



**BRENTWOOD  
BOROUGH COUNCIL**

# **Brentwood Town Centre William Hunter Way Consultation Results and Analysis**

**Ordinary Council  
10<sup>th</sup> December 2014  
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**'To enhance quality of life in Brentwood ensuring it is a pleasant place in which to live, work and relax for the benefit of current and future generations'**

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# INTRODUCTION



This report is the final analysis of the consultation carried out on the William Hunter Way site between 1<sup>st</sup> September and 5<sup>th</sup> November 2014.

This report provides observations on the results of the consultation

This presentation will cover :

1. The approach taken
2. An overview of the final consultation results
3. Next steps and recommendations

# EXECUTIVE SUMMARY



This report is the final analysis of the consultation carried out on the William Hunter Way site between 1<sup>st</sup> September and 5<sup>th</sup> November.

30,516 resident questionnaires and over 1400 business questionnaires were issued either into homes, business addresses or via email.

This report is based upon the receipt of 5695 resident questionnaires and 106 business questionnaires returned to the council.

The report makes Observations as well as providing a considered view on the supporting comments made by residents and businesses. These supporting comments have been analysed by grouping them into themes.

The overall aim of the research was to find out what Brentwood Borough residents and businesses thought about the potential development of the William Hunter Way car park site, in order to help prepare a Development Brief to guide the actions of the Council in the management and potential development of William Hunter Way .

The high level findings from the respondents to the questionnaire are as follows: These are expanded upon in the “Observations” section of this report

1. There is strong support to develop the site
2. A cinema in the Town Centre scores highly amongst respondents
3. There is support for the strengthening of the area’s retail offering
4. There is strong support for a greater choice of shops and a different offering for restaurants
5. There were concerns about the design of any development in terms of its height and bulk
6. Respondents also expressed concerns about the impact of any development on parking and traffic congestion

# Background



The Town Centre Renaissance Strategy (May 2010) contains the following statements:

*.....to conserve the qualities of Brentwood Town Centre while enhancing and improving the negative aspects of the function and appearance of the town.*

*To create a vibrant town centre which balances the requirements of retail, residential, office and leisure uses around an efficient network of public transport and a high quality High Street*

*Following on from the success of the High Street improvement scheme a vision for the future development of William Hunter Way should be produced.....*

The above are a clear indication of the stated need to develop the William Hunter Way site. This is also supported by the priorities listed under "A Prosperous Borough" in the Brentwood Borough Council Corporate Plan 2013-2016.

It was agreed at the 7<sup>th</sup> April 2014 Ordinary Council that a consultation exercise be carried out.

The Consultation was approved and designed by the William Hunter Way Working Group and the consultation was carried out between 1<sup>st</sup> September and 5<sup>th</sup> November.

# Background.....Timescale, Costs and Returns



## Timescale for the Consultation

Commenced 1<sup>st</sup> September  
Completed 5<sup>th</sup> November (originally scheduled for 13<sup>th</sup> October)

## Costs

Currently estimated £18,600  
Budget £20,000  
Projected Underspend £ 1,400

## Resident Returns

30516 were printed and distributed

**5695** (18.7%) have been returned of which approx 3000 (53%) were on-line

## Business Returns

Over 300+ were distributed (with thanks to the Chamber of Commerce)

Emails were sent to over 1200 registered businesses

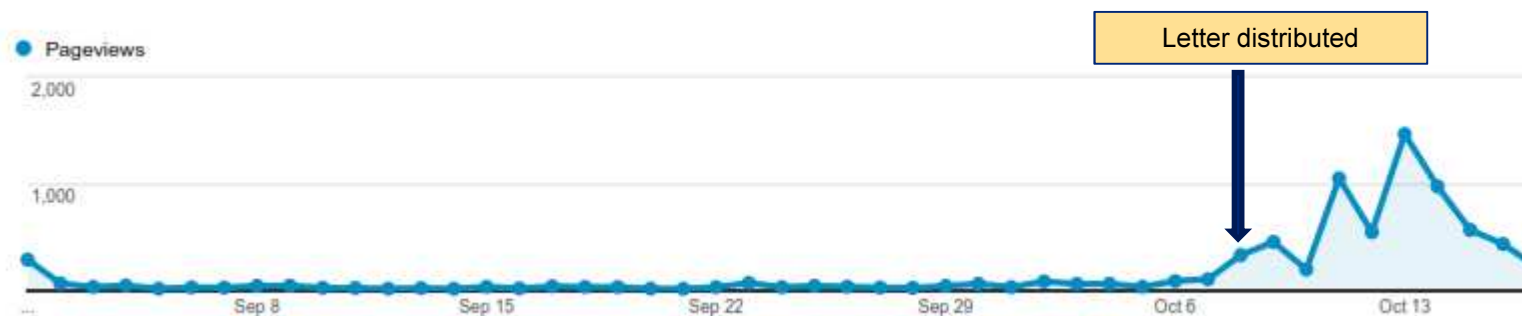
**106** have been returned

## Background...Issues during the consultation

After the distributors had delivered the questionnaire – the Council started to receive complaints about non-delivery, for a variety of reasons.

At an emergency meeting of the WHWWG to address this (6<sup>th</sup> October), it was decided to issue a letter to all residents and extend the consultation. (It was previously scheduled to end 13<sup>th</sup> October – it was extended to 5<sup>th</sup> November)

This raised further interest in the consultation as the graph showing “hits” on the WHW Questionnaire page show



It is also important to note that in response to resident requests the Council posted out another 300+ questionnaires

The Council would also like to thank those who volunteered to deliver questionnaires to those considered “local”

# Background...Issues during the consultation



Whilst the consultation ended 5<sup>th</sup> November, manual returns were still being received, with the last return being received 19<sup>th</sup> November. This presentation includes all completed returns received by officers.

The charts in this presentation reflect the final returns.

Officers have analysed the data. There was also a focus on the numerous “unstructured” comments that have been made in support of resident responses.

This has led to analysing such comments under themes.

The Themes identified are :

1. Leisure
2. Parking
3. Supermarkets
4. Retail
5. Markets
6. Independent Shops
7. TOWIE
8. Safety
9. Traffic and Transportation

10. Eating and Drinking
11. Housing
12. Design
13. Cycle Routes and Pedestrian Access
14. Don't Become ...
15. More Like...
16. Community
17. Leave it as it is

## The Themes

|    | Main Theme                         | Sub-Themes (If applicable)   |
|----|------------------------------------|--|
| 1  | Leisure                            | Cinema; Cinema (Location); Bowling; Entertainment; Cultural; Sports facilities                         |
| 2  | Parking                            | Free/Cheaper Parking; Disabled Access; Underground; Extent of Parking                                  |
| 3  | Supermarkets                       | High Brand; Discounters; Local Choice  |
| 4  | Retail                             | Department Store; High Brand; Discounters; Local Choice; Late Night Opening; Charity and Betting shops |
| 5  | Markets                            |  |
| 6  | Independent Shops                  |  |
| 7  | “TOWIE”                            |  |
| 8  | Safety                             | Police; Youth/anti-social behaviour  |
| 9  | Traffic and Transportation         | Traffic; Paving; Public Transport; Pollution   |
| 10 | Eating and Drinking                | Bars and Clubs; Takeaways and cafés; Restaurants   |
| 11 | Housing                            | Flats; Family/Affordable homes   |
| 12 | Design                             | Market Square/ Piazza; Green Space; Pedestrianisation; In Keeping; Height and Bulk                     |
| 13 | Cycle Routes and Pedestrian Access |  |
| 14 | Don't Become ...                   | Romford/Basildon   |
| 15 | More Like ...                      | Chelmsford...Billericay  |
| 16 | Community                          | Children; Young People; Adults; Community Space  |
| 17 | Leave it as it is                  |  |



# Observations.....1



## Town Centre

- The Town Centre is well used by respondents and provides a well used resource for residents and shoppers.
- Visitors are drawn to the Town Centre for a broad variety of reasons but food retail, non-food retail and leisure provide the greatest attraction.
- The Town Centre is at its most visited during the daytime and on weekdays. The evening economy is less of a draw for respondents.
- The car dominates transport to the Town Centre, with walking a distant second. Public transport is less well used still.
- The Town Centre is afforded good transport access enjoyed by the majority of respondents.
- The vast majority of respondents stay in the Town Centre for short stay periods.

## What would respondents like to see on the site

- Support for a cinema scores highest although it is noticeably weaker the closer respondents live to the site. Opinion is divided amongst those who agree to a larger car park, a supermarket, a fashion store and those who would like to change nothing. The groups had similar thoughts on that which they most strongly disagree to have on the site, new homes scored highest. Opinion was mixed again for the ranking of supermarkets, restaurants and a larger car park. Those in the immediate local region (ILR) show significant strong disagreement to a cinema.
- Opinion was divided on the provision of a supermarket on the William Hunter Way site. Whilst high end grocers were preferred by many, there was also strong support for a heavy discounter supermarket
- It is clear that a mix of retail facilities would be welcomed, particularly a department store and fashion.
- Brentwood benefits from a great number of eateries and bars. For any more to be welcome in the town, they should provide a different offering.
- An improved retail offer appeals to the majority of respondents to make them stay longer, with cheaper parking and improved leisure facilities other significant draws. Improved range of restaurants, pubs and cafes and improved public transport are less likely to make respondents stay longer.
- Whilst all respondent groups valued choice of shops, safety and local specialist shops, it's clear to see that the closer respondents live to William Hunter Way, the less important they see a cinema and the more important they see the greener, pedestrian environment. Least important across all groups are late night shopping, outdoor events and restaurants.

## Observations.....2



### **Design Considerations**

- The relationship with nearby homes and the height of the development are considered most important by more respondents in the Wider Local Residents and Immediate Local Residents groups. Whilst public access is also considered particularly important to those in the main respondents group. Next important across all groups is the overall size of the development (the bulk). Less important for the main group of respondents is the height of the development and the relationship with nearby homes, which is in contrast the local residents groups , which rank pedestrian linkages and public access as least important.
- Whilst the majority of respondents thought that the site should sympathetically reflect the Town Centre’s existing architecture, a number questioned the architectural style of the Town Centre. This could be due to the mix of styles in the Town Centre, from medieval to 1960s.

### **Should the site be developed**

- Whilst the majority of respondents in all groups do not believe the William Hunter Way site should remain a car park, it is clear those nearest the site are more inclined to think that it should remain a car park.

### **Does a cinema have to be on the site?**

- This result was incredibly evenly split amongst respondents. Echoing earlier results, those closest to the site are less likely to want a cinema to be on the William Hunter Way Site.
- With the exception of a cinema, there were very few negative views given specifically to providing leisure and entertainment facilities in the town and the William Hunter Way site.
- Many commented that such leisure facilities would be particularly welcome for children and young people, as well as adults, and would not necessitate travel to Chelmsford, Basildon or Romford etc

## Observations.....3



### **Parking and Transport**

- It is clear that any development on the William Hunter Way site will require considerable parking provision, including during construction.
- Although not mentioned by any of the respondents, the loss of revenue for the Council from car parking whilst in the construction phase of any proposal for the William Hunter Way site would have to be factored in with any developers
- Any development would need to take into account an increase in traffic. Adequate public transport would also be required, not least in the evening if a cinema, bowling or restaurants were including in the offering

### **Safety**

- Whilst recent statistics show that crime is decreasing in the Borough, it is clear that fear of crime is of concern to respondents

### **Housing**

- Any plans for housing would need to be considered as part of the Local Development Plan.

### **Impacts**

- It is certain that any development in the town or in William Hunter Way would impact upon the population, most notably those living close by, but also those who visit Brentwood for shopping or leisure. Opinion is divided amongst those who feel development to be an opportunity and those who wish Brentwood to retain a more traditional market feel

## Observations.....4



### General Comments

- The way in which respondents would like to be informed of developments spans a variety of media. When planning future communications, consideration should be given to employing a number of different methods
- Although the majority of respondent did say that they wished to be included in future consultation on the Town Centre and William Hunter, it is suspected that some respondents simply did not wish to provide their personal details.
- Although Brentwood residents were the target group for consultation, a number of respondents came from outside the Borough
- A greater proportion of respondents were female.
- The consultation reach a good spread of age groups from those aged 26 and over. Those aged under 25 were less well represented in the consultation
- Disabled respondents were well represented in this consultation

## Themes.....Leisure 1

### **Cinema**

Those respondents who expressed a view to see a cinema in the town, gave an overwhelming preference for a small scale cinema with two or three screens. Most felt that a large multiplex would not be in keeping with the town and would be to the detriment of those living close by to the site. Further, some believe that if it were a multi-screen complex it would result in an increase in traffic and encourage anti-social behaviour.

Whilst most respondents recognised that young people would benefit from an increase in leisure provision in the town, many believe that the facility would also be welcomed by younger children during school holidays and at weekends, and by older residents during the day.

Many respondents expressed an interest in seeing an independent, art house or boutique cinema showing a wide variety of films not seen at chain cinemas. Others were keen to see films aimed at young audiences.

On the whole, respondents would welcome a small, family-friendly cinema, showing a wide variety of films across a small number of screens. The building itself should be no more than two or three storeys high, so as not to have an overly negative impact upon surrounding residents.

Examples were given of the older style cinema in Notting Hill, one in Burnham, an art deco cinema in Birmingham, Michigan, the Arts Cinema in Cambridge, Hackney cinema, Curzon, Picture House, Premier Cinema, Everyman, Cineworld, the cinema that was once in the Chapel High shopping centre or even a drive in cinema. Many respondents would like to see an old fashioned style cinema; others would prefer a modern, statement building.

Whilst there were a few respondents who would see an IMAX or large scale cinema, these were in the minority. Respondents would not welcome a copy of a Festival Leisure Park/The Brewery nor something that would dwarf local homes.

## Themes.....Leisure 2



### **Cinema cont**

A number of respondents thought that a cinema would be best combined with other arts and leisure facilities, such as a bowling alley, theatre, conference facility, library (as in Thameside) or an arts centre (as in Ambleside, Fakenham, Horsham) or combined with bars and restaurants (as in the Southbank).

Concern was raised by some respondents about the viability of a cinema, noting that several others had previously failed in the town and that new technologies such as streamed movies and improvements in home entertainment might well make such a venture redundant after the initial interest has waned. Some pointed to cinemas in other towns and cities which are seldom full and the need for a cinema in Brentwood was untested.

There was worry too for many respondents, including those in favour of a cinema, that any development should have sufficient parking and good public transport facilities, particularly at night and to outlying villages.

Safety and fear of crime were recurring concerns for many respondents, who wish that any scheme for does not include spaces where anti-social behaviour could be fostered, causing annoyance and noise pollution to local residents. Further, many respondents looked to have a family-friendly environment that would be safe to drop off young teenagers.

### **Cinema other than at William Hunter Way**

Many respondents suggested alternative venues for a cinema, including the Brentwood Centre, the Baytree Centre, the Town Hall, the former Post Office, Hubert Road, the former scrap yard at Mountnessing, even in converted shops to provide a small cinema (as many in Cannes).

## Themes.....Leisure 3

### **Bowling**

Often cited alongside a cinema, there was considerable support amongst respondents for a bowling alley. Many respondents were looking for 'good, clean family fun', for which a bowling facility seemed to fit, especially as a place for younger teenagers to hang out and as an activity in which the whole family could take part.

No specifics were mentioned regarding the size of the bowling facility but many respondents thought that a cinema and a bowling alley might complement each other.

### **Entertainment**

There was a view amongst some respondents that space at William Hunter Way would best be served as an entertainment venue, with retail facilities remaining in the High Street. In addition to a cinema and bowling, suggestions were made as to a roller disco, indoor soft play area for young children, quasar, a snooker hall or Covent Garden type entertainment.

Respondents were looking for a range of family-friendly facilities to enjoy in the evening as opposed to going to bars and nightclubs. Entertainment should be quality and yet affordable.

Others were against any more entertainment facilities, believing there to be too much of a night-time economy in the town and that much of the alcohol-fuelled problems of the High Street would be transferred further across the town centre and on to residential streets. Of particular note for some of those opposed to more entertainment facilities, was a lack of support for a bingo hall, casino or a games arcade.

## Themes.....Leisure 4



### **Cultural**

A number of respondents thought that any development would be an opportunity to increase cultural provision in the town. Many thought that some sort of arts and cultural centre would be appropriate for the site, whilst others thought that a combined cinema and theatre would suit the town's needs.

Wishing to move away from the Towie culture, many respondents would see facilities that build on the heritage of the town; to provide a space for arts, cultural events and community projects.

A new or improved theatre seemed most popular amongst those who wish to improve cultural provision. Respondents also included galleries, an improved museum, a bigger library and a small concert hall on their wish list.

### **Sports facilities**

Many respondents believe that Brentwood would be well served by having more sports facilities, most notably an ice rink, swimming pool and or a new sports centre. Whilst many considered that an ice rink would be popular amongst the town's young people, a number thought a swimming pool would benefit a greater spread of the population.

Other suggestions for improving Brentwood's sports facilities included a dance, gym and yoga studios, table tennis, a luxury gym with a pool or a pool with slides and diving facilities. A number of respondents would like to see more outdoor sports amenities, with an open-air swimming pool, an outdoor gym, a skate park or pétanque facilities suggested.



## Themes.....Parking 1



### **Free/cheaper parking**

Many respondents thought that free or cheaper parking would be beneficial for Brentwood's success as a leisure and retail destination.

A number thought that free parking at Lakeside or Westfield was drawing shoppers away from the town or that parking was cheaper and easier in Chelmsford, Romford or Basildon, again, discouraging spend in Brentwood.

There was a view by many respondents that parking should be free for residents. Many others thought that the free parking should be extended to 2 hours, free at weekends and evenings or free for senior citizens. Some thought that Brentwood should have limited time free parking, as seen in Shenfield.

There was comparison too with other local towns' parking charges, with many citing Billericay (free at weekends), Hornchurch (free) Basildon £1 for 3 hours or Upminster (20p for 2 hours) as preferable to Brentwood's pricing structure.

Whilst most comments were concerning short term parking, there was concern that long term parking for Brentwood workers was too expensive.

### **Disabled parking**

There was much concern by some respondents about the availability of disabled parking. Many were keen to retain or increase disabled car parking provision, particularly parking opposite Boots. This area seems vital to some disabled visitors to the town as it provides the easiest access to the High Street.

Respondents stressed the need for checks on Blue Badges as well as making any pavements and road surfaces wheelchair friendly

## Themes.....Parking 2

### **Underground parking**

Many respondents suggested underground parking at William Hunter Way as a way of maintaining or increasing parking provision without overly-increasing the height of any development.

Other respondents thought that a multi-storey car park would provide much needed parking for the town or that any development would be best sited above a surface level car park. These options would maintain car parking facilities, but would increase height.

### **Extent of parking**

Next to a cinema, the extent of parking was the greatest concern for respondents.

Most respondents believed that parking space numbers should be maintained or increased in the town. There was worry that any development would reduce car parking provision, which would have a detrimental effect on the economic viability of existing shops in the High Street and of the town as a whole.

Some respondents felt that the availability of parking was difficult in Brentwood and they preferred to drive to nearby towns, such as Chelmsford and Upminster, where parking was easier and cheaper. Others suggested that if parking provision was increased, the town could attract more visitors from outside to shop.

There was comment too that respondents would prefer pay on exit parking so that they need not be clock watching during their shopping time.

Many said that William Hunter Way is their preferred car park in the town centre. Others noted that they would like to see more motorcycle parking. Many respondents suggested that the car wash facility was taking up much needed space on the site.

Whilst some respondents thought that the site should remain a surface level, just re-surfaced and re-landscaped, there was considerable support for creating a small multi-storey car park on the site.

Many respondents felt that any development would inevitably reduce car parking provision, so a multi-storey car park would provide the most cost-effective solution. Others felt that any development should sit above the surface level parking. Some respondents were less in favour of a multi-storey car park, believing that it would be too imposing for local residents.

## Themes.....Supermarkets 1

### Supermarket

Overall, there was good support for a supermarket in William Hunter Way. Many believed that a new supermarket would provide a different offering for shoppers compared to Sainsbury's. Some commented further, suggesting a new supermarket would give much needed competition for Sainsbury's, which would be beneficial for all shoppers.

Most agreed that any supermarket on the site should not be to the detriment of the parking provision, suggesting it sits on top of any parking or that a multi-storey car park is built alongside it.

Many respondents thought that a new supermarket incorporating a petrol station would be advantageous. Others thought that a supermarket with parking would ease congestion in Sainsbury's car park.

Respondents were split on the choice of supermarkets, many preferring to see a more up-market offering to Sainsbury's, others commenting that Sainsbury's is already too expensive and that they would like to see cheaper alternatives or one of the heavy discounter supermarkets in the town.

Conversely, a good number of respondents thought that another supermarket wasn't needed in the town, naming Sainsbury's, Marks and Spencer, Iceland, Co-Op and possibly Lidl in Wates Way, already in the town centre.

Many thought that a supermarket would just compound parking and traffic problems; that such facilities would be better placed in an out of town development. Some respondents believed that a supermarket would put further pressure on existing small businesses, putting many of them out of business.

There was a suggestion from some respondents that improving the current facilities at Sainsbury's and M&S would be sufficient and that the space at William Hunter Way should be used for something lacking in the town, such as entertainment facilities.

## Themes.....Supermarkets 2



### **Waitrose**

Above all the other supermarkets, Waitrose was the one most often referred to as being desirable in the town. Many felt that Waitrose's up-market feel reflects the town's aspiration needs.

There was a view that Waitrose would improve the tone of Brentwood and that the store would attract other high end retailers to the town. Many respondents mentioned that they would like to see a Waitrose as well as a John Lewis.

One respondent thought that the large Waitrose in Bromley in Kent would be a good comparison to have in Brentwood. Again, parking was a large consideration for respondents.

Some respondents suggested that Waitrose would not be needed in the town as Billericay and shortly Chelmsford's stores are not far away. Others would prefer to see more low cost retailers and supermarkets.

### **Marks and Spencer**

A number of respondents would favour seeing a larger M&S on the site, particularly if the new store had a larger department store element to it. Others would not favour this option, believing the current store sufficient.

Some would like to see the existing Marks and Spencer store in the High Street improved, including a larger food hall.

## Themes.....Supermarkets 3



### **Aldi or Lidl**

A large number of respondents pointed to having an Aldi, Lidl or Farm Foods in the town, suggesting that a heavy discounter store is much needed for those looking for value in their shopping. Some recognised that a budget supermarket wouldn't necessarily fit in with the up market image a number believe Brentwood should portray.

Many respondents thought that a value supermarket was necessary for the town compared to Sainsbury's or Marks and Spencer, which are relatively high end. Some respondents thought that an Aldi or a Lidl would be nice, but necessarily in William Hunter Way.

There was a view amongst some respondents that a budget supermarket brings down the value of an area

### **Asda**

As with Aldi and Lidl, many respondents would see another lower cost supermarket in the town, often citing Asda and sometimes Morrison's as examples. It was suggested that these supermarkets would provide good competition for Sainsbury's.

Many suggested that a budget chain would provide choice for shoppers as well as affordability. Asda was also noted for having a good clothes range.

There were some detractors who believed that an Asda would not provide the quality feel required for the area.

### **Butcher and Fishmonger**

Amongst many respondents was the desire to see a butcher or fishmonger return to the town centre. It was felt that those traditional shops were currently lacking and their return would be well received.

## Themes.....Retail 1



### **Department Store**

A large number of respondents thought that a good quality department store would be well placed on the William Hunter Way site, often referring to John Lewis, Debenhams, BHS and House of Fraser – even Harrods.

It was suggested that a large department store would act an anchor to pull in shoppers into the town and stop the need to travel to Romford, Basildon, Lakeside or Chelmsford.

There were some respondents that thought that a department store would have a negative effect on the small businesses in the town, drawing business away from them.

### **Debenhams**

Debenhams was often mentioned as a department store that respondents would like to see in the Town. BHS and House of Fraser were also mentioned but to a lesser extent.

### **John Lewis**

Frequently referred to as being something that respondents would like to see in the Town Centre, John Lewis was the most popular choice of department store. Many respondents thought that John Lewis would provide a good choice for shoppers as well as a quality feel to the development.

A number of respondents suggested that they would like to see John Lewis and Waitrose on the site, that these would bring affluent shoppers to the area with money to spend in other stores.

Some respondents, however, thought that a large department store, like John Lewis, would disrupt independent business in the town

## Themes.....Retail 2

### **Fashion**

A large number of respondents would like to see more fashion stores in the town, particularly high end, men's fashion and children's clothes. It was also noted that there is currently not a large choice of fashion stores for older ladies.

Respondents suggested a range of stores including Primark, TK Maxx, Zara, Mango, Topshop, Mothercare, H&M, Matalan, QD, River Island, shoe shops, Forever21, Hobbs, Oasis, Reiss, Whistles, LK Bennett and Top Man.

There were respondents who suggested that there were sufficient fashion stores in the High Street and these would not be welcome or needed in any development at William Hunter Way.

Some went further still, believing that any development on the site should not go ahead until the empty retail units in the High Street and Baytree Centre were filled.

### **Other retail**

A number of respondents suggested other retailers that they would like to see in the town. These included: HMV, The Range, The Entertainer, Cath Kitson and Lakeland.

### **Late Night Opening**

Only a few respondents suggested that late night opening was important to them. Some thought that more shops open on a Sunday would be beneficial for them.

### **Pound shops, charity shops and betting shops**

Whilst there were some respondents who would welcome more pound shops to the town, there were several who thought that they do little to improve the image of the High Street.

There was also resistance to seeing any more charity shops or betting shops in the town centre. It was thought that there was already an over abundance of these.

## Themes.....Markets



### Markets

Opinion was divided on markets. Whilst some thought that the current provision gives a tacky image for the high street, others thought that it enlivens the retail offering of the town.

Respondents seemed to welcome quality markets such as farmers markets, suggesting that these should be extended. Some went further still, believing that a permanent market should be on the site.

There were some respondents who would welcome more street food stalls in the town, with food from around the world as well locally sourced produce. Many thought that more variety would be beneficial. Norwich market was suggested an example of a good market.

Those who were against markets in the town thought that they are a bit of an eyesore and that trading there was unfair to shops and retailers. Some commented that what had started as a farmers market selling quality produce had now be reduced to selling cheap and tacky items. Some unfavourable comparisons were made between the markets in Brentwood and those in Romford.

Some respondents thought that the volume of the market stalls meant that it was difficult to maneuver around the High Street. Other suggested that traders' vans blocked disabled parking bays.



## Themes.....Independent Shops



### Independent shops

There was significant numbers of respondents who would like to see support for more independent retailers in the town. Recognising that there are a number of Towie related independent shops in Brentwood, many respondents would like to see this independent spirit extended beyond the life of the show.

There was a sense that independent shops and restaurant provide something different for shoppers and diners and would differentiate Brentwood from other towns and shopping centres. Making Brentwood unique would be key to its prosperity.

Many would like to see independent shops selling local produce, crafts etc. It was thought that small, niche shops would bring shoppers to Brentwood. Respondents would welcome independent food businesses, speciality shops, boutiques, bakeries, delis, coffee shops, jewellers, interior designers, family-run businesses, without which the town centre would become soulless.

## Themes..... "TOWIE"



Some respondents recognised the benefits that The Only Way is Essex (Towie) had brought to the town, not least in enlivening the night time economy and filling empty retail units, bringing an entrepreneurial spirit to Brentwood and countless tourists to the town.

Others were skeptical about how long the fascination with the programme would last and what would happen to the shops and to the town's economy once the bubble bursts.

Respondents thought that the show often did not present Brentwood in a particularly favourable light. Further still, there was considerable disquiet about the anti-social behaviour brought about by the Towie tourists and popularity of the town's nightclubs and bars.

## Themes....Safety



### **Police presence**

The safety of town centre at night was a real concern for a large number of respondents. Large numbers of revelers, often thought of as a result of the popularity of Towie, and perceived alcohol-related incidents, gave rise to many respondents thinking that the High Street was a no-go area for anyone over 30.

A number of respondents felt that there are too many bars and pubs in the High Street and that these should close sooner.

Many felt that a great police presence would assist in making those visiting the town at night feel safer.

### **Youth/anti-social behaviour**

Alongside an increase in Police presence in the town at night, many respondents commented on the instance of youths hanging about and causing anti-social behaviour.

There was concern that a cinema or large scale entertainment facility would attract loitering and yobbish behaviour. Those living especially close to the site were concerned that any element of anti-social behaviour would spill over onto residential streets.

Consideration should also be given for any proposed development about the ways in which it can be made safe for residents and visitors, avoiding areas in which crowds can gather. Providing a safe, family-friendly atmosphere appealed to most respondents.

# Themes.....Traffic and Transportation 1



## Traffic

Very large numbers of respondents were concerned about the amount of traffic congestion in the town. They feared that any development would only exacerbate the issue, particularly if housing was included in the development.

Some respondents considered congestion in the town so severe, they preferred to travel elsewhere to do their shopping. Of particular concern was Ongar Road/Wilson's Corner junction, Weald Road/Western Road junction, Kings Road/London Road junction, William Hunter Way/Western Road junction, High Street, Sawyers Hall Lane and Ingrave Road.

A number of respondents suggested ways of alleviating traffic congestion, such as providing vehicle access through Crown Street, widening of Wilson's Corner, moving pedestrian crossings at Wilson's Corner, removing the double roundabouts at Wilson's Corner, a ring road, removing parked cars on Ongar Road, traffic lights at Wilson's Corner, pedestrianising the High Street or partial/time-restricted pedestrianisation, one-way system for High Street/Western Road, creating a park and ride facility and change calibration of lights at western end of High Street.

## Paving

There was concern from a number of respondents about the condition of the pavements and the road surface in the High Street. Some believed the pavements to be very slippery, whilst others pointed to the cobbles being difficult for those in a wheelchair. Many thought that the cobbled surface was breaking up on the road surface and this should be rectified as soon as possible.

Many made comparisons between the refurbishment of the High Street with the development at William Hunter Way and suggested that different contractors are used.

## Themes.... Traffic and Transportation 2



### **Public Transport**

Many respondents pointed to improve the public transport provision in the town, especially at night and on Sundays. It was considered that this would be an even greater problem if a cinema or other night time entertainment was available at William Hunter Way.

Some respondents thought that buses should be diverted from the High Street on to William Hunter Way, others diverted along Priests Lane.

Buses were requested to travel from Weald Road to Weald Park, evening buses from Hutton, 81 and 8 bus to travel past 7.30pm, more frequent buses, outlying villages such as Kelvedon Hatch, Ingatestone, Doddinghurst and Blackmore, a hopper bus to Seven Arches Road, bus times in London Road, more Oyster buses, buses to West Horndon after 5.30pm, buses from Hanging Hill Lane, more frequency than 1 bus an hour in Doddinghurst and past 5.30pm.

### **Pollution**

In line with the amount of traffic in the town centre, some respondents were keen to point to the amount of pollution in the town centre, believing this would only be made worst as a result of further development. Some thought that improved parking and public transport provision might improve matters.

Respondents, particularly those living closest the William Hunter Way site were also concerned about noise pollution, not least at night.

## Themes.....Eating and Drinking 1



### **Bars and Clubs**

Most respondents were of the view that the town centre has sufficient bars and clubs. This was by far the most comprehensive suggestion of what was not wanted in William Hunter Way.

Many believe that Brentwood already has a bad reputation for drunkenness, making some unwilling to go to the town centre at night, especially at the weekends. The Towie influence is thought to have worsened the problem, bringing large numbers of revelers from outside of the Borough.

Some respondents felt that the bars and nightclubs had damaged the reputation of the town, making unsafe for families or young people to visit. Further, many pointed out that for every drinking establishment, a 'proper shop' was being lost in the High Street.

Many felt that pubs' licensing restrictions should be brought forward to midnight. As mentioned previously, many respondents blamed the levels of anti-social behaviour in Brentwood on the amount of pubs and bars in the Town Centre. They believe that fewer pubs, bars and clubs and reducing reliance on the night-time economy would return Brentwood to its traditional town feel.

