

BEATTIE

COMMUNICATIONS

SUMMARY OF COMMUNITY INVOLVEMENT Phases 1 and 2

RAINHAM AND BEAM PARK MASTERPLAN CONSULTATION

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TABLE OF CONTENTS

1.0	Introduction.....	3
2.0	Policy Context.....	5
3.0	Approach to Consultation	8
4.0	Engagement with Consultees	12
5.0	Public Consultation Events	17
6.0	Consultation Feedback.....	28
7.0	Design Response to Consultation Activities	32
8.0	Conclusion	37

APPENDICES

APPENDIX A – Correspondence with stakeholders

APPENDIX B – Exhibition boards March 2015

APPENDIX C – Stakeholder Workshop report

1. INTRODUCTION

- 1.1. The purpose of this Summary of Community Involvement (SCI) is to outline the consultation undertaken with various stakeholders in the production of a development masterplan and planning framework for the A1306 corridor in Rainham, to encourage and guide the redevelopment of sites along the detrunked former A13 (now A3106). This SCI is prepared for the London Borough Of Havering.
- 1.2. The masterplan will form part of the London Borough Of Havering's Local Plan, currently in preparation. It will set out the Council's strategic approach to development in the area, incorporating comments from the various consultation activities which were held to engage with stakeholders and the local community.
- 1.3. The prime purpose of the programme of public consultation was to involve stakeholders in the development of the masterplan and planning framework. In total 105 people attended the consultation events and 157 feedback forms were received. 84% of those who responded supported the proposals, and 87% agreed that a masterplan should be created.
- 1.4. Underpinning the masterplan and planning framework for the area are a number of large-scale investment opportunities that the London Borough Of Havering is seeking to realise. These include:
 - 1.4.1. Housing Zone status: In order to maximise the area's potential and unlock development, the London Borough of Havering has bid for Housing Zone status. With an announcement due in May 2015, if successful this will stimulate multi-million pounds of investment in the local area.
 - 1.4.2. A1306 Major Scheme Application; Working with Transport for London (TfL), the London Borough Of Havering in September 2015 will be submitting an application to TfL's Major Scheme Programme to remodel the A1306 and create a Linear Park. This will improve traffic flows and accessibility, connecting communities in the area by increasing permeability from north to south and greening of the area.
 - 1.4.3. Beam Park Station: The London Borough Of Havering is the formal promoter of the Beam Park Station. The station is integral to unlocking development in the local area and improving viability which will improve the quality of housing delivered in the local area.

- 1.4.4. Development will be forthcoming in the locality. The masterplan and planning framework, in addition to the development opportunities that the London Borough of Havering is seeking to promote, will unlock development potential, ensure development is appropriate for the local area, and ensure development is not piecemeal and is of a high quality.
- 1.4.5. The masterplan and planning framework will seek to ensure that these elements are brought together in a comprehensive way and co-ordinated effectively.
- 1.5. Accordingly, this SCI sets down the public consultation undertaken in the development of the masterplan and planning framework.

This SCI is structured as follows:

- Policy Context
- Background and Approach to Consultation
- Consultation Process
- Consultation Findings
- Implementation and Rationale

2. POLICY CONTEXT

2.1. Introduction

2.1.1. This section of the SCI provides a succinct overview of relevant national and local legislation and policy guidance in relation to community involvement in the planning system.

2.2. The Localism Act 2011

2.2.1. The Localism Act 2011, which received Royal Assent on 15 November 2011, contains a wide range of measures to devolve more powers to councils and neighbourhoods and give local communities greater control over local decisions.

2.2.2. Alongside this Act, the Government has published a document entitled: Pre-application consultation with communities: a basic guide (February 2011). This document sets out the following information:

- Developers must consult communities before submitting certain planning applications, having regard to any advice that their local planning authority may provide.
- Developers must consider any responses they receive before they finalise their proposals and submit their applications.
- When submitting their application developers must account for how they have consulted the local community, what comments they have received, and how they have taken those comments into account.

2.3. The National Planning Policy Framework (NPPF) (March 2012)

2.3.1. The NPPF sets out the Government's new planning policies for England and how these are expected to be applied.

2.3.2. The NPPF outlines the importance of pre-application engagement and front loading.

2.3.3. Paragraph 188 states:

“Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.”

2.3.4. The NPPF encourages pre-application discussions with other consenting bodies to ascertain if a particular development is acceptable in principle and to resolve issues in advance of planning applications being prepared.

2.3.5. Paragraph 189 states:

“Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they do offer. They should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community before submitting their applications.”

2.4. **Community Involvement in Planning: The Government’s Objectives (February 2004)**

2.4.1. “Community Involvement in Planning: The Government’s Objectives” outlines the Government’s aim to build on the opportunities that local people have for participation in the key decisions about their area. Paragraph 1.3 states that:

“[Such involvement] should enable the local community to say what sort of place they want to live in at a stage when this can make a difference.”

2.4.2. Paragraph 1.4 outlines the case for community involvement in planning and states:

- *Involvement leads to outcomes that better reflect the views and aspirations and meet the needs of the wider community in all its diversity.*
- *Public involvement is valuable as a key element of a vibrant, open and participatory democracy.*
- *Involvement improves the quality and efficiency of decisions by drawing on local knowledge and minimising unnecessary and costly conflict.*
- *Involvement educates all participants about the needs of communities, the business sector and how local government works.*
- *Involvement helps promote social cohesion by making real connections with communities and offering them a tangible stake in decision making.*

2.5. Planning and Compulsory Purchase Act (2004)

2.5.1. Section 8 of the 2004 Planning and Compulsory Purchase Act states that local planning authorities must prepare a SCI.

2.5.2. The SCI is a statement of the authority's policy as to the involvement of persons who appear to have an interest in matters relating to development in their area.

2.6. London Borough of Havering's Statement of Community Involvement (SCI)

2.6.1. London Borough of Havering's guiding principles of consultation are set out in the table below:

Guiding Principle	Before and During Consultation
Integrity	<ul style="list-style-type: none"> We will identify the need to consult We will listen to the views of the public to inform and influence our decision-making. We will make clear the purpose of the consultation
Accessibility	<ul style="list-style-type: none"> We will make consultations accessible by choosing the most appropriate method for the intended audience, including those harder to reach.
Visibility	<ul style="list-style-type: none"> We will publicise consultations to the relevant audience and encourage participation.
Disclosure	<ul style="list-style-type: none"> We will disclose any information which could materially influence the nature and extent of participants' responses.
Transparency	<ul style="list-style-type: none"> We will ensure we have the expressed or implied consent of participants before we publish the results. We will comply with the Data Protection Act 1998 to protect the privacy of individuals.
Fair Interpretation	<ul style="list-style-type: none"> We will be objective when assessing information and views gathered through consultation.
Publication	<ul style="list-style-type: none"> We will publish the results of consultations, other than in exceptional cases, in an accessible format and in a reasonable time after the consultation closes. Where we do not intend to publish the results, we will disclose this at the start of the consultation.

2.6.1 The Council's requirements for consultation include:

- A consultation period of six weeks
- The notification of relevant Ward Members
- Publicity in Living in Havering magazine, timing permitted
- Provision of a questionnaire

2.6.2 A Summary of Consultation should be prepared following engagement with stakeholders and the wider community. This should set out clearly what consultation has been undertaken, the responses received and how they have been taken into account.

2.7 Summary

2.7.1 Increasing community participation is a key objective in the Government's reform of the planning system. This is supported by the Council's own SCI.

2.7.2 Consistent with its own policy, London Borough of Havering has engaged with the community from the outset. This has enabled those likely to be affected by, as well as those most likely to be interested in the proposals to share their views and contribute to the masterplanning process.

2.7.3 The following sections of this SCI provide details of the consultation exercises that have been undertaken. This process is in full accordance with the Government's aspirations for pre-application community involvement in major planning applications and the Council's SCI.

3 APPROACH TO CONSULTATION

The following section outlines the consultation objectives, methods employed, processes undertaken and individuals involved.

3.1 Consultation Objectives

The following consultation objectives were identified for the project:

- To reach those who are likely to be affected by development in the masterplan area and those groups and individuals who are likely to have an interest in future development
- To provide accessible venues for the proposals to be viewed by the community
- To allow discussion between the project team and the general public to enable a thorough understanding of the proposals and to ensure the consultancy team understands the community's views on the masterplan for the area
- To allow adequate opportunity for the community to consider, understand and comment on the development proposed
- To take on-board the comments provided during the consultation and ensure that feedback is provided to the local community

3.2 Strategy

Throughout the consultation process the approach of the project team has been to respond positively to consultation responses from local residents and other consultees and, where practicable, use these insights to inform amends to the proposals or make provision for appropriate mitigation measures. The consultation process to date has comprised a combination of:

- Member group briefings and meetings with local Ward Councillors
- Correspondence with stakeholders
- Advertising the consultation process through an article in Living in Havering magazine (hand delivered to every resident in the Borough)
- Specifically hand delivering a brochure about the development, with a questionnaire, to all residents living in the vicinity of the masterplan area
- Creating a dedicated website with information about the proposals and the option to raise questions and complete a comment form.

- Displaying posters at local shops and community buildings, such as the Rainham Library
- **Holding Stakeholder Workshop events on the 17th March 2015 and 6th October 2015**
 A Stakeholder Engagement Event took place to gather views and ideas to feed into the vision and objectives for the masterplan, in advance of the wider community engagement events.

 Various stakeholders (all noted in 3.2.2) which included key elected members, the MP's office, representatives from local businesses and community organisations and landholders were invited to Rainham Library for the evening and took part in a hands-on masterplanning event.
- **Hosting three public consultation events over the weekend and evenings of 21st, 23rd and 24th March 2015 and further masterplan events on 13th and 17th October 2015.**
 A series of events were held at Rainham Library and Mardyke Community Centre. Residents were able to review the information about the emerging masterplan, discuss the proposals with the project team and input into the process, either at the event, via the dedicated website or via email, telephone or post.
- A series of meetings with key landholders, developers and agencies

 Feedback from these sessions is detailed in the following chapters of this report.

3.3 Selection of Consultees

- 3.3.1** Prior to commencing consultation, a meeting was held to discuss the proposed consultation programme and who would be consulted, how and when.
- 3.3.2** A database was created of key stakeholders including Councillors, local businesses and key groups from the area. This included:

First Name	Surname	Company
Daniel	Rapson	Persimmon House
Jayme	Radford	Iceni Projects Ltd
David	Holmes	Havering College
Luke	Marshall	Rainham Steel
Richard	Carr	Rainham Steel
Dianne	Page	Circle
Roger	Norrington	RAVE
Henry	Pradella	St Helen and St Giles
Mariusz	Fura	La-Salette Church
Levent	Kerimol	GLA
Carolyn	Tobin	GLA

Ilker	Dervish	London Riverside BID
Jonathan	Small	Network Rail
Sandra	Carter	Rainham Village School
Lynn	Lowe	Newton Primary School
Gary	Pratt	Chafford School
Jon	Bishop	Brady Primary School
Anna	Fletcher	La Salette Primary School
Tom	Ashby	CEME
Dan	Pope	Barking and Dagenham
Paul	McGartoll	TFL
Jessica	Arnold	CCG
Chris	Banks	Tesco
Rebecca	Shelley	Tesco
Nic	Durston	Rainham Hall
John	Cruddas	Member of Parliament
Councillor	Ower	LBH Councillor
Councillor	Ramsey	LBH Councillor
Councillor	Benham	LBH Councillor
Councillor	Dervish	LBH Councillor
Councillor	Mugglestone	LBH Councillor
Councillor	Durant	LBH Councillor
Councillor	Deon Burton	LBH Councillor
Councillor	Martin	LBH Councillor
Councillor	Whitney	LBH Councillor
Councillor	Tucker	LBH Councillor
Councillor	Roberts	LBH Councillor
Councillor	Williamson	LBH Councillor
Susan	Milner	London Borough of Havering
Katie	Mack	London Borough of Havering
Elizabeth	Aelberry	London Borough of Havering
Trevor	Cook	London Borough of Havering
Simon	Thelwell	London Borough of Havering
Mark	Philpotts	London Borough of Havering
Chris	Smart	London Borough of Havering
Chris	Hobbs	London Borough of Havering
Kim	Smith	London Borough of Havering
Elisabeth	Williams	London Borough of Havering
Chris	Barter	London Borough of Havering
Tom	Dobrashian	London Borough of Havering
Heather	Eldridge	London Borough of Havering
Alex	Stone	London Borough of Havering
Maggie	Dixon	London Riverside BID
Sally	James	Rainham Hall
Deputy	Head	Rainham Village School

Chair of Governors		Rainham Village School
Peter	Hall	London Borough of Havering

- 3.3.3** Following the consultation activities, this database was updated with additional contacts who participated in the consultation activities.
- 3.3.4** In order to engage with the members of the community closest to the site, a brochure was created with information about the proposals and a freepost comment form. This brochure was hand delivered to 11,000 local homes. This brochure was also available online through the dedicated website and in hard copy at Rainham Library

4. ENGAGEMENT WITH CONSULTEES

4.1 The London Borough of Havering Rainham & Wennington and South Hornchurch Working Party – 24th February 2015

A presentation was given by officers to the Working Party, which is responsible for setting a strategic vision for regeneration in Rainham and Wennington and South Hornchurch area.

4.1.1 Invitees to the meeting included:

- Cllr Robert Benham
- Cllr Michael Deon Burton (Chairman)
- Cllr Osman Dervish
- Cllr Phil Martin
- Cllr Barry Mugglestone
- Cllr Reg Whitney

4.1.2 The presentation enabled discussion about the proposals. It was noted that there had been a two-stage approval with the GLA and a decision would be given on Housing Zone status in spring 2015. Officers stated that there were a number of GLA-owned sites in the area, particularly in the neighbouring London Borough of Barking and Dagenham, where the Housing Zone bid would have a good influence and be very timely.

4.1.3 Discussion took place about the need for more homes, but also the necessary infrastructure including health and school provision, which needs to be identified as part of the plan. It was highlighted that two new primary schools would be incorporated within the masterplan area. It was also noted that de-designated industrial land could now be used for residential purposes, but it would be advantageous to seek to retain good employment opportunities within the Borough as well. There is a growing housing need in Havering and with a slight upturn in the property market this area was a good regeneration opportunity for Havering.

4.1.4 The Members noted that approximately 3,457 new homes could be provided; these would be a mixed density including some family homes and more flats closer to the station. Officers were working to include better transport to the area in the form of bus routes and the new Beam Park Station. The cost of the station would be approximately £18 million. It was thought that the station would be in place by 2019/20.

4.1.5 The masterplan will be mindful of a number of challenges such as low land values, fragmented land ownership and the dominance of the A1306. Officers highlighted the vision

and stated that there was potential as the area could be an asset for a sustainable environment. Cost of maintenance of the Linear Park on the A1306 was raised as an issue.

4.2 Meetings with Stakeholders

- 4.2.1 A meeting was held with Councillor Ramsey (Leader), Councillor Williamson, Councillor Philip Martin, Councillor Osman Dervish and Council Officers to discuss the masterplanning process. Councillor Williamson wanted a robust planning process and relevant policies produced. The Council's Head of Regulatory Affairs, supported by the Head of Economic Development, took councillors through the proposals and explained how a masterplan and planning policies were being prepared. A meeting was also held with Mr John Cruddas MP.

4.3 Stakeholder Workshop

- 4.3.1 The Stakeholder Engagement Event was held from 3pm until 6pm on Tuesday 17th March 2015 at Rainham Library. A letter of invitation was sent to all of the stakeholders detailed above. A copy of the correspondence can be found in **Appendix A**.
- 4.3.1 The workshop commenced with a welcome from Councillor Ramsey, Leader of the London Borough of Havering. This was followed by an introduction regarding the event objectives from Tom Dobrashian, Head of Economic Development. The team from Urban Initiatives Studio presented their analysis and initial thoughts in relation to the masterplan to provide context for the workshop. A report providing more information about the Stakeholder Workshop can be found in **Appendix C**.
- 4.3.2 Attendees were allocated to one of four groups for the purposes of participating in the workshop. Each was overseen by a facilitator from Urban Initiatives Studio or the London Borough of Havering.
- 4.3.3 A booklet was created which set out a number of areas for consideration. This included a plan of the masterplan area and a number of potential opportunities including the potential new affordable and family housing, the proposed new station at Beam Park, improvements to road linkages and green infrastructure on the A1306, and the potential to deliver new infrastructure, e.g. health and education provision.
- 4.3.4 Alongside the booklet, facilitators were provided with key topics to form the broad agenda for discussion and debate.
- 4.3.5 The key themes raised are detailed below:

Transport and Connectivity

Traffic management solutions for the local road network and the potential to improve local public transport were discussed. All groups welcomed the proposed new train station and underlined the need for improvements to local bus services, in particular to CEME. It was pointed out that New Road acts as an overspill when there is congestion on the A13, and that any redesign ideas should take this into account. The suggestion was noted that the community should be educated on sustainable transport in order to reduce reliance on the car.

