

SHAPING THE LIBERTY TOGETHER

Join us in helping shape the next chapter of this landmark destination in the heart of Romford.

We want The Liberty to reflect the best of our town – celebrating its heritage while creating a vibrant, welcoming destination for shopping, leisure, and living.

We're proposing to deliver:



A stronger retail offer, including a new flagship store while retaining much-loved favourites



More food, drink, and leisure options, creating a lively destination for everyone



Greener, more vibrant public spaces designed for activity from day into night



New jobs and opportunities to support the local economy



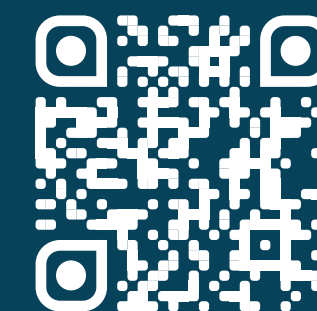
Safer, more welcoming walking routes across the town centre



New homes in a central, well-connected location

Shaped by your feedback

Since our last exhibitions in July, we have taken the time to consider your feedback on our early aspirations for the site. We're back to share our detailed designs, and show how your input has helped shape them.



TODAY YOU CAN:



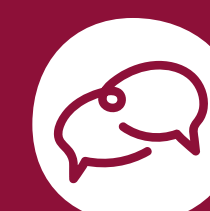
Explore the site's history

Discover its heritage and role in Romford's evolution



See our detailed proposals

Find out more about the developed designs plus the planning process and construction timeline



Have your say

Provide feedback via our survey, either online or in person

the liberty

Proud to be Romford

MEET THE TEAM

Investing in Romford's future

A positive and exciting change of this scale requires a team with proven experience in placemaking and urban regeneration.

The project team during our July exhibitions



Owner and Operator

As the current owners of The Liberty, Redical specialises in owning, operating, and transforming urban destinations across the UK. With a portfolio that includes The Liberty Romford, Victoria Leeds, and Clayton Square in Liverpool, every destination has its own distinct heritage, purpose, and carefully curated mix of brands, designed around the needs of the local community.

- Since acquiring The Liberty in 2022, Redical has already:
- Invested £2m in new entrances, signage, CCTV and security upgrades, digital screens, and car park upgrades
 - Delivered 18 new brands, including Pret A Manger, Rituals, Miniso, and Black Sheep Coffee
 - Supported 12 existing retailers to extend their leases and added £750k in store refreshments including Pandora, EE, and River Island
 - Committed a further £2m through 2025 for mall upgrades, lighting, lift replacements, and car park improvements
 - Contributed £50,000 to the My Local Bobby programme for extra on-site community security
 - Sponsored Romford FC, helping to support grassroots sport and local pride

Development Partner

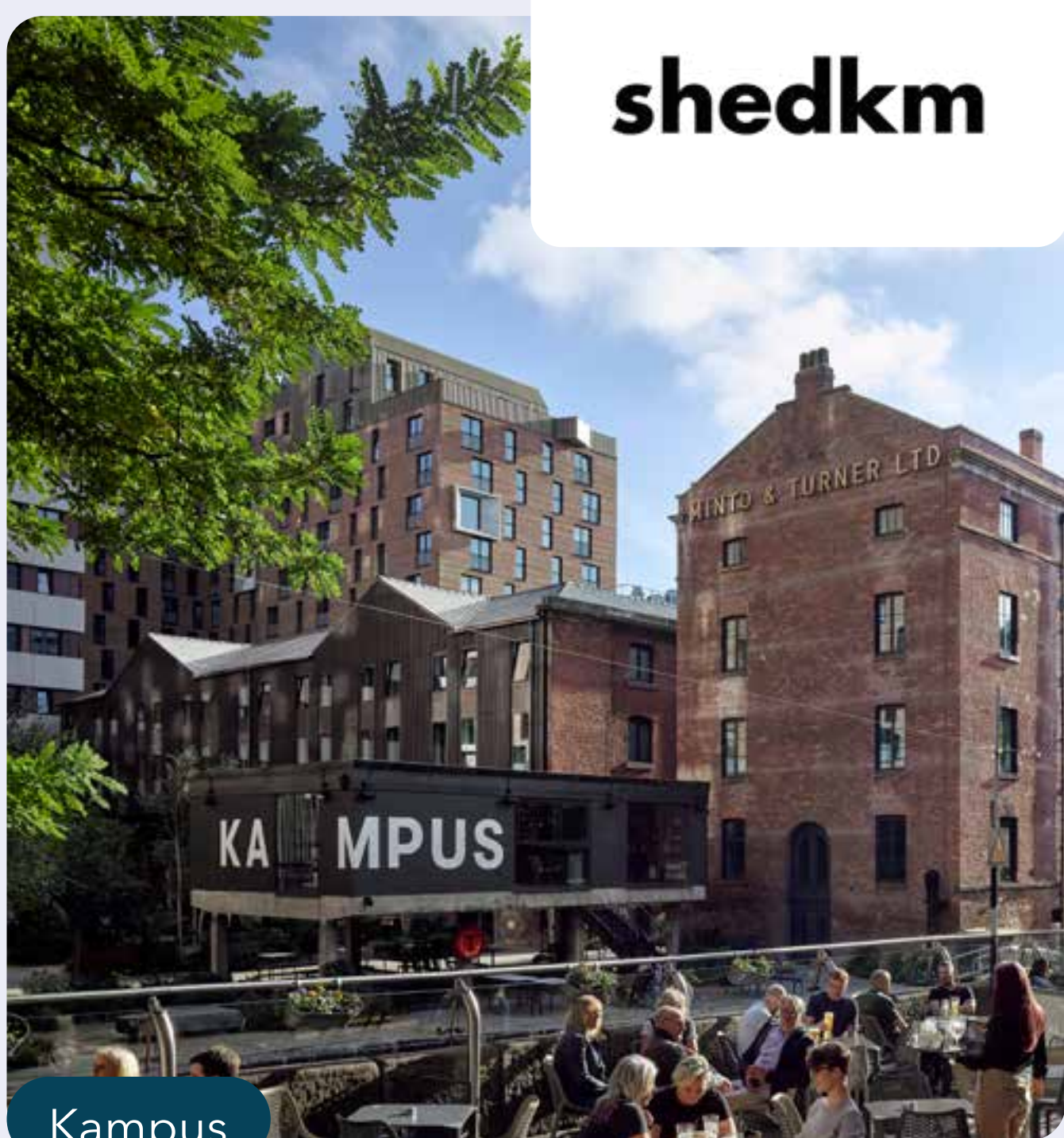
HUB is a progressive developer creating places where people and communities can thrive; now and into the future. HUB has been a leader in the residential sector since 2012, delivering high-quality, low-carbon projects across London and the UK such as the Trehus at One Maidenhead (a new public square with 429 homes, retail and super-sustainable offices) and Boiler House in Hayes (54 environmentally conscious, low-carbon homes).



One Maidenhead

Architects

shedkm is 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 – such as Circus Street in Brighton and Kampus in Manchester.



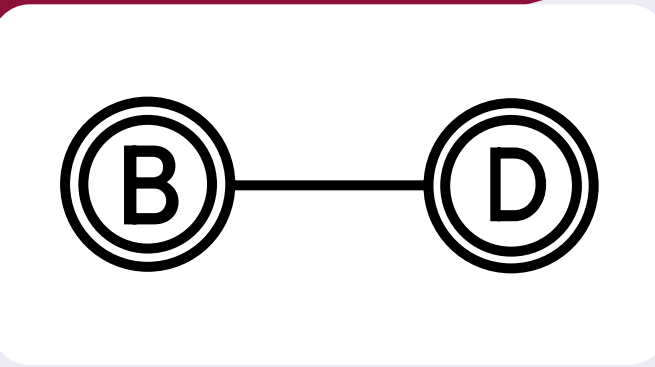
Circus Street

Kampus

Our shared ambition for The Liberty

Together, we're delivering a long-term transformation that will:

- Reinvigorate the retail offer with a new flagship store and fresh brands
- Create vibrant public spaces with more greenery, activity, and safer connections
- Deliver new homes in a central, well-connected location
- Support a thriving night-time economy and more reasons to visit after dark
- Generate new jobs and opportunities for local people
- Ensure continued investment to secure The Liberty's future at the heart of Romford



Landscape Architects

BD Landscape Architects is an award-winning studio specialising in public realm design and contemporary landscape architecture. Their approach focuses on sustainability, placemaking, and community, creating beautiful, resilient spaces to enhance how people experience their surroundings.