There were some respondents who were in favour of increasing the town's night-time offering, suggesting that only two clubs is not sufficient for a town the size of Brentwood. There was a suggestion that whilst the Towie tourists keep coming to Brentwood with their money, the town should continue to cash in on them.

Of those in favour of bars and clubs, many thought that more up-market drinking establishments would be preferred. Some thought that more facilities for older, more responsible drinkers would be well received as well as places to drink rather than eat and drink, such as a wine bar.

## Themes.....Eating and Drinking 2

### **Takeaways and cafés**

Whilst there was a view that Brentwood has too many cheap fast food takeaways, a number of respondents suggested that Brentwood should take on a café culture in the town. Many liked the idea of outdoor dining, especially around a town square or piazza, although suggested that any café should be a healthier type, not fast food or doughnut shops.

### **Restaurants**

Again, in line with the view on pubs and takeaways, many respondents thought that the town has too many restaurants, particularly chain restaurants.

Although often in favour of a cinema, many thought that the development did not need to include any more restaurants as these were already well catered for in the High Street. A number suggested that Brentwood has too many Indian or pizza chain restaurants.

Those in favour of restaurants would wish to see more independent eating places or those of a higher quality. Whilst they appreciate that restaurants should be family-friendly, many respondents would like some restaurants geared towards adults. Some suggested gastro-pubs or wine bars, where adults could go for drink and get good quality food. Others suggested that any new restaurants in the town ought to provide a different offering, such a Spanish restaurant, Carluccios, Wagamamas, a Jamie Oliver restaurant, family restaurants or Café Rouge return.

In contrast to those who thought that a cinema surrounded by cafés and restaurants would not be appealing, there was a number who thought that would be just what was needed, along with ample parking and public transport facilities.

## Themes....Housing 1

### **Flats**

Recognising Brentwood's need for more homes, particularly affordable housing, many respondents suggested that any development in William Hunter Way includes an element of housing. There was a view that flats would fit in well with a mixed-use development, including offices, shops, bars and restaurants, and would be welcome by young people looking to get on the property ladder.

Those in favour of flats would not wish to see any form of large high-rise development, but more in keeping with the height and style of existing housing in the town centre. Some thought that housing and parking was all that was needed for the site. Most had the view that any housing at William Hunter Way should be affordable and should not be along the lines of 'luxury apartments' nor should it be just social housing.

There was concern by a number of respondents that the infrastructure in the town centre could not cope with any more housing, particularly traffic, parking and schools. Further, they believe that the town is already over-populated and that housing would not add any value to the town centre.



### **Family/affordable homes**

Those in favour of housing on the William Hunter Way site were often of the view that these should be affordable, family homes, not flats or retirement homes. They felt that to include housing on the William Hunter Way site would be a way of blending the development with the surrounding homes.

Many went further, suggesting that housing alone was the best fit for the site, that the town needs housing to sustain the businesses not more retail space. Some would see a town square with sympathetic housing around. Others would want to see just housing and a car park.

Respondents would like to see starter homes suitable for first time buyers, not buy to let properties that push up house prices nor council or other social housing.

Many saw housing alongside a mixed-use cinema, retail and restaurant complex, suggesting reviewing the concepts within [www.createstreets.com](http://www.createstreets.com) for a mix of concentrated town centre homes and useful facilities/shops/green spaces for pedestrians.

As with those who would not like to see flats on the site, many were concerned that the town centre is already over-populated and that to put more housing into an already congested space would just serve to exacerbate space, traffic and parking problems further.

## Themes....Design 1

### **Market Square/Piazza**

Many respondents would welcome some sort of focal point for the town; a market square or piazza, with some suggesting a form of covered market for the area, others independent shops, a museum or cultural centre or permanent artisan market.

There was a view that the William Hunter Way site was an opportunity to create something interesting and unique for Brentwood, differentiating it from other nearby towns. There was strong suggestion that independent shops would be welcome as well as cultural influences. Some suggested Crown Street is a good example of what works and makes Brentwood unique. They cited the Baytree Centre as what doesn't work, being unattractive and without much quality or interest.

Many felt that a piazza/town square would engage pedestrians and slow down pace. They would see cafés and restaurants aimed at families, as a place to go in the evening that isn't dominated by bars and pubs. Suggesting they would enjoy a night out at the cinema and a relaxing meal without having to travel to a nearby town.

Some respondents thought that fountains, a bandstand or a children's play area would be a welcome addition to the site. There were several who would like to see a regular market on the site, perhaps a farmers market with local produce and craft work.

Many would like to see a pleasant area where they can sit, with attractive paved areas, trees and fountains, as in the newly refurbished King Cross area of London. Other respondents thought that the Chapel Ruins provided such a place to sit and relax.

Other respondents were less in favour of a town square, believing that this would encourage people to loiter there, especially at night time.

## Themes....Design 2

### **Green Space**

Green space in the town centre was valued by a large number of respondents. Many thought that this was vital in keeping the town a pleasant place to be and would welcome a park area, pond or community garden with benches and trees or somewhere for children to play.

There were a number of respondents who would welcome a cinema/retail complex but would wish that it was broken up with soft landscaping, benches and trees. Some suggested bee-friendly plants.

Some respondents drew comparisons to Chelmsford as having a good mix of retail and green space, particularly the site along the River Chelmer, whilst some thought that Shenfield was pleasant environment with trees planted along the Broadway and outdoor seating for the cafés.

There were a few respondents who would not wish to see any more green space in the town. They pointed to Shenfield Common and King George's Playing Fields as providing enough parkland space.

### **Pedestrianisation**

Many respondents thought that a pedestrianised area would suit their needs. Some referred directly to the High Street being car-free, whilst others expressed a desire to see any development at William Hunter way a pedestrian-friendly place. Respondents considered Crown Street a good example of where pedestrianisation worked well and provided a good atmosphere.

It was felt by some respondents that pedestrianisation would open up the town centre as a whole. Others felt that opportunity to open up the High Street had now been lost.

Some suggested part-time pedestrianisation, such as in Guildford, where it is pedestrian only during the day or a one-way system designed around the town centre with the High Street closed to traffic.

There were a number of respondents who were against any plans to pedestrianise the High Street, claiming it would be a disaster, especially at night. Others thought that keeping cars in the High Street would keep the town centre alive and stop large groups gathering at night.

## Themes...Design 3

### **In Keeping**

There was a mix of views concerning the design of any development in William Hunter Way. Most respondents felt that the design should be in keeping with the existing architecture and not 'an ugly monstrosity', although a significant number thought that a design should be modern and provide a bold statement.

Respondents would like to see some of the beautiful buildings in the town, such as Brentwood School, reflected in the design not 1970s buildings like Barclays Bank. The building shouldn't detract from the overall charm of the old rural coaching town.

Most respondents felt that the site shouldn't be over-developed. Architecture should be sympathetic to the town and should be done in a way that reflects the town so that it still distinguishes it from other town centres.

There was a strong view across most respondents that Brentwood shouldn't try to emulate another Festival Leisure Park or The Brewery in the town centre, becoming another cookie cutter town. Some drew comparisons to The Exchange shopping centre/car park in Ilford and how this completely dominates the houses that sit behind it. Many thought that Brentwood should aim for an overall vision that resembled Saffron Walden, Canterbury or Tunbridge Wells.

Some considered that Brentwood does not have the capacity to compete with Romford or Chelmsford for large-scale shopping facilities, but should concentrate on maintaining a pleasant environment for local shopping and socialising.

Respondents wouldn't wish to see any high-rise, boxy out-of-keeping buildings and had a view that any homes on the site should be similar to existing housing.

However, many would not want something that superficially nods to architectural styles with small details or trims, but something that is genuinely of an architectural style that reflects Brentwood's history. Many respondents were keen that any development is of architectural merit; to create a blend of styles would create a mess.

Some respondents were keen that any design should be modern architecture, not pastiche. Many also thought that any building should be environmentally conscious, with the use of low embodied energy materials.

Those in favour of a modern design thought it should be super modern and brilliant. They would see a high spec, ultra modern development that makes a statement, one that would still appear modern in 50 years' time

### **Height and bulk**

Many respondents, especially those living closest to William Hunter Way, were concerned about the height and bulk of any development on the site. Most were keen that any design is sympathetic to its closest neighbours, not overpowering the existing environment.

There was a strong view that any development should not take away the right for those in adjacent homes to have unencumbered light and be protected, as much as possible, from noise pollution. The affect of the development through an increased night-time offering concerned many respondents, particularly in terms of anti-social behaviour and noise.

A modest development was suggested at the best fit for the area. Most respondents would not want to see any development over 2 or 3 floors, some suggesting an underground element to increase capacity. The raised car park at Sainsbury's was cited as an example of what respondents would not wish to see, the design of which was considered ugly.

Many would see green space and planting to help separate the site from neighbouring residents. Concern was also reiterated regarding increased traffic and the effect on local residents, some of which would be counteracted by additional planting. Trees that give character were suggested, including oak, beech, hornbeam, lime and field maple.

Some respondents suggested that the previous planned development was unsympathetic to the current High Street and the surrounding area. Any new proposals should be less developed.

## Themes...Cycle Routes and Pedestrian Access



### **Cycle Routes**

For many respondents, creating a number of joined up cycle routes to the development and throughout the wider town centre would be important for the Borough's future. Stressing the over-reliance on cars in the increasing congestion in the town, cycle routes, footpaths and greater public transport provision seemed more sustainable and safer for all.

For these respondents, it was equally important that the development provides secure cycle parking. Some also commented on the cobbles in the High Street being unsuitable for cyclists. The Netherlands and Germany were provided as examples of what cycle lanes should and could look like.

### **Pedestrian Access**

Along with good cycle access, respondents were keen that there should be improved access ways and linkages between the High Street and William Hunter Way, without which any development would become an isolated site.

Many believed that there should be covered walkways as these would give a greater connection between the two locations. Others were keen to point out that any pedestrian connections should be well-maintained with non-slip surfaces, suitable for the elderly, disabled or those with pushchairs.

Many were keen that the businesses on the High Street improve the appearance of the rear of their stores so as to provide an appealing view to those in William Hunter Way.

## Themes....Don't become Romford or Basildon



Respondents were keen that any development in the town doesn't become like another Festival Leisure Park in Basildon or The Brewery in Romford; it needs to be high quality and fitting for the area, not a clone of nearby developments.

Further, there was a fear that over-development would lead to an increase in litter, low quality fast food restaurants and anti-social behaviour, particularly during the evenings. Many felt that if the site was too big, it would encourage more visitors from outside of the Borough, exacerbating problems.

There was view that Brentwood's identity as a safe gentle town is being eroded with an influx of clubs and restaurants, with a fear that it may become 'like Basildon or Romford on a Saturday night'. Some suggested that inspiration is taken from Shoreditch, Hoxton, Hackney, London fields.

Many thought that the introduction of more market facilities would lead Brentwood to resemble Romford market or that a multiplex cinema would make the town more like Romford, Basildon, Lakeside or Chelmsford. There was concern that too much development would move Brentwood away from the lovely small town appreciated by many respondents.

Of those respondents who would like to increase Brentwood's retail and leisure offering, there were some who suggested that smaller scale, more discrete version of Festival Leisure Park or The Brewery would be appropriate.

## Themes.... More like Chelmsford or Billericay



Many respondents said that they travel to Chelmsford for their shopping and leisure needs, having significantly upgrading its offering in the past decade. The character, choice and scale of facilities appealed, as well as easier and cheaper parking. There were some respondents who highlighted the John Lewis and Waitrose would soon be going to Chelmsford and wished to see them in Brentwood too.

Respondents from the north of the Borough felt that to travel to Chelmsford was easier than to Brentwood, not least with park and ride facilities in Chelmsford.

The amount of green space and places to sit and rest were also highlighted as positives in Chelmsford, not only the space alongside the river and green park with children's play facilities nearby the city centre but also the benches dotted throughout the indoor shopping centres.

As with the views on Romford and Basildon, there were some respondents who would not wish Brentwood to go along the lines of Chelmsford, preferring once again that the town keeps its uniqueness.

Others suggested Billericay for its village feel, and for its Waitrose. They looked at the high street there as an example of what works, also Rayleigh, Leigh on Sea and Tunbridge Wells. Billericay seemed to offer a better mix of shops and restaurants than Brentwood and was a more attractive shopping and high street area.

Many also pointed to the free parking at weekends in Billericay and hoped this would something that could be offered in Brentwood.



### **Children**

A large number of respondents would like to see more shops and facilities aimed at young children. Many would like to see a park and small play area on the William Hunter Way site; others would like a larger soft play centre. It was felt that there is very little for children in the Borough.

The fountains on Southend sea front as well as those at the Kings Cross development appealed to some respondents as being a safe, family-friendly environment.

### **Young people**

Above all age groups, respondents felt that young people needed more entertainment provision in the town, particularly a cinema or bowling alley; others suggested ice skating, skate park, some sort of youth centre facility or something for older children to do to keep them off the streets. Parents wished to be able drop off their young teenagers in a safe, well-lit and well-managed environment.

Respondents wished that the environment is one that is safe enough to allow teenagers to go there with their friends without parents but not so it becomes a hangout for teenagers to congregate, which may make them appear threatening to others.

There was also a concern that without better public transport provision, many young people would be excluded from using such facilities in the evening.

Whilst keen that strong provision should be made for teenagers, many respondents were of the view that any entertainment be suitable for all ages.

### **Adults**

Many respondents would like to see any development at William Hunter Way providing a space suitable for adults. As well as family-friendly elements, some respondents would like to see some 'grown up' with restaurants and wine bars etc. aimed at those aged 35/50/60 and over. Many believe that the High Street has been taken over by younger adults.

### **Community Space**

There was strong support for some form of community space within any development. Respondents would like to a community facility or venue that local groups can hire. Others would like a publicly run café or a space for community or cultural events. Some respondents suggested putting an area aside for small Brentwood businesses with lower rents.

Many believe a square or community centre would not only provide a focal point for the town; it would also become a space for community events, art studios or markets. There was also the opinion that to pedestrianise the High Street would also provide opportunity for community events or as a meeting point.

## Themes.... Leave it as it is



There were a significantly large number of respondents who would like to see William Hunter Way left as it is. Many saw no merit in removing or reducing the capacity of one of the town's most popular car parks and felt that it just required resurfacing and re-landscaping.

Some would not wish to see any more building in Brentwood, believing the town is already congested enough. There was a number of respondents who thought that the High Street and the Baytree Centre should be filled first, fearing that a new development would not be filled.

There were respondents who thought that any new shops and restaurants would be the same big chains seen in any other town. Any individuality Brentwood currently has would be further reduced. Those who would wish to use such facilities could easily visit those in nearby towns and cities.

Further, the site would require constant policing to prevent gangs of people in residential areas, and to prevent noise, nuisance and crime. Many believe that a large shopping/leisure complex will significantly undermine the quality of life enjoyed by the people living in and around the town.

# Recommendations of the Consultation Exercise to Ordinary Council



The following recommendations will be put to the meeting of the Ordinary Council to be held 10<sup>th</sup> December 2014:

1. To re-market the site for development using a refreshed development brief. The development brief to allow for the receipt of both capital and a regular income for the Council.
2. That the Head of Planning for the Council prepares a refreshed development brief taking into account the outcome of the consultation exercise and this is brought back to Ordinary Council for approval.
3. That a competitive tender be prepared and issued for the expert additional resources that will be required to deliver the project and provide assistance in the preparation of the development brief.
4. Should the Ordinary Council subsequently approve the development brief then the following actions will be undertaken:
  - I. That the governance of the project be determined by the Asset and Enterprise Committee who are to ensure that all key stakeholders are involved and that key Ward members are engaged and kept informed of the process.
  - II. To ensure that the development is not prejudiced, the Brentwood Car Wash licence to occupy part of the site should not be renewed at expiry on the Licence Agreement on the 6 April 2015. The Licensee should be provided with appropriate notification, at least 3 months before the expiry date of the 6 April 2015, to give them adequate notice to vacate the site.
  - III. That negotiations between Barclays Bank and officers, in relation to the Car Park owned by Barclays Bank currently sited in the area of development, be concluded, subject to a maximum cost to the Council of £250,000 including legal costs
  - IV. That members note that a maximum sum of £1.2 million has been earmarked within the Medium Term Financial Plan (MTFP) 2014/15 – 2016/17 for this project.

|                               |                      | £'s              |                |
|-------------------------------|----------------------|------------------|----------------|
| <b>External Costs</b>         | <b>External Fees</b> | Legal Fees       | 180,000        |
|                               |                      | Strategic Advice | 100,000        |
|                               |                      | Disbursements    | 80,000         |
|                               |                      | Consultations    | 20,000         |
|                               |                      |                  | 380,000        |
|                               | <b>Site Costs</b>    | Site De-Risking  | 10,000         |
|                               |                      | Site Clearance   | 30,000         |
|                               |                      |                  | 40,000         |
| <b>Total "External Costs"</b> |                      |                  | <b>420,000</b> |

**Budget  
for the  
development**

(Approved at  
Extraordinary  
Council 7<sup>th</sup> April  
2014)

|                       |                       |                       |                  |
|-----------------------|-----------------------|-----------------------|------------------|
| <b>Internal Costs</b> | Officer Time*         | (estimated @800 days) | <b>180,000</b>   |
| <b>Property Costs</b> | Cost of Barclays Land | 250,000               |                  |
|                       | Sainsburys Overage ** | 204,000               |                  |
|                       |                       |                       | <b>454,000</b>   |
| Contingency @20%      |                       |                       | <b>220,000</b>   |
| <b>Total Costs</b>    |                       |                       | <b>1,274,000</b> |

\* Covers the following areas Project Management: Assets: Legal: Finance: Democratic Services: Planning: Communications

\*\* Guestimate assuming value of transaction is £8M

## Local Residents

Immediate Local Residents (ILR)

511 addresses (in blue)

175 responses

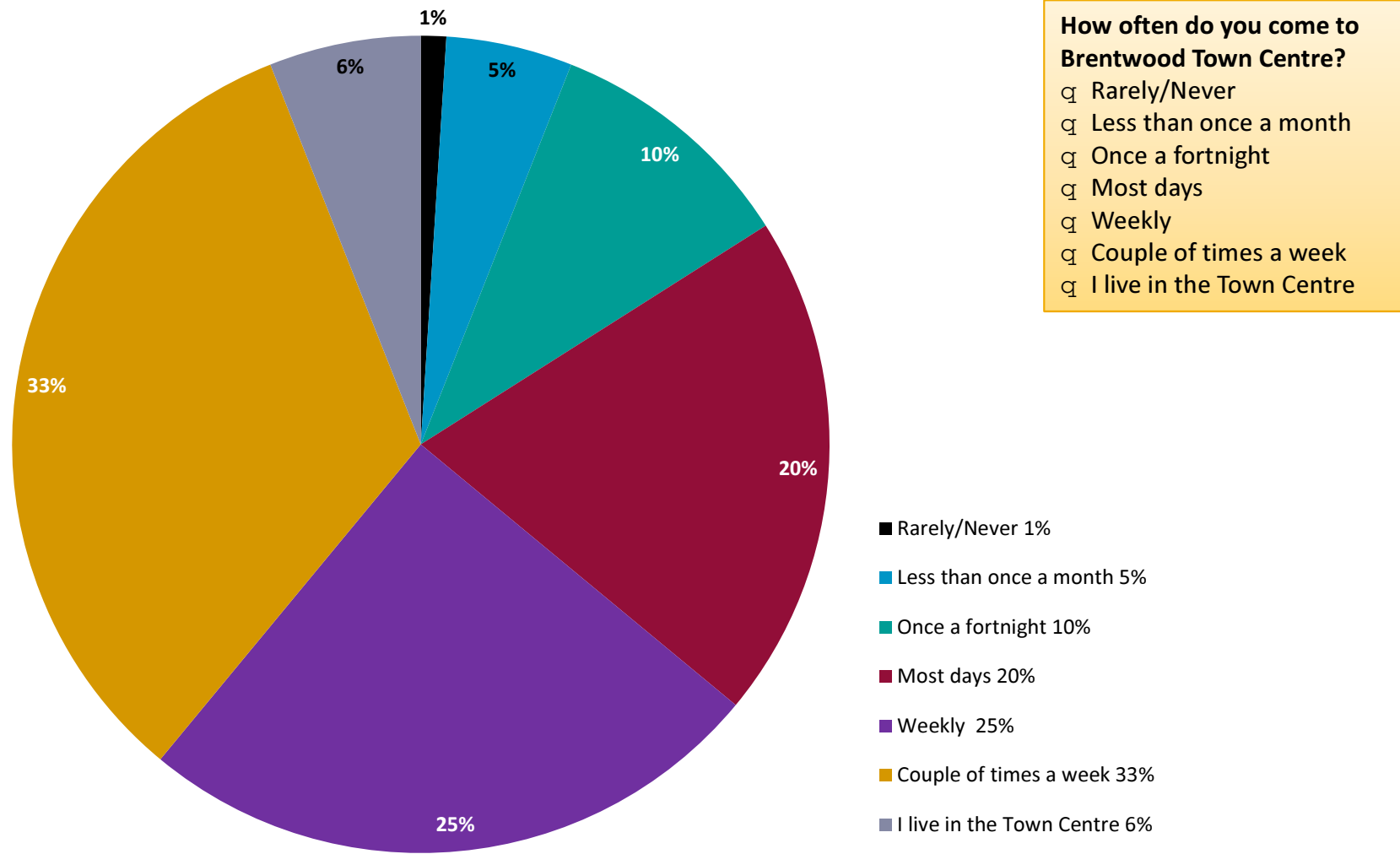
Wider Local Residents (WLR)

380 responses

*“Wider local residents” are defined as those who state they live in the Town Centre – which also incorporates the areas highlighted in blue*



# Q1: How often do you come to Brentwood Town Centre?



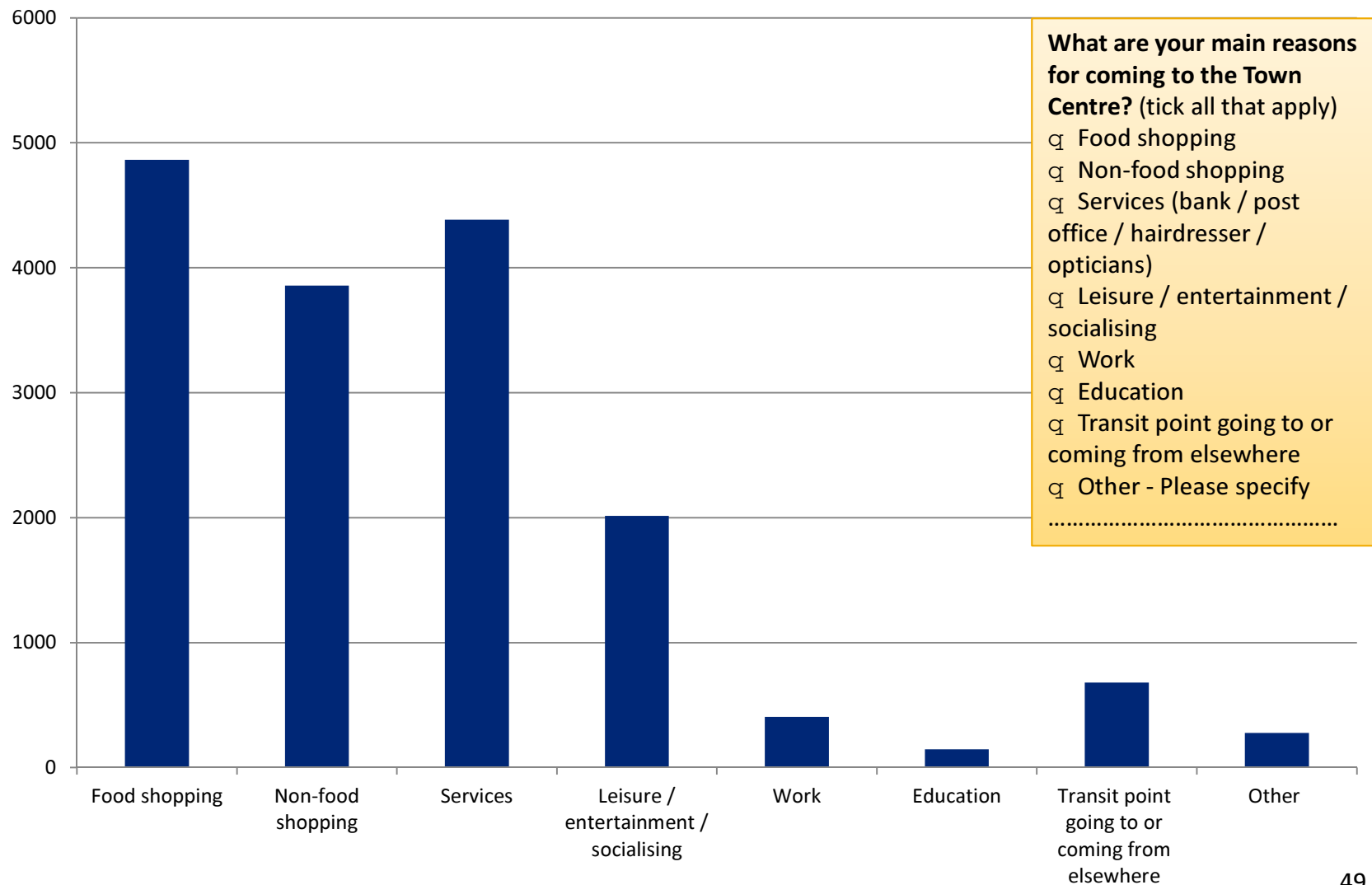
## Detailed Findings and Comments

### Q1: How often do you come to Brentwood Town Centre?

| Ref. | Findings   | Comments  |
|------|--|---|
| R01  | Whilst 6% of respondents <b>live in the Town Centre</b> , the majority (78%) come to the Town Centre <b>most days, weekly or a couple of times a week</b> , and 16% come once a <b>fortnight, less than once a month or rarely/never</b> . | The Town Centre is well used by respondents and provides a well used resource for residents and shoppers. |



## Q2: What are your main reasons for coming to the Town Centre?



## Q2: What are your main reasons for coming to the Town Centre?

'Other' responses include:

- Doctor, dentist, Community Hospital (48)
- Library (35)
- Church (28)
- Gym (18)
- Eating out (15)
- Visiting family (10)
- Voluntary work (10)
- Children's clubs (5)
- I live there (4)
- Exercise (3)
- School run (2)
- Theatre (2)
- Dog walking (1)
- Visiting the Town Hall (2)

**What are your main reasons for coming to the Town Centre?** (tick all that apply)

Food shopping

Non-food shopping

Services (bank / post office / hairdresser / opticians)

Leisure / entertainment / socialising

Work

Education

Transit point going to or coming from elsewhere

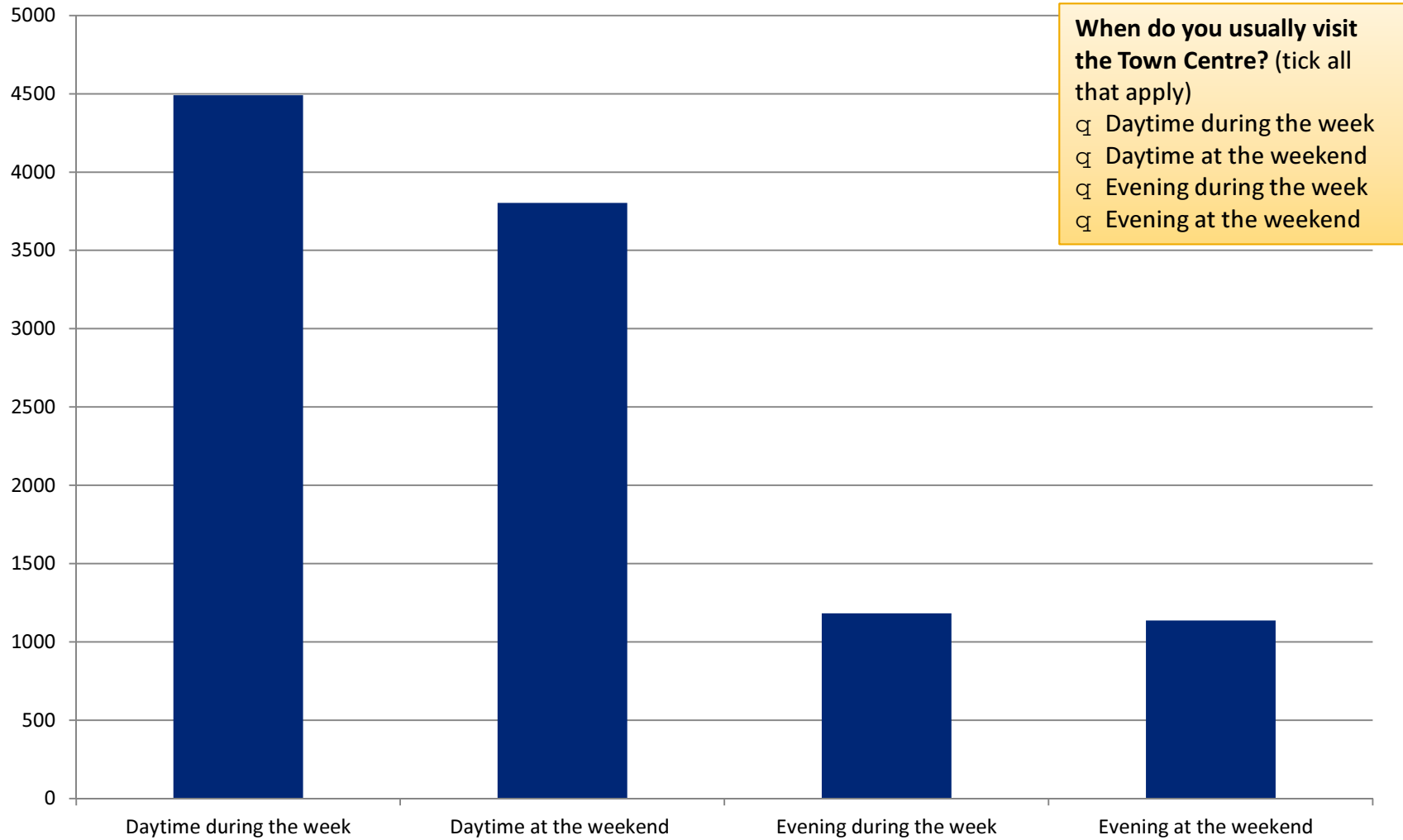
Other - Please specify  
.....