Facilities

It was universally accepted that healthcare and education provision are essential; residents consider the area to be lacking already, and the influx of new residents will only exacerbate the situation. It was suggested that two new primary schools are needed, and secondary school facilities also require improvement. The proposed new District Centre was welcomed and it was suggested that one of the new primary schools should be located nearby. Preferred locations for the second new primary school were either on Havering College land or nearer to Rainham.

Employment

The need to retain and attract new employment was raised by all. It was agreed that the area south of the river should be maximised and that, where possible, employers should be assisted when it comes to relocation. One group highlighted the opportunity for high value employment space (small enterprises) to be accommodated within the new residential area if appropriate.

Housing

It was reiterated that any new development must be high quality and long lasting. Building heights of three to four storeys were deemed most suitable, with the potential for slightly higher densities near the station and District Centre. Concern over the transience of the population was raised; the new houses should encourage families who will stay in the area and work locally.

Parking

Discussions highlighted the need to review the parking situation in Rainham; residents are suffering and the current lack of car parking also deters visitors and those who might spend money in the area. The importance of providing parking at the station, schools and District Centre was agreed across the board.

Safety

Criminal behaviour was considered to be increasing in the area, and the need to design safe, open, well-connected and well-lit spaces was identified. The opportunity to 'design out crime' was noted.

Perceptions and image

A point that came up across all the groups was the opportunity represented by the proposals to redefine the image of the area, and the need for an effective marketing strategy alongside any redevelopment. It was felt that this would raise awareness area's positive attributes amongst investors, new residents and visitors.

- 4.3.6 The discussions at the stakeholder workshop have been reflected in the evolving masterplan and highlighted the key areas for further input at the public consultation stage. The Workshop allowed local organisations and community groups to participate in the process prior to the public consultation.
- 4.3.7 A photograph taken at the event can be found below:



- 4.3.8 Overall people who attended the stakeholder workshop were in favour of the proposals, but were keen to ensure that the correct infrastructure is put in place in order for it to be sustainable.

4.4 Stakeholder Feedback Event

- 4.4.1 A Stakeholder Feedback Event was held during the second stage of the consultation to generate further views and input into the masterplan from those who had attended the first Stakeholder Workshop in March.
- 4.4.2 The Stakeholder Feedback Event was held from 11am until 2pm on Tuesday 6th October 2015 at Rainham Library. A letter of invitation was sent to all of the stakeholders detailed above. A copy of the correspondence can be found in **[APPENDIX A]**

4.4.3 The workshop commenced with a welcome from Councillor Ramsey, Leader of the London Borough of Havering. This was followed by an introduction regarding the event objectives from Tom Dobrashian, Head of Economic Development. The team from Urban Initiatives Studio presented the exhibition boards on the masterplan. The exhibition boards were displayed throughout the meeting to illustrate the masterplan and facilitate discussion. A wide range of stakeholders were invited to the event including elected Members and local MPs, as well as representatives from the following organisations:

- CEME
- Circle
- Havering Clinical Commissioning Group (CCG)
- Greater London Authority (GLA)
- Havering College of Further and Higher Education
- Icen Projects Ltd
- La Salette Church
- Local schools (including Rainham Village, Newton Primary, The Chafford School, Brady Primary, La Salette Primary)
- London Borough of Barking and Dagenham
- Network Rail
- Persimmon Homes
- Rainham BID
- Rainham Steel
- RAVE
- St Helens and St Giles Church
- Transport for London (TfL)
- Tesco
- The National Trust

4.4.4 Attendees were allocated to one of four groups for the purposes of participating in the workshop. Each was overseen by a facilitator from Urban Initiatives Studio or the London Borough of Havering.

4.4.5 The key themes raised are detailed below:

Masterplan

There was overall agreement that the derelict areas around Beam Park should be regenerated and that the masterplanning process was beneficial.

Housing

The discussion emphasised the importance of a full mix of housing types that are of a high quality standard and in keeping with the local character. A couple of the groups were concerned about the presence of apartment blocks in certain areas and emphasised that these should not be above three storeys. However other groups felt there should be a full mix of housing types, tenures and building heights.

Employment

There was broad agreement on the need to retain and attract new employment in to the area but that they didn't want to see all local businesses relocated outside of Havering. One group suggested that existing shops and business fronts should be enhanced with grants provided for improvements to local businesses.

Facilities

It was reiterated that healthcare and education provision is essential and a point that was raised across all of the groups was the need for improved secondary school provision in the plan as there are currently only plans for the construction of a primary school.

Transport

The main concern across all of the groups was the possibility of increased traffic volumes on the A1306 and the consequences of this on Rainham and the surrounding areas. While the new train station was welcomed, many felt that further improvements were required to the bus service.

- 4.4.6 The discussions at the stakeholder workshop have been reflected in the evolving masterplan and highlighted the key areas for further input at the public consultation stage. The Workshop allowed local organisations and community groups to participate in the process prior to the public consultation.

4.5 Statutory Consultees

- 4.5.1 A number of statutory consultees were invited to the Workshop, including transport agencies, GLA and the adjacent Borough of Barking and Dagenham.
- 4.5.2 The Stakeholder Workshop also included participants from a number of disciplines within the London Borough of Havering Council, enabling discussions to take place with those responsible for planning, streetcare, housing, education, health and the environment to inform the masterplanning process.

4.6 The Wider Public

4.6.1 In order to ensure that members of the local community were aware of the proposals and had an opportunity to get involved in the masterplanning process, a number of consultation channels were used. For the first phase of consultation these included:

- A brochure that was hand delivered to 11,000 homes in Rainham and South Hornchurch with information about the proposals. This included a questionnaire to return with comments.
- An article was placed in the Living Magazine inviting residents to the events or to view information on the dedicated website.
- Posters were placed in local shops, restaurants and services such as Rainham Library
- A press release announcing the dates of the consultation events and the website details was issued to the local media.
- A dedicated website was created with information about the proposals and a questionnaire – www.rainhamandbeampark.com.
- Three public consultation events were held (on a variety of days and times) to enable residents to discuss the proposals with the team and complete a questionnaire.
- The exhibition materials were available to view in Rainham Library from the 17th to the 27th March 2015 and questionnaires were available for residents to complete.

For the second phase of consultation the channels included:

- A link to the on-line questionnaire was sent to all those residents and businesses who had registered an interest in phase 1. .
- A double-page article was placed in the Romford Recorder inviting residents to the events or to view information on the dedicated website.
- Selected local businesses were hand delivered questionnaires on the proposals.
- The Havering Council website was updated with information about the upcoming events and consultation period, including a front page rolling banner
- The Havering Council Twitter channel posted updates about the upcoming public consultation events in the days before they took place.
- The dedicated website www.rainhamandbeampark.com was updated with information about the masterplan, consultation events and the questionnaire.
- Two public consultation events were held on a different days and times to enable residents to discuss the masterplan with the team and complete a questionnaire.

- The exhibition boards were available to view in Rainham Library from **Monday 28th September 2015 to Monday 2nd November 2015**
- **Street interviews were conducted by a specialist interview company in retail** areas along Upminster Road & Bridge Road and High street close to the residential areas north & south of Upminster Road and west of Rainham Road

4.6.2 Further information about the public consultation events can be found in the chapters below.

5. PUBLIC CONSULTATION STAGE ONE

5.1. Three events were held in easily accessible venues as follows:

- Saturday 21st March 2015 from 10am until 2pm at Rainham Library, Celtic Farm Road, Rainham, RM13 9GP
- Monday 23rd March 2015 from 4pm until 7pm at Rainham Library
- Tuesday 24th March 2015 from 4pm until 8pm at Mardyke Community Centre, South Street, RM13 8PU

5.2 The exhibition materials also remained available to view in Rainham Library from the 17th until the 27th March and were available to view on the dedicated website www.rainhamandbeampark.co.uk.

5.3 In order to ensure that local residents and those interested in the masterplanning process were aware of the consultation a number of channels were used to promote the activity. An article was placed in the spring edition of Living in Havering, the Council's free community magazine which is delivered door-to-door to 103,000 homes and businesses, with a further 3,000 copies delivered to schools, libraries, sports centres, health facilities, Council buildings and other outlets across Havering. A copy of the article can be found below:

// NEWS //

www.havering.gov.uk/living | SPRING 2015 | 11

A masterplan for the south of Havering

The developing 'masterplan' for the south of Havering – focused on the Rainham area along the A1306 – will be exhibited at three events this month.

These events will allow residents to comment on plans to turn old industrial or 'brownfield' sites along the A1306 into an attractive new neighbourhood, while protecting historic Rainham Village and the marshes.

The exhibitions will be held at Rainham Library on Saturday 21 March from 10am to 2pm and Monday 23 March from 4pm to 7pm. There will be a further exhibition on Tuesday 24 March from 4pm to 8pm, at the Mardyke Community Centre, South Street, Rainham, RM13 8PU. The plans can also be seen online.

In recent years there have been various stand-alone proposals to

build in this area – for example at Dover's Corner - which have been unattractive and out of keeping with the Council's ambitions for the south of the Borough.

Affordable Homes

The masterplan will look at the area as a whole and ensure that the needs of local people are put first –

including proposals for a new railway station and a tree-lined boulevard along the route of the old A1306, with homes that are affordable for local people, properly supported by new public services like schools and transport.

More information
www.havering.gov.uk/RiversidePlan



- 5.4 A brochure was produced which promoted the consultation event and website. This also detailed information about the proposals and incorporated a questionnaire to encourage residents to comment on the masterplanning process in their own time. This was distributed door-to-door to 11,000 homes in Rainham and South Hornchurch. Copies were also posted to the stakeholder database and other local shops, services and groups. A copy of the brochure can be seen below:

BE A PART OF AN EXCITING OPPORTUNITY TO SHAPE THE FUTURE OF RAINHAM AND BEAM PARK

Rainham and Beam Park are poised for significant investment into new infrastructure and housing. This is part of the long term vision for the area, which we have all been working towards for a number of years.


There is a fantastic opportunity to turn some of the run-down industrial areas along New Road into vibrant new neighbourhoods, which will offer attractive parks and green spaces as well as new safe pedestrian and cycle routes to improve connectivity.


This is an exciting opportunity for Rainham and South Hornchurch and one which we hope you will help to drive and shape.

We hope you can drop into one of our events and discuss the emerging proposals with the team on:

- **Saturday 21st March 2015 from 10am until 2pm** at Rainham Library, Celtic Farm Road, Rainham, RM13 9GP;
- **Monday 23rd March from 4pm until 7pm** at Rainham Library; and
- **Tuesday 24th March from 4pm until 8pm** at Mardyke Community Centre, South Street, Rainham, Essex, RM13 8PJ.

The exhibition will remain unmanned in the library from 18th of March until 29th of March and can also be viewed on the website:
www.rainhamandbeampark.com





Havering
LONDON BOROUGH

THE VISION

Our priority is to see quality new homes and spaces, as well as new school and health provision, a new train station and an improved bus service in the area. This will also create new jobs and provide vitality and sustainability for existing businesses in Rainham, bringing millions of pounds in new spend to the area every year, helping to boost existing shops, services and businesses.

A bid was therefore submitted for 'Housing Zone' status last year; if this is successful it will bring £40million of funding towards this type of infrastructure. Alongside this bid, we are developing a comprehensive masterplan and we want you to help shape the proposals for the site.

This will help us to ensure the quality and character of the new homes, allocate affordable housing to local residents and ensure we get the vital infrastructure in place – such as schools, transport and health services.

We remain committed to investing in the area, building upon the success of projects such as the new Rainham Library and Royals.



Beam Park as it is now



Family housing - what it might look like



We hope you can come to the events, but if not please complete the questionnaire below, and return to the address provided so that we can take your views into account as the masterplan evolves. Thank you.

Q1) Would you like to see investment into the rundown industrial areas along New Road in order to provide quality new local homes, job opportunities, facilities and green spaces?

☐ YES ☐ NO ☐ UNSURE

Q2) We have submitted a funding bid to the GLA which would deliver £40million towards infrastructure. Please let us know which of the following is most important to you:

Please tick relevant box	Very important	Quite important	Less important	Not important
Playing fields/sports pitches				
New walking and cycling linkages				
Local play areas and parks				
New schools				
New healthcare provision				
New train station at Beam Park				
Improved bus service				
New family housing				
Affordable homes for local people				
Safe environment				

Q3) Do you agree that a masterplan for the area should be created to set the character, quality and types of homes as well as the types of facilities, transport improvements and green space needed in the area?

☐ YES ☐ NO ☐ UNSURE

If you have any further comments please leave these here:

If you would like to stay informed please provide your contact details. We will only use this information to contact you about the Rainham and Beam Park masterplan.

Name:
Address:
.....
E-mail:

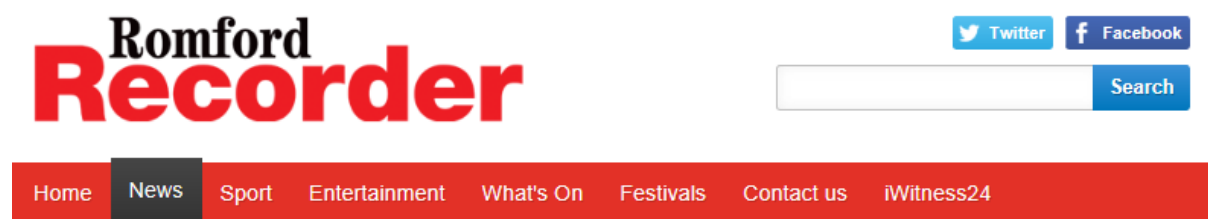
Please place
stamp here

Rainham and Beam Park Consultation
3 Walls Yard
South Street
Rochford
Essex
SS4 1GR



Please detach this part of the leaflet, fold midway, staple or stick, and return to the address above. Alternatively drop your comments off at Rainham Library, Celtic Road, Rainham RM13 9GP or fill in the questionnaire on-line at www.rainhamandbeampark.com

- 5.5 The front page of the brochure was also turned into a poster which the Beattie team distributed by hand to shops and businesses in Rainham to further raise awareness of the proposals, the consultation and the opportunity for local people to get involved.
- 5.6 A press release was issued to the local media. An article ran in the Romford Recorder on the 6th March 2015:



3,500 NEW HOMES PLANNED IN MASSIVE RAINHAM REDEVELOPMENT

07:42 06 March 2015

Harriet Orrell



Proposed site for development in the Rainham and Beam Park plan where the train station will be

Plans to transform land in the south of the borough with 3,500 new homes, a new train station, a school, and health care and leisure facilities have been unveiled.

3 Comments



An example of the high quality family homes the council wants to build in Rainham

The Rainham and Beam Park development will take place over the next decade and begins with improving transport to the area by adding an extra station to the c2c line between Rainham and Dagenham Dock.

This will be followed by infrastructure needed to serve a new community, including a school, doctors' surgeries and shops.

The development will run along a narrow site between the train tracks and New Road, extending from Tesco Extra in Rainham to far into Barking and Dagenham, including the old Ford site.

The leader of Havering Council, Cllr Roger Ramsey, said: "This is a great opportunity to turn this land into an attractive new neighbourhood, with all the right infrastructure that is needed to support it, such as schools and transport.



An artist's impression of the green space 'linear garden' the south of the borough will become

"We want to make sure that development of this area is delivered in a co-ordinated way, rather than the piecemeal development that goes on at the moment, and that it provides high quality family housing for the people of Rainham."

The council hopes to see the train station completed by next year in order to serve thousands of high quality family homes.

The plans are to create a "linear garden" along the road with green spaces and trees so that it becomes a boulevard rather than the industrial dual carriageway currently there.

Many of the factories and warehouses along New Road are already vacant, with others being made offers from developers to sell their land.



Today's front page of the Romford Recorder. The red outline shows where the main development will be

The council is also hoping for a grant from the Greater London Authority to assist with building the homes.

Rainham Village will also see land developed and have a facelift, with money already being spent by the National Trust to transform Rainham Hall in the Broadway to create a full heritage site and gift shop.

