

01

the liberty

PROUD TO BE ROMFORD

Liberty Shopping Centre, 1968

Liberty Shopping Centre, 2025

WELCOME

Evolving The Liberty

Welcome to our public consultation on the future of The Liberty - our proposals offer a chance to elevate The Liberty and safeguard its success as we reflect the centre's vital role in the civic life of Romford town.

The Liberty has served the community for years and holds great geographic, economic and social importance. Now, with owners Redical and development partner HUB working in partnership, we're looking to the future.

Following early feedback gathered from conversations and surveys with the community in May, we're back to share our early aspirations in more detail – and we want to hear what you think.



TODAY YOU CAN:



Discover the history of The Liberty and our vision for the future



Explore our emerging proposals



Tell us what matters to you

We want to shape the proposals with you, and this event is your chance to have your say by speaking to a member of the team, filling in a feedback form, or by **scanning the QR code to complete our digital survey.**

MEET THE TEAM

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We have put together an experienced team to bring this positive and exciting change to the town centre.



Redical is a specialist in transforming urban destinations. It manages a portfolio comprising three assets: The Liberty, Romford; Victoria Leeds; and Clayton Square in Liverpool. Together, they total almost 1.2m sq ft of retail, F&B and leisure, and have a combined annual footfall of 32m.

HUB
HUB
HUB



One Maidenhead

HUB is a progressive developer creating living places for communities to thrive, now and into the future. HUB has been a leader in the residential sector since 2012, delivering high-quality, low carbon projects across London and the UK such as the Queen's Quarter in Croydon (513 new homes and a revitalised public park) a new public square with 429 homes, retail and super sustainable office Trehus at One Maidenhead and Boiler House in Hayes (54 environmentally conscious low carbon homes).

shedkm



Circus Street



Kampus

Shedkm are a collective of architects and designers. Their work is rooted in regeneration and has been recognised nationally by over 100 major design awards. With a distinctive approach that demonstrates a people-first approach to placemaking, the results are bold, engaging schemes which are economically and socially transformative.



REDICAL'S INVESTMENT SO FAR

Since acquiring The Liberty in 2022, Redical has undertaken a programme of investment to enhance and evolve the centre, ensuring it continues to make an important contribution to Romford town centre. Redical's mission is to provide a destination that is vibrant, welcoming, and Proud to be Romford.




Delivering real improvements

Already, several million pounds have been invested to enhance your experience at The Liberty:

- ✱ New entrances & signage – welcoming spaces and clear wayfinding
- ✱ CCTV & security upgrades – a safer environment for everyone
- ✱ New digital screens – better communication and atmosphere
- ✱ Car park improvements – smoother, more convenient visits
- ✱ Exciting new brands for Romford, including: Black Sheep Coffee, Rituals, Pandora, Miniso, Pret A Manger and Lovisa
- ✱ Retaining top names like River Island, EE, and Pandora, who have invested in refreshed stores

A long-term vision for Romford



Redical's transformation strategy focuses on:

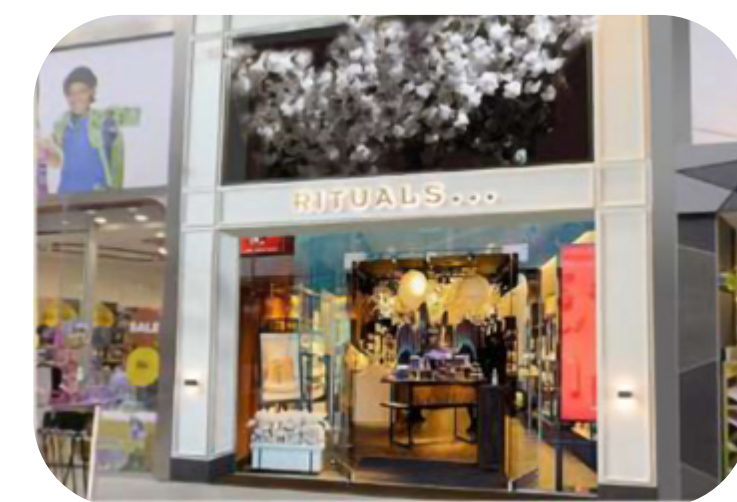
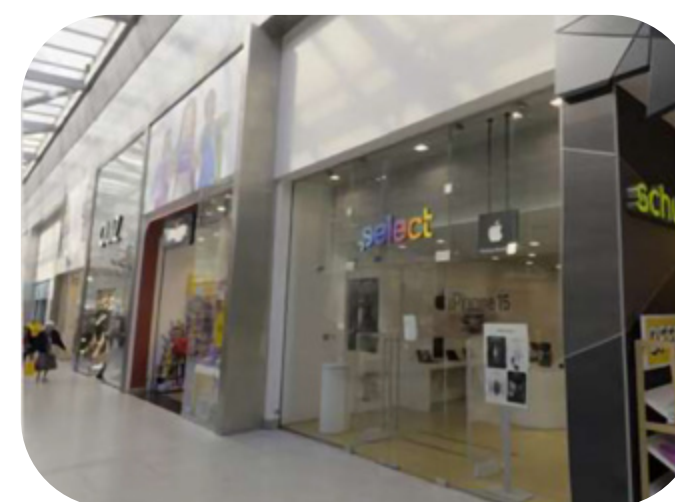
-  Getting the basics right
-  Realigning the retail experience
-  Selective redevelopment

Looking ahead, our plans include new flagship stores, improved pedestrian spaces, a thriving night-time economy, high-quality homes, green public spaces and continued investment through 2025 and beyond.

DID YOU KNOW...

Redical is also investing in Romford beyond the shopping centre:

-  £50,000 to the My Local Bobby programme for extra on-site community security
-  Proud sponsor of Romford FC, helping support grassroots sport and local pride



THE SITE CONTEXT

Understanding The Liberty site

Built in 1968, The Liberty sits in the heart of Romford, just minutes from the train station and historic market.