## Detailed Findings and Comments

### Q2: What are your main reasons for coming to the Town Centre?

| Ref. | Findings   | Comments  |
|------|--|---|
| R02  | <p>The majority of respondents cited <b>Food shopping</b> (85%), <b>Services</b> (77%) and <b>Non-food shopping</b> (68%) as the main draws to the Town Centre, with <b>Leisure, entertainment &amp; socialising</b> (38%) the fourth most popular.</p> <p><b>Work</b> (7%) and <b>education</b> (3%) are less of a draw. 12% of respondents use the Town Centre as a <b>transit point to elsewhere</b>.</p> | <p>Visitors are drawn to the Town Centre for a broad variety of reasons but food retail, non-food retail and leisure provide the greatest attraction.</p> |

### Q3: When do you usually visit the Town Centre?

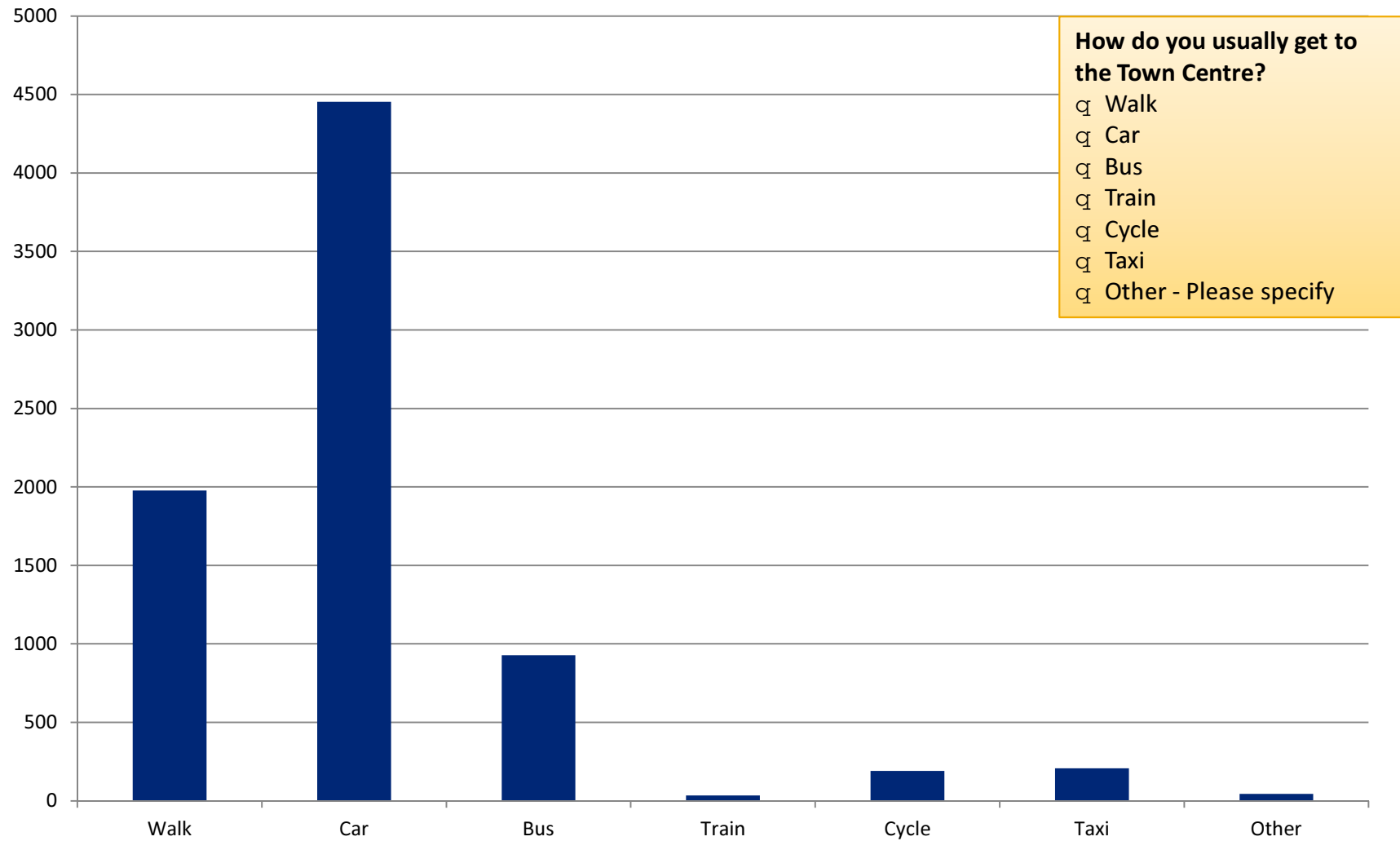


## Detailed Findings and Comments

### Q3: When do you usually visit the Town Centre?

| Ref. | Findings  | Comments   |
|------|---|--|
| R03  | <p>79% of respondents state that they visit the Town Centre at <b>daytime during the week</b>, 67% visit <b>daytime during the weekend</b>.</p> <p>Just 21% visit on <b>weekday evenings</b> and 20% <b>weekend evenings</b>.</p> | <p>The Town Centre is at its most visited during the daytime and on weekdays. The evening economy is less of a draw for respondents.</p> |

## Q4: How do you usually get to the Town Centre?



## Q4: How do you usually get to the Town Centre?

'Other' responses include:

- Motorbike (20)
- Mobility scooter (5)
- Kick scooter (3)
- Wheelchair (2)
- Brentwood community bus (1)
- Lifts from friends and relatives (1)
- I live in the Town Centre (1)

### How do you usually get to the Town Centre?

- Walk
- Car
- Bus
- Train
- Cycle
- Taxi
- Other - Please specify

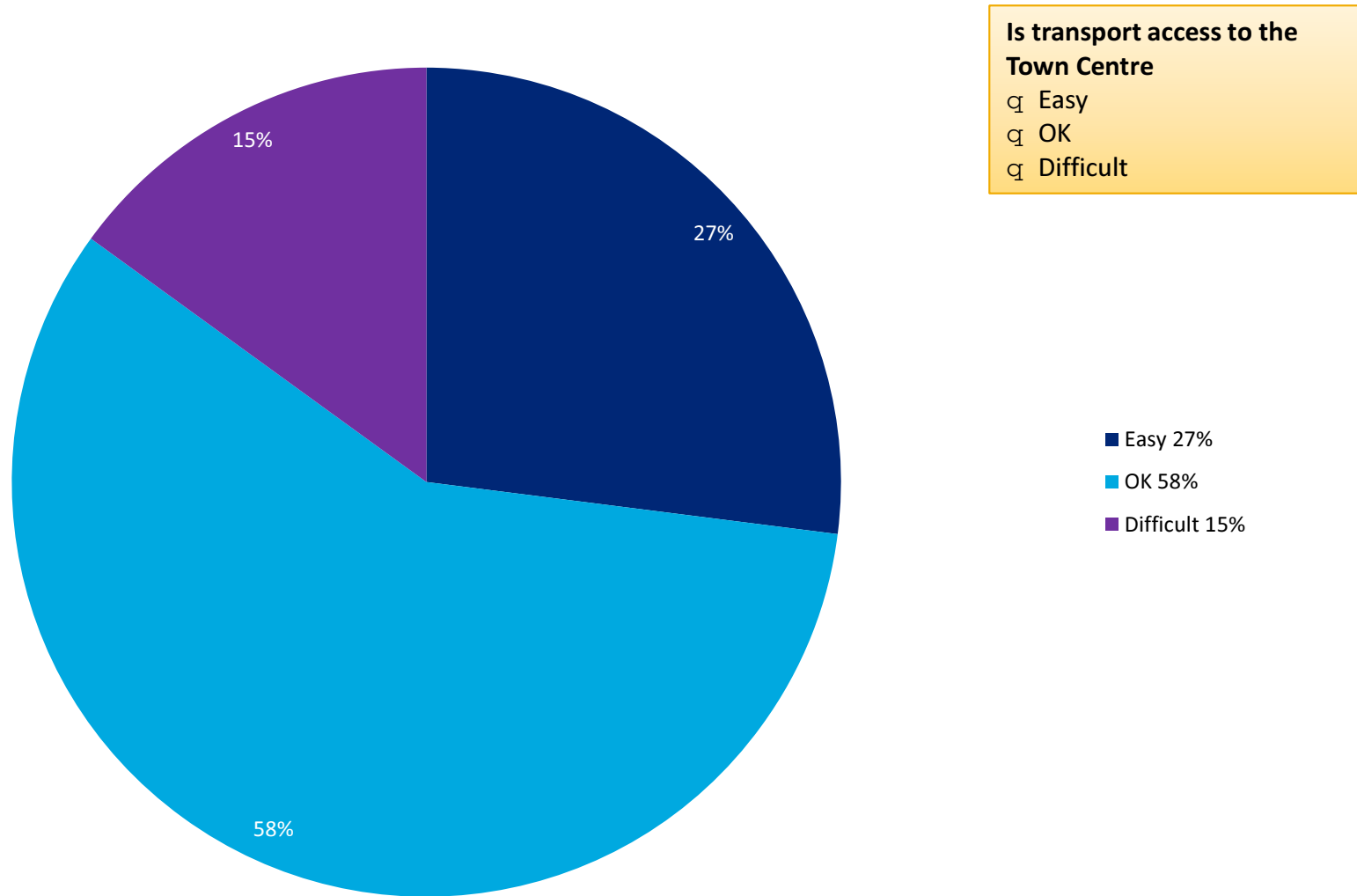
## Detailed Findings and Comments

### Q4: How do you usually get to the Town Centre?

| Ref. | Findings  | Comments  |
|------|---|---|
| R04  | <p>At 77%, the <b>car</b> is the most popular way of getting to the Town Centre. For 49% of respondents, the car is their only stated method.</p> <p>35% of respondents <b>walk</b> to the Town Centre. For 13% of respondents , this is their only stated method.</p> <p>16% of respondents use the <b>bus, train</b> (0.6%) or <b>taxi</b> (3.5%). 5% state these public transport methods as their only way to get to the Town Centre.</p> | <p>The car dominates transport to the Town Centre, with walking a distant second. Public transport is less well used still.</p> |



## Q5: Is transport access to the Town Centre

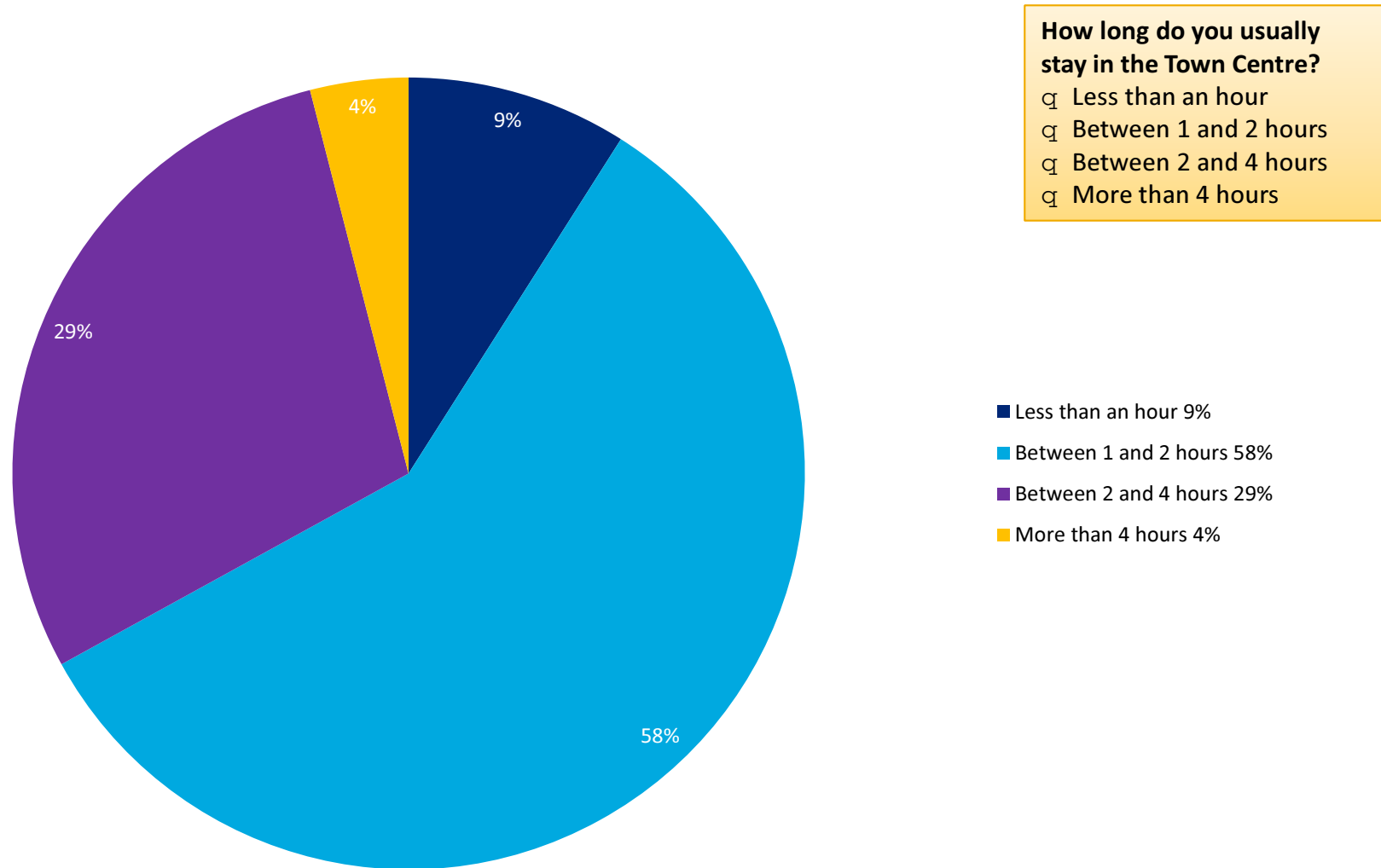


## Detailed Findings and Comments

### Q5: Is transport access to the Town Centre

| Ref. | Findings   | Comments  |
|------|--|---|
| R05  | The majority of respondents do not find transport access to the Town Centre to be a problems, with 58% of respondents stating that it is <b>OK</b> , 27% stating it is <b>easy</b> and only 15% stating it is <b>difficult</b> . | The Town Centre is afforded good transport access enjoyed by the majority of respondents. |

## Q6: How long do you usually stay in the Town Centre?

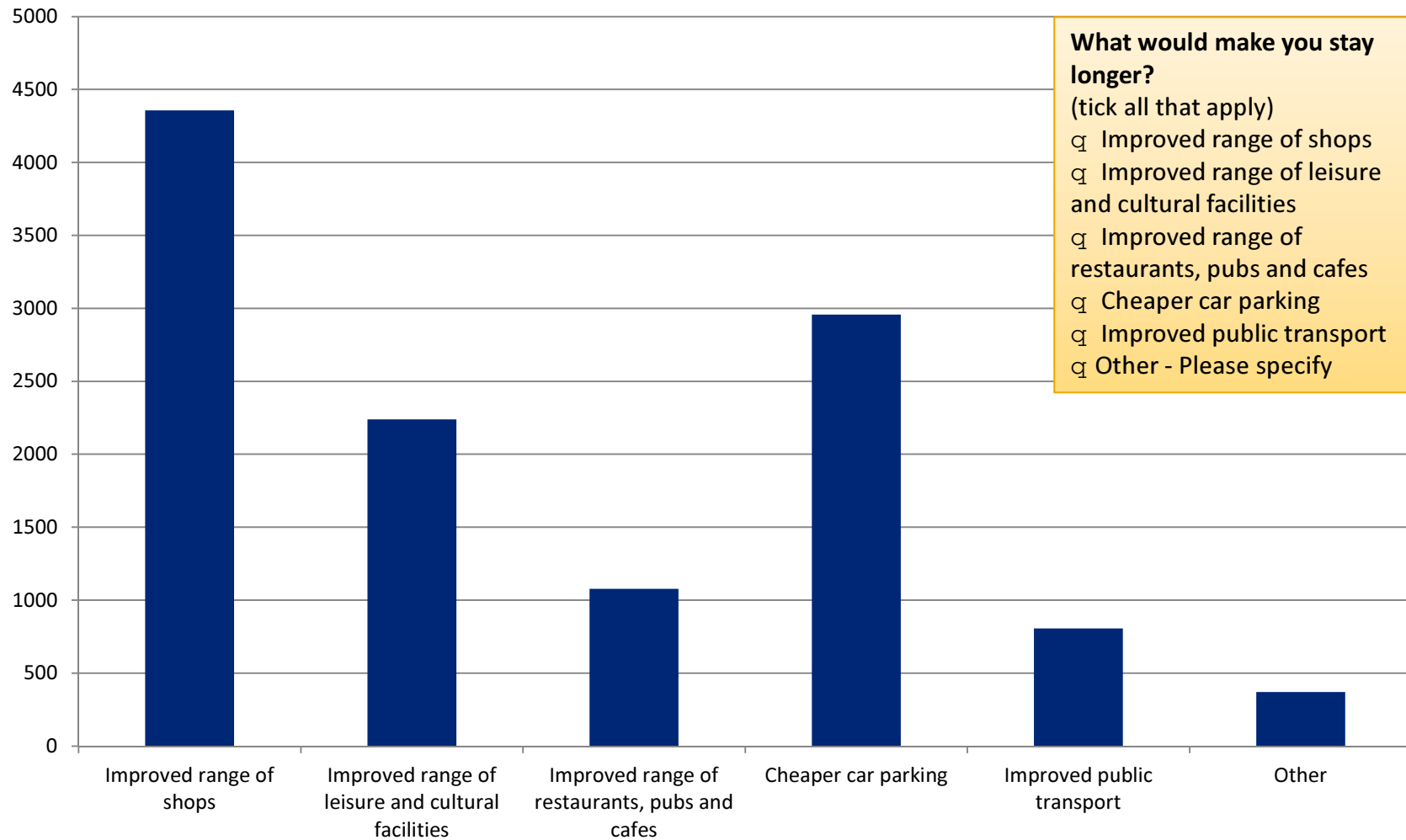


## Detailed Findings and Comments

### Q6: How long do you usually stay in the Town Centre?

| Ref. | Findings   | Comments  |
|------|--|---|
| R06  | <p>58% of respondents stay in the Town Centre between <b>1 and 2 hours</b>, with 29% staying <b>2 to 4 hours</b>.</p> <p>9% stay <b>less than an hour</b> and only 4% stay <b>more than 4 hours</b>.</p> | <p>The vast majority of respondents stay in the Town Centre for short stay periods.</p> |

## Q7: What would make you stay longer?



## Q7: What would make you stay longer?

'Other' responses include:

- Improved parking (69)
- Cinema (55),
- Free parking (19)
- Better disabled parking (15)
- Absence of 'Towie' (13)
- Improved traffic flow (12)
- Greener environment (7)
- Large foodstore (7)
- Department store (6)
- Improved bus service, especially evenings and Sundays (5)
- Bigger market (5)
- Fewer pubs, restaurants or bars (5)
- Entertainment for children/young people (5)
- More short stay parking (4)
- Pedestrianised areas (4)

### What would make you stay longer?

(tick all that apply)

- Improved range of shops
- Improved range of leisure and cultural facilities
- Improved range of restaurants, pubs and cafes
- Cheaper car parking
- Improved public transport
- Other - Please specify

- Unique boutique shops, not chains (4)
- Less drunken behaviour (3)
- Wheelchair friendly pavements (3)
- Bowling (2)
- Improved quality of shops (2)
- Large fashion store (2)
- Pleasant outside seating areas (3)

## Detailed Findings and Comments

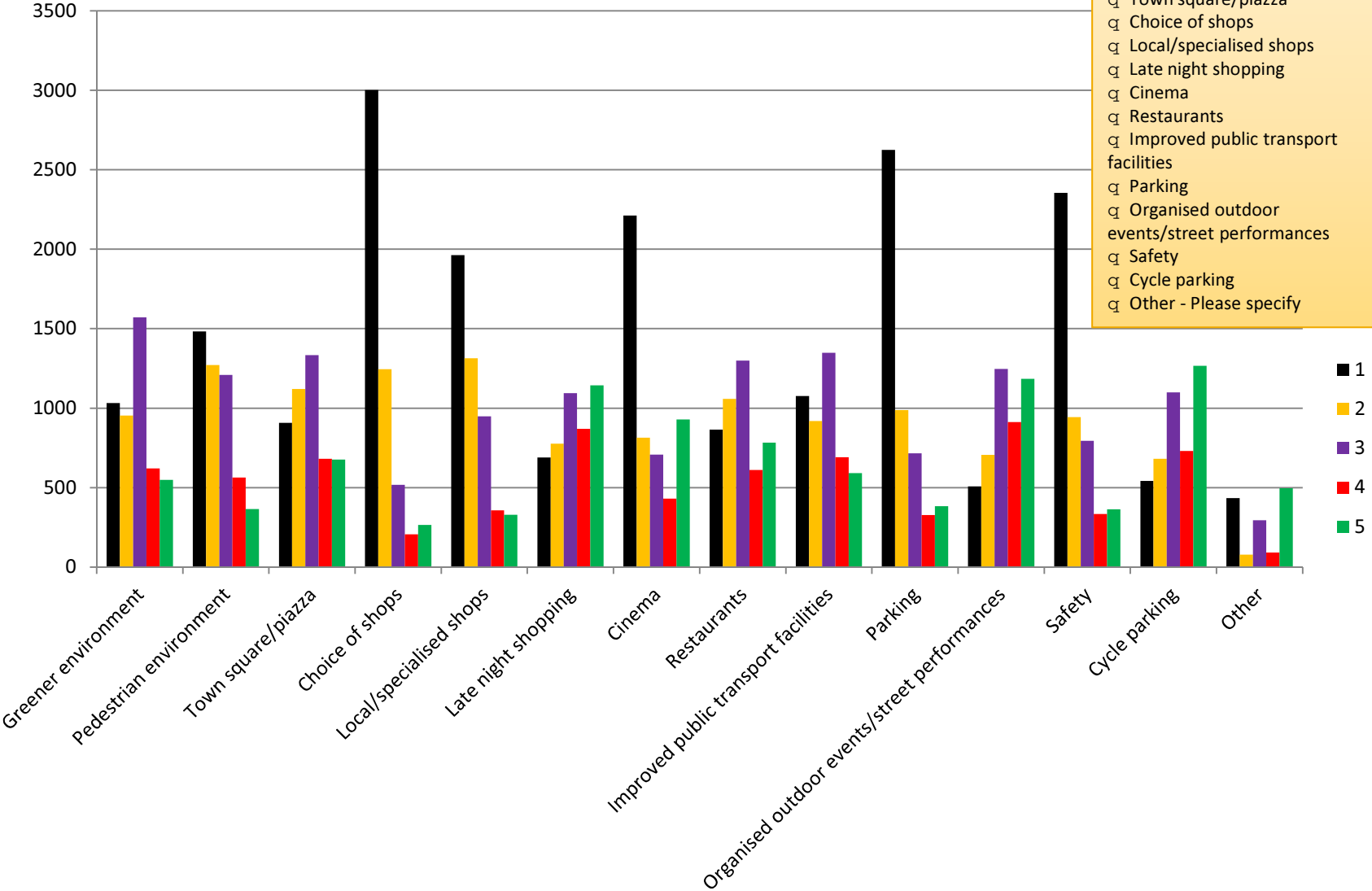
### Q7: What would make you stay longer?

| Ref. | Findings  | Comments  |
|------|---|---|
| R07  | <p>76% of respondents would stay longer in the Town Centre if there was an <b>improved range of shops</b>.</p> <p>52% would stay longer if there was <b>cheaper parking</b>.</p> <p>39% of respondents would stay longer if there was an <b>improved range of leisure and cultural facilities</b>, with 19% looking for an <b>improved range of restaurants, pubs and cafes</b>.</p> <p>14% would stay longer if there was <b>improved public transport facilities</b>.</p> | <p>An improved retail offer appeals to the majority of respondents to make them stay longer, with cheaper parking and improved leisure facilities other significant draws. Improved range of restaurants, pubs and cafes and improved public transport are less likely to make respondents stay longer.</p> |

# Q8: What do you consider to be important for improving the Brentwood Town Centre?

(1 being most important, 5 being least important)

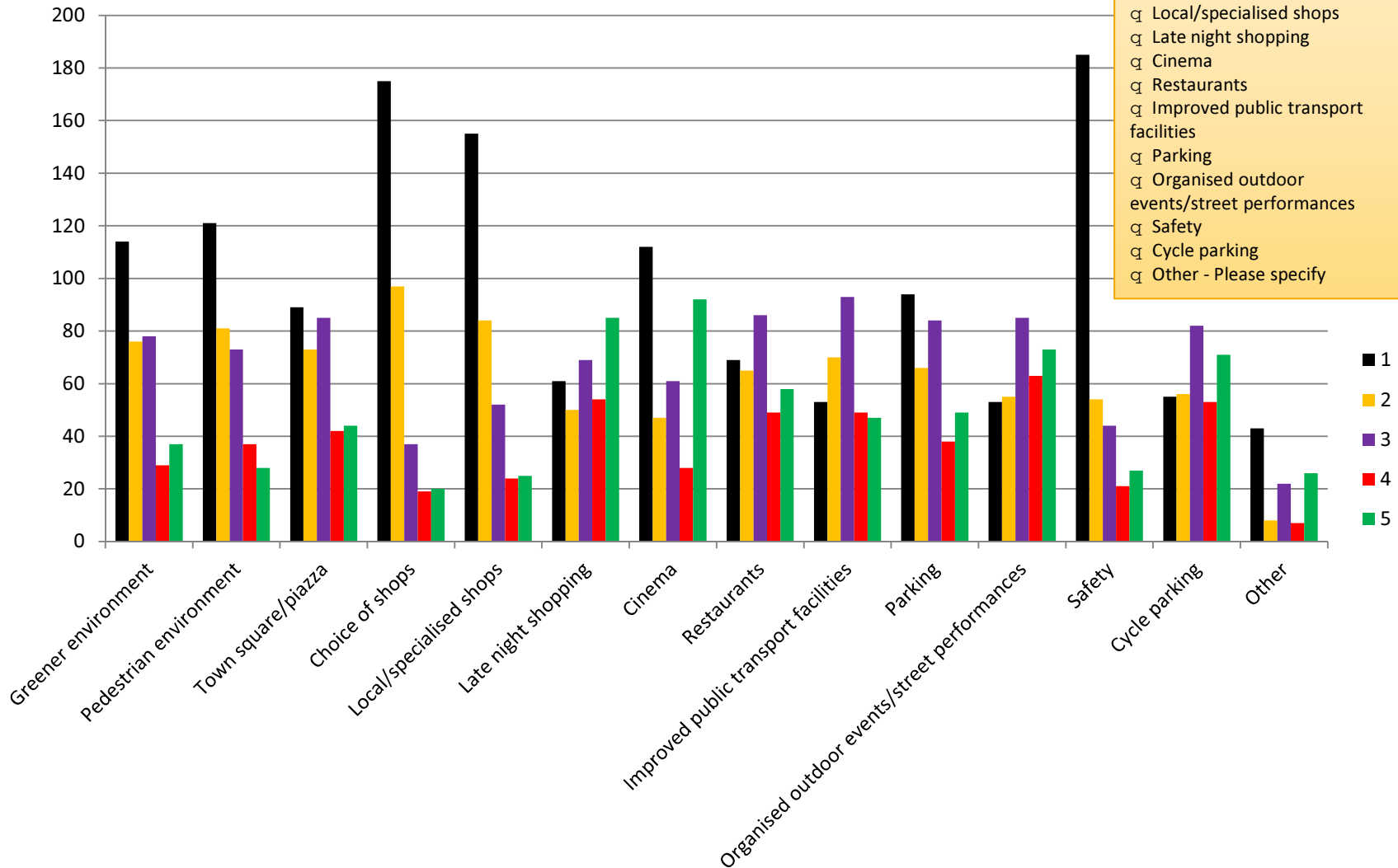
- What do you consider to be important for improving the Brentwood Town Centre? (1 being most important, 5 being least important)
- Greener environment
- Pedestrian environment
- Town square/piazza
- Choice of shops
- Local/specialised shops
- Late night shopping
- Cinema
- Restaurants
- Improved public transport facilities
- Parking
- Organised outdoor events/street performances
- Safety
- Cycle parking
- Other - Please specify





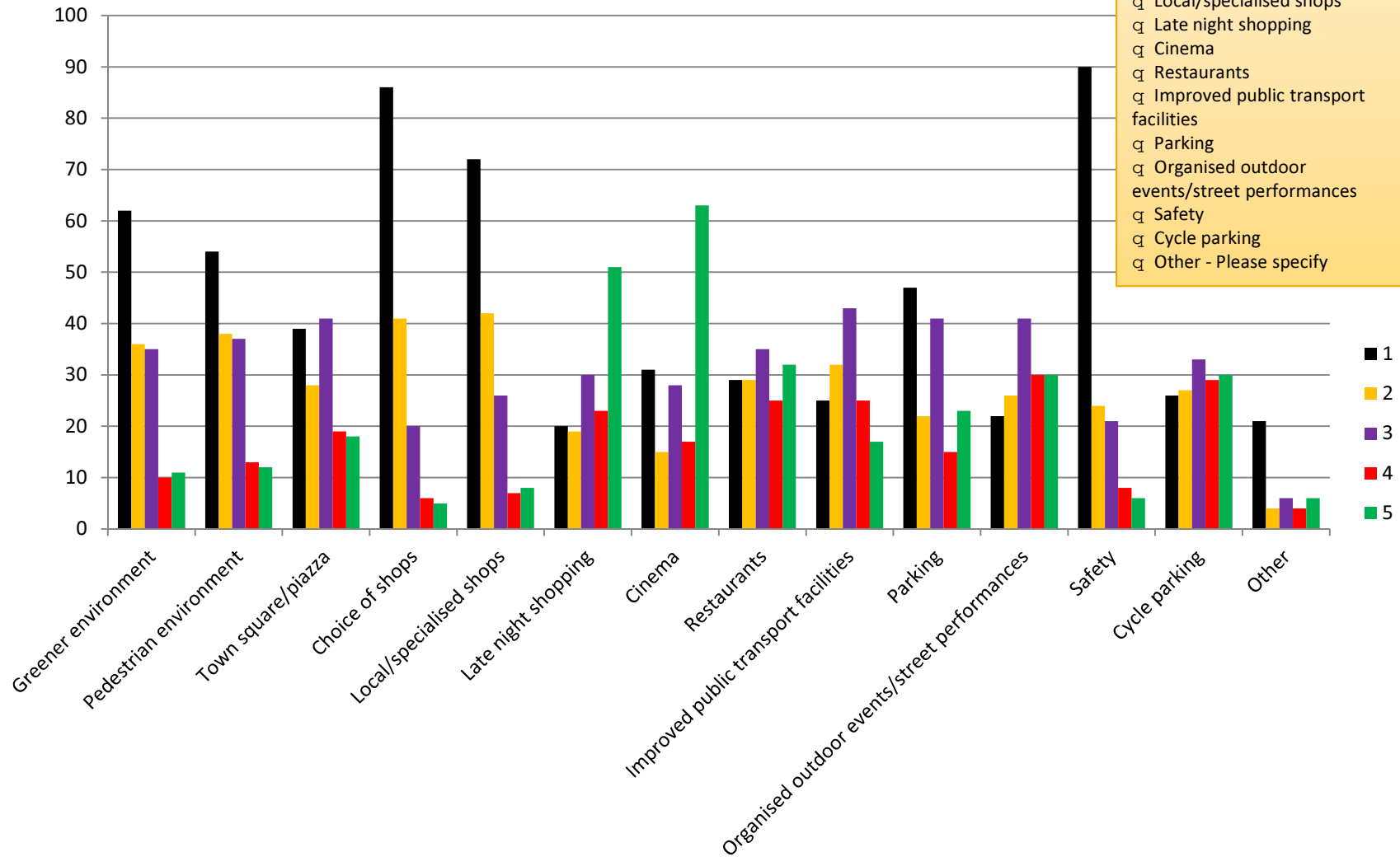
# Wider Local Response: Q8WR: What do you consider to be important for improving the Brentwood Town Centre? (1 being most important, 5 being least important)

- What do you consider to be important for improving the Brentwood Town Centre?**  
(1 being most important, 5 being least important)
- ☐ Greener environment
  - ☐ Pedestrian environment
  - ☐ Town square/piazza
  - ☐ Choice of shops
  - ☐ Local/specialised shops
  - ☐ Late night shopping
  - ☐ Cinema
  - ☐ Restaurants
  - ☐ Improved public transport facilities
  - ☐ Parking
  - ☐ Organised outdoor events/street performances
  - ☐ Safety
  - ☐ Cycle parking
  - ☐ Other - Please specify



# Immediate Local Response: Q8IR: What do you consider to be important for improving the Brentwood Town Centre? (1 being most important, 5 being least important)

- What do you consider to be important for improving the Brentwood Town Centre?**  
(1 being most important, 5 being least important)
- ☐ Greener environment
  - ☐ Pedestrian environment
  - ☐ Town square/piazza
  - ☐ Choice of shops
  - ☐ Local/specialised shops
  - ☐ Late night shopping
  - ☐ Cinema
  - ☐ Restaurants
  - ☐ Improved public transport facilities
  - ☐ Parking
  - ☐ Organised outdoor events/street performances
  - ☐ Safety
  - ☐ Cycle parking
  - ☐ Other - Please specify