The hope is that will increase tourism to the area as the hall is next door to the oldest Norman church in London, St Helen and St Giles'.

A consultation on these plans will be opened by Havering Council on Wednesday and will consist of a stakeholder's meeting in Rainham Library on March 17 as well as exhibits on the plans the following week.

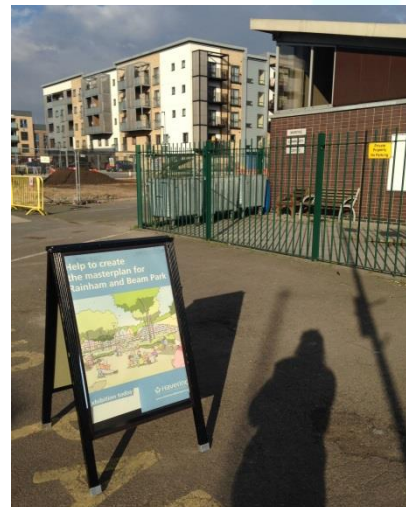
5.7 The three consultation events were manned by a team from The London Borough of Havering, Urban Initiatives and Beattie Communications. The exhibition remained unmanned in the library, with access to the questionnaires, from the 17th until the 27th March 2015.

5.8 The number of attendees at each event is displayed in the table below:

Event	Attendees
Saturday 21 st March: Rainham Library	47
Monday 23 rd March: Rainham Library	34
Tuesday 24 th March: Mardyke Community Centre	24

5.9 The exhibition boards included information about the site location, historical context, and overall vision for regeneration in the Rainham area, of which this scheme is part. The boards also outlined the opportunities for development and new infrastructure within the masterplan area, and explained the process and reasoning behind the development of a masterplan. A copy of the exhibition boards can be found in **Appendix B**.

5.10 Photos from the events can be seen below:



5.11 Residents were encouraged to complete questionnaires at the event or to take them away and post them back. A copy of the questionnaire can be found overleaf.

Name: _____

Address: _____

Email: _____

Q1) Would you like to see investment into the rundown industrial areas along New Road in order to provide quality new local homes, job opportunities, facilities and green spaces? *(please circle as appropriate)*

Yes

No

Unsure

Q2) We have submitted a funding bid to the GLA which would deliver £40million towards infrastructure. Please let us know which of the following is most important to you:

<i>please tick relevant box</i>	Very important	Quite important	Less important	Not important
Playing fields/sports pitches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New walking and cycling linkages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local play areas and parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New healthcare provision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New schools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New train station at Beam Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improved bus service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New family housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Affordable homes for local people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safe environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q3) Do you agree that a masterplan for the area should be created to set the character, quality and types of homes as well as the types of facilities, transport improvements and green space needed in the area? *(please circle as appropriate)*

Yes

No

Unsure

If you have any further comments, please leave them here:

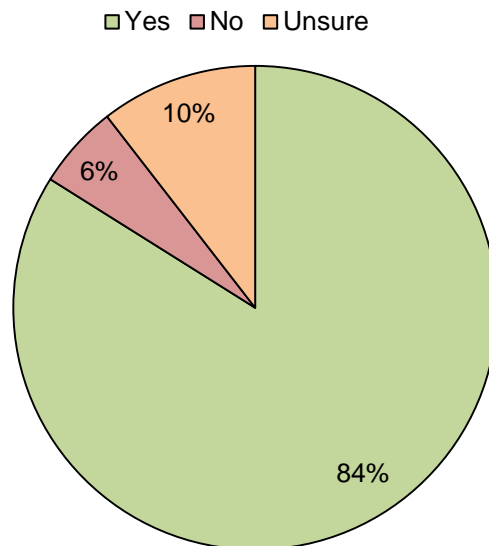
6 STAGE ONE CONSULTATION FEEDBACK

6.1 A total of 157 feedback forms were returned, this is broken down as follows:

Feedback methodology	Number of forms received
Website questionnaire	38
Freepost questionnaire	64
Stakeholder workshop	2
Returned at the exhibition on 21/3	16
Returned at the exhibition on 23/3	18
Returned at the exhibition on 24/3	21

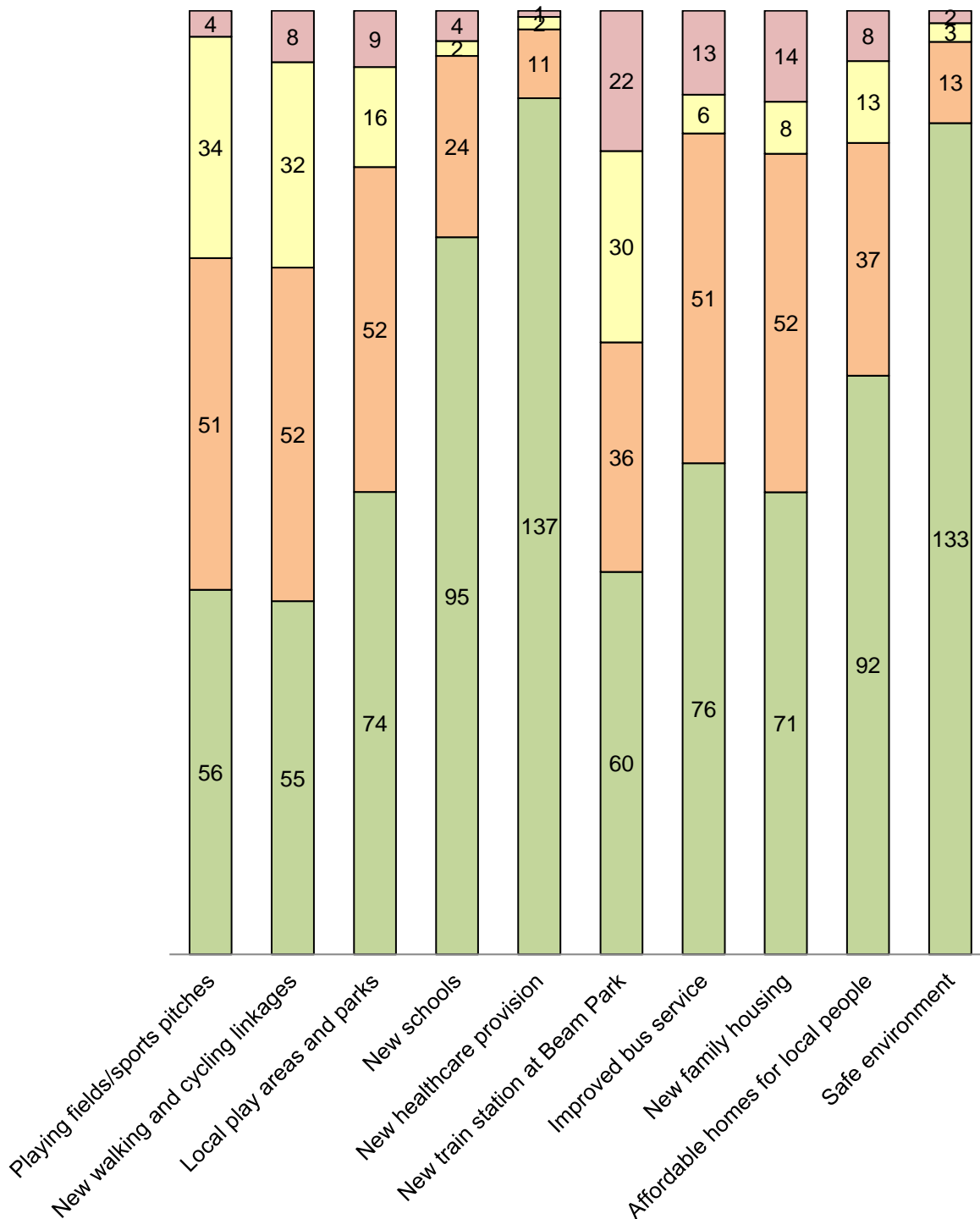
6.2 The findings from the event and postal questionnaire are detailed below:

Q1: Would you like to see investment into the rundown industrial areas along New Road in order to provide quality new local homes, job opportunities, facilities and green spaces?



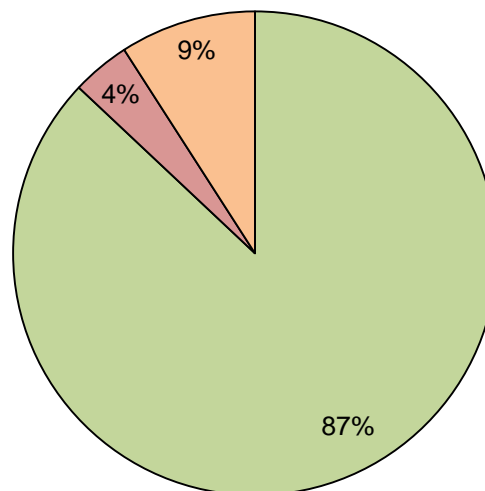
Q2: We have submitted a funding bid to the GLA which would deliver £40million towards infrastructure. Please let us know which of the following is most important to you:

☐ Very important
 ☐ Quite important
 ☐ Less important
 ☐ Not important



Q3: Do you agree that a masterplan for the area should be created to set the character, quality and types of homes as well as the types of facilities, transport improvements and green space needed in the area?

☐ Yes
 ☐ No
 ☐ Unsure



Other comments raised on the forms included:

Comment	Number raising comment
What allowances have been made for the strain upon Queen's Hospital? Will there be a community centre? Focal point needed for group of housing, e.g. doctor/community centre	13
Schools definitely needed	9
It is important to keep the build in keeping with the village of Rainham as we have a great amount of history here, including the Church of St Helen's and St Giles. No place for high rise. Feel let down by planners so far with design of recent additions to the area (Rainham Library, Passive House scheme both mentioned)	6
Imperative that services are going to be in place before the end of the build	6
This run down and derelict area desperately needs to be redeveloped as a matter of urgency	5
Concern that proposal is on a flood plain	3
Concerns about more traffic using adjacent roads – any New Road layouts to be planned?	4
No flats – family houses only as there is already an over-abundance of flats	4
Don't build houses – spend the money on updating existing facilities	3
Need for guarantees re new medical care, policing, schools etc. Suggestions aren't enough	3
Important that housing is affordable and for local people – not used as overflow for residents from Tower Hamlets, Newham and Hackney.	2
This is a great idea but the bus services need significant improvements	2
Aim to change demographics	2
More trains will be needed on the C2C as it is already overcrowded	3
At Beam Park there is no access to the River Thames – there must be plans for a Thames path along this stretch.	1

Not convinced that area is suitable for housing – contamination of land on old Ford site. What about moving the Imperial Trading Estate (Lambs Lane North) to Dovers Corner and developing this site for housing instead as this trading estate is incongruous to the residential area?	1
Need for commercial use of the area to be improved.	1
Why is another station required at Beam Reach? It's a very short distance from Rainham Station and Dagenham Dock - also the literature has been very unclear that this is on the C2C line with mixed references to Elm Park Underground and Crossrail.	1
It is vital that there is an improvement to the local GP services – a purpose-built clinic that houses more than 1 or 2 GPs and opens beyond 5pm would be ideal.	1
Install superfast fibre-optic broadband as was done at the Olympic Village.	1
No objection as long as the £40m is spent in this specific part of Havering and that the infrastructure is provided to accommodate the extra housing.	1
Presumably no need to extend Parsonage Farm primary if this goes ahead?	1
Concerned that there is clever marketing going on and that the types of spaces shown in the questionnaire won't actually be delivered.	1
None of the houses built should cost more than £250,000 to buy privately. Only people who have been on the council waiting list for more than 5 years and born in this country should be able to move in to them. Employees of the NHS, Police, Fire, Council should be given 'first refusal'	1
Station is key, enabling access to London for work	1
Link North and South of A1306 - improve its appearance by planting greenery. Would help to narrow A3106 to single carriageway so it is less divisive.	1
Improvements should also be made to existing areas of Rainham	1
I hope you are successful in your bid	1
Discussed my concerns fully at the consultation event	1
A bus route from Beam Park to Elm Park in event of c2c cancellations.	1
Car parking – no parking at Rainham Library	1
People are scared to walk New Road at night – amazing to have well-lit, tree-lined walkway/cycle lane	1
Improved leisure facilities required	1
Improve bus stops by adding electronic bus arrival times – very important at Tesco	1
Would like to see a shopping complex as there is nothing in this area of Havering	1
Rainham is the cesspit of Havering – no more foreigners needed here. Build in Upminster!	1
Rainham is lacking in green spaces and play areas for children. Currently have no space to walk with children	1
Would like to know the number of new housing proposed and type of buildings, preferably not like the ones just completed by the construction college	1
You need to think about subsidising the cost of homes for local people	1
Need to ensure maintenance of any new green areas and play centres is established	1
The existing proposals are very weak? I can see no survey? Analysis? Appraisal?	1
It is essential the public are kept up to date in the planning stages of this development as there [are] no definite development plans yet	1
What arrangements will be made to relieve the further increase in nos. of pedestrians/commuters from the eastern part of the development to the bus stop pinch point o/s Redberry, & via this pinch point on to Rainham Station? 2) How will any danger to pedestrians be mitigated from the increased use of the Tesco	1

<p>roundabout junction from the 'Better connection between Sth. Hornchurch and Rainham' village centre & from the major pedestrian artery across the development site? 3) What provision can be made for walkers/cyclists to access Rainham Creek and Rainham & Hornchurch Thameside - are you taking the opportunity to extend Creekside Path? 4)What steps will be taken to both protect and capitalise on Rainham Conservation Area & its heritage resources, and what does 'Enhancing the historic heart of Rainham Village' entail? 5) What will be the impact on the flood plain and the flood risk to the site & to the surrounding area? 6) What will happen to the Old Station Approach vacant site (ref. Image: 2b) and the site behind Redberry and will the opportunity be taken to form a cycle and pedestrian pathway alongside the railway line across Rainham Creek to link the development with Rainham Station?</p>	
<p>Dear All, Brown and Mason are specialist demolition contractors. We'll be interested in tendering for any asbestos removal and demolition works which will be required one works to create the Rainham and Beam Park Housing zone come to market. I appreciate this may be some way off - but could you advise who we can approach in the first instance? We would be very happy to discuss visiting the site to give a budget price if this would be of interest. Kind Regards, Marcus</p>	1

7 PUBLIC CONSULTATION STAGE TWO

7.1 The second phase of consultation provided the opportunity to provide feedback about the comments raised previously, how these had been taken into account and how the masterplan had evolved.

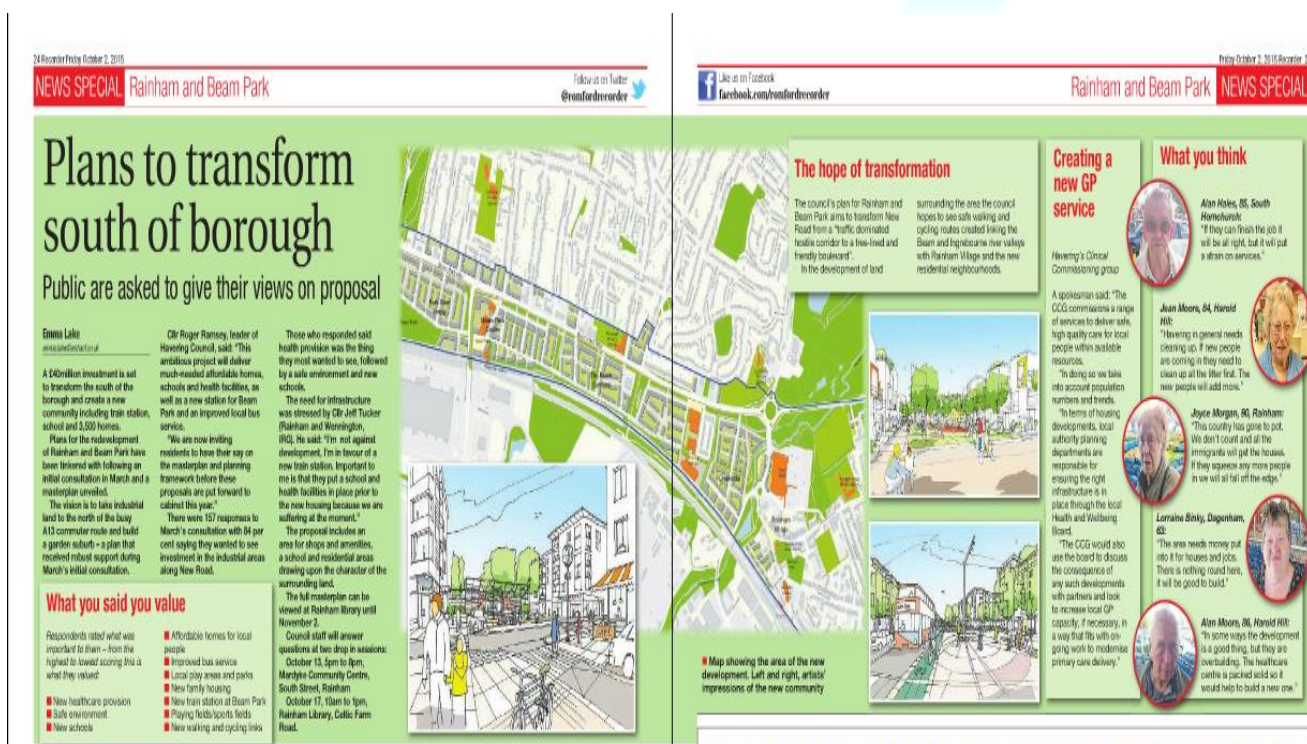
Ahead of the second stage of the Public Consultation on the Masterplan, a preview meeting was held with key stakeholders on 6th October 2015. Please refer to section 4.4 for more information on this meeting.

