Spring 2020

2.0

Engagement

2.1

Engagement overview



2.2

Engagement timeline

Our approach aimed to engage and reach a broad and diverse audience, keeping people informed of what's going on and providing a range of opportunities for them to get involved, influence and shape the future of the town centre. A comprehensive combination

of targeted and wider engagement was devised to achieve breadth as well as depth of reach.

This timeline provides an overview of the sequence of activities planned over the project stages:

DISCOVER

Throughout the design process we are working with you, key stakeholders, landowners, developers, local community groups and a range of construction and design specialists.

The first stage is about gathering as much information, ideas and opinions about Romford Town Centre as possible. This ensures that we are informed about opportunities, priorities and potential limitations through a broad range of themes as we move forward. We have developed a conversation framework of six key questions to guide these discussions.

DEFINE

Once we have gathered this information we will develop a joint Vision in the form of a list of collective priorities for Romford Town Centre. This Vision will be a working document and will be framed according to the project's Scope of influence. Using this key document, we will begin to develop possible delivery and design solutions and scenarios.

DEVELOP

Once we have defined a range of scenarios for improving Romford Town Centre and received feedback, we can develop, refine and test them. This will help us to know which scenario could work best and what people think.

We feel it's important to give people numerous opportunities to provide Feedback as design solutions develop, which helps to instil a sense of transparency, responsiveness and genuine involvement.

DELIVER

Based on the engagement work undertaken with stakeholders, we will present a final draft of priorities and a recommended design scenario at the final exhibition, which will be reflected in the draft Supplementary Planning Document (SPD).

Following the final exhibition, a public consultation on the draft SPD will take place. The consultation will exceed the statutory minimums and what is required in the Council's Statement of Community Involvement.

Identifying stakeholders

Agree on priority groups and individuals to proactively approach to involve in the conversation.

1:1 meetings

Our first conversations will be a series of 1:1 meetings based on some key themes and questions. These will feed in to the first draft of the Town Centre Priority List.

Ongoing communications

We plan to utilise a combination of custom channels and the council's existing channels to keep people informed and involved throughout the process, promoting events widely and sharing feedback and progress after every public event. This might include inserts for existing newsletters, sharing updates via the Council's online platforms and providing more detailed summary reports for the design team.

Pop-up engagement

We take a proactive and creative approach to engagement and aim to make it as easy and accessible as possible for people to get involved. On-street pop-ups are an opportunity for us to go to where people are and we have found that using curiosity and referencing local heritage is a great way to reach people who otherwise might not join the conversation.

Tangential activities

We have found that devising and hosting more tangential activities can be extremely effective; craft workshops, celebratory events, talks & screenings offer fun and interactive ways for people to get involved in the conversation and we will aim to tailor these to the local area.

Final exhibition

The final exhibition will share the collaborative vision as a set of agreed, common priorities and a recommended design scenario. We will prepare a Consultation Statement setting out what local residents/businesses and organisations have said and how the document responds.

ROMFORD VISION & RECOMMENDED SCENARIO



A Supplementary Planning Document (SPD) will help guide new development within the Romford Town Centre Masterplan area over the coming years. Once adopted this document will be used in consideration and determination of future planning applications.

UPDATES & FEEDBACK FOR MEMBERS:

Members will receive a monthly update which will include key project updates, feedback from completed engagement events and information about upcoming activities or events.



Members walkabout

We will begin with a Members' Walkabout around the Town Centre to gain a better understanding of what works, what doesn't work so well and where the opportunities are.

Walkabouts are an excellent way of seeing things from the ground and identifying real examples which might influence improvements and aspirations for the area.

Developing a vision

Feedback from initial conversations will be summarised into a list of key priorities for Romford Town Centre. Structured according to key themes that come up, this Priorities List will act as an important tool and working document throughout the engagement process to ensure that designs reflect the priorities collaboratively identified.

Public launch

This will be our first event to introduce the project to the wider public, sharing our consultation approach and inviting people to get involved/ share feedback. The event would be celebratory in tone and tailored to Romford's identity and character.

Meetings and tag-ons

Following the launch we will tag-along to events hosted by local groups, making it as easy as possible for people to meet us in person.

Public design workshops

Ahead of public exhibitions we will run focused design workshops that offer people the opportunity to meet the architects and engage with design tools and principles in a more participatory way. We have found that these are a great way for people to test and explore different scenarios and share feedback.

Public exhibition

As the project progresses it's important for us to have milestones where people are invited to see the wider context and the Masterplan developments as a whole.

In this exhibition, we will share initial design approaches which respond to identity & character, access & flow, resilience & sustainability. Feedback will be gathered about preferred options in order to identify which scenarios to take forward.

KEY STAGE 1: ANALYSIS & ASSESSMENT

KEY STAGE 2: ANALYSIS OPTIONS & DRAFT PROPOSALS

KEY STAGE 3: PREFERRED OPTION & DETAILED DESIGN

2.3

Project identity

To make the Masterplan engagement process as accessible and inviting as possible, a campaigns-led approach was taken to developing a distinctive visual identity and messaging around the consultation process.

Your Romford was born - it's simple, clear and encapsulates the participatory aspirations for the Masterplan. By inviting as many people as possible in setting the vision for the Masterplan, we hoped to instil a sense of ownership and investment in the final product. *Your Romford* also aimed to demystify the planning process among the general public, by providing a clear, accessible overview of how the different components of the Masterplan process link together. We also wanted to assure stakeholders and local people that the consultation process 'had teeth' and that opinions shared would ultimately go towards shaping an important piece of planning policy for the area.

Your Romford had its own visual identity and carefully considered messaging developed, which was distinct but complementary to Havering Council's corporate brand. All communications and creative assets intended for public audiences were developed to reflect this identity.



Your Romford feedback assets



Your Romford pop-up on South Street

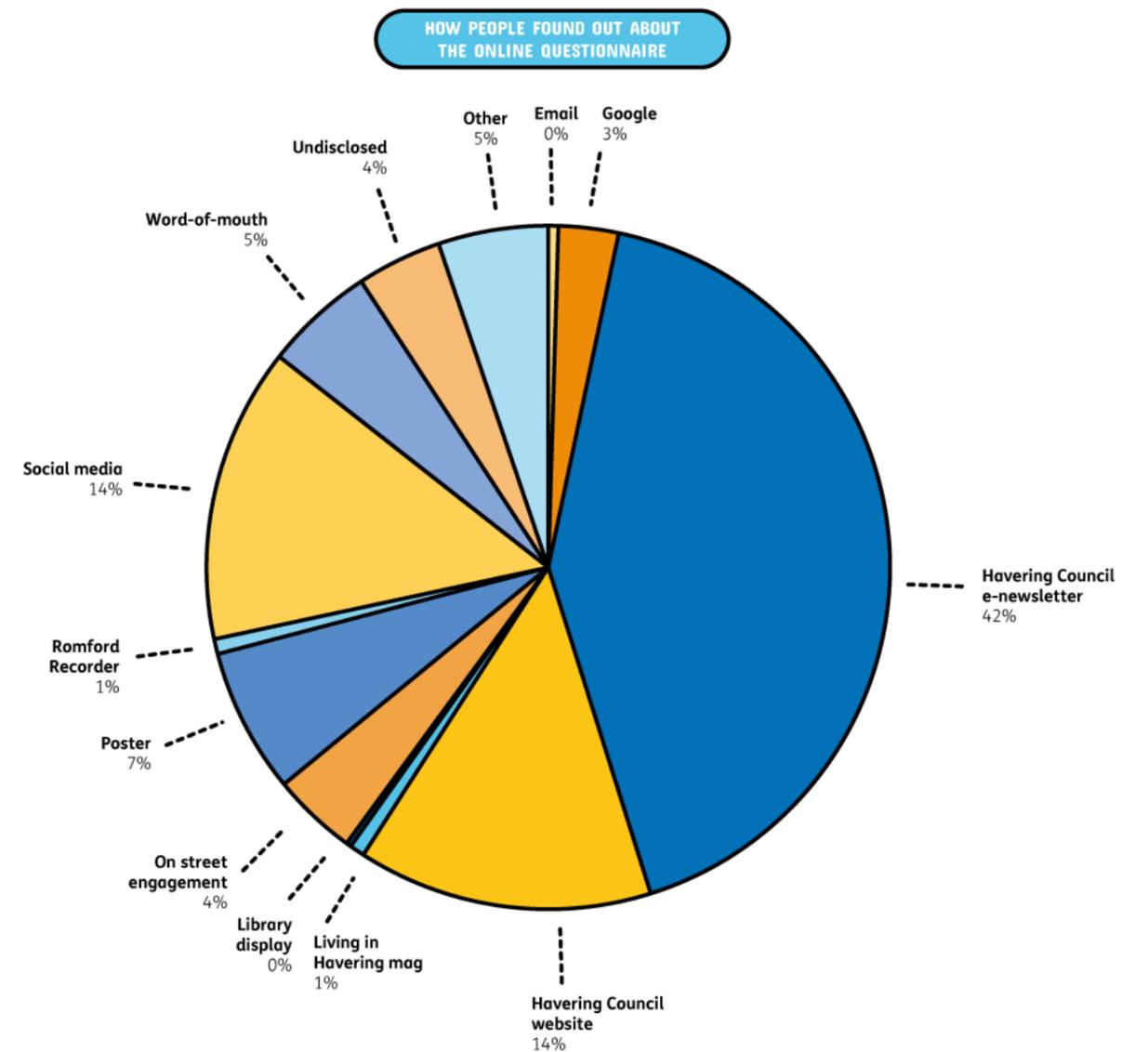
2.4

How we let people know about the project

Communications approach

The engagement team worked closely with Havering Council's communications team to broadcast *Your Romford* communications to their existing audiences. While a dedicated website was developed (www.yourromford.co.uk) to provide ongoing updates and host the online questionnaire, traffic to the site was largely facilitated through this close collaboration and coordination with the Council's central channels.

This approach was particularly effective for driving responses to the online questionnaire. 33% of all *Your Romford* responses came via the online questionnaire, of which the Council's e-newsletter was a particularly effective driver of online traffic. 42% of respondents to the online questionnaire came via the e-newsletter.



Havering Council's wider online and offline channels were used to deliver ongoing updates, encourage people to complete the online feedback form and inform the public of upcoming face-to-face events and activities, such as on-street pop-ups and exhibitions.

