

# CABINET

THURSDAY, 23RD JUNE, 2022

At 7.00 pm

in the

GREY ROOM - YORK HOUSE, WINDSOR

## SUPPLEMENTARY AGENDA

### PART I

<u>ITEM</u>	<u>SUBJECT</u>	<u>PAGE NO</u>
	v. Maidenhead Town Team	3 - 40

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Report Title:	<b>Maidenhead Town Team</b>
Contains Confidential or Exempt Information	No - Part I
Cabinet Member:	Councillor Coppinger, Cabinet Member for Environmental Services, Parks & Countryside & Maidenhead
Meeting and Date:	Cabinet – 23 June 2022
Responsible Officer(s):	Andrew Durrant, Director of Place & Chris Joyce, Head of Infrastructure, Sustainability & Economic Growth
Wards affected:	<b>All</b>



## **REPORT SUMMARY**

In June 2021 Cabinet adopted the Maidenhead Vision and Charter which was prepared in collaboration with local stakeholders, residents and communities.

One of the outcomes was that a town team would be established to review, monitor and assess projects that come forward to ascertain whether they meet the Maidenhead Vision Charter’s key points.

This report outlines the process for establishing the town team to replace the existing Maidenhead Town Partnership. Everyone with an interest in the future of Maidenhead town centre will have the opportunity to continue working together, building on a spirit of cooperation, and delivering an attractive, vibrant and sustainable town centre for all.

## **1. DETAILS OF RECOMMENDATION(S)**

**RECOMMENDATION:** That Cabinet notes the report and:

- i) ***Endorses the process of establishing the Maidenhead Town Team by replacing the existing Maidenhead Town Partnership to be more inclusive of the community of the town.***

## **2. REASON(S) FOR RECOMMENDATION(S) AND OPTIONS CONSIDERED**

### **Options**

**Table 1: Options arising from this report**

<b>Option</b>	<b>Comments</b>
That Cabinet endorses the recommendation in this report and supports the establishment of the Maidenhead Town Team <b>This is the recommended option</b>	

Option	Comments
That Cabinet does not endorse the establishment of the Town Team	This is not the recommended option

- 2.1 The current Maidenhead Town Partnership is a private/ public sector partnership established over 25 years ago to bring together the council and businesses to oversee the day-to-day management of the town centre and help coordinate activity to drive footfall.
- 2.2 The partnership is currently financed via a contribution from RBWM, contributions from private sector board members, event sponsorship, and commercial income generated through the High Street market and promotional space.
- 2.3 The council employs a Maidenhead Town Manager who is responsible for the delivery of the town partnership business plan and is the point of contact for the business community.
- 2.4 The partnership is well established and delivers the events and marketing programme for the town centre and offers a point of contact for businesses in the town.
- 2.5 The 15-year vision for Maidenhead outlined in the adopted Vision and Charter states that:
- 2.6 ***“Maidenhead will be a thriving Thames-side community - a welcoming social, community and business hub that makes the most of everything that surrounds it. It shall be a place where we celebrate local character and embrace new, high-quality buildings and public spaces. Connected, physically and digitally, the town centre will be our proud heart, a place of leisure, living and working which seamlessly transitions between vibrant day and evening activities.”***
- 2.7 Rather than set up the Maidenhead Town Team as a separate group potentially in competition for resources with the Maidenhead Town Partnership the recommended approach is to disband the Maidenhead Town Partnership and establish the new Make Maidenhead Town Team. At the same time there will be a re-launch of the Maidenhead Vision and Charter and recruitment for the new town team roles. Existing Maidenhead Town Partnership members will be invited to be a part of the new Town Team.
- 2.8 Roles will be advertised for each of the below action groups and a recruitment panel will be set up to ensure that town team members are reflective of the demographic of the town. These roles will complement the existing business representation on the existing Town Partnership.
- 2.9 The Town Team will be supported by a number of Action Teams to focus on specific topic areas, such as Movement & Transport, Sustainability Innovation (COP 25), Open Space & Environment, Arts & Culture, Young People, Retail & Markets, Communications. Each action group will feed into the Maidenhead Town Team ‘Board’. Make Maidenhead is the trusted brand set up to

communicate and engage with residents and businesses - this will be used to shout about the work of the Town Team and to promote local businesses, markets and events.

### 3. KEY IMPLICATIONS

- 3.1 The establishment of an inclusive Town Team for Maidenhead will enhance the existing work of the Maidenhead Town Partnership and ensure that all sectors of the Maidenhead community get the opportunity to help deliver a vibrant future for the town as regeneration continues.

