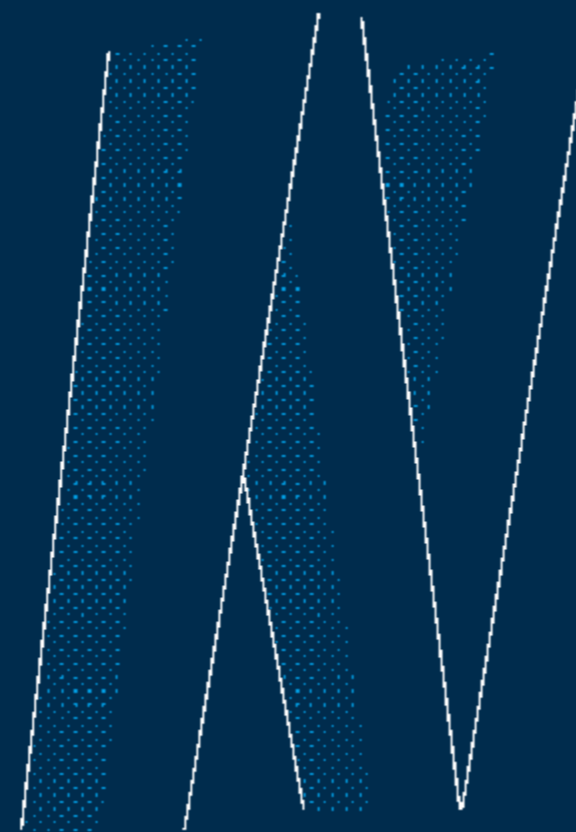
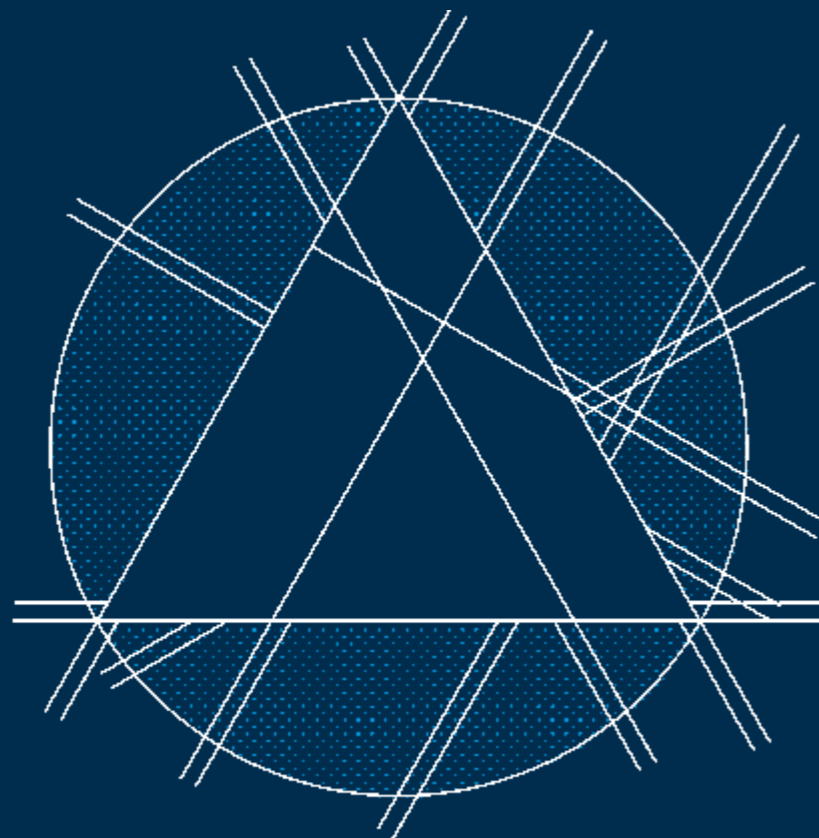
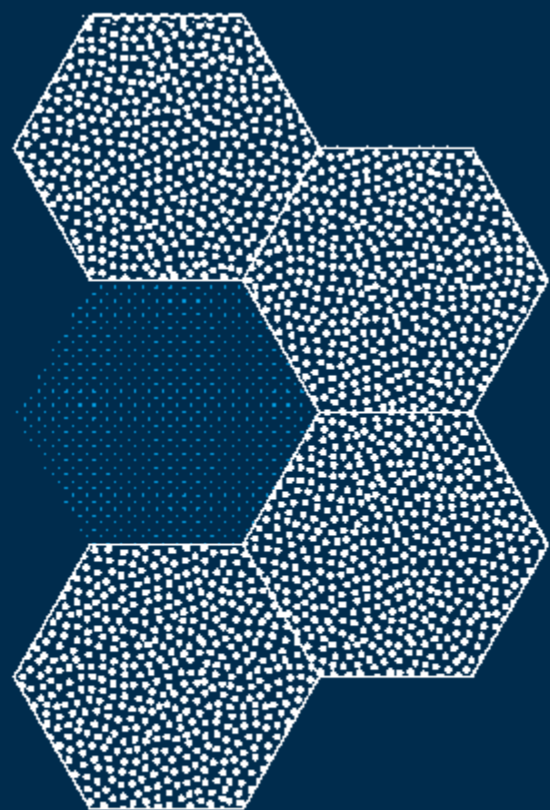
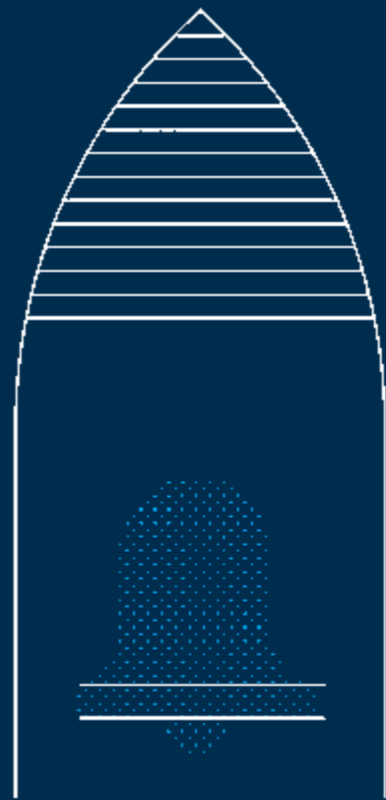
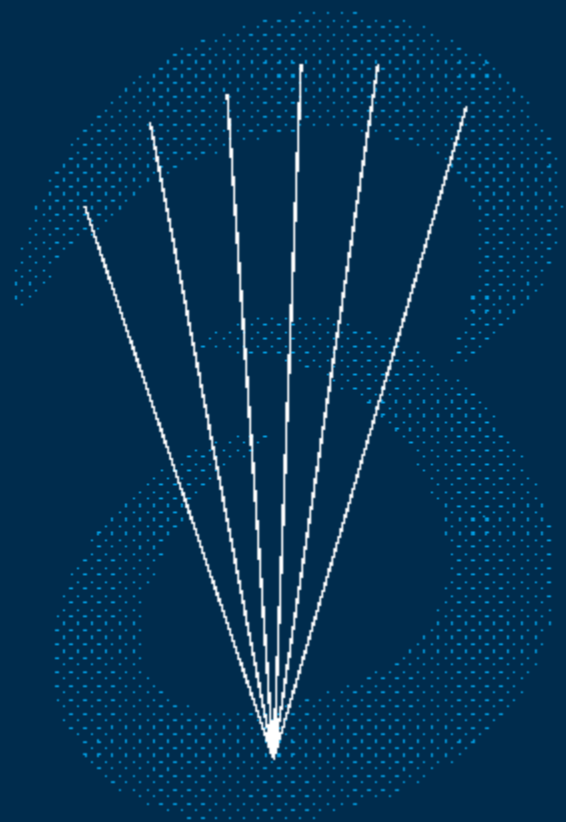


Basildon Town Centre Regeneration Strategy

Engagement Summary



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1.0 Introduction

About this project

Basildon Borough Council commissioned architects and urban designers We Made That and real estate consultants Cushman & Wakefield to develop a Regeneration Strategy for the future of Basildon Town Centre. The Strategy aims to build on the current assets of the town centre and identify where there are opportunities for improvement and development. It sets out a clear vision for the town centre that will guide regeneration activity by the council as well as encourage investment into the town centre by landowners, investors, developers and other public sector bodies. It also aims to support the Council's commitment to Climate Change as an integral driver for growth and inward investment to the centre.

The Regeneration Strategy builds on current momentum for change generated by a 2012 masterplan for the town centre including the cinema development at East Square and the introduction of South Essex College into Market Square. It also sets out ambitions for improving the public realm and routes through, around and in and out of the town centre, making it better connected to surrounding neighbourhoods and to transport connections.

The Strategy has been guided by the views of the people who use the town centre to make sure that it serves the needs of local people. The design team carried out public events in the town centre and offered online options to gather the views of people who use the town centre. This engagement built on what the council has heard from the #Ourspace survey about what residents, workers and visitors want from their town centre. Key themes of this consultation were:

- Improvements to restaurants, shops and entertainment

- A greener town centre would make people spend more time there
- Making pedestrian environment feel safer and better
- Better connections from public transport and improving the bus station

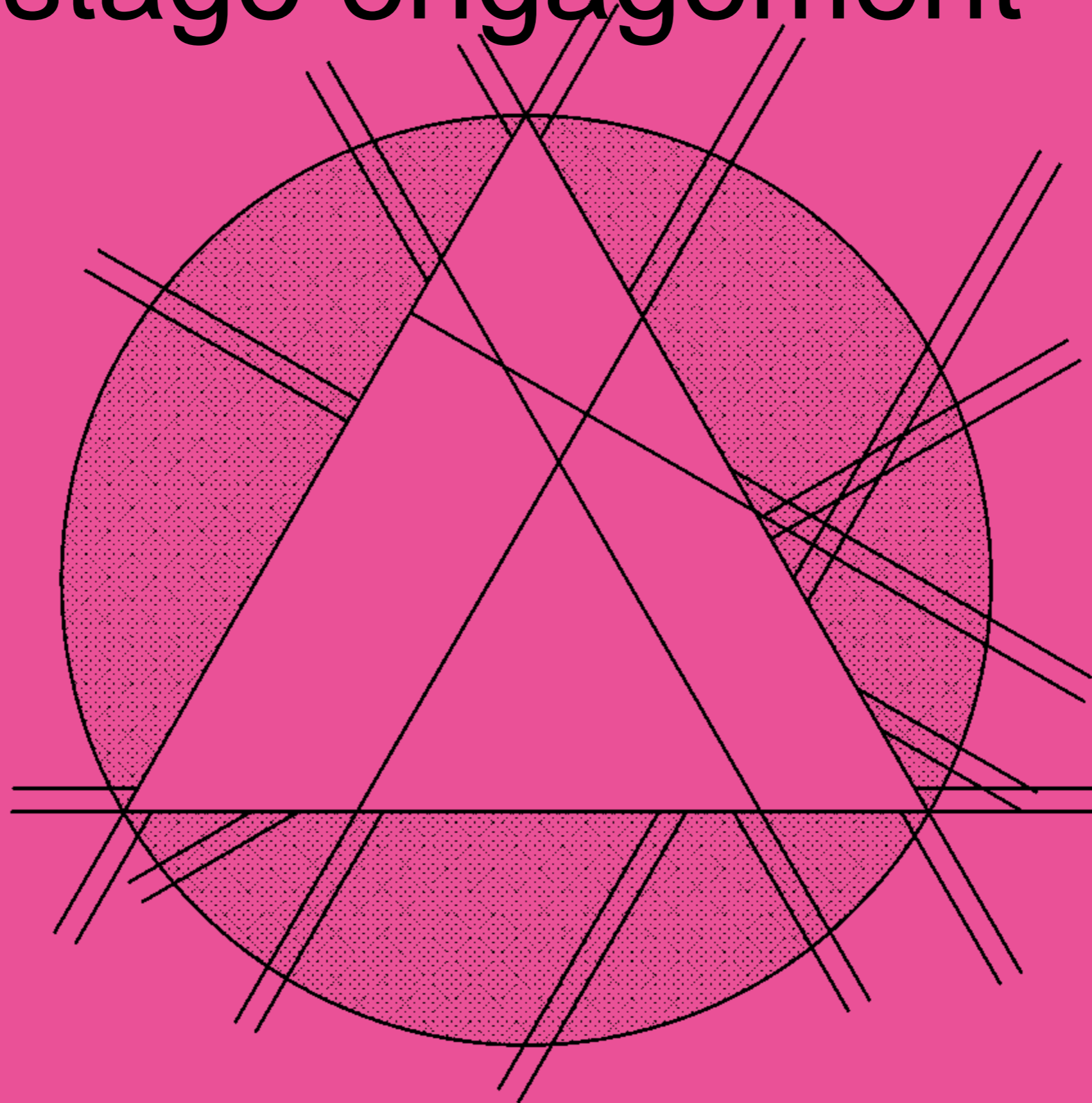
About the consultation

Basildon Borough Council and the consultant team undertook a series of consultation and engagement events and meetings throughout the process of developing the draft Regeneration Strategy. The purpose of this consultation was to capture ideas, thoughts and opinions on the proposals for the future of the town centre from as wide a group of different interests as possible – local people and businesses, other public sector bodies, infrastructure providers and town centre landowners and developers.

The feedback that has been received has and will feed in to a final version of the Regeneration Strategy which will be adopted by the Council later in 2020.

Early stage engagement

2



2.1 Early stage engagement

An engagement and consultation strategy was conceived early in the project to ensure that the Regeneration Strategy accounted for views, concerns and aspirations of stakeholders and members of the public who use the town centre.

Stakeholder engagement

As well as meetings with interested parties to discuss particular subjects the team organised a walking workshop on the 11th November with key representatives from local community and cultural groups and organisations in Basildon along with Basildon Council members in order to undertake focused discussions about the existing assets and future opportunities across the open spaces, while observing the needs of the local community.

Public Engagement

A series of two public engagement events were held on the 18th and 20th December, and a Commonplace online community consultation forum was open for comments between 13th January and 21st February.

The aim the engagement events and online forum was to raise awareness of the project and gain feedback from local people and people who use the town centre on what they would like to see in its future. Feedback was useful, with many people identifying the need for improvement, and proposals responding to the existing issues present in the area.

Both forms of engagement used series of questions and key findings described on the following pages.

December engagement events: 46 People contributed to surveys



Commonplace online survey: 1451 people visited the site, 421 contributed to the survey questions, 146 subscribed to receive further information.

2.2 Stakeholder site walk

What:

The design team organised a site walk around the town centre with key stakeholders, council officers and members. The purpose of the site walk was to ascertain known issues and opportunities.

