



Brentford Identity Survey

Brentford is undergoing huge change through current and proposed developments, including those planned in the Great West Corridor Opportunity Area, which extends from Chiswick Roundabout in the east through to Gillette Corner in the west. This proposal alone aims to bring 7,500 new homes and 17,600 new jobs.

We are now at a crossroads – in more ways than one. Historically, it is where London meets the west: the confluence of the rivers Thames and Brent, and a hub for the Grand Union Canal. Its high street follows a Roman road, and its centre was, and remains, a vital marketplace.

As the town reaches its own crossroads, it is only natural that the area's cultural background should provide a blueprint for Brentford's regeneration.

Meaning and sense of belonging are central to perceived urban branding/identity.

Identity of a place is more than just the physical appearance, but also involves a "meaning" for the individual and the community.

Place identity is an important dimension of social and cultural life in urban areas and continuity of place identity is strongly linked to place attachment and sense of belonging. Place attachment and sense of belonging are crucial in order to establish an emotional and subjective bond with a place, which leads to the feeling of security and sense of community.

Place identity can talk to local people's emotions and inspire them to engage in public discussions and consultations regarding the future of their town. It helps people celebrate reasons that they are proud of an area; it encourages people to stay somewhere and build a future; it helps unlock investment; it attracts students to study; and of course, it helps tourism and the local economy.

Destinations are always competing for visitors and footfall, so they need to stand out, therefore there is more of a requirement for areas to have unique identities, and to build their brands from ingredients that are more enduring and substantive.

The premise that underpins a place brand strategy is simple:

- A place brand identity enhances urban development and regeneration projects by allowing stakeholders to take a holistic view of the place in question, and therefore to identify new ways to experience it.
- It boosts the social, cultural, environmental and economic value of place by using a location-specific narrative and the experience to be had there to foster deeper relationships between people and the place they inhabit.
- At its core, a place brand identity is focused on making places better, attracting a community to deepen their connection with a place and, in turn, with each other.

Building a new identity is a project for the future of a town: it is not just about recovering the past or its heritage. It determines a town's future.



Brentford Identity Survey

Summary of Results

Following the Brentford Community Survey carried out in June/July 2020 this is the second survey carried out by Brentford Voice. The main aims of the Identity Survey were to gain an insight into the characteristics of Brentford that are most valued by the community and the factors which are regarded as threats to our future.

A full analysis of the survey is provided in the pages that follow.

A summary of the results is as follows:

- About 75% of respondents believe that Brentford has a distinctive community character and identity.
- An emotional attraction to Brentford, a feeling of belonging, and Brentford's well-defined geographical boundaries are regarded as the most important unifying elements that bind us together as a community and as a place.
- The main "cultural cornerstone" of the community is the waterside (the rivers and the canal) followed by the Watermans Arts Centre, Brentford Football Club, and The Butts.
- Poor planning and overdevelopment is regarded as the main factor that has already harmed Brentford's character and identity. Other significant factors are the run-down of the High Street and the lack of infrastructure and amenities.
- The same factors are regarded as the main threats or obstacles to Brentford's character and identity in the future.
- The importance of Brentford's waterside is strikingly regarded as a very significant factor in the future preservation of Brentford's community and identity.
- There are important messages in the results of the survey about the available channels of communication via social media, newspapers, and other media.
- The importance of community consultation by LB Hounslow is highlighted in the results.

Brentford Identity Survey.

Results

In November 2020 an online survey was carried out by Brentford Voice, using email lists compiled by Brentford Voice and Thorgills Estate Agents. The survey was also available via the TW8 website.