With a portfolio including celebrated projects like Lovedon Fields and Glassfields in Bristol, BD brings expertise in designing distinctive, people-focused landscapes that balance ecology, heritage, and community needs.



Planning, Transport and Heritage Specialists

Iceni Projects is a bold, multi-disciplinary consultancy with over 20 years of experience in planning, transport, sustainable development, design, and heritage. They believe that getting transport and planning right from the start can make or break a project. With a strong track record across the UK and a network spanning five offices, Iceni brings rigorous, site-specific expertise that boosts the chances of successful planning outcomes.



Community Engagement Specialists

LCA is a specialist communications agency with over 25 years' experience helping people understand and shape the places around them. They work closely with communities, councils, and local stakeholders to make sure everyone's voice is heard during regeneration and development projects.

LCA has supported high-profile regeneration projects across London and the UK, always focusing on helping local people feel connected to the changes happening around them.

OUR CONSULTATION SO FAR

03

A vision informed by local voices

Over the past few months we have engaged with the local community and key stakeholders to share our vision and early aspirations for The Liberty. **During this time we have gathered valuable feedback that has shaped the detailed designs you are seeing today.**

Our engagement so far:

586

conversations with members of the public across six exhibition events and pop-ups.

8,313

flyers delivered or handed out to local residents and businesses.

180

surveys completed.

992,300

total impressions via social media campaigns.

62%

of responses were broadly positive about our vision and emerging designs.

3,192

visitors to our website.

11

meetings held with key local stakeholders and groups.



Images from our last exhibition events in July

WE'VE HEARD:

Attracting people to Romford

"People are moving out of Romford"

"Something needs to be done, improve the quality of the retailers, improve the identity of Romford"

We are committed to delivering a development that aligns with the aspirations of the Romford Masterplan in boosting the local economy and retaining what makes Romford a great place to live, shop, and work. With active ground floors, improved new retail, new homes, safer routes, and greener public spaces, our vision will ensure The Liberty is an attractive place fit for the future.

See Boards 5 & 8 – 12 to find out more

Need for more homes

"We need housing for everyone"

We plan to build approximately 700-800 new homes, including 400 as part of the detailed application for Plot 1. This will bring more residents into the town centre, supporting local businesses and enhancing the community, with an estimated £3.6m in additional annual expenditure anticipated by new households.

See Board 8 for more detail

Future of the Debenhams site

"While the plans look good they will be overshadowed by the eyesore that will be the Debenhams site"

The Debenhams site is owned by a third party and any future development is therefore subject to a separate planning process and timeline. We are in ongoing discussions with their team to help ensure our proposals complement each other.

We will continue to work with their team so the future of the town centre works for everyone.

See Board 11 to find out more

Existing issues related to anti-social behaviour and safety

"Safety is a big concern in the evenings and prevents people coming into Romford"

Our proposals will make The Liberty safer, more welcoming, and easier to enjoy. Safer routes, longer opening hours, better signage, and a lively night-time offer will give you confidence visiting any time of day.

We've also worked with the Metropolitan Police's Secured by Design team to improve the safety aspects of design such as the removal of hidden corners and blind spots. New ground floor activity creates natural surveillance, while tree planting and extra seating will make The Liberty a safer, greener place to spend time.

See Board 9 & 10 to find out more

Existing traffic and parking concerns

"Have you thought about how people will access the site?"

In line with the London Plan, we will have secure long-stay cycle parking spaces within the buildings. We will also retain the service road's primary function and improve landscaping around it. Furthermore, we propose a Copenhagen-style crossing at the Mercury Gardens junction to improve pedestrian movement. This is a type of street design where the pavement and cycleway continue across a side road junction, making it clear that pedestrians and cyclists have priority over vehicles.

Extended opening hours will also improve the connectivity to the Marketplace. We believe our changes will improve how you access The Liberty site, whether you travel by foot, bike, or car.

See Board 10 to find out more

Impacts to local infrastructure

"What about the infrastructure new flats would need?"

As part of the planning process, the impact on local services and infrastructure is carefully considered. HUB will make a Section 106 contribution to Havering Council, which helps fund new facilities and services for the community whilst the impact on school places is fully assessed to make sure local needs are properly taken into account.

See Board 12 to find out more

Heights and massing

"Concerns about oversized, tall structures"

We've carefully assessed the proposals for Plot 1 and found that the proposed buildings will have very little impact on views of the conservation area. Where visible, the effect will be minimal. These buildings align with the ambitions of the Romford Masterplan, while also helping us invest in The Liberty and bring wider improvements to the surrounding area.

See Board 6 & 7 to find out more

Construction management and business continuity

"I'm worried construction will be noisy and may affect trading"

We will set out a dedicated construction management plan which will explain how we will minimise the impact on the environment and local community, ensuring compliance with regulations and planning conditions. We will be working closely with businesses and retail traders to ensure they are aware of construction plans well in advance of commencement.