When: 1pm 11 November 2019

Who:

Key stakeholders, council officers and members::

Ian Clarke - Eastgate
Graeme Jones - Eastgate Asset Manager
Graham Keegans - BTCM
Tom Dewey - Basildon Borough Council
Caroline Saunders - Basildon Borough Council
Councillor Burton-Sampson - Basildon Borough Council
Tomasz Kozlowski - Basildon Borough Council
Paul Brace - Basildon Borough Council
Alex Ellis - Basildon Borough Council
Kevin Wright - Basildon Borough Council
Grant Taylor - Basildon Borough Council
Patrick Cole - Basildon Borough Council

How:

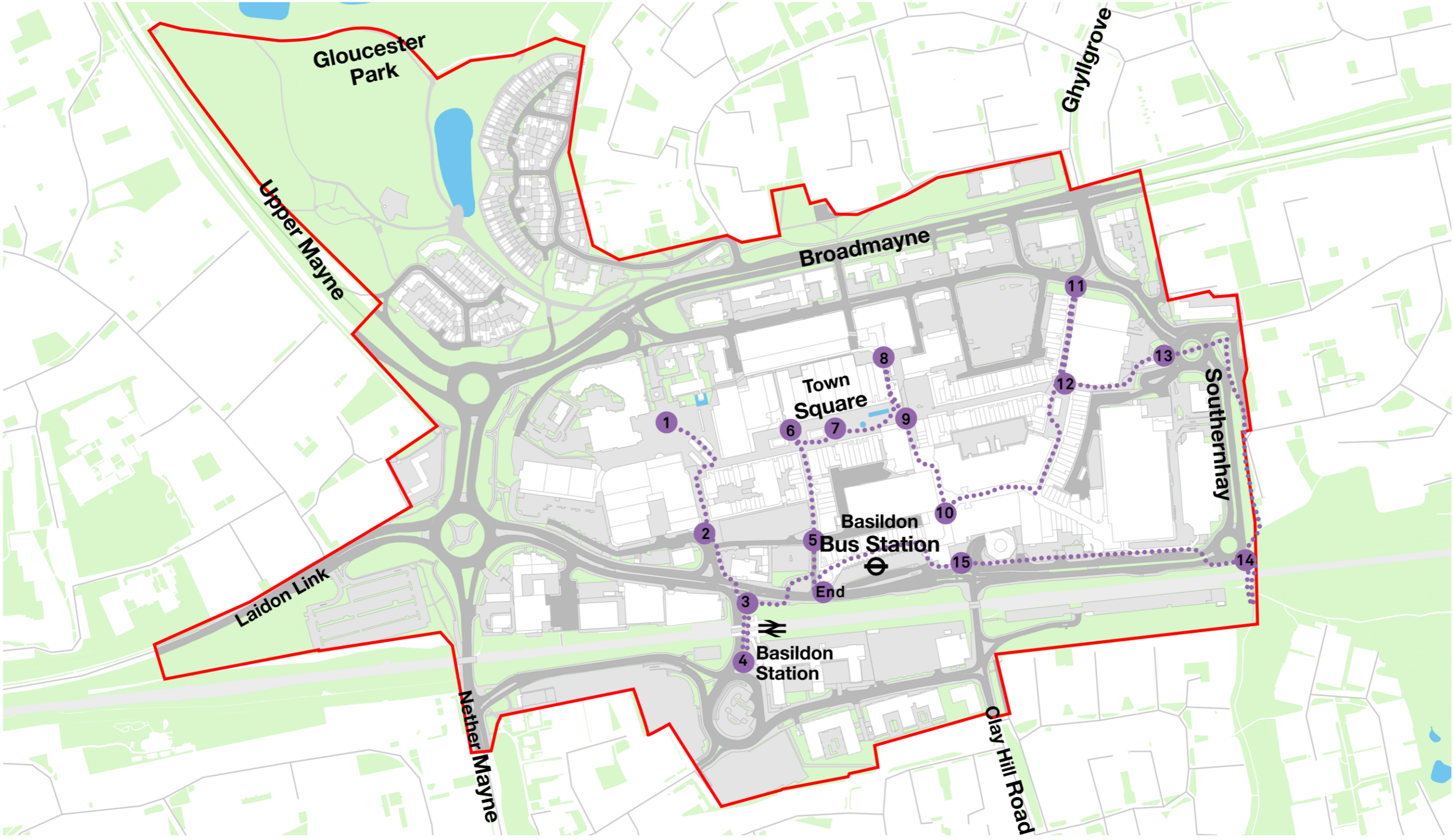
A pre-planned route around the town centre with discussions at key points

Where:

Basildon town centre



2.2 Stakeholder site walk



2.3 Public engagement

What:

The design team and Basildon Borough Council organised two public engagement events in the town centre to thoughts and opinions from the public using the town centre capitalising on the pre-Christmas crowds.

When:

18th and 20th December 2019. 1pm - 3pm

Who:

Members of the public passing by, advertised through Basildon Council channels.

46 People contributed to surveys

How:

A1 boards were produced to describe the project and key findings from the appraisal. Activities were devised to encourage the public to engage including badge making and tote-bag screen printing. A questionnaire was used to guide discussion with members of the public.

Where:

Town Square

Improvements

What do you think could be built?

Restaurants, shops and entertainment came out as the most popular responses.

“Would like to see more music and gig venues and recording studios - there are a lot of talented musicians that live in Basildon”

“Not enough play areas

“More activity and openings past 5pm”

“Things for families to hang out in, drop zone, cinema. More support for single parents”

“More restaurants like KFC & Pizza Hut - they're all too busy at the moment.”

Resilient Town Centre

What would make you spend more time here?

Restaurants, shops and entertainment came out top again closely followed by greenery.

What are the main reasons you come to the town centre?

Generally people were coming for the shopping along with something else more specific, like an eye test, the library or a specific shop or market stall

“Needs more trees and more houses.”

“Improved small retailers. Make it bespoke and unique town centre.”

“Art - gallery would be good and inspiring.”

Sustainable transport

How did you get to the town centre today?

An equal number came by bus, by car or by foot. Only 1 came by bike and 1 by train

What would have improved your journey?

Quite a few people mentioned making pedestrian environment feel safer and better.

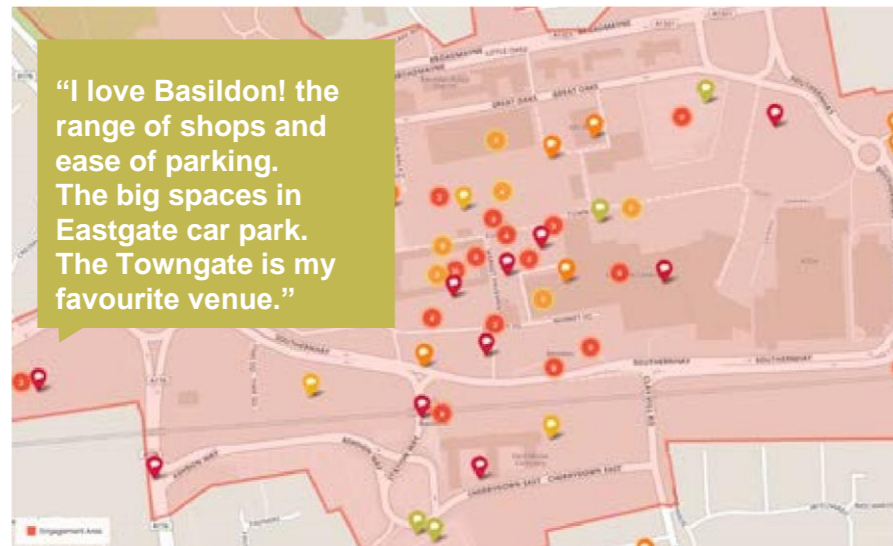
A number of comments referred to better connections from

public transport and improving the bus station.

What would make you walk or cycle more?

Very few people responded to this. Those who did mentioned better lighting and safety.

2.4 Online engagement Improvements



What:

To complement the public engagement events an online consultation page was set up. This allowed members of the public to drop a pin on a map of the town centre and answer a series of questions, similar to those asked at the live events.

When:

Between 13th January and 21st February

Who:

The website was open for comment to the public and advertised at the December engagement events and through Basildon Council channels.

1451 people visited the site, 421 contributed to the survey questions, 146 subscribed to receive further information.

How:

Commonplace Heatmap was used, with questions relating to key findings from the urban appraisal.

Where:

Online

What do you think could be built? Restaurants, shops and entertainment were the most popular suggestions. Key comments included:

- More activity and places open past 5pm, including more high street restaurants
- More family facilities such as a bowling alley, drop zone, cinema
- More music and gig venues, and recording studios - there are a lot of talented musicians that live in Basildon

What would you like to see more of in the town centre?

Shops, green space and cleanliness were the most popular suggestions, closely followed by entertainment, improved lighting and restaurants. Key comments included:

- Safer environment with more amenities including both retail and leisure provision
- Improved accessibility for people with disabilities
- Pedestrianised town centre where possible
- Promote events celebrating the history of the town to encourage communal pride
- Create a positive growth and vibrant area by linking the college and creative/ cultural ventures

What would make you spend more time here? Safer environment, shops and restaurants were the most popular suggestions, closely followed by a cleaner environment, entertainment and green space. Key comments included:

- More smaller independent retailers for a more unique town centre
- More trees and green spaces in the town centre
- More residential housing provision

Perceptions

What makes Basildon Town Centre different from other places?

Good transport links, Towngate Theatre and its identity as a New Town were the most popular suggestions. Comments also included the variety of shops as we reasons for visiting, although visitors often mentioned better provision elsewhere.

Where else do you like going to shop or to spend your leisure time? Why do you like them?

Billericay was often mentioned for having a better offer of retail, restaurants and environment, whilst Lakeside was often mentioned for having a better selection of shops and facilities.

Green spaces

Do you ever use Gloucester Park or other green spaces around the town centre?

Only just over half of the respondents said they used to local green spaces. Key comments included:

- More events at Gloucester Park, such as Basildon Pride, could be a great showcase for the park and its proximity to the town centre
- Parks do not feel safe after dark, with perceptions for antisocial behaviour
- Paths are not maintained and there are few benches
- Council should safeguard what is left of Gloucester Park, and should not continue development on green spaces

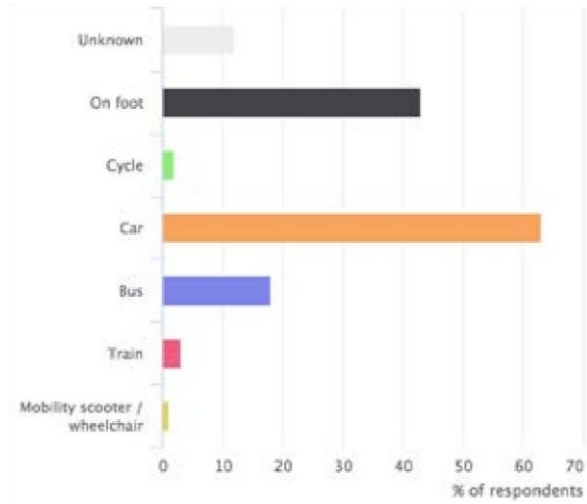
How could the open spaces in the town centre be better used?

Special events, more green space and more trees were the most popular suggestions, closely followed by more seating, performances and play facilities. Key comments included:

- More activities and events to activate the spaces such as busking and market stalls
- More leisure and culture uses around town squares
- More green spaces, seating and play areas
- Improved links to Gloucester Park, including improved facilities such as toilets and cafés
- Increased police and security for a safer environment

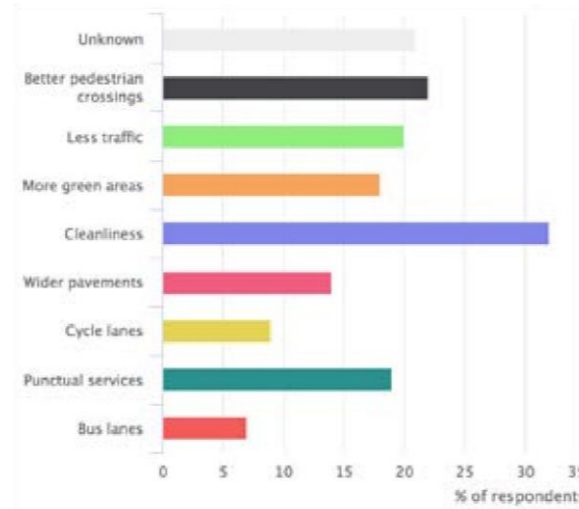
Transport

How do you normally get to the town centre? An almost equal number of respondents said they travelled by foot or by bus (combined) as those who travelled by car. Very few travelled by train.



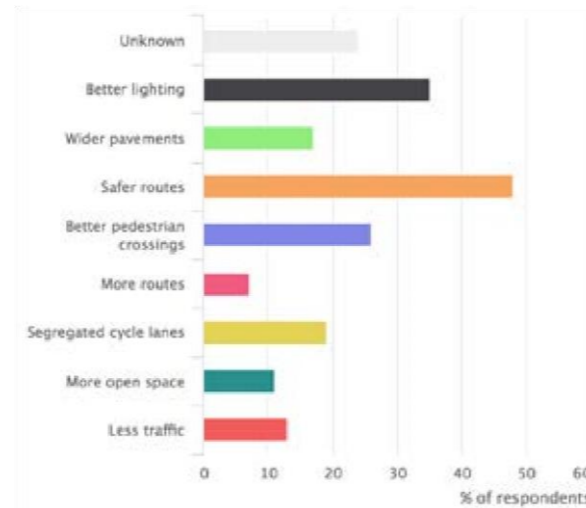
What would improve your journey to the town centre?

Most respondents said that improved cleanliness, better pedestrian crossings and less traffic would improve their journeys to the town centre. This was closely followed by more punctual public transport services and more green areas.



What would make you walk or cycle more?

Safer routes, better pedestrian crossings and segregated cycle lanes were the most popular comments for encouraging people to walk or cycle to the town centre.



What do you think of the bus station and train station?

Nearly half of all respondents were of the opinion that the bus station could be improved, with some people even stating it

was not fit for purpose. Most people thought the train station could be improved, but was adequate as it is.

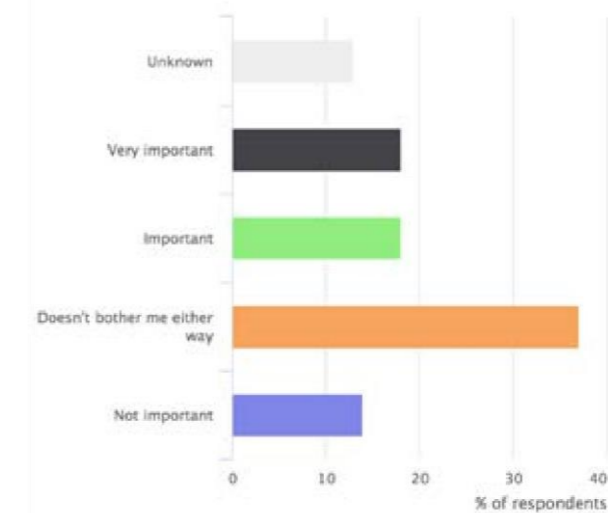
Heritage

What do you think of the buildings in the town centre?