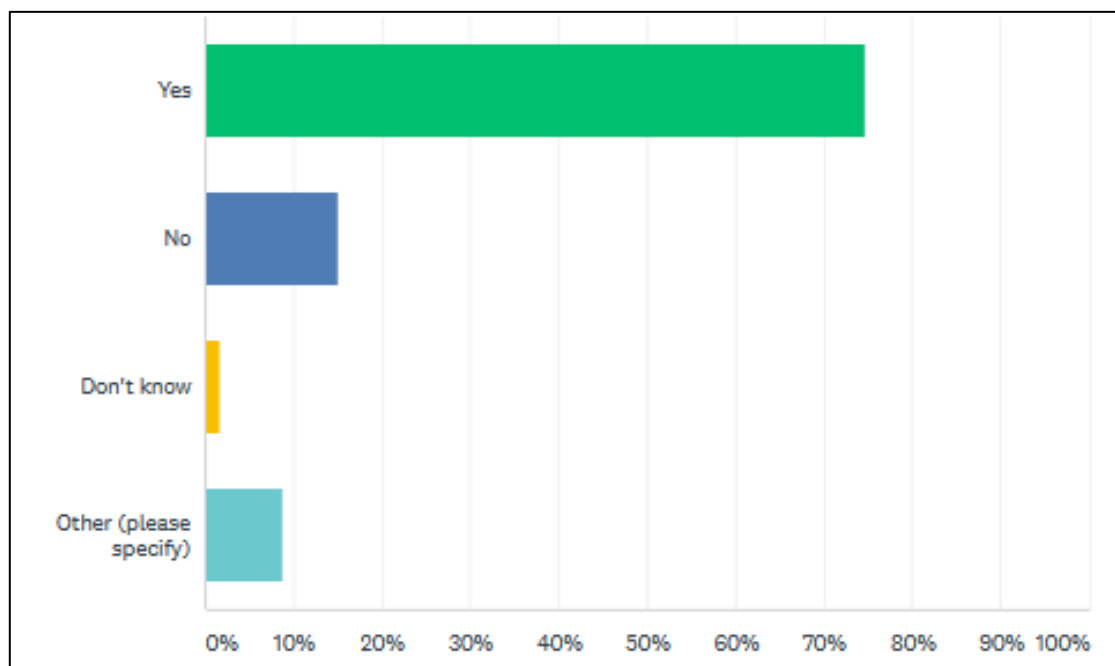
A total of 127 responses were received.

Please note that this is not a statistically robust survey in that it was completed by a relatively small and unstratified section of the community while the respondents were self-selecting. Despite these caveats we hope that you will find some interesting and useful results in our report.

The results of the survey are presented below.

Question 1

Do you think that Brentford has a distinctive community character and identity? Please select your response



See **Annex 1** for “other” responses to **Question 1**

Question 2

On a scale of 1 to 5, 1 being the least important and 5 being the most important, please indicate what you believe are the unifying elements that bind us together as a community and as a place?

	1	2	3	4	5	TOTAL
A shared culture	9.84% 12	16.39% 20	33.61% 41	24.59% 30	15.57% 19	122
A diverse culture	4.13% 5	12.40% 15	33.06% 40	31.40% 38	19.01% 23	121
Well-defined geographical boundaries (e.g. the waterways and roads)	6.50% 8	2.44% 3	20.33% 25	34.96% 43	35.77% 44	123
The size of the community (in terms of population and area)	8.94% 11	16.26% 20	31.71% 39	21.95% 27	21.14% 26	123
An emotional connection to Brentford and to others who live there	4.80% 6	8.00% 10	16.00% 20	33.60% 42	37.60% 47	125
A feeling of belonging	7.20% 9	5.60% 7	9.60% 12	32.00% 40	45.60% 57	125
The Bees (Brentford Football Club)	13.01% 16	8.13% 10	17.89% 22	29.27% 36	31.71% 39	123
Other (please specify below)	6.67% 3	2.22% 1	4.44% 2	22.22% 10	64.44% 29	45

See **Annex 1** for “other” responses to **Question 2**

Question 3

Cultural cornerstones are places, events, traditions, points of interest, buildings, scenic views, cultural or historical resources that are particular to our community. Please list up to 5 Cultural Cornerstones that you value most in Brentford.