7.2 Two public consultation events were held in easily accessible venues as follows:

- Tuesday 13th October 2015 from 5pm until 8pm at Mardyke Community Centre South Street, Rainham, Essex, RM13 8PJ
- Saturday 17th October 2015 from 10am until 1pm at Rainham Library, Celtic Farm Road, Rainham, RM13 9GP

7.3 The exhibition materials also remained available to view in Rainham Library from **Monday 28th September 2015 to Monday 2nd November** and were available to view on the dedicated website www.rainhamandbeampark.co.uk.

7.4 In order to ensure that local residents and those interested in the masterplan were aware of the consultation a number of channels were used to promote the activity. A double-page article was placed in the Romford Recorder on **2nd October 2015**. A copy of the article can be found below:





- 7.5** A brochure was produced which promoted the consultation event and website. This also included information about the masterplan and incorporated a questionnaire to encourage residents to comment on the masterplan in their own time. A copy was provided to each resident who participated in the previous consultation and provided their details. Copies were also made available at Rainham Library and the Council offices and it could be viewed online.

A copy of the brochure can be seen below:



CONSULTATION ON BEAM PARK AND RAINHAM DEVELOPMENT FRAMEWORK

Rainham and Beam Park are poised for significant investment and change after a successful bid for £40 million. This is part of the long term vision for the area which we have all been working towards for a number of years.

We are consulting now on the draft Masterplan and Planning Framework for the Rainham and Beam Park area. A public exhibition of our proposals is on display in Rainham Library from Monday 28th September until Monday 2nd November 2015. The consultation material is also available on our website www.rainhamandbeampark.com


You can also drop into one of our events and discuss the draft proposals with the team on:

- **13th October 5.00pm to 8.00pm** in the Mardyke Community Centre, South Street, Rainham, Essex, RM13 8PJ
- **17th October 10.00am to 1.00pm** in Rainham Library, Celtic Farm Road, Rainham, RM13 9GP

Since the last consultation in March 2015 we have been working hard to create a masterplan for the Rainham and Beam Park area, which takes on board the response to the consultation.

The masterplan will be accompanied by a planning framework document that will set out the strategy for the area, detailing the principles, design codes and outlining the elements such as housing mix, car parking provision, infrastructure and facilities. Our priority is to see quality new homes and spaces, as well as new school and health provision, a new train station and an improved bus service in the area. This will also create new jobs and provide vitality and sustainability for existing businesses in Rainham, bringing millions of pounds in new spend to the area every year, helping to boost existing shops, services and businesses.

Please review the proposals and tell us what you think of the emerging development principles for the area by filling in the questionnaire overleaf.

 **Havering**
LONDON BOROUGH

Please review the exhibition boards (available online at www.beamparkandrainham.com, or at Rainham Library until 2nd November) and complete the questionnaire below, and return to the address provided so that we can take your views into account when we finalise the Masterplan and Planning Framework.

Thank you.

Q1) Would you like to see investment into the rundown areas along New Road (the A1306) in order to provide quality new local homes, job opportunities, facilities and green spaces?

☐ YES ☐ NO ☐ UNSURE

Q2) Do you agree that a masterplan for the area should be created to set the character, quality and types of homes as well as the types of facilities, transport improvements and green space needed in the area?

☐ YES ☐ NO ☐ UNSURE

Q3) Do you like the proposals put forward in the masterplan and planning framework?

☐ YES ☐ NO ☐ UNSURE

Q4) What aspects of the masterplan do you like or dislike and which aspects of the masterplan are most important?



Q5) The Council has recently submitted proposals to improve the A1306 which includes a series of small parks and open spaces, improved pedestrian and cycling access as well as alterations to the road layout and connections to the green spaces. Do you support these plans?

☐ YES ☐ NO ☐ UNSURE

Q6) If you have any other comments or questions please leave these in the space below:

Please place
stamp here

**RAINHAM AND BEAM PARK
CONSULTATION,
3 Walls Yard, South Street,
Rochford, Essex,
SS4 1GR**

If you would like to stay informed
please provide your contact details.
We will only use this information to
contact you about the Rainham and
Beam Park masterplan.

Name:

.....

Address (including postcode):

.....

.....

.....

Email address:

.....

**Please detach, fold, staple/stick and
return to the address overleaf.**



7.6 An invitation letter along with a Q&A document was sent out to the residents who signed up in phase one by email and post. The letters went out w/c 14th September and emails w/c 21st September:

Dear Sir / Madam

Re: Rainham and Beam Park Public Consultation

Thank you for participating in the public consultation earlier this year regarding the creation of a masterplan and planning framework to regenerate and improve the industrial areas along New Road from Rainham to Beam Park.

We would like to take this opportunity to provide feedback on the responses we received from that consultation and invite you to take part in the upcoming consultation on the proposals and ideas that are forming the long term vision for this area.

The consultation earlier this year was carried out through a number of engagement events, an exhibition at Rainham Library, flyers incorporating a questionnaire and online responses.

87% of respondents wanted to see investment in the run down industrial areas along New Road to provide quality new local homes, job opportunities, facilities and green spaces. 10% of residents were unsure and 6% did not want to see this happen.

The most important elements highlighted by you were health care provision, a safe environment, new schools, new family homes, affordable homes and an improved bus service.

87% of respondents agreed that a masterplan for the area should be created to set the character, quality and types of homes as well as the mix of facilities, transport improvements and green space needed. Only 4% disagreed and 9% were unsure. A frequently asked questions document is attached which provides answers to the queries raised during this consultation.

As a result, over the summer a lot of work has taken place to create a masterplan which takes on board the response to the consultation. A planning framework document will accompany the masterplan and will set out the strategy for the area, detailing the principles, design codes and outlining the elements such as housing mix, car parking provision, infrastructure and facilities.

We would like to share this with you and will be organising events on 13th October between 5.00 p.m. and 8.00 p.m. at the Mardyke Youth and Community Association and the 17th October between 10.00 a.m. and 1.00 p.m. at Rainham Library where these can be discussed in more detail. There will also be an exhibition where you will be able to review the latest information at Rainham Library from the 28th September to 2nd November or you can view the exhibition online at www.rainhamandbeampark.co.uk

Rainham and Beam Park are poised for significant investment and change. This is part of the long term vision for the area which we have all been working towards for a number of years. This is an exciting opportunity for you to guide the investment into

the area, delivering the right sort of new homes, spaces and facilities, and your contribution as part of the consultation is invaluable.

We hope to see you at one of the events. If you have any questions in the meantime, please do not hesitate to contact regeneration@haverling.gov.uk

Yours faithfully

Tom Dobrashian

Head of Economic Development

FREQUENTLY ASKED QUESTIONS – RAINHAM AND BEAMPARK MASTERPLAN

Q) Why is this development proposed?

A) There is a fantastic opportunity to turn some of the run-down industrial areas along New Road into vibrant new neighbourhoods, which will offer attractive parks and green spaces as well as new safe pedestrian and cycle routes to improve connectivity.

Q) What types of homes are proposed?

A) A full mix including 1, 2 and 3 bedroomed houses with gardens and apartments. The ratio of traditional houses will be higher in Rainham village, whereas the apartments will be nearer to the local centre and the new Beam Park station. Affordable housing will be distributed across the site in line with identified local need and be subject to developer's viability assessment.

Q) Is this land suitable for housing?

A) We have undertaken a number of studies to inform the masterplan. The developers will be responsible for any decontamination required and this will be built into their financial appraisals.

Q) Will there be a community focal point or community centre?

A) There will be a new local centre adjacent to the new Beam Park station. This will include local shops for day to day needs and facilities including cafés. The ground floor units could also accommodate doctor's surgeries, a nursery and space for cultural activities.

Q) How will the delivery of new facilities be phased?

A) The planning framework envisages that development on the Beam Park site, the Somerfield site and the Dovers Corner site will be delivered in the earlier phases as these are within single ownership and have developer interest. Therefore the Beam Park centre, with its local facilities, will be delivered as an early development phase. It is important that a number of sites to the north of New Road are also redeveloped early as this will help to change the impression of the street and wider area.

Q) Will a doctor's surgery be provided?

A) We will need to ensure there is access to health care provision for all of the new residents. We are discussing the level of new provision required with the NHS and this will be incorporated within the future proposals. Developers may also be required to make contributions towards hospital provision improvements.

Q) Will schools be included?

A) Education provision will be required for all of the new residents. The masterplan incorporates provision for an additional primary school.

Q) Will there be additional car parking provision?

A) The planning framework will define applicable residential and non-residential car parking standards, so this can be implemented as part of individual planning applications across the site.

Q) How will a safe environment be created?

A) The planning framework requires development to consider how to 'design out crime'. Development layout should bring forward a street based design that provide streets that are enclosed, overlooked and animated by development and benefit from passive supervision by the development and other on-street activities. This will ensure that all of the developments within the area are designed to comply with 'Safety by Design' standards. All of the new residents will pay Council Tax; a percentage of these new funds are given to the police to fund policing in this area.

Q) Will leisure facilities be improved?

A) The Council is considering proposals to improve the leisure offer in Rainham as well as incorporating a small local centre around the Beam Park station.

Q) Will play areas be included?

A) Yes, standards for play spaces will be included and developers will be required to bring forward adequate play provision for different age groups.

Q) What provision will be made for walkers and cyclists?

A) The development will actively promote the extension of the green grid of walking and cycling routes through the area to provide quality and safe connections with existing open spaces including the Beam Valley Country Park, the South Hornchurch Country Park and Rainham Marshes. This includes a new Linear Park along New Road which will link the Beam River Valley with the Ingrebourne River Valley. The Planning Framework also promotes the extension of the walking and cycling path along the Ingrebourne River towards the London Riverside Industrial Area and the River Thames.

Q) How will the new green areas be maintained?

A) A coherent and long term approach to the management and maintenance of open spaces is critical to ensure long term quality and the enjoyment of these spaces into the future. Options to achieve this across the different developments are currently being considered. This may include a common management company for open spaces or the creation of a parks trust that will take over the ownership and responsibility for open spaces.

Q) How will New Road change?

A) The planning framework proposes a transformation of the road to create a more attractive and overlooked street. A new linear park will extend along its length creating a much more pleasant environment to walk and cycle along. Improved crossings will also be provided. New residential development is proposed fronting

onto New Road and this will provide animation and passive supervision to the street space and make it feel safe and overlooked. The Linear Park project will also connect existing development to the north of New Road with the new development to the south, creating an integrated neighbourhood and opening up access to new facilities.

Q) Will the design reflect the local character of Rainham?

A) Development in Rainham will be expected to integrate well with the existing urban fabric of Rainham village. The height of new buildings will need to be in keeping with its immediate context. Development in Rainham Village will generally be no more than two / three storeys.

The development will be sensitive to the existing historic fabric and will respond to the local vernacular in terms of scale, height and layout of buildings.

Q) How will roads be improved?

A) A Transport Capacity Assessment has been undertaken to assess the impact of the new development in the area. These proposals have been built in to the Masterplan and plans for the redevelopment of the A1306.

As part of the linear park project on New Road it is proposed to reduce the carriageway to one lane in each direction. Traffic modelling undertaken for the planning framework indicates that the capacity of a single lane in each direction is sufficient to support anticipated new traffic through background growth and additional vehicle trips generated by new development. The capacity of junctions will need to be considered in more detail and an appropriate design response found that retains or enhances junction performance. This work is being undertaken as part of the linear park design works.

Q) Will public transport be improved?

A) C2C is aware of the proposals for a new station at Beam Park and we are liaising with London buses regarding increasing provision and services in the area.

Q) How will drainage be managed?

A) A comprehensive drainage strategy as well as a flood risk and mitigation study have been undertaken. These recommend local mitigation measures to alleviate the flood risk, including the opening of culverts, the retention of a large area of open land at Beam Park as a flood mitigation area and open space, and the storage capacity expansion of the Beam Washlands. Implementation of identified flood mitigation measures will ensure that the remainder of development land is not at risk from flooding. Provision of sustainable drainage systems will be a requirement for new development in the Rainham and Beam Park area, as there is a need to reduce the run-off rate of water to water courses.

Q) What will happen in terms of employment in the area?

A) New road accommodates a variety of industrial uses, the majority of which are incompatible with the vision for the area as a residential neighbourhood. The London Riverside area to the south of the railway is designated a strategic employment location by the local authority and the Mayor of London. The planning framework proposes to provide suitable relocation opportunities for existing businesses in the London Riverside area. It further proposes the enhancement of public transport,

walking and cycling connections with the area. On new road and in the Beam Park centre a number of ground floor units are proposed that can provide spaces for compatible employment uses such as offices for small businesses.

Q) Will this improve the area?

A) This is a fantastic opportunity - the development proposed through the planning framework seeks the transformation of the area into a desirable neighbourhood providing a quality living environment that will benefit from a new local centre at Beam Park, train station, a transformed New Road (with a linear park extending along its length), the historic Rainham Village and access to large natural landscape areas.

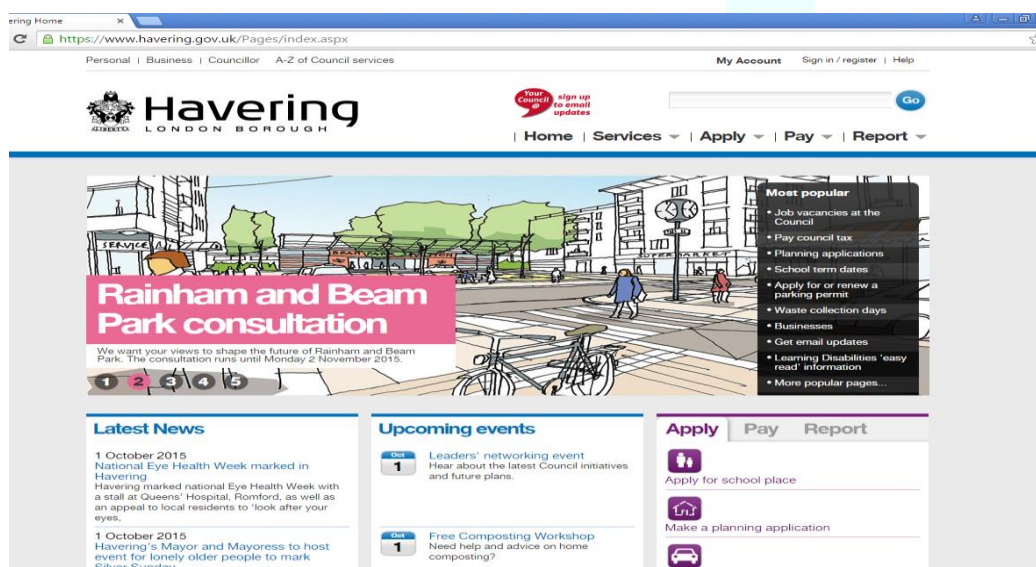
Q) How can I get involved in the masterplan?

A) From 21st September there will be new information on our website www.rainhamandbeampark.co.uk including details of the emerging masterplan and the comment form which you can complete and return. You can also visit Rainham Library between 28th September to 2nd November and view the exhibition or meet the team to discuss the plans on the 13th October between 5.00 p.m. and 8.00 p.m. at the Mardyke Youth and Community Association and the 17th October between 10.00 a.m. and 1.00 p.m. at Rainham Library.