More respondents were of the opinion the town centre was in need of a 'face lift'. Whilst some liked the architecture but raised the need for refurbishment, other thought the buildings were ugly and bland. Many respondents referred to the empty shops as the primary problem to be addressed.

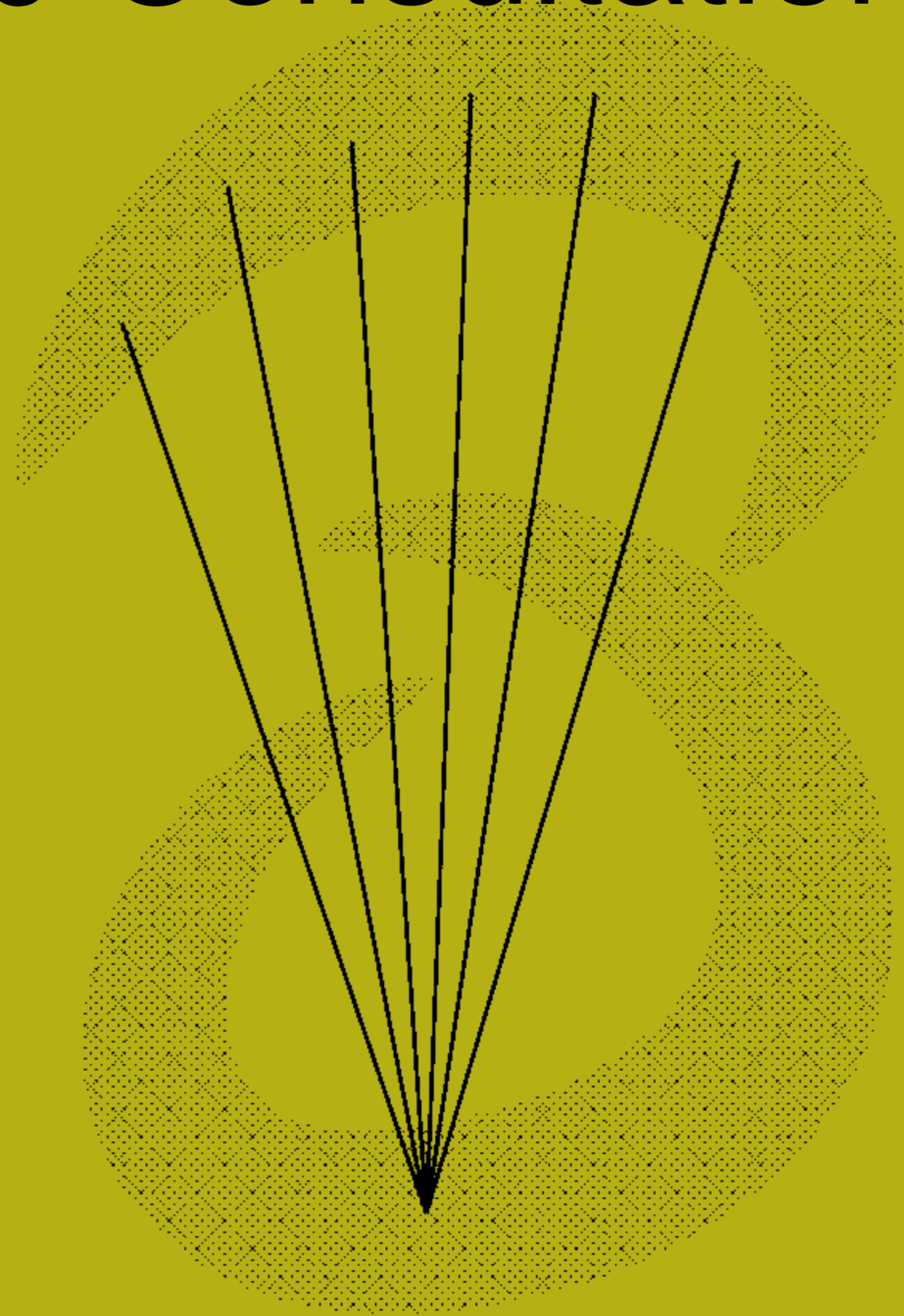
Basildon is a New Town. How important is it to you that this heritage is reflected in new buildings?

Nearly half of the respondents thought the New Town heritage of Basildon was either very important or important, however this was followed by a third stating retaining the heritage was neither important nor unimportant.



July 2020 Consultation

3



3.1 July 2020 consultation

What:

Once a draft of the Regeneration Strategy was completed a six week period for consultation was set to gather feedback and comments on the draft. As this fell in the period of lockdown in response to the Covid-19 pandemic, all engagement and consultation was planned to work remotely using online platforms

Town Centre should be. This would also act to encourage parents and family to engage with the other online consultation platforms.

When:

1st June - 12th July

Commonplace Design Feedback site

The primary tool for public feedback to the Regeneration strategy was a Commonplace Design Feedback site. This included descriptions and diagrams from the document, and a link to the Draft Strategy itself, followed by a series of related questions and space for additional ideas and comments.

This was advertised through council channels as well as to those who signed up for notifications on the early engagement Commonplace page

Online public webinars

To complement the Commonplace Design Feedback site and give the public an alternative forum for giving feedback, the council hosted two online webinars to allow discussion around the Masterplan. Members of the public were able to register ahead of the event to join. The Masterplan and its context were presented followed by questions and comments from the public.

Essex Quality review panel

The Essex Quality Review Panel (EQRP) were appointed to undertake a strategic review of the proposed development which seeks to meet the expectations of the emerging Basildon Town Centre Masterplan. As part of this the panel offered feedback on the emerging draft Masterplan

Engagement Activity for Children

In order to engage young people with the process of change in their area the team devised a fun task to encourage children to consider what they felt the future of their

Commonplace online engagement

What:

The primary tool for public feedback to the Regeneration Strategy was a Commonplace Design Feedback site. This included an overview of the project, and a link to the draft document itself.

The site featured pages on the distinct sections of the Regeneration Strategy followed by a series of related questions. Most questions were multiple choice, asking respondents if they agreed or disagreed with a proposal. Each section also included an open response for additional ideas and comments.

This was advertised through council channels as well as to those who signed up for notifications on the early engagement Commonplace page.

Responses to the Commonplace consultation have been summarised on the following pages

Who:

- 1236 people visited the site
- 683 contributions to the consultation
- 253 individuals made comments
- 117 people subscribed to the mailing list

responses to questions

Do you support proposals for new homes in the town centre? Do you support the proposals for more leisure facilities in the town centre?

This was one of the more contested aspects of the Masterplan. A large majority of respondents, 85%, support more leisure facilities, 55% of people support new homes and 38% do not, with 7% not having an opinion.

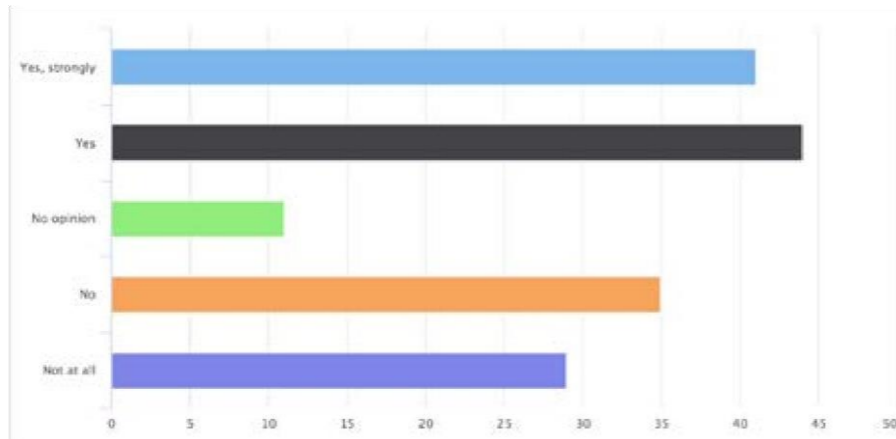
Have your say on the Basildon Town Centre Masterplan

Add your voice and help improve your town centre. Share your comments to influence the guidance that will help shape the future development of Basildon Town Centre.

[Have your say](#) [Learn more about the project](#)

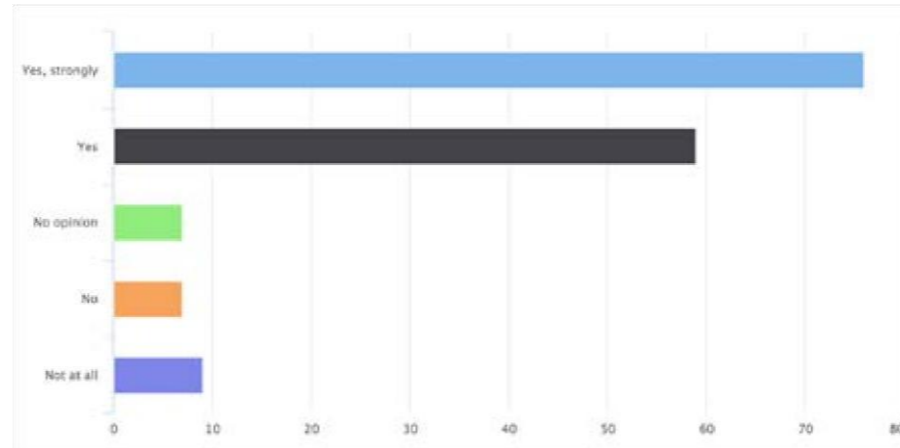
<p>Vision & Guiding principles</p> <p>165 comments</p> <p>Learn more about the guiding principles for the Town Centre Masterplan and have your say.</p> <p>View details & comment</p>	<p>Focus area - St Martin's and Westgate</p> <p>81 comments</p> <p>Learn more about the guidance for the St Martin's and Westgate area and have your say.</p> <p>View details & comment</p>	<p>Focus area - Town Square and East Square</p> <p>77 comments</p> <p>Learn more about the guidance for the Town Square and East Square area and have your say.</p> <p>View details & comment</p>
<p>Focus area - Station Environs</p> <p>73 comments</p> <p>Learn more about the guidance for the Station Environs area and have your say.</p> <p>View details & comment</p>	<p>Focus area - Eastgate</p> <p>68 comments</p> <p>Learn more about the guidance for the Eastgate area and have your say.</p> <p>View details & comment</p>	<p>Focus area - Great Oaks</p> <p>60 comments</p> <p>Learn more about the guidance for the Great Oaks area and have your say.</p> <p>View details & comment</p>

3.2 Vision & Guiding principles:



Do you support the proposals for more work places in the and/or town centre?

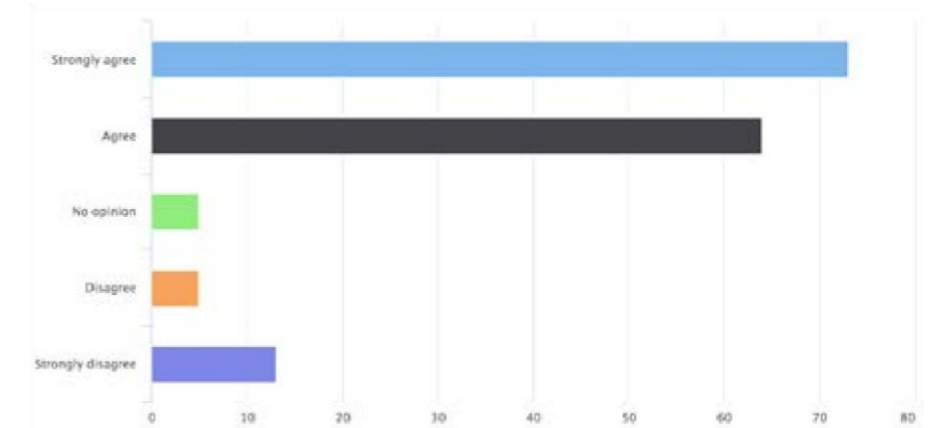
84% of respondents support more work places in the town and/or town centre, and 9% do not support this.



Do you support the proposals for improved theatre and cultural facilities?

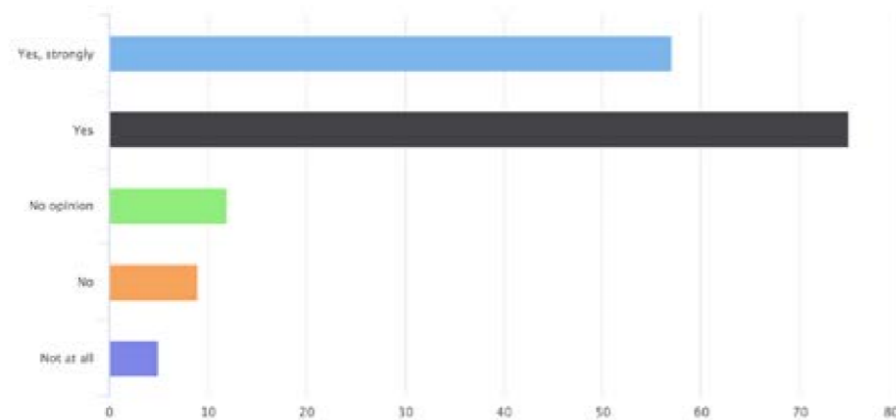
82% of respondents support improved theatre/cultural centre, and 11% do not support this.

87% of respondents strongly agreed or agreed, with only 3% disagreeing and 8% strongly disagreeing.

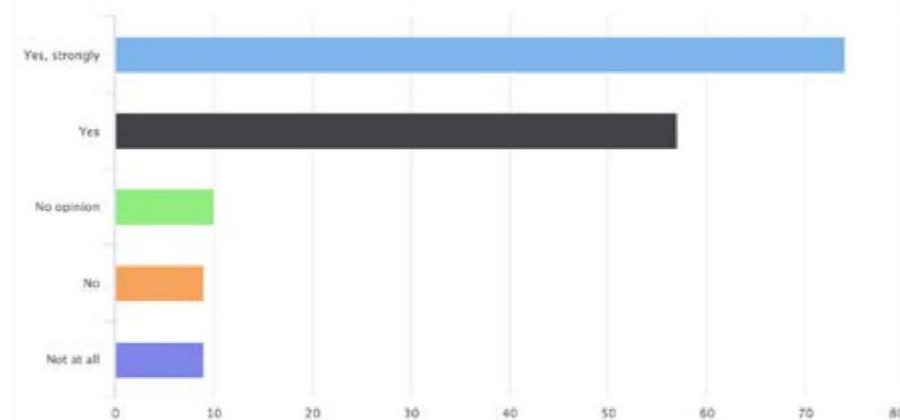


Do you agree that streets and spaces should be improved for walking and cycling?