By creating one partnership, the Make Maidenhead Town Team, to drive forward recommendations within the Vision and Charter there will be a coordinated approach to the future of the town centre which is inclusive for all demographics.

**Table 2: Key Implications**

Outcome	Unmet	Met	Exceeded	Significantly Exceeded	Date of delivery
Consultation with existing Maidenhead Town Partnership					19 July 2022
Relaunch of Maidenhead Vision and Charter and advertisement of new town team roles					01 September 2022
Interviews for town team applicants					15 September 2022
Appoint town team					01 October 2022
Inaugural Maidenhead Town Team meeting					29 November 2022

#### 3.2 Recruitment process to Maidenhead Town Team:

- It is important to recognise the existing town partnership membership and provide an opportunity for current members to remain a part of the Town Team. The existing members provide needed representation from the commercial sector in the town centre and have knowledge and passion for the future of the town. The addition of community representation will enhance the work of the existing partnership and provide wider view and opinions.

- If the recommendation in this report is approved consultation with the existing town partnership will take place in July 2022.
- The relaunch of the Maidenhead Vision and Charter will be scheduled for the beginning of September 2022 with applications for representatives to join the Town Team sub-groups opening at the same time.
- A panel of RBWM officers and lead member for Maidenhead and representation from the opposition will assess applications and, if necessary, interview applicants.
- Town Team community representatives appointed beginning of October 2022.
- First full meeting of Maidenhead Town Team end of November 2022

#### **4. FINANCIAL DETAILS / VALUE FOR MONEY**

There are no financial implications of this report. The income generation opportunities from the existing town partnership structure will continue and have the opportunity to grow via the new town team structure.

#### **5. LEGAL IMPLICATIONS**

5.1 There are no legal implications from this report.

#### **6. RISK MANAGEMENT**

6.1 None.

#### **7. POTENTIAL IMPACTS**

7.1 Equalities. Equality Impact Assessments are published on the [council's website](#).

7.2 Climate change/sustainability. Charter point 11 states that “We commit to creating a green town including working towards achieving net biodiversity gain on all town centre projects”. Climate change and sustainability will be a key theme of the Make Maidenhead Town Team.

7.3 Data Protection/GDPR. None

#### **8. CONSULTATION**

8.1 Existing Maidenhead Town Partnership members will be consulted. A communication and engagement plan will then be used to re-launch the Maidenhead Vision and Charter and to recruit new members.

#### **9. TIMETABLE FOR IMPLEMENTATION**

9.1 Immediately. The full implementation stages are set out in table 3.

**Table 3: Implementation timetable**

<b>Date</b>	<b>Details</b>
23 June 2022	Make Maidenhead Town Team to Cabinet
July 2022	Consultation with existing Town Partnership
September 2022	Re-launch of Maidenhead Vision and Charter and recruitment of new members
November 2022	Make Maidenhead Town Team fully operational and sub groups established.

## 10. APPENDICES

10.1 This report is supported by two appendices:

- Appendix A – Equality Impact Assessment
- Appendix B – Maidenhead Vision & Charter

## 11. BACKGROUND DOCUMENTS

11.1 This report is supported by one background document:

- Maidenhead Vision and Charter

## 12. CONSULTATION

<b>Name of consultee</b>	<b>Post held</b>	<b>Date sent</b>	<b>Date returned</b>
<i>Mandatory: Statutory Officers (or deputies)</i>			
Adele Taylor	Executive Director of Resources/S151 Officer		<b>16/06/22</b>
Emma Duncan	Deputy Director of Law and Strategy / Monitoring Officer		<b>15/06/22</b>
<i>Deputies:</i>			
Andrew Vallance	Head of Finance (Deputy S151 Officer)		
Elaine Browne	Head of Law (Deputy Monitoring Officer)		
Karen Shepherd	Head of Governance (Deputy Monitoring Officer)		
<i>Mandatory: Procurement Manager (or deputy) - if report requests approval to award, vary or extend a contract</i>			
Lyn Hitchinson	Procurement Manager		
<i>Other consultees:</i>			
<i>Directors (where relevant)</i>			
Duncan Sharkey	Chief Executive		
Andrew Durrant	Executive Director of Place		

Kevin McDaniel	Executive Director of Children's Services		
Hilary Hall	Executive Director of Adults, Health and Housing		

