

**ABOUT
YOUR ROMFORD**

YOUR ROMFORD

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

To do this, Havering Council is developing a new Masterplan to guide future development in the area and has invited residents, businesses and visitors to help to shape it. Since January 2019 **over 1,000** people have shared their priorities, ideas and aspirations for Romford Town Centre through our various engagement activities.

After holding the first public exhibition in May, we've developed the emerging ideas further and are now pleased to share with you some of the key elements of our draft Masterplan. You can find out more about the next stages of the process on the next board.

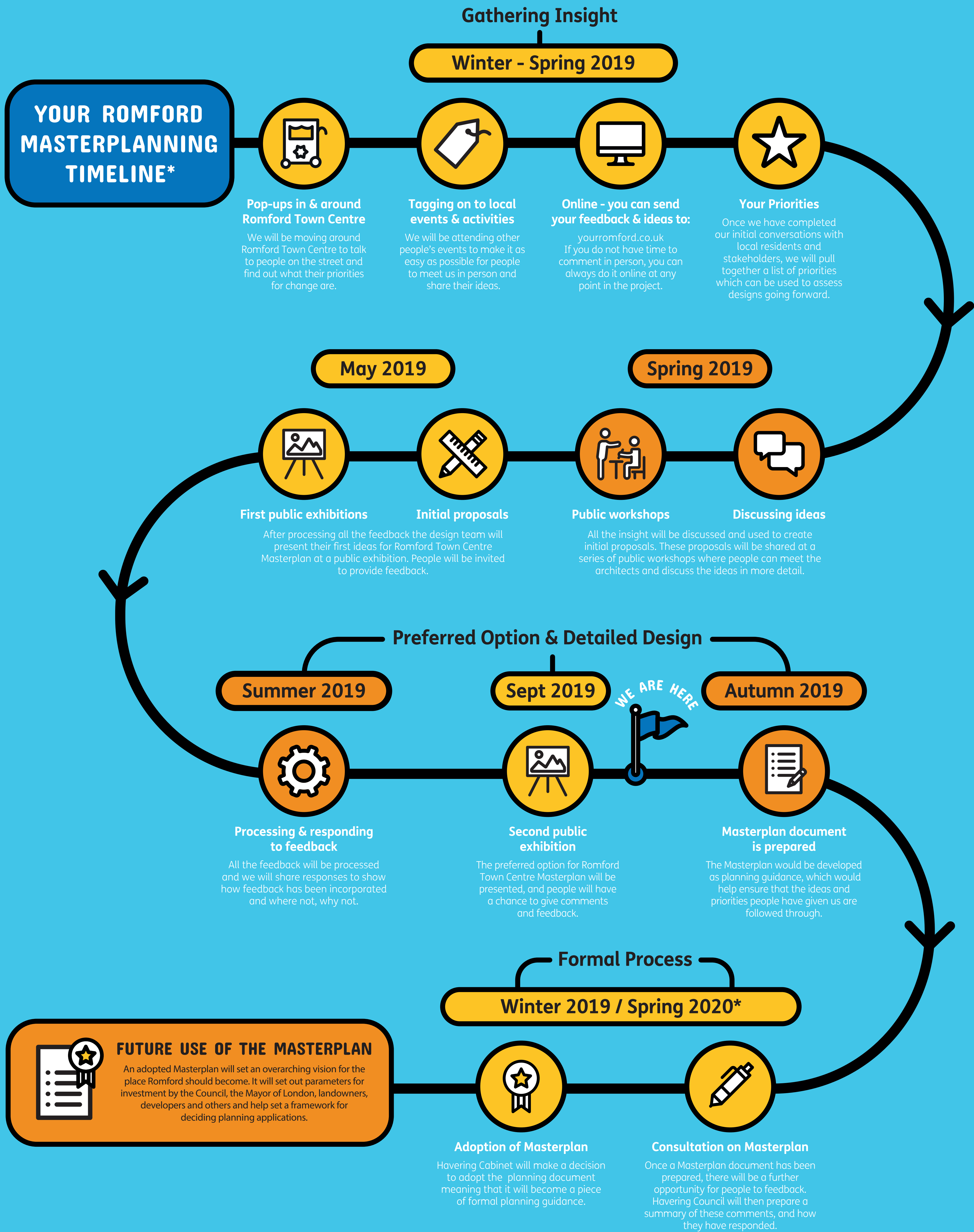
Take a look around and tell us what you think.

WHAT IS A MASTERPLAN?

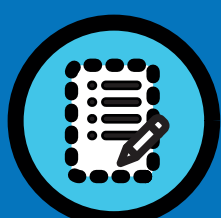
A Masterplan is a long-term planning document that outlines a vision to guide growth and development of an area. It isn't a detailed design or planning application, but is:

- A document that sets out how a particular area should develop in the future
- A high-level plan that sets out objectives and strategies to manage development and change over time
- A process that defines what is important about a place and how its character and quality can be protected and improved

**THE JOURNEY &
WHERE WE ARE**



*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



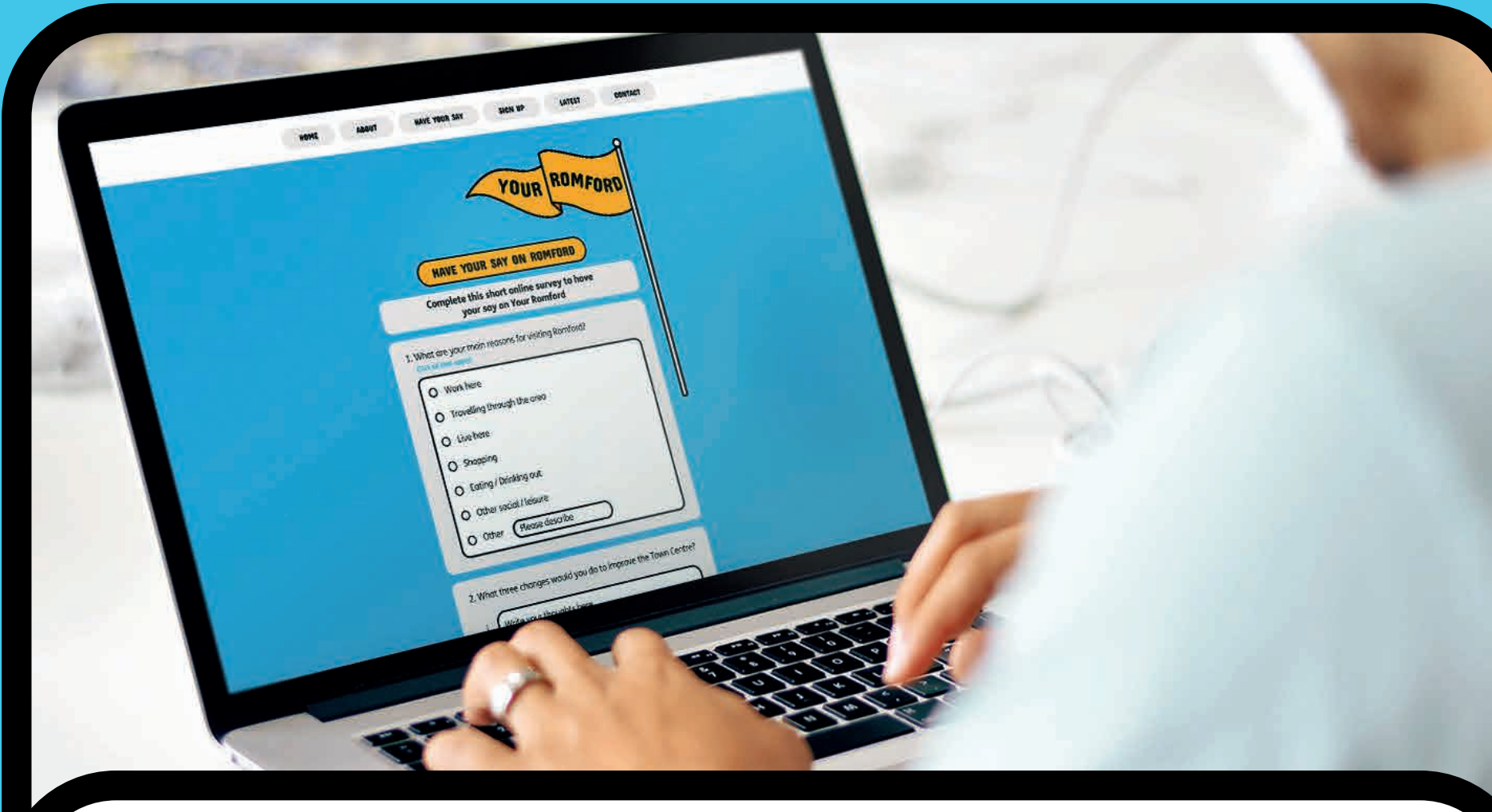
Romford Conservation Area
Review of boundary / Appraisal & management plan
Winter 2019 / Spring 2020

**YOUR ROMFORD,
YOUR SAY**

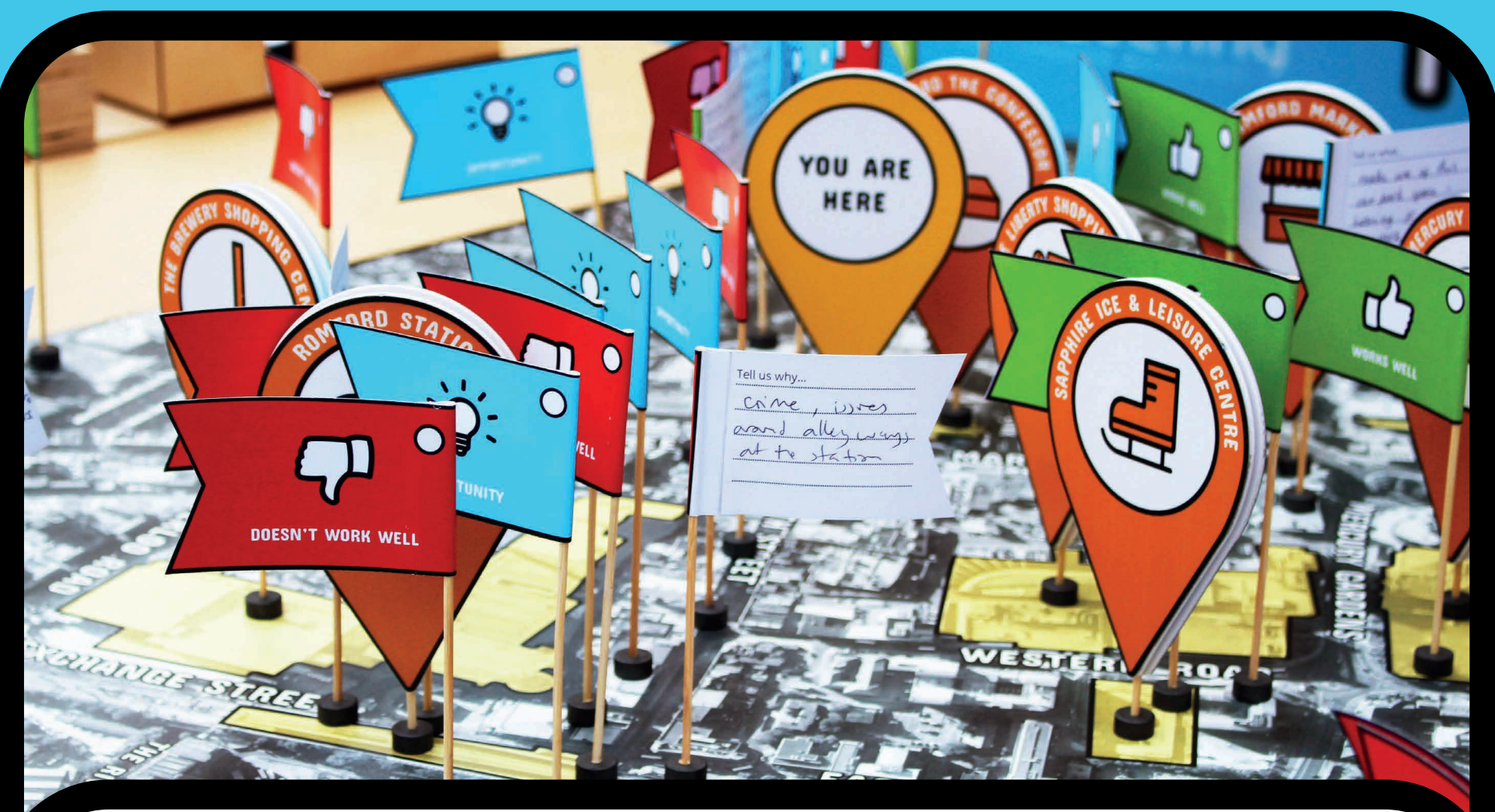
OVER THE COURSE OF YOUR ROMFORD PUBLIC ENGAGEMENT ACTIVITIES BETWEEN JANUARY-JULY 2019, 1,070 PEOPLE TOLD US THE FUTURE THEY WANT TO SEE FOR ROMFORD AT...



