

Report Title:	Maidenhead Vision Charter
Contains Confidential or Exempt Information	No - Part I
Lead Member:	Councillor Coppinger, Cabinet Member for Planning, Environmental Services and Maidenhead.
Meeting and Date:	Cabinet – 27 <sup>th</sup> May 2021
Responsible Officer(s):	<b>Duncan Sharkey – Chief Executive</b>
Wards affected:	<b>St Mary’s &amp; Oldfield</b>

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## **REPORT SUMMARY**

*Maidenhead has been going through major change over the last few years, with the injection of new schemes, already in the planning pipeline, that will change the physical environment where we work, live, and socialise.*

*To capture all stakeholder and community views, and for them to have an input into the shape of the town going forward, it was felt that a Vision for Maidenhead needed to be established. JTP Architects were appointed in early 2019, to help the Council establish the initial community engagement, and the Vision document.*

*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 the 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.*

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

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

- i) Approves and adopts the Maidenhead Vision & Charter document.**
- ii) Delegates authority to the Chief Executive in consultation with the Lead Member for Planning, Environmental Services and Maidenhead, to set up a recruitment panel to establish the membership of the Maidenhead Town Team.**

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

#### **Options**

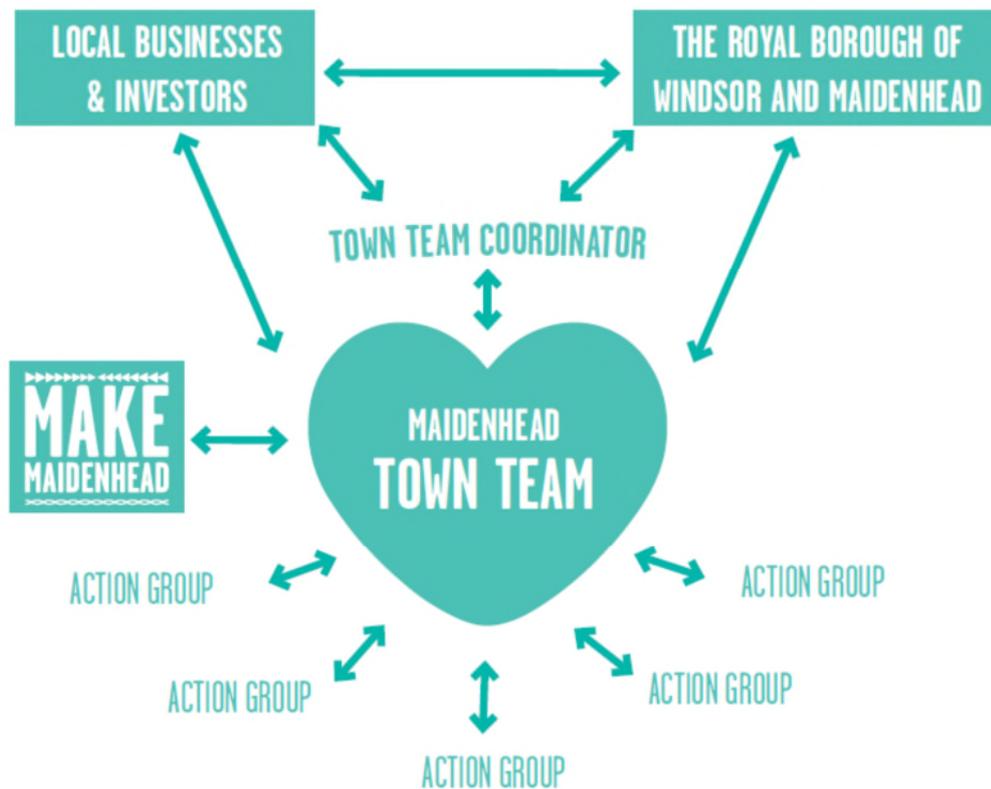
**Table 1: Options arising from this report**

Option	Comments
Approves & Adopts the Maidenhead Vision Charter <b>This is the recommended option</b>	This will enable key stakeholders and community groups the ability to input into and influence the changing shape of their town going forward. Where engagement can be better coordinated and therefore relevant at key stages.
Do nothing This is not recommended	The town will continue to evolve, but input from stakeholder and community groups will be uncoordinated.