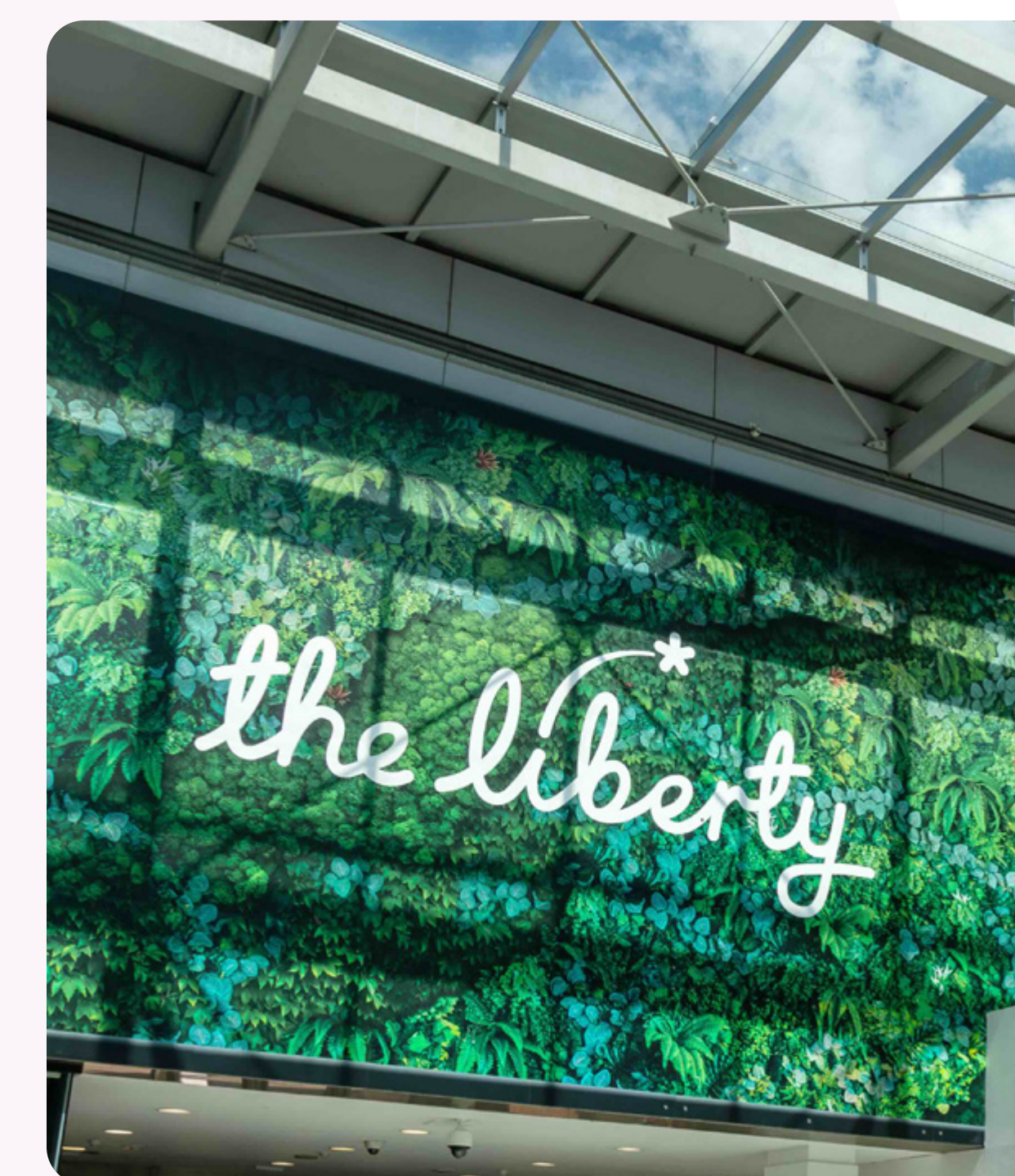
The site includes a single-storey shopping centre and five-storey car park, with 431,476 sq ft of commercial space. Footfall fell from 17 million in 2019 to 13.6 million in 2023.

Our proposals aim to reverse this—reconnecting The Liberty to the town centre with new entrances and a more welcoming shopping experience.

Through continued long term investment from Redical, we are looking to increase the footfall of the Liberty to bring the centre back to how it was - a vibrant and thriving destination for all who visit.



Aerial image of the liberty with red line, no plot boundaries



Reflecting on your feedback

During our listening exercise earlier in the year, residents, shoppers, and visitors told us that the most important things to address are:

- Safety matters - Concerns about crime, especially near Mercury House, remain a key issue
- More choice - People want a wider range of quality high street brands and retailers
- Open space needed - The Liberty feels enclosed and disconnected; more greenery and public space is a clear priority
- Empty units - The loss of major stores like Debenhams has left gaps locals want to see filled

In response, our early proposals seek to:

- Improve entrances and pedestrian links across the site
- Revitalise underused areas to create safe, lively neighbourhoods
- Make The Liberty safer and more open for everyone
- Focus on enhancing life for current residents - not just attracting new visitors

The wider context

✿ A Key Town Centre Location

The Liberty sits within Romford's urban ring road, just five minutes from the Elizabeth Line - connecting the town more directly to central London. This creates a real opportunity to attract more visitors, residents, and investment.

✿ Supporting the Town Centre Vision

Havering Council's Masterplan sets out a vibrant future for Romford, with new homes, jobs, shops, and leisure. Our proposals respond directly to the Masterplan and will help to deliver the Council's vision.

✿ Growth on the Horizon

New residential developments nearby will bring more people into the town centre - boosting footfall and strengthening The Liberty's role in Romford's future.



OUR VISION

Our vision for The Liberty is to elevate and celebrate Romford – connecting the town’s past with The Liberty’s future

The site history



Market Place before pedestrianisation, 1950s



Rumford Shopping Hall c. 1964



Market Place with C&A development, 1970s



A sunny market day in 1987



Liberty Square, 2001



South Street 1992

The site of The Liberty has always played a key role in Romford’s economic and social prosperity. The centre stands on the original location of the historic Romford Market, which was established in 1247. While how we shop has evolved, retail has always been at the core of Romford town centre, and we want to ensure The Liberty continues to play a key role for years to come.

We want to build on The Liberty’s strengths and the fundamentals that make Romford a great place. We will do this by creating more welcoming spaces while respecting the area’s character. Our early plans include new inviting gateways, improved connections, better public spaces, a flagship store, and new homes.

We’re proposing the following public benefits:



Improved retail offer across the Liberty



New flagship store and retaining core shops



More food and leisure



Walking routes (and opening hours)