## Q8: What do you consider to be important for improving the Brentwood Town Centre?

'Other' responses include:

- Improved traffic flow (37)
- Fewer bars, pubs and clubs (26)
- Supermarket (22)
- Free/cheaper parking (22)
- Improved paving (21)
- Disabled facilities/parking (19)
- Less Towie (14)
- Cinema (14)
- More police (14)
- Cycle routes/parking (13)
- Quality feel (12)
- Community feel (10)
- Bowling (10)
- Children's play area (10)
- Pedestrianisation (9)
- Cleaner environment (9)
- Don't become another Romford or Basildon (9)

- Department store (8)
- More variety of markets (8)
- Improved theatre (7)
- Motorcycle parking (6)
- Green park (5)
- Attract older residents and families (5)
- Cultural events (4)
- Improved public transport (4)
- Family environment (3)
- Improved architecture (2)

### What do you consider to be important for improving the Brentwood Town Centre?

(1 being most important, 5 being least important)

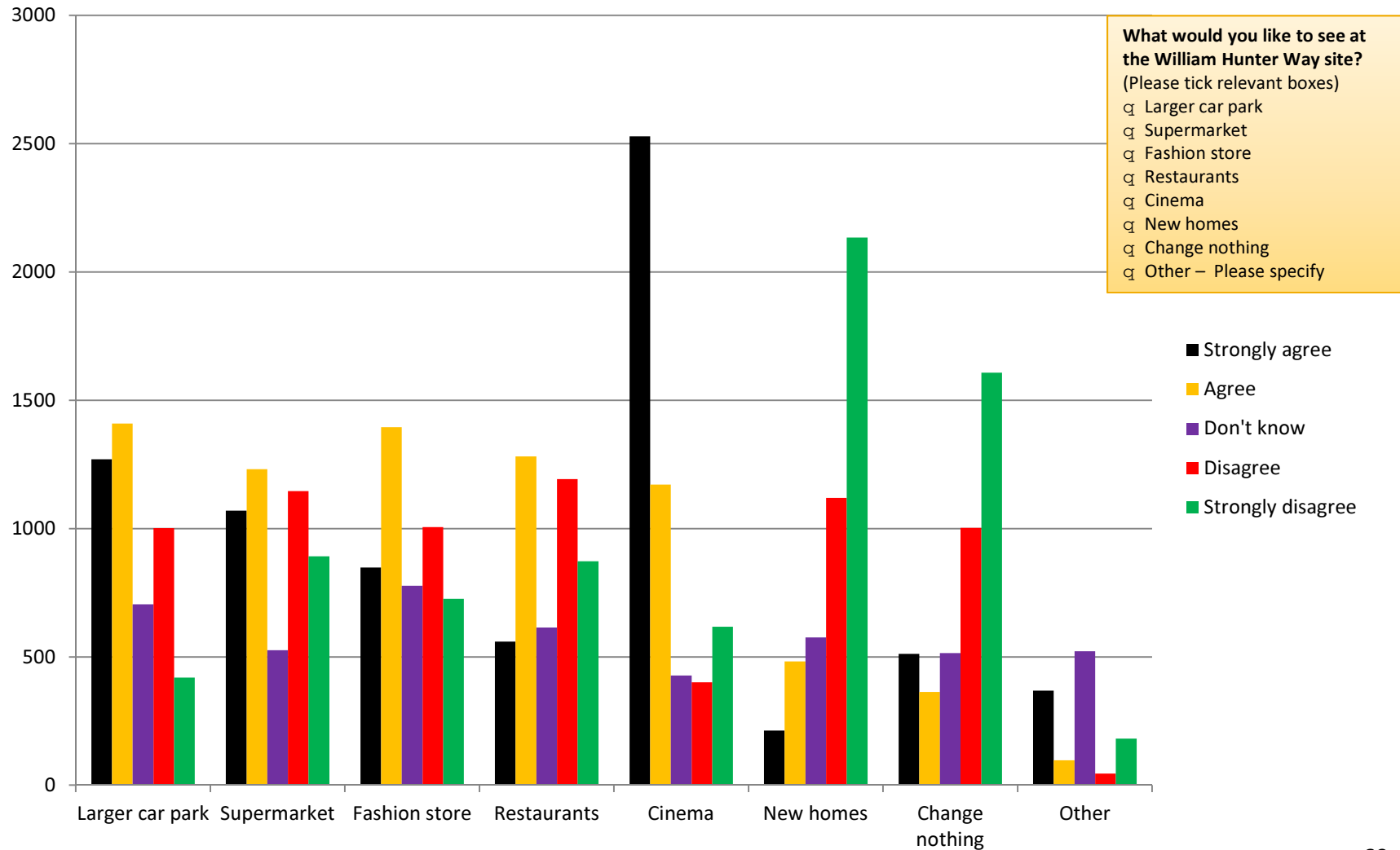
- ☐ Greener environment
- ☐ Pedestrian environment
- ☐ Town square/piazza
- ☐ Choice of shops
- ☐ Local/specialised shops
- ☐ Late night shopping
- ☐ Cinema
- ☐ Restaurants
- ☐ Improved public transport facilities
- ☐ Parking
- ☐ Organised outdoor events/street performances
- ☐ Safety
- ☐ Cycle parking
- ☐ Other - Please specify

## Detailed Findings and Comments

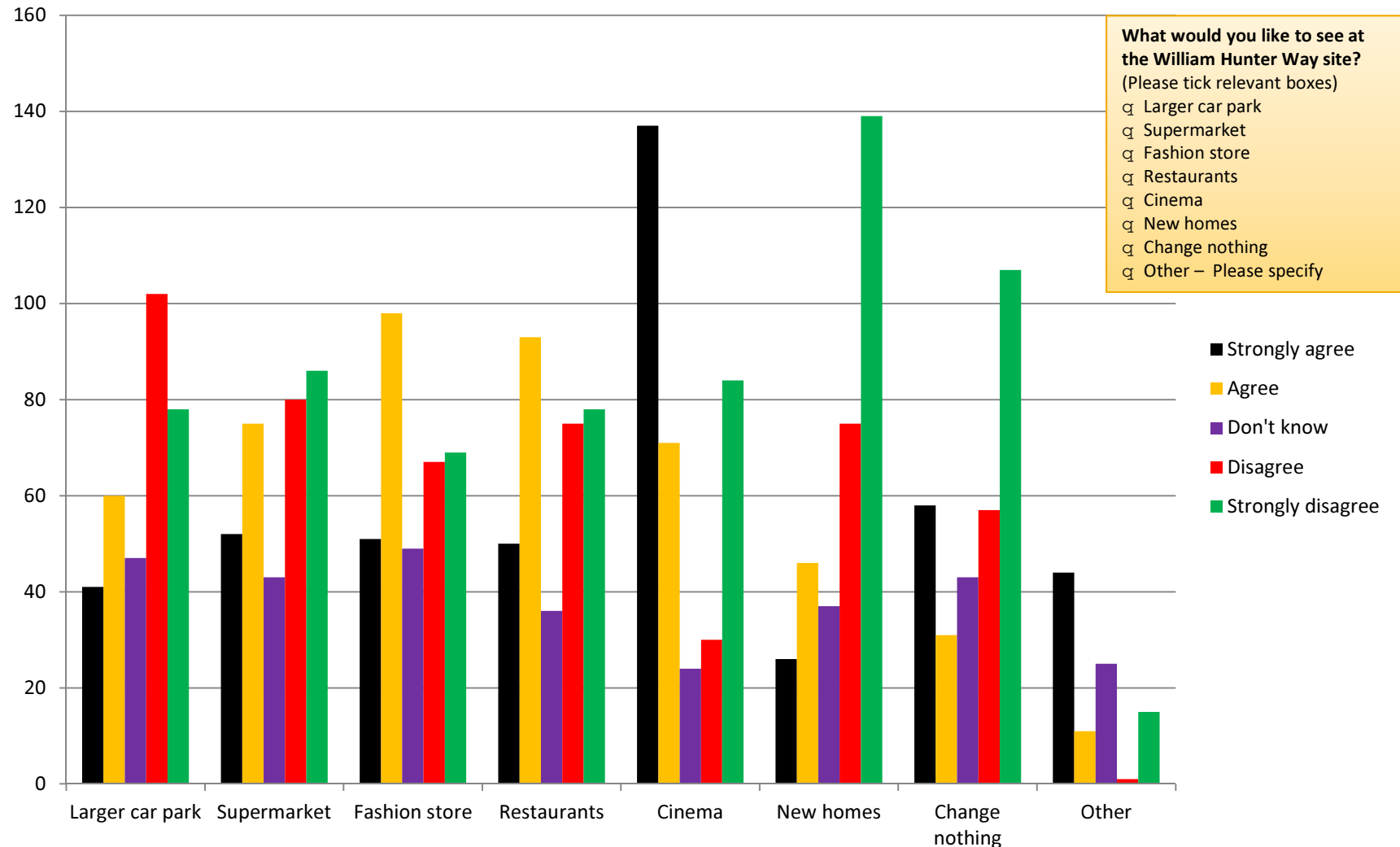
### Q8: What do you consider to be important for improving Brentwood Town Centre? (1 being most important, 5 being least important)

| Ref.  | Findings   | Comments  |
|-------|--|---|
| R08   | <ul style="list-style-type: none"> <li>• The <b>choice of shops</b> is the important to respondents when improving the Town Centre, with 53% ranking it as 1 being most important. Also ranked 1 in importance are <b>parking</b> (46%), <b>safety</b> (41%), <b>cinema</b> (39%) and <b>local specialised shops</b> (34%).</li> <li>• Conversely, respondents stated <b>cycle parking</b> (22%), <b>organised outdoor events/street performance</b> (21%), <b>late night shopping</b> (20%), <b>cinema</b> (16%) and <b>restaurants</b> (14%) are least important, ranking them as 5.</li> </ul>  | <p>Whilst all respondent groups valued choice of shops, safety and local specialist shops, it's clear to see that the closer respondents live to William Hunter Way, the less important they see a cinema and the more important they see the greener, pedestrian environment. Least important across all groups are late night shopping, outdoor events and restaurants.</p> |
| R08WR | <ul style="list-style-type: none"> <li>• Comparing the response with those in the <b>Wider Local Residents</b> group, <b>safety</b> becomes the most important factor with 49% ranking it as most important. <b>Choice of shops</b> (46%), <b>local specialised shops</b> (40%), <b>pedestrian environment</b> (32%) and <b>greener environment</b> (30%) are also ranked 1.</li> <li>• Ranked 5 as least important to the <b>Wider Local Residents Group</b> are <b>cinema</b> (24%), <b>late night shopping</b> (22%), <b>organised outdoor events/street performance</b> (19%), <b>cycle parking</b> (19%) and <b>restaurants</b> (15%).</li> </ul> |   |
| R08IR | <ul style="list-style-type: none"> <li>• In the <b>Immediate Local Residents Group</b>, again, most important is <b>safety</b> at 51%, followed by <b>choice of shops</b> (49%), <b>local specialised shops</b> (41%), <b>greener environment</b> (35%) and <b>pedestrian environment</b> (30%).</li> <li>• Least important to the <b>Immediate Local Residents Group</b> are <b>cinema</b> (36%), <b>late night shopping</b> (29%), <b>restaurants</b> (18%), <b>organised outdoor events/street performance</b> and <b>cycle parking</b> (17%)</li> </ul>  |   |

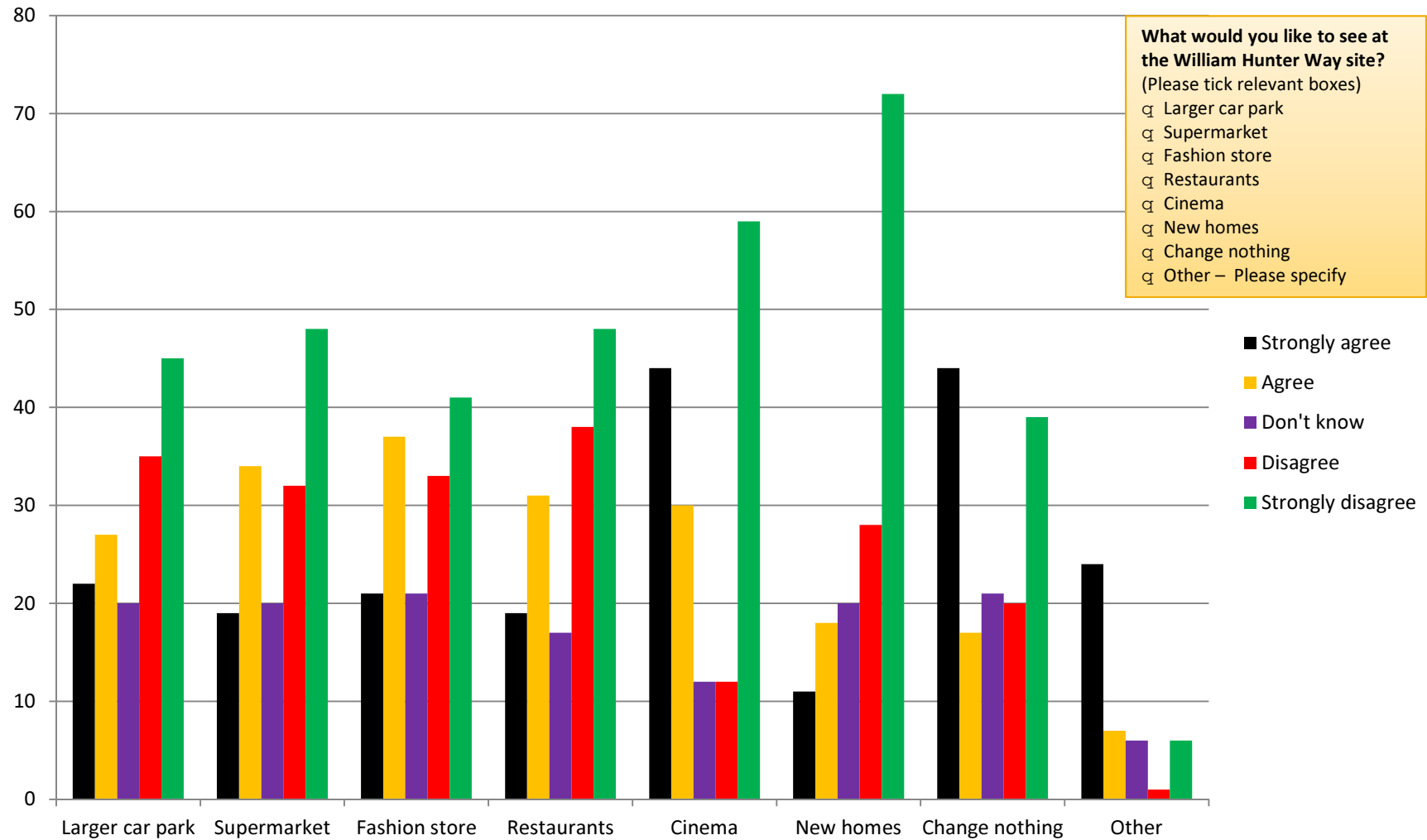
## Q9: What would you like to see at the William Hunter Way site?



## Wider Local Response: Q9WR: What would you like to see at the William Hunter Way site?



## Immediate Local Response: Q9IR: What would you like to see at the William Hunter Way site?



## Q9: What would you like to see at the William Hunter Way site?

'Other' responses include:

- Department store – John Lewis, Debenhams, BHS (64)
- Improved parking (53)
- Large food store – Waitrose, M&S, Aldi, Lidl, Asda, Morrisons (40)
- Small cinema (40)
- Green space (35)
- Bowling alley (31)
- Market square, piazza (19)
- Small park/play area (14)
- Community space (12)
- Fashion shops (10)
- Free parking (10)
- Landscaped area (9)
- Disabled parking (9)
- Leave as it is (9)
- Arts facility (9)

### What would you like to see at the William Hunter Way site?

(Please tick relevant boxes)

- Larger car park
- Supermarket
- Fashion store
- Restaurants
- Cinema
- New homes
- Change nothing
- Other – Please specify

- Quality shops (8)
- Cinema or bars would cause more noise and chaos in residential areas (7)
- Not another 'Bas-Vegas' or Romford (7)
- Specialist and independent shops (6)
- Swimming pool (6)
- Entertainment for all ages (6)
- Ice rink (5)
- Family homes, not flats (3)
- Multi-storey car park (3)
- Petrol station (2)



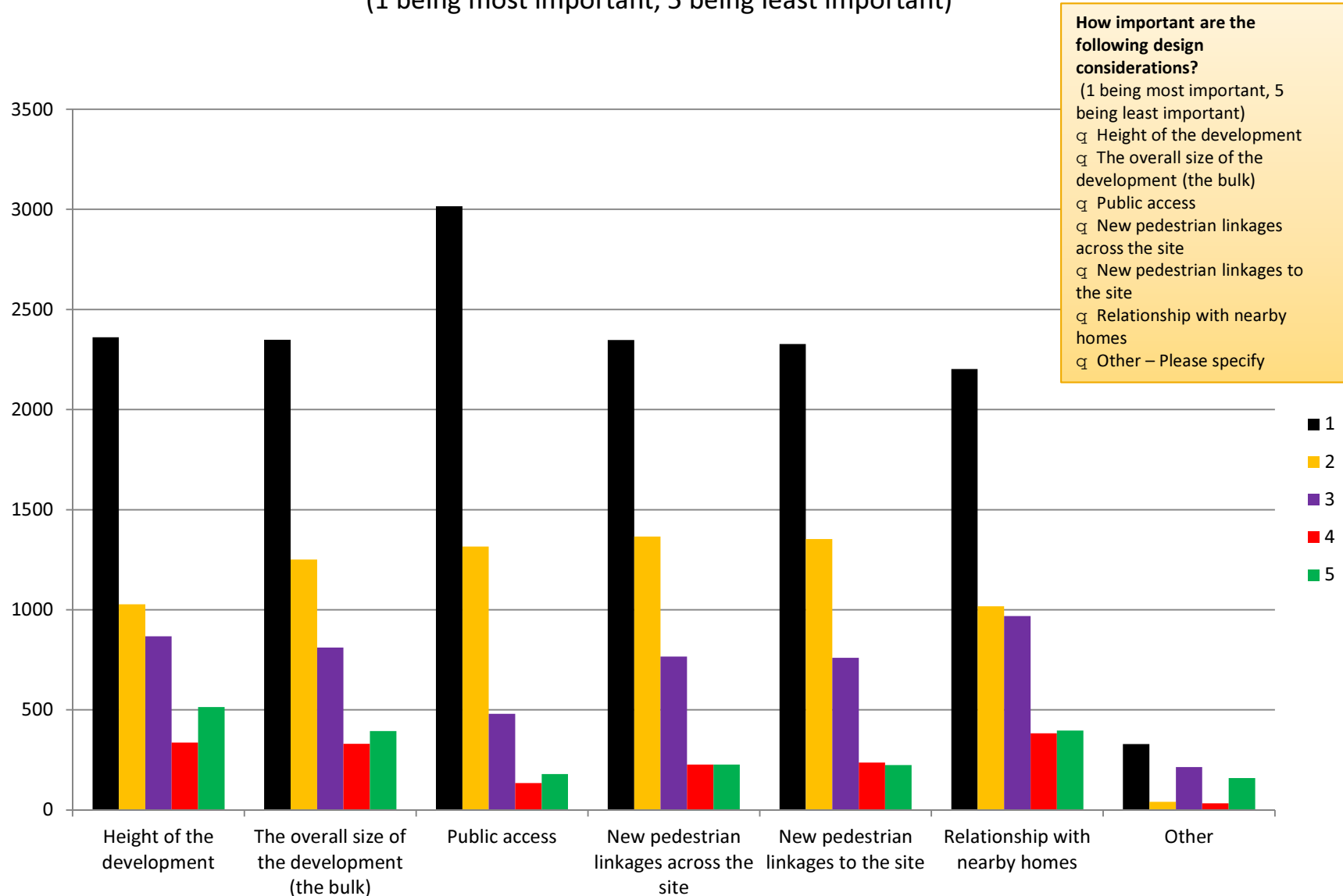
## Detailed Findings and Comments

### Q9: What would you like to see at the William Hunter Way site?

| Ref.  | Findings  | Comments   |
|-------|---|--|
| R09   | <ul style="list-style-type: none"> <li>• 64% of respondents agree or strongly agree that they would like to see a <b>cinema</b> on the WHW site. 47% agree or strongly agree to a <b>larger car park</b>, 40% would like to see a <b>supermarket</b>, 39% <b>fashion store</b> and 32% <b>restaurants</b>.</li> <li>• 57% of respondents would disagree or strongly disagree to <b>new homes</b>. 45% disagree or strongly disagree to <b>change nothing</b>. 36% would not like to see <b>restaurants</b>, 36% a <b>supermarket</b> and 30% do not want a <b>fashion store</b>.</li> </ul>   | <p>Across all three groups, support for a cinema scores highest across the categories, although it is noticeably weaker the closer respondents live to the site. Opinion is divided amongst those who agree to a larger car park, a supermarket, a fashion store and those who would like to change nothing. The groups had similar thoughts on that which they most strongly disagree to have on the site, new homes scored highest. Opinion was mixed again for the ranking of supermarkets, restaurants and a larger car park. Those in the ILR show significant strong disagreement to a cinema<sup>73</sup></p> |
| R09WR | <ul style="list-style-type: none"> <li>• Those in the <b>Wider Local Residents</b> also agree or strongly agree to a <b>cinema</b> at 55% on the WHW site. 39% would like a <b>fashion store</b>, 38% would like <b>restaurants</b>, 33% a <b>supermarket</b> and 27% a <b>larger car park</b>.</li> <li>• Wider Local Residents disagree or strongly disagree to <b>new homes</b> (56%). 47% wouldn't like a <b>larger car park</b>, 44% a <b>supermarket</b>, 43% disagree or strongly disagree to <b>doing nothing</b> and 40% would like <b>restaurants</b>.</li> </ul>   |  |
| R09IR | <ul style="list-style-type: none"> <li>• 42% of <b>Immediate Local Residents</b> agree or strongly agree to a <b>cinema</b>, 35% would agree or strongly agree to <b>change nothing</b>, 33% a <b>fashion store</b>, 30% a <b>supermarket</b> and 28% a <b>larger car park</b>.</li> <li>• 57% of Immediate Local Residents disagree or strongly disagree to <b>new homes</b>, 49% to <b>restaurants</b>, 46% to a <b>larger car park</b> or a <b>supermarket</b>, 42% to a <b>fashion store</b>. It should be noted here that 34% of ILR strongly disagreed to a <b>cinema</b> (2<sup>nd</sup> highest strongly disagree score), aggregated with those who disagreed was 41%.</li> </ul> |  |

# Q10: How important are the following design considerations?

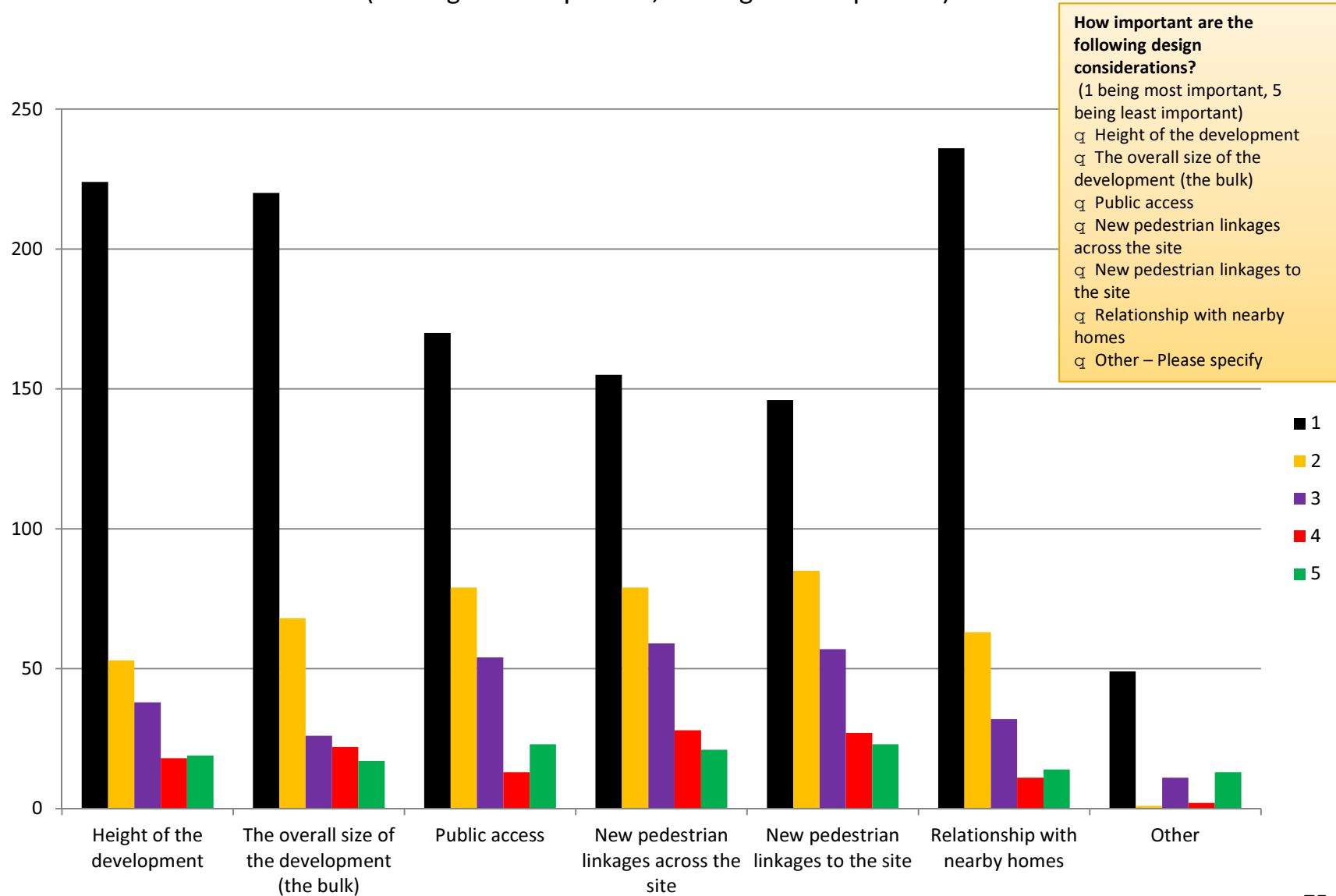
(1 being most important, 5 being least important)



# Wider Local Response:

## Q10WR: How important are the following design considerations?

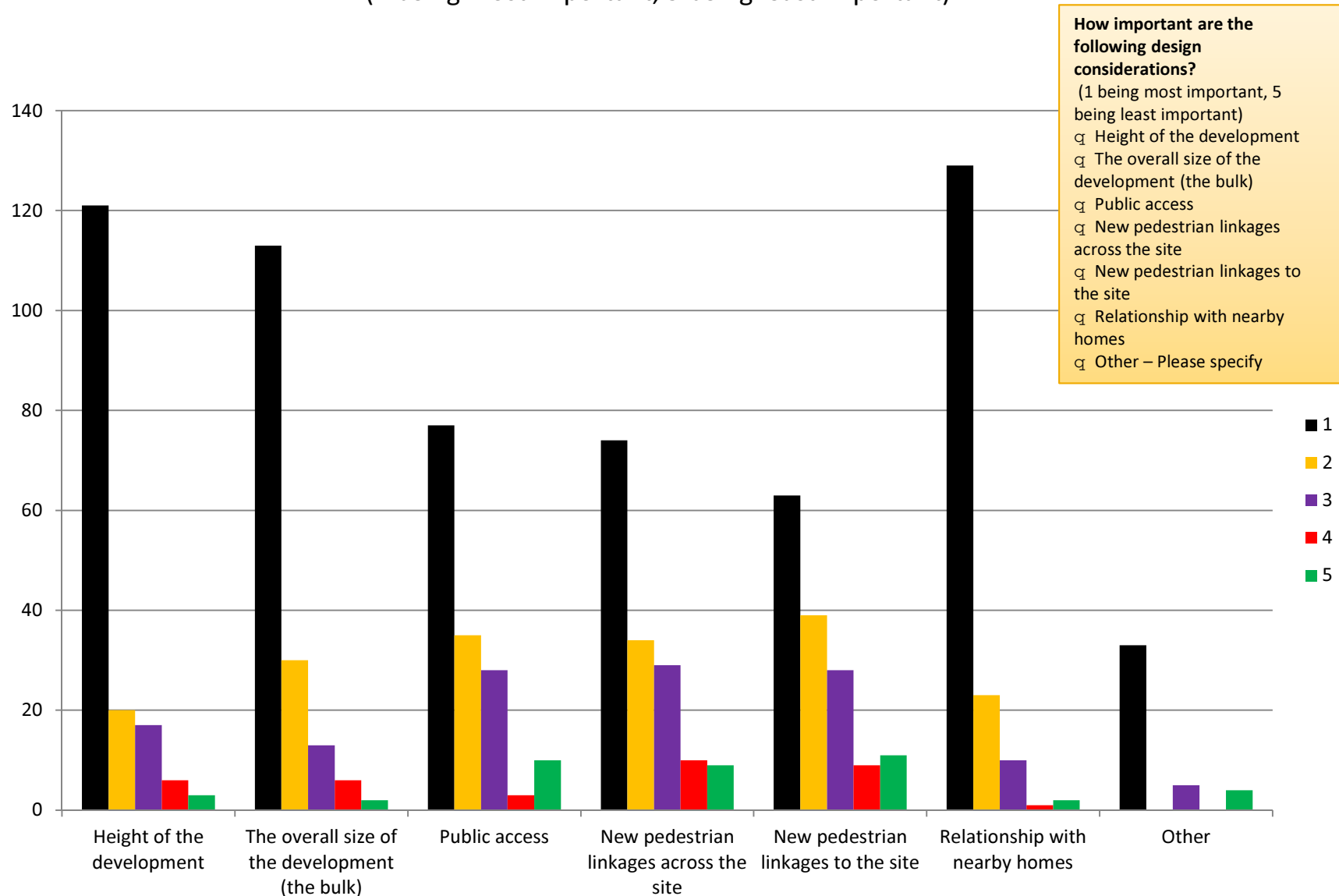
(1 being most important, 5 being least important)



# Immediate Local Response:

## Q10IR: How important are the following design considerations?

(1 being most important, 5 being least important)



## How important are the following design considerations?

(1 being most important, 5 being least important)

'Other' responses include:

- Adequate parking (48)
- Traffic flow (32)
- Impact on local houses (12)
- Architectural elegance (10)
- Green design (10)
- In keeping with surrounding areas (9)
- Car parking underground (8)
- Aesthetically pleasing (7)
- Modern, contemporary (7)
- Noise impact (6)
- Disabled access and parking (6)
- Change nothing (6)
- Cycle ways and cycle parking (5)
- Quality environment (5)
- Height, not more than 1/2 floors (4)
- Character (4)
- Pleasant places to sit (3)
- Pollution (3)
- Leave as a car park (3)
- Free parking (3)
- No dead spaces for youths to gather (2)
- Original, unique (1)

### How important are the following design considerations?

(1 being most important, 5 being least important)

- ☐ Height of the development
- ☐ The overall size of the development (the bulk)
- ☐ Public access
- ☐ New pedestrian linkages across the site
- ☐ New pedestrian linkages to the site
- ☐ Relationship with nearby homes
- ☐ Other – Please specify