If you have any queries please contact regeneration@havering.gov.uk

7.7 An invitation letter along with a Q&A document was sent out to the stakeholders who attended phase one w/c 14th Sept

7.8 Havering Council website was updated with information about the events:



Next consultation now underway for Rainham and Beam Park

Tuesday 29 September 2015

Residents are being invited to have their say on a masterplan and planning framework for the redevelopment of Rainham and Beam Park.

Rainham is set to benefit from a £40m investment, which will include the creation of 3,500 homes, as well as a new train station, schools and green spaces.

Early ideas on how best to improve Rainham and Beam Park were put to resident back in March, this year.

Feedback from the consultation showed that 84 per cent of people supported change and wanted to see investment and regeneration of the industrial areas along the A1306 New Road. In addition, 87 per cent of those surveyed also favoured the development of a masterplan for the area.

The most important elements which local people highlighted were infrastructure provision, as well as the need for a safe environment, new family and affordable homes, and an improved bus service.

Councillor Roger Ramsey, leader of Havering Council, said: "This ambitious project will deliver much-needed affordable homes, schools and health facilities, as well as a new station for Beam Park and an improved local bus service.

"Feedback from our first consultation has shown overwhelming support for the redevelopment of Rainham and Beam Park. We are now inviting residents to have their say on the masterplan and planning framework before these proposals are put forward to Cabinet this year."

Details of the masterplan and planning framework will form part of an exhibition display in Rainham Library, from 28 September to 2 November, which residents will be able to visit.

Residents will also be able to take part in the consultation by attending drop-in sessions, where Council staff will be available to answer any questions on the plans.

The first session is on Tuesday 13 October, 5pm to 8pm, at the Mardyke Community Centre, South Street, in Rainham.

There will also be a session on Saturday 17 October, 10am to 1pm, at Rainham Library, Celtic Farm Road.

- 7.9 Havering Council's Twitter social media channel was updated regularly in the days leading up to the events:





7.10 An email newsletter went out to 2,895 residents from the Rainham area on Friday 18th September:

Your Council updates



Rainham News

News and information about Rainham from Havering Council

Week ending Friday 18 September 2015



Consultation launched

Rainham and Wennington residents are invited to comment on plans for a major investment to revitalise the area.

The consultation starts on Monday 21 September, with [full details available here](#).

The proposals will be on display at [Rainham Library](#) from Monday 28 September to Monday 2 November

Two meetings are planned for the public to attend:

Tuesday 13 October, 5pm - 8pm. at the [Mardyke Youth and Community Association](#)

Saturday 17 October, 10am - 1pm at [Rainham Library](#).

[More information is available here.](#)



Blooming lovely Rainham

Rainham flower power has helped Havering win the top award in the [London in Bloom 2015](#) competition with three awards being won in the town.



Local areas which gained awards were:

[The London Riverside BID](#) (pictured) winning silver gilt in the Business Improvement District (BID) category

[Mardyke Open Space](#) winning silver in the Conservation Area category

[St. Helens and St. Giles Churchyard](#) winning bronze in the Churchyard category

[Havering won 47 of the 193 awards available](#) across London and will now represent the capital in the Britain in Bloom 2016 competition.

7.11 In order to ensure a good level of responses to the consultation, a street survey of local residents was also conducted on the weekend of 31st October – 1st November 2015 at the

***Q5) The Council has recently submitted proposals to improve the A1306 (New Road) which includes a series of small interconnected parks and open spaces, improved pedestrian and cycling links as well as alterations to the road layout so that it is more suited to the area, rather than functioning as a dual carriageway. Do you support these plans?**

☐ Yes
☐ No
☐ Unsure

Progress bar: 25% complete (blue segment followed by 3 segments of 25% each).

Buttons: Back, Form Reset, Next

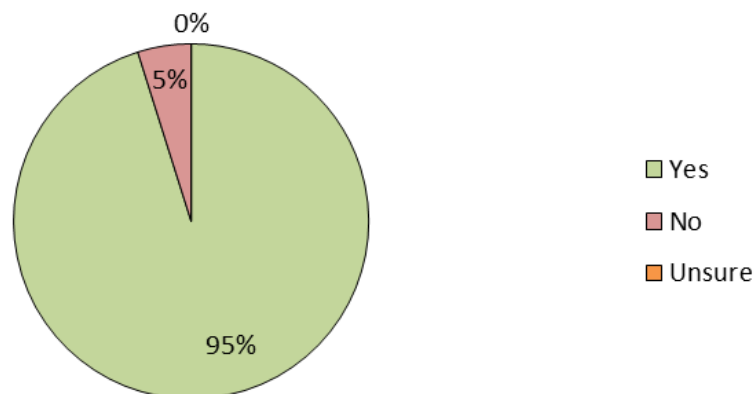
8 STAGE TWO CONSULTATION FEEDBACK

8.1 A total of 227 feedback forms were returned, this is broken down as follows:

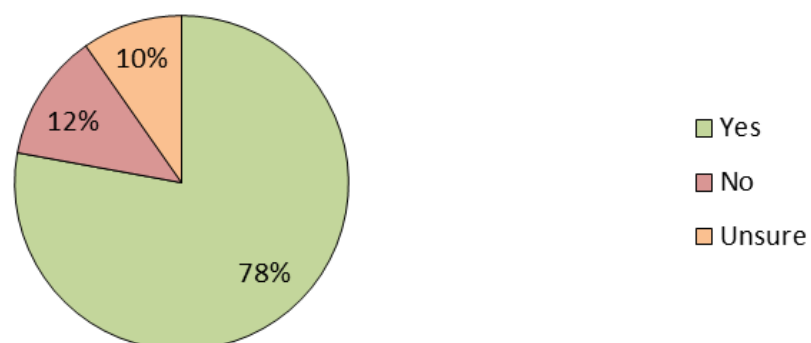
Feedback methodology	Number of forms received
Website questionnaire	5
Postal questionnaire	6
Stakeholder exhibition events	15
Street Survey	201

8.2 The findings from the event and postal questionnaire are detailed below:

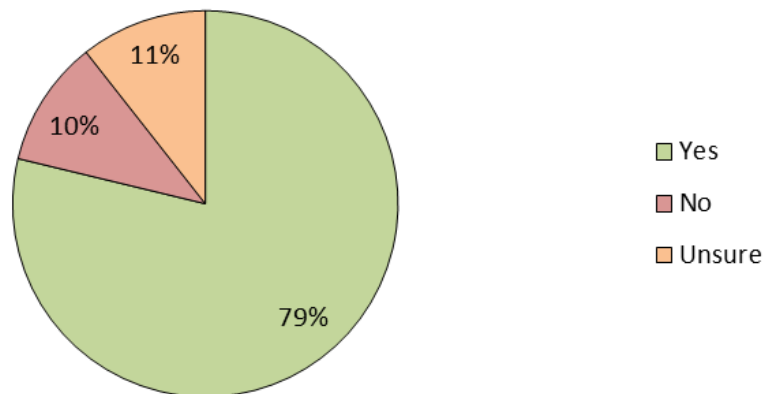
Q1. Would you like to see investment into the rundown areas along New Road (the A1306) in order to provide quality new local homes, job opportunities, facilities and green spaces?



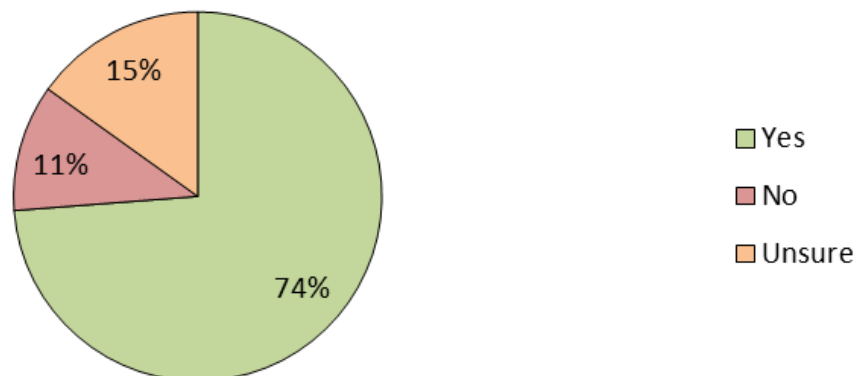
Q2. Do you agree that a masterplan for the area should be created to set the character, quality and types of homes as well as the types of facilities, transport improvements and green space needed in the area?



Q3. Do you like the proposals put forward in the planning framework?



Q5. The Council has recently submitted proposals to improve the A1306 which includes a series of small parks and open spaces, improved pedestrian and cycling access as well as alterations to the road layout and connections to the green spaces. Do you support these proposals?



Other comments raised on the forms included:

Comment	Number raising comment
It's a lot of homes within a small space	11
The plans need greater education provision	7
The A1306 becomes very congested during rush hour and this will get worse if more home are built on Beam Park	6
New houses built by developers are often too small, faceless and poor quality	6
How long before you increase my council tax?	6
Local people must be prioritised for the housing	5
I would really like a safe park space to walk my dogs	4

More public transport provision is required	4
Local character and heritage must be preserved	3
The houses in the area will become even more expensive and unaffordable for young families	3
This is a waste of my council tax money	2
It depends on what sort of people you have moving in. Too many council houses will spoil the area	2
There are too many apartments compared to houses and this will encourage more buy-to-let landlords	2
It's important to provide a secondary school in the plan also as there will be a significant population increase	2
Is this development going to have a negative effect on local house prices?	2
The school looks too small	1
Is the developer definitely going to stick to these plans?	1
Research shows that features that generate crime within cul-de-sacs invariably incorporate one or more of the following undesirable features: backing onto open land, railway lines, canal towpaths etc.; and/or are very deep (long); linked to one another by footpaths. If any of the above features are present in a development additional security measures may be required. Footpaths linking cul-de-sacs to one another can be particularly problematic, and in such cases the layout may need to be re-considered. Crime Prevention Design Advisors routinely advise that cul-de-sacs reduce crime because they tend to be self-policing.	1
Can the local police cover the extra area?	1
Street repairs in other parts of Rainham will take longer if this plan goes ahead	1
All of this will take years to complete	1
You need to know what type of residents will be there before deciding on the facilities	1

9 DESIGN RESPONSE TO THE PUBLIC CONSULTATION ACTIVITIES

- 9.1 The following section of this SCI identifies the range of comments raised by members of the community in the first **and second phases** of the consultation. It highlights how they have been/will be fed into the masterplanning process.
- 9.2 The discussions at the consultation event generally focused on:
- Housing provision, typology and tenure
 - Highways and sustainable transport
 - Infrastructure provision – education, health and transport facilities
 - Balance between quality and affordability for proposed residential accommodation
 - Employment provision
- 9.3 The exhibitions were held at an easily accessible venue, outside of working hours. It was also possible to comment online or through the post, so members of the community who wanted to participate in the first stage of the consultation process could do so.
- 9.4 Flyers were sent to 11,000 homes and a total of 105 residents attended the three public consultation events. The majority of those who attended the exhibition were residents from the local area or those with an interest in the future of Rainham and Beam Park.
- 9.5 A total of 157 comment forms were completed at the events, via the freepost questionnaire or submitted through the website. The table below details the comments raised and how they have been/will be taken into account during the masterplanning process:

HOUSING

COMMENT	HOW THIS IS INTERPRETED IN THE MASTERPLAN
We need affordable homes for local people.	The Masterplan and Planning Framework will seek to ensure communities and developments are mixed and reflective of market conditions. The Planning Framework will seek to manage the level of affordable housing to no more than 50% to ensure this is achievable.
Concern that former industrial land is contaminated and unsuitable for residential buildings.	The Council has undertaken various studies to inform the Masterplan which in turn will help create confidence in the area and ensure developments are suitable. Ground contamination is the responsibility of developers of the sites and will be built in to their financial appraisals when reviewing potential

	developments.
A full mix of housing is required including social, family, elderly and the young	New development will be required to bring forward a mix of housing sizes, including 1, 2 and 3 bedroom apartments and 2, 3 and 4 bedroom townhouses with gardens. Affordable housing will be provided in line with identified local housing need. This will ensure that development provides housing appropriately for the needs of the community. However as stated above the Masterplan and Planning Framework will seek to ensure communities and developments are mixed and reflective of market conditions.
A full mix of typologies - detached, semi-detached and apartments	The development will be required to bring forward a range of residential typologies, including apartments, terraced houses, detached and semi-detached houses. The actual mix will depend on the market demand, development viability and the requirement for affordable housing.
Some homes should be traditional with gardens	Approximately 30% of homes across the Rainham and Beam Park area will be houses with gardens. This ratio will be higher in Rainham Village and also in the area between Rainham and Beam Park.
Flats could be situated on and around the local centre and station	Around Beam Park Station where public transport accessibility is highest, more apartments will be provided together with a local centre.
Housing built by developers is usually small and poor quality, creating faceless developments	The Planning Framework seeks to provide detailed design guidance for prospective developers of the sites in Rainham and Beam Park in order to avoid badly designed housing. The principles set out in this document will improve quality of the sites. The money secured from the GLA Housing Zone Programme and infrastructure including the station and linear park will ensure that developments are of a high quality and promote sustainable communities.
There are too many properties in a small space – the development is too dense	The density is based on current planning policy and is required to ensure the sites are viable and quality is maintained.
Will local people be prioritised for the new housing?	
You need a number of housing developers involved to keep the housing designs varied	Sites within the masterplan will be delivered by the private sector and are likely to come forward in phases. This will mean that different developers will acquire the sites. The Planning Framework also seeks to promote different character areas, through planning guidance.

INFRASTRUCTURE

COMMENT	HOW THIS IS INTERPRETED IN THE MASTERPLAN
The development would benefit from a focal point such as a community centre	A new local centre will be developed adjacent to the new Beam Park Station. This will be a new focal point for the community. The centre will provide local shops and facilities including cafes. It will also provide ground floor units that can accommodate other community facilities, such as doctor's surgeries, a nursery, and spaces for cultural and faith based activities.
It is imperative that services are in place before the end of the build – phasing is essential	<p>The phasing of development has been carefully considered. The planning framework envisages that development on the Beam Park site, the Somerfield site and the Dovers Corner site will be delivered first as these sites are in single ownerships and have already active developer interest. This means that the Beam Park centre with its local facilities will be delivered as an early development phase.</p> <p>It is important that a number of sites to the north of New Road are also re-developed early on as this will help to change the impression of the street and wider area. Whilst these are in private ownership the council is prepared to acquire them using CPO powers if necessary.</p> <p>A site north of New Road could also be utilised to deliver a new primary school.</p>
Medical services are under strain already – we urgently need more GPs	As part of the preparation of the Planning Framework, discussions have occurred with NHS England about what provision is required in the area. The Planning Framework and Masterplan are reflective of these discussions.
Schools are definitely needed – definitely two primary and secondary education should be considered	The Planning Framework and Masterplan are reflective of the increased requirements that the new housing will create which includes the provision for an additional Primary School. Discussions are also occurring around the provision of a new Secondary School in the Masterplan area.
We need more car parking, for residents, visitors and shoppers	The planning framework will define applicable residential and non- residential car parking standards, taking into account the anticipated parking demand by future users, accessibility by public transport, and the Council's policy on car parking provision. This will bring forward a balanced approach to car parking.
Hospital provision is a concern in the area	A hospital will not be provided in the masterplan area, however adequate healthcare provision will be delivered to take in to account of the increased population.