Greener public realm, new plaza and biodiverse roof space



Mixed tenure homes



New jobs

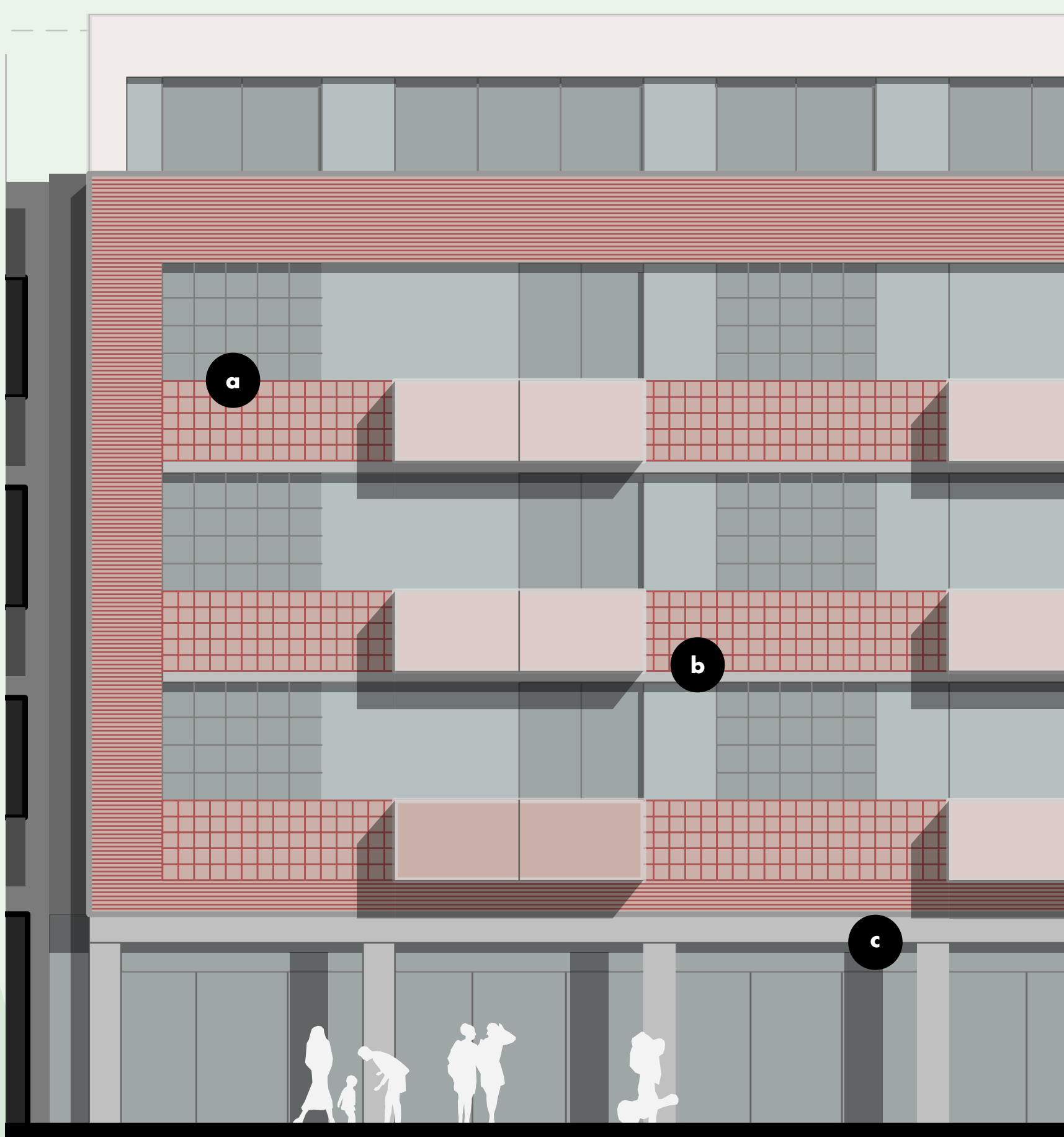
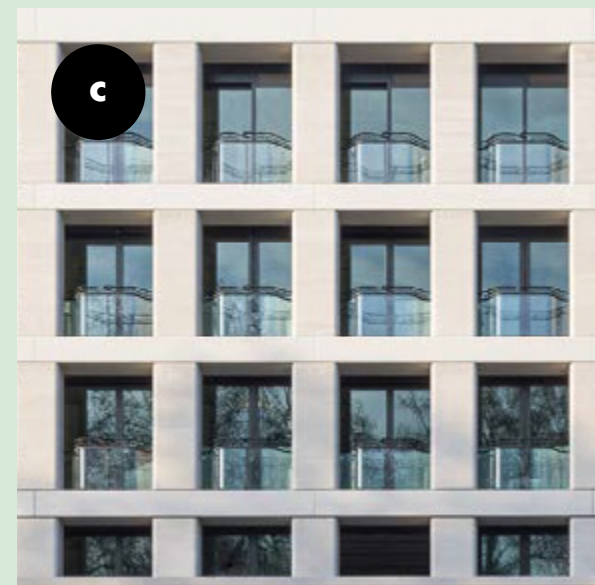
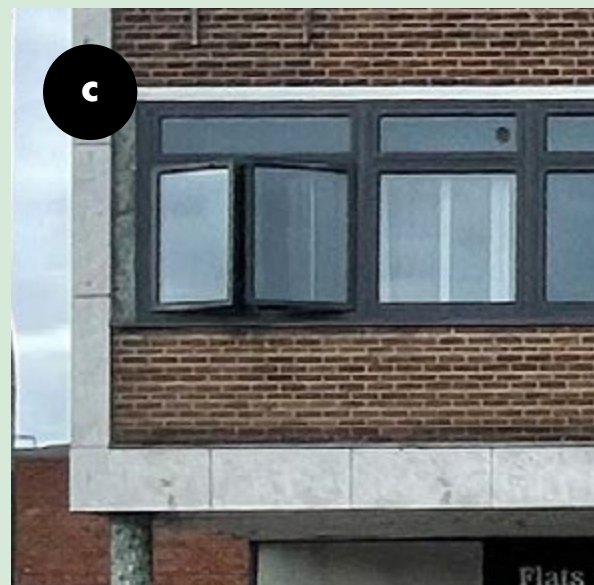
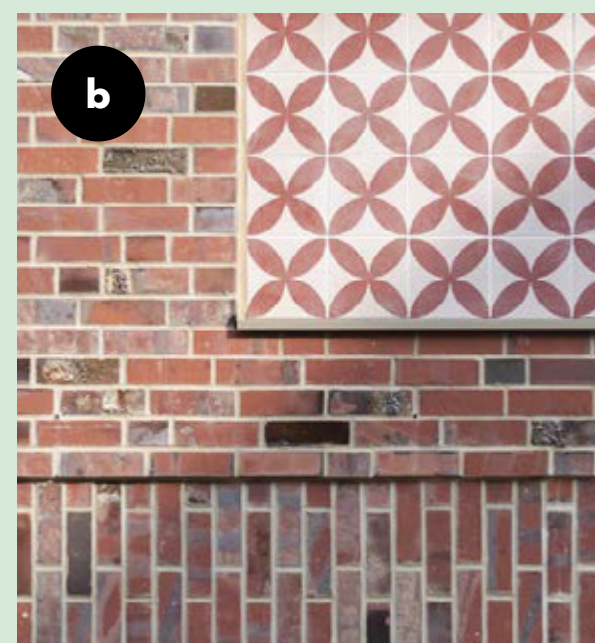
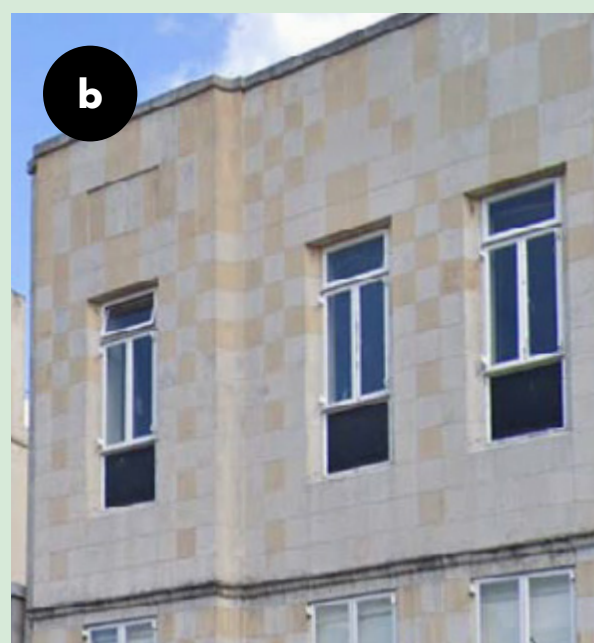
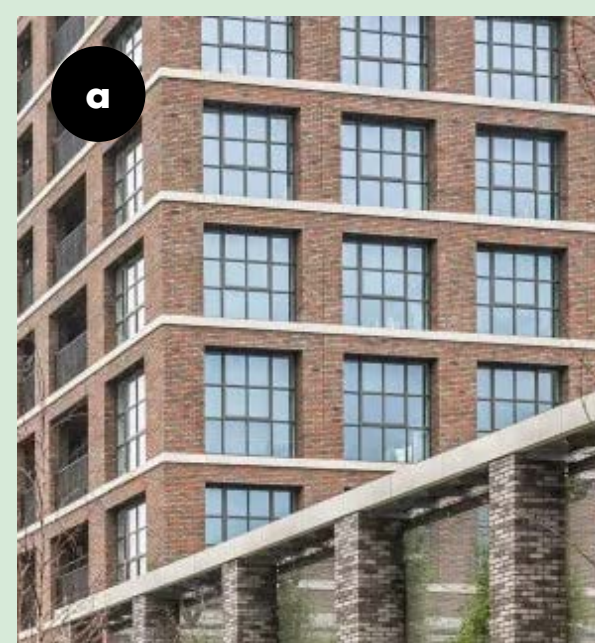
EXISTING CONTEXT AND EMERGING APPROACH