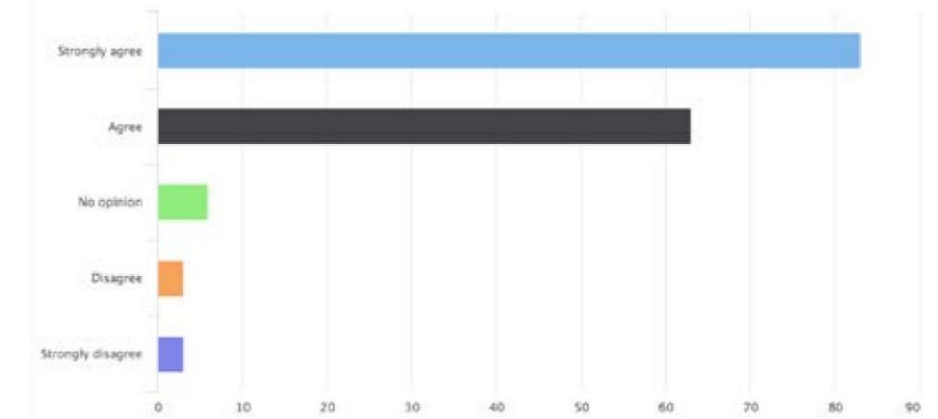
92% of respondents strongly agreed or agreed, with only 2% disagreeing and 2% strongly disagreeing.



Do you agree that evening and night-time activity should be enhanced?



Do you support the proposals for increased greenery and links to surround green spaces?



Do you support proposals to create accessible and inclusive architecture?

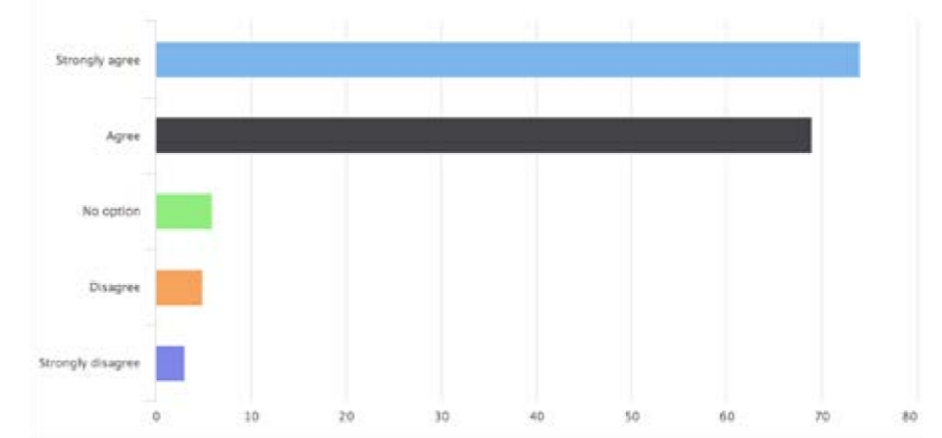
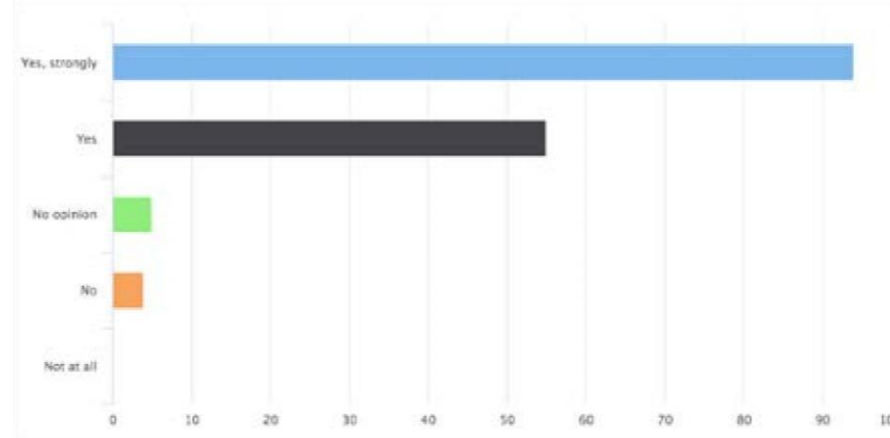
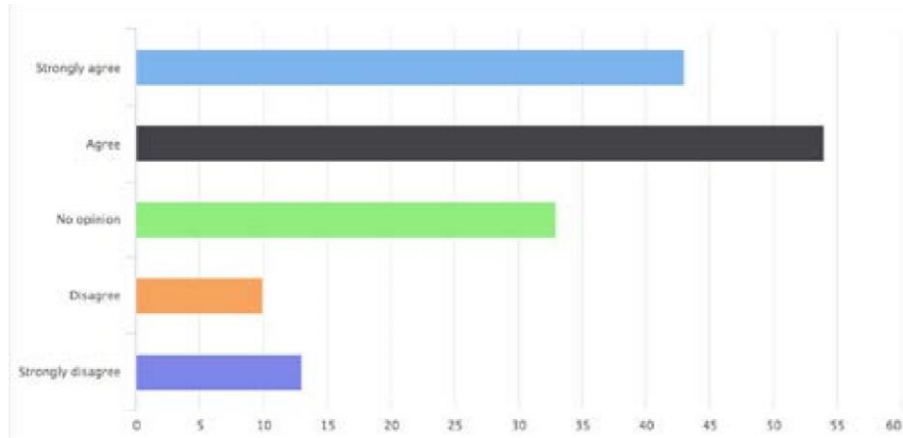
responses to questions

Do you agree that the New Town character and should be celebrated?

3.2 Vision & Guiding principles:

63% of respondents strongly agreed or agreed. 22% had no opinion and only 15% disagreed. 3% strongly disagreed. 94% of respondents strongly agreed or agreed, with only 3% disagreeing and no one strongly disagreeing.

91% of respondents support new accessible and inclusive space, and only 5% do not support this.



Do you support proposals for improving the bus and train station and surrounding spaces?

89% of respondents support improving the bus and train station, and only 6% do not support this.

Do you support proposals to improve biodiversity through increasing greenery and tree planting?

96% of respondents support improving biodiversity, only one respondent does not support this.

Do you agree that sustainability is an important consideration for any development?

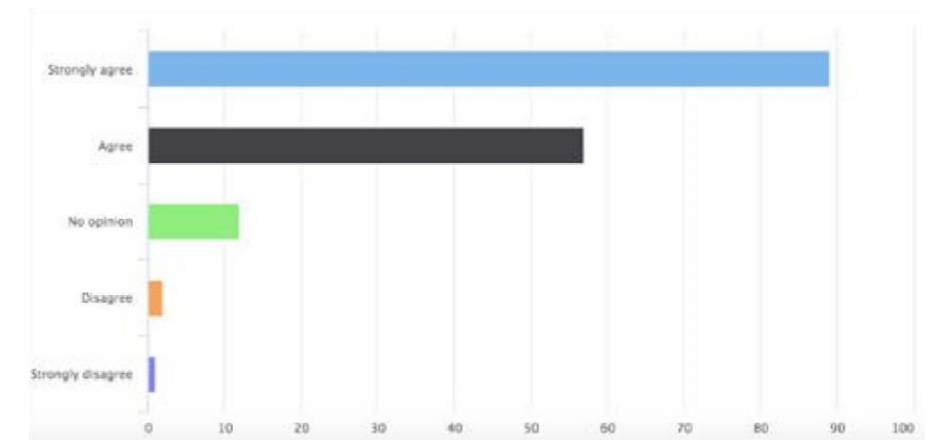
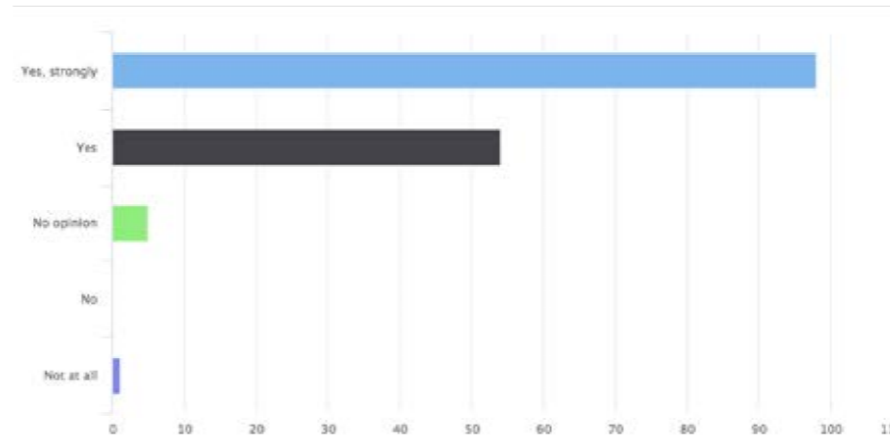
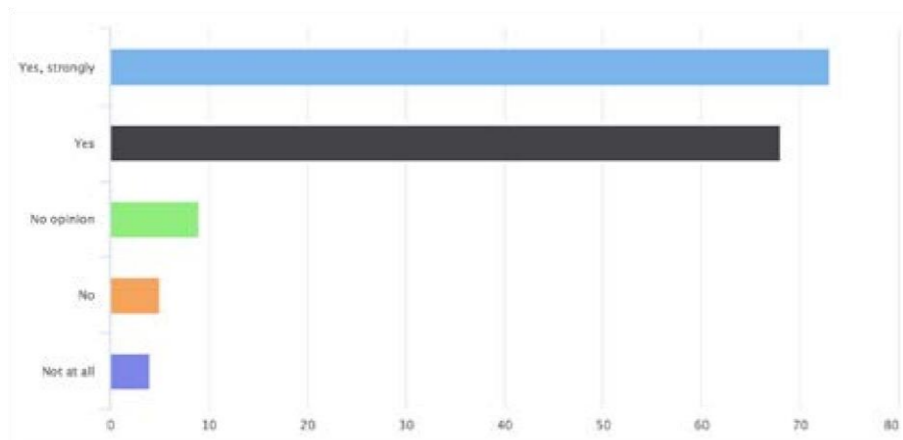
91% of respondents strongly agreed or agreed, and only 2% disagreed.

other ideas & comments

“Do you have any other ideas/ comments?”

Housing and social infrastructure The most common additional comments amongst respondents to this question were related to the issue of housing in the town centre, with the

majority being concerned with either the density or height which



3.2 Vision & Guiding principles:

some felt would be detrimental to the character of the town centre. Others felt that flats, particularly in high-rise buildings would not be suitable for potential residents in Basildon.

Action: The reasoning behind the potential housing numbers in the town centre is described in the 'Ambitions' section of the Strategy. Separate guidance is being produced on Townscape and Views.

Another common concern was that housing would not be genuinely affordable. Many people requested that the housing should be owned and managed by the council. Others wanted assurance that a good proportion will be genuinely affordable - more reduced than government guidelines which they felt would not suffice.

Action: No action needed. Level will be in line with council policy: The policy for affordable housing is 31% which is split 70% social rent and the remainder being other affordable vehicles which would include shared ownership.

Related to this was a concern that the new homes would put added strain in social infrastructure such as schools and health services. Many raised the concern that the success of the town centre would rely on improved public transport, particularly if parking spaces are not increased along with housing numbers.

Action: No action needed. Infrastructure needs have been considered in the IDP for the Local Plan. There will be an update to the IDP to include proposals for the town centre

Open space and greenery Many respondents expressed a desire for more open and green space - some concerned that the proposed development would leave the town centre feeling enclosed.

Many wanted green open spaces to counter the existing grey and hard landscape and felt the Strategy could go further. Many cited the importance of biodiversity and nature, saying that they should be the key consideration and any existing greenery should be maintained in order to allow it to develop. Others would like to see more open spaces for play and sport.

“I agree with your plan but need to be smarter with the housing less high rise towers and more 6 stories blocks set from the shops.” to play

Action: No action needed, this is clearly stated as an ambition of the Masterplan

“Wider improvements back areas are also needed”

“When building new homes it's important to increase established trees and schools, dentist, doctors. natural habitats is vital. These services are already under pressure.” Green spaces need to be allowed to flourish &

opportunities to participate and see it happening around them.”

and greenspaces - these should be maximised throughout the entire town not just as clinical, segmented areas but large key features of the environment.”

other ideas & comments

Safety A number of people were concerned about safety in the town centre - either concerned that a higher population or the increase in evening and night-time activity will bring increased crime.

Action: p.44 Consider including narrative about increased footfall and passive surveillance, and need for careful licensing.

“More restaurants with out door dining would be great BUT

Improve on what is already here

3.2 Vision & Guiding principles:

New Town architecture A number of respondents suggested the strategy should be less about rebuilding and more about celebrating and improving on what already exists. Some cited the New Town architecture being an unloved asset that should be rejuvenated. Other felt that retrofitting or refurbishing existing buildings was the only way to achieve low carbon ambitions.

Action: Townscape & Views and heritage Guidance Notes being produced.

A number of people identified public art and murals and assets that should be celebrated and refurbished. Some also suggested the Basildon's history and culture is an existing asset that should be given space in the Masterplan.

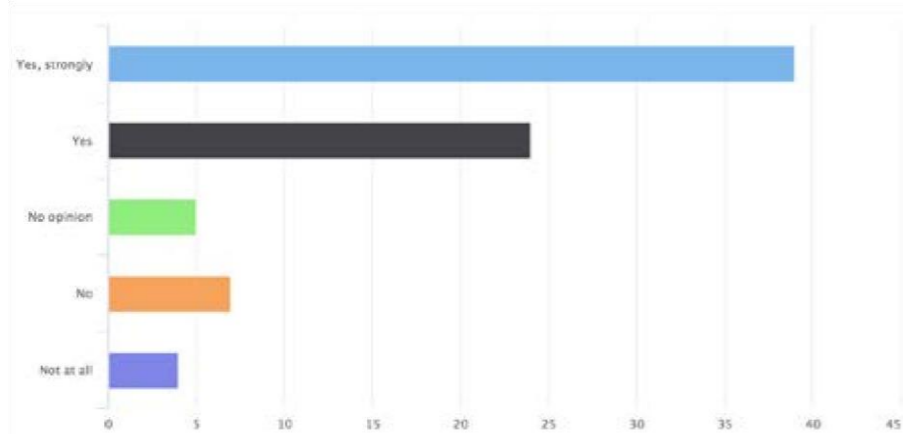
Action: Cultural Strategy being developed by Future City.