Cornerstones mentioned

<i>Cultural Cornerstones</i>	<i>No.</i>	<i>%</i>
Canal and/or Rivers, Waterside	139	25%
Watermans Arts Centre	57	10%
The Butts	28	5%
Brentford Football Club	25	5%
Pubs	25	5%
Brentford Library	23	4%
Syon House and Park	22	4%
Heritage, History and Old Buildings	20	4%
Museum of Water and Steam	19	3%
Boston Manor House and Park	14	3%
The Musical Museum	14	3%
St. Lawrence's Church	12	2%
Market Place	11	2%
Parks	10	2%
Golden Mile/Art Deco Buildings	9	2%
Gunnersbury Park	9	2%
Johnson's Island Artists	8	1%
Magistrates Court	8	1%
Brentford Dock	7	1%
Brentford Festival	5	1%
Brentford Lock	5	1%
Brentford Market	5	1%
Morrisons	5	1%
Community	4	1%
St. Paul's Church	4	1%
St. Pauls Recreation Ground	4	1%
The High Street	4	1%
Other	51	9%
Totals	547	100%

Question 4

What things do you think have already harmed or changed Brentford's community character and identity? Please list up to 5 examples

Comments made

	No.	%
Poor Planning/Overdevelopment	88	20%
High Street run down	46	11%
Infrastructure and Amenities - transport, health etc.	28	6%
Too many flats - Expensive/small/ugly	32	7%
Ballymore car park	21	5%
Watermans Arts Centre - threats	18	4%
Loss of historic buildings/heritage	14	3%
Transport	14	3%
Morrisons - loss of store and car park	11	3%
Lack of social housing/high house prices	10	2%
LB Hounslow and councillors	7	2%
Watermans Park Marina	7	2%
Ballymore	6	1%
Griffin Park - loss	6	1%
Poor access/inadequate attention to waterside	6	1%
A4/M4 - severance of community	5	1%
Goddards	5	1%
Heathrow expansion/runway 3	4	1%
No community centre/hub	4	1%
Pubs under threat from Covid etc.	4	1%
Crime	3	1%
Empty buildings	3	1%
Loss of industry and local businesses	3	1%
Property purchase from overseas	3	1%
Other	85	20%
Totals	433	100%

Question 5

What threats or obstacles do you think could harm or change Brentford's community character and identity in the future? Please list up to 5 examples

Comments made

	No.	%
Poor planning/Overdevelopment	50	12%
Infrastructure and Amenities - transport, health etc.	48	12%
Too many flats - too high/expensive/small/ugly	36	9%
High Street - run down	30	7%
Transport - other	26	6%
House prices and lack of family/affordable/social housing	24	6%
Watermans Arts Centre - threats	22	5%
LB Hounslow	17	4%
Morrisons - loss of store and car park	15	4%
Waterside - lack of access and attention	14	3%
Ballymore	13	3%
No community centre/hub. Community spirit weakened	13	3%
Loss of historic buildings/heritage	12	3%
Green space - shortage/lack of investment	10	2%
Pubs - loss and effect of Covid	7	2%
Heathrow expansion/runway 3	6	1%
Crime	4	1%
Town centre development - delays	4	1%
Watermans marina	4	1%
Air quality and climate change	4	1%
Covid	3	1%
Post Office - lack of	3	1%
Other	49	12%
Totals	414	100%

Question 6

On a scale of 1 to 5, 1 being the least important and 5 being the most important, please indicate how important are the following for the future preservation and development of the community character of Brentford.