- 2.1 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.
- 2.2 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. To bring all this work together and communicate a strong and supported vision, the Council appointed JTP after a procurement process 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 Nicholson Shopping Centre, engaged a wide cross section of the community in dialogue and co-design to shape the vision. The details of this can be found at appendix A Sections I & II.
- 2.3 The Vision and Charter will be underpinned by the policies set out by the Borough Local Plan. This is not a planning document, but an aspiration for the Vision of Maidenhead Town Centre as we move forward, with continued investment and development in the area.
- 2.4 JTP Architects were selected to undertake the work on the Vision & Charter, based on their existing knowledge and understanding of the town. The evolving nature of the build environment, which they were already engaged with, based on the initial work that they had carried out for Areli Real Estate Ltd, in conjunction with the planning application for the Nicholson Quarter. The council were able to gain efficiencies and economies of scale by employing JTP, to add to and improve on the research they had already done. This coupled with excellent community engagement has given a much greater understanding of how the town can better connect with its existing surroundings, as it evolves over the next 15-20 years.

### **3. KEY IMPLICATIONS**

- 3.1 This document sets out the Vision for Maidenhead Town Centre for the next 15-20 years. The Maidenhead Town Team will be established by the council, with representations from a wide selection of groups, making it as inclusive as possible. The Maidenhead Town Team will coordinate with other key stakeholders and community groups and will seek to review and influence decision making where possible. The Town Team will have eight individuals in its membership, which will include two local councillors, one executive director from the council, and five independent members. The council will be responsible for appointing the members of the group. Once the group has been established it will nominate a chair. The chair will be an independent chair, and not be a councillor or an officer of the council. The Town Team will form strong links with existing key stakeholders such as Civic Society, Town Partnership, Regeneration Group, Town Forum, Chamber of Commerce, Business Forum, Access & Disability Forum, Cultural & Civic Society, and many others.
- 3.2 The council will also provide support in the capacity of a Town Team coordinator, who will deal with agenda production, minutes of meetings, coordinating venues for meetings to take place, and coordinating input from other council officers as and when appropriate. The Town Team coordinator will also call on support from the Town Centre Manager.
- 3.3 The Maidenhead Town Team will work in partnership with the council and its officer's in order to review, monitor and assess projects that come forward to clarify if they meet the key charter points, that the town is aspiring to achieve. We do not expect projects to meet every charter point but will be assessing them based on their relevance to each project that is reviewed.
- 3.4 The Vision & Charter has 12 Charter points that have been agreed through the community and stakeholder engagement process. The Maidenhead Town Team will be monitoring and reviewing all activity for the Town Centre through these key points. The key charter points can be found at section 3. 7.
- 3.5 The Town Team will work in partnership with the council and other key action groups, stakeholder, and community groups to ensure that all projects address the charter points where possible. The charter is not a planning document, but an aspiration of the town that our residents, and business have said they want to live in. The Maidenhead Town Team can look at any aspects of the social, economic, and environmental evolution of the town, and seek to engage and coordinate with all stakeholders, to ensure a thorough engagement. The diagram below demonstrates the relationship between The Maidenhead Town Team, and other action groups, whether they be stakeholder groups, or community groups.
- 3.6 The council will ensure a communication strategy is set out, in order to both recruit the initial Town Team board, and also communicate the work of the Town Team to the wider population for both Maidenhead and the wider borough.
- 3.7 The Vision Charter has initially focused on Maidenhead due to the volume of regeneration activity that is underway and planned. However, it may be appropriate to also consider a Vision Charter for other major towns such as Windsor and Ascot.



- 3.8 The Vision & Charter will ensure consistency, and communication on the evolving nature of the Town centre over the next 15-20 years.
- 3.9 By signing this document key stakeholders & future developers will commit to contributing to the delivery of the overall vision and charter points, which describe and illustrates the local community aspirations for the future of Maidenhead Town Centre.
- 3.10 The twelve charter points are:
- 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.
  - 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.
  - We commit to delivering an excellent virtual and physical connectivity throughout the town centre with the development of high-speed digital infrastructures.
  - 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.
  - We commit to creating a town that is fully inclusive for all ages, abilities, and cultural diversities.
  - We commit to make Maidenhead an exemplar town for sustainable development.
  - We commit to developing a balanced movement hierarchy within the town that support 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 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
- 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 Braywick to the heart of the town centre.
- We will champion the delivery of inclusive, attractive, and flexible public realm to supports 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.
- We commit to creating a green town including working towards achieving net biodiversity gain on all town centre projects.
- 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 the Maidenhead town centre's story.