On-street pop-ups x5



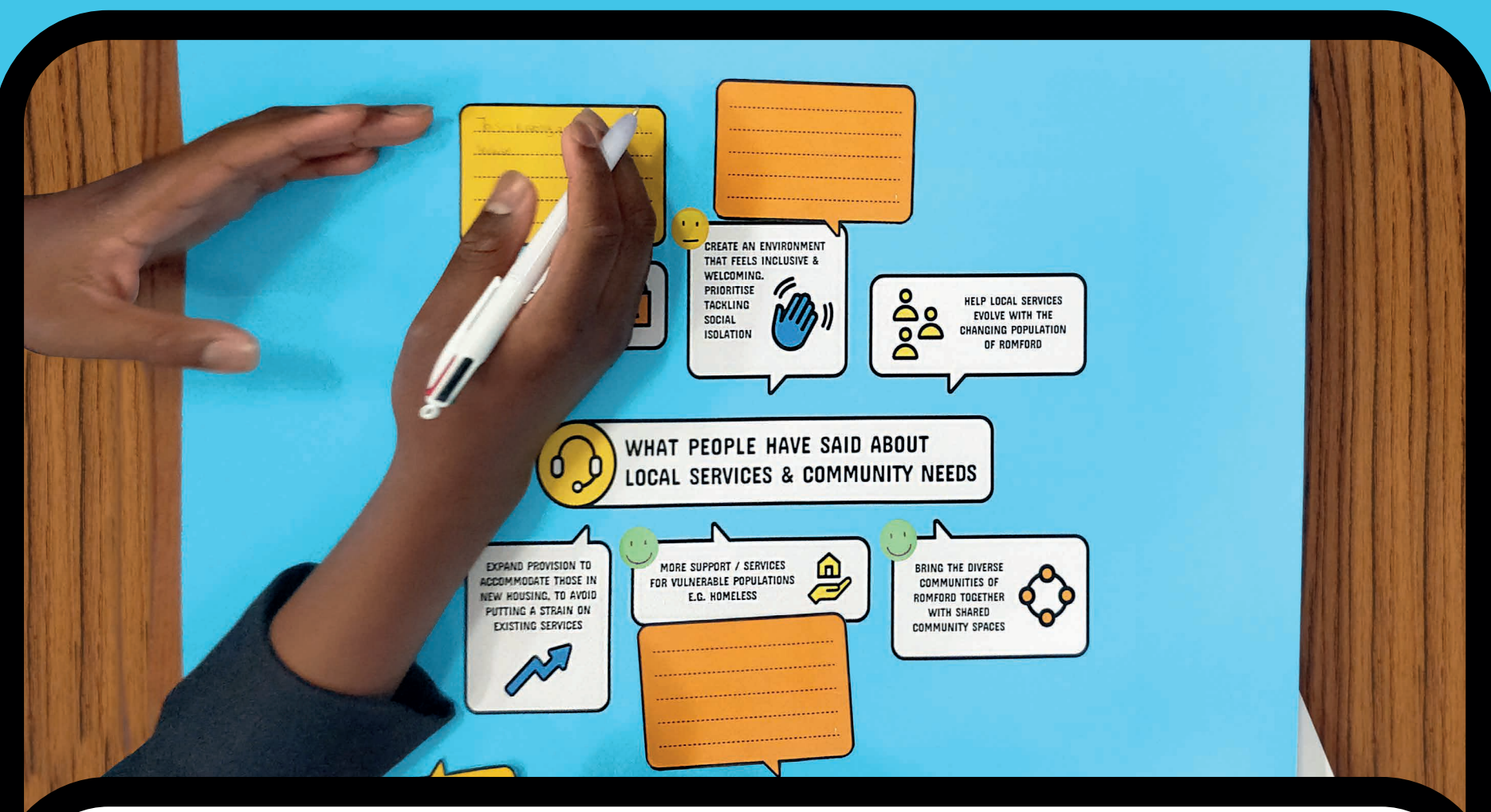
Online at www.yourromford.co.uk



Community meetings & events



Business & market trader drop-ins



Workshops x4



Your Romford exhibition in May

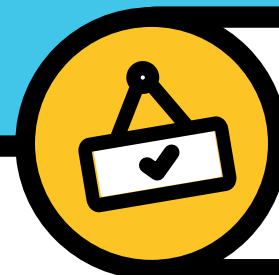
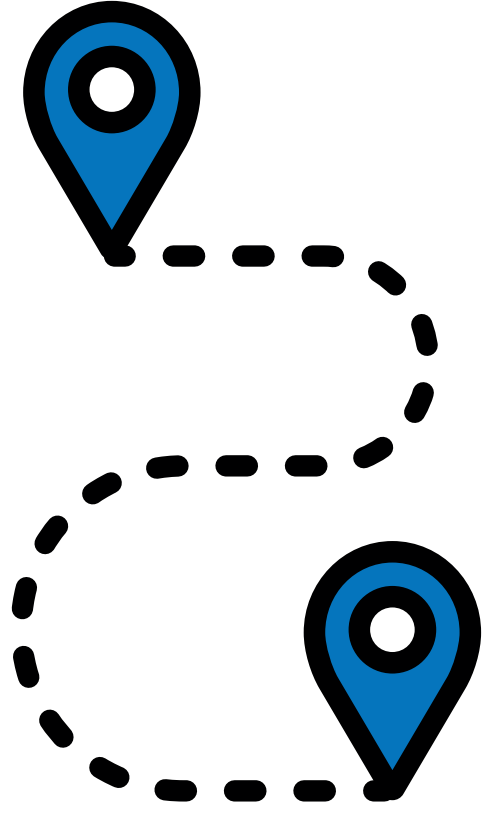
**A BIG THANK YOU TO EVERYONE WHO HAS TAKEN THE
TIME TO SHARE THEIR VIEWS AND IDEAS TO DATE.**

**WHAT'S THE FUTURE
PEOPLE WANT TO SEE
FOR ROMFORD?**



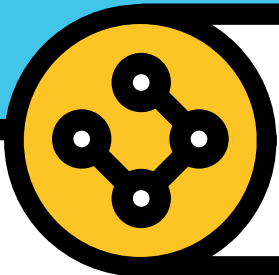
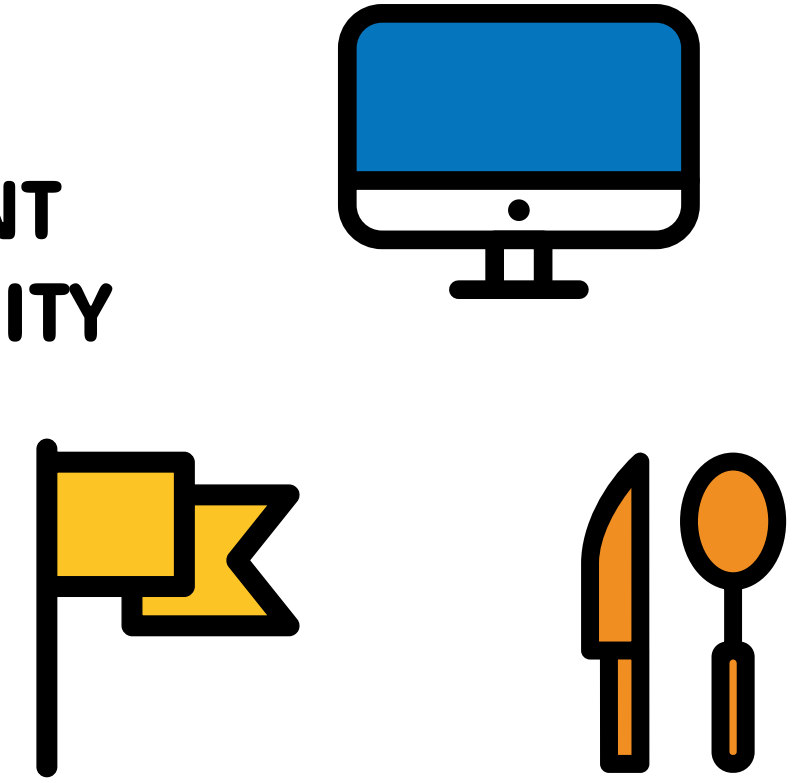
DESTINATION

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.



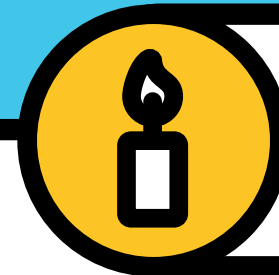
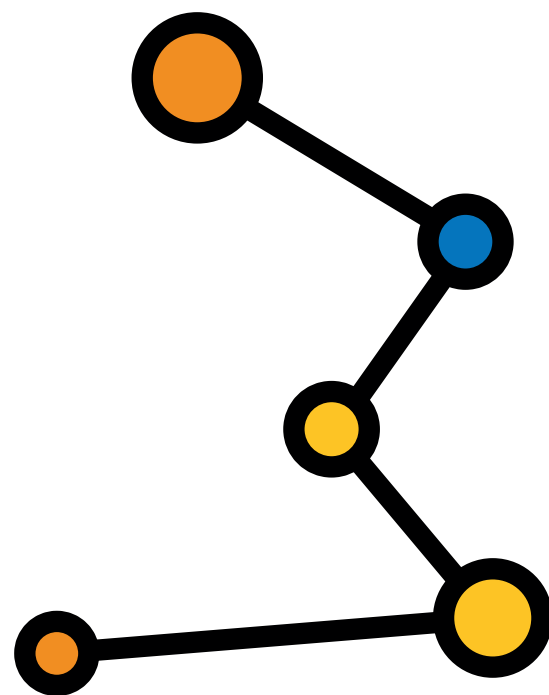
GROUND FLOOR USE

NEW USES AT GROUND FLOOR FROM OFFICES, EATERIES, INDEPENDENT BUSINESSES, COMMUNITY SPACES, ARTS AND CULTURE.



COHESIVE

THE TOWN CENTRE CURRENTLY DOESN'T FEEL LIKE ONE CONNECTED PLACE. ENCOURAGE PEOPLE TO MOVE BETWEEN DESTINATIONS TO EXPERIENCE THE WHOLE TOWN CENTRE.



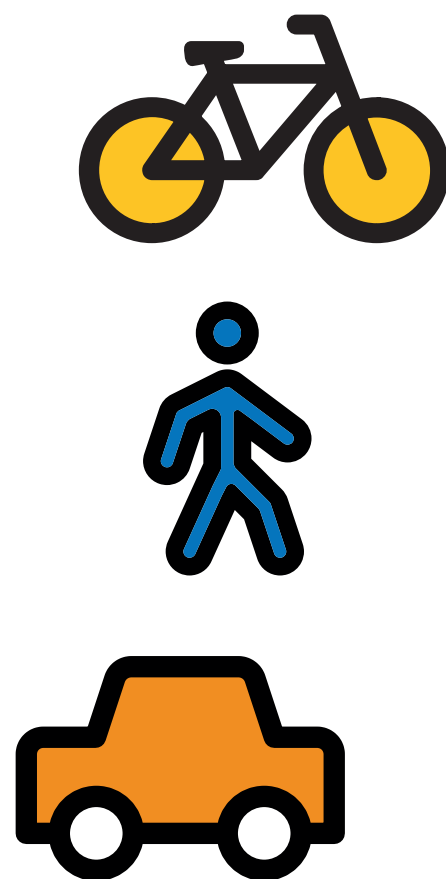
ATMOSPHERE

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.



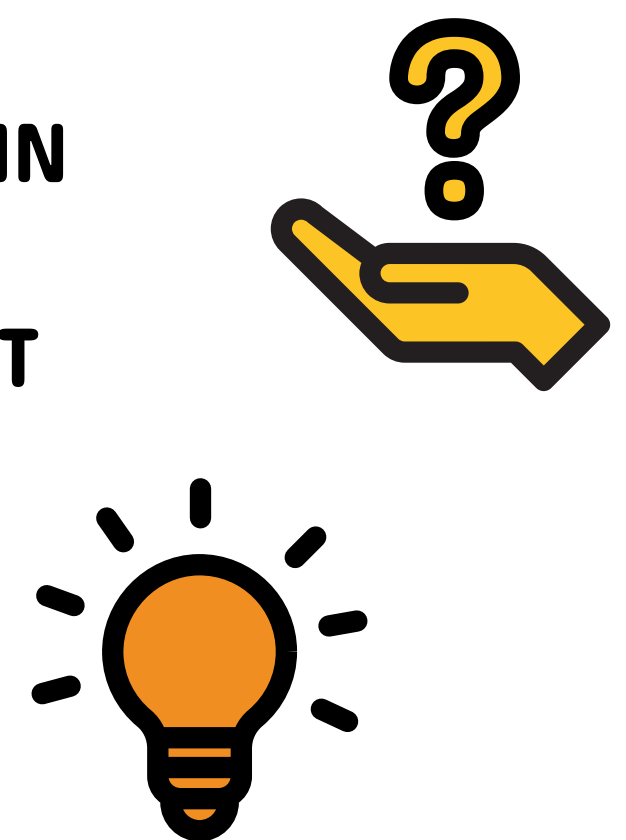
ACCESS

MAKE IT EASY TO GET TO AND MOVE AROUND THE TOWN CENTRE SEAMLESSLY ACROSS DIFFERENT MODES OF TRANSPORT (E.G. PUBLIC TRANSPORT, CARS, BIKES & PEDESTRIANS) WHILE MAINTAINING PLEASANT ENVIRONMENTS WHICH ENCOURAGE PEOPLE TO WALK.



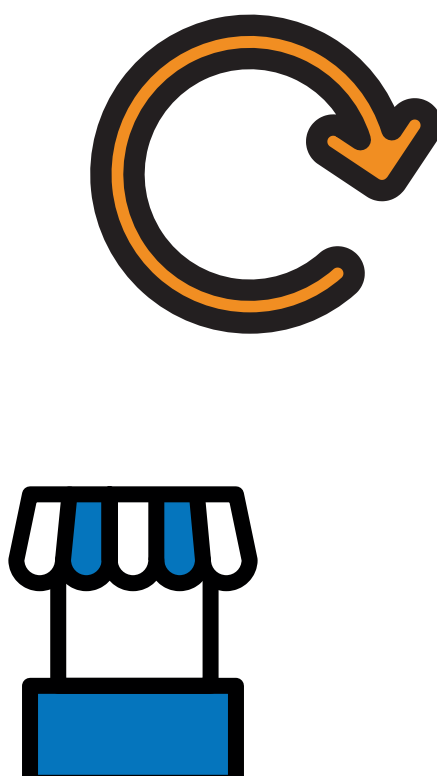
UNIQUE

ENCOURAGE AND SUPPORT INDEPENDENT BUSINESSES IN ROMFORD E.G. OFFERING OPPORTUNITIES TO TEST OUT IDEAS, SMALLER UNITS OR BUSINESS SUPPORT.