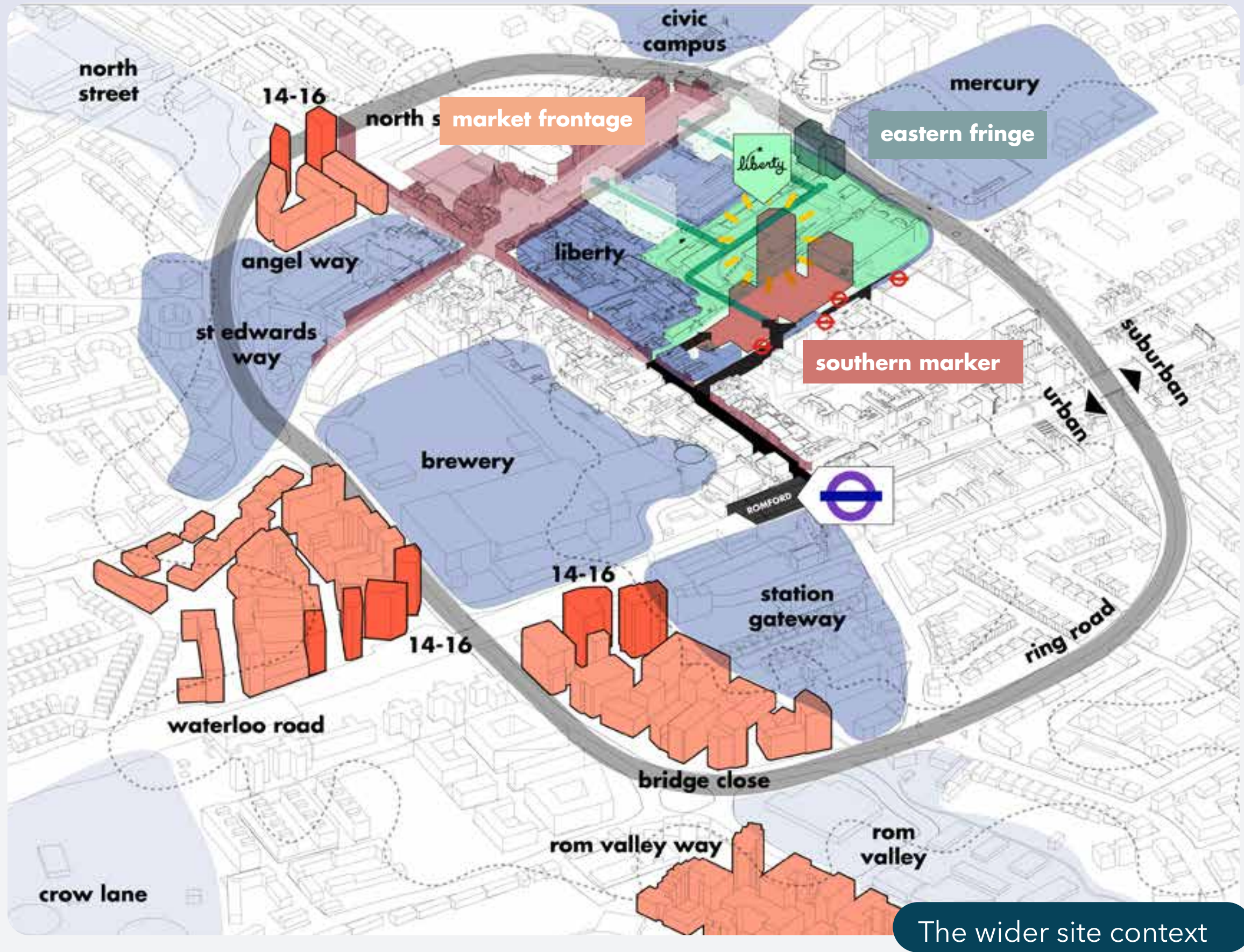
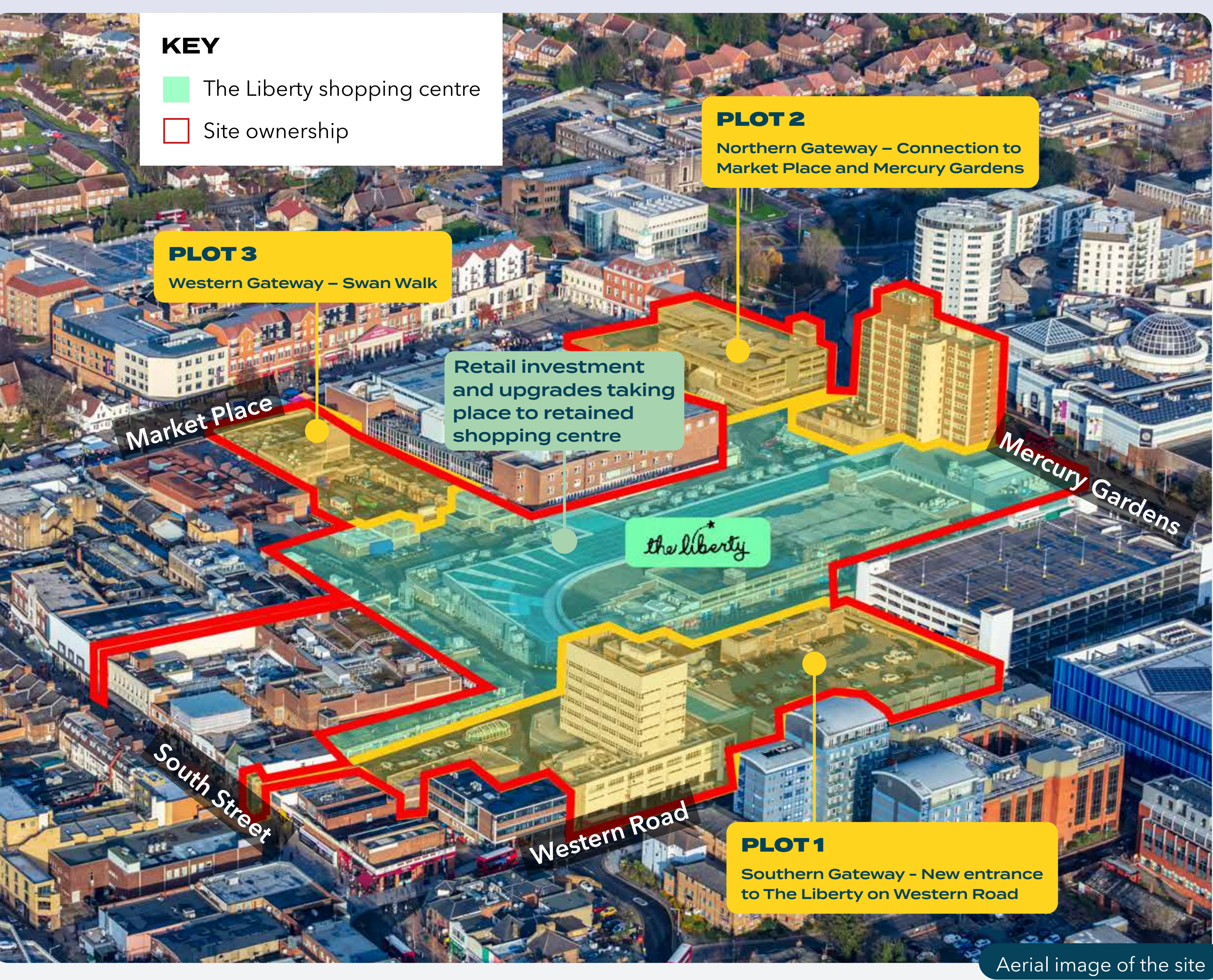
Key entrances to The Liberty will remain open throughout construction works, so you can continue to come and go as normal. Shops will remain open as usual during construction, meaning your visit won't be interrupted.

See Board 12 & 14 to find out more

THE SITE CONTEXT & OPPORTUNITY

The Liberty in context

The Liberty sits at the very heart of Romford, surrounded by excellent transport connections and historic landmarks.



Transport hubs: Romford Station and bus interchange put The Liberty within easy reach of London and the wider region.

Consented developments: Major new residential and mixed-use schemes are underway across Romford, reflecting strong confidence in the town's future.

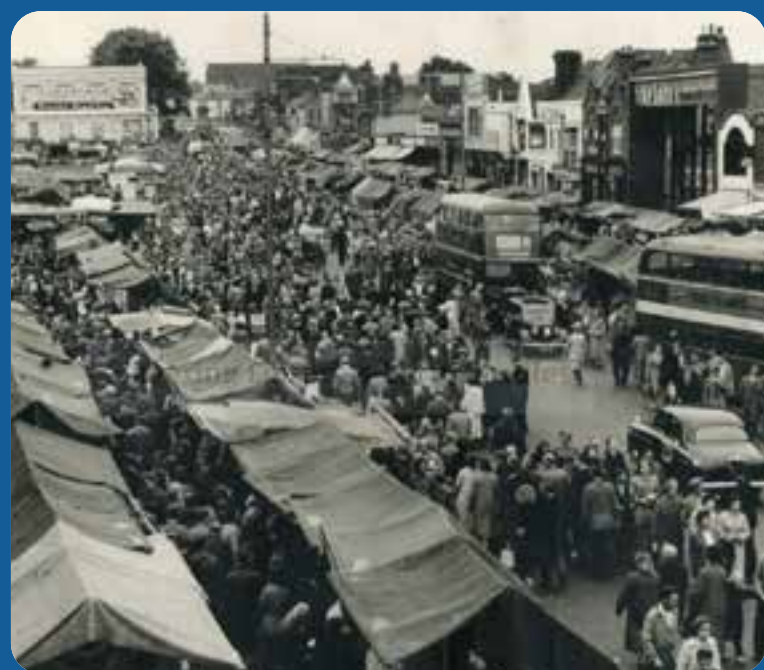
Strategic planning: The Liberty is central to Havering Council's Romford Masterplan and the GLA's vision for Romford as an opportunity area for growth, new jobs, and new homes.

This wider context means The Liberty has a vital role to play - not just as a shopping centre, but as a place that supports the town's future.

History and identity

Romford is a town with a rich history, known for its market heritage and strong sense of local pride. The Liberty has been part of this story for decades, providing a central place to shop, meet, and enjoy.

As Romford continues to grow and attract new communities, The Liberty can evolve to reflect both local identity and future ambition. By respecting heritage while introducing new homes, green spaces, and opportunities, we can create a place that Romford can be proud of for generations to come.



Market Place before pedestrianisation, 1950s



Stone's Store (now Debenhams), c. 1965



Market Place with C&A development, 1970s



South Street 1992



'Rumford' Shopping Hall c.1964



Romford Arcades at South Street, c. 1967



A sunny market day in 1987



Liberty Square, 2001

Current issues & future opportunities

We've identified existing areas for improvement:



Increased anti-social behaviour concerns



Safer, more attractive pedestrian routes, active frontages, and welcoming gateways



Poor connections across the town centre



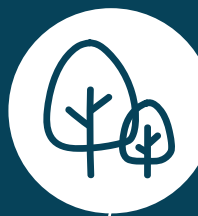
Better connectivity with improved routes and public spaces



Lack of wayfinding and signage



Clearer, more intuitive navigation around The Liberty



Lack of central green space for the community to enjoy



New landscaped areas, public squares, and green spaces



No night-time economy and restricted opening hours



A more vibrant evening economy, supported by Steward's Yard, Swan Walk, and new activity spaces



Need for more housing for local people



High-quality, sustainable homes in a well-connected location, bringing more energy and activity to Romford's town centre



Poor quality frontages and vacant retail space



Upgraded frontages, a flagship store, and increased footfall



Limited community and cultural facilities



Flexible spaces with potential uses such as sports, performances, and a creative workshop to create a lively and engaging destination



Stagnant retail offer



Continued large-scale investment from Redical to strengthen Romford's retail identity

THE DEVELOPED DESIGNS

Evolving The Liberty for Romford's future



Entrance from Western Road

Our approach and key features

Our considered approach and detailed designs reflect careful site analysis, masterplan principles, and community feedback. **They include:**

- ✦ A mix of new homes and retail, ensuring The Liberty remains the town's core shopping centre while introducing much-needed housing.
- ✦ Improved shopping offer, including the potential for a new flagship store.
- ✦ Viewpoint testing from Market Place, South Street, and Western Road ensures new buildings will respect heritage and improve townscape quality.
- ✦ New public realm - safe, welcoming, and accessible routes through and around the centre.
- ✦ Night-time economy opportunities, with food, drink, and leisure uses bringing vibrancy after dark.
- ✦ Spaces for sports, performances, and events.
- ✦ Green spaces - a rare chance to introduce nature and social space in the town centre.
- ✦ Vibrant and welcoming new gateways into The Liberty.