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

- 4.1 There are no direct financial implications for this report although there are resourcing consequences that will be managed within existing teams.
- 4.2 The Town Team Coordinator will be allocated from a staff member within RBWM Property Co Ltd. This position will also be supported by the Town Centre Manager. This will ensure that no extra financial cost is required by the council for staff resources. The time commitment is likely to fluctuate but should average out to 3-4 days per month.
- 4.3 There will also be the requirement for the commitment of time from two councillors, and an Executive Director from the council, as part of the membership of the Maidenhead Town Team. The Maidenhead Town Team is likely to meet as a minimum bi-monthly but could be more frequently depending on subjects or projects that are being reviewed.
- 4.4 PR and Communications will be forthcoming as and when required, as part of ongoing consultation on key projects.

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

- 5.1 There is no legal entity being formed as part of this process. The Maidenhead Town Team will be established to work in partnership with the Council. The agreement to the approval of the Vision & Charter document, and the setting up of the Maidenhead Town Team, will be the responsibility of the council, and will be supported by the council.
- 5.2 The terms of reference for the Maidenhead Town Team can be found at appendix A, Section III.

## 6. RISK MANAGEMENT

- 6.1 There are no key risks associated with the setting up of this groups.
- 6.2 The group's function is to engage with other action groups, influence the agenda for the evolving town, review projects, and where necessary set up individual tasks and finish groups to assist with achieving the 12 key charter points that were brought forward as part of the wider community engagement already undertaken.

## 7. POTENTIAL IMPACTS

- 7.1 Equalities. Equality Impact Assessments are published on the council's website. An initial screening form has been completed at this stage, a full EQIA is not relevant at this stage.
- 7.2 Climate change/sustainability. All elements of the council Environmental and Climate Strategy will be considered when reviewing projects as they come forward to the Maidenhead Town Team.
- 7.3 Data Protection/GDPR. No personal data is currently being held by the Maidenhead Town Team, however, a DPIA will be undertaken before any personal data is collected.
- 7.4 RBWM Property Company Ltd, will be making available some time from one of its project managers to act in the role of Town Team coordinator. This role will also be supported by the Town Centre Manager. No other staffing resources will be required at this stage, above and beyond the normal requirement for officers in their capacity as part of ongoing community & stakeholder engagement, associated with their day to day roles.

## 8. CONSULTATION

- 8.1 The community engagement and consultation process already undertaken can be found in appendix I & II.

## 9. TIMETABLE FOR IMPLEMENTATION

- 9.1 Implementation date if not called in: Immediately. The full implementation stages are set out in table

**Table 2: Implementation timetable Immediately if not called in.12**

Date	Details
29 <sup>th</sup> April 2021	Cabinet approves & Adopts the Vision & Charter document.
12 <sup>th</sup> May 2021	The Vision & Charter document is signed by the council.
31 <sup>st</sup> May 2021	The Vision & Charter document is signed by the key stakeholder groups.
30 <sup>th</sup> June 2021	The membership of the Maidenhead Town Team has been established.

## 10. APPENDICES

10.1 This report is supported by one appendix:

- Appendix A – Maidenhead Vision & Charter

## 11. BACKGROUND DOCUMENTS

11.1 This report is supported by one background documents:

- Equality Impact Assessment (screening report).