	1	2	3	4	5	TOTAL
The people who live and/or work in Brentford	3.97% 5	0.79% 1	7.14% 9	21.43% 27	66.67% 84	126
The sense of community in Brentford	1.57% 2	2.36% 3	4.72% 6	22.83% 29	68.50% 87	127
The history and heritage of Brentford	3.17% 4	3.17% 4	3.97% 5	21.43% 27	68.25% 86	126
Brentford's close relationship to the Thames, the Brent, and the Canal	3.17% 4	0.79% 1	1.59% 2	15.87% 20	78.57% 99	126
Cultural facilities in Brentford (arts, cinema, music, theatre etc.)	0.81% 1	0.81% 1	6.45% 8	23.39% 29	68.55% 86	124
Brentford's parks and recreation facilities	0.00% 0	3.20% 4	6.40% 8	21.60% 27	68.80% 86	125
The Bees (Brentford Football Club)	6.35% 8	8.73% 11	17.46% 22	23.02% 29	44.44% 56	126
Other (please specify below)	7.14% 2	7.14% 2	10.71% 3	14.29% 4	60.71% 17	28

See **Annex 1** for “other” responses to **Question 6**

Question 7

On a scale of 1 to 5, 1 being the least important and 5 being the most important, please indicate how important are the following sources of information you regularly use to find out what's going on in Brentford.

	1	2	3	4	5	TOTAL
Newspaper(s)	58.62% 68	12.93% 15	12.07% 14	11.21% 13	5.17% 6	116
Social media (e.g. Facebook groups, Instagram, Twitter)	17.80% 21	10.17% 12	13.56% 16	26.27% 31	32.20% 38	118
London Borough of Hounslow website	27.50% 33	23.33% 28	26.67% 32	12.50% 15	10.00% 12	120
Other websites (e.g. TW8 community website)	5.79% 7	5.79% 7	9.09% 11	25.62% 31	53.72% 65	121
Word of mouth	5.08% 6	5.08% 6	24.58% 29	28.81% 34	36.44% 43	118
Other (please specify below)	13.79% 4	3.45% 1	13.79% 4	31.03% 9	37.93% 11	29

See **Annex 1** for “other” responses to **Question 7**

Question 8

Please list up to 5 ways in which you believe that the level of your involvement in community and civic affairs could be improved.

The responses to this “free text” question were many and varied and difficult to categorise. Some responses were such they are not suitable for publication.

The table below provides a rough categorisation of the responses.

	No.	%
Community consultation by LB Hounslow	53	23%
Local media - newspaper, social media etc	25	11%
Join/engage with a local group	12	5%
More community events	11	5%
Historical talks, walks, research, and information	8	3%
Support for local shops and businesses	7	3%
Volunteering	7	3%
Create community centre (s)	6	3%
Community action and events	5	2%
Sport, leisure, and arts facilities	5	2%
Developers that listen to the community	4	2%
Other	87	38%
Totals	230	100%

There is a clear interest in more meaningful, participatory, and local **consultation by LB Hounslow**. Several comments suggested that this should be more than just “going through the motions”.

There is also a considerable demand for more information on matters such as local news, events, and planning issues. The existing **local media** are thought to provide a good service but there is a demand for more.

There is an appetite to join, or to engage with, **local groups** and for there to be more **community events**.

There is interest in the other topics listed in the table above. Several comments expressed an interest in **volunteering** but stated that it was difficult to find information on local opportunities to volunteer.

Question 9

Thank you for completing our survey. Please add any comments or suggestions that you may have about Brentford's community character and identity. (There is plenty of room make your comments)

Of the 127 respondents, 33 (26%) provided "free text answers to this question. Again, some responses were such that they are not suitable for publication.

The uncategorised responses are listed in **Annex 2**.