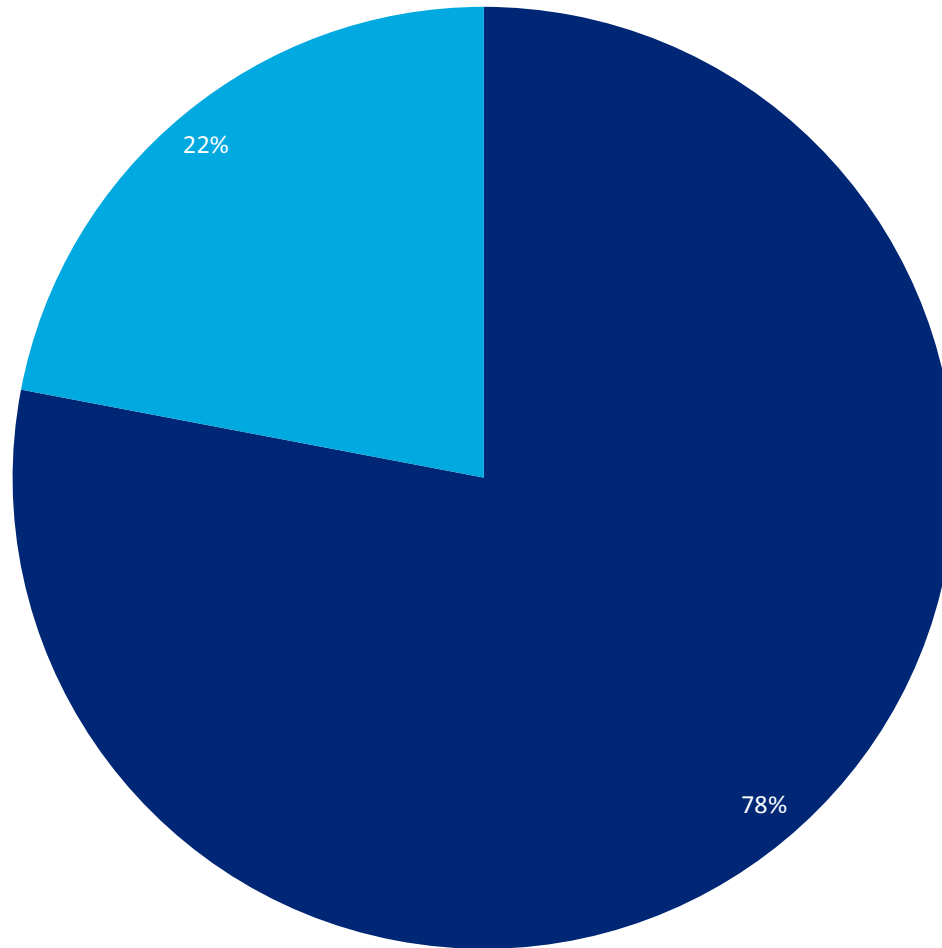
## Detailed Findings and Comments

### Q10: How important are the following design considerations?

(1 being most important, 5 being least important)

| Ref.  | Findings  | Comments  |
|-------|---|---|
| R10   | <ul style="list-style-type: none"> <li>• 53% of respondents rank <b>public access</b> as 1 being most important in terms of design considerations. Also ranked 1 as most important are <b>height of the development</b> at 41% of respondents, the <b>overall size of the development (the bulk)</b> 41%, <b>new pedestrian linkages across the site</b> 41% and <b>new pedestrian linkages to the site</b> also at 41%.</li> <li>• 9% of respondents consider the <b>height of the development</b> to be ranked 5 as least important. Also ranked as 5 as least important are the <b>relationship with nearby homes</b> 7%, the <b>overall size (the bulk)</b> 7%, <b>pedestrian linkages across the site</b> 4% and <b>pedestrian linkages to the site</b> 4%.</li> </ul> | <p>The relationship with nearby homes and the height of the development are considered most important by more respondents in the Wider Local Residents and Immediate Local Residents groups. Whilst public access is also considered particularly important to those in the main respondents group. Next important across all groups is the overall size of the development (the bulk). Less important for the main group of respondents is the height of the development and the relationship with nearby homes, which is in contrast the local residents groups, which rank pedestrian linkages and public access as least important.</p> |
| R10WR | <ul style="list-style-type: none"> <li>• 62% of <b>Wider Local Residents</b> rank <b>the relationship with nearby homes</b> as 1 being most important. Also ranked 1 is the <b>height of the development</b> at 59%, the <b>overall size (the bulk)</b> 58%, <b>public access</b> at 45% and <b>new pedestrian linkages across the site</b> at 40%.</li> <li>• Least important the <b>Wider Local Residents</b> group is <b>public access</b> and <b>new pedestrian linkages to the site</b> with 6% each ranking them 5 as least important. Also ranked 5 is <b>new pedestrian linkages to the site</b> and the <b>height of the development</b> 5% and the <b>overall size of the development</b> 4%.</li> </ul>  |   |
| R10IR | <ul style="list-style-type: none"> <li>• 73% of <b>Immediate Local Residents</b> rank the <b>relationship with nearby homes</b> as 1 most important, 69% consider the <b>height of the development</b> ranked 1 for most important, 65% the <b>overall size (the bulk)</b>, 44% <b>public access</b> and 42% <b>new pedestrian linkages across the site</b>.</li> <li>• 6% of Immediate Local Residents consider <b>new pedestrian linkages to the site</b> as 5 as least important, 6% <b>public access</b>, 5% <b>new pedestrian linkages across the site</b>, 2% the <b>height of the development</b> and 1% <b>relationship with nearby homes</b> and the <b>overall size (the bulk)</b>.</li> </ul>  |   |

# Q11: Should the William Hunter Way site sympathetically reflect the Town Centre's existing architecture?



Should the William Hunter Way site sympathetically reflect the Town Centre's existing architecture?  
q Yes  
q No

■ Yes 78%  
■ No 22%

## Detailed Findings and Comments

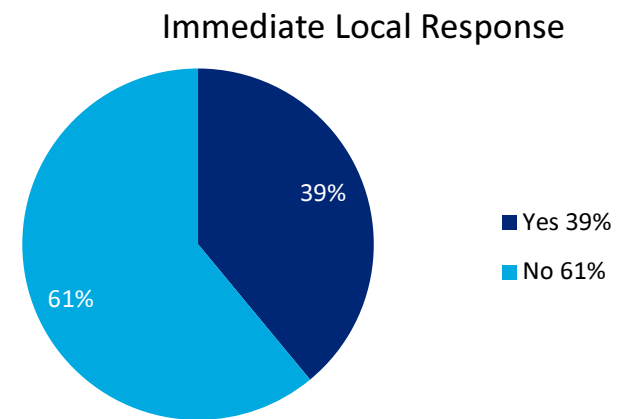
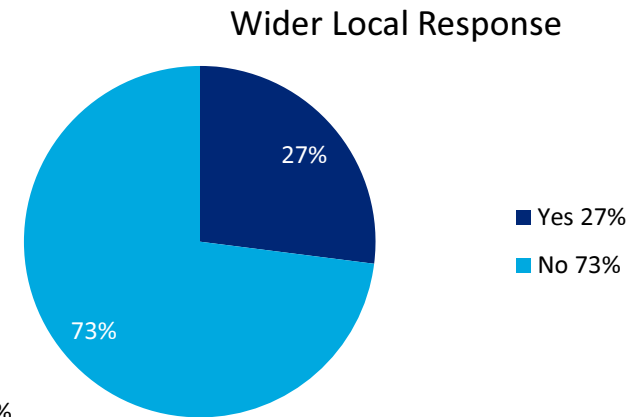
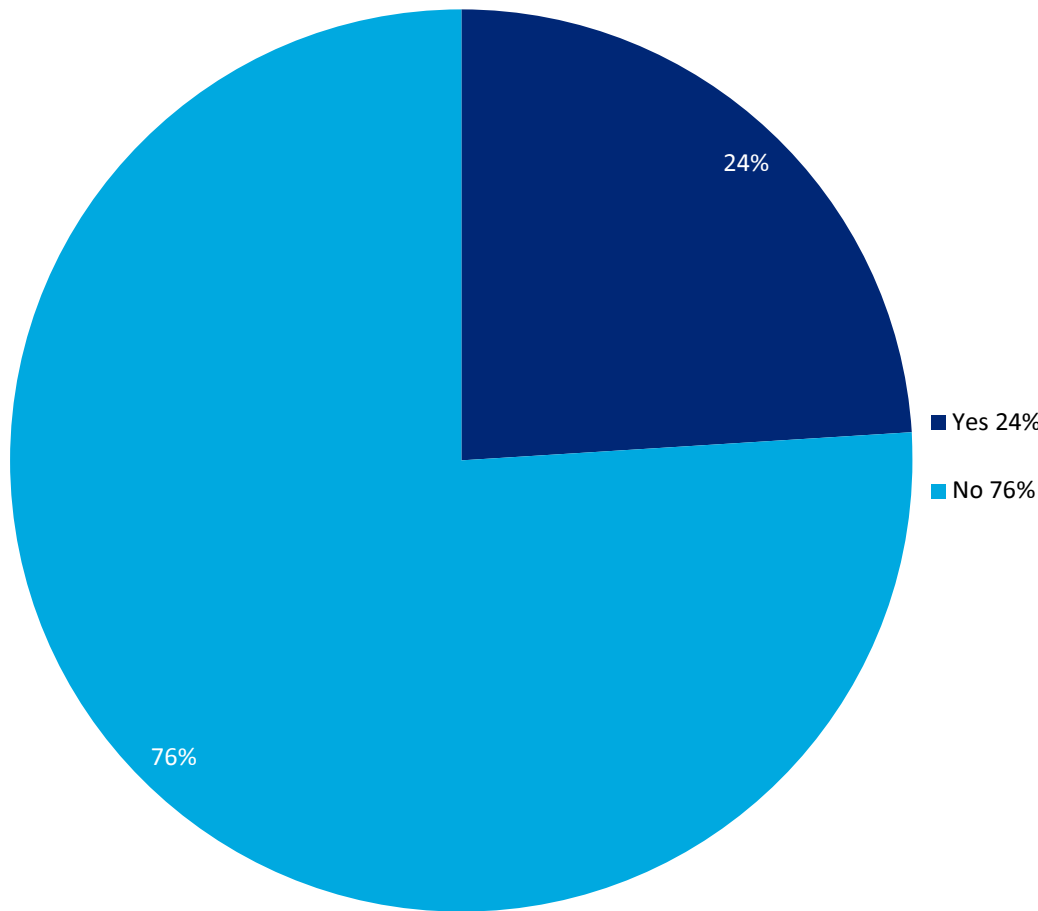
### Q11: Should the William Hunter Way site sympathetically reflect the Town Centre's existing architecture?

| Ref. | Findings  | Comments  |
|------|---|---|
| R011 | 78% of respondents thought that the site <b>should sympathetically reflect the Town Centre's existing architecture.</b> | Whilst the majority of respondents thought that the site should sympathetically reflect the Town Centre's existing architecture, a number questioned the architectural style of the Town Centre. This could be due to the mix of styles in the Town Centre, from medieval to 1960s. |



# Q12: Do you think the William Hunter Way site should remain as a car park only?

Do you think the William Hunter Way site should remain as a car park only?  
☐ Yes  
☐ No



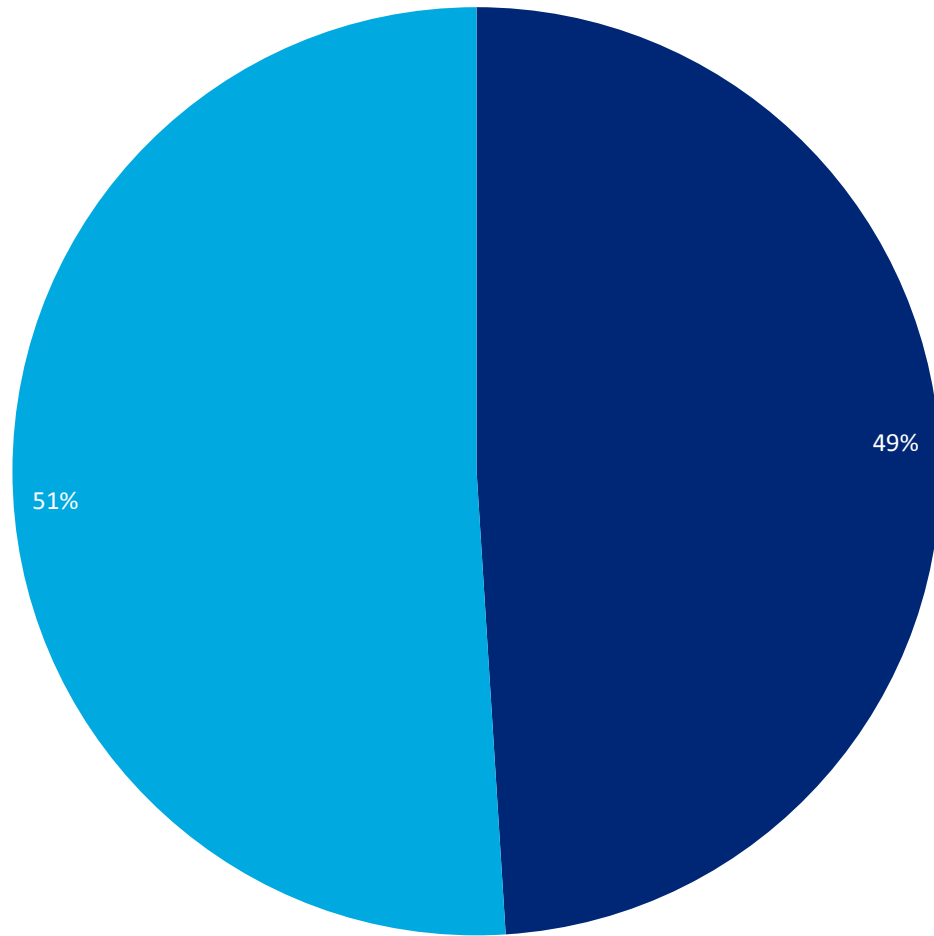
## Detailed Findings and Comments

### Q12: Do you think the William Hunter Way site should remain as a car park only?

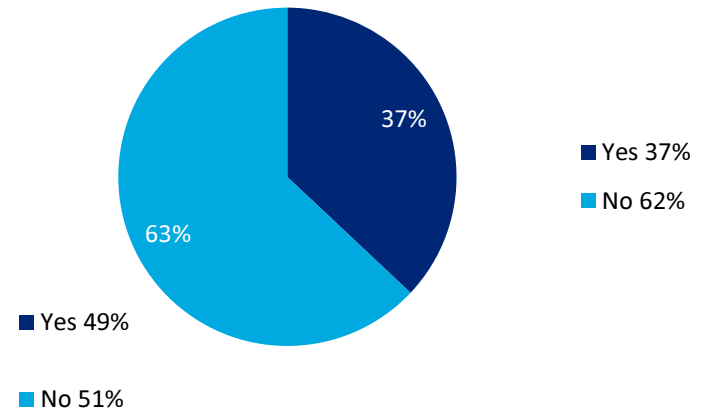
| Ref.  | Findings  | Comments  |
|-------|---|---|
| R12   | 24% of respondents think that William Hunter Way site <b>should remain as a car park.</b>                           | Whilst the majority of respondents in all groups do not believe the William Hunter Way site should remain a car park, it is clear those nearest the site are more inclined to think that it should remain a car park. |
| R12WR | 27% of Wider Local Residents think the site <b>should remain a car park</b>   |   |
| R12IR | 39% of those in the Immediate Local Residents group believe William Hunter Way site <b>should remain a car park</b> |   |

# Q13: Does a cinema have to be on the site?

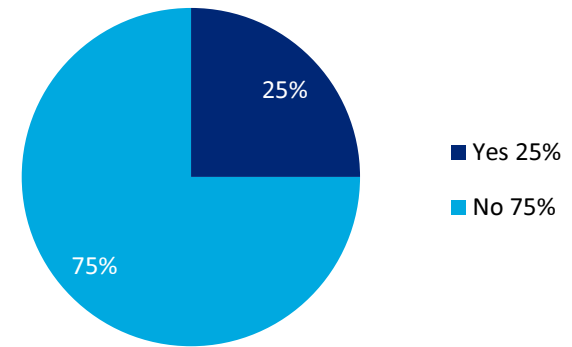
Does a cinema have to be on the site?  
☐ Yes  
☐ No



### Wider Local Response



### Immediate Local Response



## Detailed Findings and Comments

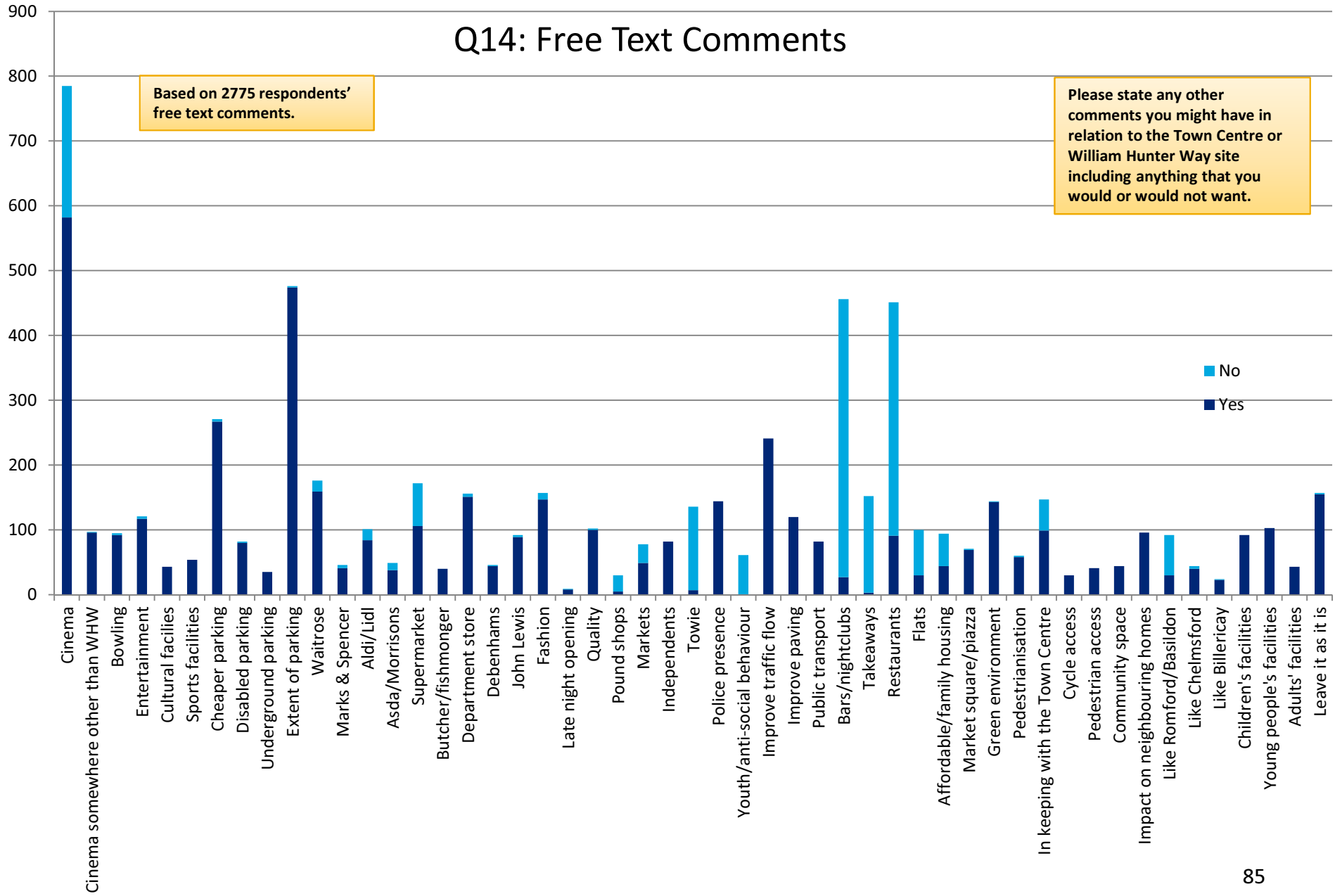
### Q13: Does a cinema have to be on the site?

| Ref.  | Findings  | Comments   |
|-------|---|--|
| R13   | Just under half (49%) of respondents think that a <b>cinema has to be on the site.</b>    | This result was incredibly evenly split amongst respondents. Echoing earlier results, those closest to the site are less likely to want a cinema to be on the William Hunter Way Site. |
| R13WR | 37% of <b>Wider Local Residents</b> think that a <b>cinema needs to be on the site.</b>   |  |
| R13IR | 25% of <b>Immediate Local Residents</b> think that a <b>cinema has to be on the site.</b> |  |

# Q14: Free Text Comments

Based on 2775 respondents' free text comments.

Please state any other comments you might have in relation to the Town Centre or William Hunter Way site including anything that you would or would not want.



## Detailed Findings and Comments

### Q14: Free Text Comments

| Ref. | Findings   | Comments  |
|------|--|---|
| R14A | <p><b>Leisure</b></p> <ul style="list-style-type: none"> <li>• Respondents who provided free text comments gave considerable support for a <b>cinema</b>, with 582 wishing to see a cinema in the town, although not all seemed to specifically wish to see it on the WHW site.</li> <li>• A further 96 respondents expressed a preference to <b>see a cinema somewhere other than the WHW site</b>, the Brentwood Centre, the Baytree Centre or the former scrap yard at Mountnessing were considered more appropriate. 1 respondent thought that a cinema <b>should only be at WHW</b>.</li> <li>• In the main, respondents expressed a preference for a <b>small scale cinema</b> of 2 or 3 screens. Others would welcome an art house cinema or an IMAX so as to provide a different offering to those seen locally.</li> <li>• 203 respondents felt that a cinema would <b>not be welcome or financially viable</b> in the town and that such facilities are well provided locally elsewhere.</li> <li>• Other forms of leisure and entertainment were also popular amongst respondents. With 117 commenting that they would like some form of <b>entertainment facility</b> (4 against), 92 wishing to see a <b>bowling alley</b> (3 against), 43 <b>cultural facilities</b> and 54 <b>sports facilities</b>, such as a swimming pool or an ice rink.</li> </ul> | <p>With the exception of a cinema, there were very few negative views given specifically to providing leisure and entertainment facilities in the town and the William Hunter Way site.</p> <p>Many commented that such leisure facilities would be particularly welcome for children and young people, as well as adults, and would not necessitate travel to Chelmsford, Basildon or Romford etc.</p> |

## Detailed Findings and Comments

### Q14: Free Text Comments

| Ref. | Findings  | Comments  |
|------|---|---|
| R14B | <p><b>Parking</b></p> <ul style="list-style-type: none"> <li>• 474 free text respondents expressed concern over <b>parking provision</b> in the town currently or that any development at the William Hunter Way site might result in a <b>loss or reduction</b> in much needed parking in the Town Centre. 2 considered there was too much parking.</li> <li>• 267 respondents would like to see <b>free or cheaper parking</b>, often citing examples of free parking in Lakeside or Billericay.</li> <li>• There was concern over the level of <b>disabled parking</b> facilities both in the Town Centre and in any proposed development at William Hunter Way, with 80 respondents considering this important. 2 respondents thought that there was too much disabled parking or that disabled parking should not be free.</li> <li>• Concerned about the height and impact on local residents, 35 respondents thought that <b>underground parking</b> is a good solution.</li> <li>• A number of respondents expressed a preference for <b>pay on exit parking</b>. Others were concerned about <b>where people would park whilst the development was being built</b>.</li> </ul> | <p>It is clear that any development on the William Hunter Way site will require considerable parking provision, including during construction.</p> <p>Although not mentioned by any of the respondents, the loss of revenue for the Council from car parking whilst in the construction phase of any proposal for the William Hunter Way site would have to be factored in with any developers.</p> |

## Detailed Findings and Comments

### Q14: Free Text Comments

| Ref. | Findings  | Comments   |
|------|---|--|
| R14C | <p><b>Supermarkets</b></p> <ul style="list-style-type: none"> <li>• Many felt competition was required for Sainsbury's, with 106 wishing to see a <b>new supermarket</b>, whilst others felt there was already sufficient provision in the Town, with 66 against the idea.</li> <li>• <b>Waitrose</b> was the most popular choice, with 159 respondents for and 17 against the chain.</li> <li>• Others felt a budget supermarket like <b>Aldi or Lidl</b> a preference, with 84 respondents for and 17 against.</li> <li>• <b>Asda and Morrisons</b> were also referenced, with 38 for these supermarkets and 11 against. <b>Tesco</b> was barely mentioned.</li> <li>• In addition to large supermarkets, some 40 respondents expressed a desire to see a <b>butcher or fishmonger</b> in the Town Centre.</li> </ul> | <p>Opinion was divided on the provision of a supermarket on the William Hunter Way site. Whilst high end grocers were preferred by many, there was also strong support for a heavy discounter supermarket.</p> |



## Detailed Findings and Comments

### Q14: Free Text Comments

| Ref. | Findings   | Comments   |
|------|--|--|
| R14D | <p><b>Retail</b></p> <ul style="list-style-type: none"> <li>• There was strong support for a <b>department store</b>, with 151 respondents liking to see one in the town. 5 people were against the idea.</li> <li>• <b>John Lewis</b> was most often referenced, with 89 people expressing a preference for the chain and 3 against. 28 would like to see a <b>Debenhams</b> but 2 would be against.</li> <li>• 147 respondents would like to see <b>fashion stores</b>, with Primark and TKMaxx often referred to as well as some higher end retailers, such as Zara and Mango. 10 respondents were against any more fashion stores.</li> <li>• 82 respondents would like to see more <b>independent stores</b>.</li> <li>• There was support too for more <b>quality</b> retailers in the town, with 100 respondents for and just one against.</li> <li>• <b>Pound shops</b> were less popular, with 25 respondents against them and just 5 for.</li> <li>• Opinions were divided on <b>markets</b> in the town centre. 49 respondents felt positively, perhaps looking for more <b>farmers'</b> and craft markets, whilst 29 were against markets, feeling they were tacky and detracting from the other retailers.</li> <li>• Just 8 respondents would like to see <b>late night shopping</b> and 1 was against.</li> </ul> | <p>It is clear that a mix of retail facilities would be welcomed, particularly a department store and fashion.</p> |

## Detailed Findings and Comments

### Q14: Free Text Comments

| Ref. | Findings  | Comments   |
|------|---|--|
| R14E | <p><b>Safety</b></p> <ul style="list-style-type: none"> <li>• 144 respondents would like to see a <b>greater police presence</b> in the Town Centre, particularly at night. Many considered the Town Centre to be a no-go area at night for anyone over 30 or with families.</li> <li>• 61 thought that there was significant amounts of <b>anti-social behaviour</b>, particularly amongst young people brought about by the night-time economy.</li> <li>• 129 people thought that <b>The Only Way is Essex</b> was a contributing factor in the rise of popularity of the town at night or was detrimental to Brentwood in terms of its <b>image and retail offering</b>. 7 respondents felt that the show had had a positive impact.</li> </ul> | <p>Whilst recent statistics show that crime is decreasing in the Borough, it is clear that fear of crime is of concern to respondents.</p> |

## Detailed Findings and Comments

### Q14: Free Text Comments

| Ref. | Findings   | Comments  |
|------|--|---|
| R14F | <p><b>Traffic</b></p> <ul style="list-style-type: none"> <li>• <b>Traffic and congestion</b> were major concerns for 241 respondents, believing that any development would exacerbate the existing problems.</li> <li>• 120 respondents expressed dissatisfaction with the current <b>paving</b> in the Town Centre, particularly for those with a wheelchair.</li> <li>• 82 respondents would like to see <b>increased public transport</b> provision, especially in the evenings.</li> <li>• <b>Pollution</b> was a concern for 18 respondents.</li> </ul> | <p>Any development would need to take into account an increase in traffic. Adequate public transport would also be required, not least in the evening if a cinema, bowling or restaurants were including in the offering.</p> |

## Detailed Findings and Comments

### Q14: Free Text Comments

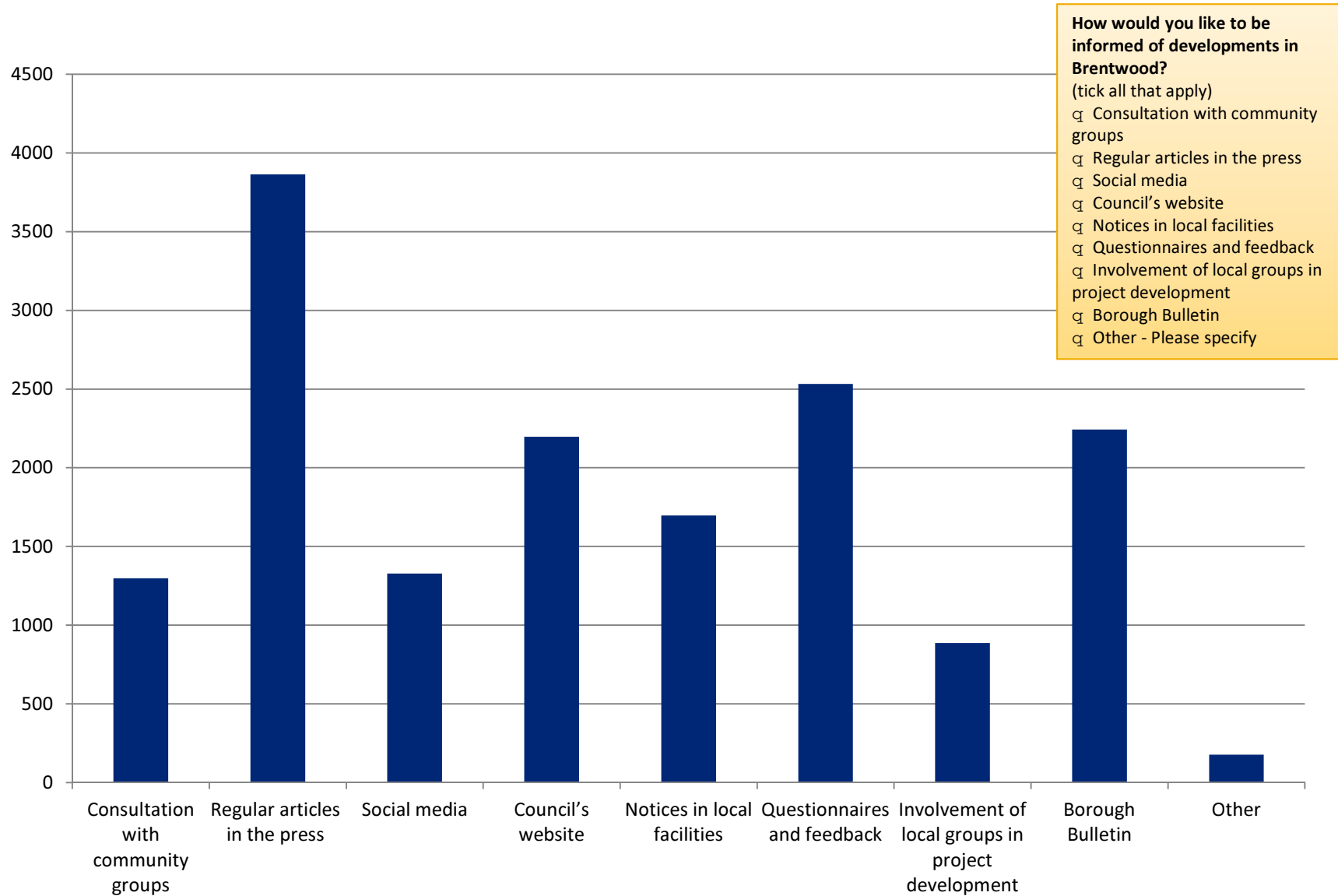
| Ref. | Findings   | Comments  |
|------|--|---|
| R14G | <p><b>Eating and drinking</b></p> <ul style="list-style-type: none"> <li>• There was much concern over the existing numbers of <b>bars and clubs</b> in the town, with 429 respondents not wishing to see any more. 27 would see more bars and clubs.</li> <li>• Almost equally high was the number of respondents not wishing to see any more <b>restaurants</b>, with 360 against. Of the 91 for more restaurants, the majority wished to see more <b>quality restaurants and fewer chains</b>.</li> <li>• 129 would not like any more <b>takeaway</b> establishments but many would see a <b>café culture</b> in the town.</li> </ul> | <p>Brentwood benefits from a great number of eateries and bars. For any more to be welcome in the town, they should provide a different offering.</p> |
| R14H | <p><b>Homes</b></p> <ul style="list-style-type: none"> <li>• There was divided support for any <b>new development of homes</b>, with 70 respondents against seeing any more <b>flats</b> (30 for) and 50 against <b>family housing</b> (44 for).</li> <li>• Whilst some felt the <b>need</b> for more housing, the <b>impact on the existing infrastructure</b> was too much for others.</li> </ul>  | <p>Any plans for housing would need to be considered as part of the Local Development Plan.</p>   |