<p>Policing is an issue as crime is perceived to be on the rise and the police post at Tesco has been reduced – this should be considered and ‘design out crime’ in the masterplan</p>	<p>The planning framework requires development to consider how to ‘design out crime’. Development layout should bring forward a street-based design that provides streets that are enclosed, overlooked and animated by development, and benefit from passive supervision by development and other on-street activities.</p> <p>All developments will be designed and comply with ‘Safety by Design’ standards.</p>
<p>Broadband connectivity should be considered</p>	<p>The Council supports the provision of Superfast broadband in the new development sites, not only to support residents, but also to allow new and existing businesses to grow and to support investment into the area.</p> <p>The provision of Superfast Broadband is the responsibility of developers and the infrastructure providers. The Council seeks to encourage this investment.</p> <p>The Council is looking to negotiate with developers during the planning process and the provision of Superfast Broadband is something that would be discussed.</p>
<p>Improve leisure facilities. A plaza with shops, cafes and restaurant outlets for local people as well as to support visitors should be considered</p>	<p>The Council is considering proposals to increase the leisure offer in Rainham. The Masterplan and Planning Framework make provision for a small local centre around the new Beam Park station, providing local shops and facilities.</p> <p>The planning framework also proposes the provision of a new leisure centre adjacent to Havering College on New Road however at this point in time there is no funding for such a facility.</p> <p>The Masterplan and Planning Framework also promote good access to Rainham Village and the services it provides.</p>
<p>Car parking provision is essential in the new development. Car parking improvements are also required in Rainham as this is deterring visitors</p>	<p>It is recognised that the private car will remain an important mode of transport for people to move around the area, despite the improvements for walking and cycling that the development will implement. The car parking standards set by the Planning Framework aim to ensure sufficient provision of new car parking spaces associated with new development.</p> <p>Rainham is served by a large Tesco car park, a pay and display car park adjacent to Tesco, and on-street car parking. Town centre facilities are a short and acceptable walking distance away from this car</p>

	parking. The centre is also served by the railway station and a number of bus services. The planning framework considers that the provision of car parking in Rainham is adequate.
Play areas would be beneficial	Developers will be required to bring forward adequate play provision for different age groups as part of any development. Play facilities will be located with open spaces provided as part of the planning framework.
The College land should be considered for a new primary school	Option testing has looked at providing a primary school on the college lands. It was concluded that the site would not be suitable in terms of its size, ability to provide adequate outdoor spaces and the safety implication of a number of high-pressure gas pipelines that pass adjacent to and through the site.
Facilities should be in walking distance of new and existing neighbourhoods where possible	The existing district centre at Rainham and the proposed local centre at Beam Park will provide local facilities within walking distance of no more than 10 minutes (800m) from any new home.
What provision can be made for walkers/cyclists to access Rainham Creek and Rainham & Hornchurch Thameside - are you taking the opportunity to extend Creekside Path?	The development will actively promote the extension of the green grid of walking and cycling routes through the area to provide quality and safe connections with existing open spaces including the Beam Valley Country Park, the South Hornchurch Country Park and Rainham Marshes. This includes the establishment of the Linear Park along New Road which will link the Beam River Valley with the Ingrebourne River Valley. The Planning Framework also promotes the extension of the walking and cycling path along the Ingrebourne River towards the London Riverside Industrial Area and the River Thames. It further makes recommendations for an enhanced Ingrebourne Way.
What will happen to the Old Station Approach vacant site (ref. Image: 2b) and the site behind Redberry and will the opportunity be taken to form a cycle and pedestrian pathway alongside the railway line across Rainham Creek to link the development with Rainham Station?	The planning framework proposes that the site will form part of a new residential development to include the former library. A new walking and cycling route is proposed to be established as part of this development to connect the railway station and the creek side path adjacent to Ingrebourne River.
While a primary school is mentioned in the plan, there is no mention of a secondary school. Are there plans to provide one?	Secondary school provision will be provided off site, outside of the masterplan area.
It would be great to see a crèche/ nursery as part of the community centre in the development. We need more family facilities.	It is likely that the developer of the Beam Park site will provide some community space in the station area that could serve as a multi-purpose space that could provide an opportunity for a variety of uses.
Would the community centre provide	As previous

facilities for the elderly?	
It would be good to see a youth centre as part of the plans	There is adequate youth provision in the area provided by centres such as the Rainham Royals and existing community centres such as Rainham Library, however any community space could potentially offer youth orientated activities.

GREEN INFRASTRUCTURE/CONNECTIVITY

COMMENT	HOW THIS IS INTERPRETED IN THE MASTERPLAN
How will maintenance of new green areas and play centres be ensured?	A coherent and long term approach to the management and maintenance of open spaces is critical to ensure long term quality and the enjoyment of these spaces into the future. Options to achieve this across the different developments are currently being considered. This may include a common management company for open spaces or the creation of a parks trust that will take over the ownership and responsibility for open spaces.
People are too scared to walk along New Road at night – it needs to be made safer through design and lighting.	<p>The type and form of existing low value uses on New Road, the design and use of the road and the absence of residential development that could provide overlooking during the evening hours are reasons for New Road to feel unsafe, especially during the evening and at night time.</p> <p>The planning framework proposes a transformation of the road to create a more attractive and overlooked street. A new linear park will extend along its length, creating a much more pleasant environment to walk and cycle in. Improved crossings will also be provided. New residential development is proposed fronting onto New Road; this will provide animation and passive supervision to the street space and make it feel safe and overlooked.</p>
Access to the Thames should be improved in this area	The Planning Framework proposed the establishment of a new walking and cycle link along the Ingrebourne River to the River Thames. It further proposes to connect into the existing Ingrebourne Way, which provides connections with the River Thames from Rainham Village.
A linear park would be beneficial	If approved, the plans for the new A1306 will include a new Linear Park.
GI improvements to connect the significant areas of green space/wildlife areas should be considered	If approved, proposals submitted for the A1306 will seek to improve connectivity to green areas, including the Rainham Marshes.
Crossings need to be included at Dovers	The design of the Linear Park is currently exploring

Corner as part of the design	options for the Dovers Corner Roundabout. This will look at improvements to the pedestrian and cycling facilities.
The character and design of the A1306 is important to set the scene for this masterplan	The proposals for the New Road linear park will bring a step change to New Road that will enhance its character and provide an attractive environment and front door to development.
Link north and south of the A1306	A key objective of the planning framework and the linear park project on New Road is to connect existing development to the north of New Road with the new development to the south. This will create an integrated neighbourhood and open up access to new facilities for existing residents.
Will there be any sports pitches included in the green spaces?	The masterplan promotes a variety of green spaces, although sports pitches are not specifically being requested. However, developers of sites may seek to deliver this provision.
More garden areas are required for the houses	Gardens and outdoor space provision will align with current planning policy.
Are there no through roads?	The Masterplan sets out a network of through roads and linkages for cyclists and pedestrians linking the whole area and to the existing communities in South Hornchurch and Rainham.

CHARACTER/DESIGN

COMMENT	HOW THIS IS INTERPRETED IN THE MASTERPLAN
Design should reflect local character of Rainham Village. We don't want high-rise buildings.	Development in Rainham is expected to integrate well with the existing urban fabric of Rainham village. The height of new buildings will need to be in keeping with their immediate context. Development in Rainham Village will generally be no more than two/three storeys.
What steps will be taken to both protect and capitalise on Rainham Conservation Area & its heritage resources, and what does 'Enhancing the historic heart of Rainham Village' entail?	New development is required to be sensitive to the existing historic fabric and to provide a design that responds to the local vernacular in terms of the scale, grain, height and layout of buildings. There are only a few development sites in Rainham Village that are promoted by the planning framework for development. These include the redevelopment of the former library including the area to the rear, and sites on either side of Bridge Street, adjacent to Tesco. At these sites the planning framework proposes a development layout that finds a modern interpretation of the development pattern of this historic village, including its fine grain, the mix of typologies and the irregular structure. This will help enhance the character

	of the historic heart of Rainham Village.
We don't want to lose our local heritage	The Council is committed to retaining the heritage of Rainham and the surrounding area. The developments will be sympathetic to the local area and reflected in the Rainham Village character area in the Planning Framework.

TRANSPORT

COMMENT	HOW THIS IS INTERPRETED IN THE MASTERPLAN
Concerns about traffic spilling over onto adjacent roads. Are any New Road layouts planned?	<p>A Transport Capacity Assessment has been undertaken to assess the impact of the new development on the area. The results from this have been built in to the Masterplan and plans for the redevelopment of the A1306.</p> <p>As part of the linear park project on New Road it is proposed to reduce the carriageway to one lane in each direction. Traffic modelling undertaken for the planning framework indicates that the capacity of a single lane in each direction is sufficient to support anticipated new traffic through background growth and additional vehicle trips generated by new development. The capacity of junctions will need to be considered in more detail and an appropriate design response found that retains or enhances junction performance. This work is being undertaken by the linear park design works.</p>
More trains will be needed on the C2C as it is already overcrowded.	Increasing the number of trains is not covered in the present project and is the responsibility of C2C.
Bus services need significant improvements.	The London Borough Of Havering is continuing to liaise with London Buses over increasing provision and services in the area, including links to industrial areas in the south.
The one way system in Rainham isn't working and should be looked at as part of this masterplan	This does not form part of the Masterplan
How will traffic arising from new residents be managed?	Please see previous comments.
Does Marsh Way need to be dual carriageway?	This has been considered as part of our plans for the A1306, where a reduction in the carriageway width has been shown to have a limited effect on traffic flows.
New Road acts as an overspill at peak hours where there are issues. If it is redesigned how will this be managed as part of the process?	The Transport Capacity Assessment for the site has taken into account the increased traffic when incidents occur on the A13. Our proposals for the A1306 have been designed to manage this surplus traffic.

New Road needs improving visually and in terms of connectivity	The proposals for the New Road linear park will bring a step change to New Road that will enhance its character and provide an attractive environment and front door to development. A key objective of the linear park project on New Road is to connect existing development to the north of New Road with the new development to the south. This will create an integrated neighbourhood and open up access to new facilities for existing residents.
Need to encourage and improve cycling, walking but also ensure it is still friendly for car users so we don't deter people from the area	Walking and cycling are important means for local people to move around their area, access the centre, the train station and bus stops. Establishing a connected and high quality walking and cycling network is a key objective of the development for the area. This does not need to come at the expense of car users but it aims for more equitable distribution of the street space. Design solutions for cycling and walking will be guided by the best practice guidance.
Better links to CEME required – better bus provision	The Planning Framework proposes enhanced walking and cycling links from Beam Park Station to CEME. This may involve the closure of the eastern dual carriageway on the bridge and its replacement with a wide walking and cycling facility.
Existing and future car parking provision must be designed into the plan	The planning framework recommends junction improvements to respond to the anticipated increase in pedestrian and cycling movements at this junction.

FLOODING AND DRAINAGE

COMMENT	HOW THIS IS INTERPRETED IN THE MASTERPLAN
Concern that proposed scheme is on a floodplain.	A flood risk and mitigation study undertaken by Mott MacDonald Engineering Consultants has found that part of the area is at risk from fluvial flooding from the Beam River, the Havering New Sewer and a culverted drain at the Suttons Business Park. The report recommends local mitigation measures to alleviate the flood risk, including the opening of culverts, the retention of a large area of open land at Beam Park as a flood mitigation area and open space, and the storage capacity expansion of the Beam Washlands. Implementation of identified flood mitigation measures will ensure that the remainder of development land is not at risk from flooding.
Sustainable drainage including rain gardens should be considered	Provision of SUDS is a requirement for new development in the Rainham and Beam Park area, as there is a need to reduce the run-off rate into water

	courses.
It is perceived there are sewage issues – some smell problems	The Council is undertaking an air quality study.

EMPLOYMENT

COMMENT	HOW THIS IS INTERPRETED IN THE MASTERPLAN
Need to improve commercial uses in the area	New Road accommodates a variety of industrial uses, the majority of which are incompatible with the vision for the area as a residential neighbourhood. The London Riverside area to the south of the railway is designated a strategic employment location by the local authority and the Mayor of London. The planning framework proposes to provide suitable relocation opportunities for existing businesses in the London Riverside area. It further proposes the enhancement of public transport, walking and cycling connections with the area. On New Road and in the Beam Park centre a number of ground floor units are proposed that can provide spaces for compatible employment uses such as offices for small businesses.
The area needs to be better marketed so we can use this opportunity to change perceptions.	The development proposed through the planning framework seeks the transformation of the area into an attractive neighbourhood providing a quality living environment that will benefit from a new local centre at Beam Park, a transformed New Road (with a linear park extending along its length), the historic Rainham Village and access to large natural landscape areas. The promotion of the area will focus on both the existing and proposed qualities.
We want to keep good employers and they should be helped with relocation	The Council is working with local businesses and assessing local need. A business relocation strategy will also be compiled to assist and support who are relocating.
SMEs could form part of the masterplan area where appropriated	Ground floor units are proposed within the Beam Park centre and in a number of locations on New Road that will provide suitable space for local employment including for SMEs.

GENERAL ISSUES

COMMENT	HOW THIS IS INTERPRETED IN THE MASTERPLAN
There is a desperate need to regenerate the derelict areas. Is decontamination an	The Council has undertaken various studies to inform the Masterplan which in turn will help create confidence in the area and ensure developments are

issue?	suitable. Ground contamination is the responsibility of developers of the sites and will be built in to their financial appraisals when reviewing potential developments.
We need to better market the area to attract visitors and residents – there are perception and image issues. There are some great resources, attractions and green spaces which could be better marketed – particularly with the National Trust investment happening	The development proposed through the planning framework seeks the transformation of the area into an attractive neighbourhood, providing a quality living environment that will benefit from a new local centre at Beam Park, a transformed New Road (with a linear park extending along its length), the historic Rainham Village and access to large natural landscape areas. The promotion of the area will focus on both the existing and proposed qualities.
We don't want to have to subsidise any new developments. How long until our council tax goes up?	Council taxpayers will not be subsidising any developments. Schemes will be developed by the private sector.
Would the development cause inconvenience to local people during construction? Would there be effective dust control in place during work?	Construction management plans will be utilised to ensure minimal disruption is caused. This will be enforced through planning.
Street repairs in other parts of Rainham will take longer if these plans go ahead	The current regime of street repairs will not be affected by the new development.
Will the police have sufficient resources to cover this new area?	The provision of policing is the responsibility of the Metropolitan Police.

10 CONCLUSION

- 10.1. The engagement strategy has been devised and implemented to take account of the scale of the proposals and the delivery of a scheme that will contribute significantly to the ongoing regeneration of the area. The process has adhered to requirements set out in the Council's SCI, as well as being informed by the national guidance regarding public consultation. It has allowed members of the local community and other stakeholders to share their comments, suggestions and concerns. These will be used to inform the ongoing preparation of the masterplan to include new homes, facilities and associated infrastructure in place of the rundown industrial areas along New Road in Rainham.
- 10.2. The community engagement process has encouraged participation from those who live closest to the masterplan area, as well as those whose organisations operate in the area, such as TfL and the GLA. It has sought to be inclusive, involving representatives of the local community as well as harder-to-reach individuals, by posting a flyer detailing the proposals with a freepost questionnaire and gaining coverage in media with a wide circulation. The process has incorporated a range of consultation methods including a briefing for councillors, a hands-on stakeholder workshop, public exhibitions, direct mail, a dedicated website and the ability to complete comment forms and raise questions through a variety of channels.
- 10.3. The engagement strategy has allowed the views of local people to be heard and has helped to inform the evolution of the masterplan, taking on board constructive comments so that the proposals can be shaped to best serve the local community.
- 10.4. The consultation statistics show that:
- 11,000 flyers were hand delivered to local properties, providing information and a freepost comment form
 - 103,000 homes and businesses were informed through the Living in Havering magazine, with a further 3,000 copies delivered to schools, libraries, sports centres, health facilities, Council buildings and other outlets across Havering. Details were also placed in the local newspaper
 - In total, 105 people attended the first consultation events and 227 participants responded to the second consultation

- Over the first six-week consultation period 157 feedback forms were received, having either been handed in at the events, completed online, or returned in the post. **A further 227 responses were submitted at the second stage.**
 - 84% of respondents were keen to see investment into the rundown industrial areas along New Road in order to provide quality new local homes, job opportunities, facilities and green spaces
 - 87% agreed that a masterplan should be created for the area to set the character, quality and types of homes, as well as the types of facilities, transport improvements and green space needed
 - Overall, there was extensive support for the development of the masterplan. Many supported the development proposals but highlighted that key infrastructure – in particular education and health facilities – must be provided in order to make the development sustainable
 - **The key areas where further information should be provided relates to the design, massing, heights and densities of development. Reassurance regarding transport movements and parking would also be welcomed.**
- 10.5. Various technical studies are currently underway to support the development of the masterplan. These studies will help formulate what interventions may be required, school numbers etc.
- 10.6. It can be seen from the preceding sections and the appendices that the consultation process undertaken by the London Borough Of Havering and its project team has been comprehensive. It has sought to reach as many people as possible who live and work in the local area, and has and brokered conversations on the area's future. Responses collated throughout the process (and technical commission study outputs) will be fed into the emerging proposals and presented back to the community in the summer of 2015.
- 10.7. The public consultation events provided an opportunity for people to view, contribute and discuss the proposals in local, accessible venues, outside of office hours. In addition, a detailed website and brochure were created to allow residents to review the emerging proposals and provide their comments.