Our architectural designs will respect the context of Romford and reflect both local and contemporary building character. Ensuring the proposed design is embedded in Romford is a fundamental principle of the emerging proposals.

Existing context



Emerging approach



THE EMERGING PROPOSALS

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A connected future for The Liberty




We're preparing a hybrid planning application for three plots - each designed to revitalise The Liberty and its links to the wider town centre.

The plans focus on new homes, better connections, and active ground floors that support retail and community life.

Key design features include:

-  New and improved public realm
-  Enhanced visibility and safer routes
-  Buildings designed to relate directly to the wider context of Romford
-  Greener surroundings and improved landscaping
-  Homes designed to high standards and sustainability benchmarks
-  Longer opening hours with safer connections through the town
-  Flagship store and retaining core shops

A hybrid planning application combines two types of planning permission in one application:

-  Full planning permission for plot 1 (where all the details are known)
-  Outline planning permission for the other plots (where the full details will come later)
-  This approach is often used for large developments, allowing work to begin on one part of a project while plans for the rest are still being finalised

Aerial view of the site and proposed plots



PLOT 3

Western Gateway – Market Road

PLOT 2

Northern Gateway – Connection to Market Place and Mercury Gardens

PLOT 1

Southern Gateway – New entrance to The Liberty on Western Road

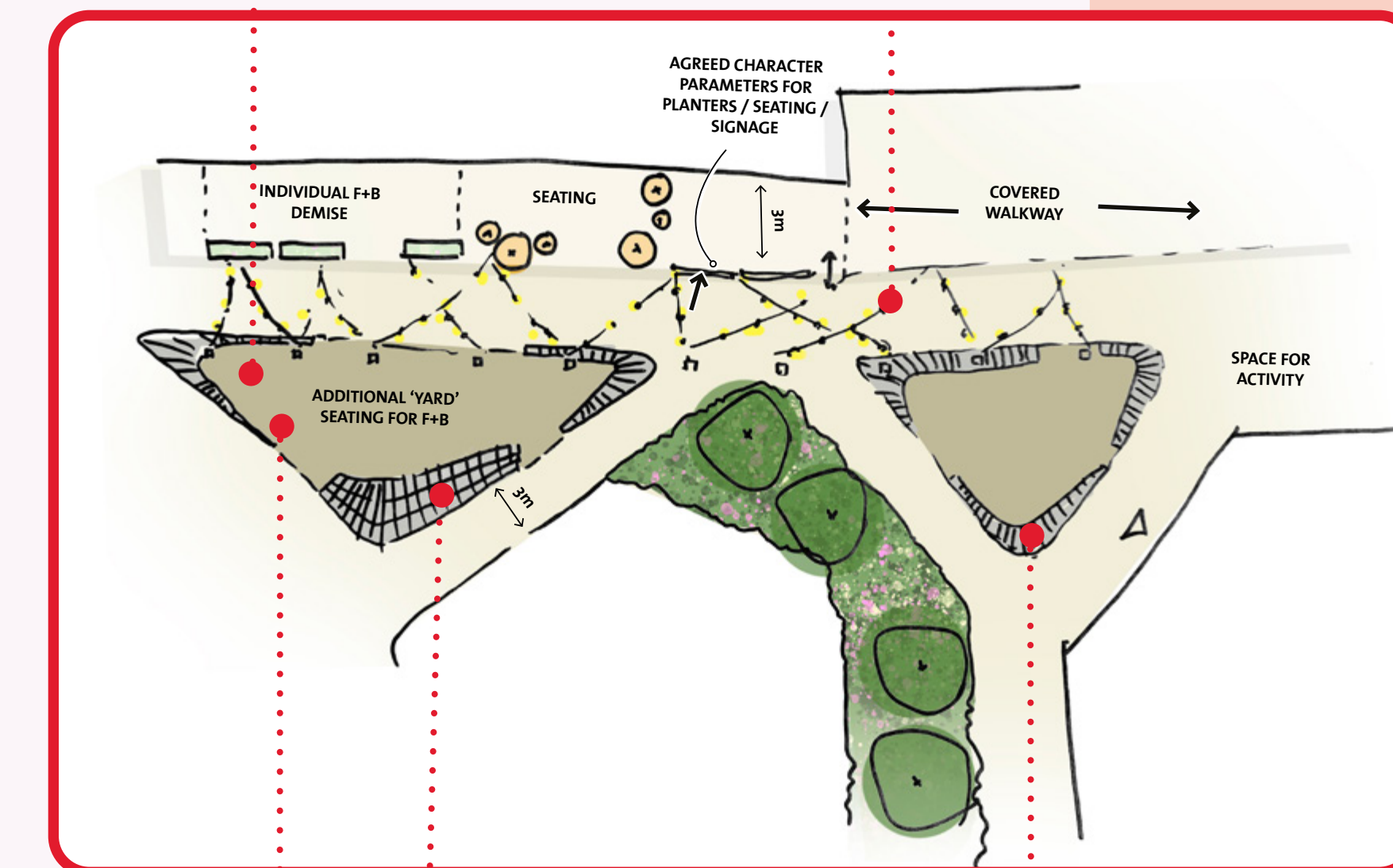
VIBRANT NEW PUBLIC SPACES

07

Our proposals for Phase 1 offer new public space improvements which will transform how people move through, meet and enjoy The Liberty. These will be a series of distinctive, welcoming spaces at the heart of Romford.

STEWARDS' YARD

A secondary square to draw people in off South Street will offer a vibrant space to gather, eat and relax – featuring flexible seating, communal spaces, and plant shading coming together to create a unique yard-like character.