## Detailed Findings and Comments

### Q14: Free Text Comments

| Ref. | Findings   | Comments   |
|------|--|--|
| R14I | <p><b>Town Centre/William Hunter Way Development Design</b></p> <ul style="list-style-type: none"> <li>• 143 respondents would like to see some sort of <b>green environment</b>, with seating provision. Just 2 did not think this was important.</li> <li>• The <b>pedestrianisation</b> of the Town Centre appeals to 41 respondents. 2 thought this would not be appropriate.</li> <li>• 99 think that any development should be <b>in keeping</b> with the town's traditional feel. 48 thought that it shouldn't try to fit in with the mix of styles in the town and should be <b>modern</b> and impactful.</li> <li>• The height of the development and the <b>impact on nearby residents</b> was a concern for 96 respondents.</li> <li>• 69 respondents would like to see some sort of <b>market square or piazza</b>. 2 were not in favour of this.</li> <li>• 30 would like more <b>cycle ways</b> and 41 more <b>pedestrian access</b>.</li> <li>• A <b>community space</b> would appeal to 44 respondents.</li> <li>• 103 respondents would like facilities for <b>young people</b>, 92 would like to see something for <b>children</b> and 43 would like a space suitable for <b>adults</b>.</li> <li>• The comparison to a number of local towns was drawn by some respondents, with 62 not wishing Brentwood to become over-developed like <b>Romford and Basildon</b>, although 30 drew positive comparisons. 40 respondents thought that <b>Chelmsford</b> was a good example of a what works, especially regarding green space and 23 thought <b>Billericay</b> an excellent model, particularly for free parking.</li> </ul> | <p>It is certain that any development in the town or in William Hunter Way would impact upon the population, most notably those living close by, but also those who visit Brentwood for shopping or leisure. Opinion is divided amongst those who feel development to be an opportunity and those wish Brentwood to retain a more traditional market feel.</p> |

# Q15: How would you like to be informed of developments in Brentwood?

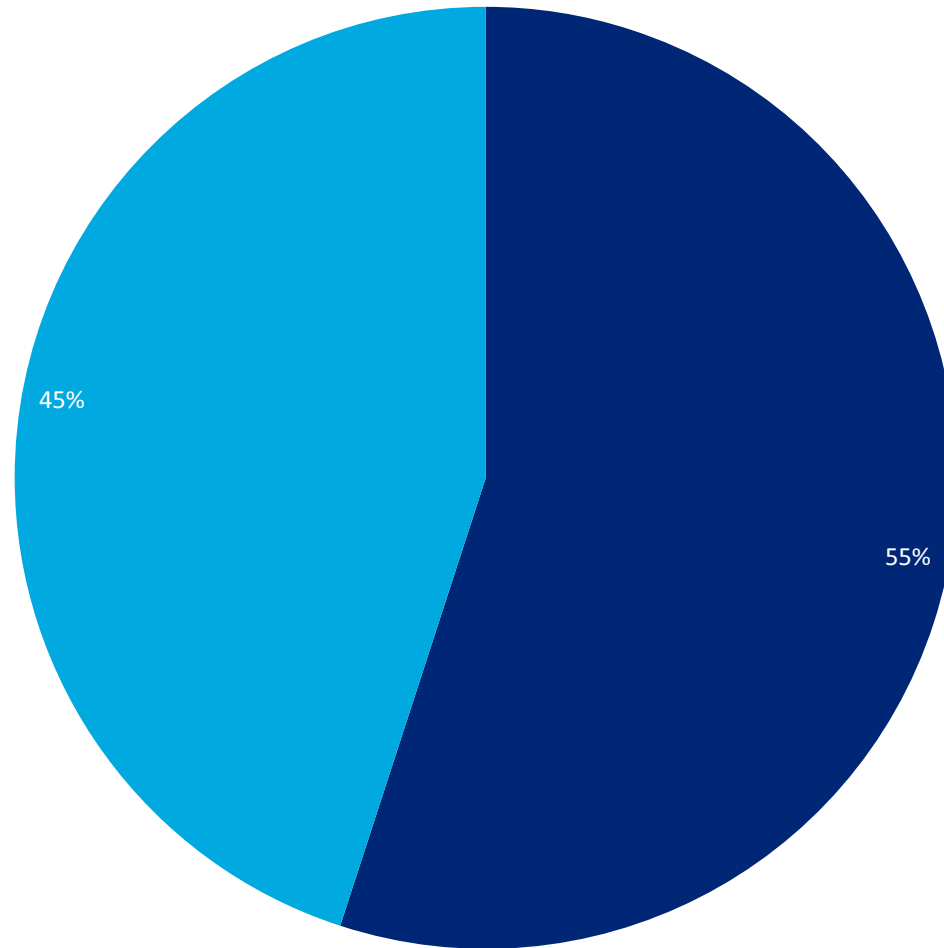


## Detailed Findings and Comments

### Q15: How would you like to be informed of developments in Brentwood?

| Ref. | Findings   | Comments  |
|------|--|---|
| R15  | 68% of respondents would like to be informed of developments in Brentwood in <b>regular articles in the press</b> , 44% would like <b>questionnaires and feedback</b> , 39% would like to be informed by the <b>Council's website</b> , 39% through the <b>Borough Bulletin</b> and 30% through <b>notices in local facilities</b> | The way in which respondents would like to be informed of developments spans a variety of media. When planning future communications, consideration should be given to employing a number of different methods. |

# Q16: Would you like to be included in future consultation on the Town Centre and William Hunter Way?



If you would like to be included in future consultation on the Town Centre and William Hunter Way, please provide your contact details.

- Yes 55%
- No 45%

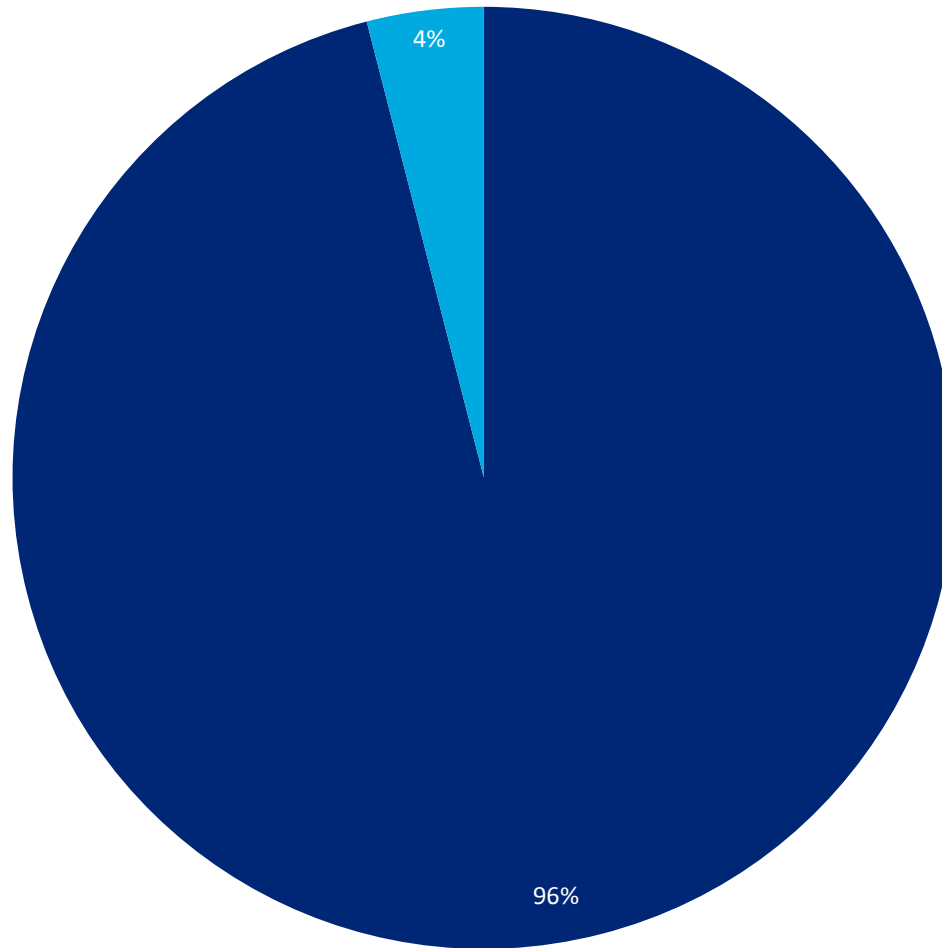


## Detailed Findings and Comments

### Q16: Would you like to be included in future consultation on the Town Centre and William Hunter Way?

| Ref. | Findings   | Comments   |
|------|--|--|
| R16  | 55% of respondents would like to be <b>included in future consultation</b> on the Town Centre and William Hunter Way | Although the majority of respondent did say that they wished to be included in future consultation on the Town Centre and William Hunter, it is suspected that some respondents simply did not wish to provide their personal details. |

# Q17: Are you a Brentwood resident?



**Are you a Brentwood resident?**  
☐ Yes  
☐ No

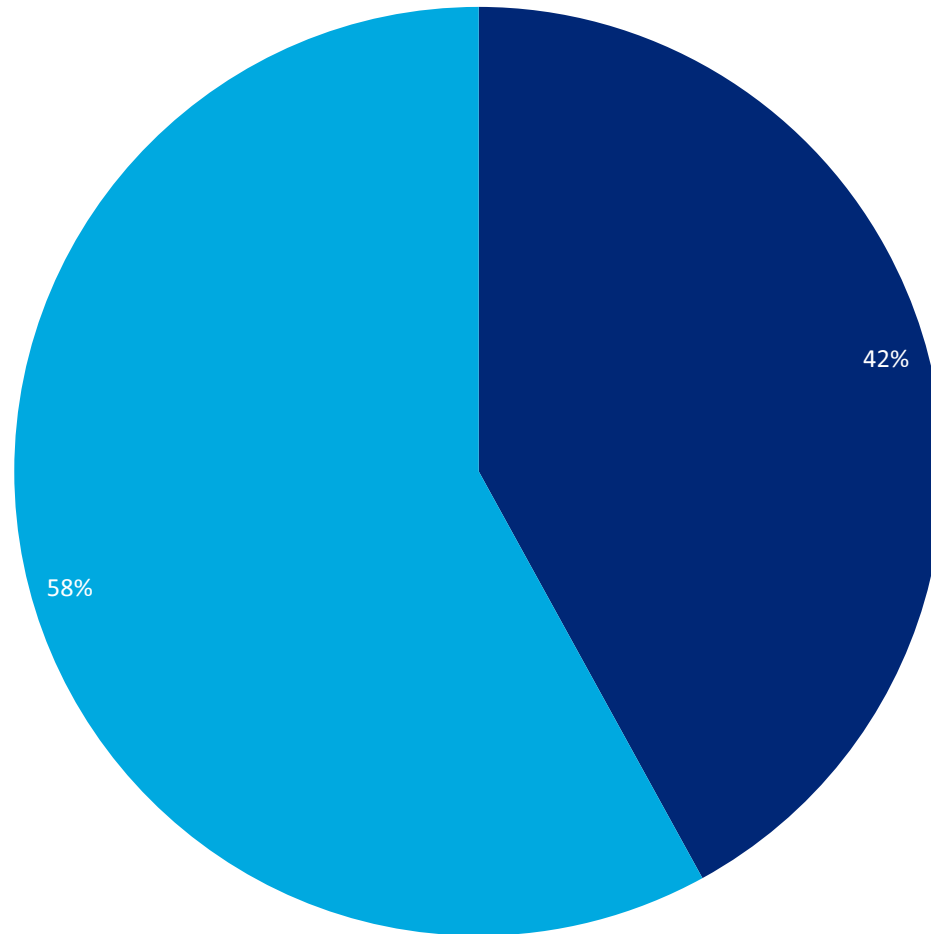
- Yes 96%
- No 4%

## Detailed Findings and Comments

### Q17: Are you a Brentwood resident?

| Ref. | Findings  | Comments  |
|------|---|---|
| R17  | 96% of respondents are <b>Brentwood residents</b> . | Although Brentwood residents were the target group for consultation, a number of respondents came from outside the Borough. |

## Q18: What is your gender?



**What is your gender?**  
☐ Male  
☐ Female

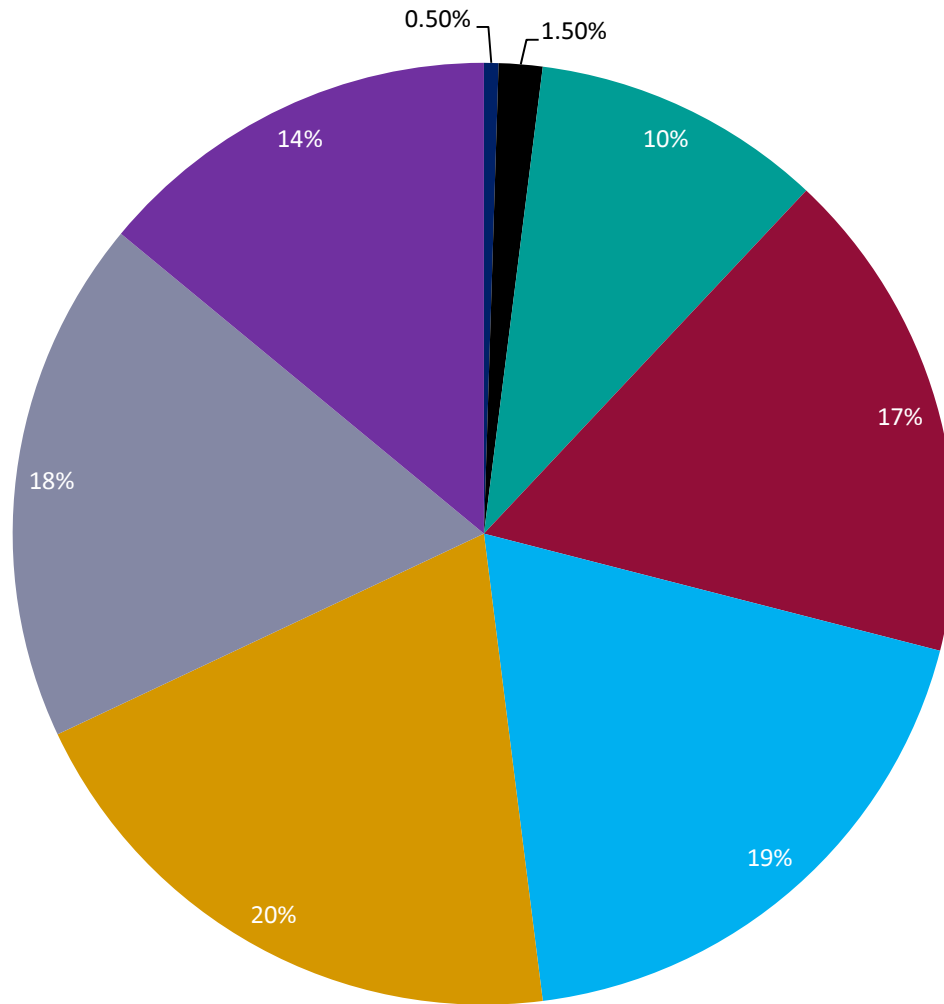
■ Male 42%  
■ Female 58%

## Detailed Findings and Comments

### Q18: What is your gender?

| Ref. | Findings                             | Comments   |
|------|--------------------------------------|--|
| R18  | 58% of respondents are <b>female</b> | A greater proportion of respondents were female. |

# Q19: What is your age group?



| What is your age group? |          |
|-------------------------|----------|
| q                       | Under 18 |
| q                       | 18-25    |
| q                       | 26-35    |
| q                       | 36-45    |
| q                       | 46-55    |
| q                       | 56-65    |
| q                       | 66-75    |
| q                       | 75+      |

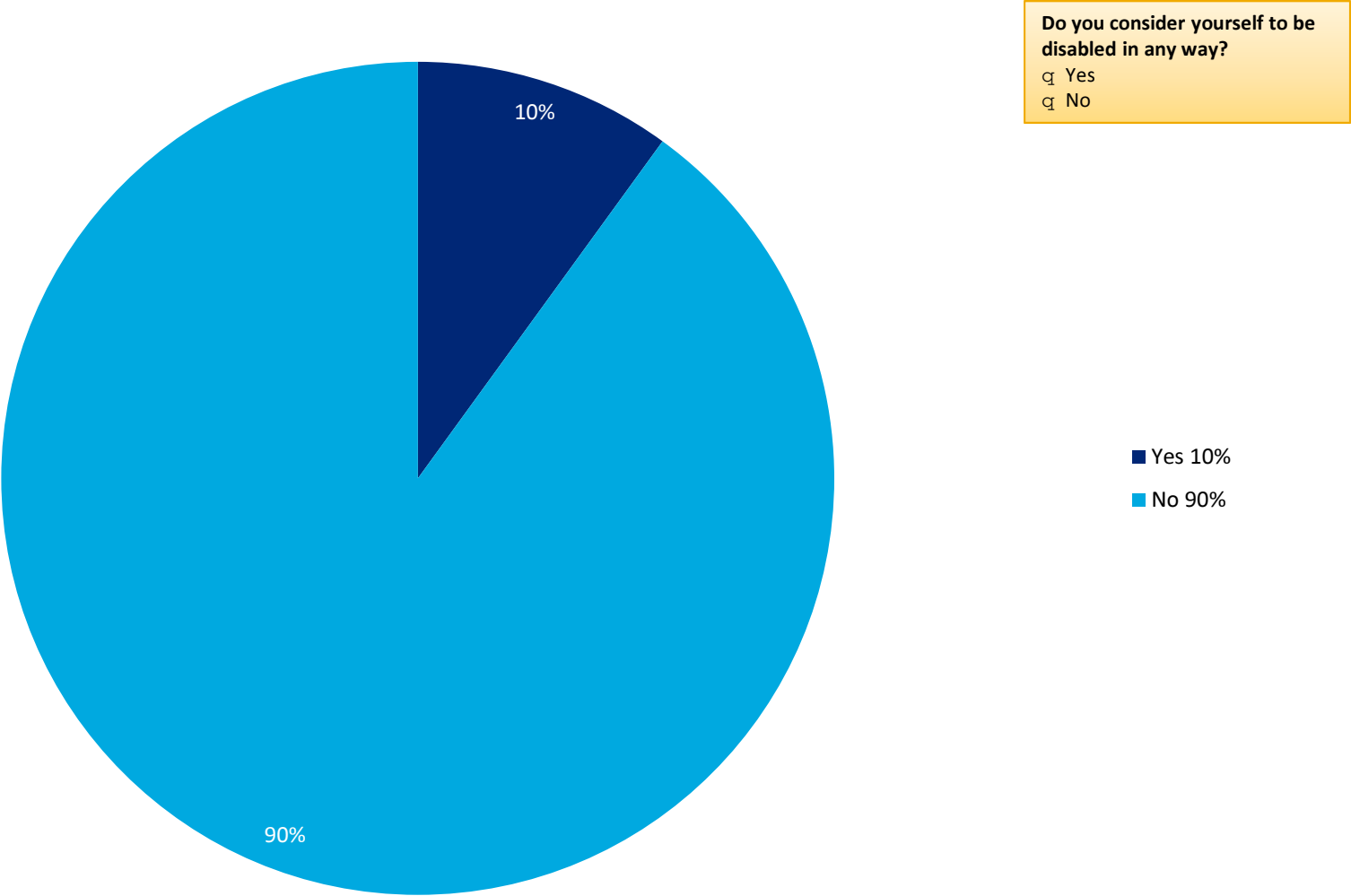
- Under 18 0.50%
- 18-25 1.50%
- 26-35 10%
- 36-45 17%
- 46-55 19%
- 56-65 20%
- 66-75 18%
- 75+ 14%

## Detailed Findings and Comments

### Q19: What is your age group?

| Ref. | Findings   | Comments  |
|------|--|---|
| R19  | Those aged <b>56-65</b> was the best represented group with 20% of respondents, <b>46-55</b> year olds made up 19% of respondents, 18% of respondents are aged <b>66-75</b> , 17% are aged <b>36-45</b> and 10% are <b>75+</b> . Those aged <b>26-35</b> made up 10% of respondents, 1.5% are <b>18-25</b> and those <b>under 18</b> made up 0.5%. | The consultation reach a good spread of age groups from those aged 26 and over. Those aged under 25 were less well represented in the consultation. |

Q20: Do you consider yourself to be disabled in any way?





## Detailed Findings and Comments

### Q20: Do you consider yourself to be disabled in any way?

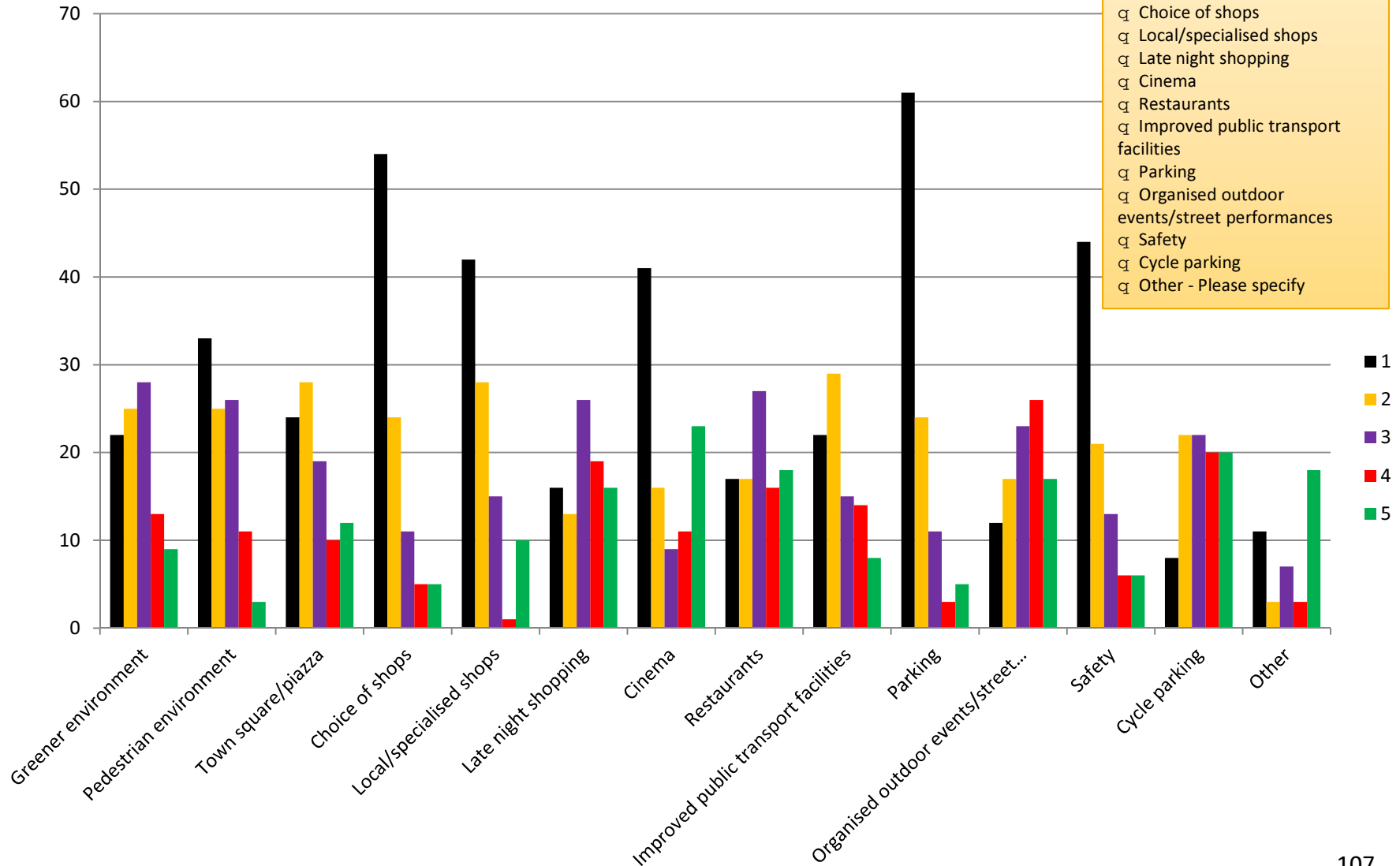
| Ref. | Findings  | Comments   |
|------|---|--|
| R20  | 10% of respondents <b>consider themselves to be disabled.</b> | Disabled respondents were well represented in this consultation. |

# Business Consultation

# BQ1: What do you consider to be important for improving the Brentwood Town Centre?

(1 being most important, 5 being least important)

- What do you consider to be important for improving the Brentwood Town Centre?  
 (1 being most important, 5 being least important)
- Greener environment
  - Pedestrian environment
  - Town square/piazza
  - Choice of shops
  - Local/specialised shops
  - Late night shopping
  - Cinema
  - Restaurants
  - Improved public transport facilities
  - Parking
  - Organised outdoor events/street performances
  - Safety
  - Cycle parking
  - Other - Please specify

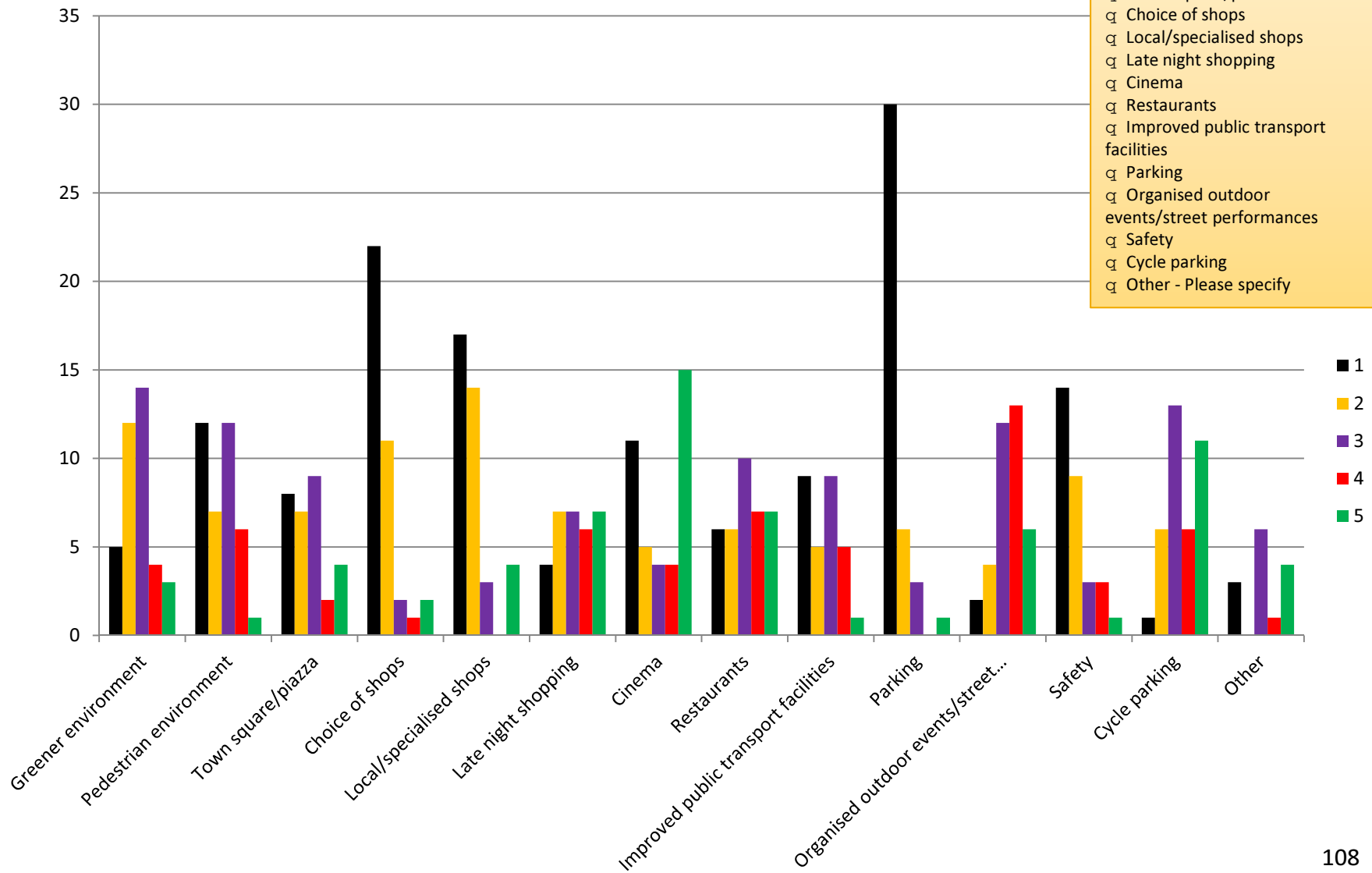


# Local Response:

## BQ1: What do you consider to be important for improving the Brentwood Town Centre?

(1 being most important, 5 being least important)

- What do you consider to be important for improving the Brentwood Town Centre?**  
 (1 being most important, 5 being least important)
- ☐ Greener environment
  - ☐ Pedestrian environment
  - ☐ Town square/piazza
  - ☐ Choice of shops
  - ☐ Local/specialised shops
  - ☐ Late night shopping
  - ☐ Cinema
  - ☐ Restaurants
  - ☐ Improved public transport facilities
  - ☐ Parking
  - ☐ Organised outdoor events/street performances
  - ☐ Safety
  - ☐ Cycle parking
  - ☐ Other - Please specify



# BQ1: What do you consider to be important for improving the Brentwood Town Centre?

(1 being most important, 5 being least important)

‘Other’ responses include:

- Amusements for young people (3)
- Create a sense of community (2)
- Low cost and safe parking (2)
- Ten pin bowling or ice rink (2)
- Disability friendly (1)
- More public conveniences (1)
- Re-open Crown Street (1)
- Park and ride (1)
- Less vandalism (1)
- Pleasant environment (1)
- Less encouragement of late night drinking (1)
- Cheaper rents and rates for small businesses (1)
- Staff do not wish to join companies where the cost of getting here is poor (1)