A landmark opportunity for Romford

The Liberty site is a once-in-a-generation opportunity to deliver positive regeneration at the heart of Romford. Its scale and location - between the Market Place, South Street, and Western Road - mean it can connect the town centre together, creating new homes, shops, public spaces, and green links that support Romford's growth and identity.

A phased approach

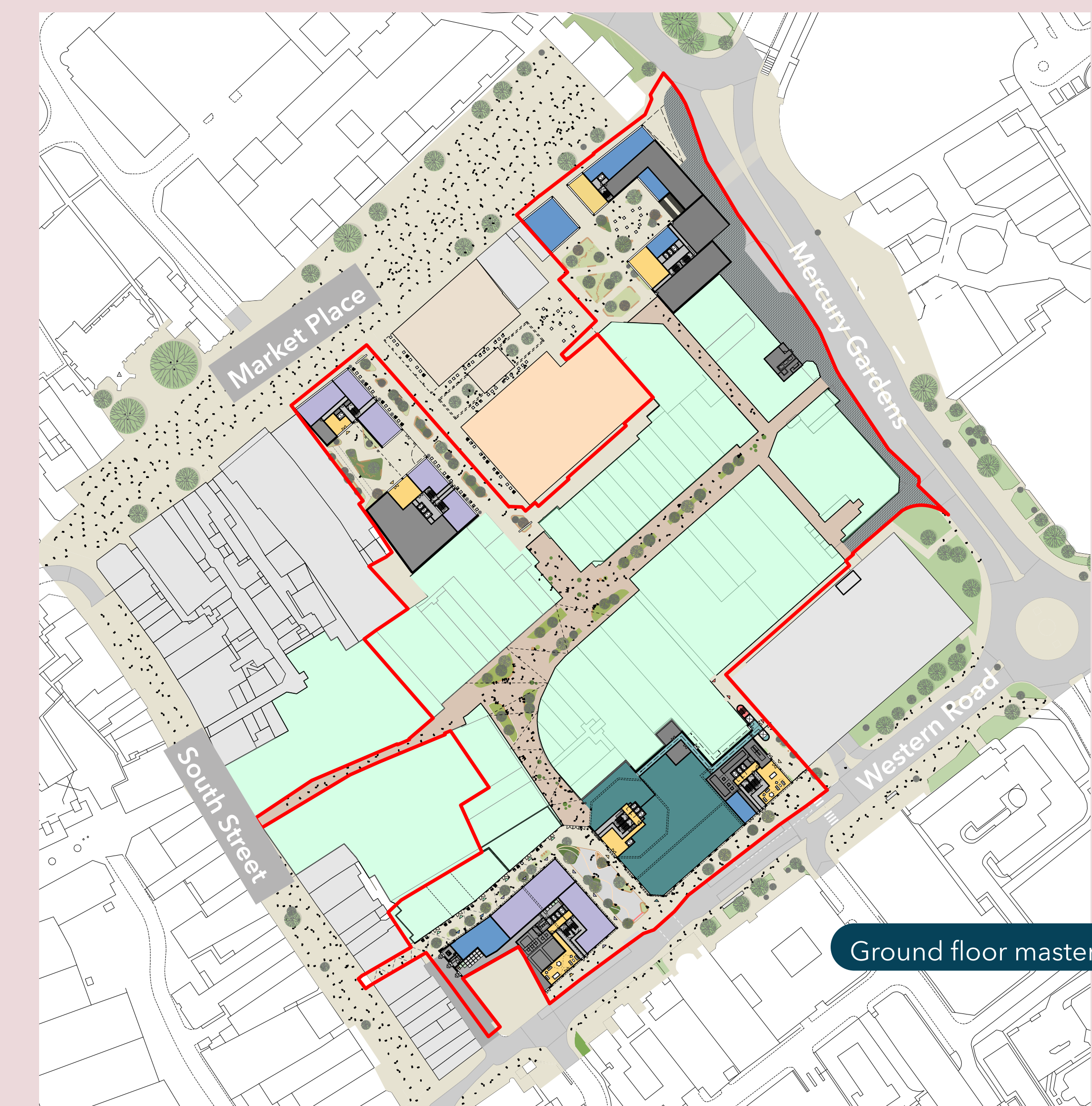
We are preparing a **hybrid planning application** for The Liberty. Detailed designs for Plot 1 at the Western Road / South Street gateway come first - delivering around 400 new homes, new shops, food and drink, and a new public square. Outline proposals for Plots 2 and 3 will guide the long-term redevelopment of the wider site.

This phased approach ensures early delivery of much-needed new homes and public spaces while maintaining Romford's shopping offer and minimising disruption, with future plots - including Market Place, the Debenhams site and beyond - coming forward in strategic stages.

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 the project while plans for the rest are still being finalised.



Ground floor masterplan

BUILDINGS THAT FIT THE TOWN

06

Our proposals introduce new buildings that are carefully designed to complement Romford's character while contributing to the town's wider regeneration.

Plot 1 buildings

Plot 1 Buildings include

Building A

A warm red-toned façade that reflects its location near the Romford Conservation Area and historic brickwork. Building A is proposed to be 5-10 storeys.

Buildings B and C

A lighter grey palette inspired by Liberty Square's original modernist water feature. Building B is proposed to be 25 storeys and Building C is proposed to be 13 storeys.

Heights, streetscape and townscape

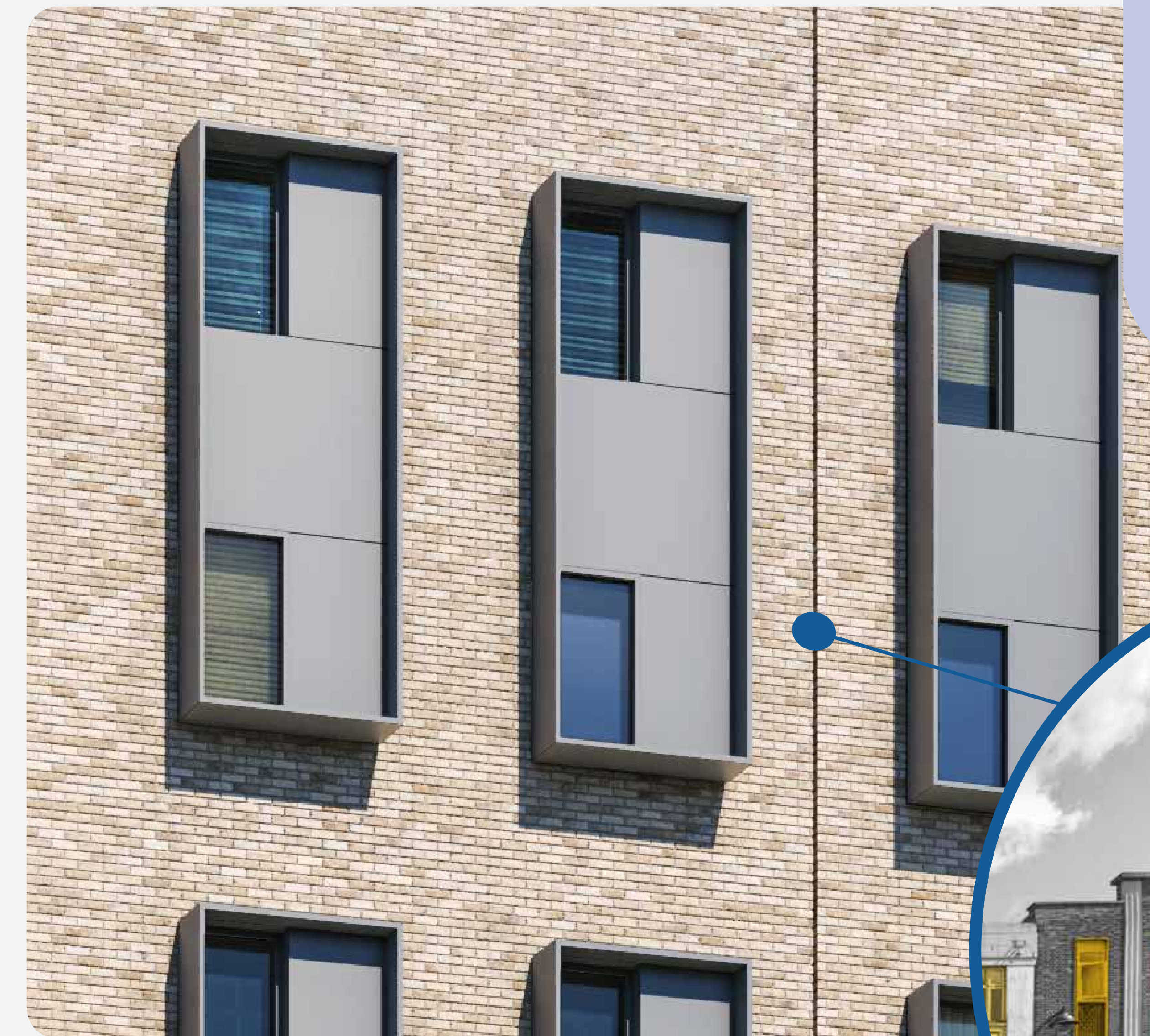
Designed to feel varied, interesting, and human in scale.

