



Waltham Cross Levelling Up Bid



**BOROUGH OF
BROXBOURNE**
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CK220675



Foreword



The Council's ambition is for Waltham Cross to have a safe, vibrant and thriving town centre that people want to live in, visit or establish a thriving business. We are committed to working with community and business groups to achieve that aim.

Despite its excellent location and good connectivity into London, Cambridge and Stansted airport, Waltham Cross is one of the most deprived areas in Hertfordshire, with income, skills and education levels falling below the Hertfordshire average.

The improvements proposed as part of this bid will enable local people to be ready to take advantage of the existing and new jobs created close to the town centre, encourage positive leisure time in the vicinity of Waltham Cross and reduce the perception of crime.

I truly believe that this funding is a fantastic opportunity to make Waltham Cross town centre a great place to live work and visit. I wholeheartedly support the bid, which will enable the Council to deliver the Government's levelling up agenda in Broxbourne in its most deprived area.

Councillor Lewis Cocking, Leader of the Council

Waltham Cross: The Council's top regeneration priority

One of the Council's key priorities is to transform Waltham Cross Town Centre into a place where people want to live, visit and work. As part of a comprehensive wider renaissance programme, there are three related and complementary projects within the heart of the local community.

The proposed improvements aim to restore a sense of pride in the community, addressing identified social, environmental and economic needs. They will underpin the vitality and viability of Waltham Cross Town Centre, encouraging more visitors, generate new employment opportunities, promote private sector investment and contribute to reducing crime and anti-social behaviour.

Restore Civic Pride

Improvements to the public realm within Waltham Cross Town Centre will transform the heart of the town. Improved pedestrian and cycle access, plus a more contemporary look and feel, will improve trade for existing shops and businesses, providing a more attractive and vibrant environment for new businesses to set up.

Enhance Life Chances

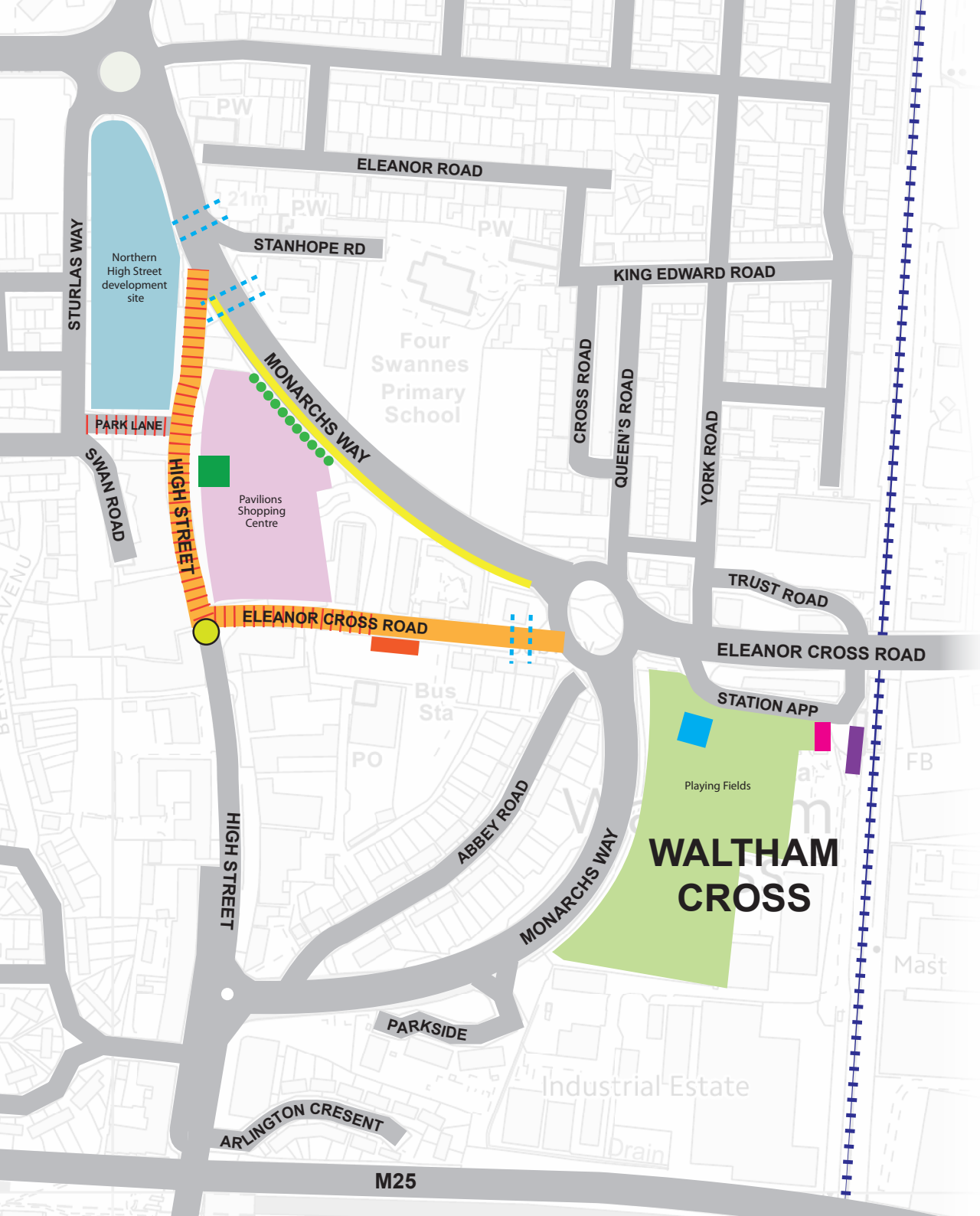
Enhancement to the community hub and skills training centre, which lies in the heart of the town centre, will increase footfall, improve job prospects for local people and reduce poverty.