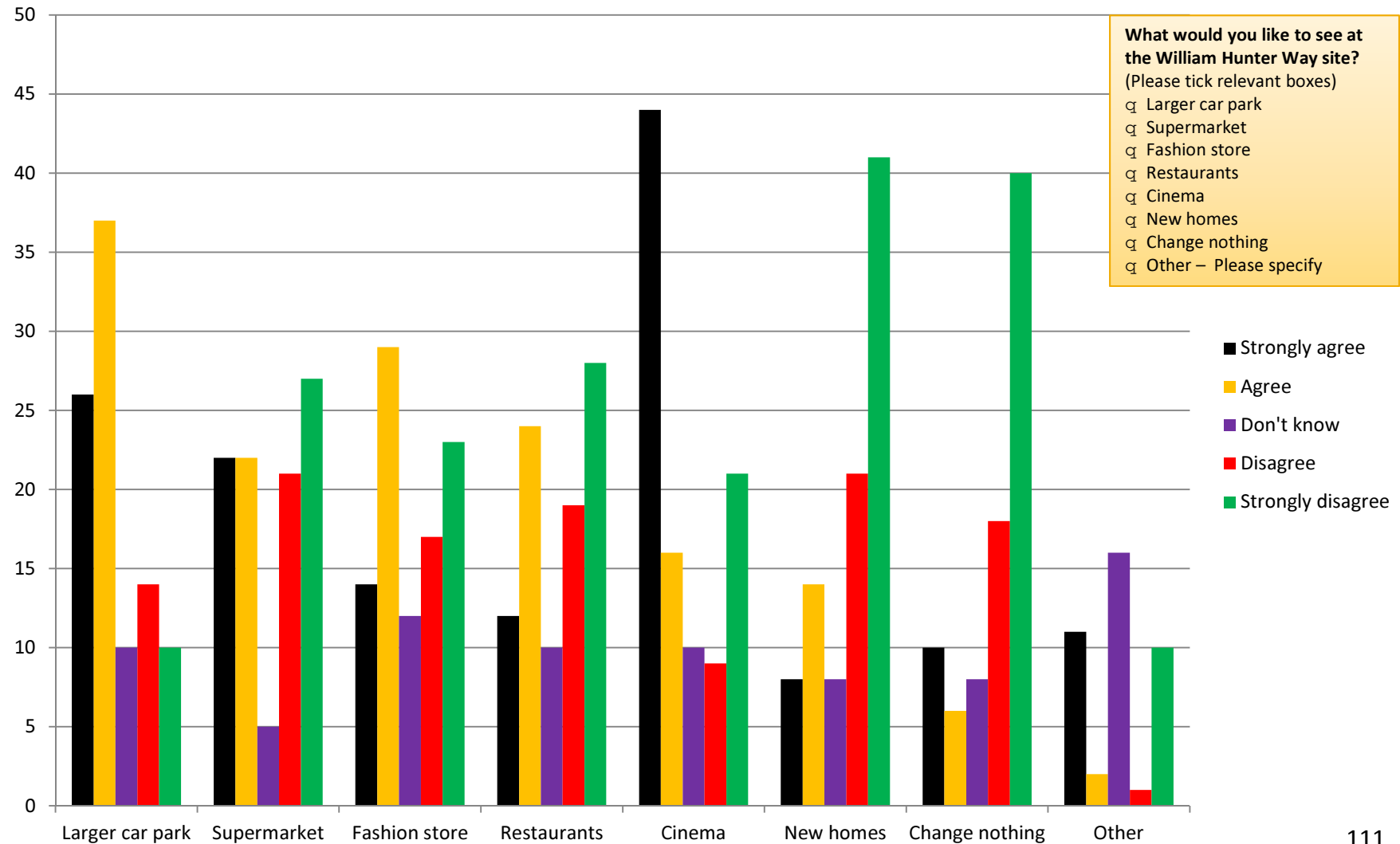
- What do you consider to be important for improving the Brentwood Town Centre?**  
(1 being most important, 5 being least important)
- ☐ Greener environment
  - ☐ Pedestrian environment
  - ☐ Town square/piazza
  - ☐ Choice of shops
  - ☐ Local/specialised shops
  - ☐ Late night shopping
  - ☐ Cinema
  - ☐ Restaurants
  - ☐ Improved public transport facilities
  - ☐ Parking
  - ☐ Organised outdoor events/street performances
  - ☐ Safety
  - ☐ Cycle parking
  - ☐ Other - Please specify

## Detailed Findings and Comments

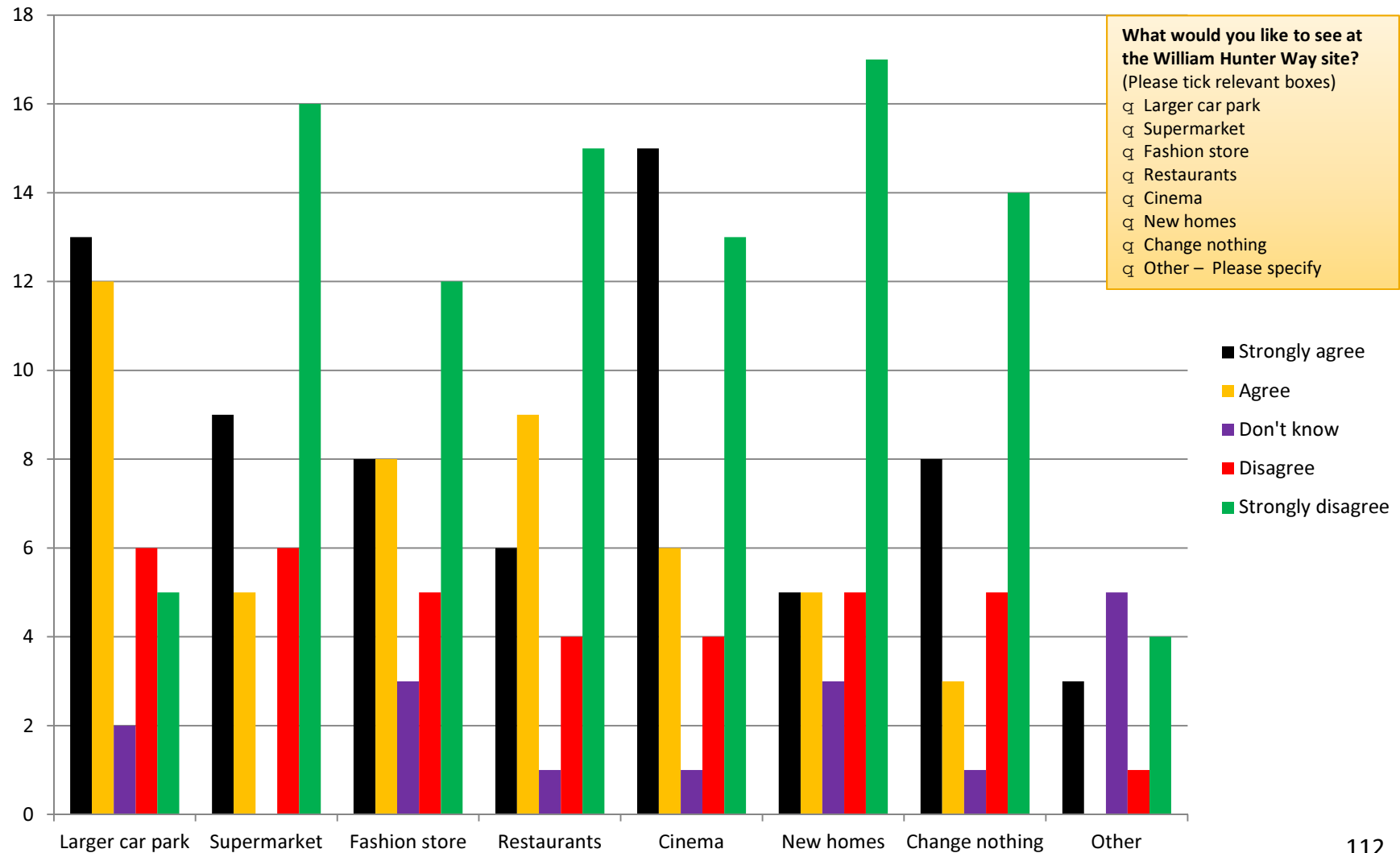
### BQ1: What do you consider to be important for improving the Town Centre? (1 being most important, 5 being least important)

| Ref. | Findings   | Comments  |
|------|--|---|
| B01  | <ul style="list-style-type: none"> <li>• 57% of <b>business respondents</b> thought that <b>parking</b> ranked 1 as most important for improving the Town Centre. 51% thought that <b>choice of shops</b> most important. 40% thought <b>safety</b> important, 39% thought <b>local/specialist shops</b> and 38% thought a <b>cinema</b> ranked 1 as most important.</li> <li>• On the other hand, 23% of business respondents thought that a <b>cinema</b> ranked 5 as least important. <b>Cycle parking</b> was also thought of as least important to 19% of respondents. 17% of respondents considered <b>restaurants</b> least important, 16% thought <b>organised outdoor events</b> and 15% <b>late night shopping</b>.</li> </ul> | <p>With the exception of a higher preference for ranking a cinema as 1 as most important, the views of businesses seem to echo those of residents. Parking, safety and choice of shops came across strongly for all groups.</p> |
| B01L | <ul style="list-style-type: none"> <li>• Of the 40 respondents in the <b>Local Business</b> group, <b>parking</b> was ranked 1 as most important to 75% of respondents. <b>Choice of shops</b> was most important to 55% of respondents, 42% thought <b>local specialist shops</b> important, 35% <b>safety</b> and 30% thought <b>pedestrianisation</b> most important.</li> <li>• Least important to Local Businesses is a <b>cinema</b> at 37%, <b>cycle parking</b> for 27%, 17% for <b>late night shopping</b> and <b>restaurants</b>, and 16% <b>organised outdoor events</b>.</li> </ul>  |   |

## BQ2: What would you like to see at the William Hunter Way site?



## Local Response: BQ2: What would you like to see at the William Hunter Way site?





## BQ2: What would you like to see at the William Hunter Way site?

'Other' responses include:

- Community space (3)
- Green space (3)
- Affordable housing (1)
- Cheap supermarket (1)
- No large number of multiple stores (1)
- Department store (1)
- More accessible disabled parking (1)
- Cheaper parking (1)
- 10 pin bowling or ice rink (1)
- Unique, small shops (1)
- Safe environment (1)

### What would you like to see at the William Hunter Way site?

(Please tick relevant boxes)

- Larger car park
- Supermarket
- Fashion store
- Restaurants
- Cinema
- New homes
- Change nothing
- Other – Please specify

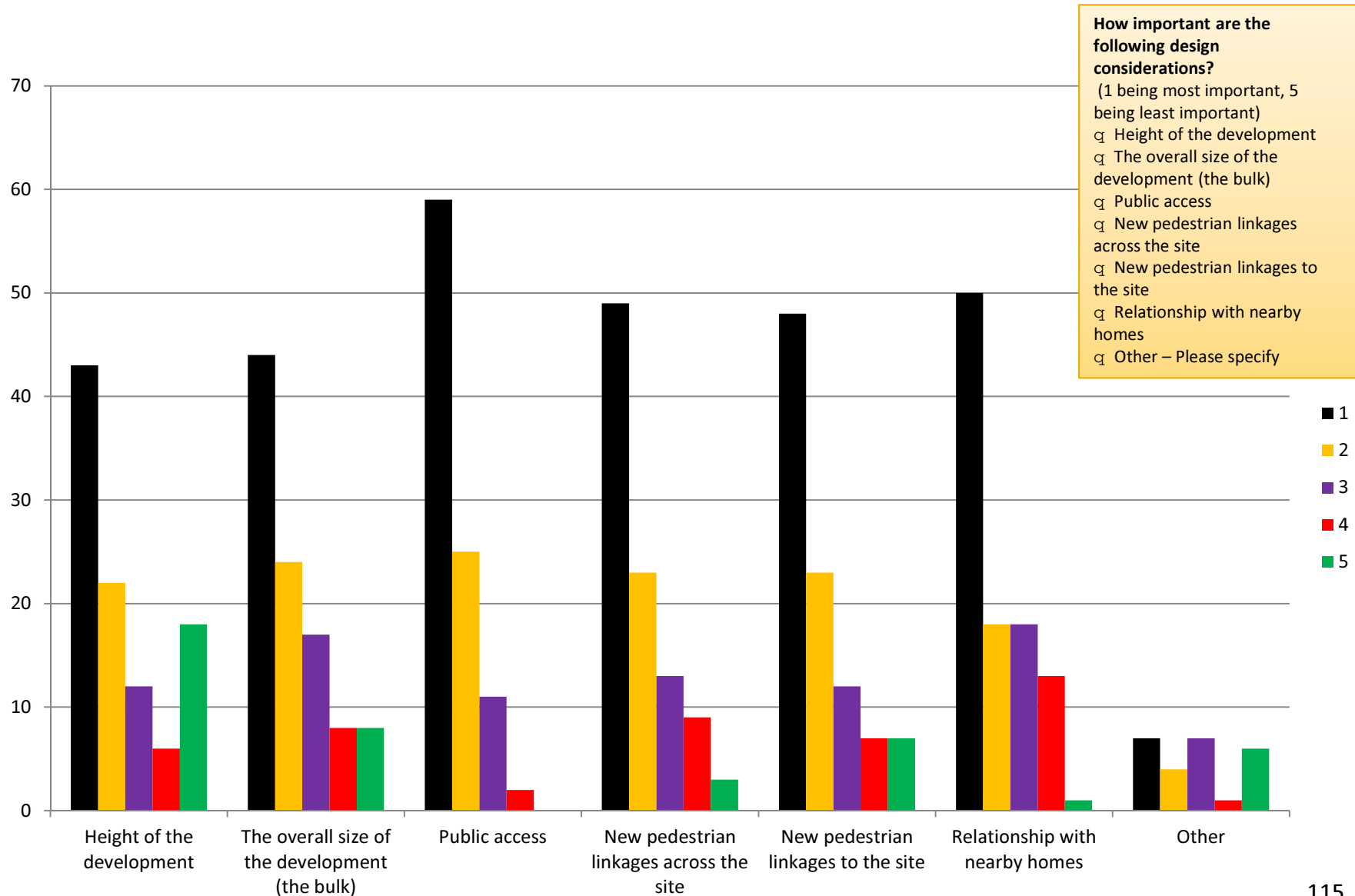
## Detailed Findings and Comments

### BQ2: What would you like to see at the William Hunter Way site?

| Ref. | Findings  | Comments  |
|------|---|---|
| B02  | <ul style="list-style-type: none"> <li>• 59% of <b>business respondents</b> agree or strongly agree that they would like to see a <b>larger car park</b> at the William Hunter Way site. 56% would see a <b>cinema</b>, 41% would see a <b>supermarket</b>, 40% <b>fashion stores</b> and 34% would agree or strongly agree to <b>restaurants</b>.</li> <li>• <b>Business respondents</b> disagree or strongly disagree to <b>new homes</b> at 58%. 54% disagree or strongly disagree to <b>doing nothing</b>, 45% to a <b>supermarket</b>, 44% to <b>restaurants</b> and 37% <b>fashion stores</b>.</li> </ul> | <p>With a relatively small sample size in the business respondents, the comparisons between all the business respondents and the Local Business respondents was fairly small. In line with the residents' survey, a larger car park and cinema seem most popular for the William Hunter Way site.</p> |
| B02L | <ul style="list-style-type: none"> <li>• Of the <b>Local Business</b>, 62% of respondents would agree or strongly agree to a <b>larger car park</b>, 52% a <b>cinema</b>, 40% <b>fashion stores</b>, 37% <b>restaurants</b> and 37% would agree or strongly agree to a <b>supermarket</b>.</li> <li>• Conversely, <b>Local Businesses</b> disagree or strongly disagree to a <b>supermarket</b> (55%). 47% would not like to see <b>restaurants</b> and 47% disagree or strongly disagree to <b>doing nothing</b>, 42% a <b>cinema</b> and 42% <b>fashion stores</b>.</li> </ul>                                | <p>Business and Local Businesses do have more differing views on what they wouldn't like to see, with new homes and doing nothing most unpopular with the main group and a supermarket and restaurants least popular with Local Businesses.</p>   |

# BQ3: How important are the following design considerations?

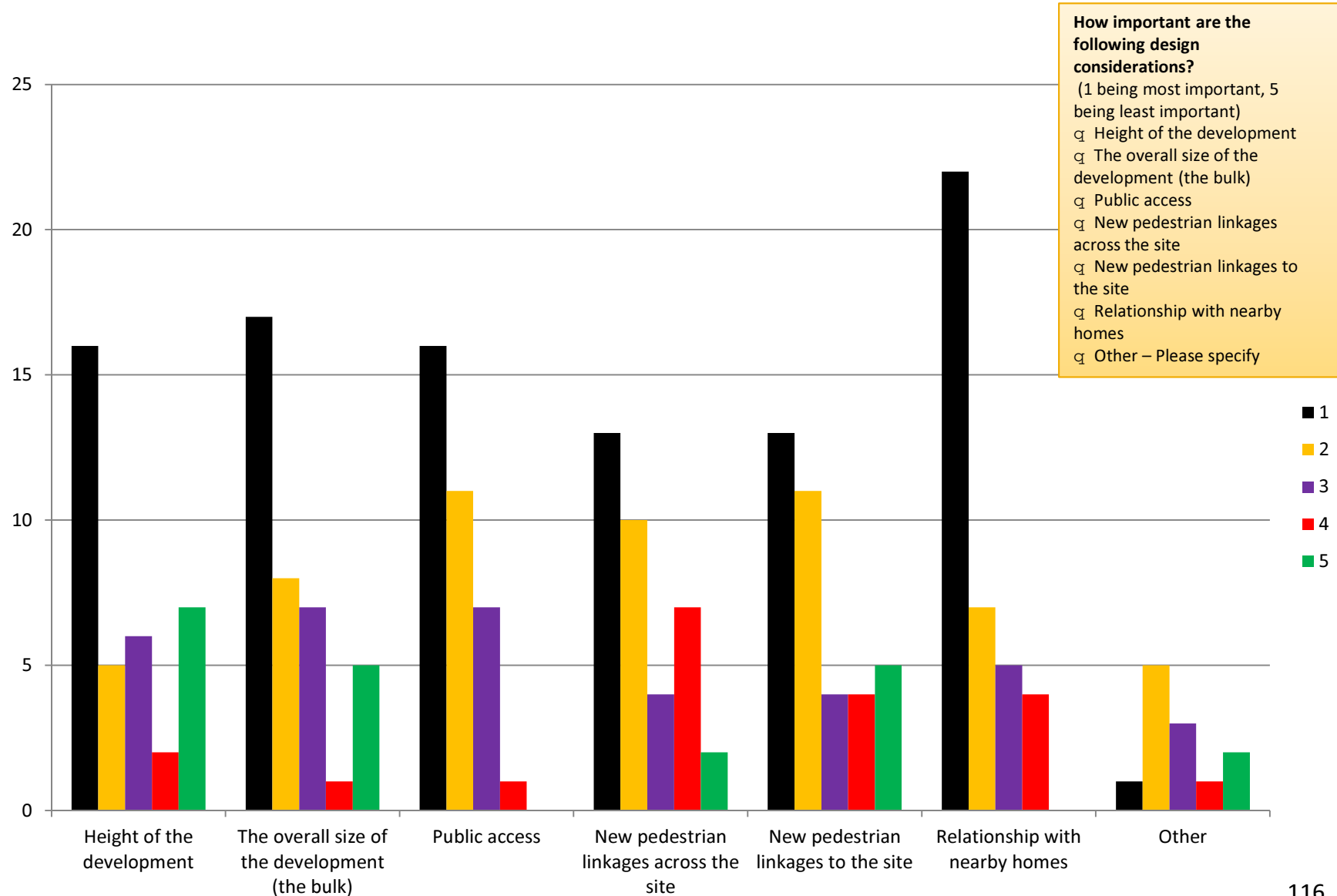
(1 being most important, 5 being least important)



# Local Response:

## BQ3: How important are the following design considerations?

(1 being most important, 5 being least important)



## BQ3: How important are the following design considerations?

(1 being most important, 5 being least important)

'Other' responses include:

- Should benefit the local area
- Improving area for the community above profits for business
- No multiple stores
- Good infrastructure
- More pleasing architecture
- Parking
- A big development will spoil the 'local' feel
- Mix use development with commercial and high quality family homes
- No large development
- Low-rise, personable in scale, green
- Focus on existing High Street
- Should complement the town not blight it

### How important are the following design considerations?

(1 being most important, 5 being least important)

- ☐ Height of the development
- ☐ The overall size of the development (the bulk)
- ☐ Public access
- ☐ New pedestrian linkages across the site
- ☐ New pedestrian linkages to the site
- ☐ Relationship with nearby homes
- ☐ Other – Please specify

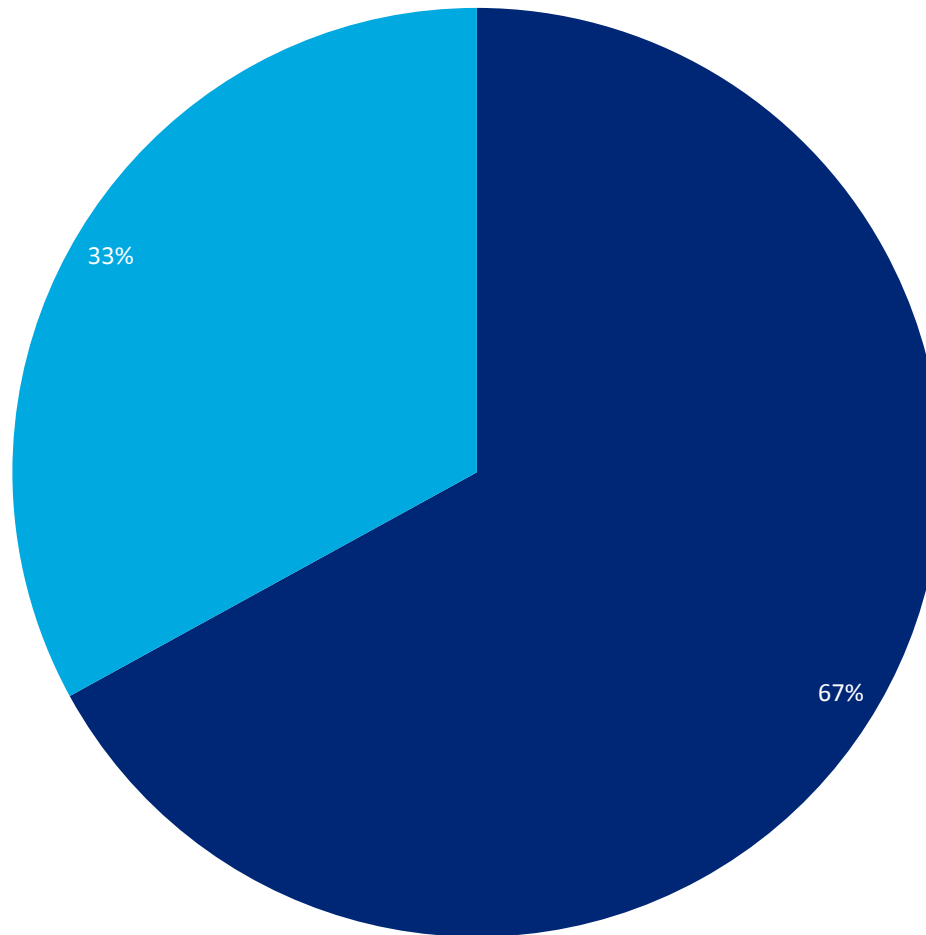
## Detailed Findings and Comments

### BQ3: How important are the following design considerations?

(1 being most important, 5 being least important)

| Ref. | Findings   | Comments  |
|------|--|---|
| B03  | <ul style="list-style-type: none"> <li>• <b>Public access</b> to is the most important design consideration for business respondents, with 55% ranking this as 1 being most important. 47% regard the <b>relationship with nearby homes</b> most important, 46% rank <b>new pedestrian linkages</b> across the site, 45% <b>new pedestrian linkages to the site</b> and 41% the <b>overall size of the development (the bulk)</b>.</li> <li>• Least important is the <b>height of the development</b> at 17%. 7% of business respondents thought that the <b>overall size of the development (the bulk)</b> least important, 6% <b>new pedestrian linkages to the site</b>, 3% new pedestrian linkages across the site and <b>relationship with local homes</b> 1%.</li> </ul>   | For the main group of business respondents, public access is a key design consideration, closely followed by the relationship with nearby homes, which is the design consideration most often selected by Local Business as most important. The overall bulk becomes more important to Local Businesses. Height is less of a concern for businesses in both groups. |
| B03L | <ul style="list-style-type: none"> <li>• For <b>Local Businesses</b>, the <b>relationship with nearby homes</b> is the most important design consideration, with 55% of respondents ranking it as 1 being most important. For 42% the <b>overall bulk of the development</b> is most important, 40% think that the <b>height of the development</b> and <b>public access</b> are most important, and 32% thought that <b>new pedestrian linkages across the site</b> and <b>new pedestrian linkages to the site</b> most important.</li> <li>• Least important to Local Businesses is the <b>height of the development</b> at 17%, 12% the <b>overall size of the development</b> and <b>new pedestrian linkages to the site</b>. 10% think that <b>new pedestrian linkages across the site</b> is least important.</li> </ul> |   |

BQ4: Should the William Hunter Way site sympathetically reflect the Town Centre's existing architecture?



Should the William Hunter Way site sympathetically reflect the Town Centre's existing architecture?  
q Yes  
q No

■ Yes 67%  
■ No 33%

## Detailed Findings and Comments

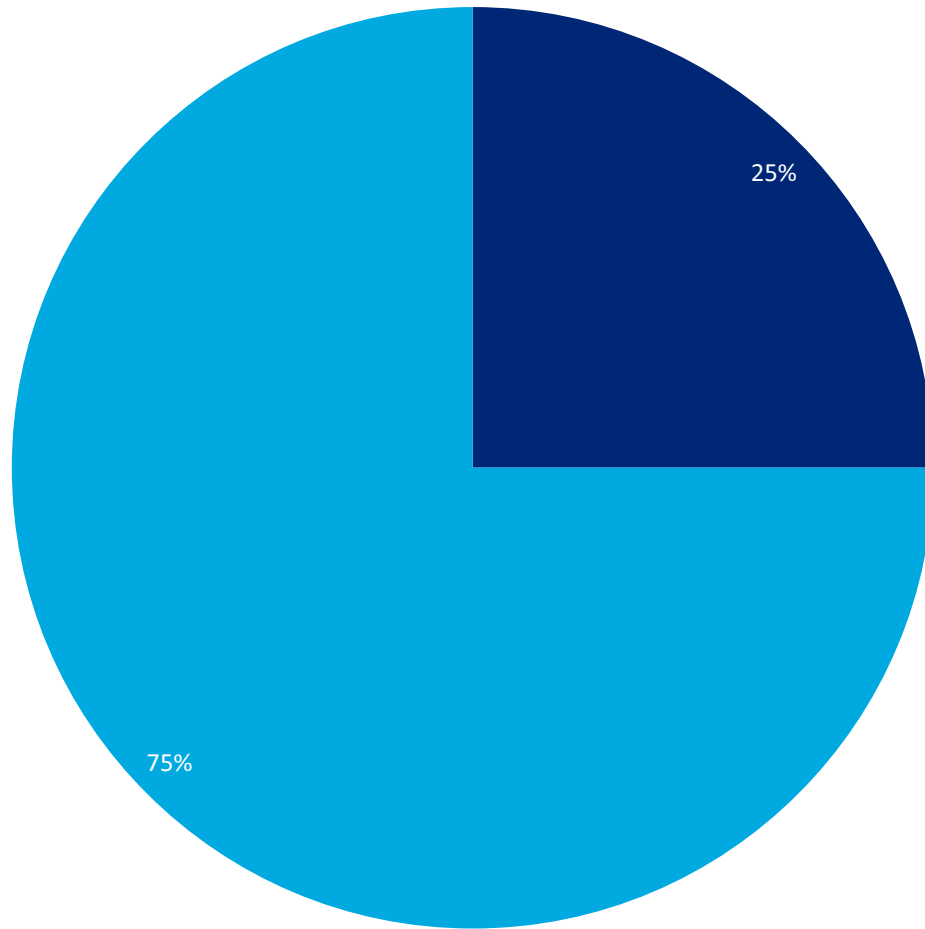
### BQ4: Should the William Hunter Way site sympathetically reflect the Town Centre's existing architecture?

| Ref. | Findings   | Comments   |
|------|--|--|
| B04  | 67% of business respondents felt that the William Hunter Way site <b>should sympathetically reflect the Town Centre's existing architecture.</b> | This is a slightly lower number than the 78% of respondents to the residents' survey who thought that the site should reflect the Town Centre's existing architecture. |



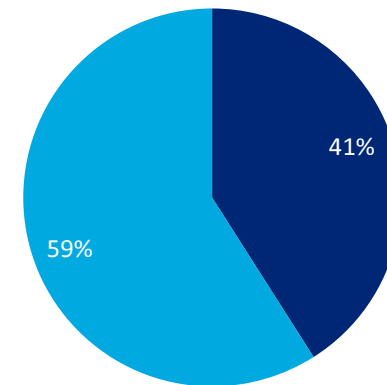
# BQ5: Do you think the William Hunter Way site should remain as a car park only?