- New frontages will make the streets feel more lively and welcoming.
- Ground floor spaces will make the area feel safer and busier, encouraging people to spend time here.
- High-quality buildings are designed to be eye-catching from a distance and draw people into the heart of Romford.
- Respect heritage by keeping lower heights where buildings sit closest to the Romford Conservation Area and historic streets such as Market Place.
- Make efficient and appropriate use of space by placing taller buildings where they are set back from sensitive areas and sit comfortably alongside existing larger developments, to introduce new landmark features.
- Balance old and new, creating a smooth transition between Romford's historic core and its growing modern centre.



Inspiration taken from local light brick

Inspiration taken from local red brick



Materiality and local inspiration

We've taken inspiration from Romford's history and local landmarks to choose colours and materials that feel familiar yet fresh.

The overall look is clean and bright, giving The Liberty a modern feel while respecting Romford's past.



Inspiration taken from local windows

Inspiration taken from local groundplane



BUILDING HEIGHTS

Designing buildings that sit comfortably within Romford's wider context

Plot 1 includes three new buildings, A, B and C, ranging from 5-25 storeys. These heights have been carefully tested to reflect Romford's character, respect local heritage, and align with the Council's and the Quality Review Panel's aspirations for a vibrant, well-connected town centre.

The Liberty sits within a London Plan Opportunity Area, as well as the Romford Masterplan where taller buildings are supported. We've worked closely with Havering Council and the GLA to ensure the proposed scale is appropriate for this central location.

What's shaped the height of the buildings?



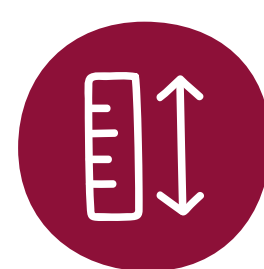
Delivering much-needed homes:

Taller buildings help us make the most of a well-connected town centre site to create new homes for families while preserving space for new shops, public squares and green areas.



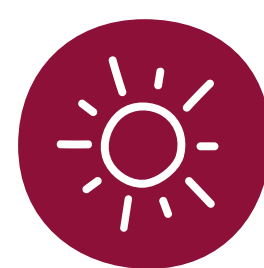
Local policy context:

The Havering Local Plan and Romford Town Centre Masterplan support taller buildings in this area, especially near the station and where design and public realm quality is high. Building B reflects this, with active ground floors and strong design contributing to vital public realm improvements.



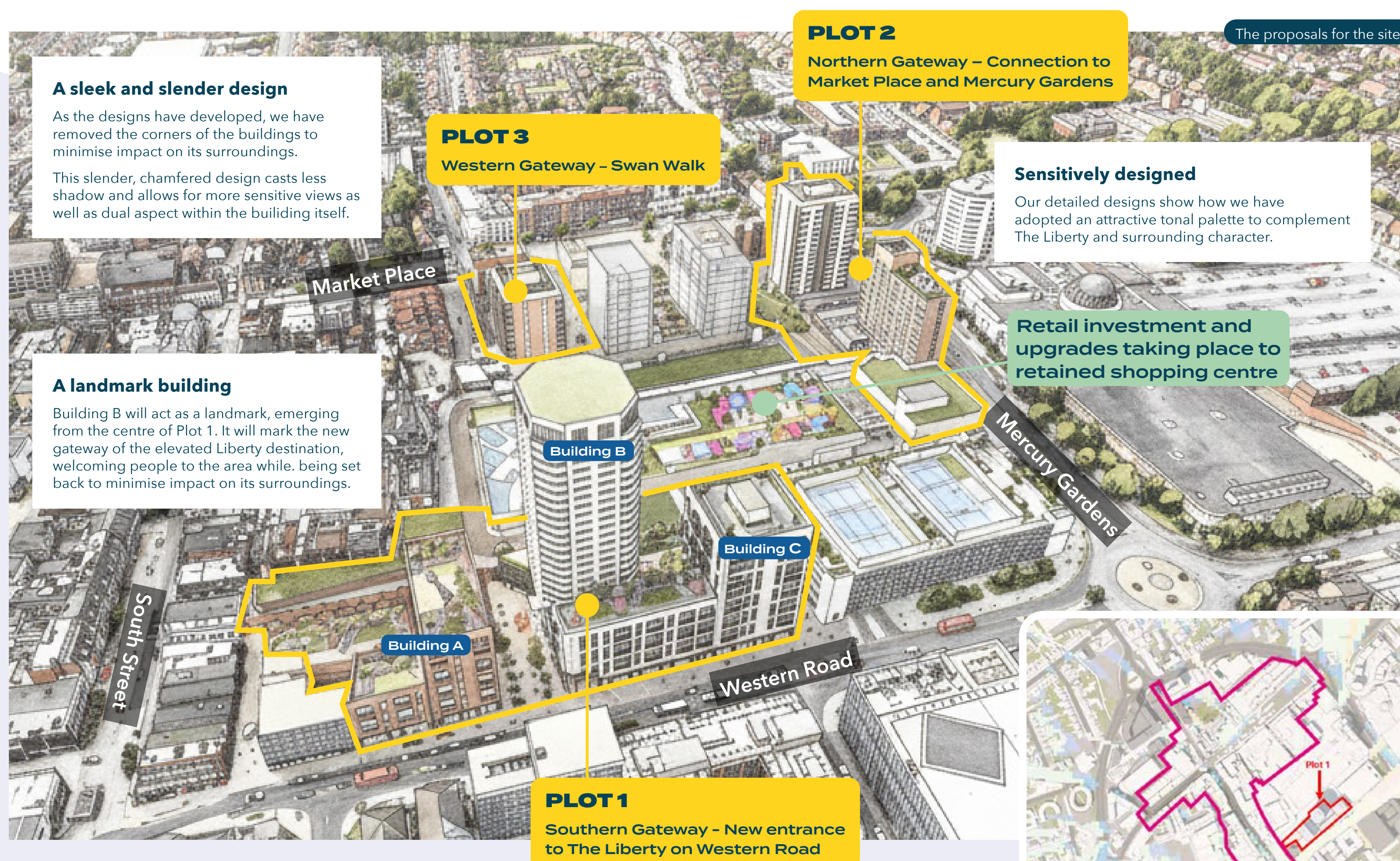
Evolving context:

Other nearby schemes, such as those on Waterloo Road and Angel Way, reinforce the precedent for height in this town centre location. Our proposals complement this changing context, helping to create a balanced skyline.