“avoiding demolition wherever possible with retrofit. Simply encouraging high quality new buildings with a high energy performance is not enough”

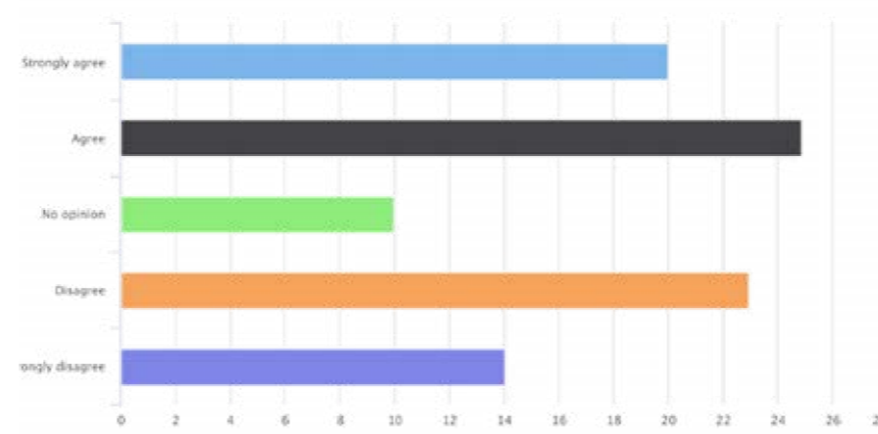
“We have a massive amount of historical material suitable for a museum and an art

Focus area - St Martin's and Westgate: responses to questions

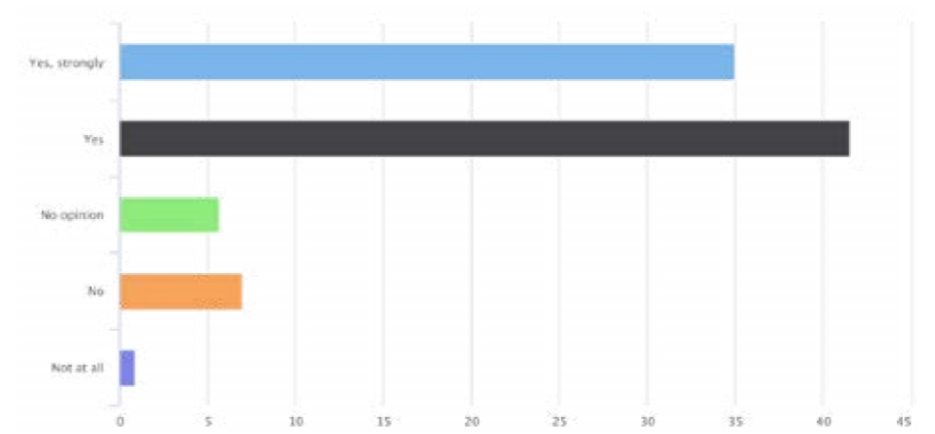
Do you support the proposal for an improved theatre and/ cultural facility in this area? housing in this area?
81% of respondents support an improved theatre/cultural facility, and 13% do not support this.



Do you support the proposals for quality affordable through and around the area?
49% of respondents support proposals for housing, 40% do not support this and 11% have no opinion.

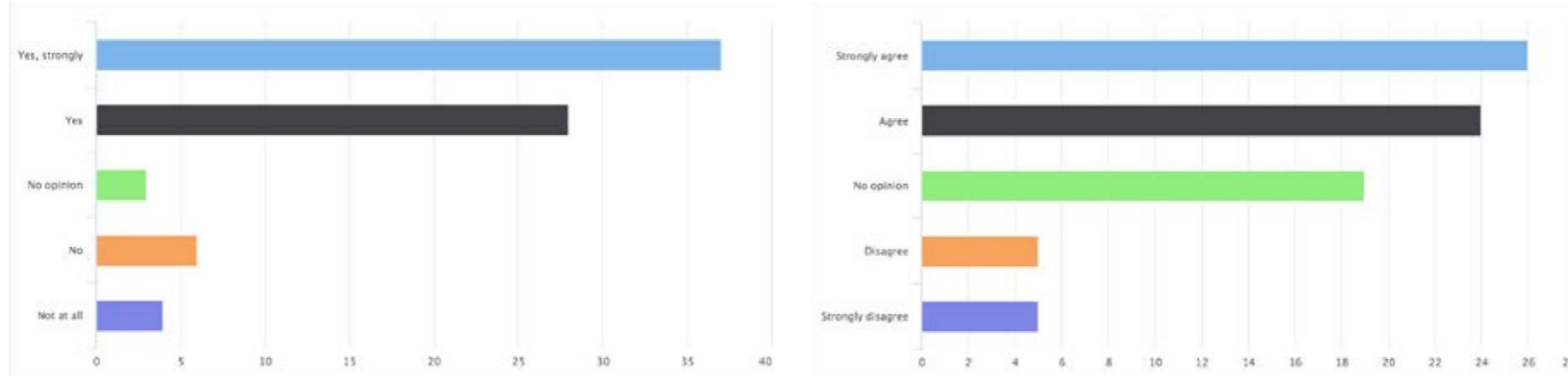


Do you support the proposals for improved cycle links or
89% of respondents strongly agreed or agreed, with 9% disagreeing



Do you support the proposals for improved pedestrian from surrounding neighbourhoods and Gloucester Park?
85% of respondents support improved pedestrian links, and 13% do not support this.

Do you agree the market should be improved? links
63% of respondents strongly agreed or agreed, 13% disagreed and 24% had no opinion.



Focus area - St Martin's and Westgate: other ideas & comments

“Do you have any other ideas/ comments?” A number of themes came up in this open question.

One was concern about new housing. Many simply feel that new homes of any kind would be bad for the town centre, others were concerned that the new home would not be affordable for local people.

Action: The reasoning behind the potential housing numbers in the town centre is described in the 'Ambitions' section of the Strategy.

Greenery, trees and open space:

A number of comments referred to greening, highlighting the need to retain any trees or greenery but also requesting new trees around the area. Two respondents referred to the need for more open green space as part of the town centre offer.

Action: No amendments necessary. The ambitions of the masterplan are for increased greenery and existing trees will be retained or replaced where necessary

Improved or expanded theatre and cultural offer: A number of respondents extrapolated on the idea of expanding the

theatre, some suggesting additional spaces and other measures to allow further community theatre or flexible use, others suggesting a 'cultural quarter' would need more than just a theatre building while others wanting to

Action: Amend and expand on language around cultural facilities

Improved market:

There was mixture of comments on the market, generally suggesting that it currently is not working to its full potential. Some would like to see it moved to a more central location, others would like to see improved stalls, retail offer or facilities such as toilets or seating.

Action: Add guidance on how the market might be improved through management, and possible relocation p.40 Add text of possible location of market in Town Square

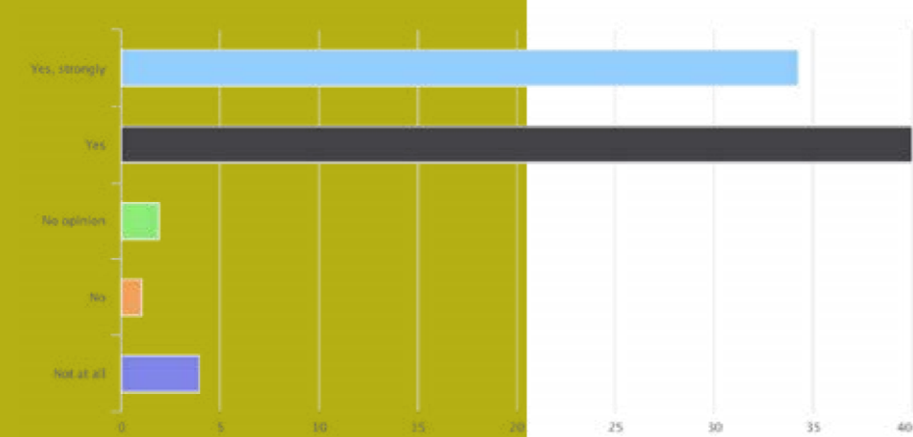
“I think that affordable family social housing for purchase is a must for the area. The social housing stock sold off over the years has never been replaced and

needed in Basildon” “It would be great for

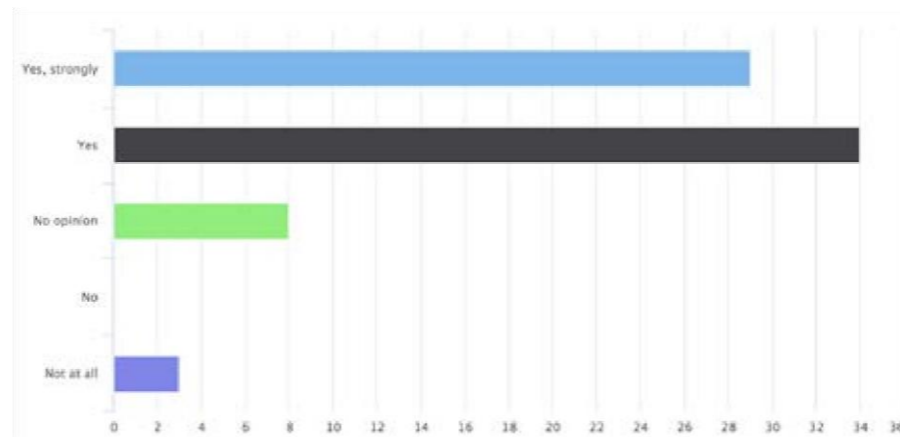
“I think that the town
improved by increasin

Focus area - Town Square and East Square: responses to questions

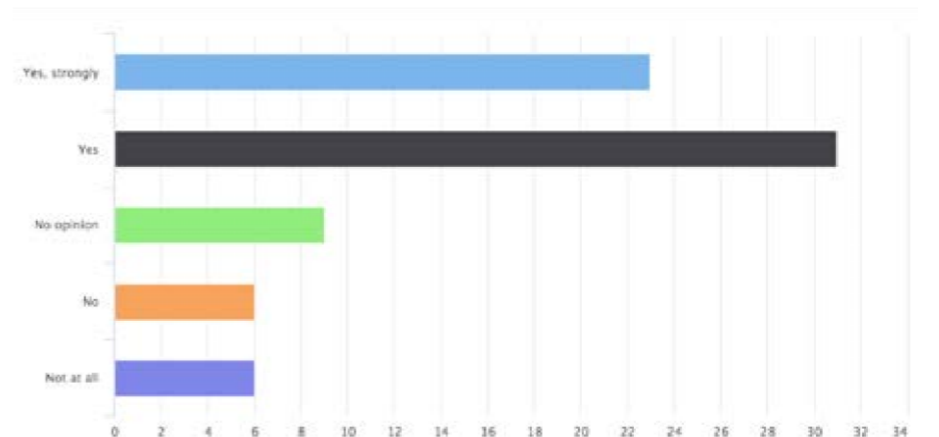
Do you support the proposal for quality affordable housing two in this area?
54% of respondents support new affordable housing, and 36% do not support this.

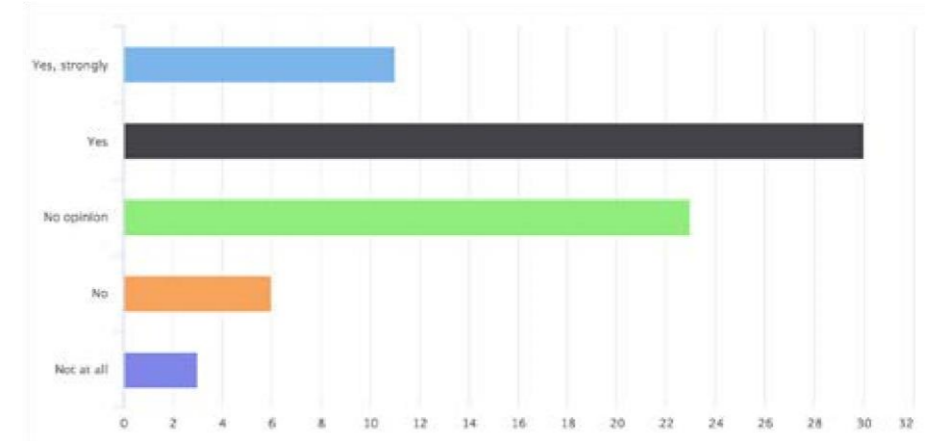
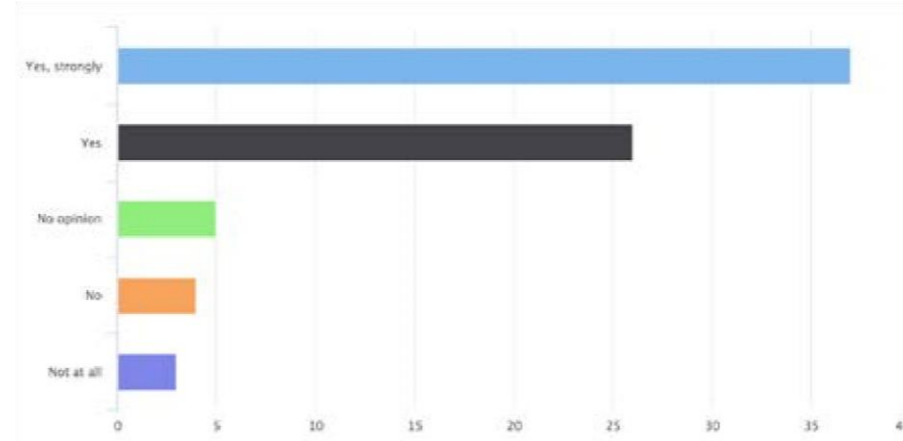
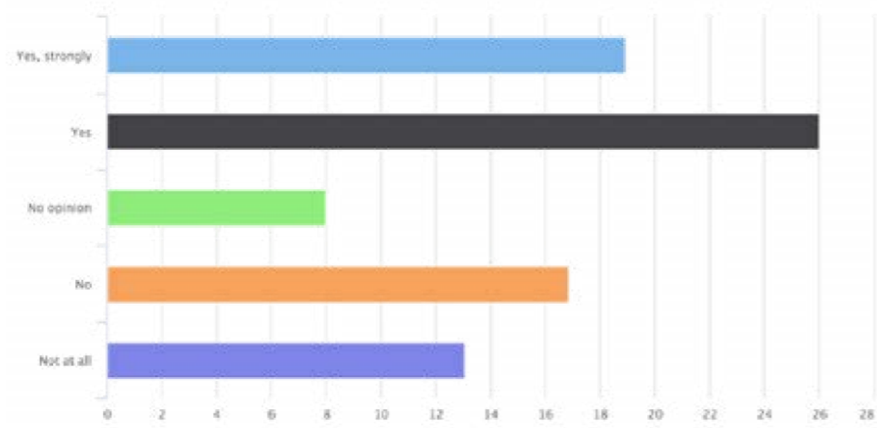


Do you support the proposals for increased cultural and leisure facilities and evening or night-time destinations? kiosks?
84% of respondents support increased cultural/evening destinations, and 9% do not support this.



Do you support the proposals for the relocation of the two kiosks?
56% of respondents support the relocation of the two kiosks, 12% do not support this and 32% have no opinion.





Do you support the proposals for a greater variety of town centre uses? between East Square and Great Oaks?

91% of respondents support a greater variety of uses, and do not support this. 11% have no opinion.

Do you support the proposals for a new pedestrian link for play?

85% of respondents support the new pedestrian link, 4% do not support this and 12% have no opinion.

Do you support the proposals for increased opportunity for play?

72% of respondents support the new pedestrian link, 16% do only 6%

Focus area - Town Square and East Square: other ideas & comments

“Do you have any other ideas/ comments?”

Make more of the open space:

A number of respondents commented that more use should be made of the large open spaces, particularly Town Square, for events and community uses, like the Christmas Market.