Confirmation relevant Cabinet Member(s) consulted	Cabinet Member for Environmental Services, Parks & Countryside & Maidenhead	Yes
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## REPORT HISTORY

Decision type:	Urgency item?	To follow item?
Non-key decision	No	No

Report Author: Steph James, Service Lead for Economic Growth Tel: 01628 796128
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# ROYAL BOROUGH OF WINDSOR AND MAIDENHEAD

## EQUALITY IMPACT ASSESSMENT

### EqIA : Maidenhead Town Team

#### Essential information

Items to be assessed: (please mark 'x')

Strategy		Policy		Plan		Project	X	Service/Procedure	
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Responsible officer	Steph James, Service lead for economic growth	Service area	Infrastructure, sustainability and economic growth	Directorate	Place
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Stage 1: EqIA Screening (mandatory)	Date created: 30/05/22	Stage 2 : Full assessment (if applicable)	NA
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Approved by Head of Service / Overseeing group/body / Project Sponsor:

*"I am satisfied that an equality impact has been undertaken adequately."*

Signed by (print):

Dated:

# ROYAL BOROUGH OF WINDSOR AND MAIDENHEAD

## EQUALITY IMPACT ASSESSMENT

### EqIA : Maidenhead Town Team

#### Guidance notes

##### What is an EqIA and why do we need to do it?

The Equality Act 2010 places a 'General Duty' on all public bodies to have 'due regard' to:

- Eliminating discrimination, harassment and victimisation and any other conduct prohibited under the Act.
- Advancing equality of opportunity between those with 'protected characteristics' and those without them.
- Fostering good relations between those with 'protected characteristics' and those without them.

EqIAs are a systematic way of taking equal opportunities into consideration when making a decision, and should be conducted when there is a new or reviewed strategy, policy, plan, project, service or procedure in order to determine whether there will likely be a detrimental and/or disproportionate impact on particular groups, including those within the workforce and customer/public groups. All completed EqIA Screenings are required to be publicly available on the council's website once they have been signed off by the relevant Head of Service or Strategic/Policy/Operational Group or Project Sponsor.

##### What are the "protected characteristics" under the law?

The following are protected characteristics under the Equality Act 2010: age; disability (including physical, learning and mental health conditions); gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex; sexual orientation.

##### What's the process for conducting an EqIA?

The process for conducting an EqIA is set out at the end of this document. In brief, a Screening Assessment should be conducted for every new or reviewed strategy, policy, plan, project, service or procedure and the outcome of the Screening Assessment will indicate whether a Full Assessment should be undertaken.

##### Openness and transparency

RBWM has a 'Specific Duty' to publish information about people affected by our policies and practices. Your completed assessment should be sent to the Strategy & Performance Team for publication to the RBWM website once it has been signed off by the relevant manager, and/or Strategic, Policy, or Operational Group. If your proposals are being made to Cabinet or any other Committee, please append a copy of your completed Screening or Full Assessment to your report.

##### Enforcement

Judicial review of an authority can be taken by any person, including the Equality and Human Rights Commission (EHRC) or a group of people, with an interest, in respect of alleged failure to comply with the general equality duty. Only the EHRC can enforce the specific duties. A failure to comply with the specific duties may however be used as evidence of a failure to comply with the general duty.

# ROYAL BOROUGH OF WINDSOR AND MAIDENHEAD

## EQUALITY IMPACT ASSESSMENT

### EqIA : Maidenhead Town Team

#### Stage 1 : Screening (Mandatory)

##### **1.1 What is the overall aim of your proposed strategy/policy/project etc and what are its key objectives?**

In June 2021 Cabinet adopted the Maidenhead Vision and Charter which was prepared in collaboration with local stakeholders, residents and communities.

One of the outcomes was that a town team would be established to review, monitor and assess projects that come forward to ascertain whether they meet the Maidenhead Vision Charter's key points.

The cabinet report outlines the process for establishing the town team to replace the existing Maidenhead Town Partnership. Everyone with an interest in the future of Maidenhead town centre will have the opportunity to continue working together, building on a spirit of cooperation, and delivering an attractive, vibrant and sustainable town centre for all.