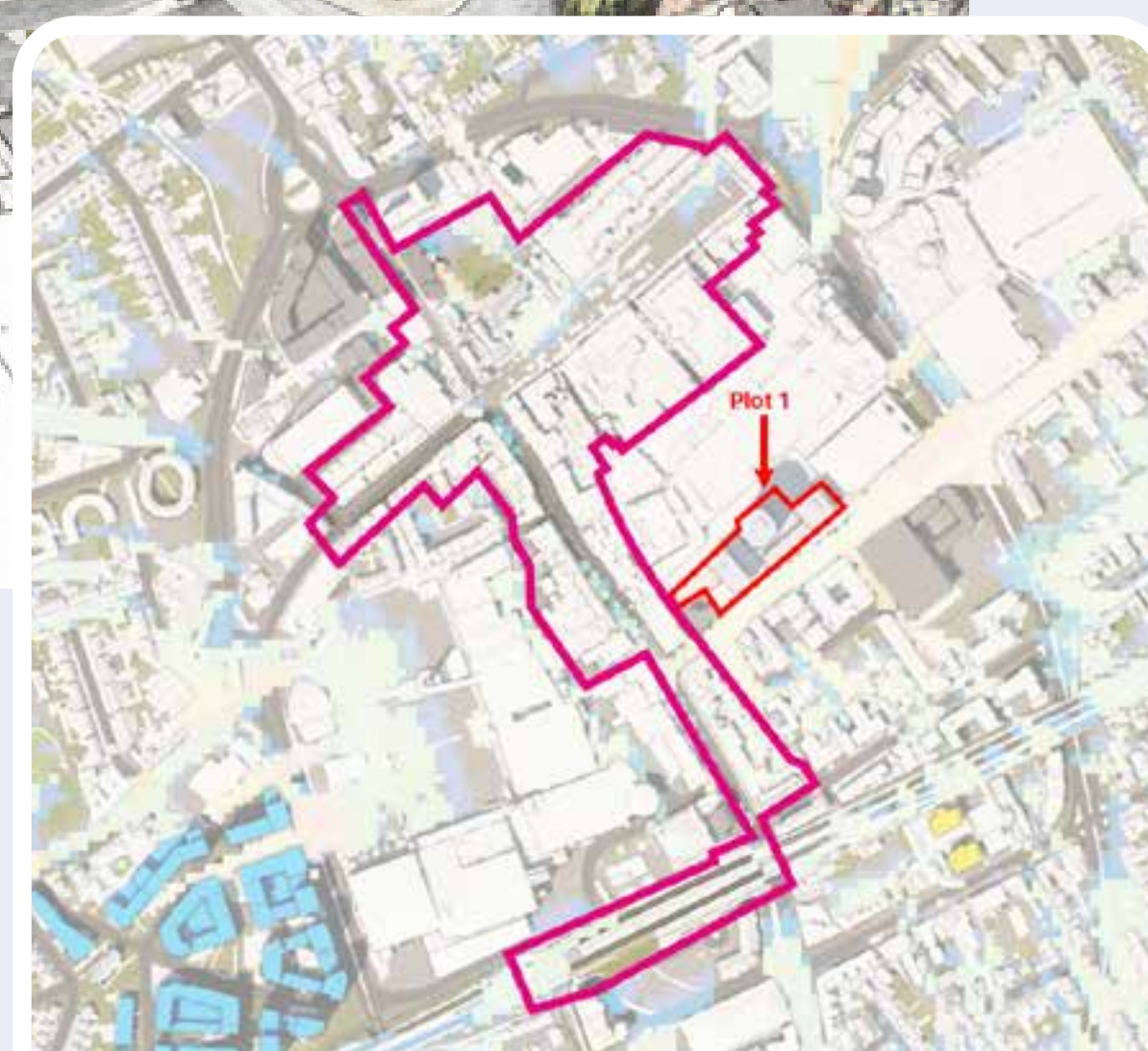
Minimal visual impact:

The tallest elements are set back from the Conservation Area so they aren't directly visible. What's more, daylight, sunlight and overshadowing tests confirm the proposals are suitable in terms of the impact they may have on the local area.



We've varied the heights, rooflines and materials to make the buildings feel lighter, more elegant, and rooted in Romford's identity. This includes:

- Red brick tones for Building A, reflecting local character
- Stepped forms to soften the taller elements
- Generous spacing between buildings to maintain openness



Zone of Theoretical Visibility (ZTV) testing of the Plot 1 development shows that there will be almost no visual impact on the Conservation Area. Where there is visibility, this is extremely limited, and will consist of only the articulated crown of the proposed Block B.

NEW HOMES FOR ROMFORD

High-quality, sustainable homes designed for everyone

Our proposals include around 700-800 new homes, split over three phases, bringing more life, energy, and activity to the town centre – helping to make Romford a place where more people can live, work, and enjoy spending time.



View of residential homes and ground floor from Western Road

Housing allocation

These new homes support Romford’s housing needs and contribute towards Havering’s housing targets:

- A mix of types and sizes ensures a diverse, balanced community
- Allocations will be managed to prioritise local needs and provide opportunities for people living and working in the area

A range of sizes

The new homes will be high-quality, sustainable, and designed to suit a range of needs – from first-time buyers and young professionals to growing families and downsizers.

Across the plots, we’re proposing to deliver:

Plot 1 – Approximately 400 homes

- Studios & 1-beds: 45%
- 2-beds: 40%
- 3-beds: 15%
- 66% dual-aspect homes for better natural light and ventilation

Plot 2 – Approximately 145 homes

Mercury House Retrofit – Approximately 95 homes

Plot 3 – Approximately 128 homes

More information on sizes for Plots 2 and 3 will come in the future detailed designs, once the outline applications establish the parameter plans.



Examples of how the new homes may look

Designed for quality living

We’re focused on creating homes that are comfortable, bright, and connected:

- Dual-aspect apartments to maximise daylight and fresh air
- Energy-efficient designs that lower bills and environmental impact
- Balconies or terraces for private outdoor space wherever possible
- Carefully designed layouts that make the most of every square metre
- Generous amenity offer both external and internal to the buildings

Build-to-Rent homes and why this matters for Romford

Build-to-Rent (BTR) is a modern type of housing designed for renting, with all homes owned and managed by one professional landlord. Unlike traditional private renting, BTR offers long-term security, reliable service, and a stronger sense of community.

At The Liberty, this means safe and secure homes with on-site management, well-maintained spaces, and communal areas that bring neighbours together. Because it’s a long-term investment, residents benefit from stability and consistent management, while Romford benefits from more people living locally, supporting shops, cafés, and leisure.

HUB has already delivered successful BTR neighbourhoods in Leeds, Maidenhead and Wembley – each acting as a catalyst for regeneration. The same approach at The Liberty will bring lasting investment, new residents, and fresh life to Romford town centre.

Build-to-Rent benefits

-  **Professionally managed high-quality homes** – no private landlords, with reliable on-site teams
-  **Safe and secure living** – secure access, natural surveillance and 24/7 support
-  **Well-maintained spaces** – communal areas cleaned and cared for to a high standard
-  **Flexibility and security** – modern rental options with long-term peace of mind
-  **A thriving community** – shared spaces and events will bring neighbours together
-  **Additional investment and regeneration** – stable community and enhanced public spaces make the area more appealing for locals and businesses alike, raising the overall quality of life for the community
-  **Boosting Romford** – more residents living locally will support shops, cafés, and leisure

PUBLIC REALM & LANDSCAPING

A place for everyone

Our proposals place public realm and landscaping at the heart of The Liberty's transformation. The updated landscape masterplan introduces green, accessible spaces across the site.

From playful family-friendly spaces to quiet green areas for rest and relaxation, our new public areas will support a thriving town centre community, helping to bring more people to Romford throughout the day and evening.



New public spaces for residents and locals to enjoy



Improved landscaping and greenery



Examples of how the landscaping may look



Our landscaping aspirations will provide the following public benefits:

- **Inclusive community places** with 2,000m2 of fully accessible public realm, including spaces for young people.
- **Increasing biodiversity and greening** with 94 proposed new trees, biodiverse green roofs for habitat creation, and sustainable urban drainage systems.
- **Providing play spaces and a multi-purpose performance space.** These spaces will be both on the ground floor level and secure roof terraces. From structured equipped play to informal trails with natural play elements, a day out at The Liberty will be fun for all the family.