Action: no action needed, this is described on p.40

Location for the market:
A number of respondents suggested Town Square would

be a suitable location for the market

Action: Location of market is left open in the Strategy

More leisure and culture:

Many comments supported the idea of expanding leisure and cultural uses in this area of the town centre. This included space to support local creativity.

Action: Amend and expand on language around cultural facilities

Support local businesses:

Some highlighted the problem of increasing costs to independent businesses and suggested this issue should be tackled by the Masterplan or the council

Action: Supporting local and SMEs is covered, particularly through retention of certain buildings

Height:

There was a large amount of resistance to new housing in tall buildings as not being suitable for the town centre, creating a 'closed' environment.

Action: The reasoning behind the potential housing numbers in the town centre is described in the 'Ambitions' section of the Strategy. Separate guidance is being produced on Townscape and Views..

Safety:

Concerns over safety were raised in regards to additional evening activity potentially bringing more crime and conflict with new and existing residents.

Action: Safety and security is covered in the Strategic Aims.

“We should be by making the most “A

[Redacted]

[Redacted]

[Redacted]

is time activity in
n is create public
ems with in the
cial behaviour”
gatherings

“Basildon has many creative people in music, art and acting, would love to see an Arts hub, music studios, gallery and coworking spaces.”

Focus area - Station Environs:

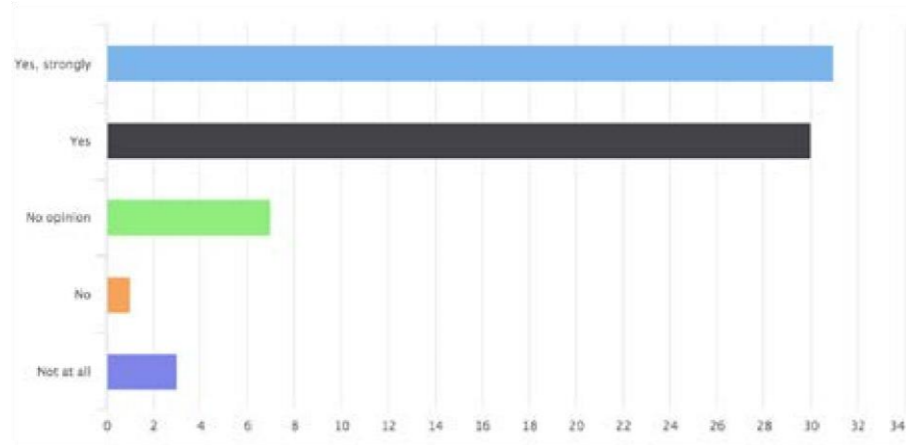
parking to free up space for homes?

Do you support the proposals for consolidating car-

45% of respondents support consolidating car-parking, 42% **responses to questions** do not support this and 13% have no opinion.

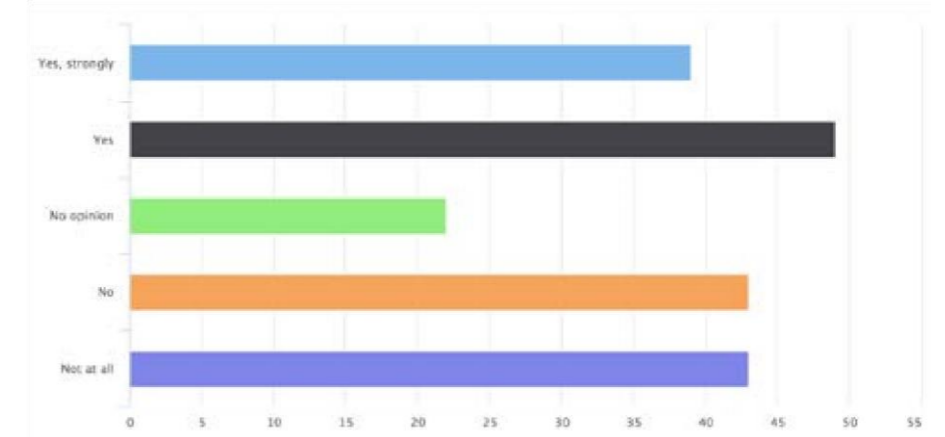
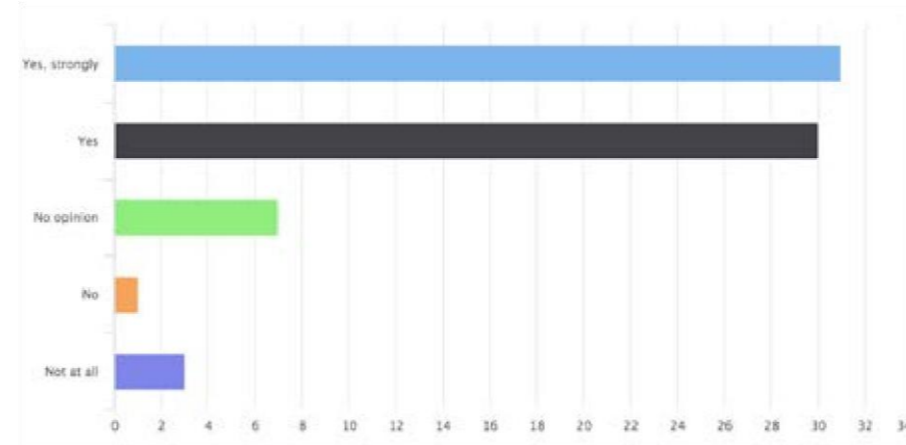
Do you support the proposals to create a consolidated transport hub and arrival space?

85% of respondents support the new transport hub, 6% do not support this and 9% have no opinion.



Do you support the proposals for a greater variety of town centre uses in this area?

82% of respondents support a greater variety of uses, 13% do not support this and 5% have no opinion.

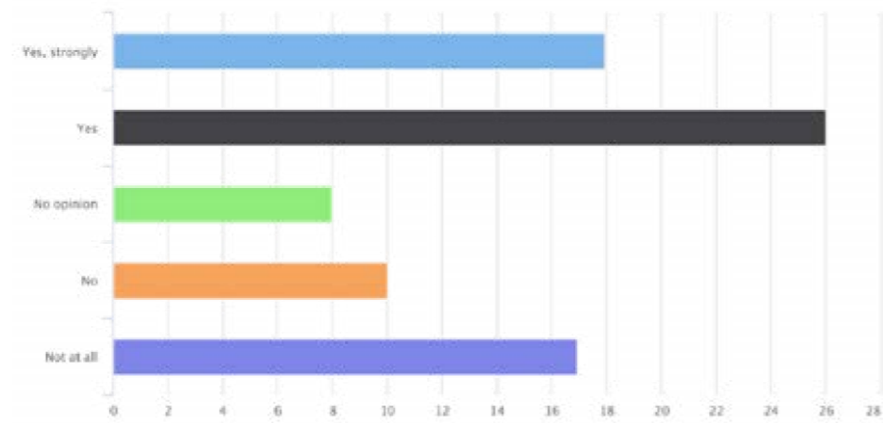


Do you support the proposals for improved cycle links through and around the area?

81% of respondents support improved cycle links, 5% do not support this and 14% have no opinion.

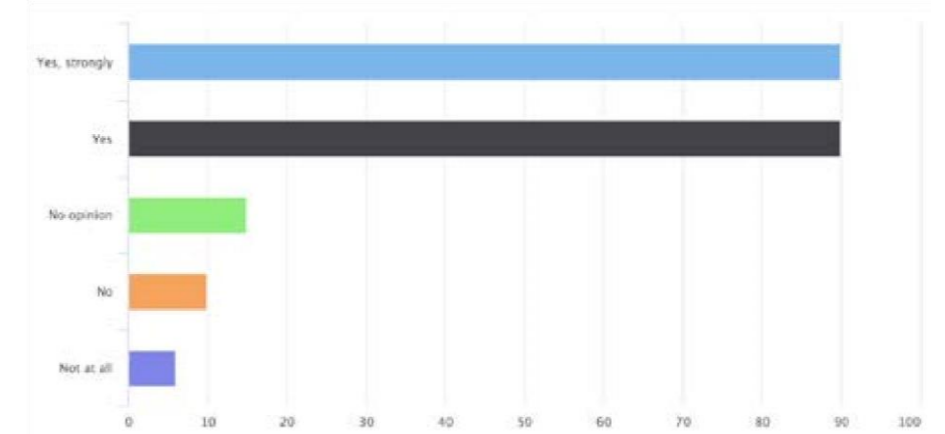
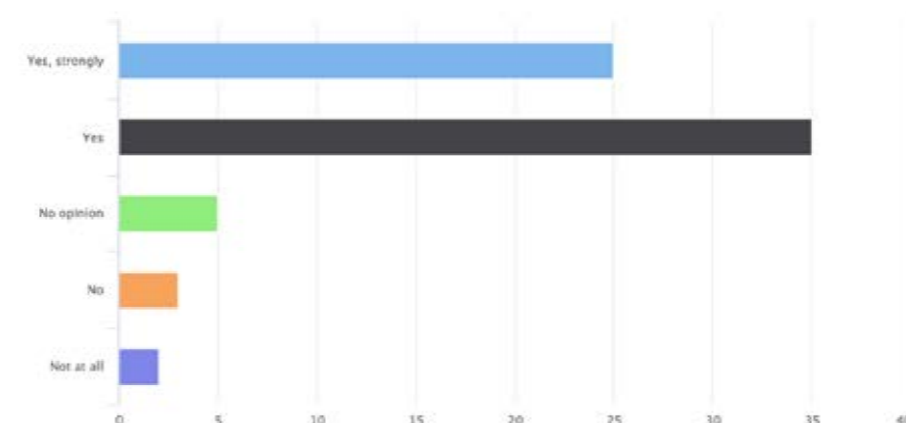
Do you support the proposals for quality affordable housing in this area?

56% of respondents support new affordable housing, 34% do not support this and 10% have no opinion.



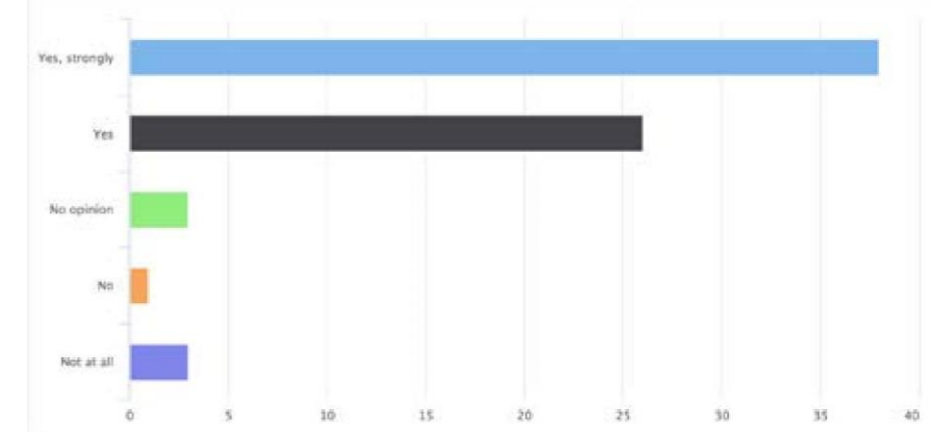
Do you support the proposals for potential increased workspace in this area?

86% of respondents support increased workspace, 7% do not support this and 7% have no opinion.



Do you support the proposals for improved pedestrian links between transport hubs and the town centre?

90% of respondents support the new pedestrian link, 6% do not support this and 4% have no opinion.



Focus area - Station Environs: other ideas & comments

“Do you have any other ideas/ comments?”

Many in favour:

A significant proportion of comment were expressing support for various parts of the proposal here, largely these related to improving the areas around the bus and train stations in agreement that there is a clear need for improvement. Particular proposals referred to include the café near the train station, space to wait and dwell, improved pedestrian routes between stations and town centre.

Action: no action needed

Parking a concern:

There is a great amount of concern regarding the loss of parking space and a worry that this will be reduced. Particular issue is taking regarding parking for the train station which a number of people have said is currently over-subscribed.

Action: Parking will be looked at in further detail once the currently commissioned parking study is completed postlock-down.

Height and housing:

Issue again is taken to the amount of housing proposed, the heights of the buildings suggested, and whether housing will be truly affordable

Action: The reasoning behind the potential housing numbers in the town centre is described in the ‘Ambitions’ section of the Strategy. Separate guidance is being produced on Townscape and Views.

“One of Basildon’s main issues is how uninviting the area around the station is. A small café

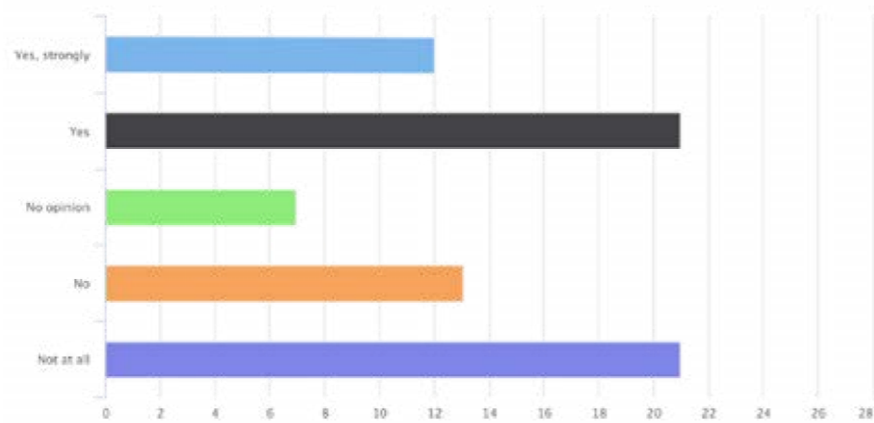
welcome”
“Sooner the better, poor design and not welcoming at all!!!”

“ I agree with consolidating parking but NOT with the loss of parking spaces. Residential areas need adequate parking as well”
“The links between the train and bus station need to include

Focus area - Eastgate: responses to questions

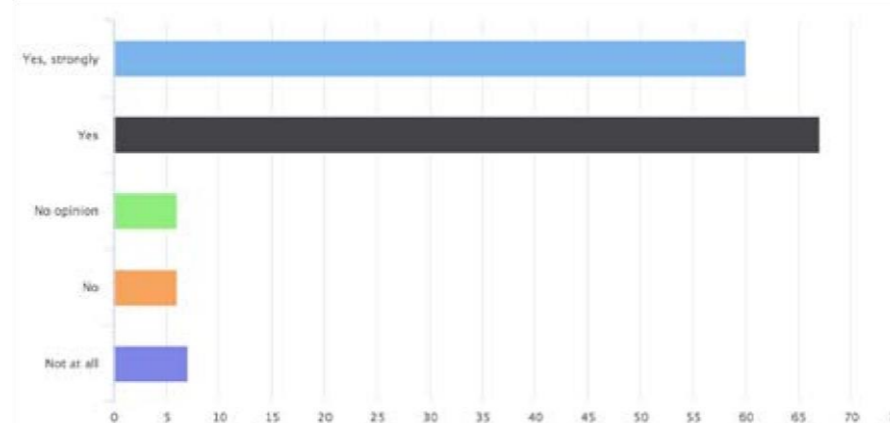
Do you support the proposals for quality affordable housing in this area?