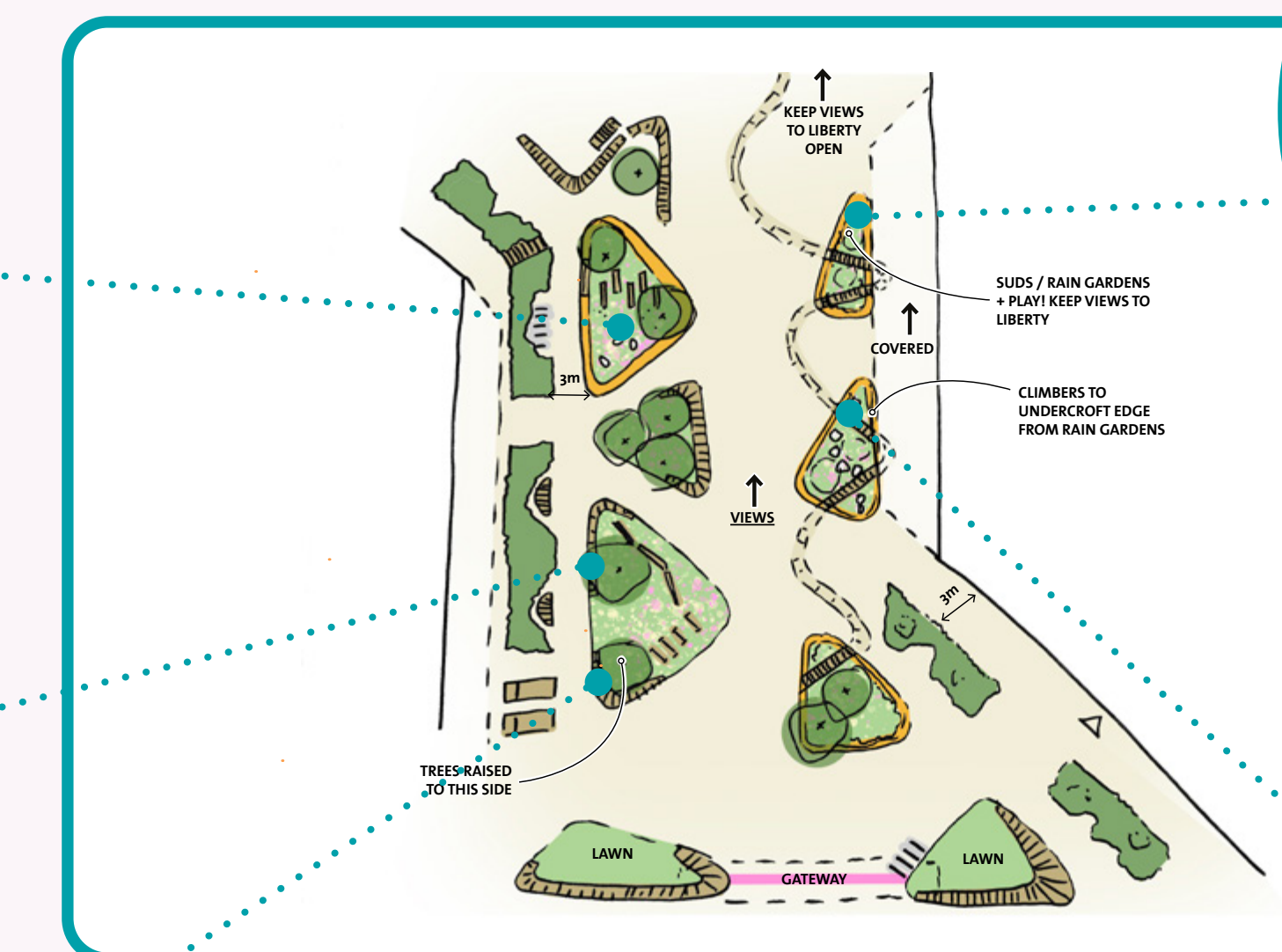
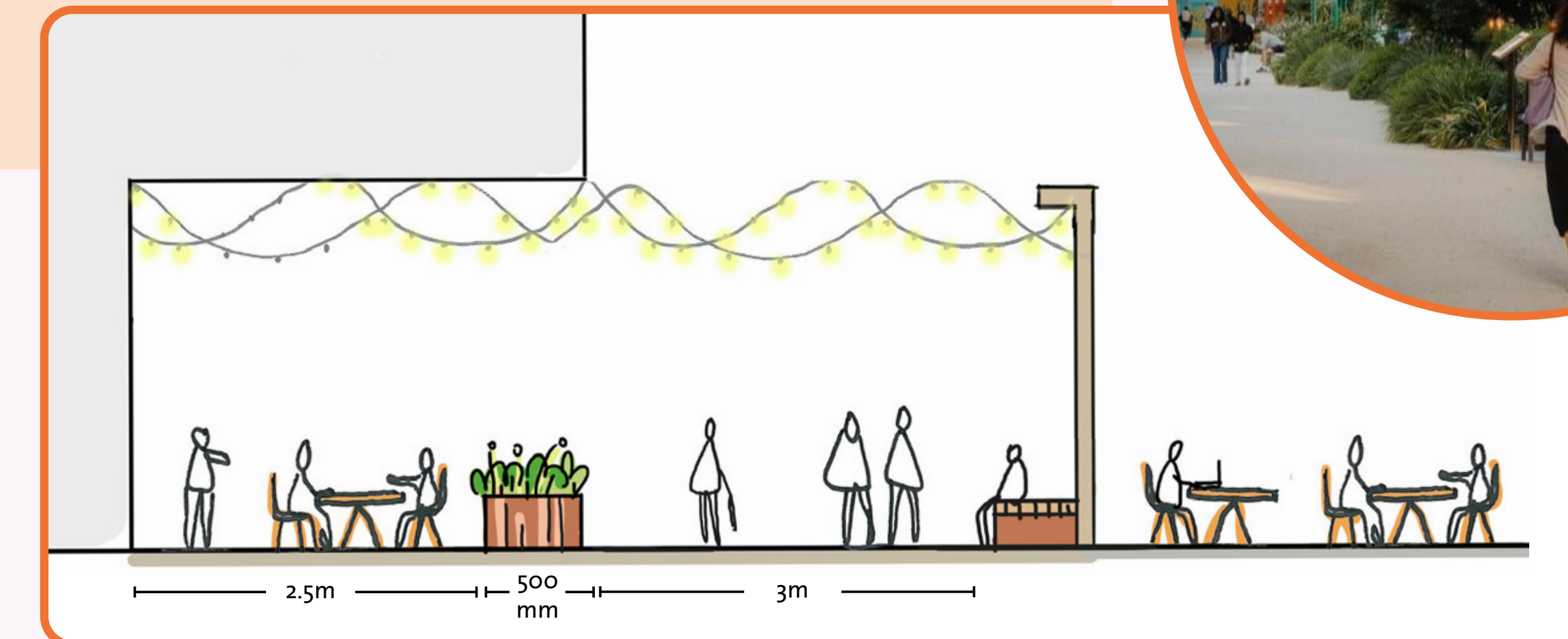
MEWS

This intimate route will feature cobbles, brick paving and greenery that echo Romford's heritage—creating a calm, inviting space with soft lighting and climbing plants.