Illustrative view of Liberty Square



Illustrative view of podium play area

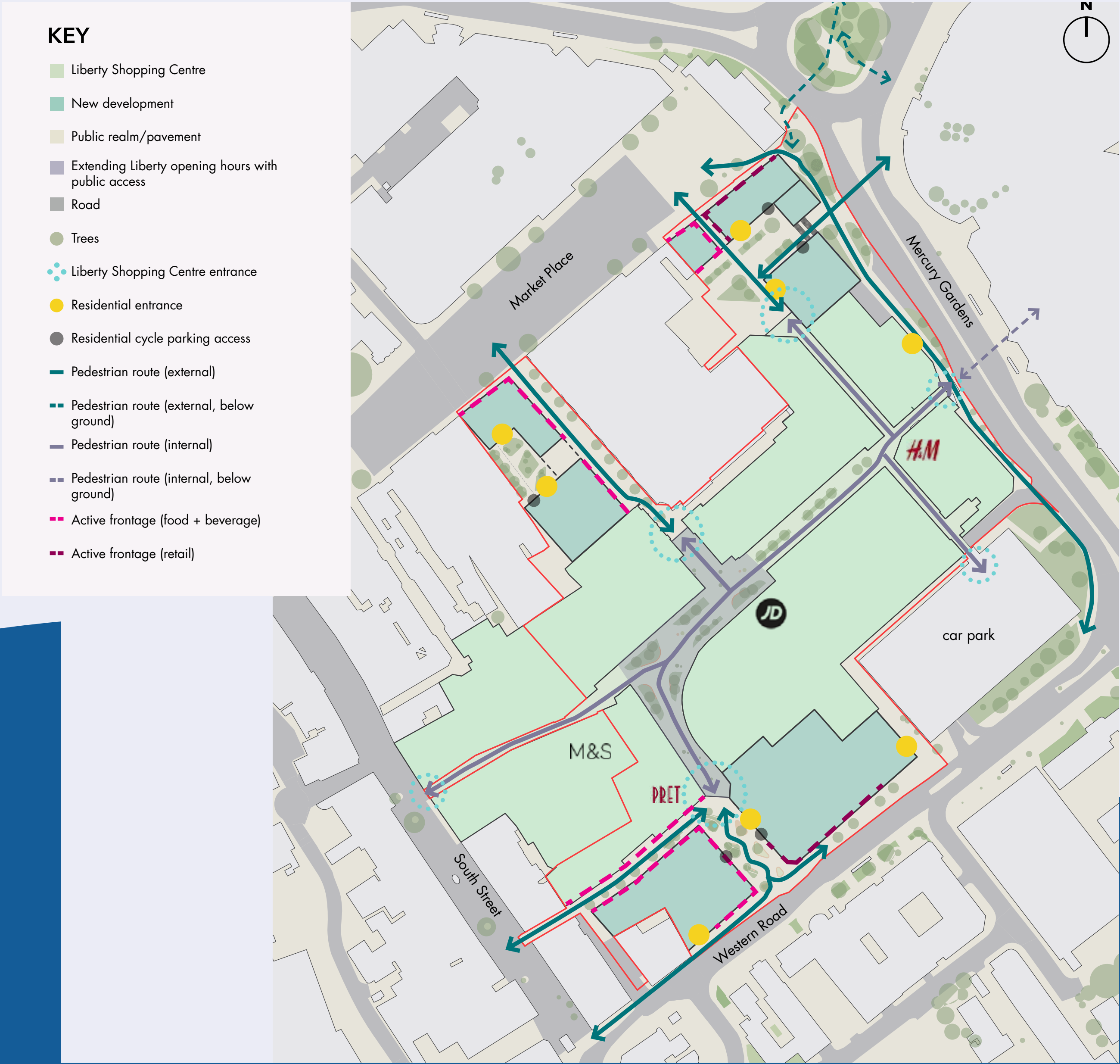


Illustrative view of Steward's Yard

IMPROVED CONNECTIONS

Making it safer, easier, and more pleasant to move through the town centre

Our proposals are designed to make The Liberty more connected and accessible for everyone - whether you're walking, cycling, driving, or making deliveries.



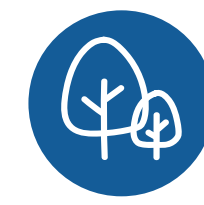
The plans include:



Safer pedestrian routes with a proposed crossing at Mercury Gardens (subject to ongoing discussions with Havering Council).



Secure cycle parking within the new buildings to encourage sustainable travel and meet London Plan standards.



An improved service environment that keeps The Liberty running smoothly while creating a tidier, more attractive setting.



Retention of all current public parking spaces.



Extended operating hours to improve the night-time economy and safe connectivity from Western Road to Swan Walk.



Safe and welcoming pedestrian routes to encourage natural surveillance

ROMFORD'S MARKET PLACE

Celebrating heritage, creating space, and connecting the town centre

Our vision is to transform the Market Place edge into a lively, welcoming destination that celebrates Romford's rich history while improving the experience for residents, visitors, and businesses alike.

As part of this consultation, we're sharing early ideas for Plots 2 and 3, which form part of an outline planning application. This means we're seeking approval for the scale, heights, and overall layout, while the detailed design - including materials, finishes, and landscaping - will be developed in later stages, shaped by your feedback.



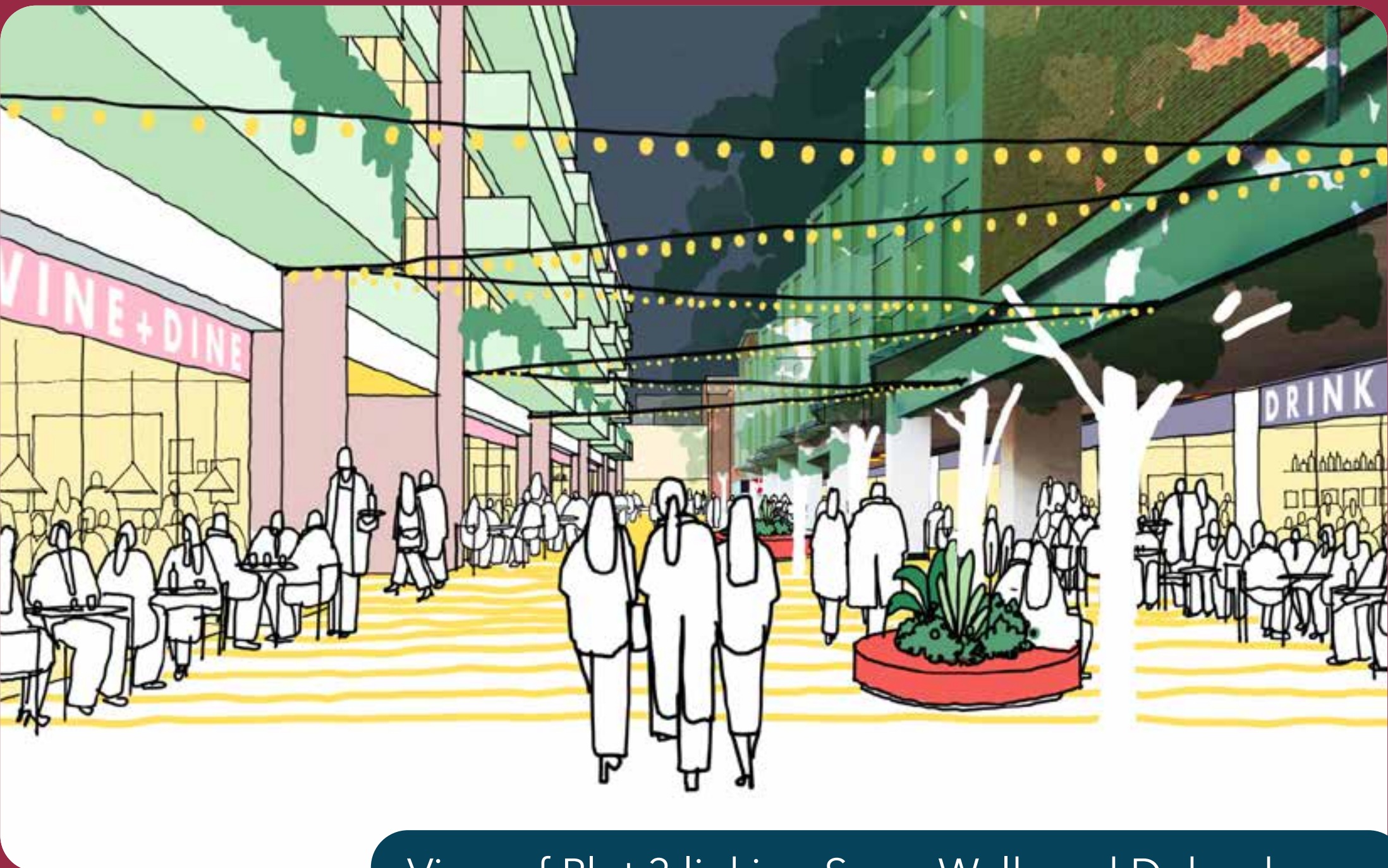
View of Plot 2 from Market Place

Proposed key improvements

-  **Opening up historic connections**
New spaces inspired by Romford's traditional yards and lanes
-  **Greener, more welcoming streets**
Landscaped public areas to relax, meet, and enjoy
-  **Active ground floors**
Shops, cafés, and leisure uses to create vibrancy day and night
-  **Better town centre links**
Seamless pedestrian routes between The Liberty, Market Place, Mercury Gardens, and Swan Walk

What this means for Romford

-  A more connected and welcoming Liberty
-  Greener, safer spaces for everyone to enjoy
-  More places to shop, eat, and relax
-  New homes that reflect Romford's heritage and future
-  A balanced approach to regeneration and preservation



View of Plot 3 linking Swan Walk and Debenhams

COMMUNITY BENEFITS

Planning and delivering for Romford's Future

Supporting Romford's Economy

The Liberty proposals will deliver a wide range of socio-economic benefits for the town:



During construction:

1,120 direct jobs per year (i.e. on-site)

370 indirect jobs per year (i.e. supply chain roles).