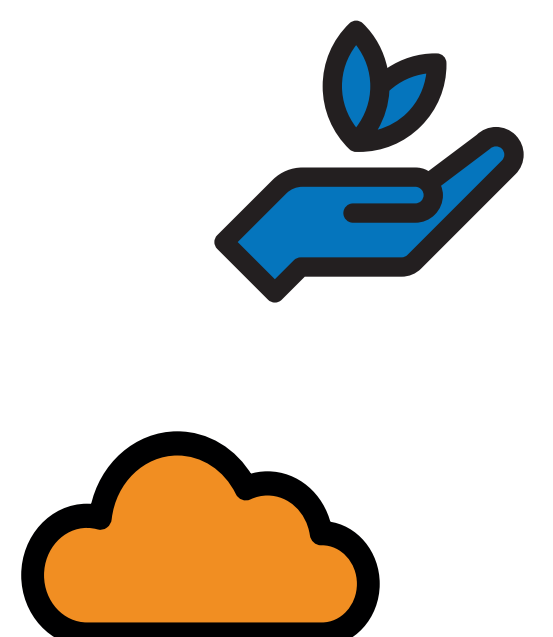
HERITAGE

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.



MASTERPLAN COMPONENTS:

The feedback we've gathered from a wide range of stakeholders has helped to identify priorities for future growth and change in the area. As a high-level plan to set out objectives and strategies guiding future development in Romford Town Centre and the surrounding area, the Masterplan's vision includes a number of areas.

You will have the opportunity to review the full draft Masterplan document and submit a response to the formal consultation in the coming months. In the meantime, we are pleased to share some of the key components of the emerging Masterplan.

VISION & PRIORITIES

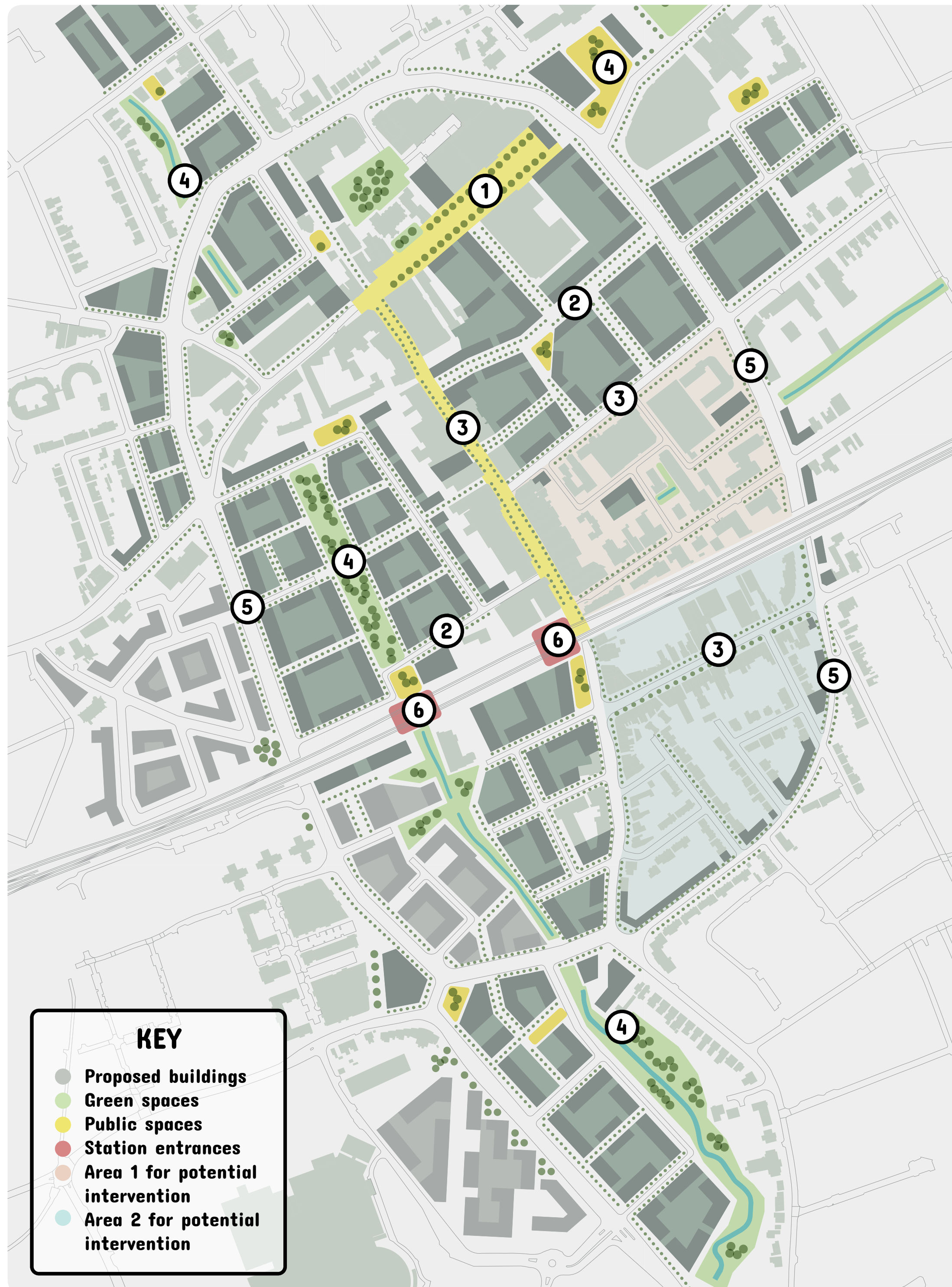


VISION & PRIORITIES



Long term strategic vision

Building on its unique character and history, Romford will be a mixed, vibrant and distinct regional Town Centre. It will consist of a refined retail offer complemented by a rejuvenated market, with a focus on local goods and services, maintaining its role as a major leisure destination, with an enlarged employment offer, an early evening food and beverage offer and new residential community supported by additional health and school facilities.



Key moves



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



2 Create a finer urban grain with new streets and smaller blocks. Introduce trees and green links to the Town Centre – St Andrews, Bromley-by-Bow



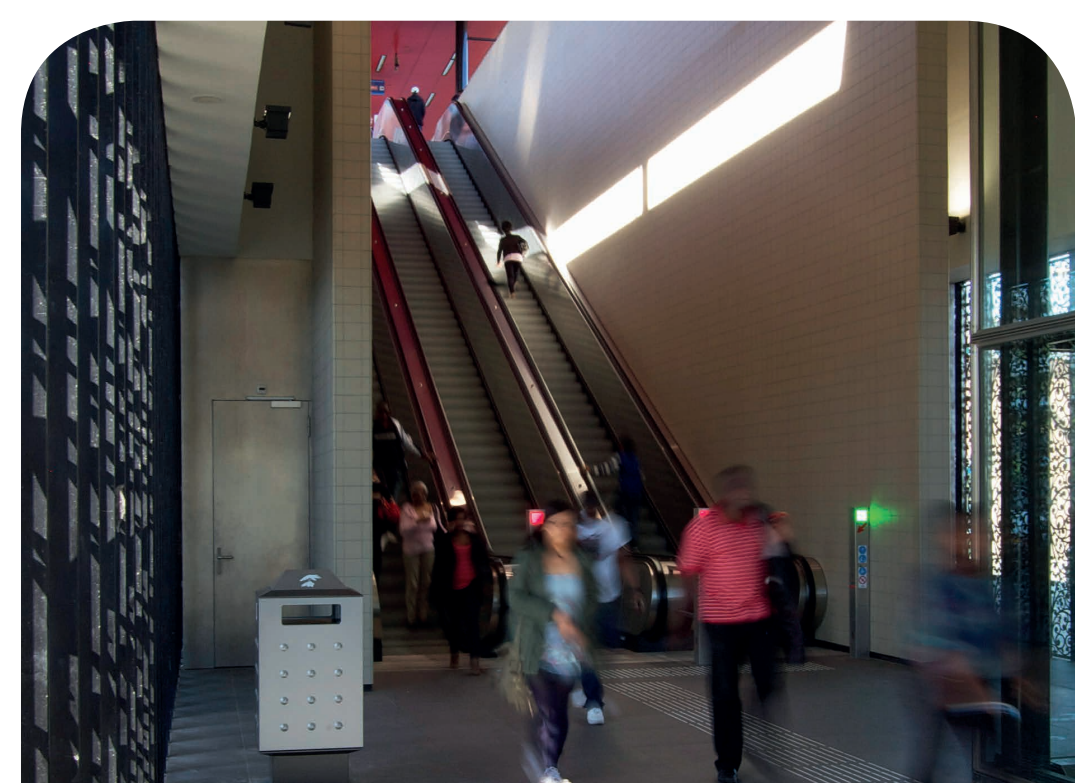
3 Enhance key public realm spaces such as Market Place, South Street, Victoria Road and the Station entrance – Venn Street, Clapham



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

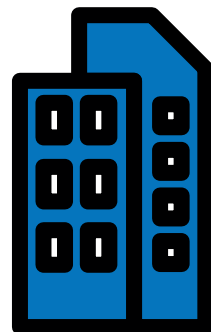


5 Recharacterise the Ring Road as an urban street, creating a pleasant environment, activity and new crossings – Kensington High Street

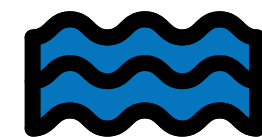
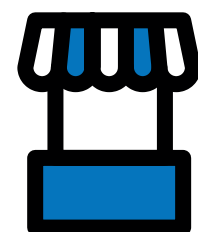


6 Reinforce the Station as a gateway, with an enhanced arrival space and a new entrance on the west side – Kraaiennest station, Amsterdam

**AVOID HIGH DENSITY
OR INSENSITIVE
DEVELOPMENT. MAKE
IT AN ENVIRONMENT
PEOPLE FEEL PROUD OF**



**RECONNECT TO THE HISTORY OF THE TOWN
& BRING ROMFORD'S ASSETS TO THE FORE,
E.G. MARKET, BREWERY, RIVER ROM**



**CREATE A VIBRANT &
UNIQUE OFFER FOR THE
TOWN CENTRE THAT
MAKES IT A HUB LONG
INTO THE FUTURE**

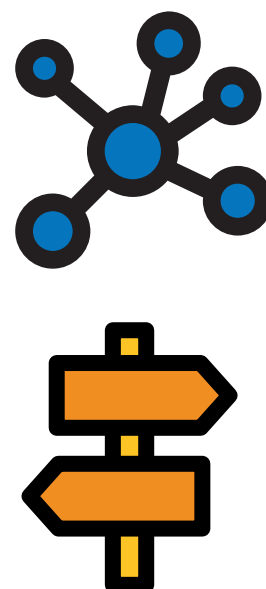


**MAKE ROMFORD
SOMEWHERE PEOPLE
WANT TO SPEND TIME,
RATHER THAN JUST
SLEEP & COMMUTE**



WHAT PEOPLE HAVE SAID ABOUT ROMFORD'S CHARACTER

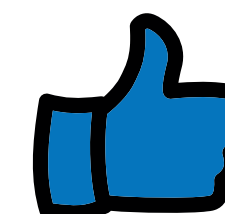
**BETTER CONNECTIONS
BETWEEN DIFFERENT
PARTS OF ROMFORD
TOWN CENTRE TO
ENCOURAGE VISITORS
TO EXPERIENCE MORE
OF THE AREA**



**CREATE A SAFER & MORE
SECURE ATMOSPHERE
THROUGHOUT ROMFORD**



**PREPARE FOR FUTURE GROWTH TO
MAKE SURE THE TOWN IS ABLE
TO RESPOND POSITIVELY TO THE
NEW OPPORTUNITIES CHANGES
LIKE CROSSRAIL WILL BRING**



CHARACTER



Preserving and enhancing local character

The Masterplan will provide guidance for character areas to inform a townscape strategy to help preserve and enhance Romford's historic places and buildings, including Romford Conservation Area, Listed Buildings and Locally Listed Buildings. This will draw on the historic character around the Market Place, High Street and South Street, reinforcing this character, and promoting sympathetic building heights.

The character areas will bridge the ring road and help break down barriers, ensuring the town centre is not defined by infrastructure.

Key streets and spaces will form the points where character areas blend and meet.

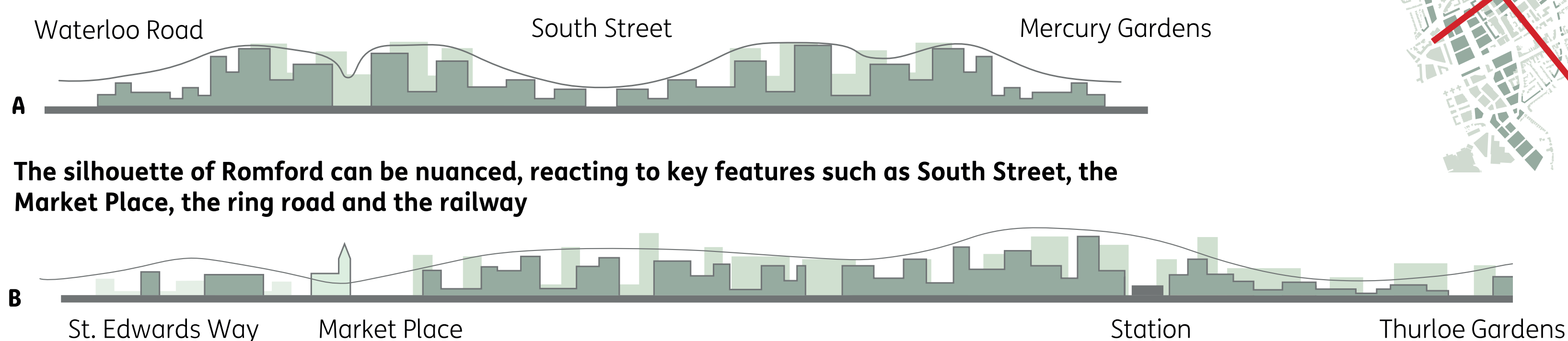


KEY

- | | |
|----------------------------|--------------------------------|
| ● NORTH STREET / ANGEL WAY | ● LIBERTY |
| ● ST EDWARDS WAY NORTH | ● MERCURY |
| ● CIVIC CAMPUS | ● OFFICE QUARTER |
| ● MARKET PLACE NORTH | ● BLACK'S BROOK |
| ● ANGEL WAY WEST | ● OLD CHURCH |
| ● WATERLOO AND THE BREWERY | ● ROM VALLEY / STATION GATEWAY |
| ● THE BREWERY | ● VICTORIA ROAD |



Townscape strategy



Character & Heritage

The Masterplan will outline key views within the Town Centre which form important components of the character of Romford. The Masterplan seeks to reinforce this and build on its character.



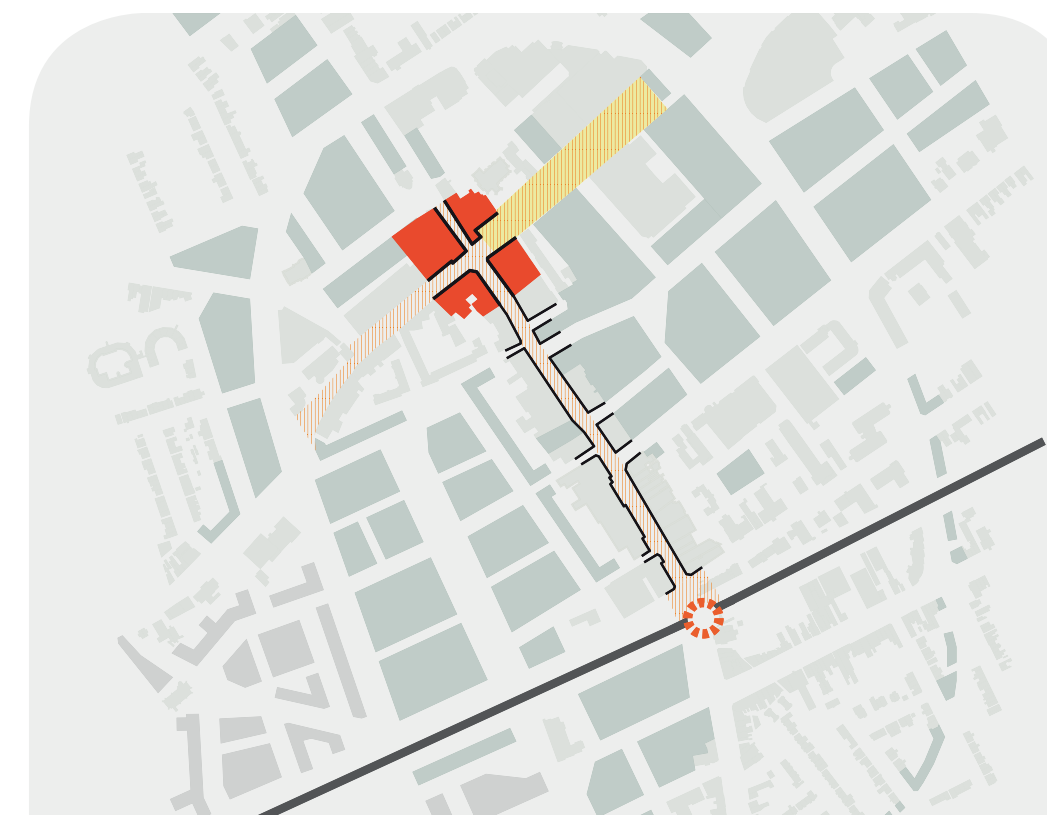
Market Place

The built character of the Market Place should be maintained with any new buildings reinforcing the existing qualities



South Street

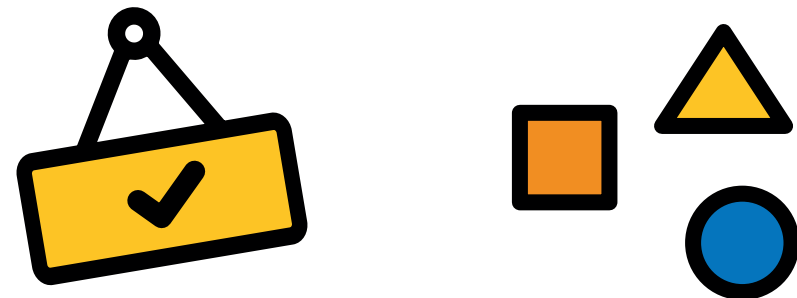
Reinforce South Street as the main retail street with new buildings responding to its historical character and proportions



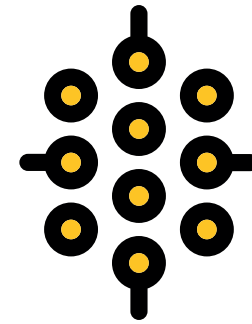
Key heritage assets

Key heritage assets are used to inform bespoke and considered responses for the height and townscape of new buildings

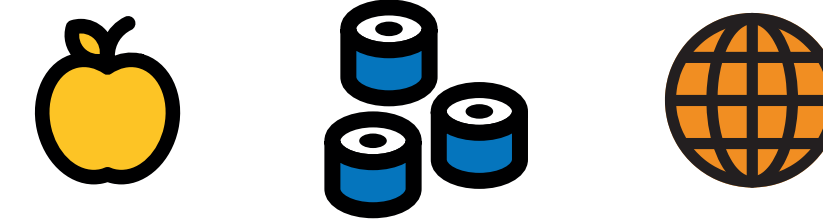
SUPPORT LOCAL INDEPENDENT BUSINESSES AND ATTRACT A WIDER RANGE OF INDUSTRIES TO THE TOWN CENTRE



FUTURE DEVELOPMENT TO BE ACCOMPANIED BY NECESSARY SUPPORTING INFRASTRUCTURE TO AVOID PUTTING STRAIN ON EXISTING SERVICES.



DIVERSIFY DINING OPTIONS E.G. POP-UP FOOD STALLS, INTERNATIONAL CUISINES, HEALTHIER OPTIONS



PRIORITISE IMPROVED HEALTH AND WELLBEING FOR RESIDENTS AND ENVIRONMENT ALIKE



WHAT PEOPLE HAVE SAID ABOUT LIVING, WORKING & SOCIALISING IN ROMFORD

MORE EVENING LEISURE OPTIONS WHICH ARE FAMILY-FRIENDLY



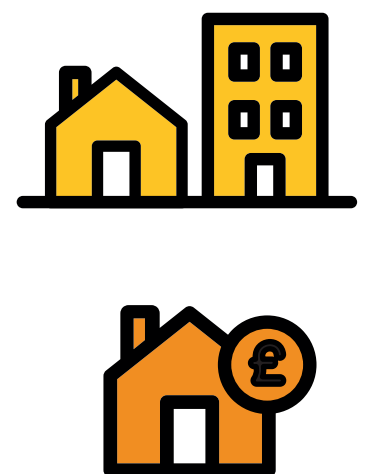
MIX OF USES NEEDS TO CHANGE AS THE DEMAND FOR RETAIL CHANGES - MORE OFFICES, EATERIES, INDEPENDENT BUSINESSES AND COMMUNITY SPACES



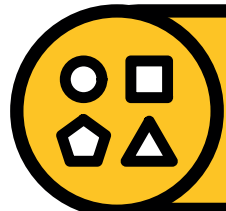
A WIDER RANGE OF LEISURE, ARTS, MUSIC AND CULTURAL EVENTS TO INJECT ENERGY TO THE TOWN CENTRE



ENSURE THERE IS A MIX OF HOUSING PROVISION (E.G. FLATS, FAMILY HOMES) & AFFORDABLE HOUSING FOR LOCAL PEOPLE



USES & RESOURCES



Town Centre ingredients

The Masterplan focuses a retail core of activity around the Market Place and South Street, with other locations working in harmony to support the central area. Acknowledging the changing nature of the retail, the Masterplan seeks to deliver smaller shops and a more varied food and drink offer, all working to support a unique and distinctive Romford.

A key target is to create a more varied offer, that promotes activity at different times of day. Employment and business space will be focussed around the station, Waterloo Road and Rom Valley Way, and could be further supported by a potential tram route through the Town Centre. The Masterplan will encourage growing pockets of cultural activity alongside leisure uses, using anchors to catalyse activity and drive footfall. New residential development brings further opportunities, and the Masterplan will use these to support Town Centre activities for everyone and as a means to deliver new resources and infrastructure.



Employment

Encouraging a mix of employment uses: maker spaces, co-working spaces, offices, and studios
– Trinity Works, Colchester



Residential

Town centre apartments at an appropriate scale can be stacked above other uses
– Great Eastern Quays, London



Health services

Placing health services alongside other town centre uses
– Kentish Town Integrated Care Centre



Primary schools

Schools integrated within the community
– Grange Primary School, Bermondsey



Indicative locations for ground floor uses, with other uses above, highlighting where focusses for particular uses will be, and where anchors could be located to drive activity.



Retail

Positive ground floor engagement and high quality apartments
– 19th & Mercer, Seattle



Cultural

Temporary structures can trial different cultural uses and seed local enthusiasm
– The Playing Field, Southampton



Leisure

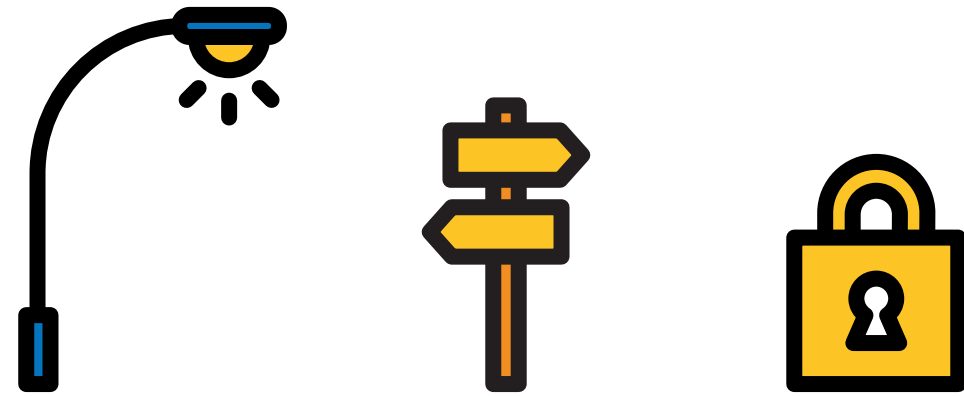
Leisure is becoming an increasingly more popular part of the shopping experience
– Alley Oop, Vancouver



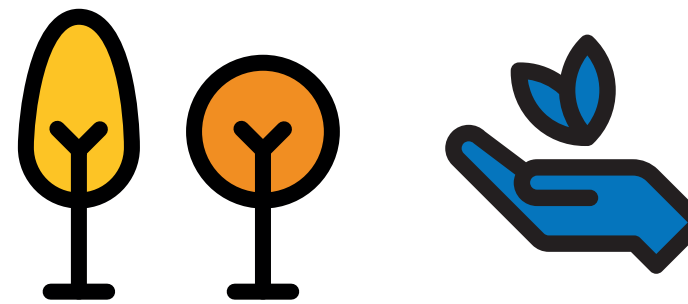
Cafes and restaurants

Creating spaces to eat and drink throughout the day
– New Road, Brighton

**CREATE A SAFE AND SECURE
ATMOSPHERE THROUGHOUT ROMFORD -
BETTER LIGHTING, CLEAR WALKWAYS,
SIGNAGE AND MORE FAMILY-FRIENDLY**



**MORE TREES, PLANTING AND A CLEANER
AND HEALTHIER ENVIRONMENT. IMPROVE
TOWN CENTRE BIODIVERSITY**



**ENHANCE PUBLIC SPACES SO
THEY CAN BE USED FOR MORE
STREET PERFORMANCES & EVENTS**



WHAT PEOPLE HAVE SAID ABOUT ROMFORD'S SPACE & LANDSCAPE

**CREATE A MORE PROMINENT
SETTING FOR CULTURAL
BUILDINGS SUCH AS THE
LIBRARY, THEATRE & MUSEUM**



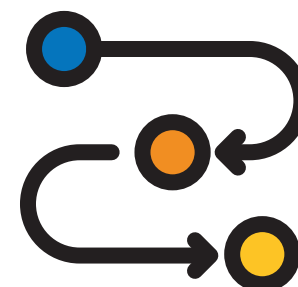
**BRING SOFTER LANDSCAPING AND
PLACES FOR PEOPLE TO STOP, WATCH
THE WORLD AND MEET PEOPLE**



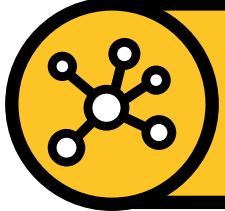
**ADDRESS DERELICT,
UNFINISHED AND
ISOLATED PARTS OF THE
TOWN CENTRE**



**ENCOURAGE PEOPLE TO MOVE
BETWEEN DIFFERENT PARTS OF
THE TOWN CENTRE**



SPACE & LANDSCAPE



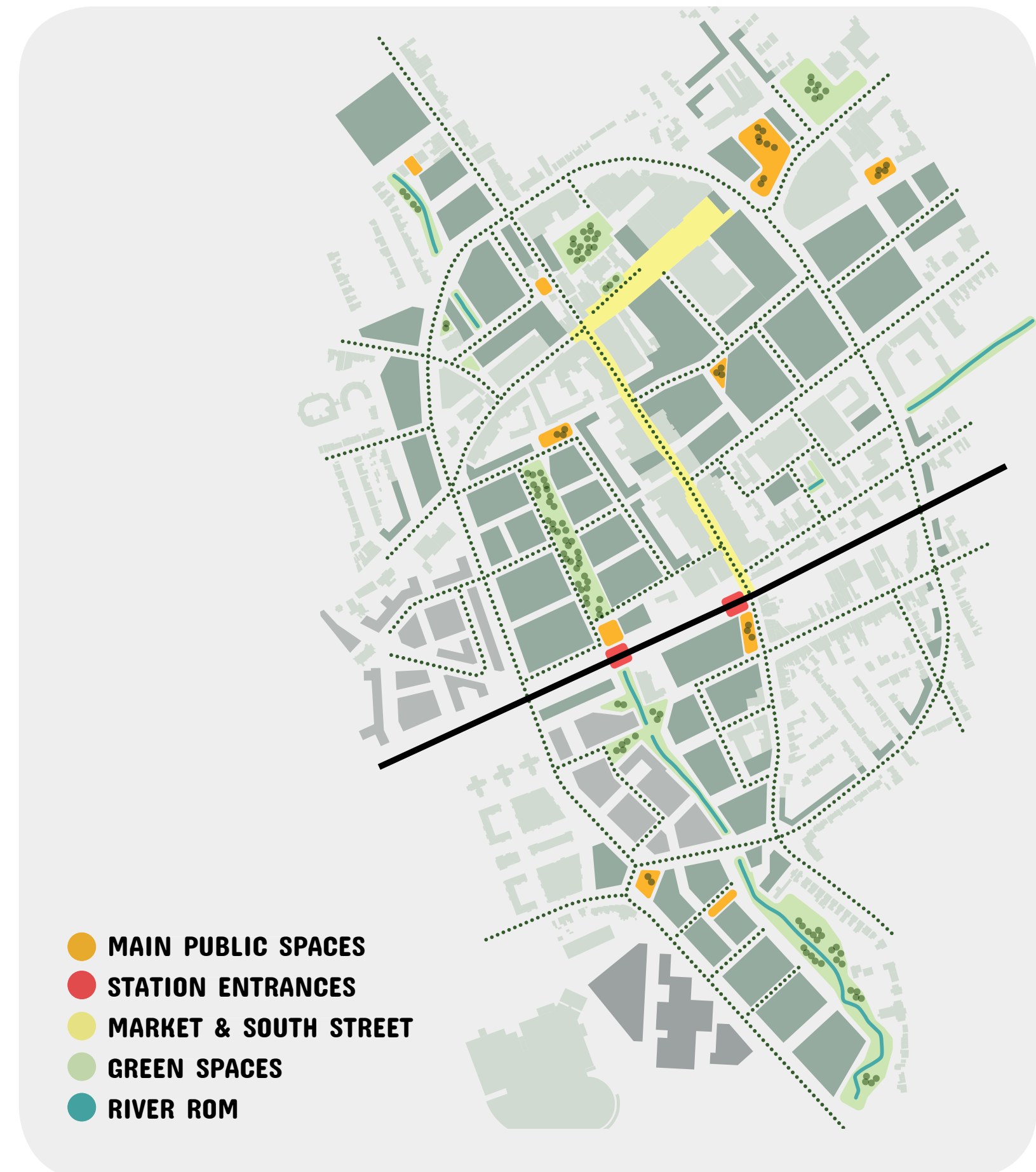
A network of spaces

The aim for space and landscape within Romford Town Centre is to embellish the built fabric, thereby encouraging visitors to linger for longer in the Town Centre and for residents to enjoy a high quality, liveable place.

In order to remain vibrant and successful the Town Centre will offer a wide range of public spaces including high quality streets, pocket parks, squares and roof gardens. The public realm of South Street has been updated in the recent past and offers a clue as to the potential type and quality of public space that can be achieved in the Town Centre. Wayfinding in the town also needs to be improved – particularly around the edges and across the ring road.

Blue (water) and green (ecological) networks through the Town Centre will be strengthened through the inclusion of water sensitive design, including Sustainable Urban Drainage (SUDS). The river Rom offers the opportunity to create a new linear river park through the Town Centre and highlight the river from which the place derives its name. New street tree planting and pocket parks will offer a necklace of green spaces connecting Cottons Park with Lodge Farm Park.

Future visitors to the town centre will be greeted by welcoming public spaces which balance the needs of visitors, residents and those who work in the town centre, creating a resilient and beautiful place that accommodates all transport modes.



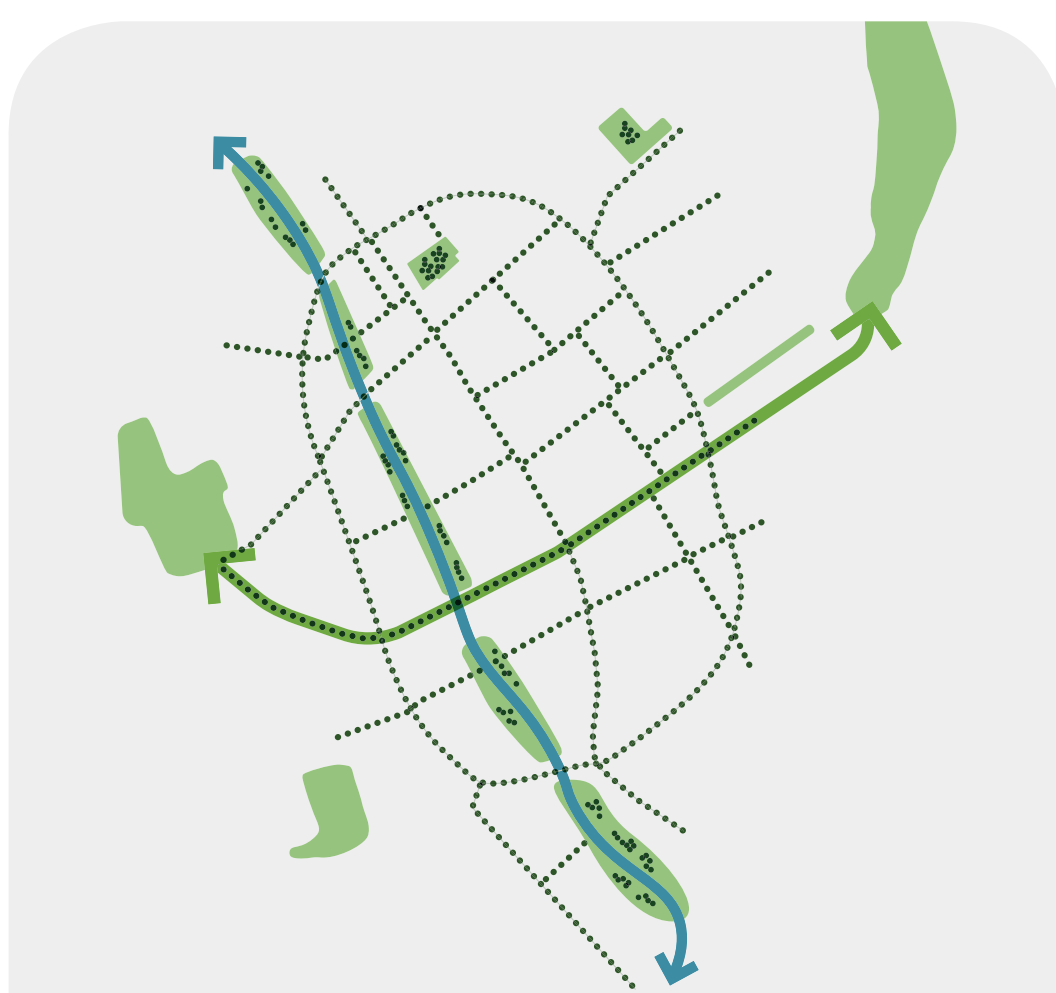
Attractive social spaces ○
Attractive spaces to encourage activity
– Bonn Square, Oxford



Enhancing the townscape ○
Celebrating heritage with an improved setting
– Grand Central, Chelmsford



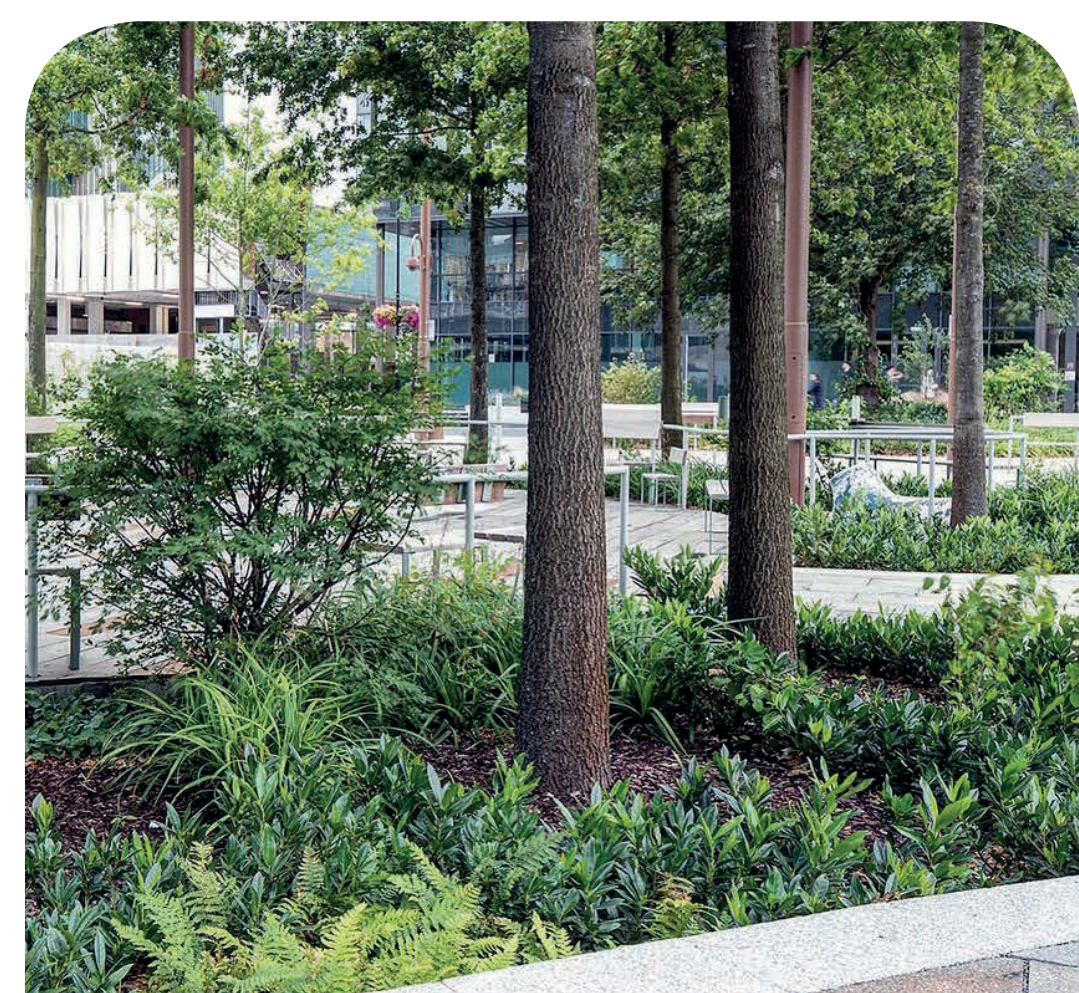
Celebrating assets ●
Creating better links with existing green spaces
– Raphael Park, Romford



Creating an ecological network
Introducing green connections across Romford to connect nearby parks & spaces such as Harrow Lodge Park & Cottons Park

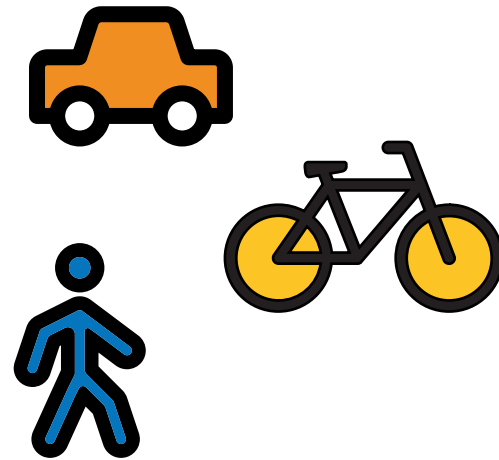


Connecting nearby green parks ●
Celebrating the local parks and spaces
– Harrow Lodge Park, Hornchurch



Green links and biodiversity ●
Trees, planting and green spaces across the town centre such as along the ring road
– Ruskin Square, East Croydon

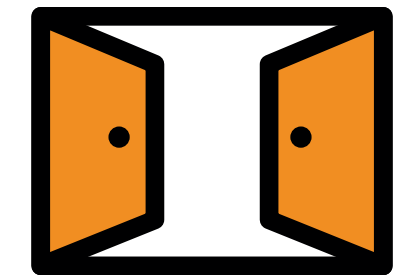
MAKE IT EASIER TO
GET IN AND AROUND
THE TOWN CENTRE
ACROSS ALL MODES
OF TRANSPORT