Offline

- Living in Havering: Havering Council's magazine, delivered to 106k homes in the Borough.
- Havering: Havering Council's dedicated investment and regeneration magazine.
- Billboard campaign (featured on 90 billboards across borough for a two-week period)
- Flyers

Online

- www.yourromford.co.uk - a simple, custom website built to host the online questionnaire and the latest news and updates

- Havering Council website
- E-newsletters
- 55,000 on mailing list for main e-newsletter
- Council's business briefing e-newsletter
- Council's social media channels
- Twitter (12,000 followers)
- Facebook (6,000+ followers)
- Instagram (1,000 followers)
- LinkedIn (2,000+ followers)

Other

- Local press e.g. Romford Recorder, Essex Live, Times 107.5 FM

The close collaboration and coordination between the consultant engagement team (make:good) and Havering's Communications team has been a key driver of the success of this phase of public engagement.



Between January and August 2019, **1,347** people visited the www.yourromford.co.uk website



The Your Romford poster appeared on **90 billboards** across the borough



Your Romford was promoted on Council social media channels, which have a combined following of **21,000+** followers



Your Romford was featured in the *Living in Havering*, which is sent out to **106,000** households across the borough



Your Romford also featured in the Council's Business Briefing e-bulletin and business-focused *Havering* magazine (reach numbers TBC)



Your Romford has been publicised in the *Romford Recorder* and *Essex Enquirer*



Your Romford has featured in editions of the *Living in Havering* email bulletin, sent out to **55,000** people.



Your Romford has also been disseminated among a number of Council team's mailing lists e.g. Havering Compact (over 1,000 recipients), schools and early years providers

2.5

What we asked people

Discover (November - January)

During this phase our engagement was centred on local Councillors, to help set the tone for the conversations we would have with the wider public.

The core questions we based our lines of enquiry around were as follows:

- What works about Romford Town Centre at the moment?
- What isn't working so well and could be improved?
- If growth is coming to Romford (housing, population, Crossrail, social infrastructure) what does good growth look like?
- Who should the key beneficiaries of growth be?
- What are the key opportunities for change?
- What are people's main concerns about change?

The information gathered was then used to outline a number of thematic priority areas, which would feed into the next phase.

Discover / define (January - April)

We adapted the initial conversation framework for the wider public. This included the development of the feedback form used at pop-ups/online and engagement tools that formed part of subsequent pop-ups, tag-ons and workshops (such as a mapping, the Ideas Tree etc.)

By this stage we had also identified a number of thematic priority areas, which also helped people to understand the breadth of areas the Masterplan would cover and generate ideas. These were:

- Transport and connectivity
- Economy and growth
- Environment and sustainability
- Heritage and character
- Landscape and public spaces
- Culture and leisure
- Health and wellbeing
- Other ideas

These categories formed the basis of our Ideas Tree activity.

Develop (May - August)

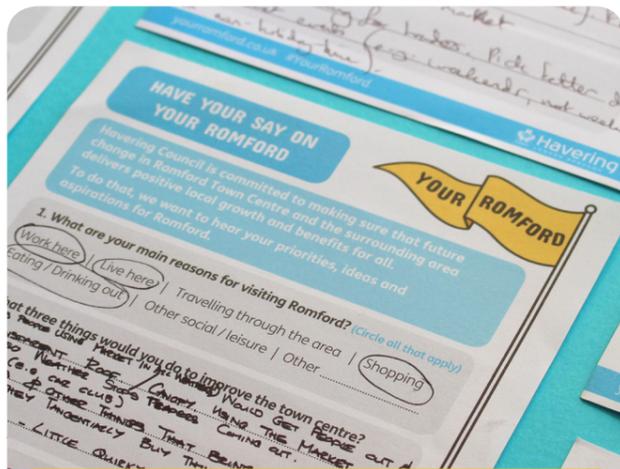
Following the first exhibition in May 2019, we sought feedback on the emerging Masterplan. This was also an opportunity to share the feedback gathered and how it was shaping plans, so the public could tell us whether they felt they accurately captured their priorities.

As well as gathering further feedback at the exhibition, boards were displayed at Romford Library, published online and workshops undertaken to get more in-depth feedback on the proposals. The information collected was then fed back to MaccreanorLavington Architects to feed into their designs.

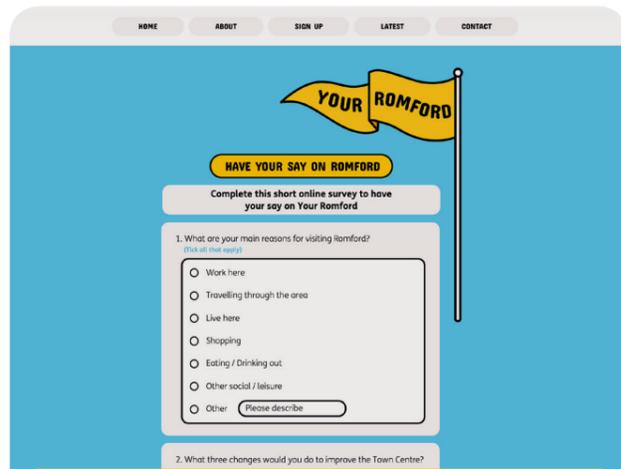
Deliver (September)

The second and final public exhibition was held in September 2019 and aimed to show how feedback gathered over the course of public engagement had shaped the draft Masterplan. Core elements of the Masterplan were shared back to the public, painting a more detailed picture of the plans being put forward for the town centre.

Feedback on the plans was collected at the exhibition. The exhibition boards and an online feedback form were also published online. Information gathered will aid final refinements before the formal consultation phase.



Hard copy feedback forms



Online feedback form



Magnetic table map (likes / dislikes / opportunities)



Ideas tree



Workshop activities | evaluating



Workshop activities | voting

2.6

Engagement activities

Our approach was developed to reach the following stakeholders:

- Local political representatives
- Local businesses
- Community stakeholders e.g. Faith and worship
- Schools and educational providers
- Community and voluntary
- Culture, leisure and arts
- Local residents and town centre visitors

2.6.1 Activity summary

Date	Activity	Responsees*
25 Jan 2019	Pop-up 1, Market	75
12 Feb 2019	Haverling Compact tag-on	23
12 Feb 2019	Inter-faith Forum meeting	5
15 Feb 2019	Pop-up 2, South Street	76
3 March 2019	Visit my mosque tag-on	24
8 March 2019	Pop-up 3, South Street	59
13 March 2019	Youth Council workshop	12
16 March 2019	Pop-up 4, Mercury Shopping Centre	64
19 March 2019	Carers' Forum tag-on	33
April 2019	Emails to local businesses	-
4 April 2019	HUBB workshop	29
4 May 2019	Exhibition #1	135
Jan-May 2019	1:1 Meetings	8
7-15 May 2019	Romford Library feedback box	16
10 May 2019	Workshop, St Edward's School	31
21 May 2019	Pop-up 5, Sapphire Ice & Leisure	36
11 June 2019	Cocoon workshop	17
June 2019	Business drop-ins	24
25 Jan - 31 July 2019	Online (Your Romford)	404
March & July 2019	Market trader chats	9
7 Sept 2019	Exhibition #2	129
TOTAL		1,209*

*New participants only – not including people who have participated on more than one occasion

November - December 2018

As part of the project team's more comprehensive conversations with local political representatives, make:good conducted a number of initial engagement activities with Havering Councillors.

2.6.2 Councillor walkabout - Nov 2018



Councillor walkabout

Following a two-hour walkabout and mapping exercise around Romford Town Centre with four councillors, the engagement team captured around 150 comments about what works well, what doesn't work as well and the opportunities in the town centre. On the basis of these initial conversations we started to develop a summary map of the thematic priorities. These priorities were later combined with feedback from subsequent engagement events to identify the key priority areas for the Masterplan.

2.6.3 Councillor 1:1s

Following the walkabout, make:good had 1:1 meetings with five Councillors to gather additional baseline information and feedback from political stakeholders.

January - September 2019

2.6.4 Pop-ups x 5

Pop-ups were held at busy locations around the town centre to capitalise on passing footfall and capture face-to-face feedback. As the audiences that frequent different parts of the town centre vary (e.g. the Market is more popular among older residents), locations were selected to reach as wide a range of people as possible.

Three out of five pop-ups were delivered using an engagement van, which was fitted with custom-designed engagement tools and reflected the overall Your Romford branding. The remaining two pop-ups were conducted using a scaled-back version of the pop-up, but utilising the core engagement tools.

Romford Market

Your Romford was launched with the first public pop-up in Romford Market on 25 January 2019. The engagement team spoke to 90 people on the day, 75 of which completed feedback forms.

South Street x 2

Two pop-ups were held on the town's main artery South Street, again using the engagement van. On 15 February the team received feedback from 76 people, while on 8 February the team completed feedback forms with 59 people.

Mercury Shopping Centre

A scaled-down version of the pop-up was held at the Mercury Shopping Centre on Saturday 16 March. The team received feedback from 64 people.

Sapphire Ice and Leisure Centre

The final pop-up was held outside the Sapphire Ice and Leisure Centre, with the intention of boosting reach among younger audiences. The team received feedback from 36 people.



Pop-up in Romford Market

2.6.5 Tag-ons at community meetings and events

Tagging on to existing community events and meetings is an effective way of informing and involving people who might not otherwise take part in engagement activities – going where people are, rather than expecting



Workshop with Havering Youth Council

them to come to us.

Havering Compact - 12 February 2019

We had a slot at the Havering Compact Forum, a regular meeting between Havering charities and community organisations. We received feedback from 23 representatives from local voluntary and statutory organisations.

Havering Inter-Faith Forum - 12 February 2019

We joined this regular meeting of local faith group representatives to tell them about the Masterplan and generate feedback. Feedback was gathered from the five attendees present.

Carers' Forum - 19 March 2019

The engagement team had a slot at a Carers' Forum meeting, receiving feedback from 33 people on the day. As carers are often a particularly time-poor group and also support people with more complex needs, we were keen to hear from this group.

Havering Islamic Cultural Centre 'Visit my Mosque' Day - 3 March 2019

The engagement team had a stand at the HICC's #VisitMyMosque Day, which is part of a national annual campaign that sees mosques across the UK holding open days to "welcome in their neighbours from all faiths and none". The Your Romford engagement team had a stand at the event, spoke to 53 people on the day and completed feedback forms with 24 people.

2.6.7 Workshops

Workshops provided an opportunity to conduct more detailed conversations and undertake more participatory activities to get people talking about their ideas and ambitions for Romford. We took a more

targeted approach to workshops, using them as an opportunity to engage harder-to-reach groups or those who had so far participated in the consultation the least (such as younger age groups).