A LIVELY PLACE

A lively frontage with outdoor seating, bold shopfronts, planting and warm lighting will create a sociable space full of character and energy.

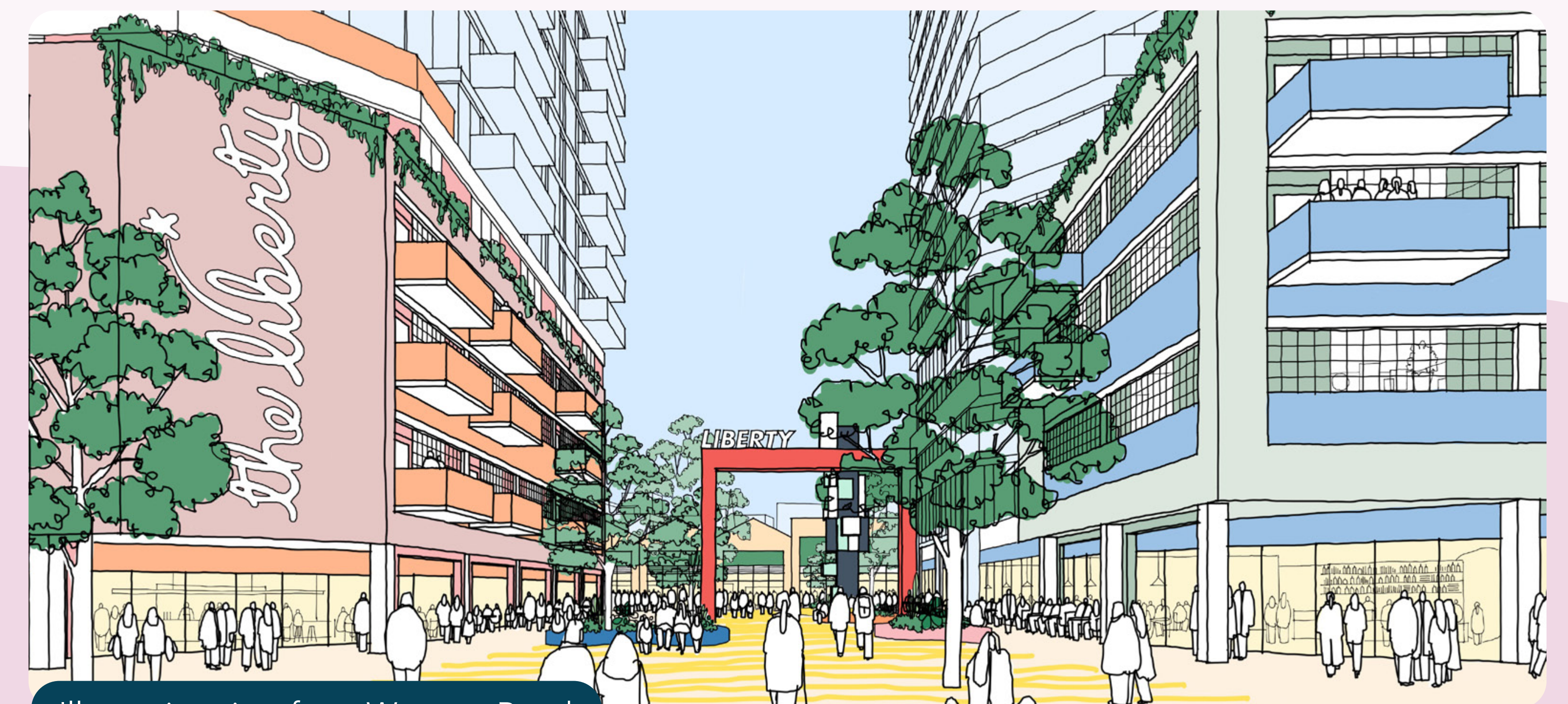


NEW ENTRANCE SQUARE

A welcoming entrance, bold shopfronts and lush greenery will create a more sociable space, with high-quality materials setting a new standard for the area.

PEDESTRIAN WALKWAYS

New, tree-lined walkways will link entrances, shops and bus stops – offering seating, cycle parking and clear signage to make The Liberty a safer, more welcoming hub for Romford.



Illustrative view from Western Road

PUBLIC LANDSCAPING AND CONNECTIVITY

We're reimagining the heart of Romford to be greener, easier to navigate, and more welcoming for everyone.

Our landscape masterplan includes improved connections, vibrant gateways, and flexible, inviting spaces for people to enjoy.

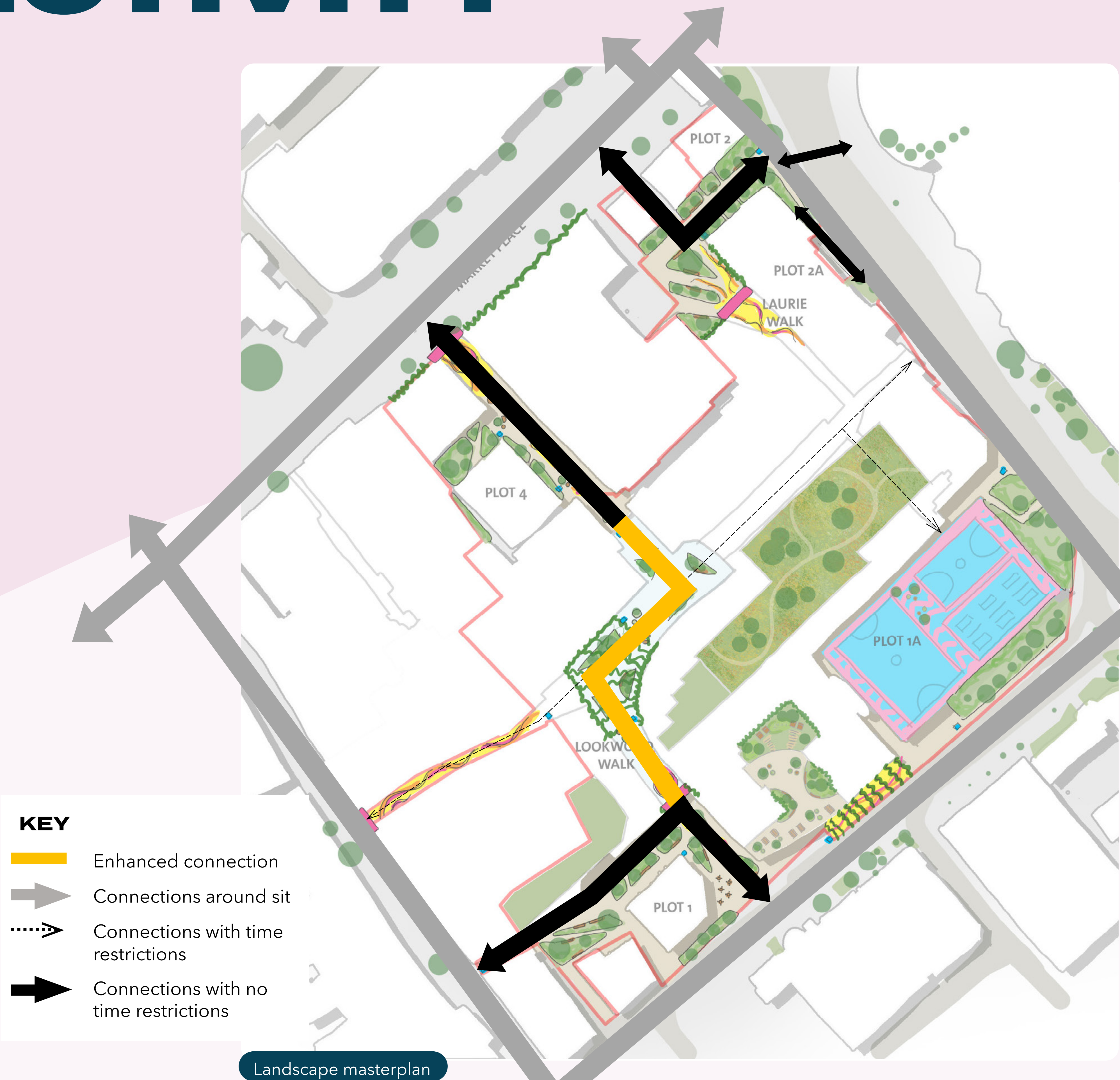
New public areas will offer places to sit, play, or pause—enhanced with trees, planting, lighting, and features that make the space feel safer and more attractive.