REDUCE CONGESTION AND IMPROVE
AIR QUALITY IN THE TOWN CENTRE

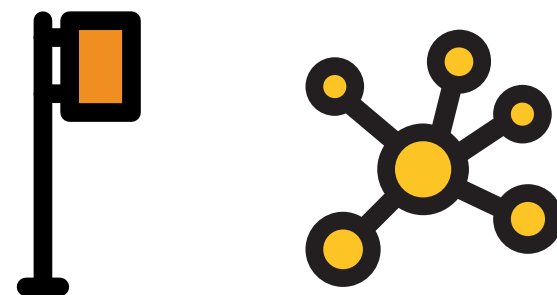


MAKE THE RING ROAD
FEEL LIKE LESS OF A
BARRIER TO THE TOWN
CENTRE AND IMPROVE
THE CONDITION OF
UNDERPASSES

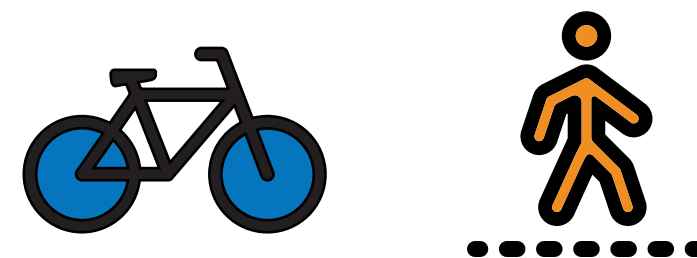


WHAT PEOPLE HAVE SAID ABOUT GETTING IN & AROUND ROMFORD

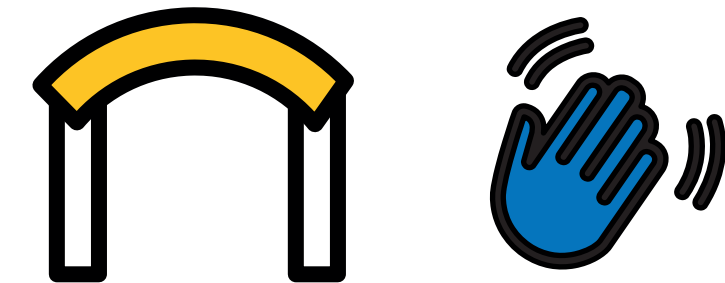
IMPROVE ROMFORD'S
CONNECTIVITY WITH OTHER
PARTS OF THE BOROUGH AND
NEIGHBOURING COUNTIES



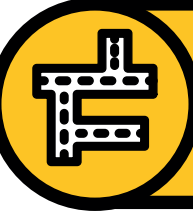
MAKE THE TOWN MORE PLEASANT
AND SAFER FOR PEDESTRIANS
AND CYCLISTS



CREATE A BETTER FIRST
IMPRESSION WHEN PEOPLE
ARRIVE IN THE TOWN CENTRE
E.G. IMPROVE THE AREA
AROUND THE TRAIN STATION



MOVEMENT & CONNECTIVITY



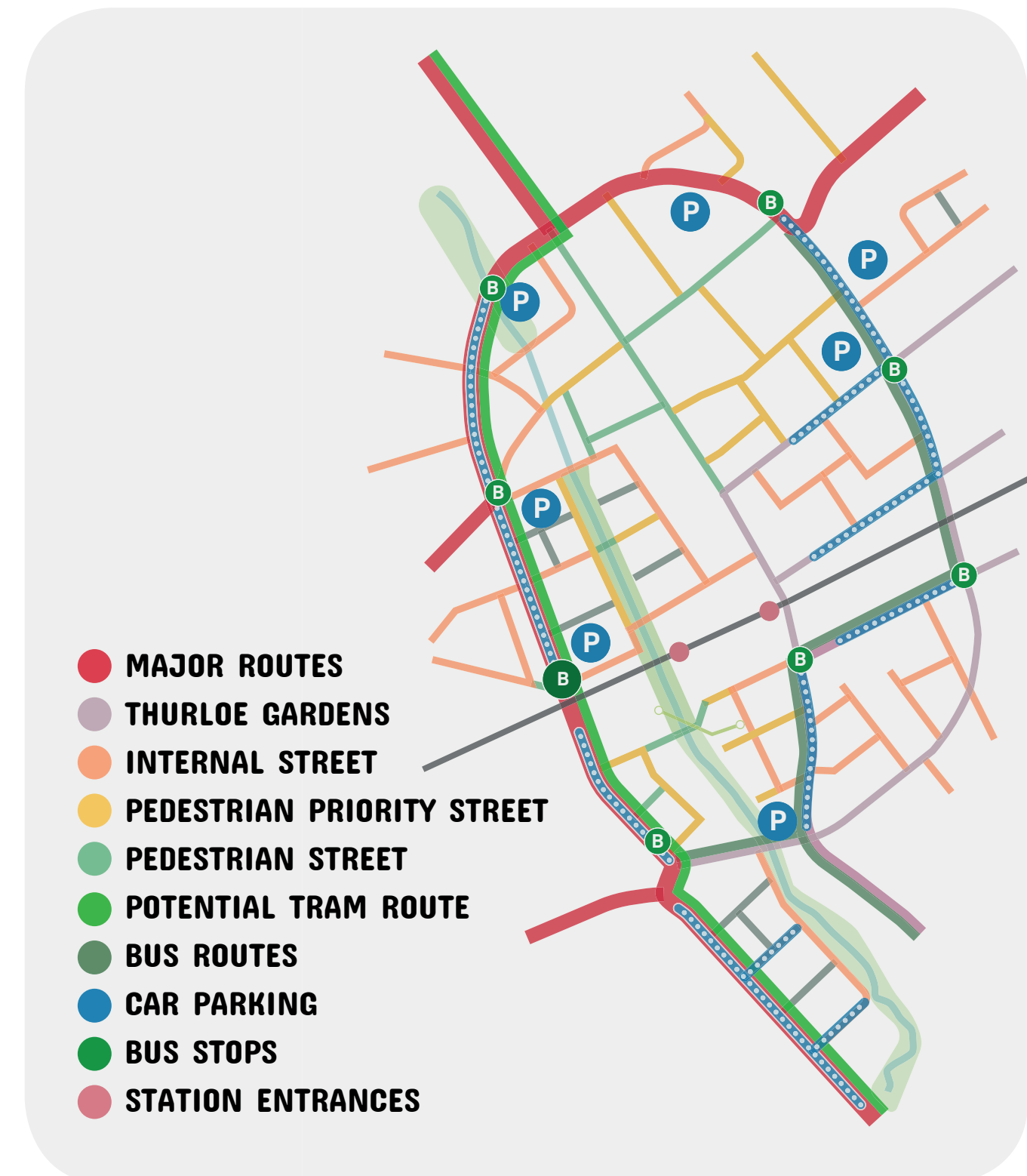
A network of equitable streets

The Masterplan actively seeks to enhance the quality of access to Romford by making walking and cycling more attractive. This is achieved by creating a balanced network of urban streets, offering a choice of ways to get around and prioritising active travel as well as public transport. The introduction of more green spaces, trees, and sustainable urban drainage (SuDS) to the streets will create bespoke and resilient environments.

The quality of the main North-South and East-West connections will be enhanced through the transformation of roundabouts into junctions, the introduction of street-level crossings and fronting with active uses. The character of the southeast section of the ring road will evolve from a dual carriageway to an urban street. Small sites around the ring road are infilled with new buildings to aid its evolution and deliver positive activity. New streets will accommodate electric car infrastructure.

A new station entrance on Exchange Street is proposed to improve access to the west of the town centre. Incorporating an interchange with a potential tram line and an improved bus network will help alleviate congestion and activate key sites here. A Town Centre wide servicing strategy is proposed to control when and where deliveries happen.

The Council is actively considering opportunities to introduce a park and ride scheme to further improve access to the Town Centre.



Waterloo Road



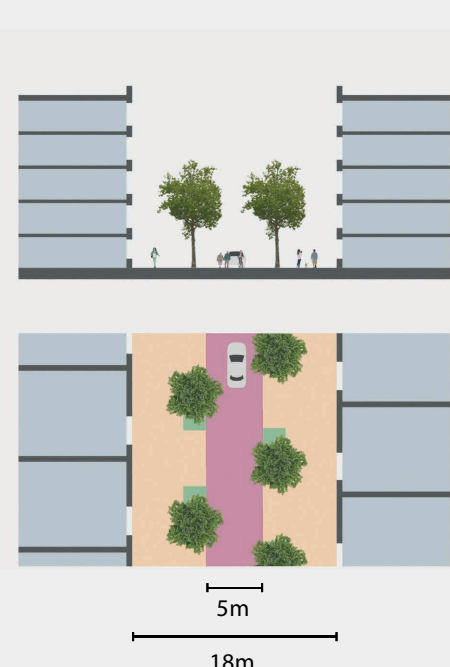
Space for buses, trams, bikes, pedestrians, and cars
- Blackfriars, London

Thurloe Gardens



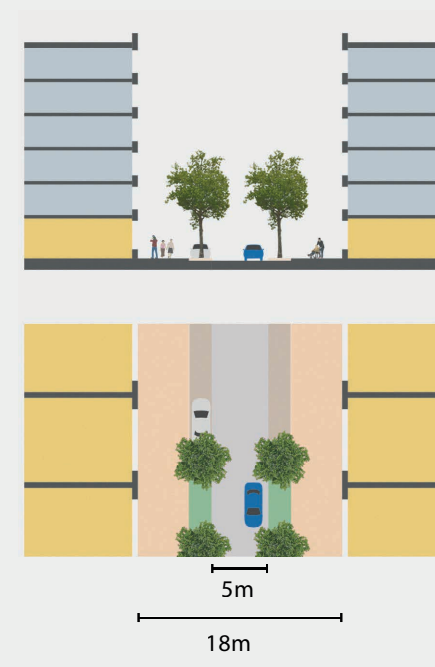
A quieter street with space for buses and bikes
- Park Lane, Poynton

Pedestrian priority street



Calm town centre streets that have space for everyone
- Academy Street, London

Internal street



Mixed use streets for bikes, pedestrians & cars
- Stamford New Road, Altrincham



Key strategies



Active travel

Creating attractive routes to walk and cycle that can encourage active travel
- Trinity Street, Cambridge



Public transport

Opportunity for improved bus routes and a tram through the town centre
- Fletcher Gate, Nottingham

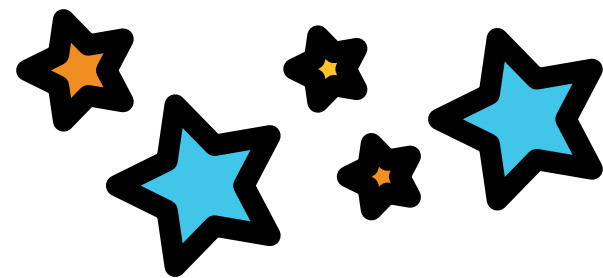


Integrated car parking

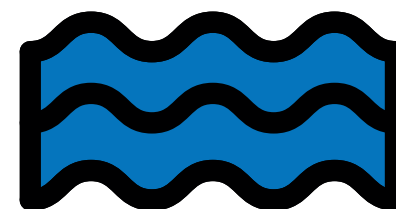
High quality, safe car parking in built structures, and formalised on-street parking
- Q Park, Liverpool & Altrincham

DELIVERING DISTINCTIVENESS: THE RIVER ROM

**"THE RIVER ROM SHOULD BE
MADE MORE OF A FEATURE"**



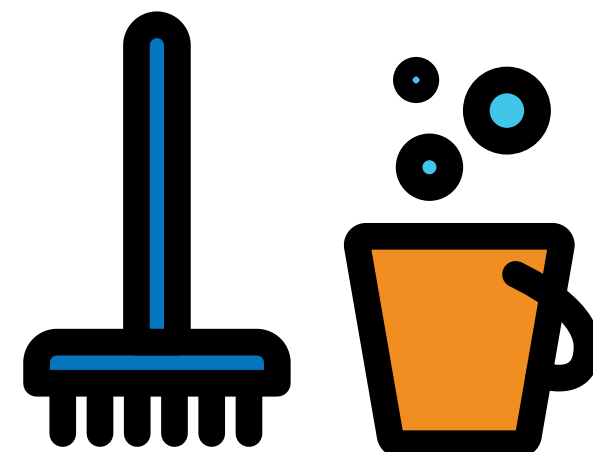
**"WHERE IS THE RIVER?
COULD WE HAVE AN AREA
WHERE WE COULD
ACTUALLY SEE IT?"**



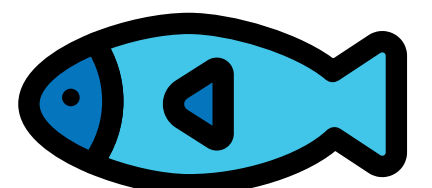
**"THE OPENING UP &
GREENING OF THE RIVER
ROM WOULD BE GOOD FOR
THE TOWN"**



**"CLEAN UP THE
RIVER ROM THAT
LEND'S OUR TOWN
ITS NAME"**



**"PLEASE LOOK AT OUR MAIN RIVER,
IT'S DEVOID OF PLANT LIFE & FISH"**



RIVER ROM



Enhancing existing characters



River Rom

Creating pleasant spaces along the Rom that encourage people to stop, sit, and enjoy. The Rom can also become part of a wider cycling and walking network through and across the town centre



A new station entrance

Creating a new entrance on Exchange Street to link the west of the town centre and relieve pressure on the existing entrance



Creating new connections along the River Rom

Creating pleasant cycling and walking routes along the Rom
- East Bay Lane, Hackney Wick



Creating new public spaces along the River Rom

Creating pleasant spaces along the River Rom that allow people to sit, stop, eat, drink and enjoy the town centre
- Riverside Aarhus, Denmark



Improving green and public spaces

Creating green spaces and quiet places along the River Rom
- Riverside Lünen, Germany

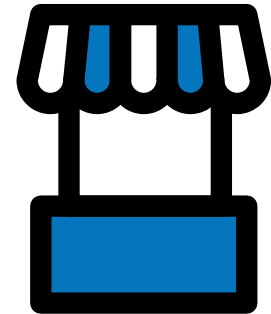


Creating new frontage along the River Rom

Activating spaces along the river with new uses such as cafés and restaurants
- Canada Water, London