Do you think the William Hunter Way site should remain as a car park only?  
☐ Yes  
☐ No



■ Yes 25%  
■ No 75%

## Local Response



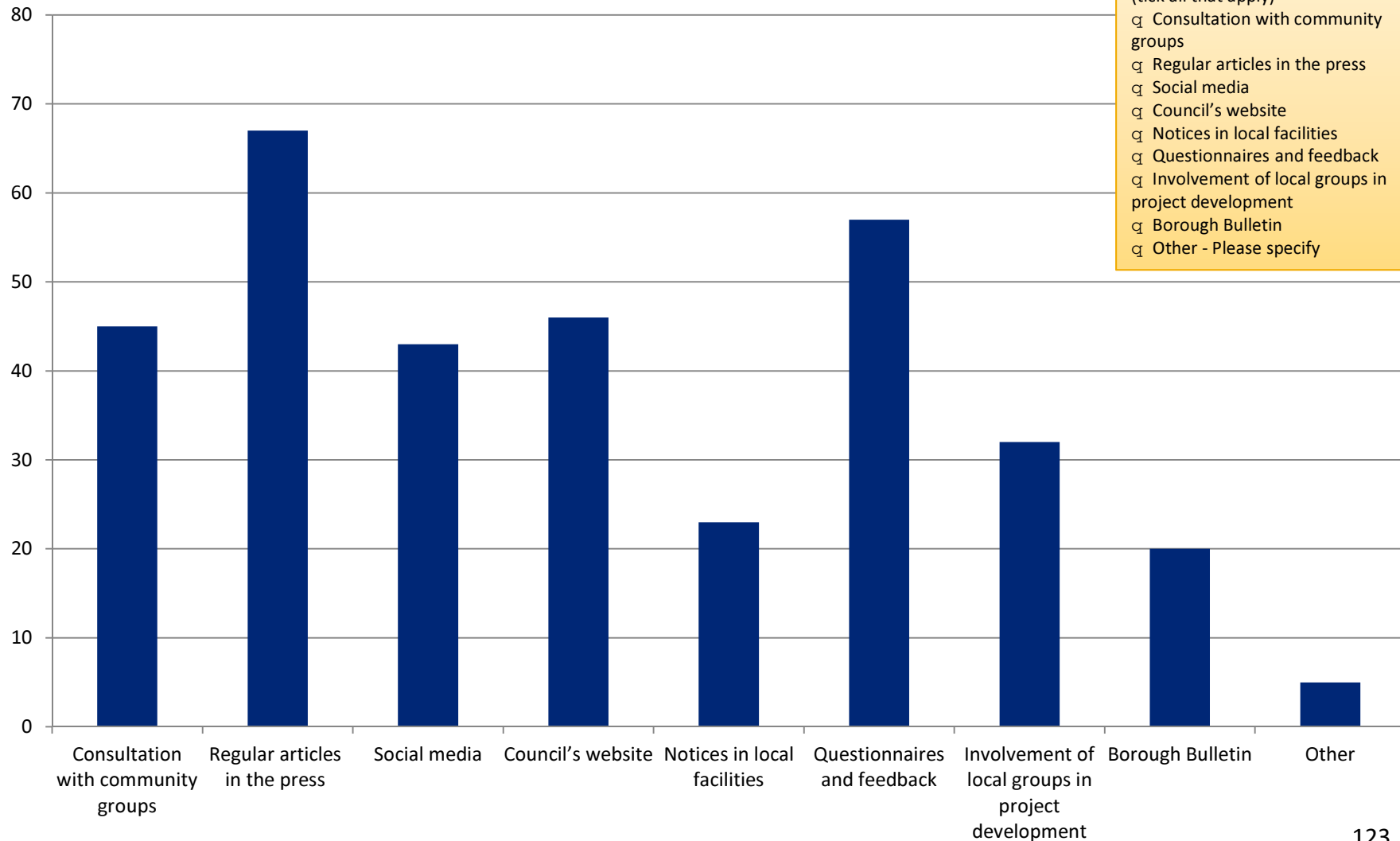
■ Yes 41%  
■ No 59%

## Detailed Findings and Comments

### BQ5: Do you think the William Hunter Way site should remain as a car park only?

| Ref. | Findings   | Comments   |
|------|--|--|
| B05  | 25% of business respondents believe that the William Hunter Way site should <b>remain as a car park only</b> . | Business respondents have shown a greater preference for the site remaining as a car park only compared to than those in the residents' consultation; where 24% of all respondents, 27% Wider Local Residents and 39% of Immediate Local Residents think that the site should remain a car park. |
| B05L | 41% of those in the <b>Local Businesses</b> group believe the site should <b>remain as a car park</b> .        |  |

## BQ6: How would you like to be informed of developments in Brentwood?



## Detailed Findings and Comments

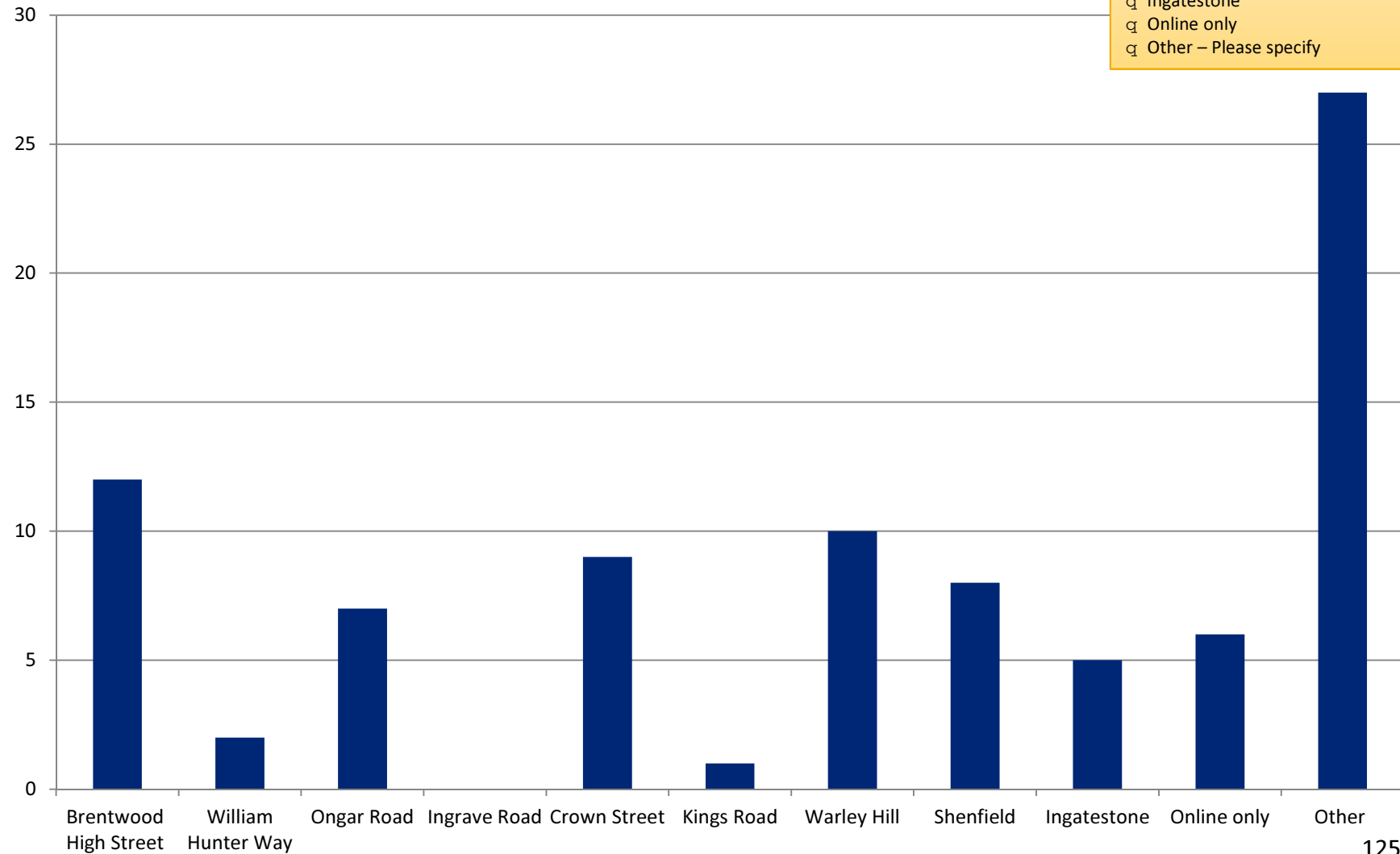
### BQ6: How would you like to be informed of developments in Brentwood?

| Ref. | Findings   | Comments  |
|------|--|---|
| B06  | <p><b>Regular articles in the press</b>, at 63% of business respondents, is the most popular way of being kept informed of development in Brentwood. Followed by 53% for <b>questionnaires and feedback</b>, 43% for the Council's website, 42% <b>for consultation with community groups</b> and 40% for <b>social media</b>.</p> | <p>Business respondents' preferences for being informed of developments in Brentwood echo those of the main survey. Also like those who responded to the main consultation, business respondents wish to be informed by a variety of media.</p> |

## BQ7: Where is your business based?

### Where is your business based?

- Brentwood High Street
- William Hunter Way
- Ongar Road
- Ingrave Road
- Crown Street
- Kings Road
- Warley Hill
- Shenfield
- Ingatestone
- Online only
- Other – Please specify



## BQ7: Where is your business based?

'Other' responses include:

- London (3)
- Hutton (2)
- Warley (2)
- Chelmsford (1)
- Coptfold Road (1)
- Shenfield Road (1)
- Queens Road / Kings Road junction (1)
- West Horndon (1)
- Kelvedon Hatch (1)
- Western Road
- Ingrave (1)
- Milton Keynes (1)
- Kent (1)

### Where is your business based?

- Brentwood High Street
- William Hunter Way
- Ongar Road
- Ingrave Road
- Crown Street
- Kings Road
- Warley Hill
- Shenfield
- Ingatestone
- Online only
- Other – Please specify

## Detailed Findings and Comments

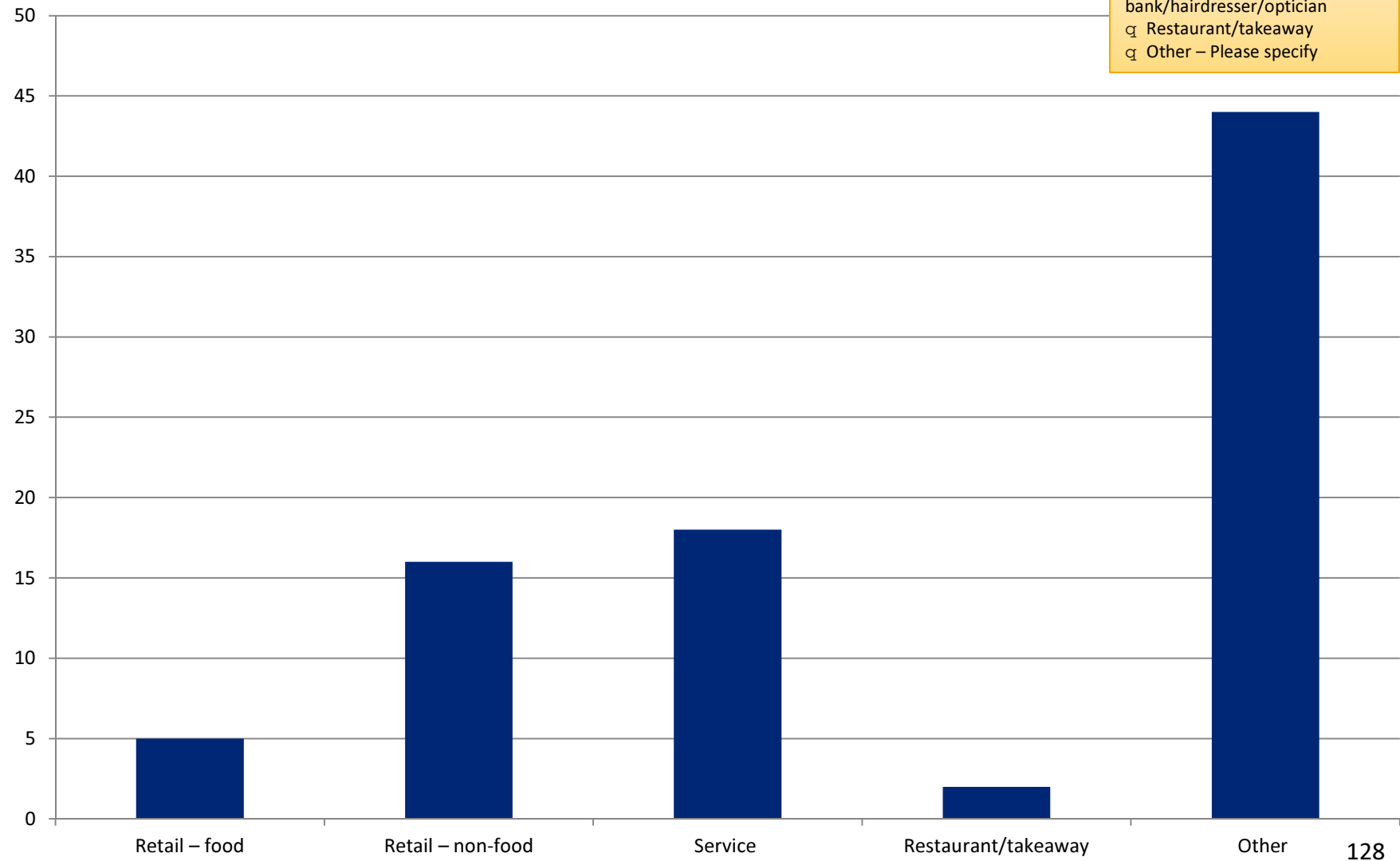
### BQ7: Where is your business based?

| Ref. | Findings   | Comments  |
|------|--|---|
| B07  | 11% of business respondents are based in <b>Brentwood High Street</b> , 9% are based in <b>Warley Hill</b> , 8% in <b>Crown Street</b> , 7% in <b>Shenfield</b> and 6% in <b>Ongar Road</b> . 25% of business are based in 'Other', including London, Hutton and Warley. | Respondents to the business consultation were fairly well spread across the Borough and beyond. |

## BQ8: What type of business do you have?

What type of business do you have?

- Retail – food
- Retail – non-food
- Service – bank/hairstylist/optician
- Restaurant/takeaway
- Other – Please specify





## BQ8: What type of business do you have?

'Other' responses include:

- Consultancy (3)
- Medical (3)
- Business Trade Association (2)
- Media (2)
- Accountancy (2)
- Automotive (2)
- Sports (2)
- Surveyors (2)
- Jewellery (1)
- Retail & Leisure Property Development (1)
- Telecoms
- Leisure (1)
- Print business (1)
- Architects (1)
- Taxi service (1)
- Public house (1)
- Solicitors (1)
- 
- Construction (1)
- Computer services (1)
- Waste Disposal / skip hire (1)
- Tourist attraction (1)
- Computer services (1)
- Hotel Bar and Restaurant (1)
- Educational (1)
- Asset Management (1)
- Offices and warehousing (1)

What type of business do you have?

- Retail – food
- Retail – non-food
- Service –  
bank/hairdresser/optician
- Restaurant/takeaway
- Other – Please specify

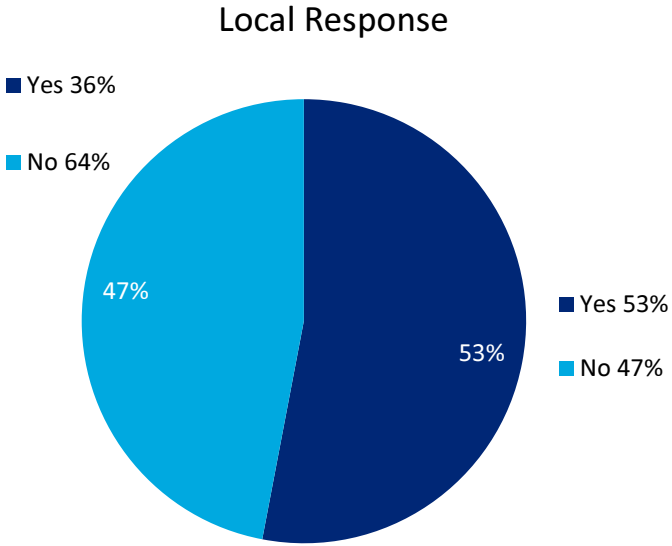
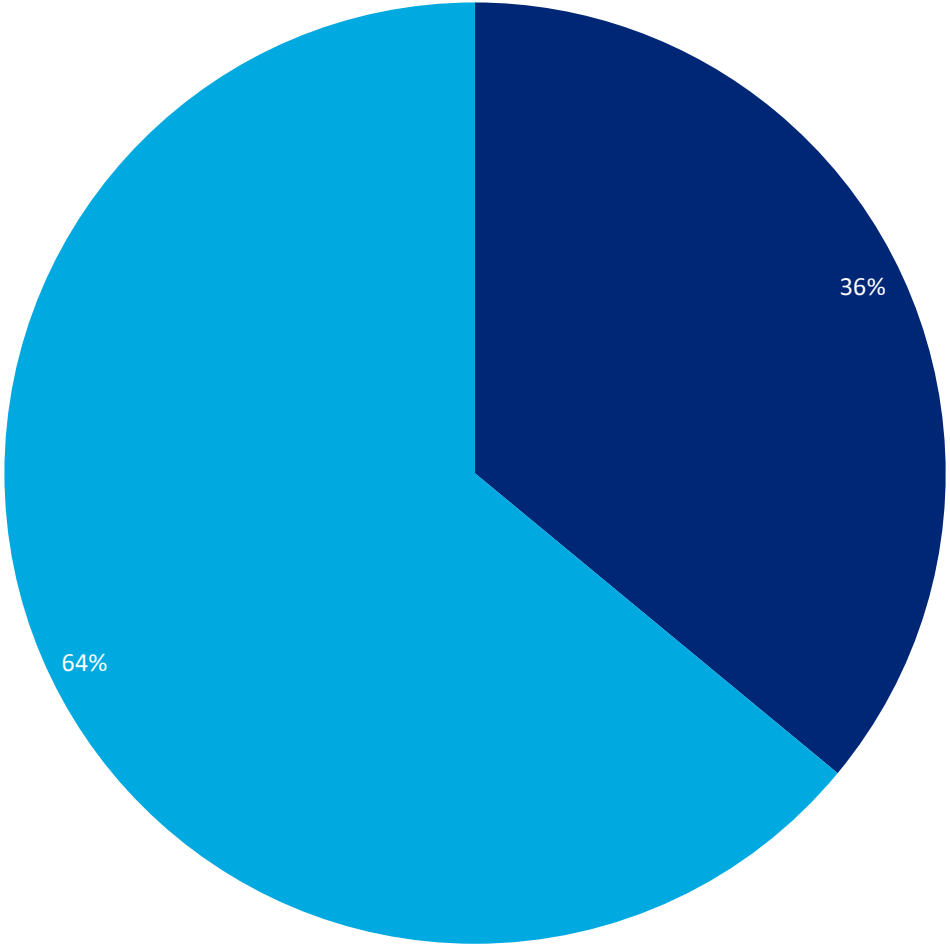
## Detailed Findings and Comments

### BQ8: What type of business do you have?

| Ref. | Findings   | Comments  |
|------|--|---|
| B08  | 16% of respondents had a <b>service business</b> , 15% a <b>non-food retail business</b> , 5% a <b>food business</b> and 2% a <b>food business</b> . 41% of business respondents had an ' <b>Other</b> ' business, including consultancy, medical, business trade association. | Business respondents represent a wide range of businesses in the Borough. |

# BQ9: Would a development at William Hunter Way impact your business?

Would a development at William Hunter Way impact your business?  
q Yes  
q No



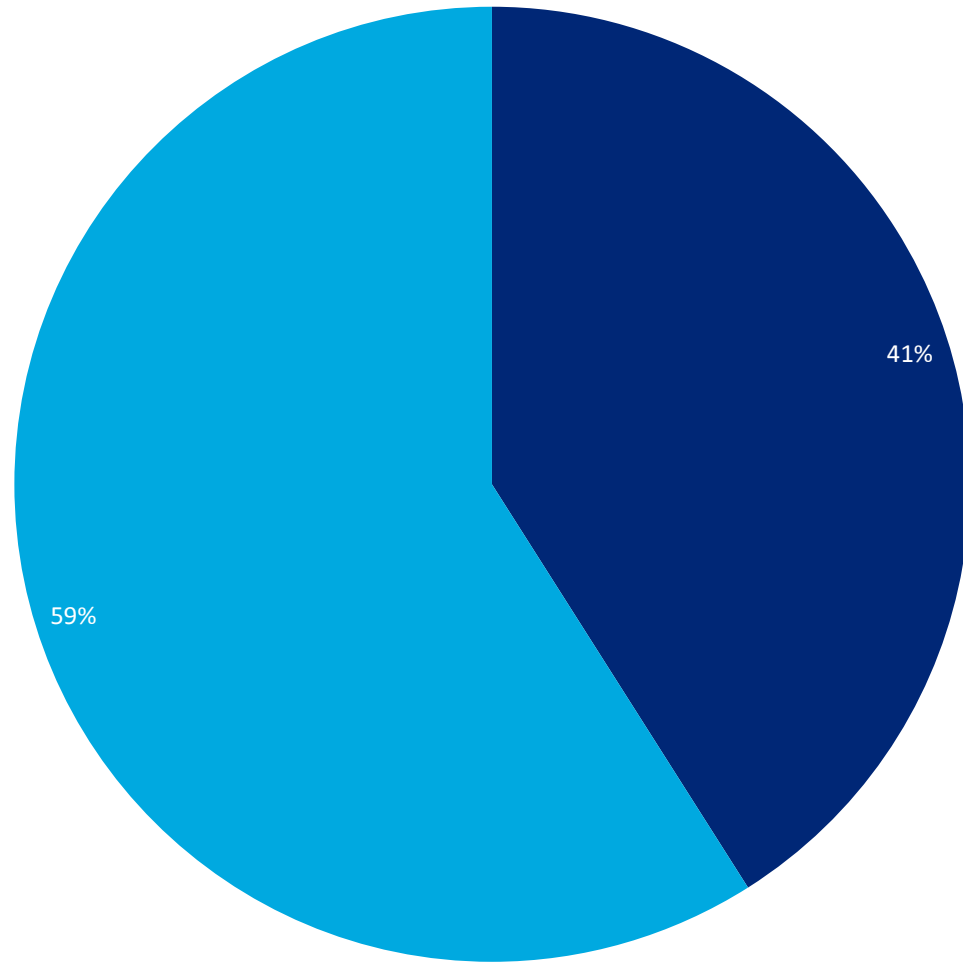
## Detailed Findings and Comments

### BQ9: Would a development at William Hunter Way impact your business?

| Ref. | Findings  | Comments  |
|------|---|---|
| B08  | 36% of business respondents felt that a development at William Hunter Way <b>would have an impact on their business.</b>    | It is clear that those nearest the William Hunter Way site are more likely to feel that a development would impact upon their business. |
| B08L | 53% of <b>Local Businesses</b> felt that a development at William Hunter Way <b>would have an impact on their business.</b> |   |

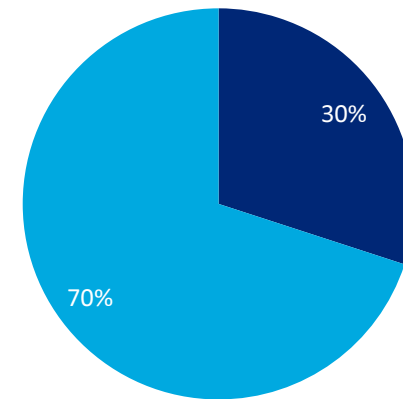
# BQ10: Would the impact on your business be positive or negative?

Would the impact on your business be positive or negative?  
q Positive  
q Negative



■ Positive 41%  
■ Negative 59%

## Local Response



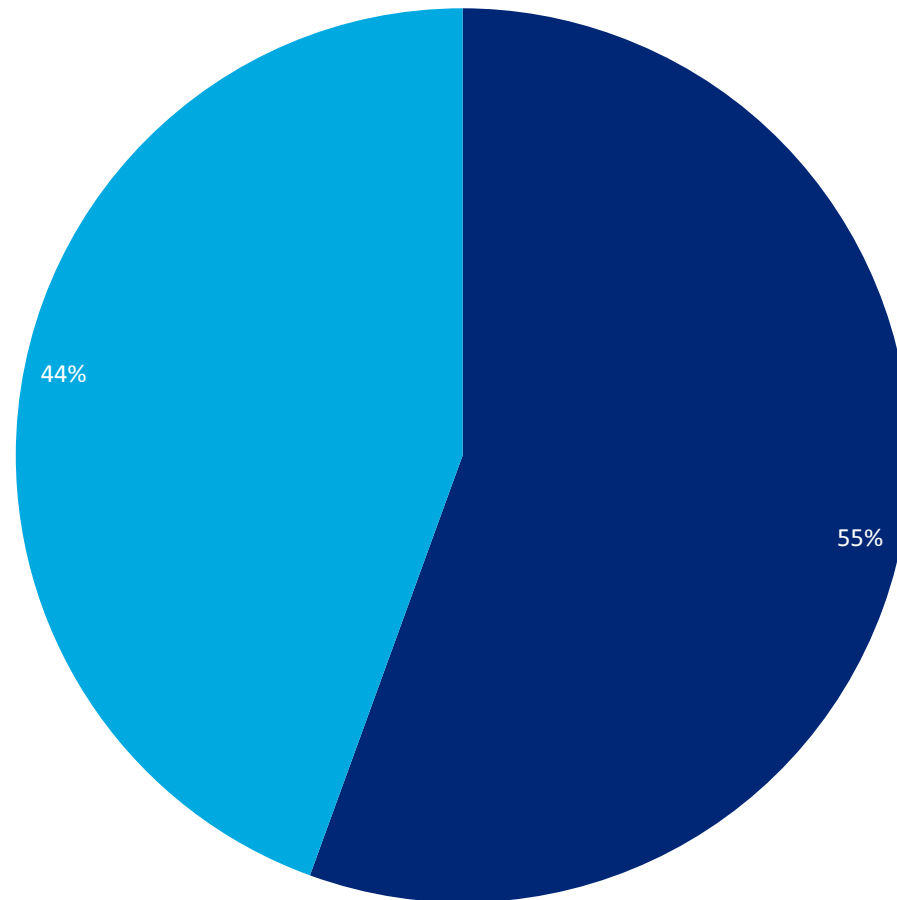
■ Positive 30%  
■ Negative 70%

## Detailed Findings and Comments

### BQ10: Would the impact on your business be positive or negative?

| Ref. | Findings  | Comments   |
|------|---|--|
| B10  | 41% of businesses thought that development would have a <b>positive impact</b> upon their business. | Those most local to the William Hunter Way site are less likely to believe that an impact would be positive. |
| B10L | 30% of <b>Local Businesses</b> felt that development would have a <b>positive impact</b> .          |  |

# BQ11: Would you like to be included in future consultation on the Town Centre and William Hunter Way?



If you would like to be included in future consultation on the Town Centre and William Hunter Way, please provide your contact details.

■ Yes 55%  
■ No 44%

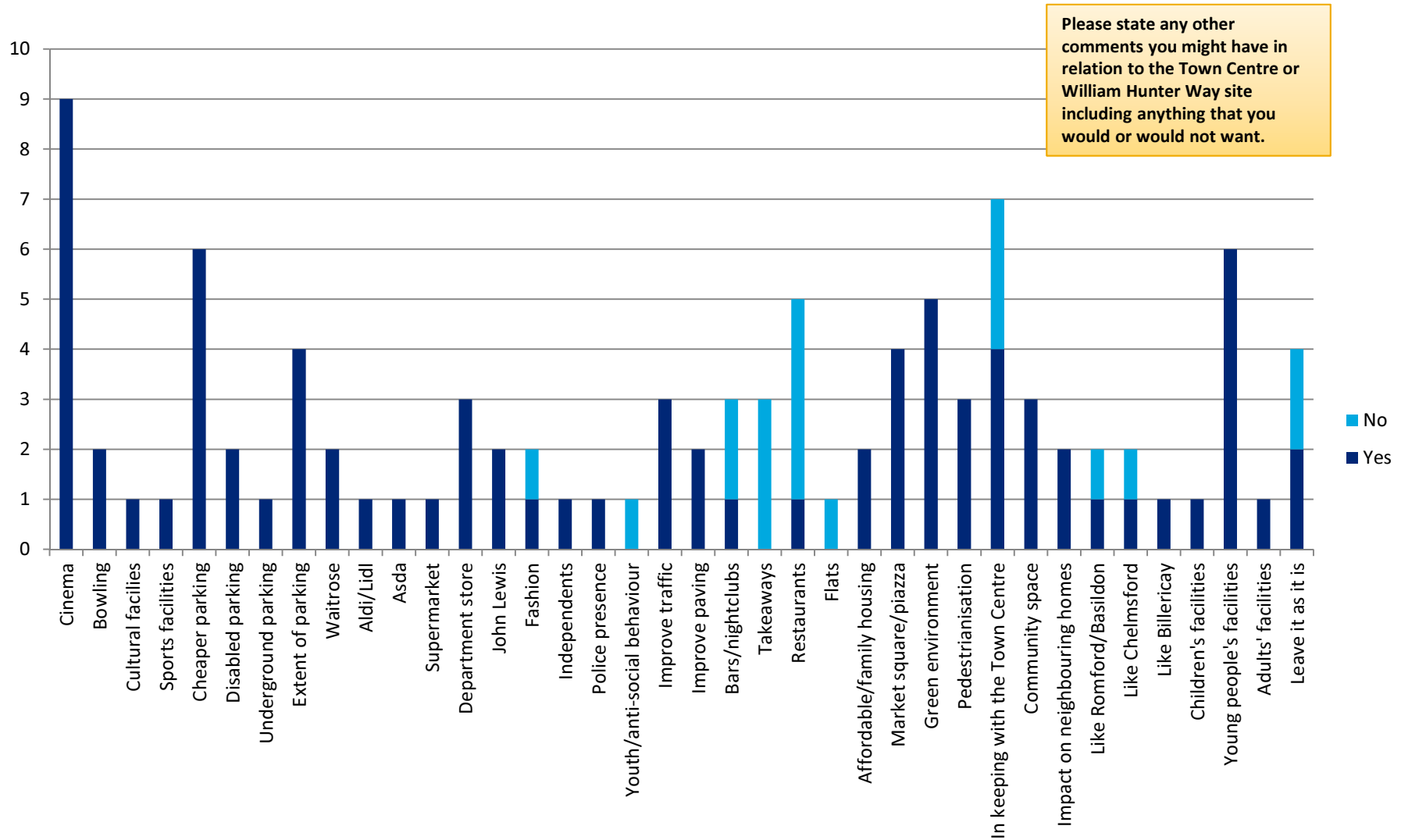
## Detailed Findings and Comments

### BQ11: Would you like to be included in future consultation on the Town Centre and William Hunter Way?

| Ref. | Findings   | Comments  |
|------|--|---|
| B11  | 55% of <b>business respondents would like to be included in future consultation</b> on the Town Centre and William Hunter Way. | The majority of business respondents would like to continue to be engaged with the Town Centre and William Hunter Way consultation process. |



## BQ12: Please state any other comments you might have in relation to the Town Centre or William Hunter Way site including anything that you would or would not want.



## Detailed Findings and Comments

**BQ12: Please state any other comments you might have in relation to the Town Centre or William Hunter Way site including anything that you would or would not want.**

| Ref. | Findings  | Comments   |
|------|---|--|
| B12A | <p><b>Leisure</b></p> <ul style="list-style-type: none"> <li>• 9 business respondents would like to see a <b>cinema</b>, 2 <b>bowling</b>, 1 <b>cultural facilities</b> and 1 <b>sports facilities</b>.</li> </ul>  | <p>Business respondents free text comments are in keeping with the residents' survey responses. The greatest number who provided free text comments would be in favour of a cinema and youth facilities. Least popular are restaurants, bars and nightclubs and takeaways.</p> |
| B12B | <p><b>Parking</b></p> <ul style="list-style-type: none"> <li>• 6 business respondents would like to see <b>cheaper parking</b>, 2 would like more <b>disabled parking</b>, 1 favoured <b>underground parking</b> and 4 respondents were concerned about the <b>extent of parking available</b>.</li> </ul>                        |  |
| B12C | <p><b>Supermarkets</b></p> <ul style="list-style-type: none"> <li>• 2 business respondents would like to see a <b>Waitrose</b> in the town, 1 <b>Aldi or Lidl</b> and 1 a <b>supermarket</b>.</li> </ul>  |  |
| B12D | <p><b>Retail</b></p> <ul style="list-style-type: none"> <li>• 3 business respondents would like to see a <b>department store</b>, 2 a <b>John Lewis</b>, 1 would like to see <b>fashion stores</b>, whilst one respondent didn't want any more fashion stores. 1 respondent would like more <b>independent stores</b>.</li> </ul> |  |

## Detailed Findings and Comments

**BQ12: Please state any other comments you might have in relation to the Town Centre or William Hunter Way site including anything that you would or would not want.**

| Ref. | Findings   | Comments  |
|------|--|---|
| B12E | <b>Safety</b><br>• 1 business respondent was concerned about <b>police presence</b> in the town and 1 <b>anti-social behaviour</b> .   | Business respondents free text comments are in keeping with the residents' survey responses. The greatest number who provided free text comments would be in favour of a cinema and youth facilities. Least popular are restaurants, bars and nightclubs and takeaways. |
| B12F | <b>Traffic</b><br>• <b>Traffic and congestion</b> were concerns for 3 business respondents. 2 would like the <b>paving improved</b> .  |   |
| B12G | <b>Eating and Drinking</b><br>• 2 business respondents would not like to see any more <b>bars or nightclubs</b> , however, 1 would. 3 would not like any more <b>takeaways</b> . 4 wouldn't like any more <b>restaurants</b> but 1 would welcome more. |   |
| B12H | <b>Homes</b><br><b>Affordable homes</b> would be welcomed by 2 business respondents. <b>Flats</b> would not we wanted by 1 respondent.   |   |

## Detailed Findings and Comments

**BQ12: Please state any other comments you might have in relation to the Town Centre or William Hunter Way site including anything that you would or would not want.**

| Ref. | Findings  | Comments   |
|------|---|--|
| B12I | <p><b>Town Centre/William Hunter Way Development Design</b></p> <ul style="list-style-type: none"> <li>• 4 business respondents would like a <b>market square or piazza</b>, 5 would like a <b>green environment</b>. 3 would be in favour of <b>pedestrianisation</b>. 4 would like any development to be <b>in keeping with the town centre</b>, 3 would like something more <b>modern</b>.</li> <li>• 3 would like a <b>community space</b> and 2 were concerned about the <b>impact on local residents</b>.</li> <li>• 1 respondent each would like emulate <b>Romford or Chelmsford</b>, whilst another respondent each would not.</li> <li>• 1 business respondent would like facilities for children, 6 would like facilities for young people and 1 would like more adult facilities.</li> <li>• 2 respondents would like to <b>leave the site as it is</b> but 2 would want it developed.</li> </ul> | <p>Business respondents free text comments are in keeping with the residents' survey responses. The greatest number who provided free text comments would be in favour of a cinema and youth facilities. Least popular are restaurants, bars and nightclubs and takeaways.</p> |

# Next Steps



1. Work alongside the planning department to produce a Development Brief
2. Commence work on a potential tender document for expert services – if agreed at Full Council