ANNEX 1

“Other” responses to Question 1

Do you think that Brentford has a distinctive community character and identity? Please select your response

- It has a split personality
- Brentford of course has a distinctive community spirit and character but it is in danger of being eroded, eroded and lost forever.
- Strong identity once, being fast eroded
- It did have once
- It used to when it was borough of Brentford and Chiswick
- It certainly doesn't now; maybe it did in the past?
- It did, but it has been destroyed by council neglect, inappropriate developments and lack of support for local businesses.
- It did have when I was growing up 1950s to 1980s. Not now, so many flats and old Brentford families descendants can no longer afford to live there
- Its character and identity is old, new, being built and being planned

“Other” responses to Question 2

On a scale of 1 to 5, 1 being the least important and 5 being the most important, please indicate what you believe are the unifying elements that bind us together as a community and as a place?

- Historic roots
- A prosperous community where there are good economic opportunities, social and community facilities and a place that feels safe for all people
- The two rivers, the canal and Brentford town centre
- Historic character
- Historic character
- Tolerance
- WATERMAN'S THEATRE A unique treasure. The only truly Thames waterside theatre in the whole of London. This should be recognised and the theatre adequately funded so it may flourish and serve the whole community instead of being deliberately impoverished so unscrupulous developers and indifferent, short-sighted and ill informed councillors can pick over the bones to pull out a profit from the invaluable land. THE CANAL & RIVERS All our wonderful waterways should be accessible to everyone not just a few with a view. There needs to be green waterside walks, spaces for small businesses and shops, moorings, as well as plenty of recreational activity (I am a coach at The Edge Kayak Club). BRENTFORD FC The move of The Bee to Lionel Road is undoubtedly good for business and football but the whole surrounding development is obese and avarice. So whether the move from Griffin Park will benefit the community as a whole time will tell. BRENTFORD (CARNEGIE) LIBRARY provides a wonderful social service for students, parents & children and people requiring a temporary working environment. PARKS Brentford has an absolute jewel of a park in Boston Manor Park (even with the elephant in the room i.e. The Chiswick Flyover). Green spaces within Brentford are very precious so people encouraged to use them.
- What you see is what you get. Not a pretentious community. I choose to live here and I'm not on my way to somewhere else, once I have raised the cash

- Appreciation of the history of Brentford and its importance as a community.
- Moved to live in Brentford 40 years ago. I love this town, it feels more like a village, everyone is so friendly and I have wonderful neighbours. Not only that we are so lucky to be surrounded by beautiful parks, and the river Thames and the Grand Union canal are on our doorstep. My only negative comment is that we are in danger of over developing the town and risk damaging the heart and soul of this lovely town. The properties being built are also unaffordable to the vast majority of young people born and bred in Brentford, they are being priced out of the market. The infrastructure of the town remains the same, doctor's surgery and schools, while the population is
- Unpretentious. Friendly. Mix of ages. The river & canal. The industrial past. Magic.
- Community events
- The waterways, rivers, canals, boat building and house boats.
- The history
- Long gone market and waterways providing work and local characters
- Its history, heritage and culture
- The friendliness of the community, the connection with the river and canal, and the spirit of creativity
- An active & inclusive community organisation such as Brentford Voice
- We lived 40 years on a leafy Kew street but since moving to Brentford 5 years back we've found it
- This is where I've lived for 25 years, where my children have attended school, it's low key, multi ethnic, diversity of income and faith. It's got parks, canals, it represents the future
- History and a Townscape that could reflect that instead of stamping on it anonymity
- Friendliness and community spirit
- Church community
- There's a thriving local music scene (or there was before Covid).
- Too many people over a short time has left the area devoid of local feeling. Most newcomers don't want to mix,
- Gunnersbury Park
- Being on the bank of the Thames
- An artistic quality & quantity
- To be a thriving community you need a comprehensive collection of local services to include medical, community and shopping facilities that is easily accessible to everyone. Be aware, promoting and supporting local historical groups. Do not sell Brentford short or to developers who do not have the community at heart
- Historical significance. Mixed architecture from a variety of eras. Amazing green and blue spaces.
- Unique Community Spirit - I know all of my neighbours in Church Walk; we're mutually self-supportive, a phenomena which is inevitably absent in new 'developments'. We have/had a Post Office, a large local Supermarket capable of supplying the local populace, as well as greengrocers etc., none of which are 'premium'/gentrified!
- Some cohesion of so many flats being built. So far car park and Verdo flats are being thrown up and are not attractive.
- Access to multiple green spaces and nature, all in walking distance; history of place; friendly neighbours and business, who enjoy bring a Community.
- The history
- A sense of belonging that is encouraged by community events e.g. Carols in the Park, Brentford Festival, etc.
- Walks, alleyways, footpaths. The history, small independent shops, people of similar background

- The built environment
- These questions are well meaning but lack clarity as open to interpretation
- An interesting history
- The canal and Thames waterways. Water frontage and attraction for water-borne visitor and business traffic. The importance of the 2 boatyards in the town Brentfords "Little Venice" in the west" to be exploited as a USP
- Johnson Island Artists, Waterman's Theatre, Grand Union Canal, proposed development by Barrymore, local bakers, small artisan shops, market area, pubs like The Black Dog and The Weir, Dukes cars. Canal boats and tow paths to walk along.
- Johnson Island Artists, Waterman's Theatre, Grand Union Canal, proposed development by Barrymore, local bakers, small artisan shops, market area, pubs like The Black Dog and The Weir, Dukes cars. Canal boats and tow paths to walk along.
- I have lived in Brentford for over 50 years & feel its heart and soul has been rubbed out of the community, The only plus side is the transport links & that is why all the original residents & their children that have lived here for years are being pushed out & unable to remain in this area.
- I really don't think there is an 'us'. My wife and I live just over the border in Ealing. We are part of a number of separate communities including canal tow path walkers, Waterman's cinema goers and, Waterman's Arms customers
- Diversity of employment and environment
- The waterways
- The independent nature of Brentford, no chain shop's it's a local focus, but with an outward view

"Other" responses to Question 6

On a scale of 1 to 5, 1 being the least important and 5 being the most important, please indicate how important are the following for the future preservation and development of the community character of Brentford.

- Create space/environment for small businesses, not multinational chains
- Community cohesion
- The arts centre
- Community clubs for all Ages
- Creative Community space
- Communal activities at festival time e.g. Carol singing
- Please do not move the Waterman's Theatre from the waterside to a seventies prefab building!
- A welcoming place to live and work from where the Council appreciate long term residents not drive them out with 'greedy planning, anti- culture, anti-car' approach to seemingly everything!
- Good local services and shops
- Allotments; gardens; no new dwelling should be without balcony/small garden even on roof - look at Mexico City. TREES. Council must ditch their silly idea of no tree above 16' - we NEED THEM TALL.
- Covid 19 effect on economy/loss of Heathrow jobs
- Good environmental policies so we can all enjoy being outside and protect the planet long term.
- Don't forget religious communities
- Gunnersbury Park.
- Addressing air quality and pollution issues in the town
- Affordable, properly affordable, and social housing
- Good local supermarket Food shops
- Let's have something even a bit unique & innovative, not the usual template 'architecture' erected along every bit of City watersides...

- The library!
- Boats and people who live on them! We are not water gypsies and layabout! We pay bills, Council Tax, have good jobs, work hard to maintain our boats and want the infrastructure like boat yards and facilities for ourselves to be integral to the development with our needs being an afterthought to 000s of flats being built.
- The churches which provide a source of spiritual nourishment, community hubs and community support.
- A sense of pride in Brentford
- Independent craft shops
- Greenery such as plenty of trees, shrubs, flowers and litter free

“Other” responses to Question 7

On a scale of 1 to 5, 1 being the least important and 5 being the most important, please indicate how important are the following sources of information you regularly use to find out what's going on in Brentford.

- Again, if there was a community space that would be a source of information - like Hammersmith Neighbourhood Centre
- Being out and about, seeing what is happening
- Brentford nextdoor
- Personal observation of living in Brentford and watching it grow and change.
- Hounslow Matters Magazine
- Residents' newsletters, leaflets from the library, TFL emails
- Ballymore newsletter and Brentford Voice
- My own eyes
- Street WhatsApp group
- As I walk around Brentford seeing what's going on being advertised
- Personal observation
- Brentford Voice
- Local action groups and their online presence
- Posters in shops and notices in market place etc.
- Haven't seen a local newspaper for some time
- Brentford Voice
- Neighbourhood app
- Library, Next Door, Street WhatsApp groups, local amenity and community groups, political parties
- Our Avenue Road WhatsApp group
- Residents' association (local group)
- Developers' PR.
- Brentford Voice
- Brentford community website
- Very difficult to find out about news in Brentford and what events are happening. TW8 Online Newsletter is good.
- Email. Brentford Voice, Brentford Community Council
- Posters, leaflets
- Research what is happening locally
- Visiting Brentford
- Instagram and local #tags

Responses to Question 9

- Always think about the people who live and work locally. New jobs planned you say, where will they be. Can the local workforce fill the rolls?
- Ballymore, Goddards and the council are major landowners. Would be good to see a comprehensive strategy for the town centre, on the lines that Brentford Voice is organised. At the moment, there isn't any overall governance in Brentford. It's all a bit hit and miss. Brentford Voice the only organisation trying to look at issues in the round.
- Brentford doesn't have a Community Centre - a place where OAPs, for example, can go for chiropody, a haircut, and free exercise classes. Other towns and villages throughout the UK have a hub, a Community Centre, where locals can participate in local events. Brentford does not.
- Brentford is a brilliant place but it is often over looked or worse, looked down upon by others that do not live here and they have a point for so long Brentford has been neglected or just milked as a cash cow e.g. the waterfront & the Great West Road or further back in time the Chiswick Flyover. Brentford is a very special. It is on the confluence of three major waterways (others are buried roads). It is surrounded on all sides by prestigious places (Ealing, Kew, Richmond, Chiswick and Syon) but still maintains its own proud identity. Brentford is a Brilliant place. It is rebuilding itself. A new High Street is very exciting but it cannot be spoilt by self-interested and politically motivated dogma. Brentford is a brilliant place and that is why I choose to live here.
- Brentford is brilliant, it needs to be allowed to be more inclusive.
- Brentford is in such a great location, with the rivers and canal; great access by train into London and wider area; great road links; and good neighbours. So a lovely place to live for leisure activities and easy access to work and culture. But it does feel like the huge number of building developments in every corner of Brentford are in danger of swamping the town and crushing any community identity that currently exists. It feels like our town has already closed, as the Council and Developers are not addressing what impact their plans are having now and for the future of our home. We're living now, through up to 8 years of development without the minimum of a Post Office; a newsagents; and supermarket Morrisons having to close for another Development. It's shocking that our Council hasn't made any plans to keep these essential services in our High Street. Someone needs to address this loss of our High Street Community hub fast.
- Bring back the Brentford Fountain
- For me, Brentford's community character hinges on the fact that it feels independent of the rest of West London. It feels different - friendlier, more creative, quirkier characters. The pubs have always been more traditional stand at the bar and chat to strangers (until Covid). Live music for free throughout Brentford
- I am not against building accommodation, but the number of flats being built are for whom? No doubt speculators will have a field day, Hounslow council have a lot to answer for, not at least letting Ballymore run riot and destroy Brentford. Time a change for the party who are more interested in S106 rather the residents who keep them in power-roll on the council elections.

Too many people at the top of the council are only really keen on photo opportunities, even our MP.

- I believe the heart of Brentford is its waterways. These should be promoted, lit, maintained and open to everyone. Facilities should be available to promote Brentford as a boat- friendly area. The Green Dragon estate is not a success so why build more high rises? They do not promote community. The High Street should not be in shadows from blocks. Hounslow should not allow the mass building of one/two bedroom flats but should focus on family homes so we are not just a commuter belt. They can also stop travelling abroad to sell the area to businesses, many investor flats are empty at weekends which kills the community. Lastly, we're Brentford, not Kew. Renaming the steam museum to wipe out its Brentford identity was the start of a slippery slope. We're built on industry, save that heritage.
- I guess some would regard us as gentrifier incomers, others as anti-car fanatics. We drive, cycle, walk and use public transport, even Uber or Bolt on occasion, but are very concerned to further reduce air and noise pollution, above all for the sake of our little local grandchildren.
- I have lived here for 6 years and work in a management position in a local NHS team. Brentonians have a distinct and friendly nature. This is characterised by the diverse variety of performances and activities on offer at the Watermans, the beautiful sights and sounds by the river and canal and the formerly lively and thriving pub scene. The onset of new development has stripped the high street of character and heritage. It has left the long standing staff in Morrisons constantly fearful about their jobs with repeated changes of plans from developers. It has ripped Griffin Park from the heart of Brentford. It has led to a harsh contrast between the new/ gentrified but not publicly accessible areas and the old friendly diverse Brentford which somehow integrated the community from the more affluent Butts to the less affluent Haverfield Estate. There is a serious risk to loss of character and community spirit through lack of infrastructure, amenities and accessibility- all the aspects that previously made Brentford Brilliant.
- I hope there will be a decent size supermarket as needed with the size of community
- I think the councillors do a great job to keep the local community informed and together. There are loads of little projects (like gardening and the market) popping up and it's fun to get involved.
- I wish that the new development which is currently happening in Brentford could be sensitive to the existing community in Brentford, which could happen with the creation of more community buildings/ sports and cultural centres in Brentford. I think one of the things that makes Brentford unique is the town's relationship to the water and this rich history of industrial character.
- I would love to know the number of flats in all the current high rise development s are and the current percentage occupancy. How many 3 bedrooms flats for families where there is a real need and how many studio flat for single occupancy.
- I'd like to commend Cllr Guy Lambert for his work in the local community, and for his weekly blog which is humorous and informative.

- In general, this type of consultation is all too rare. The 'wheels of progress' keep rolling all in one direction. We are losing our history, culture and social identity. Bad for the soul of Brentford and it's citizens
- It would be good to have a Brentford community hall with yoga/keep fit/ Zumba etc. Community space for events/ music events etc.
- It's being/been destroyed to become akin to the American model of template banality!
- It's important that the results of this survey are shared and a demonstration that something happened based on the findings
- Keep the diversity, maximise the waterways opportunities, keep things moving forwards - TOO many delays
- Looking forward to a better Brentford
- My main concern is moving Watermans from its ideal location, so the river cannot be enjoyed for all. As NO-ONE wants it to move. I think we should have a say on the types of shops that should be brought in to the High Street. And maybe have some historic placards up in parks and other areas in Brentford.
- Our previous MP, Mary, wrote a weekly letter to tell what she did each week, all we get now is a few words from a councillor who overrides red crossing lights on his bike by the Magpie
- Thank you Brentford Voice!
- Thank you for organising this survey, the questions you ask are directly relevant and important to the future of Brentford, where home is.
- There are several Brentfords and it's important to try and knit them together
- To all those who ask me what it's like living in Essex or who point out I don't have an Essex-accent...I don't live in BRENTWOOD!!
- We have fantastic natural facilities and history in Brentford but it feels as if access is being 'stolen' from us as the river and canal sides are turned over to more and more blocks of flats with less and less access for other local residents. And if we lose Morrison's and its ease of parking, Watermans and its river access and the ability to drive down side roads it will tear the heart from the Community. Thank you for the opportunity to comment.
- We need to pull together urgently to preserve our community
- What 'community character and identity'? At present there is almost none. The key is to open up the waterways and make them central to the new development.