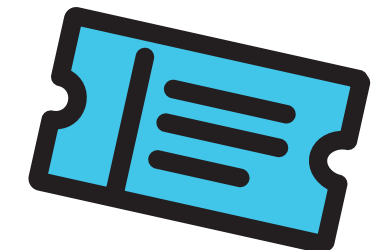
DELIVERING DISTINCTIVENESS: ROMFORD MARKET

**“MAKE THE
MARKET THRIVE
AGAIN, IT USED TO
BE A BIG DRAW
FOR LOCALS &
VISITORS ALIKE”**



**“ENCOURAGE GREATER
DIVERSITY OF STALLS & MIX
TRADITIONAL WITH NEWER
IDEAS, LIKE VISITING OR
POP-UP MARKETS”**

**“INTERNATIONAL FOOD
STALLS, LIVE ENTERTAINMENT,
PLACES FOR FOLKS TO SIT &
ENJOY COMMUNITY SPIRIT”**



**“THE MARKET IS THE HEART OF
THE TOWN. NEED TO OFFER
ARTISAN STALLS, LOCALLY
PRODUCED GOODS - ECLECTIC”**



**“MORE STALLS,
IMPROVE LAYOUT -
MAYBE UNDERCOVER?”**



ROMFORD MARKET



Enhancing heritage and culture



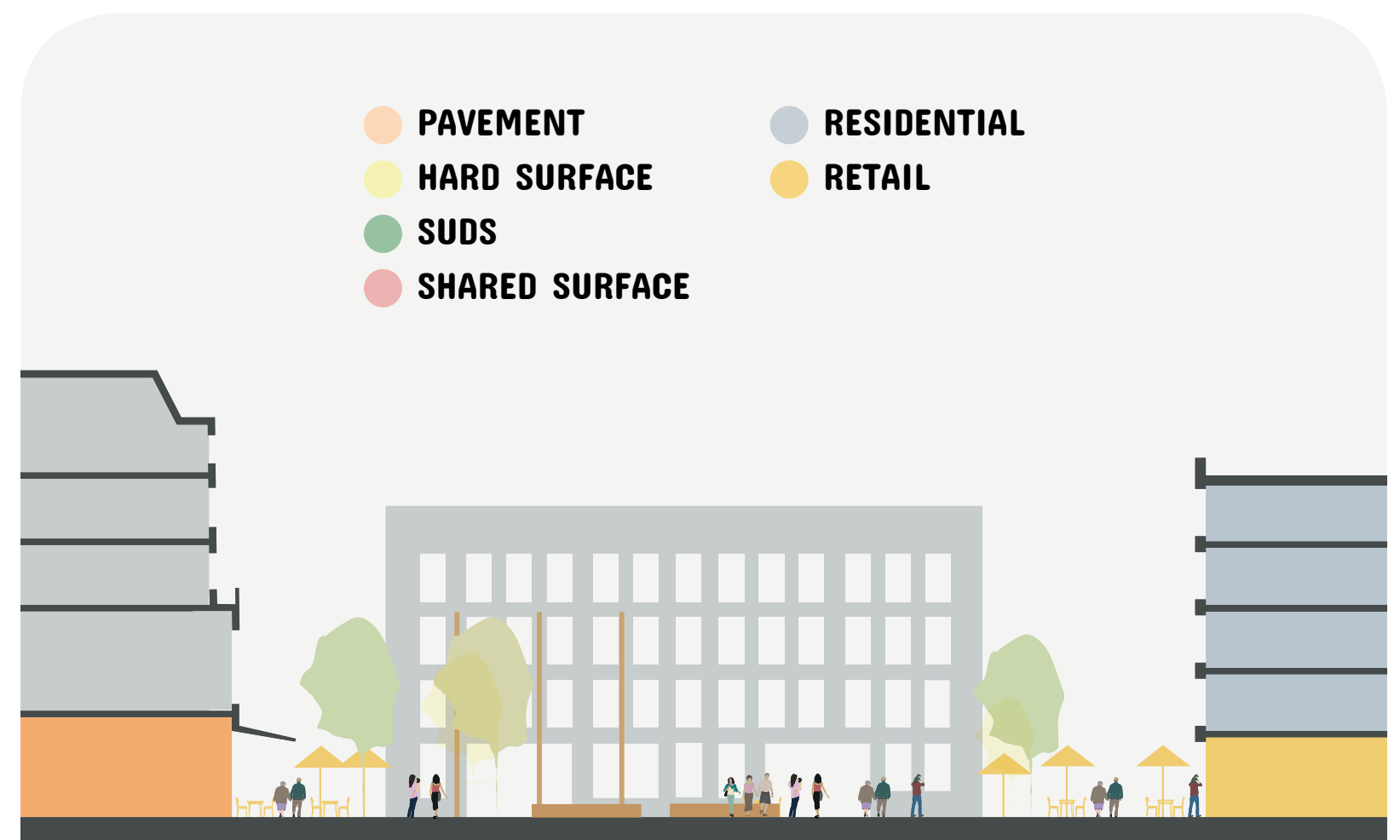
Market Place

Enhancing Market Place accommodating a rejuvenated market within a consolidated and focussed area, defined by new seating set within a strengthened grouping of trees, and an events space designed to accommodate differing activities throughout the year



Complementary characters

The Masterplan proposes that the Market Place public realm is evolved to consist of three distinct characters — a new focused market area, seating and landscape, and an event space



Cultural event space

The scale and massing of new buildings will be carefully considered and responds to the unique setting, defined by active uses that are complimentary to the rejuvenated market



A varied and diverse offer

Give a facelift for the market and extend its opening days throughout the week
– Norwich Market



Made in Romford

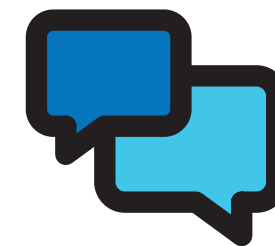
Encouraging local produce by local people, for everyone
– Slow Food & Living Market, Camden

DELIVERING DISTINCTIVENESS: SOCIAL SPACES

"I WOULD LIKE TO SEE A
TOWN CENTRE THAT IS
BEAUTIFUL, GREEN,
WELCOMING AND CULTURAL"

"AN ORDERLY RELATIONSHIP
BETWEEN BUILDINGS AND
PUBLIC SPACES, AND BETWEEN
NEW-BUILDS AND THE HISTORIC
ENVIRONMENT OF THE TOWN"

"MORE PLACES TO SIT,
ENGAGE, TALK &
SOCIALISE & HAVE FUN"



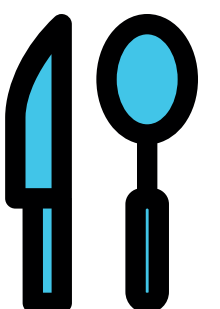
"BRIGHTEN IT UP -
COLOUR AND ARTS
CHEERS PEOPLE UP"



"ENCOURAGE
USE OF EMPTY
SPACES"



"PERHAPS ROMFORD NEEDS TO
HAVE A MORE OF AN OUTDOOR
CAFE/ RESTAURANT AREA"



SOCIAL SPACES

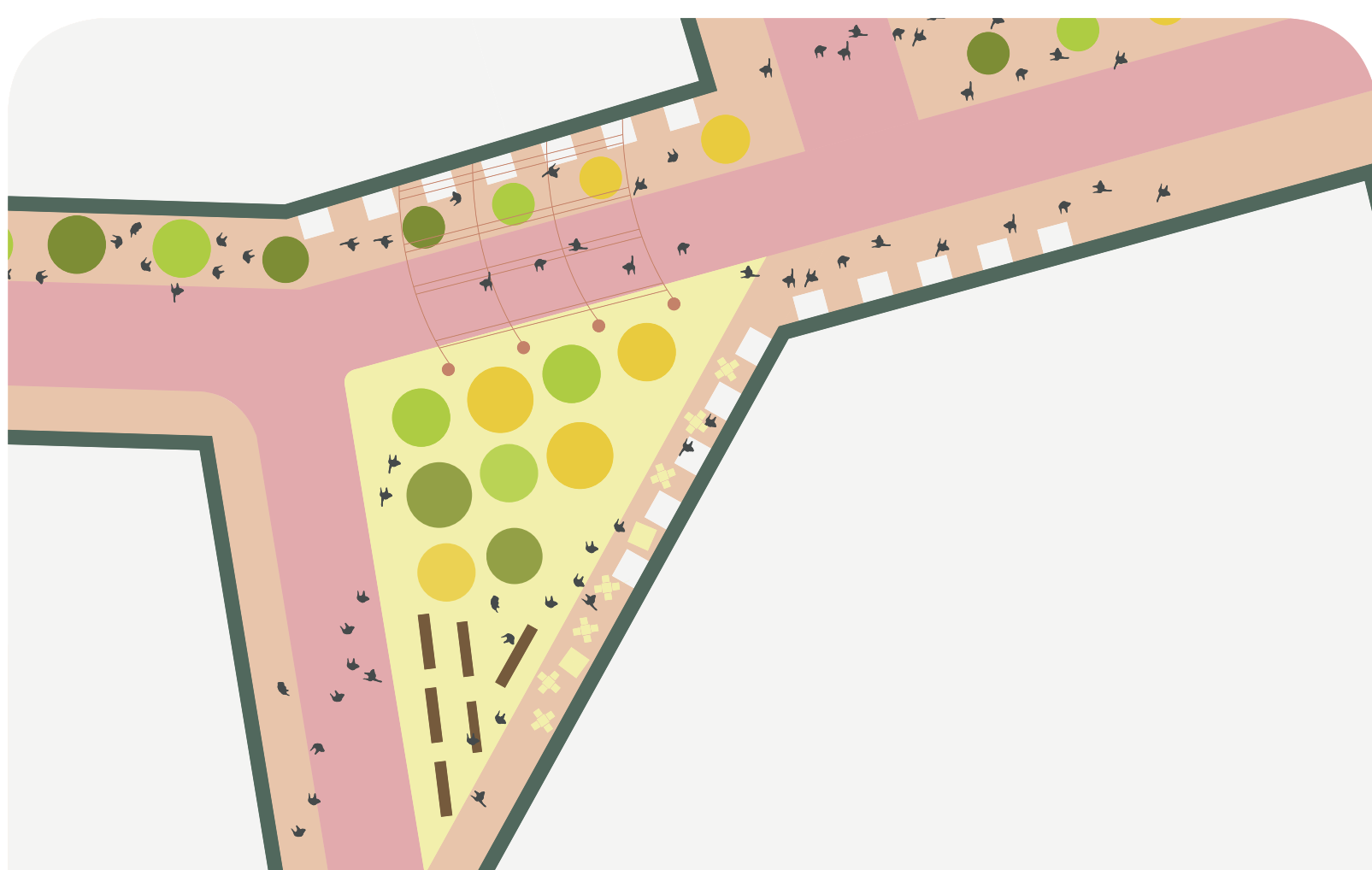


Changing dynamics



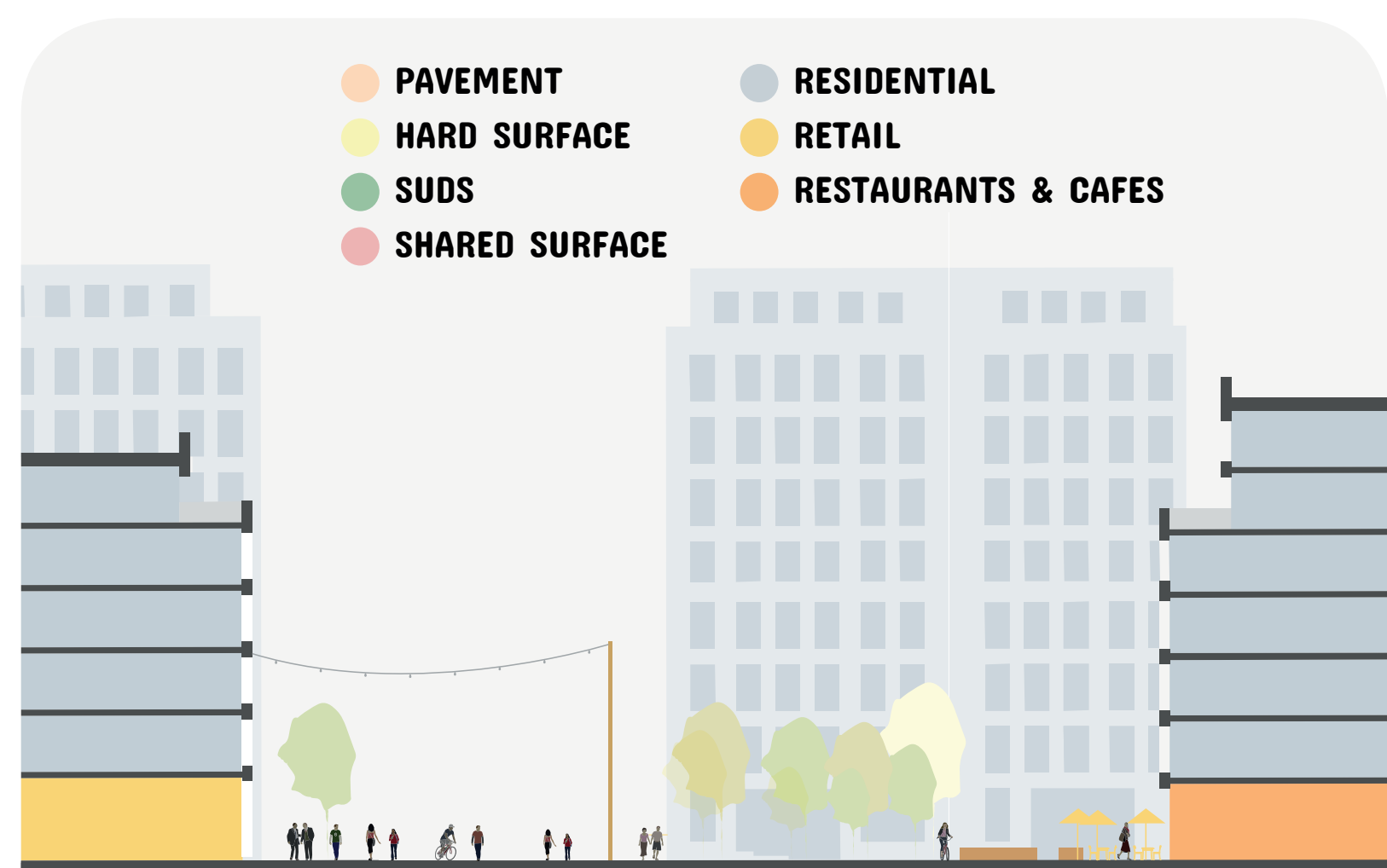
Town centre public spaces

The Masterplan will create new public spaces within the town centre to create attractive places to sit and enjoy the town centre, and will give a facelift to existing spaces, such as along South Street, to encourage outside activity and interaction