**1.2 What evidence is available to suggest that your proposal could have an impact on people (including staff and customers) with protected characteristics? Consider each of the protected characteristics in turn and identify whether your proposal is Relevant or Not Relevant to that characteristic. If Relevant, please assess the level of impact as either High / Medium / Low and whether the impact is Positive (i.e. contributes to promoting equality or improving relations within an equality group) or Negative (i.e. could disadvantage them). Please document your evidence for each assessment you make, including a justification of why you may have identified the proposal as "Not Relevant".**

**ROYAL BOROUGH OF WINDSOR AND MAIDENHEAD**  
**EQUALITY IMPACT ASSESSMENT**  
**EqIA : Maidenhead Town Team**

# ROYAL BOROUGH OF WINDSOR AND MAIDENHEAD

## EQUALITY IMPACT ASSESSMENT

### EqIA : Maidenhead Town Team

Protected characteristics	Relevance	Level	Positive/negative	Evidence
<b>Age</b>	Relevant	Low	Positive	<i>Key data: The estimated median age of the local population is 42.6yrs [Source: <a href="#">ONS mid-year estimates 2020</a>]. An estimated 20.2% of the local population are aged 0-15, and estimated 61% of the local population are aged 16-64yrs and an estimated 18.9% of the local population are aged 65+yrs. [Source: <a href="#">ONS mid-year estimates 2020</a>, taken from <a href="#">Berkshire Observatory</a>]</i>
<b>Disability</b>	Relevant	Low	Positive	The aim of the Town Team is to provide an inclusive forum for anyone with an interest in the town to get involved. Part of the role of the Town Team will be to enhance accessibility to the town centre.
<b>Gender re-assignment</b>	Relevant	Low	Positive	The aim of the Town Team is to provide an inclusive forum for anyone with an interest in the town to get involved
<b>Marriage/civil partnership</b>	Relevant	Low	Positive	The aim of the Town Team is to provide an inclusive forum for anyone with an interest in the town to get involved
<b>Pregnancy and maternity</b>	Relevant	Low	Positive	The aim of the Town Team is to provide an inclusive forum for anyone with an interest in the town to get involved
<b>Race</b>	Relevant	Low	Positive	<i>Key data: The 2011 Census indicates that 86.1% of the local population is White and 13.9% of the local population is BAME. The borough has a higher Asian/Asian British population (9.6%) than the South East (5.2%) and England (7.8%). The forthcoming 2021 Census data is expected to show a rise in the BAME population. [Source: 2011 Census, taken from <a href="#">Berkshire Observatory</a>]</i>
<b>Religion and belief</b>	Relevant	Low	Positive	<i>Key data: The 2011 Census indicates that 62.3% of the local population is Christian, 21.7% no religion, 3.9% Muslim, 2% Sikh, 1.8% Hindu, 0.5% Buddhist, 0.4% other religion, and 0.3% Jewish. [Source: 2011 Census, taken from <a href="#">Berkshire Observatory</a>]</i>
<b>Sex</b>	Relevant	Low	Positive	<i>Key data: In 2020 an estimated 49.6% of the local population is male and 50.4% female. [Source: <a href="#">ONS mid-year estimates 2020</a>, taken from <a href="#">Berkshire Observatory</a>]</i>

# ROYAL BOROUGH OF WINDSOR AND MAIDENHEAD

## EQUALITY IMPACT ASSESSMENT

### EqIA : Maidenhead Town Team

<b>Sexual orientation</b>	Relevant	Low	Positive	The aim of the Town Team is to provide an inclusive forum for anyone with an interest in the town to get involved
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#### Outcome, action and public reporting

Screening Assessment Outcome	Yes / No / Not at this stage	Further Action Required / Action to be taken	Responsible Officer and / or Lead Strategic Group	Timescale for Resolution of negative impact / Delivery of positive impact
Was a significant level of negative impact identified?	No			
Does the strategy, policy, plan etc require amendment to have a positive impact?	No			

If you answered **yes** to either / both of the questions above a Full Assessment is advisable and so please proceed to Stage 2. If you answered “No” or “Not at this Stage” to either / both of the questions above please consider any next steps that may be taken (e.g. monitor future impacts as part of implementation, re-screen the project at its next delivery milestone etc).

**ROYAL BOROUGH OF WINDSOR AND MAIDENHEAD**  
**EQUALITY IMPACT ASSESSMENT**  
**EqIA : Maidenhead Town Team**

**Stage 2 : Full assessment**

**2.1 : Scope and define**

**2.1.1 Who are the main beneficiaries of the proposed strategy / policy / plan / project / service / procedure? List the groups who the work is targeting/aimed at.**

**2.1.2 Who has been involved in the creation of the proposed strategy / policy / plan / project / service / procedure? List those groups who the work is targeting/aimed at.**

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# ROYAL BOROUGH OF WINDSOR AND MAIDENHEAD

## EQUALITY IMPACT ASSESSMENT

### EqIA : Maidenhead Town Team

#### 2.2 : Information gathering/evidence

**2.2.1 What secondary data have you used in this assessment?** *Common sources of secondary data include: censuses, organisational records.*

**2.2.2 What primary data have you used to inform this assessment?** *Common sources of primary data include: consultation through interviews, focus groups, questionnaires.*

**Eliminate discrimination, harassment, victimisation**



# ROYAL BOROUGH OF WINDSOR AND MAIDENHEAD

## EQUALITY IMPACT ASSESSMENT

### EqIA : Maidenhead Town Team

Protected Characteristic	Advancing the Equality Duty : Does the proposal advance the Equality Duty Statement in relation to the protected characteristic (Yes/No)	If yes, to what level? (High / Medium / Low)	Negative impact : Does the proposal disadvantage them (Yes / No)	If yes, to what level? (High / Medium / Low)	Please provide explanatory detail relating to your assessment and outline any key actions to (a) advance the Equality Duty and (b) reduce negative impact on each protected characteristic.
Age					
Disability					
Gender reassignment					
Marriage and civil partnership					
Pregnancy and maternity					
Race					
Religion and belief					
Sex					
Sexual orientation					

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**Advance equality of opportunity**

# ROYAL BOROUGH OF WINDSOR AND MAIDENHEAD

## EQUALITY IMPACT ASSESSMENT

### EqIA : Maidenhead Town Team

Protected Characteristic	Advancing the Equality Duty : Does the proposal advance the Equality Duty Statement in relation to the protected characteristic (Yes/No)	If yes, to what level? (High / Medium / Low)	Negative impact : Does the proposal disadvantage them (Yes / No)	If yes, to what level? (High / Medium / Low)	Please provide explanatory detail relating to your assessment and outline any key actions to (a) advance the Equality Duty and (b) reduce negative impact on each protected characteristic.
Age					
Disability					
Gender reassignment					
Marriage and civil partnership					
Pregnancy and maternity					
Race					
Religion and belief					
Sex					
Sexual orientation					

# ROYAL BOROUGH OF WINDSOR AND MAIDENHEAD

## EQUALITY IMPACT ASSESSMENT

### EqIA : Maidenhead Town Team

#### Foster good relations

Protected Characteristic	Advancing the Equality Duty : Does the proposal advance the Equality Duty Statement in relation to the protected characteristic (Yes/No)	If yes, to what level? (High / Medium / Low)	Negative impact : Does the proposal disadvantage them (Yes / No)	If yes, to what level? (High / Medium / Low)	Please provide explanatory detail relating to your assessment and outline any key actions to (a) advance the Equality Duty and (b) reduce negative impact on each protected characteristic.
Age					
Disability					
Gender reassignment					
Marriage and civil partnership					
Pregnancy and maternity					
Race					
Religion and belief					
Sex					
Sexual orientation					

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**2.4 Has your delivery plan been updated to incorporate the activities identified in this assessment to mitigate any identified negative impacts? If so please summarise any updates.**

*These could be service, equality, project or other delivery plans. If you did not have sufficient data to complete a thorough impact assessment, then an action should be incorporated to collect this information in the future.*

**ROYAL BOROUGH OF WINDSOR AND MAIDENHEAD**  
**EQUALITY IMPACT ASSESSMENT**  
**EqIA : Maidenhead Town Team**



# MAIDENHEAD VISION CHARTER



WALKS FARMERS' MARKETS CRAFT FAIR  
 PARKS FESTIVALS ART CENTRE  
 BOATING HOMES FRIENDS  
 RACES FAMILIES SHOPS  
 CREATIVE COMMUNITIES  
 THINKERS CONNECTIONS





## POST COVID-19 RECOVERY

*Since the initial community workshops in late 2019 that formed the starting point for this Placemaking Vision and Charter document, the global Covid-19 pandemic has had a significant impact on Maidenhead town centre, businesses and community. As a result, the need for a placemaking Vision demonstrating inspiration, ambition and confidence in the future of our town centre has taken on the new significance, that of helping steer a course for the town centre's post-Covid recovery.*

*The Placemaking Vision & Charter process was commissioned because the need to reimagine Maidenhead town centre was self-evident, with significant new developments underway and changed expectations of what we want our town centre to be - a place of multi-layered, high quality experiences for all rather than a place dominated by retail consumption. Although there is no crystal ball through which to view the post Covid-19 “new normal” that will emerge, the outputs from the community planning process remains a robust set of principles that combine to create a still relevant and exciting vision for the future that chimes with people's expectations and supports the delivery of a healthy, equitable and attractive town centre. The key to securing this future is to build on the consensus that has emerged through the creation of the Vision and Charter and to continue, as one community, to shape the Maidenhead town centre we want to see, together.*

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**jtp**

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**DISCLAIMER:**

This report has been prepared for the sole use of Royal Borough of Windsor and Maidenhead (RBWM) and for the intended purposes as stated in the agreement between RBWM and JTP. No responsibility or liability is accepted towards any other person in respect of the use of this report or for reliance on the information contained in this report by any other person or for any other purpose. The use of this report by unauthorised third parties without written authorisation from JTP shall be at their own risk, and JTP accept no duty of care to any such third party. This document may contain photographs of and/or quotes from participants in the Community Planning process. Publication is intended as a record of the event(s) rather than a representation of the views of the subject(s)





# MAIDENHEAD VISION CHARTER



## 15-YEAR VISION FOR THE TOWN CENTRE

*Maidenhead will be a thriving Thames-side community - a welcoming social, community and business hub that makes the most of everything that surrounds it. It shall be a place where we celebrate local character and embrace new, high-quality buildings and public spaces. Connected, physically and digitally, the town centre will be our proud heart, a place of leisure, living and working which seamlessly transitions between vibrant day and evening activities.*



# SIGNATURES

We, the undersigned, subscribe to the Vision and Charter points set out in this document.

**SIGNATURES TO BE  
PLACED HERE**

# CREATING THE VISION & CHARTER

The face of Maidenhead Town Centre is changing fast with several developments around the town as well as changes to the road network and the forecourt of the railway station. In order to bring all this work together and communicate a strong and supported vision, the Royal Borough of Windsor & Maidenhead (RBWM) appointed JTP to engage with local stakeholders and the wider community to co-create a shared Placemaking Vision and Charter for Maidenhead Town Centre. As part of this process a Community Planning Process, including a Community Planning Day held in Nicholsons Shopping Centre, engaged a wide cross section of the community in dialogue and co-design to shape the vision. More details on The Process and the Community Engagement can be seen in Appendix I & II of this document.

The Vision and Charter will be underpinned by the policies set out by the Borough Local Plan 2013-33 BLPSV-PC and the supporting Placemaking Study completed in 2019. By signing this document, key stakeholders and future developers will commit to contributing to the delivery of the overall vision and charter points, which describes and illustrates the local community's aspirations for the future of Maidenhead's Town Centre. It will also help guide a number of other future areas of work, including future transport and parking strategies and public realm design standards respectively.



Maidenhead Town Centre viewed from South West



New residential and retail development at Chapel Arches, Maidenhead Town Centre



The Clock Tower, Station Approach



The Clock Tower, Station Approach



New residential and retail development at Chapel Arches, Maidenhead Town Centre

# MAIDENHEAD TOMORROW

## WHAT WILL MAIDENHEAD TOWN CENTRE BE LIKE IN THE FUTURE?

Maidenhead town centre will be a mixture of new modern buildings that sit comfortably alongside the old. Clusters of small independent shops populated by artisan bakeries, coffee shops and clothing and homeware are popular throughout the day. The new public squares and green spaces provide a peaceful place to sit on a bench and enjoy a quick bite or a coffee. During the day the town centre is a bustling mix of office workers grabbing lunch and essentials and local residents coming in to shop and utilise local services. At night the varied mix of new restaurants and bars provide a vibrancy not seen for many years and are as well visited by the apartment dwellers close by as by local families travelling in by bike, foot and car from the leafy suburbs of the wider town. At the weekend regular events including specialist food markets and community festivals draw people in from the surrounding areas and give the town centre an animated, cosmopolitan feel. The paths alongside the waterway are busiest at weekends with walkers and cyclists enjoying the waterside setting before stopping off to chat and socialise within the local cafe culture of Maidenhead.

 Existing Railway, services towards London Paddington and the West

 Marlow Branch

 Existing Roads

 Existing Waterways

 Existing Green Open Space

 Maidenhead Rail Station



# CHARTER POINTS

We, the people of Maidenhead, civic leaders and representatives of the business, voluntary and community sectors, are jointly committed to the new Vision Charter for Maidenhead Town Centre.

1. We commit to shaping a safe town centre with a rich, balanced mix of uses and a strong identifiable heart, that promotes a collaborative community and supports a vibrant and diverse day and evening economy.
2. We commit to supporting a dynamic and resilient local economy, attractive to national and international employers, whilst supporting local, independent businesses and community initiatives, nurturing start-ups, training and creating employment and volunteering opportunities throughout the town.
3. We commit to delivering an excellent virtual and physical connectivity throughout the town centre with the development of high-speed digital infrastructures.
4. We recognise the important role of arts and culture and community led events in enabling variety, vibrancy and creativity and commit to supporting these uses and activities in the town.
5. We commit to creating a town that is fully inclusive for all ages, abilities and cultural diversities.
6. We commit to make Maidenhead an exemplar town for sustainable development.
7. We commit to developing a balanced movement hierarchy within the town that supports good movement across the town, which effectively accommodates the car and provides an environment where walking, cycling and public transport can be a natural choice.



*“We will shape the Maidenhead town centre we want to see, together.”*

8. We commit to strengthening the existing ‘green and blue’ landscape assets with enhanced connections and public realm, sensitively developing mixed use buildings fronting onto and activating the waterways for the benefits of the community.
9. We commit to seeking the highest design quality in new buildings and embracing the opportunities of a growing town centre to provide healthy and high-quality living, leisure and working environments with sustainable connections from Bray Wick to the heart of the town centre.
10. We will champion the delivery of inclusive, attractive and flexible public realm to support community wellbeing and provide a range of community, retail and food related activities to improve the vibrancy of the town centre and restore local pride.
11. We commit to creating a green town including working towards achieving net biodiversity gain on all town centre projects.
12. The local community, businesses and Council will continue to collaborate to plan, review, shape and deliver the Vision, to usher in an exciting new chapter in Maidenhead town centre’s story.

# ACTIONS & NEXT STEPS

## 1. Economic Recovery

The global Covid-19 pandemic has had a significant impact on Maidenhead town centre, business, and community. As a result there is a need to look at how support can be provided and economic recovery can be achieved over the next 12-18 months.

## 2. Transport Strategy

Reimagine the current road network as no longer simply maintaining a highways function and increasing capacity for the car, but as a network that provides a comprehensive movement strategy that accommodates a range of functions, facilitates greening and helps to reconnect the town to its centre and provides easy movement across the town and through it.

## 3. Greening Maidenhead

Develop a strategy that drives greening of Maidenhead, seeking all opportunities to green the town centre, including a tree planting strategy that supports north-south and east-west green links in and around the town centre. Wherever possible, enhance local biodiversity with green roofs, walls and great public realm.

## 4. Maximising the Asset of Waterways

Enhance waterside access and engage with established local organisations to further activate the water with light sporting and leisure activities that benefit the community.

## 5. Plan for Southern Expansion Masterplan

Develop a strategy to explore potential enhanced sustainable transport links to the south of the railway, particularly on the existing towpath along York Stream, and the potential new route south, underneath the railway bridge.

## 6. Healthy Streets

Develop and implement a comprehensive movement strategy which is underpinned by the concept of healthy streets and includes a parking strategy, public transport links and enhanced walking and cycling routes, key in this is a pedestrian and cycle route east from Maidenhead Golf Club to Braywick Park.

## 7. RBWM ‘Leading by Example’

Make use of council owned sites and projects to influence local offers and facilities, and to set a new benchmark in environmental standards.

## 8. Working with the Business Community

Collaborate with large businesses located in Maidenhead and working closely with them to further enhance their role and integration within the town.

## 9. Digital Maidenhead

Work towards building excellent digital connectivity throughout the town centre and support the establishment of a strong community platform and (digital) connection in Maidenhead, including exploring the potential for a new town ‘app’ that advertises and provides information on all events.

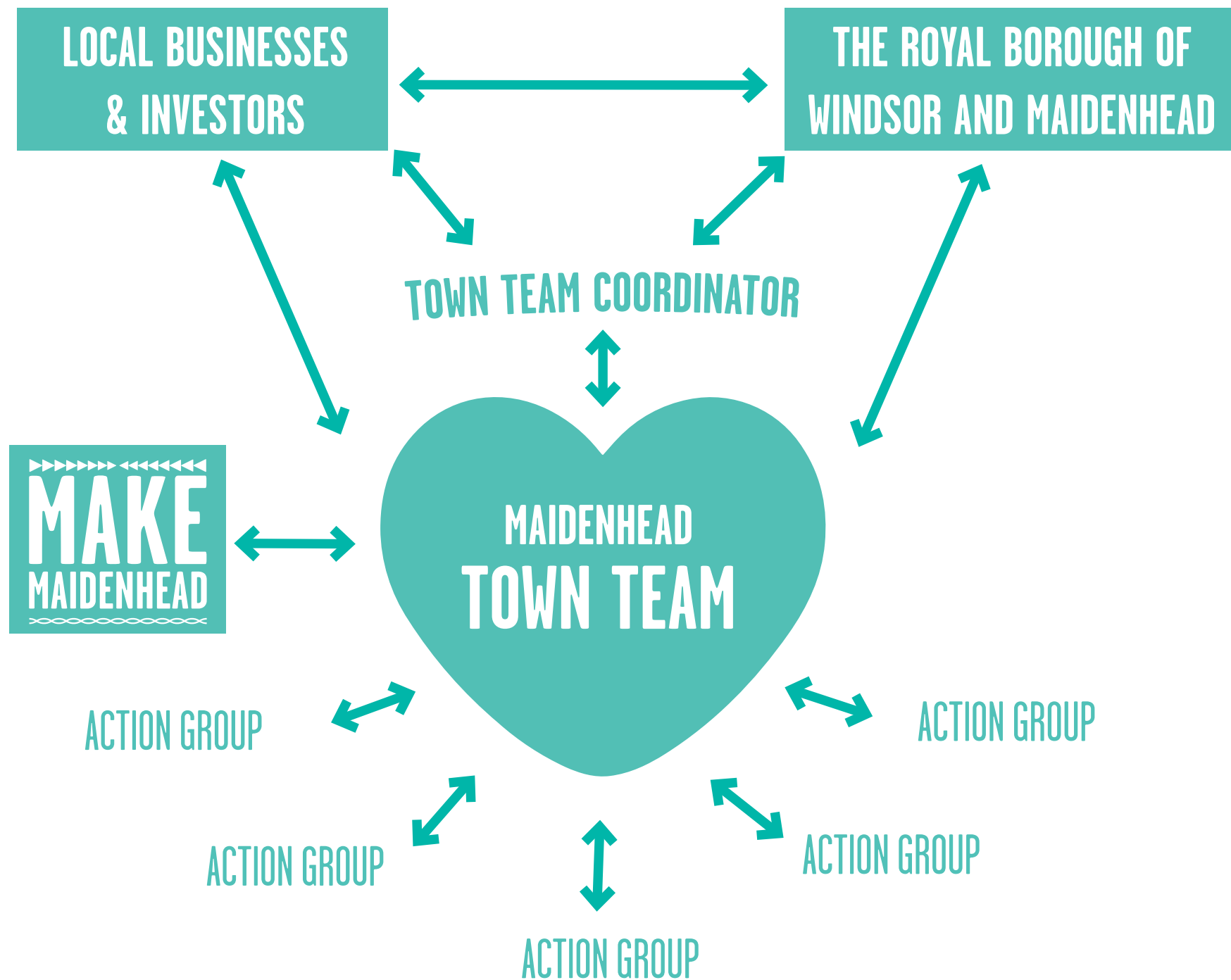
## 10. Social Arena

Build on all the community activity and spirit within the town to create a even diverse and burgeoning mix of community, cultural and arts events, festivals and activities that make Maidenhead a true arena of social activity.

# MAIDENHEAD TOWN TEAM

Throughout the Placemaking Vision community planning process participants expressed their appreciation of the opportunity to input their ideas into the vision and wanted to continue to be involved in developing proposals and delivering positive change. A key part of the vision strategy therefore, is to establish a Town Team to act as an advocate and champion for the vision and contribute to its delivery.

To this end, the Town Team will be made up of representatives from public, private, not for profit and community sectors. The Forum will be supported by a number of Action Teams to focus on specific topic areas, such as Movement & Transport, Sustainability Innovation (COP 25), Open Space & Environment, Arts & Culture, Young People, Retail & Markets, Communications etc. The Town Team coordinator will be responsible for facilitating the process and organise liaison between the various partners and communication with the wider community. In this way, everyone with an interest in the future of Maidenhead town centre will have the opportunity to continue working together, building on a spirit of cooperation, and delivering an attractive, vibrant and sustainable town centre for all.







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