Health and Wellbeing













The improvements to Waltham Cross playing fields, including the addition of a new skate bowl, refurbishment of the sports pavilion and new outdoor gym equipment, will encourage positive use of leisure time, improve the health and well-being of the local community and reduce anti-social behaviour.

Collectively, these projects will engender civic pride and enhance the attractiveness of Waltham Cross as a place to live and do business. The projects will encourage private investment and increase the town centre's catchment population, improving the range of shops and services offered. Local people will have a better quality of life, enjoying better health and leisure opportunities. Skilled residents will be better equipped to benefit from the higher paying jobs created nearby, such as the planned film studio.





Key

-  Public realm
-  Bus Station
-  Train Station
-  Eleanor Cross
-  New pedestrian crossings
-  Green wall
-  Train line
-  Skills and Community hub
-  Limited hours opening to motor vehicles
-  Skate Park
-  Cycle path
-  Sports Pavilion



Improving skills and life chances

The additional opportunities to gain skills and qualifications will enhance the life chances of local people.

This will particularly support disadvantaged groups, improving their employment prospects and levels of disposable income. Increased footfall in the town centre will benefit local shops and create a vibrant town centre.



Support from partners



Our team see first-hand the deprivation in these areas and investment to support the town centre, community, health and business facilities are all very much needed and would transform the local area. Steve Woodcock, Chief Executive, B3Living



A larger skills hub delivering training to help upskill the local workforce, and the creation of a business support network locally, will help local businesses collaborate and work together to realise opportunities.

Briege Leahy, Chief Executive Officer, Hertfordshire Chamber of Commerce



Changes to the building's footprint and training space will enable the CVS and other respected skills delivery organisations to give twice as much support, bringing more people to the position where they are ready for the new jobs that are soon to land in Broxbourne, thus helping local people to aspire to achieve more for themselves and their families. Ian Richardson, Chief Executive Officer, CVS for Broxbourne and East Herts



In support of the application, we have, as a major and local construction company, reviewed the costing of the Levelling Up proposal submitted. We can confirm that subject to any dramatic changes to material and resource costings that the numbers proposed for the work are robust and accurate for the scheme as outlined.

Duncan Atkins, Strategy and Business Development Director, VolkerWessels UK



If the Levelling Up Bid is successful, both public and private sector investment will work together to have a huge impact, encouraging more people to visit and dwell in the town. I see these changes as a driver to attract more inward investment, that will change the lives of residents and visitors for the better.

Erik Thoreen, Senior Vice President UK, Hudson Pacific Properties



Outcomes and benefits



1,500

hours of exercise classes per year at playing fields pavilion

210



people per annum receiving skills and training



3,650

workouts annually on outdoor gym equipment

5,100m²



transformative public realm works

7,000

people accessing the playing fields and new track per year



150%

increase in the number of people assisted into employment or self-employment



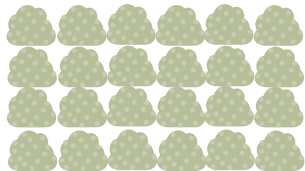
Walking and cycling

Improved accessibility to the town centre through walking and cycling improvements



185m²

of green wall



Public support

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The town centre does look tired. The proposals will make it look more vibrant and also make it feel more secure.

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This area is in serious need of investment. It's been on a decline for years and is not an inspiring or safe place to live in and enjoy

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I fully support increasing the amount of new paving, road surfacing and cycle lanes to increase the amount of cyclists, scooter riders and walking pedestrians to ease traffic levels and to make our area more 'green'.

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It's always looked a bit run down and old so I think it will be good to have it modernised and breathe some life into it.

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Every aspect of the place, from the walkways into the town centre from nearby residential areas, to the grey drab feel of the high street, to the feeling of insecurity generally in every location, this whole area is desperately in need of revitalisation and rejuvenation.

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Waltham Cross looks and feels run down. Making it look attractive will help to make people feel safer and discourage ASB.

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