Introducing plants and greenery

New trees and plants in the town centre to create an attractive collection of spaces and streets that can support more biodiversity and improve sustainability



Town centre activity

Public spaces fronted by retail, cafes, restaurants and leisure uses to activate the spaces, and ensure Romford is a bustling town centre



Improving public spaces

Places to sit and dwell, places to socialise and places to be more active
– Kardinaal Mercier Square, Jette, Belgium



Attractive social spaces

Attractive spaces to encourage activity throughout the day
– Bonn Square, Oxford

A SUSTAINABLE FUTURE

**"GREEN BUILDINGS,
REDUCED CARBON
EMISSIONS, IMPROVED
RECYCLING, SUPPORT
BIODIVERSITY SUCH AS
OPENING UP AND
RENATURALISING THE
RIVER ROM IN THE
CENTRE OF THE TOWN"**



**"GREEN ALL OF ROMFORD
AS MUCH AS POSSIBLE,
NOT JUST WITH PLANTS
AND TREES, BUT ALSO BY
UTILISING CLEAN ENERGY"**



**"MAKE IT A GREENER, NICER
PLACE TO LIVE. PLANT TREES IN
PEDESTRIANISED BITS OF THE
TOWN CENTRE, MAKE IT SAFER.
ELECTRIC CHARGE POINTS FOR
CARS AND NO TAXIS WITH
ENGINES RUNNING ALL DAY"**

**"MAKE HAVERING
GREEN! SO MUCH WE
COULD DO, AND NOT ALL
OF IT COSTS A FORTUNE"**



**"ENCOURAGE
GREENER
TRAVEL"**

A SUSTAINABLE FUTURE



A clean energy future

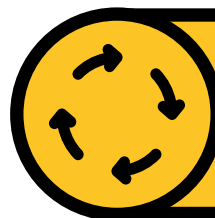
Romford is blessed in high renewable potential from wind, solar and agricultural sources. Romford has the potential to set up its own energy company, owned by people of Romford which can ensure a healthy, wealthy, cleaner and greener future.

Climate change poses a huge threat to society but also great opportunities. There is a rapid shift in how we generate, distribute, supply and fund energy underpinned by a rapid decrease in the cost of renewable energy and energy storage coupled with smart technology, controls and on-line energy metering and trading opportunities. Renewables can be owned and generated locally, creating wealth for communities, whilst improving air quality, reducing reliance on imported oil and gas fossil fuels, creating more stable prices in the long term and supporting the revolution in electric vehicles and electric heating.



Renewable energy

Renewable energy potential from rooftop photovoltaics

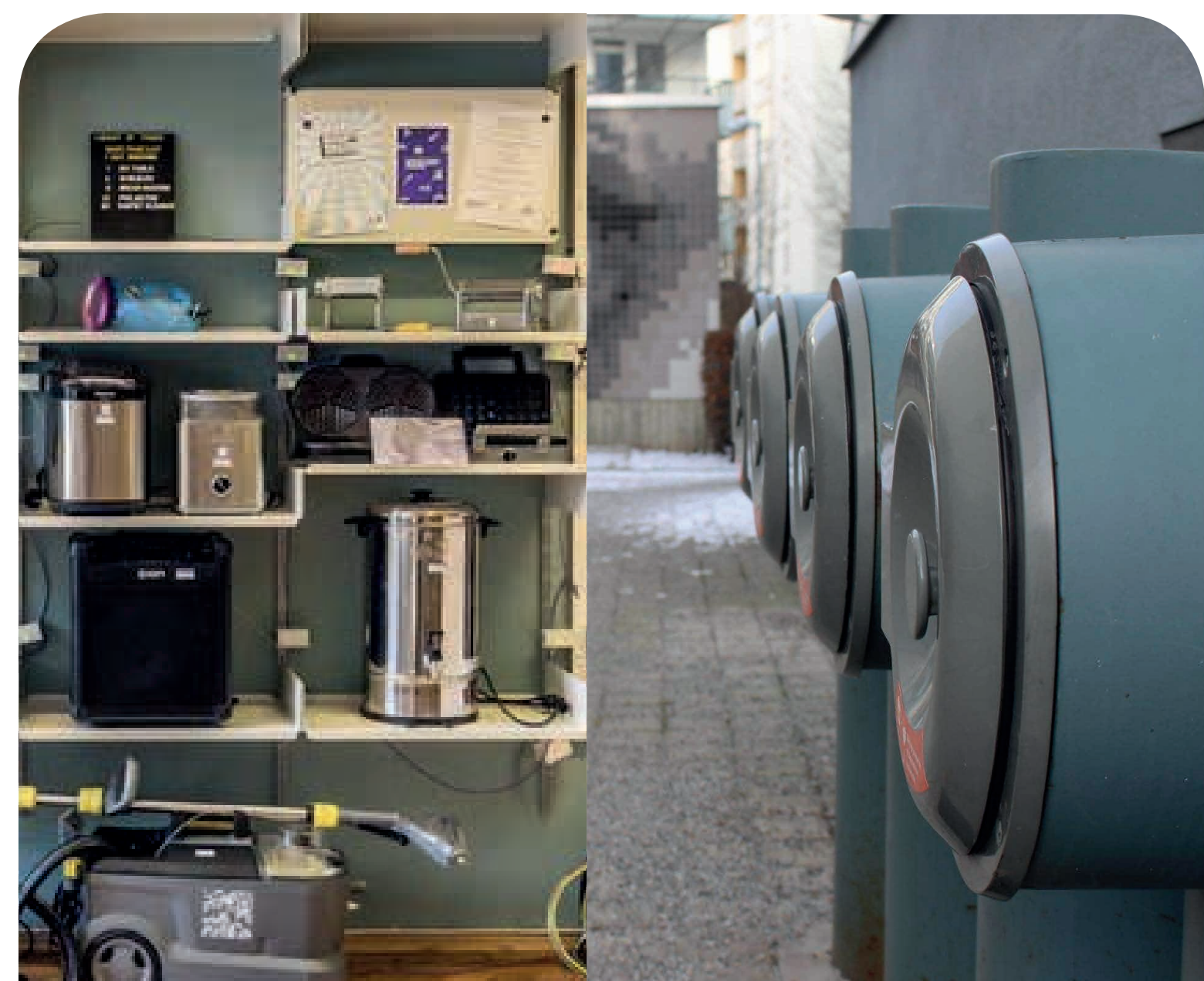


Promoting a circular economy

Romford has the opportunity to design the way it grows and operates around Circular and Sharing economy principles, generating a stronger, more vibrant, less polluting and stronger local community.

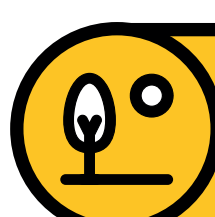
We need to find new ways to use resources that don't pollute, cause waste or deprive future generations of access to critical materials that society depends on. The best way to do this is to design products and consumables, buildings, and infrastructure in ways that generate no waste in their production and use and allows us to recover those materials so that they can be economically reused or recycled when we no longer need the product. This approach is known as the circular and sharing economy. If carefully designed it can create new wealth and new jobs whilst minimising the costs of disposing of waste and tackling issues like fly-tipping.

The sharing economy is already taking off. There are many examples like AirBnB, and shared car and bike schemes, shared office space that are emerging and the most successful communities are developing other ways to use resources more effectively in ways that create a more resilient local community.



Regeneration & Reuse

Left: Increasing the utilisation of tools and equipment through shared ownership. Right: Dust-free and traffic-free automatic underground waste collection for effective recycling and enhanced public spaces



Restoring & connecting the landscape

Romford has the opportunity to develop stronger ties between the town and its surrounding countryside through initiatives like local energy production, local farmers selling local produce at the market, creating more and better access to the countryside for city dwellers, creating wind farms that generate economic opportunity for landowners whilst supplying local green energy to the town and by using initiatives like flood management to protect the town whilst enhancing tourism opportunities.

Better management of the countryside can create healthier and more successful communities. Nature recovery can help address climate change, reduce the threat of flooding and overheating, provide great places to walk and play, be a tourist attraction, improve the quality of rivers and land, and provide valuable resources like renewable fuels and local healthier food.



Reconnecting Romford

Left: Building local transport links around green corridors for multiple environmental and social health benefits. Right: Restoration of urban waterways and habitats, connecting with developments and improving resilience against flooding, overheating, poor air quality and mental health pressures in urban environments

HOW THE MASTERPLAN WILL BE DELIVERED

"THESE PLANS
SOUND VERY GOOD
BUT HOW WILL
THEY BE PAID FOR?"



"ROMFORD NEEDS LESS
SHORT-TERMISM. PLAN
FOR THE NEXT 30 YEARS,
NOT THE NEXT TWO"



"THE TOWN NEEDS
SIGNIFICANT
INVESTMENT AND
NEW IDEAS"

"LACK OF FINANCE WILL
OBVIOUSLY BE THE MAIN
PROBLEM SO THE COUNCIL
NEEDS TO PRIORITISE SPENDING
IN THE MOST COST-EFFECTIVE
WAY. WORK WITH BUSINESSES
WHERE POSSIBLE, JOINT
VENTURES PERHAPS"



DELIVERY



Delivery Considerations

The Romford Town Centre masterplan will act as the key guiding document to shape the future of the town, it will guide development proposals, direct the delivery of social and community facilities, influence the nature of future uses and activities and make the case for investment events, public realm and infrastructure improvements.

The masterplan will coordinate activity across public and private stakeholders. As such it is vital it has been thoroughly tested to demonstrate it is deliverable, this testing has included:

- Discussions with landowners, developers and key stakeholders active in Romford to understand their plans and priorities
- Consultation with residents, workers and visitors to Romford
- Testing of development viability
- Consideration of appropriate delivery tools to overcome barriers and realise opportunities

This approach will ensure all partners can work together to deliver the aspirations of the masterplan. A delivery strategy is being prepared to set out the immediate and longer term actions and demonstrate how these combine to realise the opportunity to improve the town centre.



Delivery Tools

The masterplan will guide the delivery of at least the minimum 6,000 additional homes required by the emerging Local Plan up to 2031, with more housing after this period – all supported by additional schools, health and other facilities.

To realise this major physical change and deliver wider improvements that enhance the attractiveness and liveability of the town centre the Council will continue to work with landowners and others and consider using the following implementation ‘tools’:

- Use Council ownership to bring forward high-quality development
- Enter Joint Ventures with landowners
- Acquire property interests to unlock delivery (including using compulsory purchase where necessary)
- Use guidance to help negotiate with developers and decide planning applications

- Use legal agreements and Community Infrastructure Levy to make sure that new schools, health and other facilities keep pace with additional housing
- Invest in public realm/ way finding
- Seek additional funding from the Mayor of London and Government
- Create a strong brand to help promote the town
- Introduce new events, interim activities and meanwhile uses across the town centre
- Incorporate objectives in to future planning policy (including the proposed Site Specific Allocations Plan)

The delivery strategy will align these tools with key intervention needs and provide the Council and stakeholders with a clear approach to achieving change.



Development Delivery

A key component of the masterplan is to unlock a range of development opportunities and ensure they provide a range of housing, social, community, commercial and open spaces.

The Council has an important role to play in this regard, and discussions are ongoing to determine what role(s) the Council could play as a catalyst for investment.

As a landowner the Council has a range of options available to it to bring about change, similarly, as an investor it can also look to work with other landowners. Each site is likely to require a different approach, with decisions based on the level of control, risk and reward the Council wants to take on. Options available to the Council include:

OPTION	DESCRIPTION	RISK	CONTROL/ INFLUENCE	REWARD
Self-delivery	The Council builds out its own land and sites	High – the Council takes on all the risk itself	Full	High – the Council retains all receipts from the development
Design & Build Contract	The Council works with a construction company to deliver development in its own land. Only the Council ‘invests’ in the project	High – the majority of risk remains with the Council	High	High – the Council retains most of the receipts, but shares some with the construction company as contract payments
Joint Venture	The Council enters into a partnership with a development company to deliver development. Both partners ‘invest’ in the project	Medium – the risk is shared between the partners proportionate to the scale of their investment	Partial	Moderate – returns are shared between the partners equal to their investment share
Development Agreement	The Council appoints a developer to bring forward development for a pre-agreed return	Medium - Low – the majority of risk is passed to the developer although the Council will still face risks of a lower return than expected	Low	Low/Moderate – returns are prioritised for the developer
Site Disposal	The Council sells its land to a third party	Low – the only risk is finding a purchaser	Low	Low – the Council will receive a value equal to the sites current use and not share in any development uplift