Youth Council - 16 March 2019

We joined a Havering Youth Council meeting and conducted a one-hour workshop with 12 attendees, the majority of whom were under-18. Activities were centred on understanding how they experienced the town centre presently and their aspirations for the future of Romford.

Havering Users Bounce Back - 4 April 2019

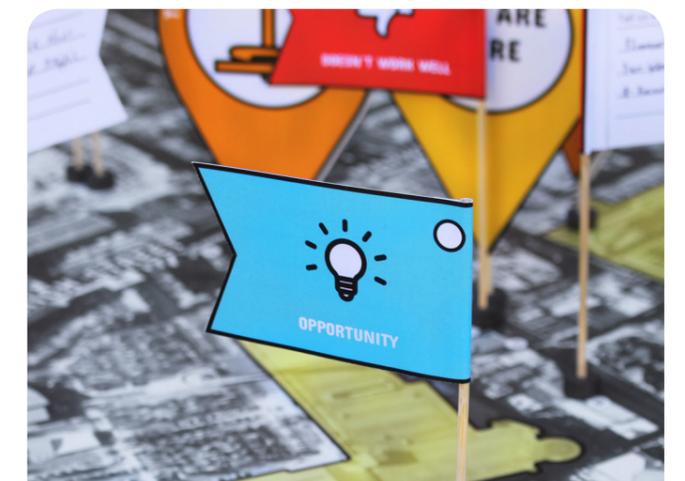
HUBB is a mental health support group for people living in Havering and Barking and Dagenham. We held a one-hour workshop with 29 attendees, which also aimed to gain insight of how they experienced the town centre and what they wanted to see for the future.

St Edward's Academy - 10 May 2019

We held a one-hour workshop with 31 Year 10s and Year 12 students at St Edward's Academy. As this workshop took place after the first public exhibition, the primary intention was to get students' feedback on emerging Masterplan ideas, using the content shared at the public exhibition as a basis. On the back of this, one of the Year 12 students also joined make:good for a week of work experience during the summer holidays.

The Cocoon - 11 June 2019

The Cocoon is a support hub for children in care and care leavers. We held a workshop with 17 people, the majority of which were social workers but also included four young people supported by The Cocoon. As this workshop took place after the first public exhibition, the primary intention was to get people's feedback on emerging Masterplan ideas.



Workshop mapping materials

2.6.8 Business 1:1s and drop-ins

While Avison Young and MaccreanorLavington led conversations with landowners, developers and larger-scale economic stakeholders, make:good focused efforts on engaging local business stakeholders.

Market traders – March/ July 2019

Being a key focal point of the town centre, it was particularly critical that we spoke to market traders. Market traders were informed about the Masterplan process through flyers and in their regular meetings with the Council's Market team. We conducted 1:1s with 9 market traders.

Business drop-ins – June/July 2019

We dropped into 53 shop-fronted, independent businesses around the town centre, receiving 24 written responses from business owners or store managers.

Local business email outreach – April 2019

To ensure we were also speaking to local businesses that were based in the town centre but didn't necessarily have shopfronts, emails were sent out to 72 local businesses in the RM1 area and business owners invited to take part in the online questionnaire or request a phonecall with a member of the Engagement team to share their views. We estimate that around 6-10 responses to the online survey responses may have come from this group, but no phonecalls were requested.



Your Romford second exhibition

2.6.9 Exhibitions

Public exhibitions were held at key points of the timeline to show how feedback was helping to shape the draft Masterplan. Elements of the draft Masterplan were shared back to the public and feedback sought, which fed into the architects' refinements. The team from MaccreanorLavington also attended the exhibitions, providing an opportunity for the public to speak directly to the Masterplanners.

Exhibition boards were also published on www.yourromford.co.uk after each exhibition, so people could view them in their own time.

Exhibition 1 – Liberty Shopping Centre, 4 May 2019

The first Your Romford public exhibition was a chance to show summarise of the main priorities people had highlighted over the course of engagement to date and how it was shaping the emerging Masterplan. A total of **135 people** completed written feedback forms at the first Your Romford exhibition.

Romford Library display – 7-15 May 2019

Immediately following Exhibition 1, the library's entrance area was used to display some of the content. A feedback box and forms were also made available. While we can't be sure how many people would've perused through the content, we received **16 completed feedback forms**.

Exhibition 2 – Liberty Shopping Centre, 7 Sept 2019

Key components of the draft Masterplan were shared at the second and final public exhibition. A total of **180 people** gave written feedback on the day, **129** of which hadn't previously taken part in any previous consultation activities.

As well as publishing the exhibition boards online, following Exhibition 2 people were also welcomed to complete an exhibition feedback form online.

2.6.10 Online questionnaire Jan-July '19

390 people responded to the online survey in total (Jan-July 2019), while 14 responded to the Exhibition 2 online feedback form (9 Sept-). There were 404 online respondents in total.



HAVE YOUR SAY ON ROMFORD

Complete this short online survey to have your say on Your Romford

1. What are your main reasons for visiting Romford?

(Tick all that apply)

- Work here
- Travelling through the area
- Live here
- Shopping
- Eating / Drinking out
- Other social / leisure
- Other

2. What three changes would you do to improve the Town Centre?

i.

ii.

iii.

3.0

Who we heard from

3.1

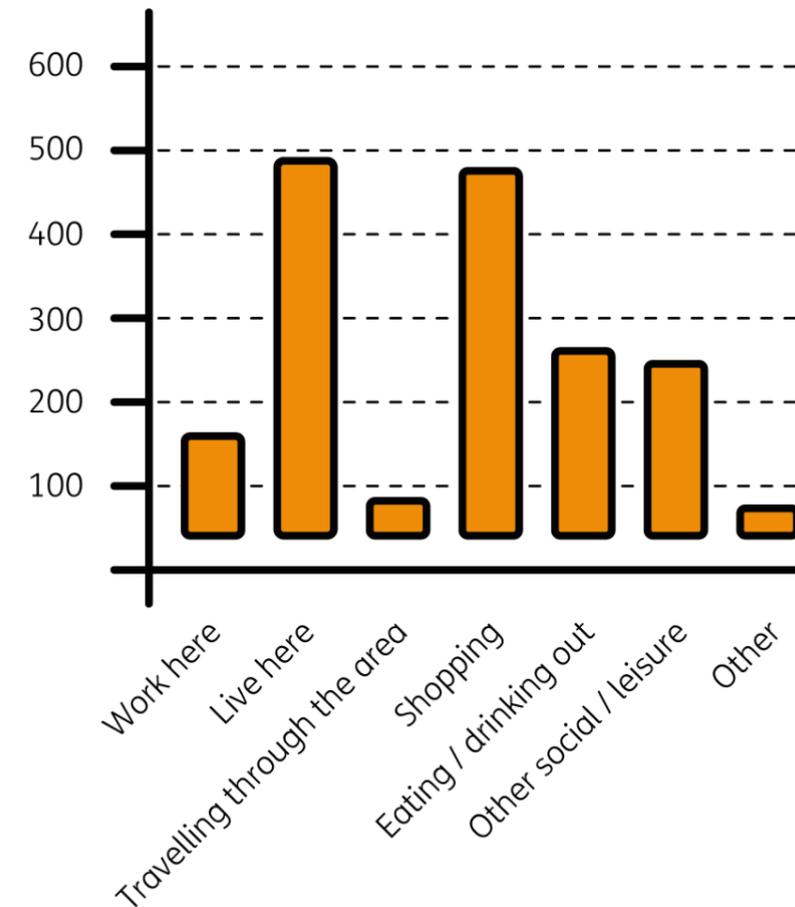
Demographics

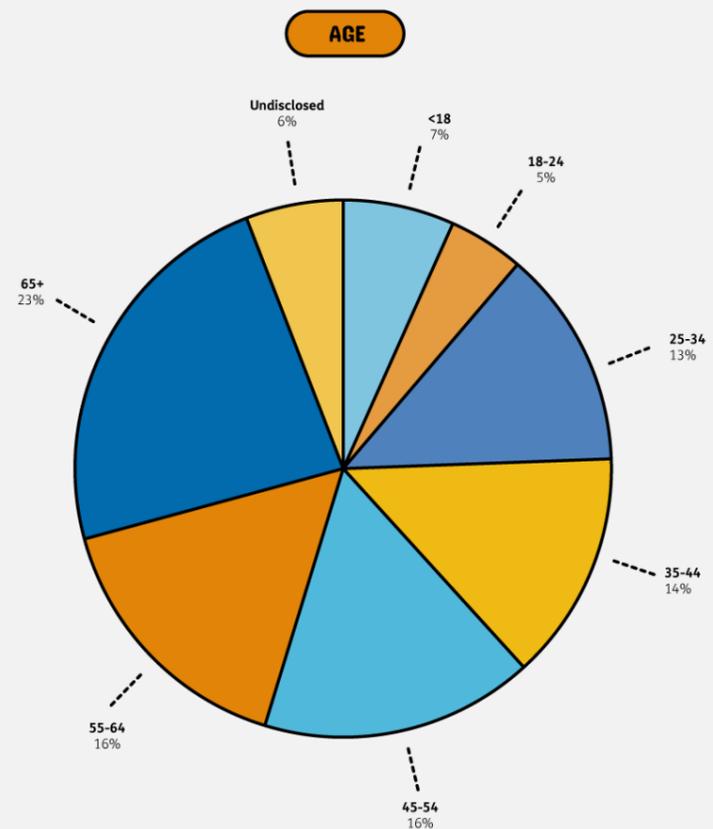
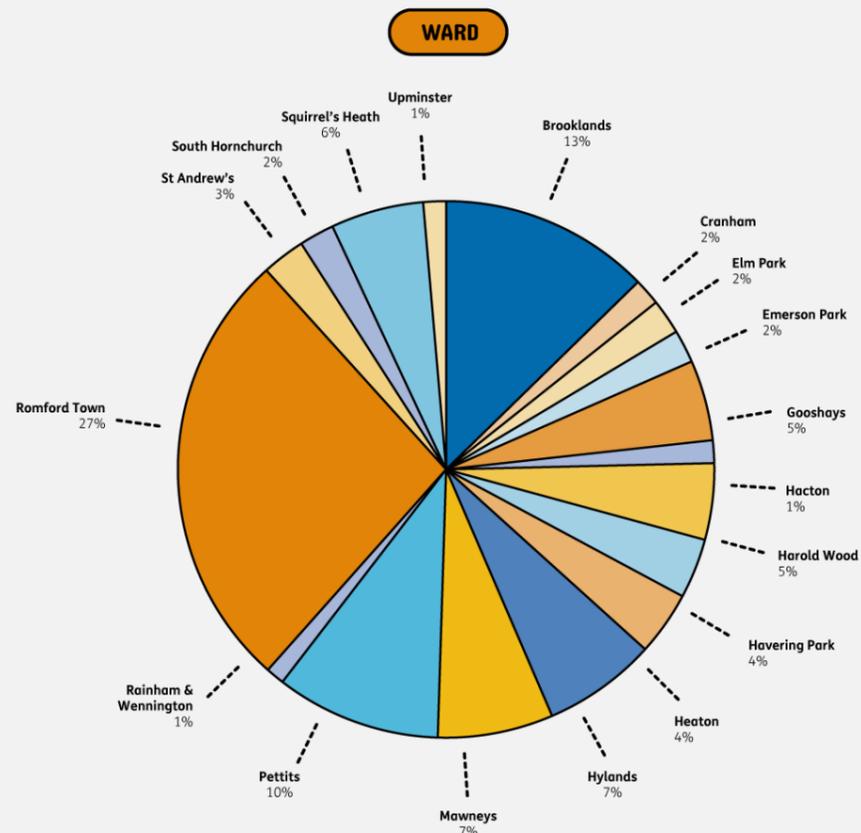
To ensure the information we gathered was representative of the local population, we asked all respondents for demographic information to capture their **location, age, gender, ethnicity, disability and employment status**.