-
- 10.8. Clear information was provided at the consultation events and members of the project team were on hand to answer questions and provide further information. Residents were able to make comments on the day or after the event by post, email or via the website.
 - 10.9. The feedback generated during the consultation process will inform the next phase of masterplanning and enable the team to produce an outline plan that incorporates the valuable knowledge and preferences contributed by members of the local community.
 - 10.10. At the next stage, feedback will be provided about the comments raised and how this is being taken into account in the next, more detailed iteration of the masterplan. This subsequent stage will also provide further opportunity for comment and engagement.
 - 10.11. To conclude, the first phase of the consultation process has been extensive. It has informed the local community using a variety of promotional methods, enabled discussion with the team, allowed time for the information to be understood and for comments to be made on the proposals, and has taken into account all feedback to ensure that the masterplan develops appropriately for the area.

APPENDIX A

Stakeholder Workshop Invitation – Regenerating and Investing in Rainham and Beam Park

I would like to invite you to a stakeholder workshop on Tuesday 17th March 2015 at Rainham Village Library, 7-11 The Broadway, Rainham RM13 9YW, from 3pm until 6pm.

As you are aware, Rainham and Beam Park are poised for significant investment in infrastructure and housing. This is part of the long term vision for the area, which we have all been working towards for a number of years.

A bid to the GLA was submitted for 'Housing Zone' status last year; if this is successful it will bring tens of millions of pounds in investment funding towards the social and physical infrastructure necessary to support new homes in the area.

Although the outcome of the bid is not due for another month or so, we have received positive feedback and remain hopeful of its success. Notwithstanding the outcome of this bid, we are committed to ensuring that there is a comprehensive masterplan and planning framework for this area.

This workshop will enable stakeholders to consider the key challenges to be addressed in the masterplanning process and will enable you to participate in this exciting opportunity to shape the future of the area.

Through the development of a planning framework the Council will be in a better position to shape the quality of the housing development, allocate affordable housing to Havering residents, and ensure that we get the right infrastructure in place – such as schools, transport and health services.

This Local Planning Framework will incorporate design and planning guidance, a wider masterplan and vision. This will help to avoid the dangers of piecemeal development without an overall vision.

This is an exciting opportunity for Rainham and South Hornchurch and one which I hope you will help to drive and shape. Through the Housing Zone status we hope to deliver approximately £40million of investment to support our own investment into new schools, public realm, transport, affordable housing and connectivity.

The masterplan will pave the way for attractive and vibrant neighbourhoods offering new facilities, green space and facilities, as part of the new housing development on brownfield land to the south of the A1306. The cohesive masterplan will ensure joined up thinking, setting the standards for quality, character, infrastructure delivery and transport improvements.

We remain committed to investing in the area, building upon the success of projects such as the new Rainham Library and Royals.

Together we have an opportunity to shape the future and I hope you are able to attend the stakeholder workshop on the 18th March. Please confirm your attendance.

Yours sincerely,

Letter to stakeholders from Councillor Roger Ramsey for stakeholder feedback event on 6th October 2015.

Dear Sir/Madam,

Regenerating and Investing in Rainham and Beam Park

I would like to invite you to a stakeholder event on 6th October 2015 at Rainham Village Library, 7-11 The Broadway, Rainham RM13 9YW, from 11.00 a.m. to 2.00 p.m. to view our draft Planning Framework and Masterplan for the Rainham and Beam Park area.

This event will enable stakeholders to consider the key challenges to be addressed in the masterplanning process and will enable you to participate in this exciting opportunity to shape the future of the area. The six week consultation will start from Monday 21st September when the exhibition can be viewed online at www.rainhamandbeampark.co.uk and at Rainham Library from 28th September to 2nd November.

Developed following the community consultation programme held earlier in the year, the Planning Framework and Masterplan will help the Council to manage development that will be accelerated as a result of the successful bid to the GLA for 'Housing Zone' status in Rainham.

This significant investment in infrastructure, housing and environment will bring tens of millions of pounds in investment funding to support new homes in the area, including a new rail station at Beam Park and new school and health facilities

The Local Planning Framework will incorporate design and planning guidance, a wider Masterplan and vision. This will help to avoid the dangers of piecemeal development without an overall vision.

The Masterplan will pave the way for attractive and vibrant neighbourhoods offering green space, new and improved facilities, as part of the new housing development on brownfield land to the south of the A1306. The cohesive Masterplan will ensure joined up thinking, setting the standards for quality, character, infrastructure delivery and transport improvements.

This is an exciting opportunity for Rainham and South Hornchurch and one which I hope you will help to drive and shape. The Housing Zone will deliver £40million of investment to support the Council's own investment into new schools, public realm, transport, affordable family housing and the environment.

I do hope you are able to attend the stakeholder workshop on the 6th October 2015 and would be grateful if you could confirm your attendance by emailing paul.watson@havering.gov.uk.

Yours sincerely,



Councillor Roger Ramsey
Leader of the Council

APPENDIX B

London Borough of Havering
Rainham and Beam Park Planning Framework
Public Consultation Autumn 2015

1 Introduction

WHAT HAS HAPPENED SO FAR?

The possibility of a successful bid to the GLA to regenerate and improve the industrial areas along New Road from Rainham to Beam Park provided an opportunity to review and rethink how this area may work for local residents, businesses and visitors. In June 2015 it was announced that Havering Council had been awarded Housing Zone status for the Rainham and Beam Park Garden Suburb. This will provide funding for infrastructure to support the development of new homes in the area.

Early ideas and opportunities on how the Rainham and Beam Park area could change were presented for consultation in March 2015. A summary of responses received can be seen on board number 2.

With the consultation feedback overwhelmingly in favour of change, work has taken place over the summer to create a masterplan and Planning Framework which take on board the comments raised during the consultation process. This set of exhibition boards summarises progress to date on developing the Planning Framework and this consultation will help us finalise it.

WHAT IS THE PLANNING FRAMEWORK?

The Planning Framework is a strategy document that assists the Council in guiding investment priorities in the area, as well as helping to guide and shape the quality of the development that comes forward. It sets a clear vision supported by key design and development principles that ensure a coherent approach to any development activity. The Framework avoids the dangers of a piecemeal approach with developments that are inward looking and poorly connected, and that do not join up to functioning neighbourhoods that are well served by schools, transport and health services.

These boards set out the key projects and design principles that will be embodied in the Planning Framework and your views will help shape the Framework.

In order to prepare the Framework a number of technical reports have been prepared, e.g. assessment of flooding, gas-pipelines, and traffic. These will be summarised in the Framework and made available on the website when complete in the near future.


THE PLANNING FRAMEWORK AREA

The Planning Framework Area encompasses the historic heart of Rainham and extends north and west to include the industrial areas on either side of New Road. The Borough boundary along the River Beam marks the western extent of the area. The part of the Framework Area around Marsh Way Bridge and up to the River Beam is commonly referred to as Beam Park.

TELL US WHAT YOU THINK


Please review the proposals and tell us what you think of the emerging development principles for the area by filling in the questionnaire.

The team will be happy to discuss the consultation boards in more detail at the community events, and the boards are available on the website www.rainhamandbeampark.com



1 Beam Valley Country Park	14 La Salette Catholic Primary School
2 Orchard Village	15 Tesco Extra and Police Station
3 Newtons Primary School	16 Rainham Village
4 Beam Park	17 Rainham Hall
5 Location of proposed Beam Park Station	18 Rainham Library
6 Somerfield Site	19 Rainham Railway Station
7 A13	20 Hornchurch Country Park
8 CEME Innovation Centre	21 Rainham Village Primary School
9 New Road - A1306	22 Parsonage Farm Primary School
10 Rainham Steel	23 Spring Farm Park
11 Havering College	24 The Chafford School
12 Napier House & New Plymouth House	25 Rainham Marshes
13 Dovers Corner	

LOCATION PLAN



London Borough of Havering
Rainham and Beam Park Planning Framework
Public Consultation Autumn 2015

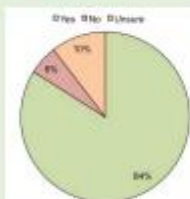
2 What you said

Public consultation events in March 2015 presented early ideas and opportunities to regenerate the industrial areas from Rainham to Beam Park. 11,000 flyers were sent to local residents with a feedback comment form.

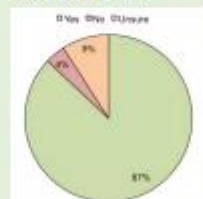
157 responses were received and a summary is provided at this exhibition to show how feedback has been taken into account as the masterplan has evolved.

SUMMARY OF RESPONSES:

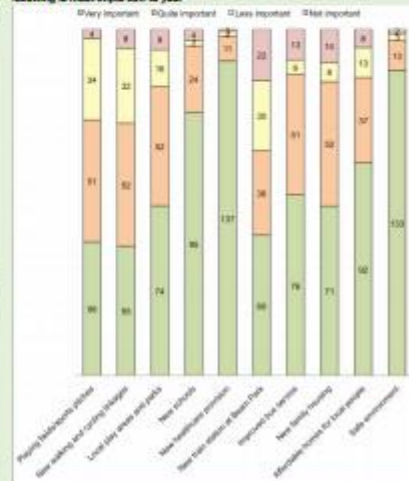
Would you like to see investment into the rundown industrial areas along New Road in order to provide quality new local homes, job opportunities, facilities and green spaces?



Do you agree that a masterplan for the area should be created to set the character, quality and types of homes as well as the types of facilities, transport improvements and green space needed in the area?



We have submitted a funding bid to the GLA which would deliver 600,000 towards infrastructure. Please let us know which of the following is most important to you:



Public Exhibition,
Rainham Library,
March 2015

FREQUENTLY ASKED QUESTIONS – OUR RESPONSES

1) Why is this development proposed?	There is a historic opportunity for the residents of the area along New Road to see a new residential development, which will offer affordable homes and green spaces as well as new facilities and public spaces to improve connectivity.
2) What types of homes are proposed?	A mix including 1, 2 and 3 bedroomed houses with garages and apartments. The scale of facilities/homes will be higher in the Rainham village, whereas the apartments will be closer to the Beam Park station. Affordable housing will be distributed across the site in line with identified local need and be subject to developer's affordability assessments.
3) Is this land suitable for housing?	We have undertaken a number of studies to assess the suitability. The developers will be responsible for any environmental impact and this will be taken into their business plans.
4) Will there be a community focal point or community centre?	There will be a new local centre adjacent to the new Beam Park station. This will include local shops, for day-to-day needs and facilities including sports. The ground floor units could also accommodate a children's play area, a nursery and space for cultural activities.
5) How will the delivery of new facilities be phased?	The Planning Framework envisages that development on the Beam Park site, the Rainham site and the Green Centre site will be delivered in the order of phases as there are other planning and housing development issues. Therefore the Beam Park station, with its local facilities, will be delivered as an early development phase. It is important that a number of sites in the north of New Road are also redeveloped early on this will help to change the perception of the street and wider area.
6) Will a doctor's surgery be provided?	We will need to ensure there is access to health care provision for all of the new residents. We are discussing the need for new provision required with the NHS and this will be incorporated within the future proposals. Developers may also be required to make contributions towards health provision improvements.
7) Will schools be included?	Elementary provision will be required for all of the new residents. The masterplan has provision for an additional primary school.
8) Will there be additional car parking provision?	The Planning Framework will deliver applicable residential and non-residential car parking standards, so this can be implemented as part of individual planning applications across the site.
9) How will a safe environment be created?	The Planning Framework requires development to consider how to 'design out crime'. Development layout should bring forward a street layout design that provides streets that are well-lit, well-monitored and activated by development and land use provision suggested by the development and other services facilities. This will ensure that all of the developments within the area are designed to comply with 'Design Out Crime' standards. All of the new residents will have Council Tax a percentage of their new homes are given to the public for local jobs in the area.
10) Will leisure facilities be improved?	The Council is considering proposals to improve the leisure offer in Rainham as well as incorporating a small local centre around the Beam Park station.
11) Will play areas be included?	Yes, standards for play spaces will be included and developers will be required to bring forward adequate play provision for different age groups.
12) What provision will be made for walkers and cyclists?	The development will actively promote the extension of the green grid of walking and cycling routes through the area to provide quality and safe access routes with existing open spaces including the Beam Valley Country Park, the Beam's Handsworth Country Park and Rainham Meadows. This includes a new Green Park along New Road which will link the Beam Park station with the Regentway from Rainham to the London Riverside Industrial Area and the New Thames.
13) How will the new green area be maintained?	A statement and long-term approach to the management and maintenance of open spaces is included to ensure long-term quality and the enjoyment of these spaces into the future. Criteria to address this across the different developments are currently being completed. This may include a common management strategy for open spaces or the creation of a parks trust that will take over the ownership and responsibility for open spaces.
14) How will New Road change?	The Planning Framework proposes a transformation of the road to create a more attractive and well-lit street. A new linear park will extend along its length creating a multi-use shared environment to walk and cycle along. Improved crossings will also be provided. New employment development is proposed nearby to New Road and this will provide additional local employment opportunities in the street space and related local services and facilities. The Green Park project will also extend existing development to the north of New Road with the new development to the south, creating an integrated neighbourhood and opening up spaces for new facilities.
15) Will the design reflect the local character of Rainham?	Development in Rainham will be required to integrate with the existing urban fabric of Rainham village. The height of new buildings will need to be in line with its immediate context. Development in Rainham village will generally be no more than 10 storeys. The development will be sensitive to the existing historic fabric and will respond to the local context in terms of scale, height and layout of buildings.
16) How will roads be improved?	A Transport Capacity Assessment has been undertaken to assess the impact of the new development in the area. These proposals have been built in to the Masterplan and plans for the redevelopment of the E20. As part of the Beam Park Village project an 'New Road' is proposed to reduce the congestion to see how in each direction. Traffic modelling undertaken for the Planning Framework indicates that the capacity of a single lane in each direction is sufficient to support anticipated new traffic through background growth and additional vehicle trips generated by new development. The capacity of junctions will need to be assessed in more detail as an appropriate design response for local roads or junctions/junction improvements. This work is being undertaken as part of the Beam Park Village design work.
17) Will public transport be improved?	C2C is aware of the proposals for a new station at Beam Park and are working with London buses regarding increasing provision and services in the area.
18) How will drainage be managed?	A comprehensive drainage strategy as well as a flood risk and mitigation study have been undertaken. These proposals include measures to address the flood risk, including the opening of culverts, the retention of a large area of open land at Beam Park as a flood mitigation area and open space, and the strategic retention of the Beam Riverside. Implementation of flood risk mitigation measures will ensure that the retention of development land is not at risk from flooding. Provision of sustainable drainage systems will be a requirement for new development in the Rainham and Beam Park area, as there is a need to reduce the runoff rate of water in water courses.
19) What will happen in terms of employment in the area?	There are several opportunities, a variety of industrial uses, for example, which are compatible with the vision for the area as a mixed-use neighbourhood. The London Riverside area to the south of the railway is designated a strategic employment location by the local authority and the Mayor of London. The Planning Framework proposes to provide suitable relocation opportunities for existing businesses in the London Riverside area. It further proposes the enhancement of public transport, walking and cycling opportunities with the area. On the new site and in the Beam Park area a number of ground floor units are proposed that can provide spaces for accessible employment units built as offices for small businesses.
20) How will this improve the area?	This is a fantastic opportunity - the development proposed through the Planning Framework seeks the transformation of the area into a vibrant neighbourhood providing a quality living environment that will benefit from a new local centre at Beam Park, new shops, a transformed New Road (with a new park extending along its length), the historic Rainham village and access to large natural landscape areas.



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London Borough of Havering
Rainham and Beam Park Planning Framework
Public Consultation Autumn 2015

3 Opportunities and Challenges

The vision and masterplan need to be built on a clear understanding of the opportunities that the area offers, responding robustly to the challenges for the delivery of development. Below we have summarised our understanding of the opportunities and challenges for this development.

OPPORTUNITIES

- **GOOD ACCESS** – sites benefit from excellent access to the strategic road and rail network.
- **HISTORY** – Rainham has a unique heritage and its historic built environment – including a Norman church and a 17th Century manor house – has a strong identity.
- **PROMINENT FRONTAGE** – the New Road sites are highly visible, so new development will transform, regenerate and change perceptions of the area.
- **SIZE** – at 38 hectares the scale of the development opportunity to the north of the railway line offers the potential to plan a new neighbourhood and community.
- **CRITICAL MASS** – the development will deliver transformational change to the area.
- **HOUSING ZONE** – this will direct and attract investment to the area, with a particular emphasis on infrastructure and the environment.
- **AFFORDABILITY** – the area can help contribute to the delivery of new housing that is affordable for local families.
- **EMPLOYMENT** – the area has access to significant local employment opportunities.
- **OWNERSHIP** – a significant proportion of the area is in public ownership.
- **PUBLIC TRANSPORT** – a new station is proposed at Beam Park which will improve the site's accessibility.
- **LOCAL ENERGY** – the industrial uses to the south offer potential sources of recycled energy.
- **NATURAL ENVIRONMENT** – the site has good access to the natural environment along the River Beam and River Ingrebourne and can extend the All London Green Grid.



Historic character of Rainham village provides strong identity



Centre for Engineering and Manufacturing Excellence (CEME) in walking distance



Tessa Extra in Rainham Village



Site for planned Beam Park Station



New Rainham Library



Access to the natural environment

CHALLENGES

- **FLOODRISK** – some sites are on low-lying land and are vulnerable to fluvial and tidal flooding.
- **CONTAMINATION** – there is a risk that some sites might be contaminated, requiring costly remediation that may affect viability.
- **LOW VALUES** – property values in Rainham are relatively low, which makes delivering high quality development economically challenging.
- **IMAGE** – the area is fragmented and has a poor image of post industrial decline, with many vacant sites.
- **EXISTING USES** – the adjacent uses are low value and in some cases bad neighbours, creating a poor environment.
- **LACK OF LOCAL AMENITIES** – the area is isolated from amenities including shops, leisure and cultural facilities.
- **NEW ROAD** – this road is over engineered and dominant, and low quality uses fronting onto the street create a poor impression of the wider area.
- **SOCIAL DEPRIVATION** – the South Hornchurch and Rainham area has relatively high levels of deprivation.
- **PHYSICAL BARRIERS** – the railway line and industrial uses to the south create a physical barrier that makes movement north/south towards the river difficult.



Area affected by the image of post industrial decline



Low value uses affect the environment at New Road



Leaving land to subside for flooding



Property values are low



New Road is over engineered, used junctions divide space and hinder the movement of pedestrians, and cycling facilities are inadequate



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London Borough of Havering
Rainham and Beam Park Planning Framework
Public Consultation Autumn 2015

4 The Vision

OUR VISION FOR THE FUTURE

The sites on New Road offer a major opportunity for Rainham and Havering, a chance to join up and better connect the different parts of Rainham and to create a new green suburb with a strong identity and sense of place.

In our consultation earlier this year we identified local opportunities and asked for your priorities for development. Based on further work and responding to your views we have developed the vision below.

The vision provides a clear aspiration for the future of the Rainham and Beam Park area and sets the overarching objectives that the Planning Framework aims to deliver.

Endorsement of the vision by the local community will give significant weight to the Planning Framework and help us to ensure that any new development is in line with the vision and delivers benefits for the local community.

We hope that you will support the vision statement. However, if you disagree with any aspect of it, or would like to make a suggestion, please let us know.

A NEW GREEN GARDEN SUBURB



Creating a green neighbourhood that:

- Links different parts of Rainham together in a well connected and integrated neighbourhood;
- Is designed based on garden suburb principles and combines affordable homes and a green environment with easy access to employment; and
- Creates an inclusive place that offers a quality living environment with a variety of homes and community infrastructure set within a green and leafy environment.

A GREAT PLACE TO LIVE



Delivering a place that provides:

- A variety of characterful housing to cater for all, including families, the young and the old and allowing for up- or down-sizing within the neighbourhood;
- A safe environment with well designed streets and overlooked spaces;
- An affordable location for Havering families to rent or buy;
- New community infrastructure including schools, health and community facilities to cater for new and existing residents;
- Good access to local shops and amenities in Rainham Village and the new Beam Park centre; and
- Easy access to employment - locally, within the London Riverside area and in the wider London context.

A PLACE WITH A STRONG IDENTITY



Responding to the setting to:

- Establish an attractive neighbourhood with a strong sense of place that celebrates the history of Rainham Village and its surrounding marshlands;
- Strengthen the character of Rainham Village with development that fits in and appropriately responds to the area's rich history;
- Transform New Road from a traffic dominated corridor into an attractive green street that is overlooked by new homes and transforms the image of the area;
- Provide development that is responsive to its context and offers high quality architecture and landscape design, and provides richness and diversity to the area; and
- Create a network of green and blue corridors that connect the Marshes with the neighbourhood.

AN ACCESSIBLE PLACE



Enhancing accessibility by:

- Creating a network of safe and pleasant walking and cycling routes that connect neighbourhoods, facilities, local centres and green spaces;
- Reducing through traffic on New Road and transforming it into an attractive street that is easy to cross;
- Providing a new Beam Park Station in the heart of the area;
- Enhancing bus services with a new interchange at Beam Park Station and routes to the London Riverside employment area;
- Creating a network of continuous leisure routes that connect the open spaces within the wider area; and
- Maintaining good access to the strategic road network.

A PLACE WITH QUALITY OPEN SPACES



Creating a green setting that:

- Provides attractive public spaces and a quality public realm throughout the neighbourhood;
- Offers an environment and facilities that encourage and support healthy and active lifestyles;
- Establishes a new linear green corridor, the Beam Park Way, to provide a quality walking and cycling route alongside New Road;
- Provides a series of neighbourhood spaces as focal points for the local community and sites for recreation and children's play;
- Links the area's green spaces as well as the River Thames; and
- Is well managed and maintained to ensure the quality of green spaces into the future.



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London Borough of Havering
Rainham and Beam Park Planning Framework
Public Consultation Autumn 2015

5 The Masterplan

ILLUSTRATIVE MASTERPLAN

Based on the vision we have prepared an illustrative masterplan that shows how the area could develop over the next 15 to 20 years. Its purpose is to test how much development can be accommodated in the area and how to respond to specific site constraints and opportunities to ensure that the recommendations made in the Planning Framework are grounded in reality.

The illustrative masterplan indicates that the development of the area can deliver the following:

- 3,400 new homes, of which 1,000 are townhouses for families.
- 2,000 sqm of new retail floor space and 2,400 sqm of other ground floor uses such as small offices, community and health facilities in the new Beam Park Centre.
- A new two-form Primary School.



CHARACTER AREAS

The Planning Framework envisages the establishment of six character areas that explore local assets and create diversity and distinctiveness.

These are:

- **BEAM PARK WAY** – a unique linear green space, defined and overlooked by residential development.
- **BEAM PARK CENTRE** – a vibrant new local centre and focus for the community at Beam Park station. The centre will have an urban character, with mixed use development set around a new arrival space outside the station.
- **PARK VIEW LIVING** – a residential neighbourhood that overlooks the new Beam Park neighbourhood green space.
- **THE BEAM GARDENS** – a green family neighbourhood characterised by tree-lined streets, pocket parks, awales and private gardens.
- **CREEKSIDE** – an area inspired by the rich wetland habitats along the Ingrebourne Creek, which are reflected in the design of its landscape and public realm.
- **RAINHAM VILLAGE** – the village character will be preserved and enhanced through a contextual and sensitive approach to development.



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London Borough of Havering
Rainham and Beam Park Planning Framework
Public Consultation Autumn 2015

6 What kind of place will it be?

LAND USES

Development will be predominantly residential, delivering a full mix of housing sizes, including 1, 2 and 3 bedroom apartments and 2, 3 and 4 bedroom townhouses with gardens. Affordable housing will be provided in line with identified local housing need and subject to development viability.

A new local centre will be developed adjacent to the new Beam Park Station. This will be a new local point for the community. The centre will provide local shops and facilities, including cafes. It will also provide ground floor units that can accommodate other community facilities, such as doctor's surgeries, a nursery, and spaces for cultural and social activities, as well as small office space.

To meet the need for new school places a new two-form Primary School is proposed to serve the development together with the expansion of the existing Newtons Primary School and Rainham Village Primary School. The Council is also looking into the need for the provision of secondary school places in the wider area. The Council is looking at the potential for the provision of new leisure facilities as part of the development, but this will be subject to funding being available.

The Rainham Steel office building will be retained to provide a local employment hub for smaller businesses.

The area to the south of the railway line is designated a strategic employment area. The Council will promote the provision of suitable employment spaces and, where practicable, assist with the relocation of industrial uses along New Road.



Artistic illustration of the character of the Beam Park Way at the Beam Park Centre



Artistic illustration of a neighbourhood space



Places to sit out



Local convenience shops



Apartment buildings



Townhouses



Artistic illustration of the character of the new Beam Park Centre



Proposed land use mix



Indicative mix of apartments and townhouses

HEIGHTS

The predominant height of buildings throughout the Rainham and Beam Park area is 2-3 storeys. This corresponds with the typical building height in the wider area and the proposed character of the area as a garden suburb.

Heights along New Road step up by one storey to four storeys, to establish an appropriate sense of enclosure and overlooking along this key spine.

Development of the Beam Park centre around the station is proposed between 4-6 storeys. This enables the provision of

active centre uses at ground floor with efficient apartment buildings above, and supports higher density development where it is best served by public transport.

The zone of 5 storeys extends along the railway into the Somerfield site to the east and overlooking Beam Park to the west.

In order to landmark and orientate the new station and Beam Park Centre a slightly higher building could be appropriate in the Centre set to the rear of the site.



Typical 5 storey height in the Beam Park Centre



Typical height of 2-3 storeys in residential areas



Proposed building height



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London Borough of Havering
Rainham and Beam Park Planning Framework
Public Consultation Autumn 2015

7 What kind of place will it be?



Proposed green structure



Proposed pedestrian and cycling routes

GREEN STRUCTURE

The development will extend and connect the existing green spaces in the area and provide new open spaces and green corridors as visual amenity and for recreational purposes.

The main components of the green structure are:

- Beam Park Way - a green boulevard with a series of pocket parks.
- Beam Park - a new neighbourhood park.

- Beam Place - a new arrival space at Beam Park Station.
 - Neighbourhood green spaces with local play spaces.
 - New public spaces as part of the Havering College development.
 - Tree-lined streets and green routes.
 - Natural areas and swales.
- The council is committed to implementing a coherent management and maintenance regime to ensure the quality of green spaces.



Not associated with its surrounding environment

WALKING AND CYCLING

The development will establish a network of safe and convenient walking and cycling routes and a quality public realm.

The Beam Park Way will become a strategic east-west walking and cycling spine that connects the Beam and Ingrebourne River valleys with Beam Park Centre, Rainham Village and residential neighbourhoods. Safe pedestrian and cycling crossing facilities will be established along New Road and, where possible, existing routes will be extended across New

Road to connect and integrate west Rainham to the north with the new development and its facilities to the south.

An internal route will connect the development parcels to the south of New Road with each other and link Beam Park Centre with Rainham Village via a new bridge over the Ingrebourne River.

The Ingrebourne Way is proposed to be enhanced and a new route is proposed along the Ingrebourne River to the London Riverside area and the River Thames.

ROAD NETWORK AND PARKING

The development will transform New Road from a traffic dominated hostile corridor into a tree lined and friendly boulevard with a quality public realm, good cycle and pedestrian facilities and open spaces amenities. Traffic modelling undertaken this summer has shown that a single carriageway along New Road is able to cater for existing and projected new traffic, while junction improvements are proposed (see also board 8).

The Framework proposes to change the layout of the roundabout at Dovers Corner to direct through-traffic away from the area and to enhance local pedestrian and cycle connectivity.

Access streets into the development link in with existing streets to the north of New Road for better integration. An internal east-west street connects neighbouring development parcels with each other.

Residential streets will be traffic calmed and provide on-street parking where it is viable from the front of buildings. Quieter streets are

designed as single surface streets applying 'Home Zone' principles.

It is recognised that the private car will remain an important mode of transport for people to move around the area, but investment into improvements will provide very good opportunities for walking, cycling as well as bus and rail access. The car parking standards set by the Planning Framework will ensure adequate provision of new car parking spaces in respect of anticipated car ownership in the area, together with an appropriate parking design.

PUBLIC TRANSPORT

Good public transport access will be essential for a successful development of Beam Park. A new railway station on the C2C line at Beam Park is proposed, which will significantly improve public transport access for the new development and existing residents in the west of Rainham.

Bus services along New Road and to the London Riverside industrial area will be enhanced and a bus interchange facility will be developed at Beam Park station.



Proposed road network



Proposed public transport network



Proposed for a transformed New Road



Proposed for improved parking outside front doors



A new station at Beam Park will provide excellent rail access



The area will benefit from improved bus services



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London Borough of Havering
Rainham and Beam Park Planning Framework
Public Consultation Autumn 2015

8 Beam Parkway

In March we consulted on changing the A1306 to make it a more resident friendly road. Your comments and responses have informed the proposals we outline here.

- The Beam Parkway scheme aims to transform the current environment along New Road, improving the urban realm and future traffic movement to benefit existing and future residents.
- The western end of New Road is removed, removing the existing southern carriageway and using the northern carriageway for two-way traffic. This creates space for a parkway.
- A new two-way off-road cycle track and footway will be created to allow movement whilst facilitating both east-west and north-south movements.

The consultancy team has proposed a series of new parks. Five places have been identified along New Road with unique qualities and characteristics. Interconnecting these areas it is proposed to create a high-quality park landscape providing a safe, convenient and enjoyable place to live, walk, cycle and relax.

Havering, with TfL and GLA funding, would initiate the delivery of Beam Parkway and the parks. Developers would be expected to add to the parks as appropriate on their sites.

WHAT'S BEEN HAPPENING

During the summer traffic modelling for this scheme was accomplished by on-site visits, videoed traffic turning counts and TRANSYT modelling. TRANSYT is a software package that can be used for detailed junction analysis, as well as an assessment of journey times, queues and delays.

These assessments have established that a single track model will work on this corridor and that a reliable bus service will still be maintained. However, this is only the first stage of detailed work and future modelling will be carried out during the detailed design. In addition we will work closely with TfL to reduce the use of the A1306 as an alternative to the A13.

Gateway Wild Habitat, Bringing the Marshes In

Our consultants have suggested significant changes at Beam Centre to reduce the amount of vehicles and improve pedestrian access to Rainham Marshes.

Reimagining this area into a regional park will create a large peninsula of park and add movement in all directions. It will be a new high quality and highly visible entrance to Beam Parkway and Rainham.



Concept design for the Beam Parkway



Gateway Urban Park - Bring the Beam In

The wild landscape of the Rainham Valley Country Park will be brought into Beam Parkway at the junction with Rainham and Dagenham.



Beam Park Centre - New Town Square

The area around Marsh Way will become a new centre with the proposed Beam Park Station and new square.



Community Pocket Park

A new pocket park is proposed that opens the road adjacent to the existing grounds of shops at the junction of Marsh Way.



Pocket Park, An Urban Garden

These square features are proposed for the southeast of the junction that could include a halfpenny MUGA and mini urban park providing facilities for older children and young adults, as well as a place for walking workers to play sports at lunchtime and after work.



NEXT STEPS FOR BEAM PARKWAY

The images and impressions depicted in the exhibition are conceptual at present; we would welcome your views.

Transport for London is currently reviewing LBH's bid submission for funds towards this project through its Major Schemes Funding programme.

The Council expects to hear in December 2015 if it has been successful. The detail design and consultation period for this project would begin in spring 2016, if successful.



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9 Tell us what you think

WHAT HAPPENS NEXT

This is the second opportunity for you to comment on the Planning Framework for Rainham and Beam Park. We will collect responses from this consultation and input this feedback as we finalise the Planning Framework document. The Planning Framework will be put to Council Cabinet for adoption towards the end of this year.

Following adoption, the Framework will form part of the evidence base for the new Local Plan, which the London Borough of Havering has started to prepare. The main development principles set out in the Framework will be incorporated in the Local Plan as development policies. The Local Plan process, consultation, examination in public and adoption will commence early in 2016 and complete by the end of the year.

You will have a further opportunity to have your say when detailed planning applications come forward for specific projects.

WE WANT TO HEAR YOUR VIEWS!

We want to hear your views on the proposals for the Rainham and Beam Park Area and obtain feedback from you on our draft Planning Framework.

Please let us have your feedback today.

Don't forget to discuss our plans for Rainham and Beam Park with your friends, family and neighbours. It is important to us to hear from as many local residents as possible.

PLEASE LEAVE YOUR COMMENTS

Please fill in the comment form, which is available at today's exhibition. You can post it in the drop box or written feedback can be sent to:

Rainham and Beam Park Consultation
3 Wicks Yard, South Street
Rochford, Essex, SS4 1GR

or email to: regeneration@haverling.gov.uk.

You can also submit your comments online at www.rainhamandbeam.com. Please use the 'comment here' button on the website to send us your thoughts.

The public consultation will run from Monday 21st September until Monday 2nd November.



Artist illustration of what the area could look like



Our Vision: 'Creating a neighbourhood where people want to live, choose to stay, and feel safe and secure.'



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