45% of respondents support new affordable housing, 46% do not support this and 9% have no opinion.



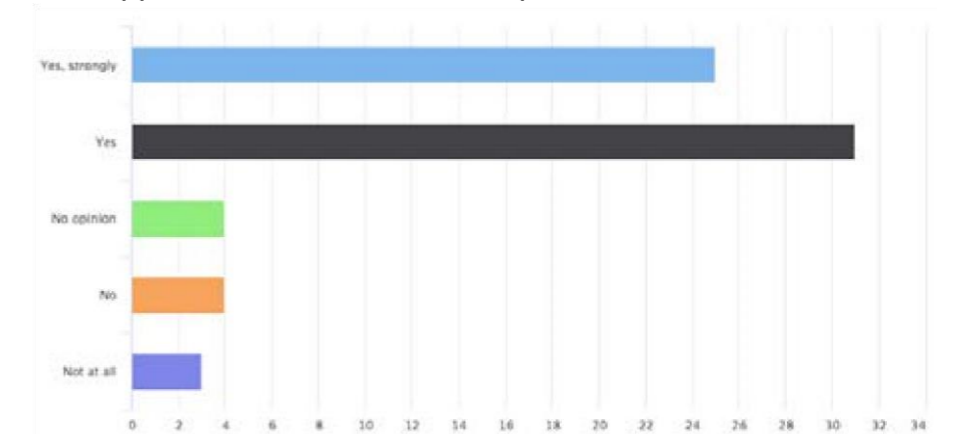
Do you support the proposals for a greater variety of town centre uses?

87% of respondents support a greater variety of uses, 9% do not support this and 4% have no opinion.



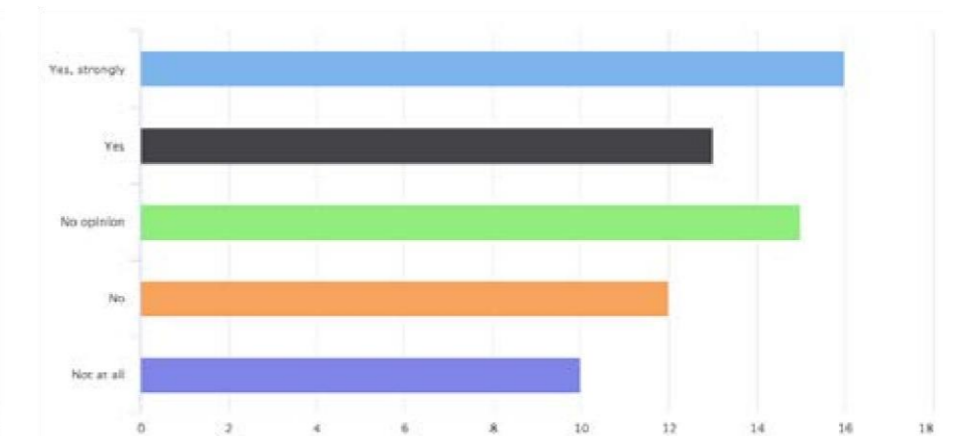
Do you support the proposals for more pedestrian links through the area and to surrounding neighbourhoods?

84% of respondents support the new pedestrian links, 10% do not support this and 6% have no opinion.



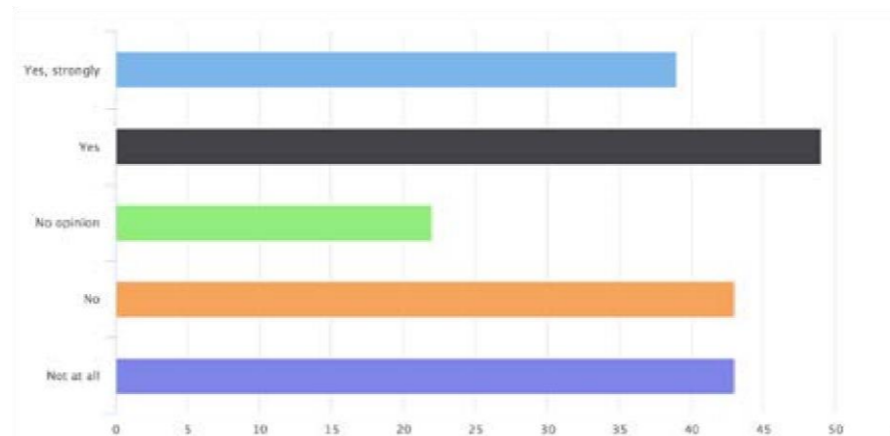
Do you support the proposals to downgrade Southernhay to a single lane in either direction?

44% of respondents support the downgrade of Southernhay, 33% do not support this and 23% have no opinion.



Do you support the proposals for consolidating carparking to free up space for homes?

40% of respondents support consolidating car-parking, 49% do not support this and 11% have no opinion.



Focus area - Eastgate: other ideas & comments

Do you have any other ideas/ comments?

3.2

Misunderstanding over supermarket:

Quite a number of comments here were concerned that the Strategy is proposing to remove the supermarket provision rather than relocate it. This meant the overwhelming majority of comments were negative, despite the largely positive response to the previous questions.

Action: Removal of the supermarket is not an ambition of the Strategy.

Parking/public transport:

The concern over the amount of parking came up here again, with two respondents referring to inadequate public transport making driving necessary.

Action: Parking will be looked at in further detail once the currently commissioned parking study is completed postlock-down.

Downgrading the Southernhay:

There were a small number of comments expressing concern that downgrading Southernhay will cause congestion.

Action: no action needed, this a recommendation that will need detailed consideration by ECC Highways

Too much housing:

Again, concern over housing came up with concerns there will be too many homes, that there shouldn't be homes in the town centre and that the heights will be detrimental to the town centre.

Action: The reasoning behind the potential housing numbers in the town centre is described in the 'Ambitions' section of the Strategy. Separate guidance is being produced on Townscape and Views.

“This is a great vision for this part of the town centre which is currently very inward facing, unwelcoming and offers very few access points particularly for pedestrians.”
“down grading the road will cause traffic congestion what planet are you people on”

“We don't need more houses in the centre, we need more space to enjoy free time and family time”
“We do NOT want high rise flats, we NEED Asda to remain!”

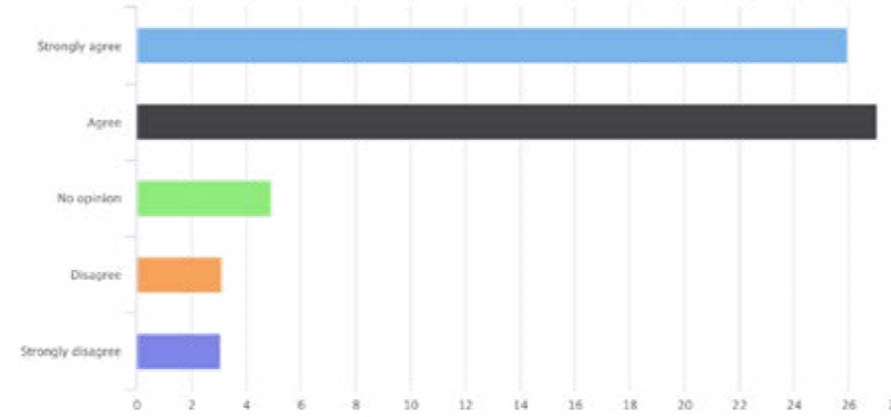
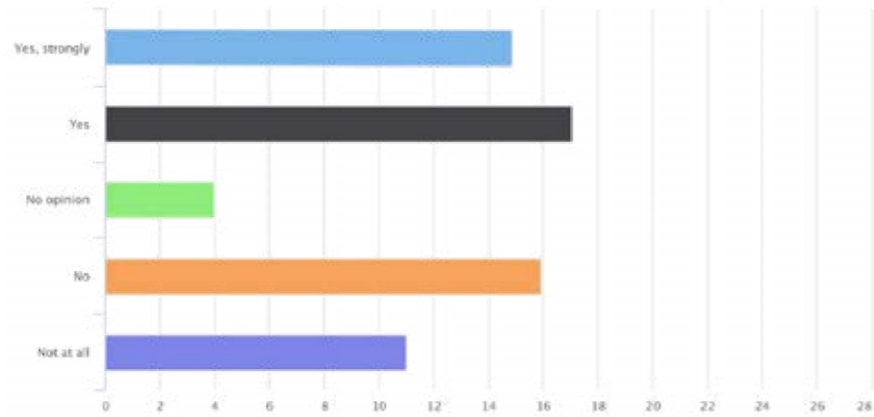
Focus area - Great Oaks: responses to questions

Do you support the proposals for quality affordable in this area? through and around the area?

51% of respondents support new affordable housing, 43% do not support this and 6% have no opinion.

Do you support the proposals for improved cycle links housing

83% of respondents support improved cycle links, 9% do not support this and 8% have no opinion.

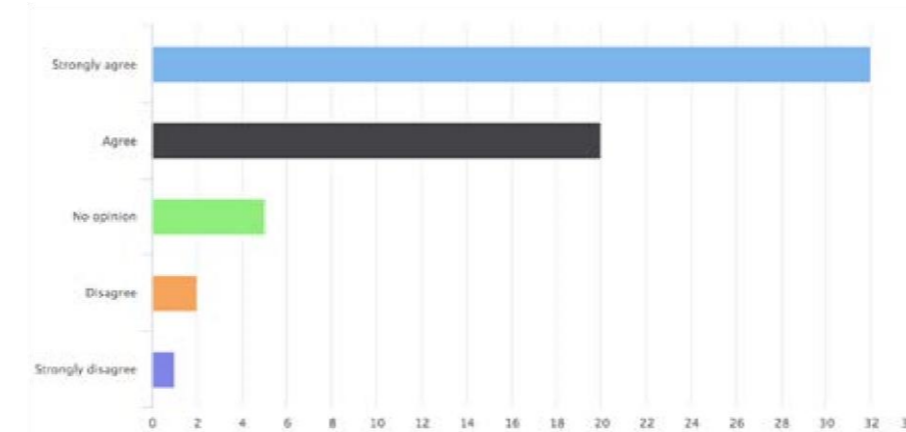
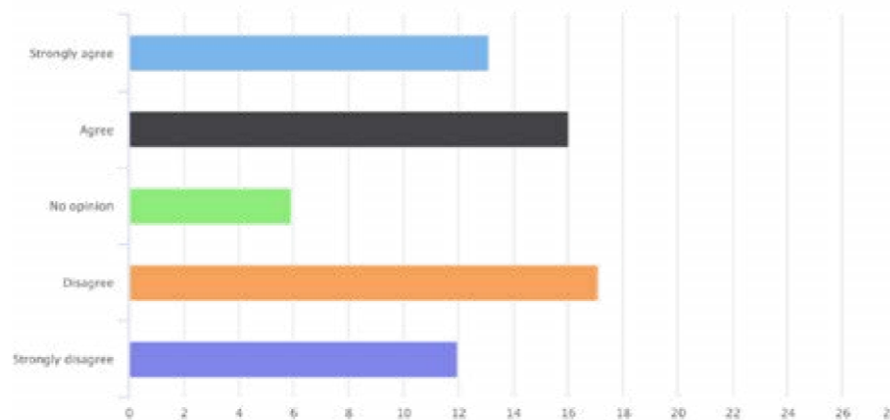


Do you support the proposals for consolidating car-parking to free up space for homes?

45% of respondents support consolidating car-parking, 45% do not support this and 10% have no opinion.

Do you support the proposals for more pedestrian links parking from surrounding neighbourhoods?

87% of respondents support more pedestrian links, 5% do not support this and 8% have no opinion.



Focus area - Great Oaks: other ideas & comments

Do you have any other ideas/ comments?

Some in favour of housing here: Though the number responses to the question of housing were evenly split for and against the proposals, there were a number of supportive comments suggesting this area would be suitable for new homes.

Action: no action needed

Public sector services:

A number of comments related to concern over the loss of existing services on Great Oaks.

Action: It is the ambition of the Strategy that civic uses will be re-provided at suitable locations

Parking:

Parking again was a concern given the large at-grade carpark being lost

Action: Parking will be looked at in further detail once the currently commissioned parking study is completed postlock-down.

“Currently the area looks like a no mans land, we believe it should be transformed into an open space with lots of green spaces and playgrounds”

“Basildon was originally designed to give East Londoners, clean fresh country outlooks to raise their families. Whilst I am in favour of progress, to build anything high rise goes completely against the premise of the new towns” “Great Oaks also seems a no mans land, so it makes sense to convert this to housing and some local convenience stores, also to include easy cycle”

it”
“We have to make sure we don't cut back on the services offered in this area and possibly improve on them ie the fire station, the ambulance station and clinic.”

3.3 Responses from statutory authorities and other stakeholders

What

The council and team received a number of responses separately to the Commonplace site, from a number of statutory authorities and other stakeholders which have been summarised below.

Essex County Council

- Clarification is required on the status and planning procedures to progress the Draft Masterplan
- Additional evidence is required to establish and assess the extent of growth possible

Action: The document will now become a Town Centre Regeneration Strategy to support the transformation of the town centre and it is no longer a planning document.

- ECC wishes to see Basildon Council undertake more active engagement with the County Council following the end of the Draft Masterplan's consultation, on specific issues;
 - transport and connectivity, ◦ economic, ◦ environment and heritage, ◦ Delivery, implementation and infrastructure provision, ◦ ECC's statutory roles

Action: BBC have engaged with ECC, particularly on transport issues, and will continue to do so

Essex Police

Essex police provided a response to the consultation that was broadly in favour of the masterplan and included recommendations summarised below: • Crime Prevention Through Environmental Design Principles

- Incorporating subliminal security within the Town Centre Regeneration
- Essex Police would in turn recommend adopting a Design Code to ensure design guidelines or standards which have been adopted within the masterplan are adhered to
- Housing Growth: Essex Police would advocate that the residential units achieve accreditation to SBD Homes

as a preferred enabler to mitigate any potential crime generators and risk.

- Retail and Leisure facilities: it is recommended that the retail and leisure facilities achieve 'Secured by Design – Commercial' Award.
- Transport Hub: engaging with the British Parking Association and applying for the Safer Bus Station Scheme and Park Mark Scheme, secure cycle storage

Action: Safety and security is covered in the Strategic Aims.

Arts and Heritage Community

- The few remaining public artworks in the town are repaired and retained, wherever possible in situ, and that adequate protection is given to artworks while any building work is undertaken.

Action: Cultural Strategy being developed by Future City. Further guidance may be included in Developer Guides.

- We ask that a designated independent permanent cultural/community space be included in the masterplan from the outset for local existing grassroots arts and heritage groups.
- A museum and gallery space for permanent and temporary exhibitions would be a huge cultural benefit raising the national profile of Basildon.

Action: Amend and expand on language around cultural facilities

- Protection of the Beehive public house / Colours nightclub be protected as a social, cultural and entertainment venue in its current location.

Action: Additional text recognising the community and cultural value of the venue, and the ambition for the continuous operation of this activity in this location

- Overdue repairs made & security for occupants of Brooke House

Action: Plans for Brooke House are being considered by the council

- Provide good quality council housing and affordable housing beyond the 31% target in the local plan

Action: The level of affordable housing will be in line with Council policy.

- The emphasis on high rise, high density living, without balconies, is very concerning as this style has proven to be unsuitable accommodation in light of the current Covid 19 pandemic.

Action: No action needed, homes in the town centre are aimed at young professionals and not families

- Wind in the town centre is an existing problem and large towers will exacerbate this.
- Environment: Reuse and retrofit of all the existing buildings must be a priority before putting more concrete in the ground
- If new buildings are needed, adopt the most innovative engineering and design to showcase that Basildon really does take zero carbon seriously.

Action: No action needed, this is outlined under

Action: Micro-climate will be considered in further detail in Developer Guides

'Sustainability and response to the climate crisis'

Swan Housing

- How will the council ensure comprehensive regeneration happens in a timely manner. I understand the potential use of CPO to secure land - is this something the council will drive forward alone or with partners? Following securing CPO, what development and partnering approaches are envisaged? Where land is not CPO'd and/or acquired by

3.3 Responses from statutory authorities and other stakeholders

the council, how will the council ensure developments come forward in a manner sensitive to the vision and neighbouring developments (eg avoiding PD conversions)?

- Massing and heights - it looks like the document intentionally avoids stating a max height, which is understandable. What can be done to avoid inflating land vendor expectations on what is deliverable?
- Financial viability - have the proposals been influenced by financial viability assessments for different use types, unit mixes, build heights etc?
- Covid impact - to what extent is this expected to influence the vision, in terms of delivery timescales but also use classes etc, eg. Pressure on particular retail and commercial uses, amenity spaces.
- How will direct competition between developers and oversaturation of product be managed?

Action: These issues are covered in the delivery strategy

- Parking requirements - again I think the document may have intentionally avoided being too prescriptive on this. Is there a broad strategy for this highly emotive matter?

Action: Parking will be looked at in further detail once the currently commissioned parking study is completed postlock-down.

Crest and Bellway

Housing numbers are not considered viable within the period of the Local Plan **Council**

Crest Nicholson

Housing numbers are not considered viable with the period of the Local Plan
Timescales are not clear

Action: No action needed, not all proposal will be delivered during the Local Plan period

Southernhay Ltd

- How will diversity in architectural approaches be encouraged?

Action: Architectural ambition is set out in the Guiding Principles and Strategic Aims

- Environmental sustainability - are there detailed plans/expectations in place?

Action: Ambitions have been set out in 'Sustainability and response to the climate crisis'

- Infrastructure - is there a clear understanding of the social and physical infrastructure requirements to support the masterplan, and how these will be delivered?

Action: No action needed. Infrastructure needs have been considered in the IDP for the Local Plan. There will be an update to the IDP to include proposals for the town centre

- Smart communities and technologies - are there detailed plans/expectations in place?

FI Real Estate Management

Regarding the Church Walk House site Masterplan should be more ambitious on height

Action: No action needed, height have been considered across the Town Centre as a whole

Land Group (Billericay) Ltd, residents of Oak Lane Caravan Park, owners of Dale Farm Caravan Park and the Gypsy

- Factual inaccuracies in the Draft Town Centre Masterplan's narrative and target quantum are corrected.

Action: Some typos have been picked up and amended

- The Draft Town Centre Masterplan is revised to be aligned with the findings of the Revised Draft Local Plan's substantial evidence base and the Local Authority's overall economic objectives.

Action: No action needed, the strategy is aligned with the

Gilbert Commercial Properties

Unclear how housing numbers have been arrived at
Timescales are not clear

Sites for development should be tested through the Local Plan before they are promoted through the Masterplan

Action: No action needed, evidence base backs up these considerations

Basildon Estates

Align Masterplan boundary with the Town Centre boundary in the Local Plan. There should be height at gateway sites
Stronger emphasis on Public Realm

Public realm and connectivity should include high pavement and low pavement

There should be more clarity on the car parking strategy

Action: Parking will be looked at in further detail once the currently commissioned parking study is completed postlock-down.

3.3 Responses from statutory authorities and other stakeholders

More density

Change site allocation from car-parking to housing

Site should be short term

Council's objectives

- It is acknowledged that unless significantly revised, the Draft Town Centre Masterplan cannot be added as evidence to Basildon Local Plan as a Supplementary developed to benefit the Town Centre as a whole Planning Document. Instead, it needs to be treated as a DPD.

Action: No action needed, the strategy has been

Inland Homes

Support new home

Support provision of new work space

Action: The masterplan is to be adopted as a Strategy for Regeneration

- As the Draft Town Centre Masterplan will either be **Action:** No action needed, the strategy has been classified as a DPD or revised to satisfy the requirements developed to benefit the Town Centre as a whole of an SPD, it is Basildon Borough Council's duty to relaunch the public consultation.

Action: Consultation will be revisited if and when the Masterplan is taken forward as DPD or SPD

- In the event that the Masterplan is launched as a DPD, it is Basildon Borough Council's duty to publish supplementary evidence supporting the plan, including a Sustainability Assessment and a Revised Policy Map.

Action: A Sustainability Assessment is currently being undertaken

3.4 Online public engagement events

What:

Two public engagement events were held to complement the Commonplace online engagement, the first on 7th July the second on the 9th. These were advertised through council channels and to those who had subscribed to either of the Commonplace consultations. Comments received have been summarised under the following themes with example comments.

Who:

76 people attended on the 7th July
34 people attended on the 9th July:

Height and Townscape

“There looks to be a lot of tower blocks in the new development..how are you ensuring that they do not visually impact to the detriment of the existing town centre? We don't want to lose what is good about the town centre as is now and its heritage”

Separate guidance is being produced on Townscape and Views.

Council and affordable housing: “How will you make buying housing/apartments affordable for our younger generation. The young people want to get mortgages and not just rent?” “What percentage of housing will be council or housing association?”

Action: No action needed. Level will be in line with council policy: The policy for affordable housing is 31% which is split 70% social rent and the remainder being other affordable vehicles which would include shared ownership.

Play

“Is there any intention to incorporate child play areas in to the new town plan or surrounding areas”

Action: No action needed. Appropriate play facilities are suggested within town square to add to the diversity of use

Social infrastructure

“Will provision be made for new schools/nurseries within the town centre? Or will existing educational facilities be expanded to take in additional students?”

“What Concerns me is the impact on the local doctors and hospital, With the possibility of having maybe up to 10000 adults and children in town centre”

No action needed. Infrastructure needs have been considered in the IDP for the Local Plan. There will be an update to the IDP to include proposals for the town centre

LGBTQI venues

“it would be great, as a member of the LGBTQI community, to hear you commit to saying that colors will be safe as is. it is a vital space for LGBTQI people and if it were reallocated there would be a considerable time frame where there would be no safe space for LGBTQI people.”

“Please protect Colours / Beehive - its the only original pub left with so much history and the only LGBTQI space in the area! the masterplan allocates it as a workspace.”

Action: The importance and value of cultural space is being considered in a separate cultural strategy

Protecting local retail

There are currently key shops in the town centre including a major supermarket and variety retailers which are very popular amongst local residents. The new plan seems to focus more on leisure and night time entertainment. What's the plan to balance the overall needs of Basildon residents

with that of the young demographic which the plan seems to be targeted at?

Action: No action needed. The ambition to diversify the town centre to support existing retail is clearly stated in the Guiding Principles

Public art

“Existing public art, can you commit to preserving it? Murals etc. So much has been lost already. What enforcement can you put on to developers?”

Action: Cultural Strategy being developed by Future City. Further guidance may be included in Developer Guides.

Accessibility

“Thinking about accessibility within our Borough, what plans do you have to make our town the most inclusive place for people to shop, work & socialise. We have a large number of both residents & visitors to the town with some form of visual impairment, some who use mobility aids such as white canes & Guide dogs. Can you reassure us to think carefully about the safety of this community as well as making visiting the town pleasurable & easy to navigate. ‘Shared space’ pedestrian/cars is not safe.”

Action: No action needed. Detailed design of an proposals coming forward will need to consider accessibility and will seek to engage with all communities.

Biodiversity

“How much of a priority is biodiversity and what is being put in place to integrate this within the centre and surrounding area? Is there scope to create a botanical garden alongside greenery in all areas of the centre?”

Action: No action needed. This is made a priority in the guiding principles

3.5 Quality Review Panel

What:

The Essex Quality Review Panel (EQRP) were appointed to undertake a strategic review of the proposed development which seeks to meet the expectations of the emerging Basildon Town Centre Masterplan.

The Panel had the opportunity to gain a clear understanding of the emerging masterplan, Basildon Councils vision and approach as well as a wider discussion workshop on the wider opportunities and constraints which face Basildon's Town Centre.

The brief for the EQRP was to undertake a collective review of proposals for the Eastgate Quarter, Market Square and Town Square North draft and each of the subsequent applications. The panel also provided feedback on the emerging masterplan which has been summarised here.

Connectivity

Can the Masterplan go further in downgrading southern and eastern stretches of Southernhay?

Action: No action needed. A downgrade has been suggested in the Masterplan and BBC will work with ECC on how far this can be taken

North - south connections lack presence

Action: No action needed. Recommendations for vastly improved north-south routes have been made

Could the strategy towards a car-free town centre be pushed further with car-parking locations on the margins combined with strategies for servicing and delivery requirements

Action: No action needed. Parking will be looked at in further detail once the currently commissioned parking study is completed post-lock-down.

Sustainable Design

Can the masterplan go further to meet Smart Cities principles in demonstrating an approach to energy consumption and technology.

3.6 Engaging young people

The topic of a circular economy was a consistent theme through the discussions where existing built form and spaces should be reviewed to establish the opportunities for reuse in regeneration.

Action: No action needed. Guideline on sustainability and environment have been included in the Masterplan.

Scale

Not enough of the proposed visuals or views have addressed how Brooke House will be used; it was noted that it currently looks like potential vistas would be obstructed by new development.

More height around the perimeter of the town centre on the south eastern edge could be considered.

Action: p.22 refer to separate Guidance Notes being produced by Purcell on Townscape, Views and Heritage

Identity

Further review and research into what makes Basildon what it is today, as well as a full appreciation of the key elements from the 'new town' movement such as architectural form, would help in defining the character and identity of the area and ensuring that historical/established elements are not lost.

Action: Separate guidance is being produced on Townscape and Views.

Green and Blue Infrastructure

It is considered there are opportunities in delivering functional green spaces within the centre, which would link to other open spaces, such as Gloucester Park.

Action: No action needed, improved

spaces within the town centre have been proposed along with improved links to Gloucester Park

What

As part of the consultation process, a small task was devised in order to reach out to younger people in the community. The original intention would have been to run workshops in local schools. In response to the Covid-19 situation a small task was devised that would engage young children in the ideas behind the

A stripped back image of Town Square was produced with The council received 21 entries instructions to draw their own ideas of what Basildon Town Centre should look like. This was sent out to children via their schools and their work sent back to the Regeneration team at Basildon Council via email. A prize was offered and will be

presented to 3 winning entries.

Reimagining Basildon

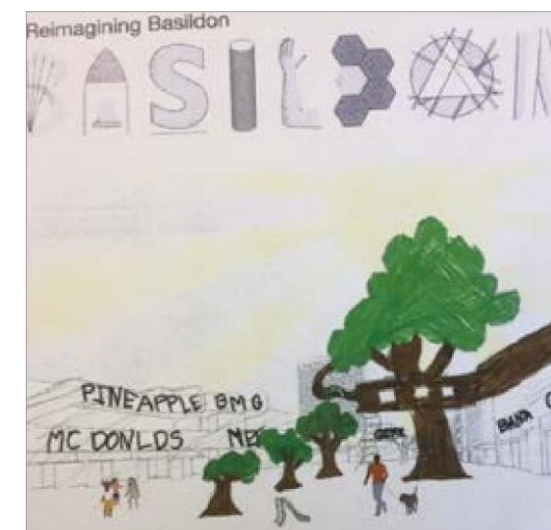
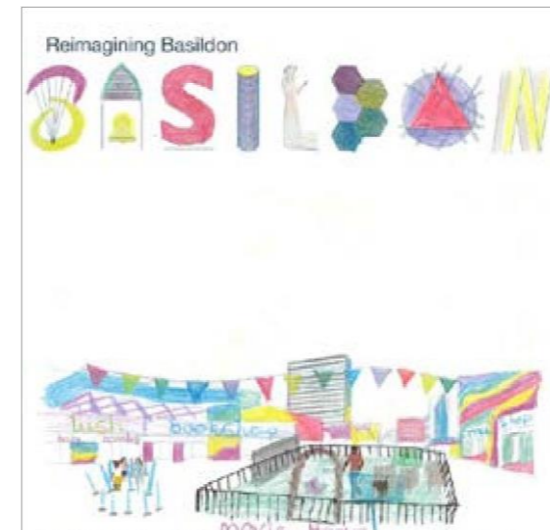
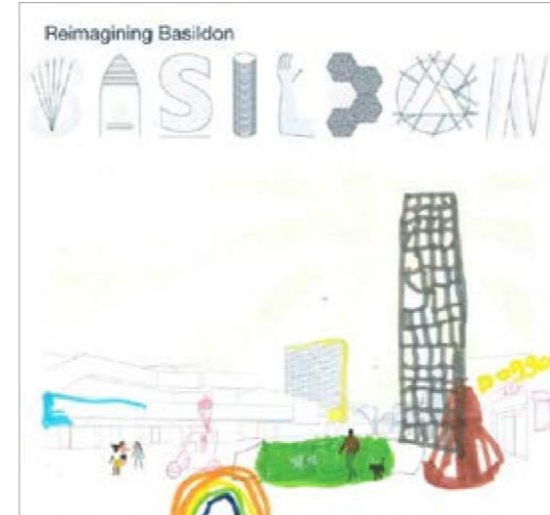
Can you imagine an exciting future for Basildon Town Centre? Draw your ideas on the image of Town Square above and send your drawing to the address below for a chance to win a prize.

We would like to know what you think the future of your town centre should look like. Use the image above to draw what you think would make Basildon Town Centre an incredible place to be.

There will be prizes for the best and most imaginative entries and all drawings will be featured online.

Either photograph or scan your drawing and email it to regeneration@basildon.gov.uk by 3rd of July

BELIEVE IN BASILDON



Masterplan. This would also give parents an activity to entertain children during lock-down.

How

Who

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