Better routes to the Marketplace, clearer signage, and space for events and pop-ups will help draw people in and encourage them to return.

These improvements will be made possible through new housing.



Artist's impression of the landscaping initiatives



unlocking evening economy



Increased tree cover



New public realm



Vertical greening



Feature lighting



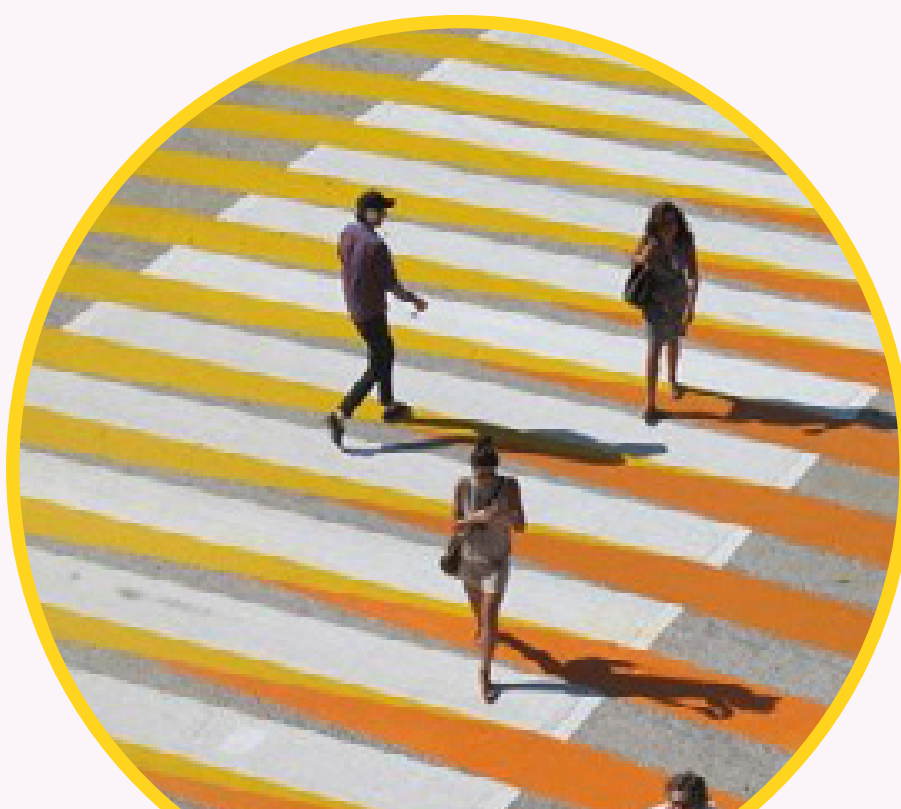
Seating and planting / pops of colour



Signage and wayfinding



Site gateways



Floor markings

NEW SHOPS & HOMES

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Our early proposals for new homes are designed to complement The Liberty's strong retail offer and help revitalise underused parts of the site.

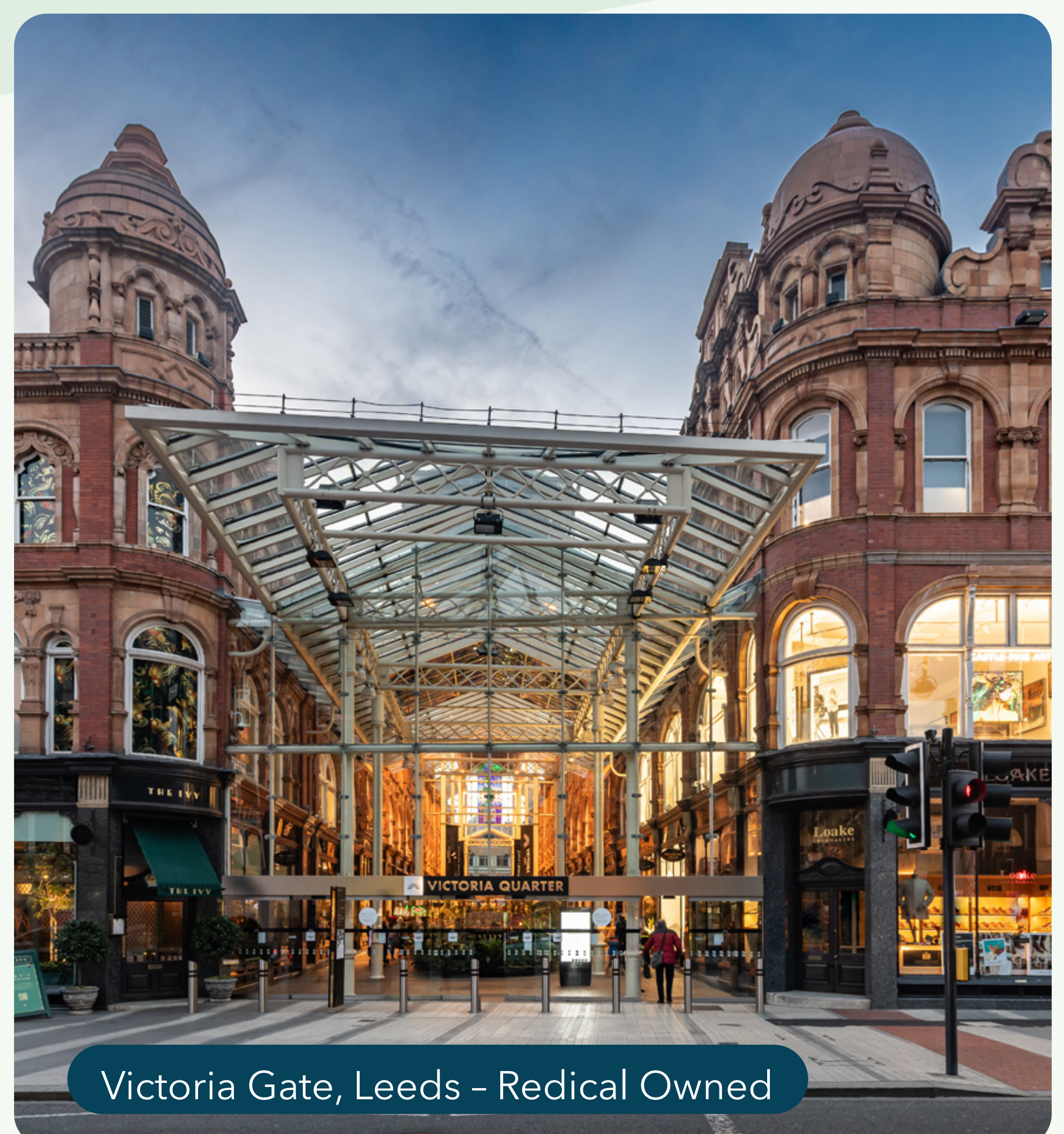
Bringing more people into the town centre will support shops, services, and add life throughout the day and evening. Our approach to bringing forward new homes as part of our mixed-use regeneration means we will be able to enhance The Liberty as a whole through unlocking new investment in retail and overall centre improvements.

