

# Hertfordshire Life

## EXCITING PROPOSALS TO REGENERATE GREATER BROOKFIELD IN THE HEART OF BROXBOURNE, HERTFORDSHIRE

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By **Melanie Hughes** on September 2nd 2010

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Bayfordbury Estates has announced the start of consultation on its exciting proposals to regenerate Greater Brookfield in the heart of Broxbourne, Hertfordshire and its website [www.greaterbrookfield.co.uk](http://www.greaterbrookfield.co.uk) was launched today.

Bayfordbury's announcement ties in with Broxbourne Borough Council's consultation on the pre-submission of its Core Strategy, which includes a vision for the future of Greater Brookfield.

At the heart of Greater Brookfield will be Brookfield Riverside, a new focal point for the area which will include new shops, leisure facilities, homes, cafes, bars and restaurants.

Brookfield Riverside seeks to 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

Bayfordbury wishes to involve as many local residents as possible in its consultation. Participants will be able to take part in online surveys, polls and discussions via Facebook and Twitter and will also be able to post comments and send messages to the developer.

Social media can address the barriers for taking part in consultation that are linked to accessibility, specifically lack of time and inability to reach venues.

It is believed that this would be the first time a UK developer has used social media in public consultation to this extent.

Bayfordbury is also issuing leaflets to local residents, which provide information on the proposals and consultation process. The leaflet includes a questionnaire and provides a contact address and helpline so those without the internet will be able to participate in the consultation.

Bayfordbury intends to review all of the feedback received and where appropriate will incorporate the feedback into its planning application.

James Barham of Bayfordbury Estates said, "We are keen to use a consultation process that both encourages and facilitates participation. We are proud to be so pioneering in our use of social media in consultation and believe that making it as easy as possible for people to interact and comment on our proposals."

"Our approach will prevent the built environment being shaped by the few simply because traditional consultation methods can fail to engage all members of the community and will ultimately result in a popular scheme which meets the needs of all the Borough's residents."

To find out about the scheme and participate in the consultation, visit the Greater Brookfield website [www.greaterbrookfield.co.uk](http://www.greaterbrookfield.co.uk)

[www.twitter.com/askbrookfield](http://www.twitter.com/askbrookfield)

[www.facebook.com/askbrookfieldriverside](http://www.facebook.com/askbrookfieldriverside)

Alternatively, call Bayfordbury Estates' helpline on 0844 811 2776.