stated were 'live here' and 'shopping', which also reflects Romford's popularity as a local shopping destination when compared with the respondent location information (to follow).

In response to the question 'what are your main reasons for visiting Romford?', the most popular reasons

WHAT ARE YOUR MAIN REASONS FOR VISITING ROMFORD





Location

Of those who disclosed their postcode information, the majority of respondents were from Havering (74%). 15% of all respondents chose not to disclose postcode information, 6% were from Barking and Dagenham and 5% from a wide range of boroughs both inside and outside London.

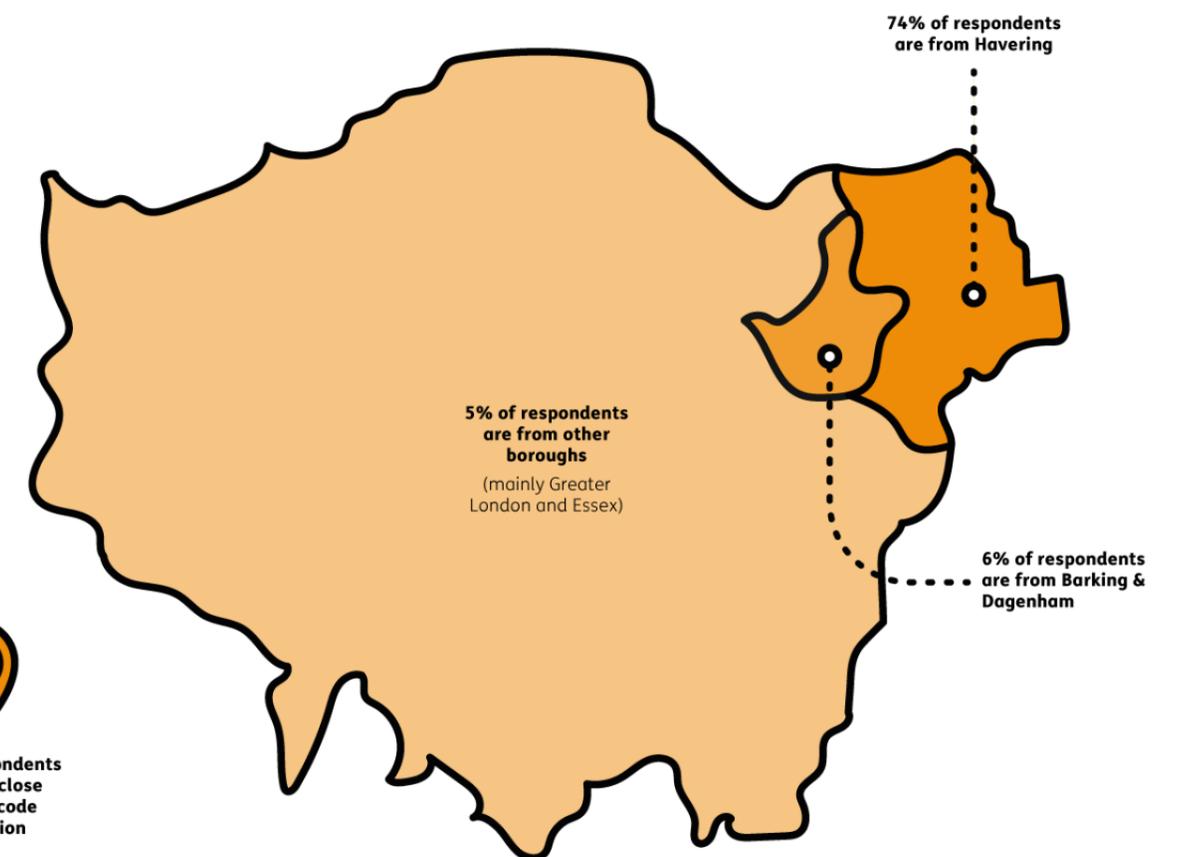
Of those who disclosed their postcode and were based in Havering, the highest number of respondents came from the Romford Town ward (27%). Neighbouring wards (Brooklands, Pettits, Hylands and Squirrel's Heath) also show higher response rates.

Age

Of those who disclosed their age (6% of respondents didn't share this information), here is a summary of how reach figures compare to borough averages:

Age group	Havering av*	Our reach
0-24	30% (11% 15-24)	12%
25-34	14%	14%
35-44	13%	15%
45-64	25%	34%
65+	18%	25%

* Based on latest population data available for Havering from the ONS 2017 Mid Year Estimates
www.haveringdata.net/population-demographics/



Gender

Of those who disclosed their gender, there were a higher number of female respondents than male. Borough averages are **48% male, 52% female**.

Ethnicity

Havering is one of the most ethnically homogenous places in London, although it's worth noting that Romford Town is one of the more diverse parts of the borough. **64%** of respondents were White British, while **5%** were from non-British White backgrounds. **18%** were from Black, Asian and Minority Ethnic backgrounds. 13% of people chose not to disclose their ethnic background.

According to **Havering's latest Demographic and Diversity Profile**, the composition of the Havering population is 83% White British and 17% BME, including Non-British White.

Disability or long-term illness

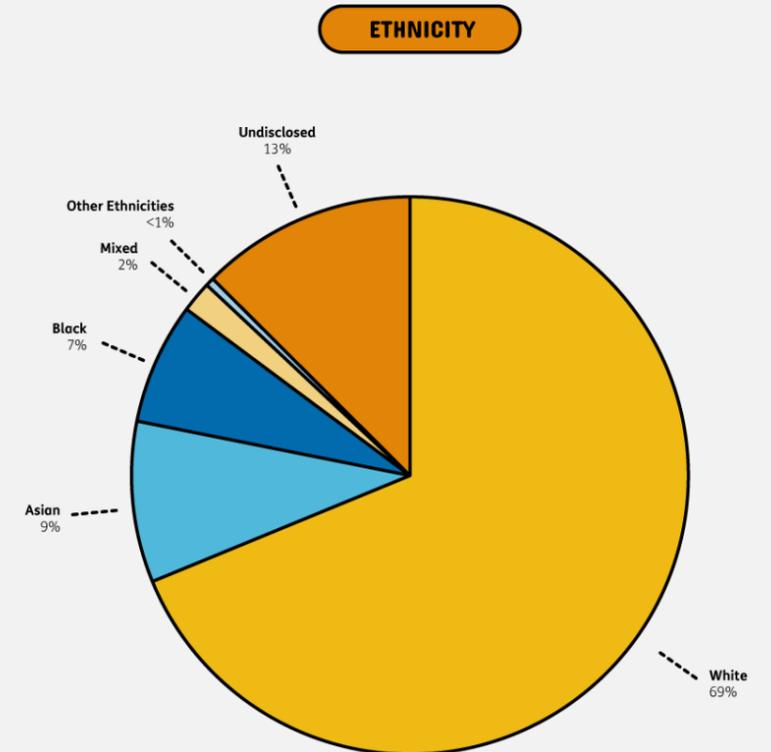
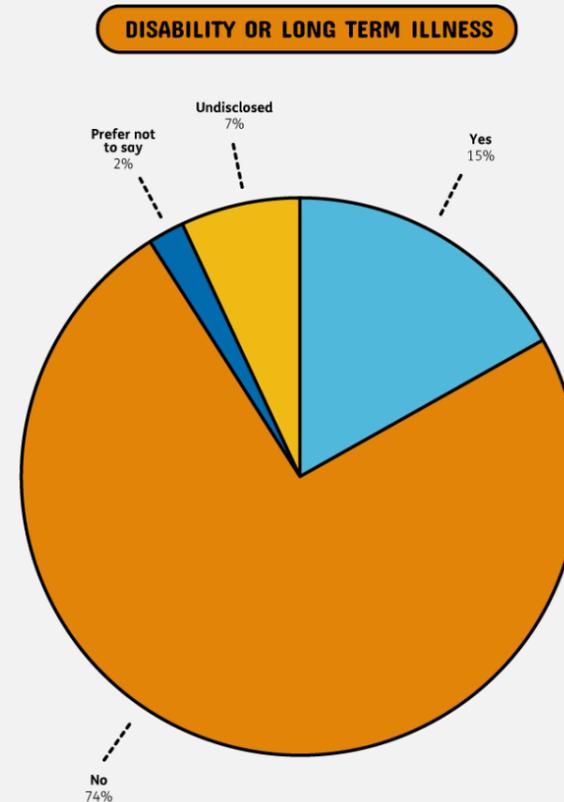
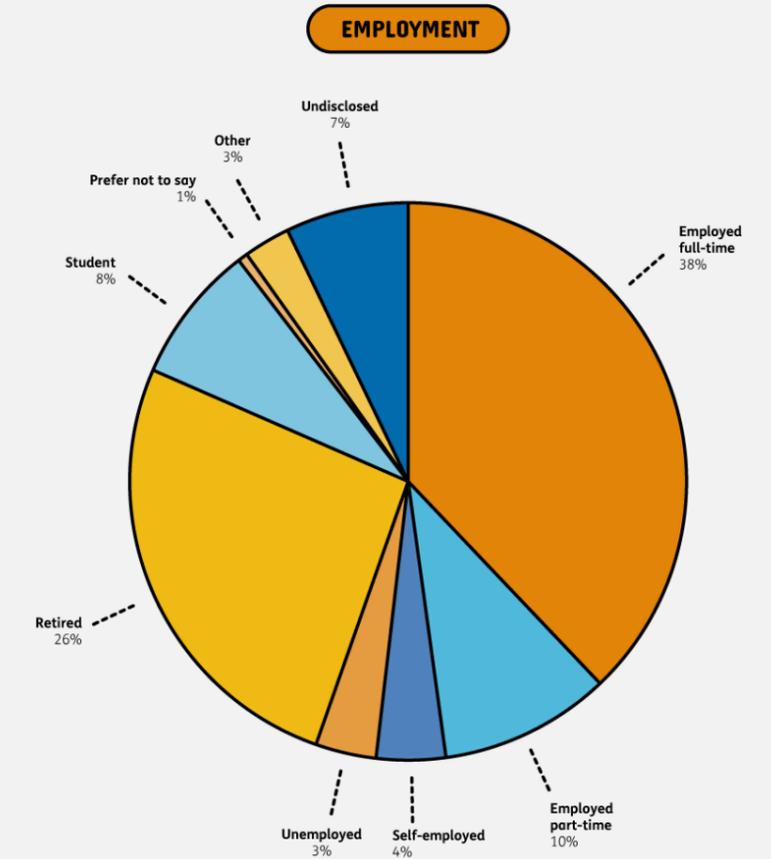
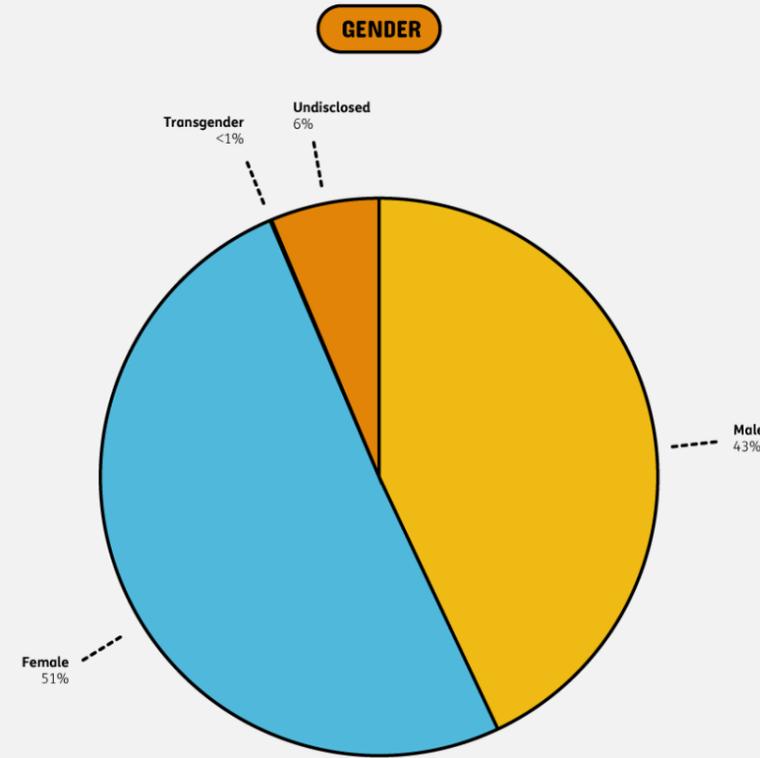
15% of respondents have a disability or long-term illness. This is slightly short of the borough average of 18%, but does not take into account the 9% of respondents who chose not to disclose this information.

Employment

Borough averages, according to the **latest available data**

Full-time employee	40%
Part-time employee	14%
Full-time student	3%
Self-employed	11%
Unemployed	5%
Retired	14%

The percentage of retired respondents echoes the slight skew in the age of respondents.



4.0

Feedback

4.1

Feedback summary

Over the course of conversations, a very clear picture emerged of the vision that would guide the Masterplan's direction. The overarching priorities can be summarised as follows:

- DESTINATION**
ROMFORD NEEDS TO BE A DESTINATION FOR PEOPLE BOTH LOCALLY AND THE WIDER AREA, IN ORDER FOR IT TO THRIVE LONG INTO THE FUTURE. CREATE A LOOK AND FEEL THAT PEOPLE CAN BE PROUD OF.
- COHESIVE**
THE TOWN CENTRE CURRENTLY DOESN'T FEEL LIKE ONE CONNECTED PLACE. ENCOURAGE PEOPLE TO MOVE BETWEEN DESTINATIONS TO EXPERIENCE THE WHOLE TOWN CENTRE.
- GROUND FLOOR USE**
NEW USES AT GROUND FLOOR FROM OFFICES, EATERIES, INDEPENDENT BUSINESSES, COMMUNITY SPACES, ARTS AND CULTURE.
- ATMOSPHERE**
ENSURE THAT THE ATMOSPHERE AND OFFER FEELS INCLUSIVE AND WELCOMING. MORE EVENTS, ACTIVITIES, ARTS AND CULTURE TO REINJECT LIFE AND BUZZ INTO THE TOWN CENTRE.
- HERITAGE**
RETAIN & CELEBRATE THE BEST PARTS OF ROMFORD'S HERITAGE FOR THE FUTURE. THE MARKET IS AT THE HEART OF ROMFORD'S HERITAGE & THEREFORE NEEDS TO BE REINVIGORATED & REFRESHED.
- HEALTH, WELLBEING & ENVIRONMENT**
A TOWN CENTRE ENVIRONMENT THAT IS SAFER & MORE SECURE, CLEANER, GREENER & MORE ACCESSIBLE FOR OLDER PEOPLE OR PEOPLE WITH DISABILITIES.
- UNIQUE**
ENCOURAGE AND SUPPORT INDEPENDENT BUSINESSES IN ROMFORD E.G. OFFERING OPPORTUNITIES TO TEST OUT IDEAS, SMALLER UNITS OR BUSINESS SUPPORT.
- ACCESS**
MAKE IT EASY TO GET TO AND MOVE AROUND THE TOWN CENTRE SEAMLESSLY ACROSS DIFFERENT MODES OF TRANSPORT (E.G. PUBLIC TRANSPORT, CARS, BIKES & WALKING) WHILE MAINTAINING PLEASANT ENVIRONMENTS WHICH ENCOURAGE PEOPLE TO WALK.

4.1.1 Gathering insight and identifying problems

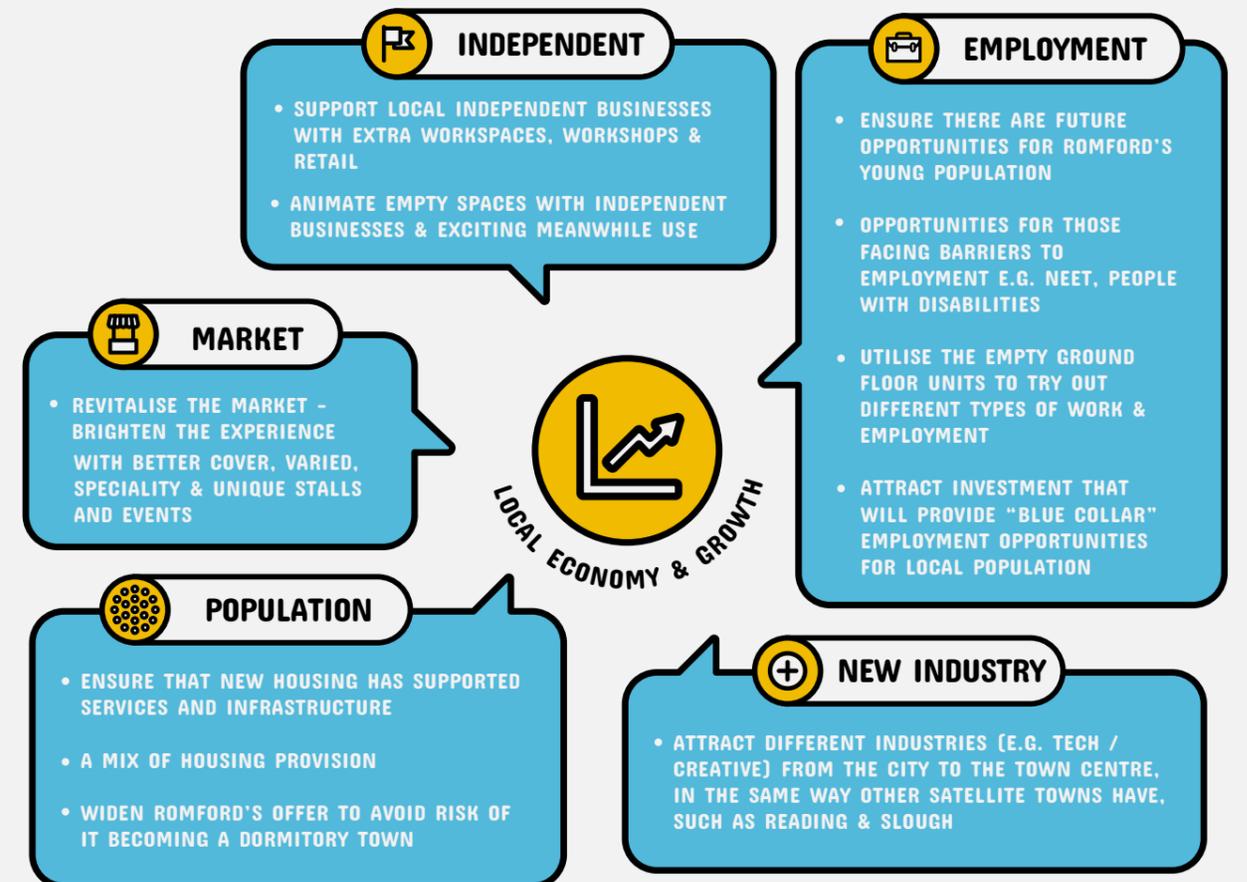
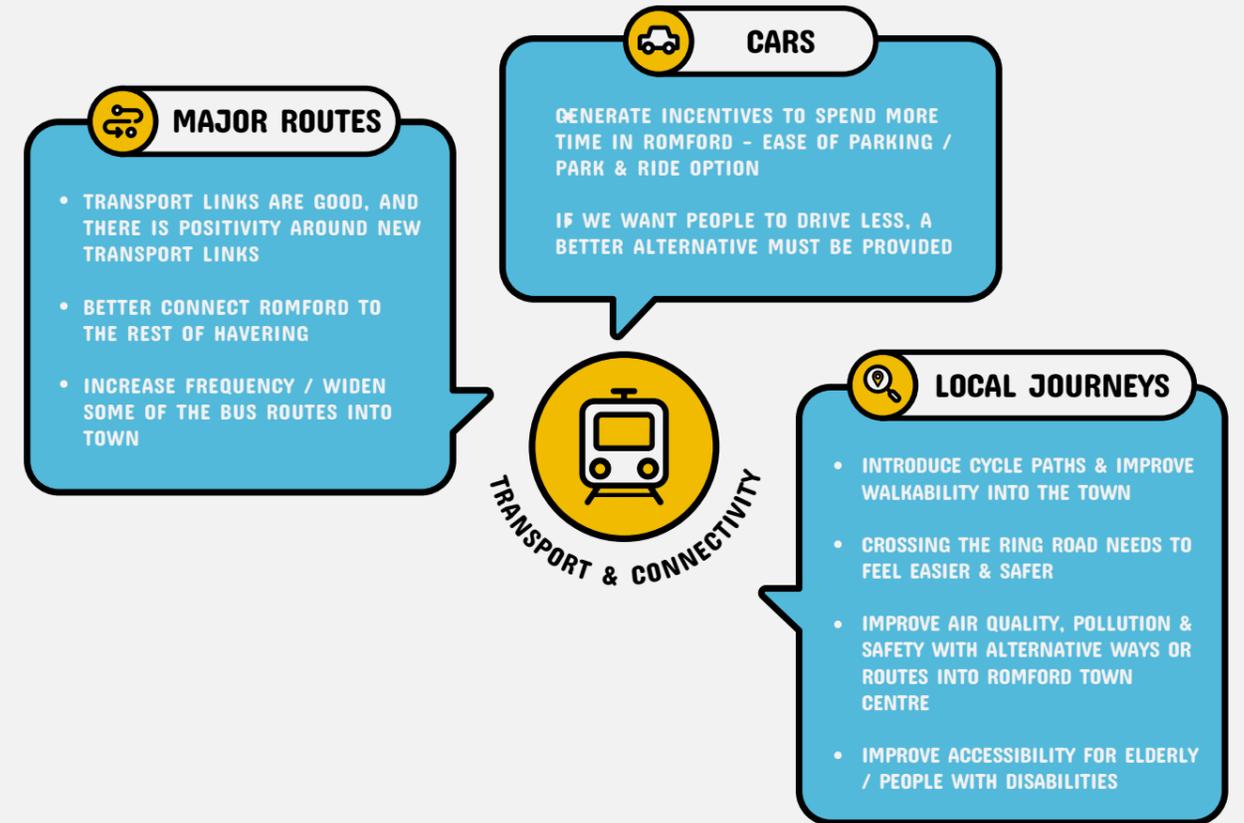
Given the heavily qualitative nature of the data gathered, the information was summarised and categorised around the thematic priority areas identified in the inception stages of engagement.