Future operations of new shops, food, and leisure:

Assuming 5,432sqm of retail / food and beverage space, this is expected to generate:

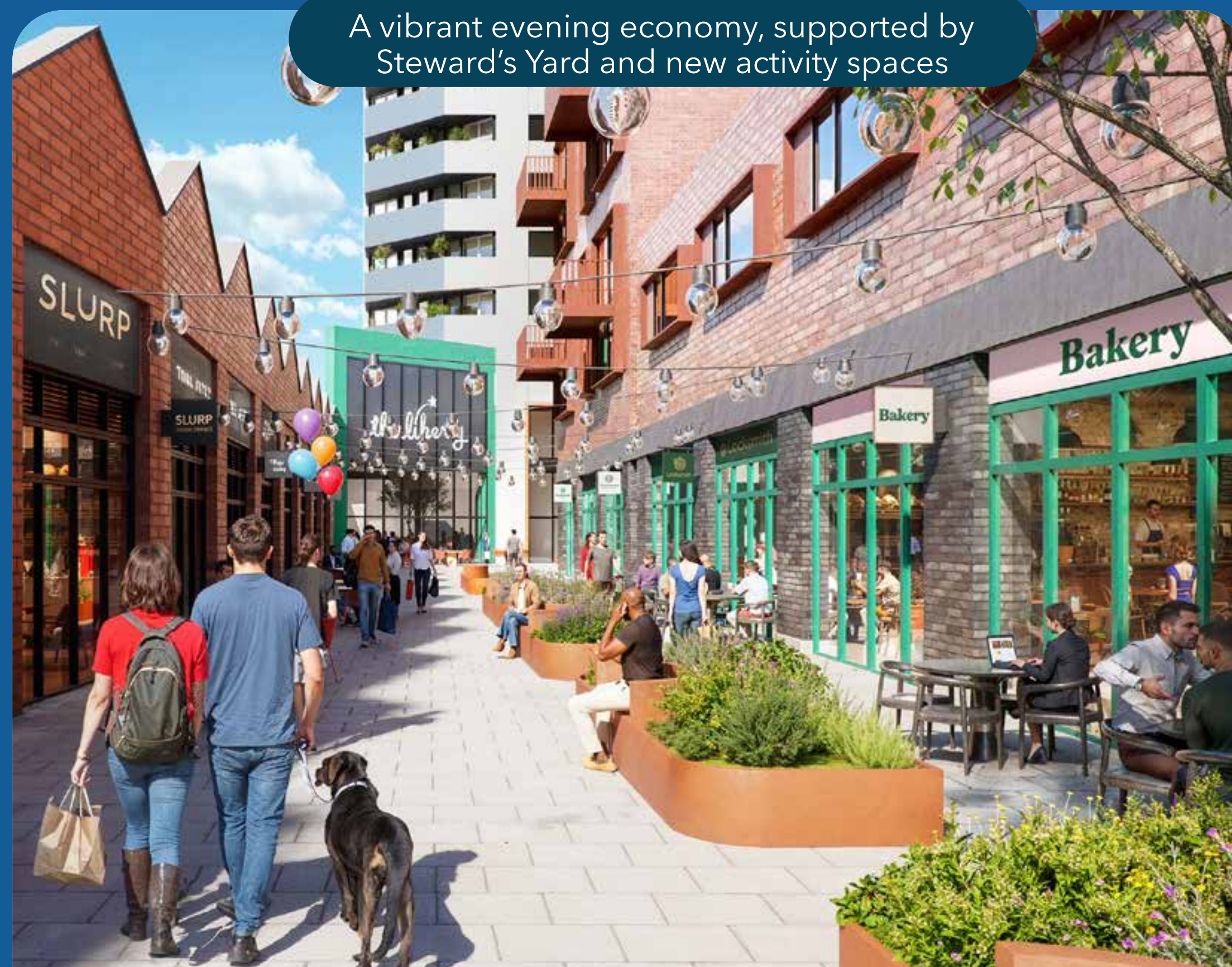
265 direct jobs

55 indirect jobs

£500,000 in annual expenditure by direct employees

£3.6 million in annual expenditure by households

Increased footfall and a vibrant night-time economy will attract visitors, support existing visitors, and help Romford remain a thriving shopping destination.



A vibrant evening economy, supported by Steward's Yard and new activity spaces

Redical has an ongoing commitment to Romford, with a future investment plan that includes:

£10.8m into new brands and activating vacant spaces (shared Redical and Brand investment)

£2.4m into mall enhancements, customer experience, new seating, lighting, greenery, and improved car parking

£180m into Phase 1

Investing in local infrastructure

As part of the planning process, the project will deliver **Section 106 contributions** – this is a funding agreement to Havering Council that supports local services and infrastructure. This may include investment in:

- **Healthcare provision**, helping to meet the needs of a growing community.
- **School places and education facilities**, supporting families and young people.
- **Public realm and transport improvements**, making Romford safer and more accessible.

This will ensure an increase of housing provision is matched with infrastructure capacity.

A balanced housing mix

The new homes at The Liberty will include a mix of sizes, helping to create a balanced community. By providing homes for different needs, from first-time buyers to families and single occupants, the development will support Romford's long-term growth and inclusivity.

Working with local traders

We are committed to ongoing engagement with retailers and traders to ensure The Liberty continues to operate successfully during construction. Our phased approach will keep the shopping centre open and trading, protecting jobs and safeguarding Romford's role as a major retail centre.

A GREENER FUTURE

Sustainability built in – better for people, better for Romford

From the way we design and build to how the new spaces perform long-term, sustainability is embedded in every decision.



Illustrative view of podium play area

Smarter, greener homes

Our energy strategy meets the latest standards, cutting emissions and reducing bills:

- Targeting 65-75% lower carbon emissions in new homes and 35% for non-residential areas
- High-performance insulation, efficient ventilation, and low-energy lighting built in from the start
- Renewable energy sources, including PV panels wherever possible
- A passive-first approach to reduce overheating, with carefully designed windows, shading, and ventilation



Lower costs, cleaner energy

Heating will be provided through:

- Individual exhaust air heat pumps (EAHPs) for each home

This is a low-carbon, efficient solution designed to:

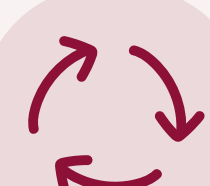
- Cut residents' heating bills
- Reduce emissions
- Keep homes comfortable year-round



Circular economy principles

We're committed to reducing waste and reusing resources wherever possible:

- Reusing Mercury House's structure instead of demolishing it
- Conducting pre-demolition audits to identify materials for reuse
- Using recycled and low-impact materials wherever we can
- Designing to support a longer building life cycle



Managing resources responsibly

- Water-efficient homes capped at 105 litres per person per day
- Post-construction monitoring through the 'Be Seen' initiative to track real energy use and drive continuous improvement



NEXT STEPS



Our proposals for The Liberty will:

- Enhance the shopping experience with a flagship store and improved routes
- Provide new public spaces and greenery within the ring road
- Deliver much-needed new homes in the town centre
- Support Romford's evening economy with more food, drink, and leisure options
- Create a safer, more welcoming environment for all
- Bring new jobs and opportunities to the area

SHARE YOUR FEEDBACK

Please take a few minutes to complete our survey today before you leave, or online at thelibertyvision.co.uk

Your feedback will inform our final proposals ahead of a planning application being submitted.

FUTURE OPPORTUNITIES TO HAVE YOUR SAY

Once our application is submitted, Havering Council will carry out a statutory consultation. This will be another chance to make formal comments before a decision is made.

KEEPING THE LIBERTY OPEN

The Liberty shopping centre will remain open and trading throughout the works. Phased construction will ensure existing shops continue to serve Romford while new spaces are delivered.

GET IN TOUCH:

- @ thelibertyvision.co.uk
- ✉ libertyvision@thisislca.com
- ☎ 0800 307 7547



Scan here to visit our website

INDICATIVE TIMELINE:

