

# **BAYFORDBURY ESTATES LIMITED**

**September 2010**

## **RETAIL OFFER MUST BE IMPROVED TO KEEP SHOPPERS LOCAL**

Respondents on the AskBrookfieldRiverside Facebook page which consults local people on the future of Greater Brookfield have commented on the need to improve the retail offer in the Borough and bring in national names. Respondents mentioned all major department stores including the likes of Apple store and Disney to avoid the need to travel to distant centres such as Watford and Brent Cross.

Studies commissioned by Broxbourne Borough Council to inform the preparation of the emerging Core Strategy show that many of Broxbourne's residents are currently shopping at retail centres outside the Borough including Harlow, Welwyn Garden City and Enfield due to a lack of comparable shopping in Broxbourne.

Greater Brookfield has been identified by the Council as the only site capable of accommodating sufficient new shopping and leisure space to compete with these centres. It is anticipated that by 2018 around 64 percent of Broxbourne's expenditure is due to be lost to competing shopping destinations, resulting in unsustainable travel patterns and carbon emissions, as well as missing out on potential investment, jobs and general prosperity. The Brookfield Riverside proposal can reverse this trend.

Greater Brookfield is currently characterised by its shop and go mentality. The intention is for Greater Brookfield to become a new centre by improving it as a place to live and interact by providing a full range of service provisions. To achieve this, new development would be focused around the New River and a stunning waterside plaza hosting restaurants, bars and cafes, providing a destination for people to meet, eat, drink and relax.

The Brookfield Riverside scheme would introduce a major department store and over 65 diverse new shops including specialist / boutique shops as well as leading high street shopping brands. The wider retail offer would substantially enhance the shopping attraction of the Borough and would be complemented by new entertainment facilities including a multi-screen cinema and a ten pin bowling complex which are not currently available in Broxbourne. To complete the range of services offered a health and fitness centre, crèche and a medical day care centre would also be provided.

You can join the debate by visiting AskBrookfieldRiverside on Facebook (<http://www.facebook.com/Ask-BrookfieldRiverside>) and AskBrookfield on Twitter (<http://twitter.com/AskBrookfield>). You can also complete a short questionnaire via the Greater Brookfield website ([www.greaterbrookfield.co.uk](http://www.greaterbrookfield.co.uk)). For more information call Bayfordbury Estates' information line on 0844 811 2776.

To read and comment on Broxbourne Borough Council's Core Strategy via Planning Portal ([http://broxbourne-consult.limehouse.co.uk/portal/pre-sub\\_cs?pointId=1380374#document-1380374](http://broxbourne-consult.limehouse.co.uk/portal/pre-sub_cs?pointId=1380374#document-1380374)). You can also email your response to [corestrategy@broxbourne.gov.uk](mailto:corestrategy@broxbourne.gov.uk) or call the Council's Planning Policy Team on 01992 785559.

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