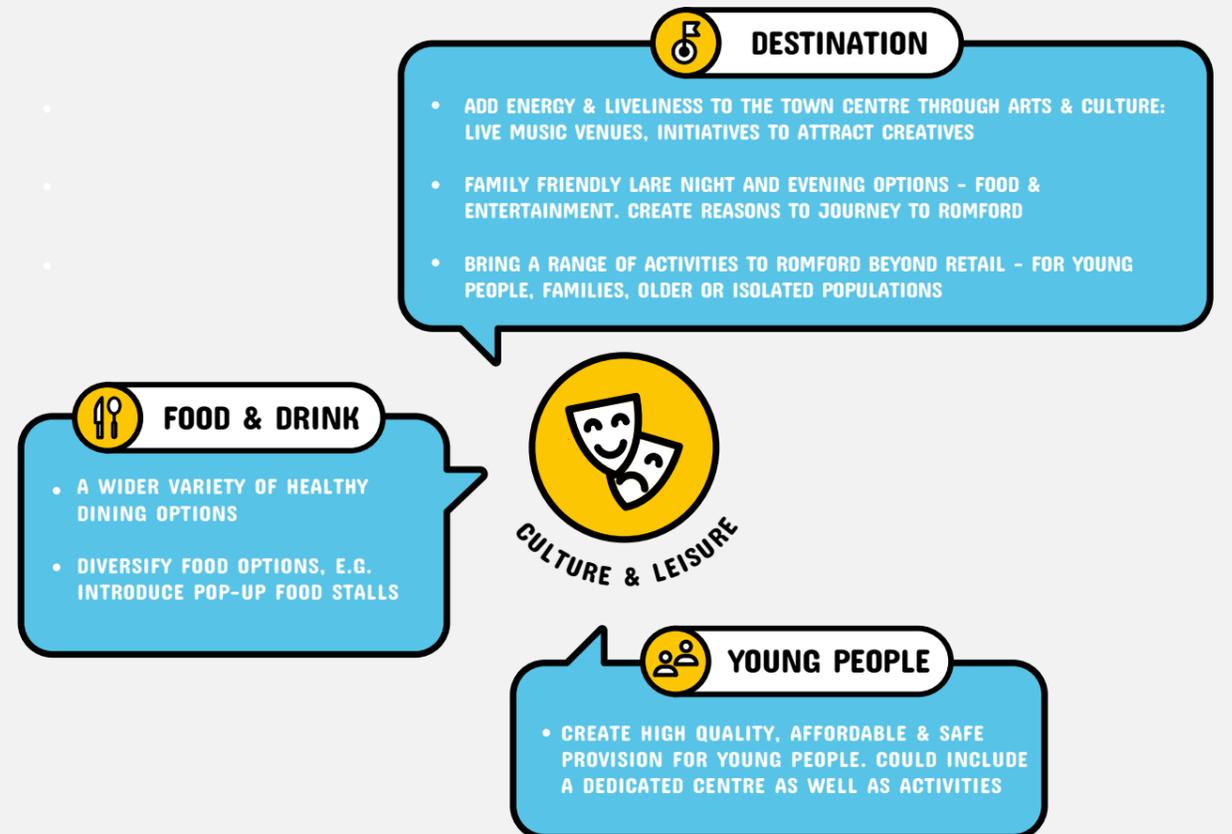
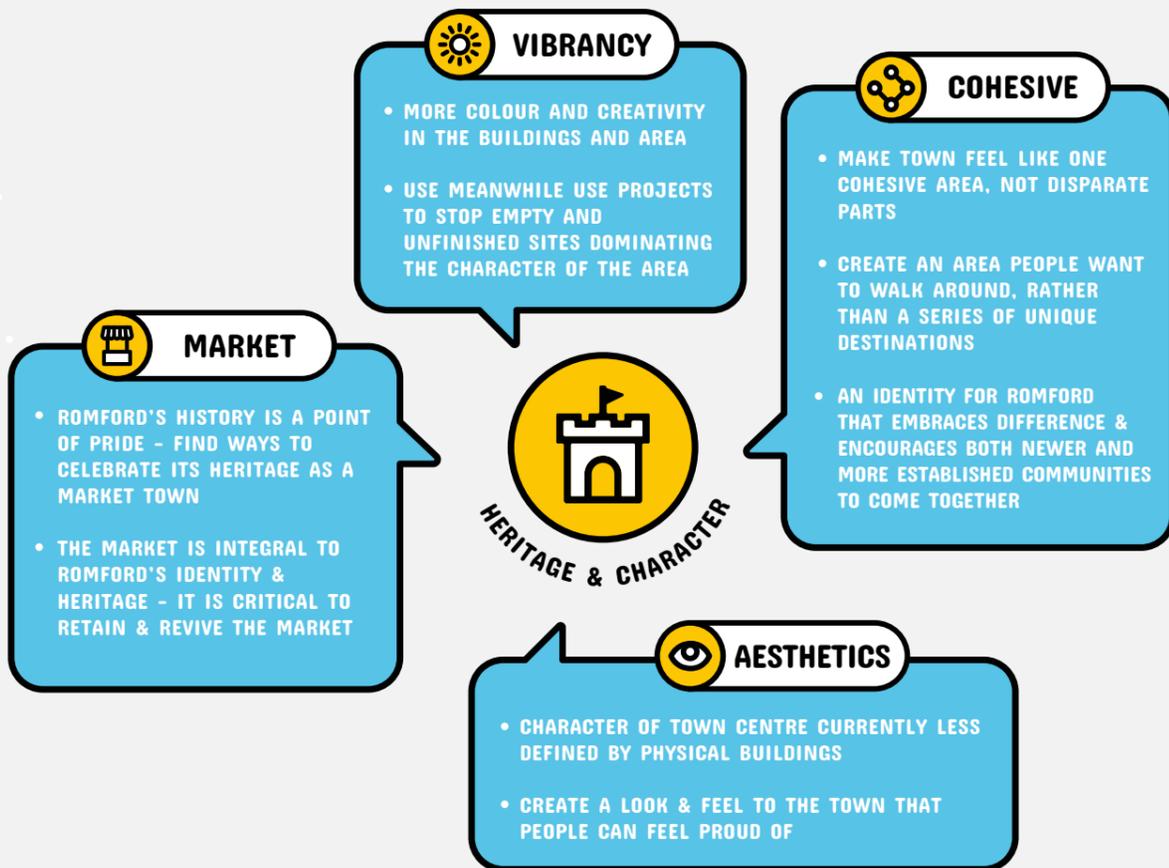
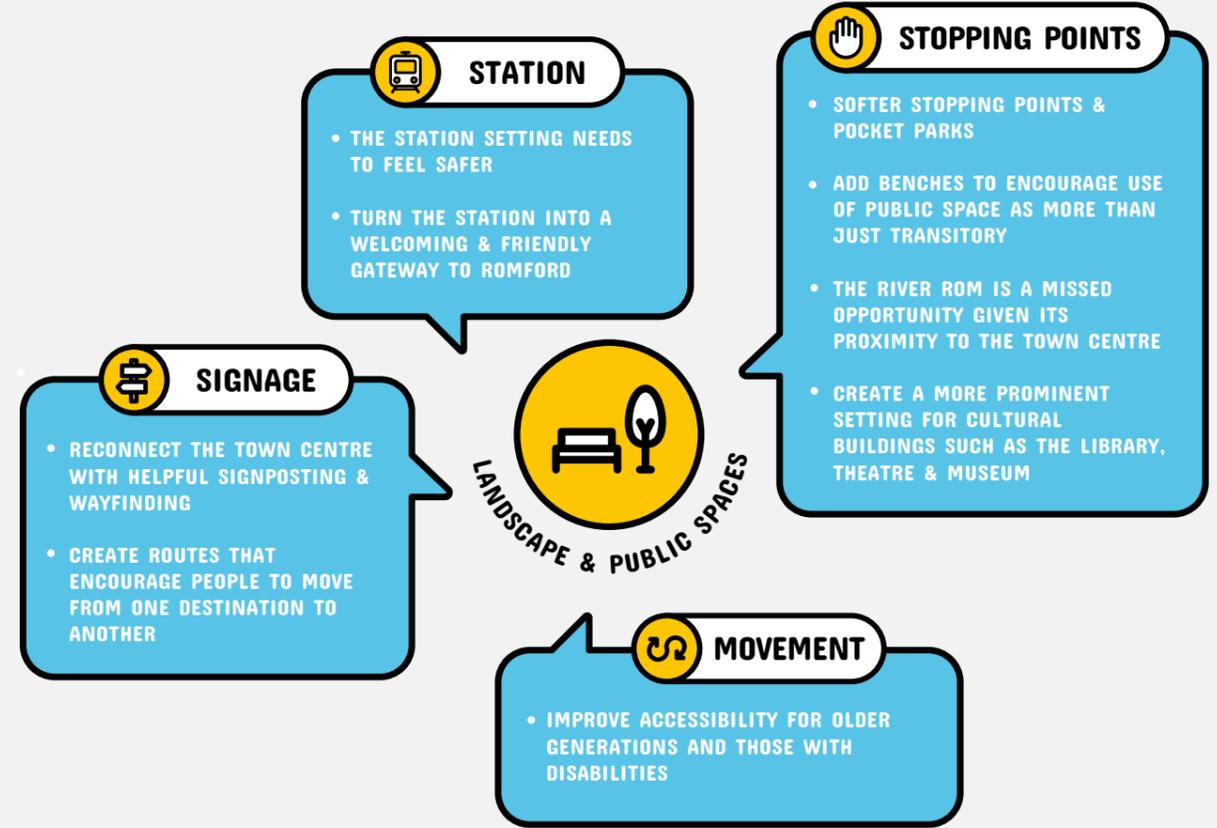
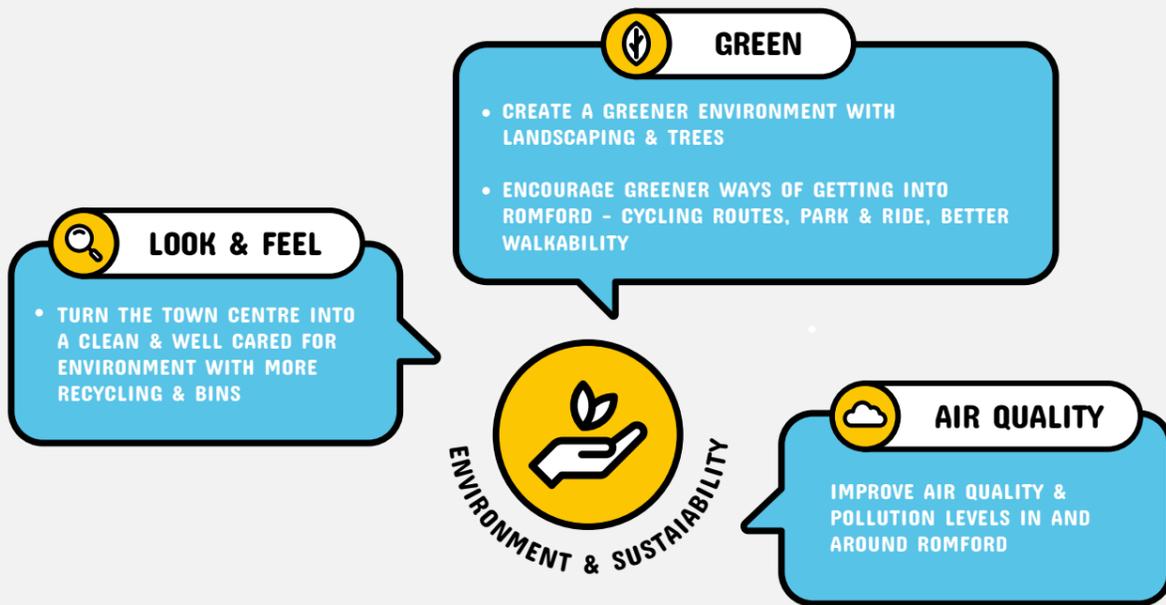
The following feedback summaries encapsulates the key priorities highlighted at pop-ups, tag-ons, through the online feedback form and other engagement activities undertaken during the Discover and Define stages of the engagement timeline.