Aligned with Havering Council's Romford Masterplan, these homes—alongside new public spaces and active ground floors—strengthen The Liberty's role in Romford's future.

- ✿ Not only this, but our proposals will boost the local economy. There will be an estimated **1,120 direct jobs per year** (i.e. on-site) and **370 indirect jobs per year** (i.e. supply chain roles).
- ✿ There will be **265 direct jobs and 55 indirect jobs created corresponding to approximately £500,000 in annual expenditure by direct employees.**
- ✿ Assuming delivery of our proposed homes, there will be approximately **£3.6 million in annual expenditure by households.**

This builds on HUB's track record in residential-led regeneration and Redical's management of other centres, examples below.

More detail on the new retail and homes will be shared in the next stage of consultation.



NEXT STEPS

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What happens next?

Thank you for taking the time to learn more about our proposals for The Liberty. We're at the early stages of design and need your help to shape these further - **please make sure to fill in a short survey before you leave!**

SHARE YOUR FEEDBACK

Your feedback is important to us. Scan the QR code to complete a short survey. Alternatively, fill in and return a form to our team today

Following this phase of consultation, we will take the time to review and consider your feedback as we continue to develop the proposals.



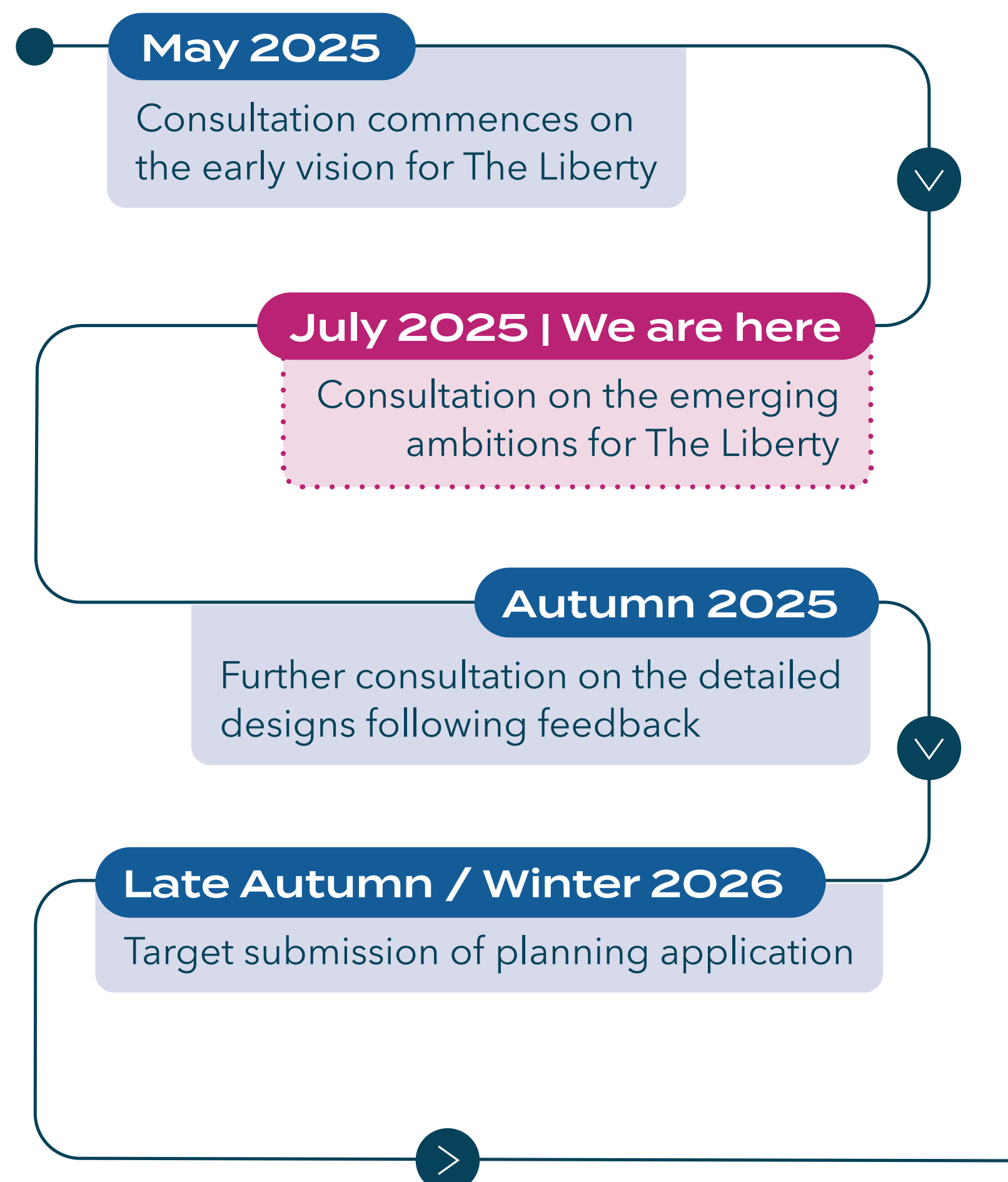
OUR COMMITMENT TO YOU:

- ✳ Ongoing community and retailer conversations
- ✳ A Liberty that retains its shopping heart, while continuing to evolve to offer what people want
- ✳ A legacy that supports Romford's identity and future

CONTACT US:

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- ☎ 0800 307 7547

INDICATIVE TIMELINE:



This is a long-term commitment, alongside local people, businesses, and Havering Council.