

Questionnaire

Thank you for reading our leaflet on the regeneration of Greater Brookfield. Now that you have a better understanding of what we propose, we welcome your feedback.

Please note that your comments may be passed onto Broxbourne Borough Council and recorded in our Statement of Community Involvement which will be submitted with the planning application.



Greater Brookfield Regeneration
7 Hertford Street
London
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RESPONSE SERVICE
Licence No xxxxx



Helping us plan

Broxbourne Council is currently preparing a planning framework for the Borough to help direct the provision of new housing, business opportunities and leisure facilities.

The Brookfield development is to be a key part of these plans for local people and will focus the provision of leisure and shopping facilities in the area.

Bayfordbury Estates, a Hertfordshire based developer and Broxbourne Council are working together on the emerging master plan for Greater Brookfield and would value your opinions on the scheme and your vision for the Borough.

The involvement of local people is important to framing the development of Greater Brookfield and all it has to offer.

Bayfordbury has launched a consultation website that is a UK first, to give local people the opportunity to have their say and register their ideas for the development via email, video and podcast updates.

Visit greaterbrookfield.co.uk

Bayfordbury will continue to consult with local people to help create the kind of shopping and leisure environment the Borough needs and wants.

Please write to us on

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Greater Brookfield A vision for Broxbourne

This guide outlines the plans for Greater Brookfield, a vibrant new neighbourhood for shops and homes based in the heart of Broxbourne, Hertfordshire.

The scheme will provide:

- over 65 new leading high street shops
- a major department store
- a stunning riverside plaza in the form of an amphitheatre
- a 100-bedroom hotel
- new cycle routes and public spaces
- up to 300 new-build homes
- a health and fitness centre
- a cinema and ten pin bowling centre
- improved road and public transport systems
- over 2000 jobs in and around Greater Brookfield



The experience

At the heart of Greater Brookfield will be Brookfield Riverside, the ultimate day out, a unique and a new experience for the Borough that combines high street and boutique shopping choices and a more diverse and exciting leisure experience for all ages.

From shopping and entertainment, to bars and restaurants in a pleasant and relaxing environment, Greater Brookfield offers a spectrum of leisure facilities. A new cinema, 100-room hotel, riverside plaza, a range of restaurants and bars and a health and fitness centre are integral to the proposals.

Embracing the highest standards of modern design, the new centre will provide a unique shopping and leisure experience for the Borough that offers a spectacle of vibrant places for everyone to meet, shop, relax and unwind. The scheme will also create an eco-friendly and sustainable community through the new homes and employment opportunities, as well as the improved public transport links and bypass.

Construction is expected to commence in 2013 and the Centre due to open in 2016.

Supporting the Borough

The scheme is being developed to meet the future aspirations for the Borough, as outlined in the Council's Core Strategy which looks at the whole borough, including employment, housing, leisure and development.

It will:

Retain spending within the Borough

The range and variety of shops at Brookfield Riverside, the new borough centre, will offer a high quality shopping experience on the doorsteps of local people, increasing the choice and availability of popular high street brands that would otherwise not come to Broxbourne. The amenity will avoid the need for residents to travel to shopping destinations outside the borough to meet their shopping requirements.

Create around 2000 full-time and part-time jobs

Once complete the development will provide over 2,000 jobs at Greater Brookfield. Over 500 new jobs will be created by the construction process alone.

The Lea Valley is a Priority Area for Economic Regeneration in the East of England. This means there is a considered focus on providing the right jobs for residents, to improve the prosperity for the whole community and lower unemployment levels, which are currently at their highest in 10 years.

This development will offer a range of employment opportunities in skilled and non-skilled areas, including retail, leisure, transport and construction – opportunities that cannot be offered anywhere else in the Borough on this scale. Training for some of the skilled positions will be provided by Bayfordbury Estates in partnership with the County Council.

These much-needed jobs will help those in the Borough seeking employment in skilled and non-skilled roles and will ultimately benefit the entire community.

Provide new housing

Over 300 new-build homes will make a significant contribution to the housing needs of local people.

Improve the existing transport infrastructure

Important new roads in and around the site will address existing highway congestion. New cycle and pedestrian paths will also encourage environmentally-friendly travel to the Centre.

Increase facilities for young people

As well as giving families and adults, young and old better choices and a better quality shopping and leisure experience, the scheme will provide attractive public places for people to enjoy, meet and participate in community and Centre events.

There are currently no comparable facilities of this standard in the Borough and this development will provide young people with a new range of exciting leisure opportunities.

Embrace and encourage sustainability

The provision of quality facilities at Greater Brookfield removes the need for residents to travel to centres outside the Borough for shopping and entertainment, and as such will reduce travel by car. Dedicated bus and taxi routes will encourage alternatives to travelling by car.

Greater Brookfield will feature innovative green technology, ensuring that the houses, retail and leisure facilities are eco-friendly from construction to occupation and beyond.



How important do you consider the following?

Place a cross in the appropriate box alongside each question.

	Strongly agree	Agree	Disagree
a) Improved choice of local shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Reducing the need to travel longer distances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Attractive new riverside vistas with cafes, restaurants and bars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) New housing for families and first time buyers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) New cycle routes and public spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Improved road network and public transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) New skilled and unskilled jobs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) New leisure facilities comprising 10 pin bowling and cinema	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) A health and fitness centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Providing a boost to the local economy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) Create an identity and sense of place for the Borough	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l) Quality landscaping to ensure scheme is sympathetic to its surroundings and existing housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please add any further comments in the space provided:

Are you broadly in favour of the new shopping and leisure facilities proposed for the Borough? Yes No

Please provide your details below for regular updates.

Name

Address

Tel Email

If you are member of a local group please state