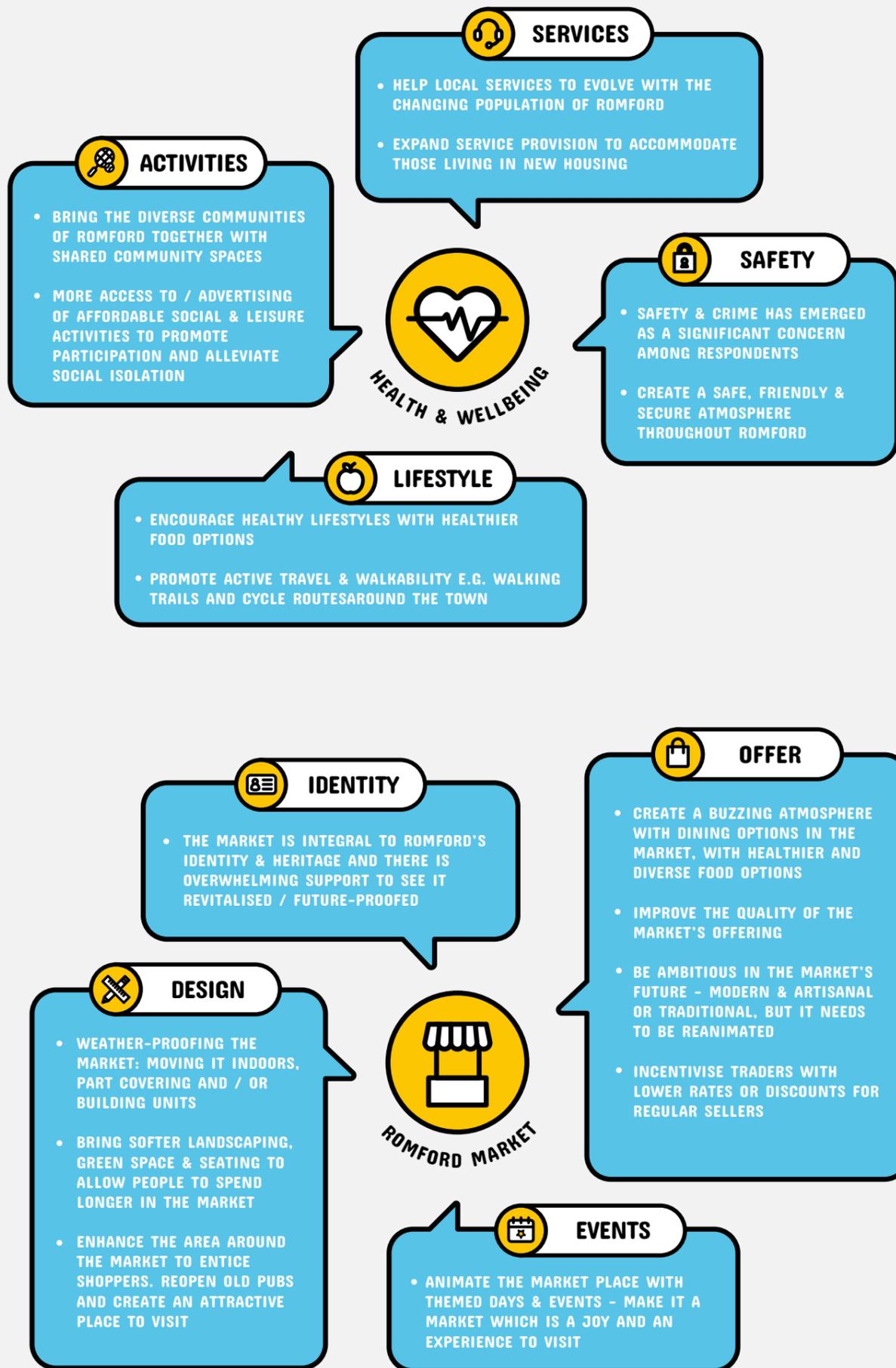
- Transport and connectivity
- Economy and growth
- Environment and sustainability
- Heritage and character
- Landscape and public spaces
- Culture and leisure
- Health and wellbeing
- Other ideas



Your Romford exhibition 2





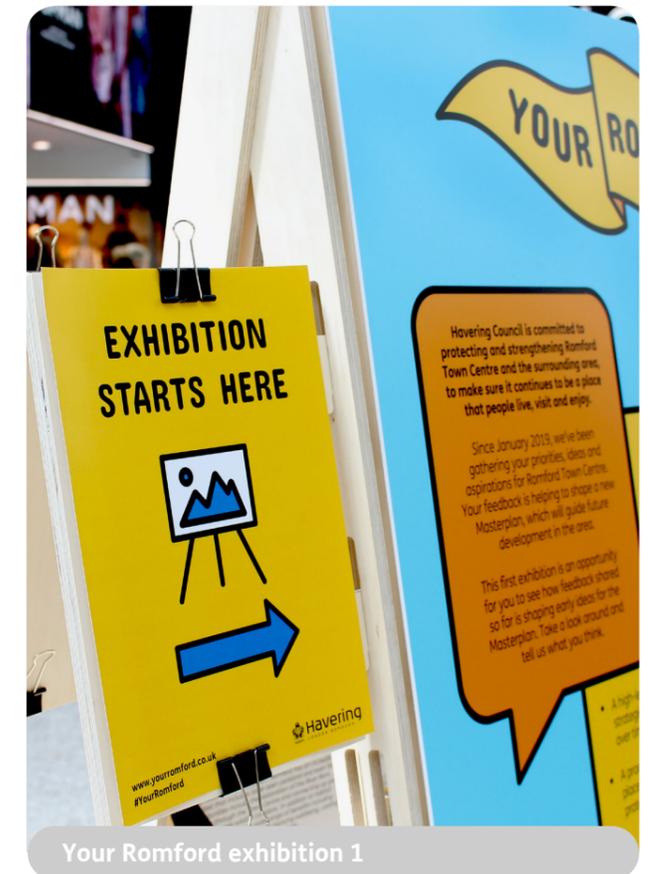
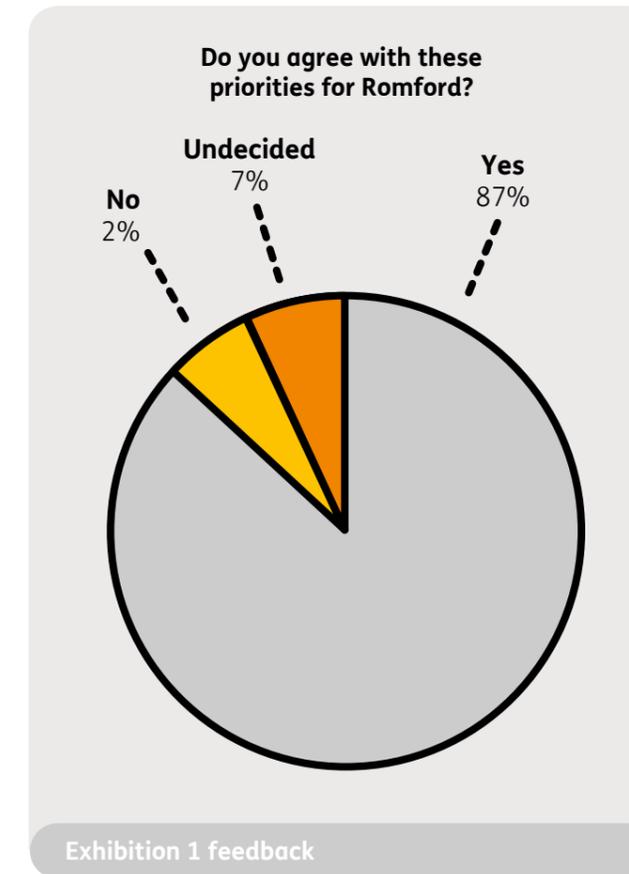


4.2

Exhibition 1 feedback; emerging ideas

Following the first exhibition in May 2019, we sought feedback on the emerging Masterplan. This was also an opportunity to share the feedback gathered and how it was shaping plans, so the public could tell us whether they felt they accurately captured their priorities and let us know what they thought of emerging ideas.

Feedback on the direction of the Masterplan was overwhelmingly positive, with only 2% of respondents saying they disagreed with the priorities highlighted among the emerging ideas.



“BETTER ACCESS FOR PEDESTRIANS”

“MARKET IMPROVEMENTS - I USED TO LOVE IT, BUT NOW I ONLY WALK THROUGH AND DON'T BUY ANYTHING”

“COMMUNITY RESOURCES ARE SO IMPORTANT - IT'S THE OTHER STUFF THAT'S MORE IMPORTANT THAN THE HOUSING”

“OPENING UP AND RE-NATURALISING THE RIVER ROM”

“MEANWHILE AND INCUBATOR SPACES”

“DO NOT USE THE MARKET SPACE AS A CAR PARK - WE NEED TO RECLAIM THE TOWN CENTRE FROM THE CAR PARKS”

WHICH IDEAS ARE YOU MOST SUPPORTIVE OF?

“WE SHOULD HOLD ON TO THE HISTORY BUT MAKE IT MORE VIBRANT AND WELCOMING FOR ALL CULTURES”

“THE UNIQUE CHARACTER OF INDEPENDENT SHOPS AND TRADERS”

“LANDSCAPE, MORE TREES AND GREEN SPACES - CREATING NICE PLACES TO SIT”

“I REALLY LIKE THE SUSTAINABLE STUFF, ROMFORD SHOULD GENERATE ITS OWN ENERGY”

“THE INCREASE IN HOUSING”

“HOW WILL THE BUILDING DESIGN QUALITY BE ENSURED? HAVERING COUNCIL STRUGGLES WITH THIS”

“HOUSING SHOULD BE AFFORDABLE FOR PEOPLE HERE, NOT JUST INVESTMENTS FOR WEALTHY PEOPLE”

“SCHOOLS NEED MORE SUPPORT”

“IS THERE FULL COMMITMENT FROM ALL STAKEHOLDERS?”

“WORRIED THAT THESE IDEAS WON'T HAPPEN”

ARE THERE ANY IDEAS YOU'RE CONCERNED ABOUT?*

“DON'T OPEN ANY MORE PUBS AS THEY CAN ATTRACT THE WRONG TYPE OF PEOPLE AND TROUBLEMAKERS”

“OVERDEVELOPMENT IS NOT A GOOD THING. THERE IS NOT ENOUGH AFFORDABLE HOUSING FOR SINGLE OCCUPANTS”

“ALL FINE ON PAPER, BUT WHERE ARE THE RESOURCES COMING FROM?”

“DON'T AGREE WITH PUSHING ARTS AND CULTURE AS A PRIORITY”

“UNIQUENESS GOING AWAY AS IT IS VERY BUSINESS-ORIENTATED”

* Responses were overwhelmingly positive, so these concerns have been taken from a small data set.

“CAN WE KEEP SOME OF THE ART DECO CHARACTER OF EXISTING TOWN CENTRE ESPECIALLY ON SOUTH STREET?”

“MORE FOR YOUNG PEOPLE E.G. MORE SAFE SPACES FOR SCHOOL-AGE KIDS AND FREE CLUBS/ACTIVITIES FOR THEM”

“THE STATION IS A DISASTER AND SHOULD BE A PRIORITY FOR IMPROVEMENT”

WHAT DO YOU THINK IS CURRENTLY MISSING AMONG THE IDEAS?

“YOGA FESTIVALS AND FITNESS”

“WHAT ABOUT THE SITE NEXT TO QUEEN’S HOSPITAL - WHAT IS HAPPENING THERE?”

“TRY TO INCLUDE SOME MORE GREEN SPACES IN THE TOWN CENTRE WHERE PEOPLE CAN MEET UP ONCE THEY’VE DONE THEIR SHOPPING”

4.3

Exhibition 2 feedback

Draft Masterplan - preferred option & detailed design

At the second and final public exhibition core components of the draft Masterplan were shared with the public alongside feedback summaries, so we could provide clear evidence that what people said had influenced the outcome.

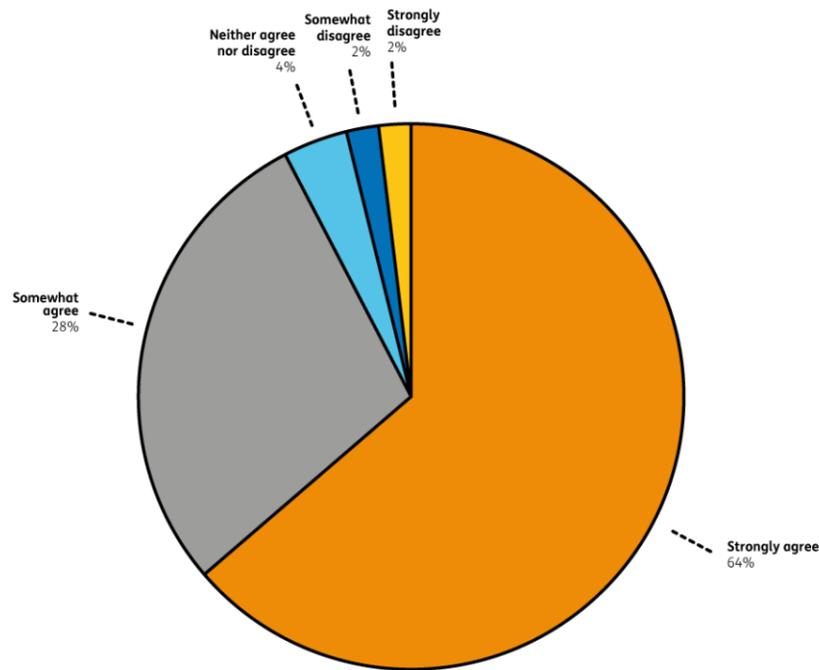
As was the case following Exhibition 1, feedback was overwhelmingly positive and the support for change strong. People seemed reassured that, on the whole, local priorities were reflected in the plans outlined and that the vision was an inclusive one. Of those who answered the question 'Overall, do you agree with the ideas you've seen?' 92% said they either strongly or somewhat agreed.

Respondents were generally very positive towards the plans, but there were some stand-out favourites among them. On the day of the exhibition 51% of people highlighted ideas around the market among their favourites, while 44% of respondents listed the River Rom among their favourite ideas.

Other particularly popular ideas were around public realm improvements and creation of social spaces, increasing and connecting green spaces and improving the general connectivity of the town centre.

In regards to reservations voiced, the main questions were whether the provision of social infrastructure would be adequate, whether the plans would be delivered and the extent to which safety concerns would be addressed through the interventions. These points were fed back to the project team and will help with final refinements.

OVERALL, DO YOU AGREE WITH THE IDEAS YOU'VE SEEN?



"I am a strong supporter of the vision and ideas of green areas"

"Market - bringing different cultures and food together to make people closer / less fearful"

"I like the idea of a second station entrance - but need to make it cleaner"

"Rom! But can we open it as well where it goes underground?"

"Community focus - more things for people to interact with"

"Concerned about extra people and impact on schools, health facilities and other amenities"

"Safety is a big issue - can we strengthen the response to safety?"

"Bike lanes, remove cars from the town centre totally. Centre should be all about walking and cycling"

"Need actual actions / funding to make it a reality"

5.0

Next steps

5.1

Next steps

By developing a far-reaching and thorough programme of engagement starting early on, maximising the use of the Council's communication channels and establishing a clear feedback loop throughout the process, we have been able to meet the Council's desire for early involvement, ample local buy-in and participation in the Romford Town Centre Masterplan.

Following the initial phase of engagement to develop the draft Masterplan, the Local Planning Authority will enter the formal consultation phase:

- 1. Carry out a formal six-week consultation on a draft Masterplan Supplementary Planning Document (SPD)**
- 2. Prepare a Consultation Statement in accordance with its Statement of Community Involvement and legislative requirements.**

The timing of these activities are subject to other parallel consultations the Council will be undertaking – most critically the draft Local Plan 2016-2031.



Your Romford ideas tree