## 12. CONSULTATION (MANDATORY)

Name of consultee	Post held	Date sent	Date returned
Cllr Coppinger	Lead Member for Planning, Environmental Services and Maidenhead	22/3/21	22/3/21
Cllr Johnson	Lead Member for Business, Economic Development and Property.	22/3/21	22/3/21
Duncan Sharkey	Chief Executive	22/3/21	22/3/21
Adele Taylor	Director of Resources/S151 Officer	22/3/21	24/3/21
Andrew Durrant	Director of Place	22/3/21	
Kevin McDaniel	Director of Children's Services	22/3/21	
Hilary Hall	Director of Adults, Health and Commissioning	22/3/21	23/3/21
Andrew Vallance	Head of Finance	22/3/21	
Elaine Browne	Head of Law	22/3/21	31/3/21
Emma Duncan	Deputy Director of Law and Strategy / Monitoring Officer	22/3/21	
Nikki Craig	Head of HR Corporate Projects and IT	22/3/21	25/3/21
Louisa Dean	Communications	22/3/21	
Karen Shepherd	Head of Governance	22/3/21	22/3/21

### REPORT HISTORY

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

Report Author: Barbara Richardson – Chief Executive RBWM Property Company Ltd – 01628 796791





# 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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# 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

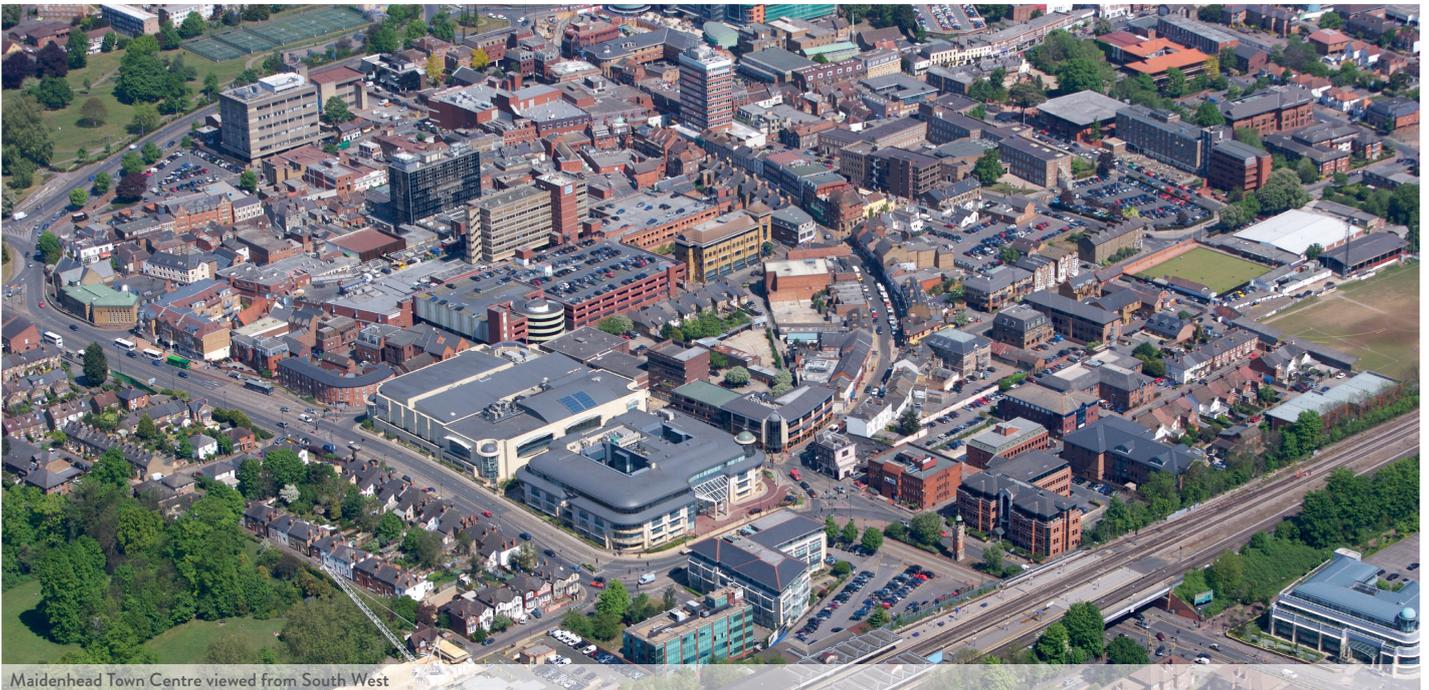
We, the undersigned, subscribe to the Vision and Charter points set out in this document.

**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 Nicholson's 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.

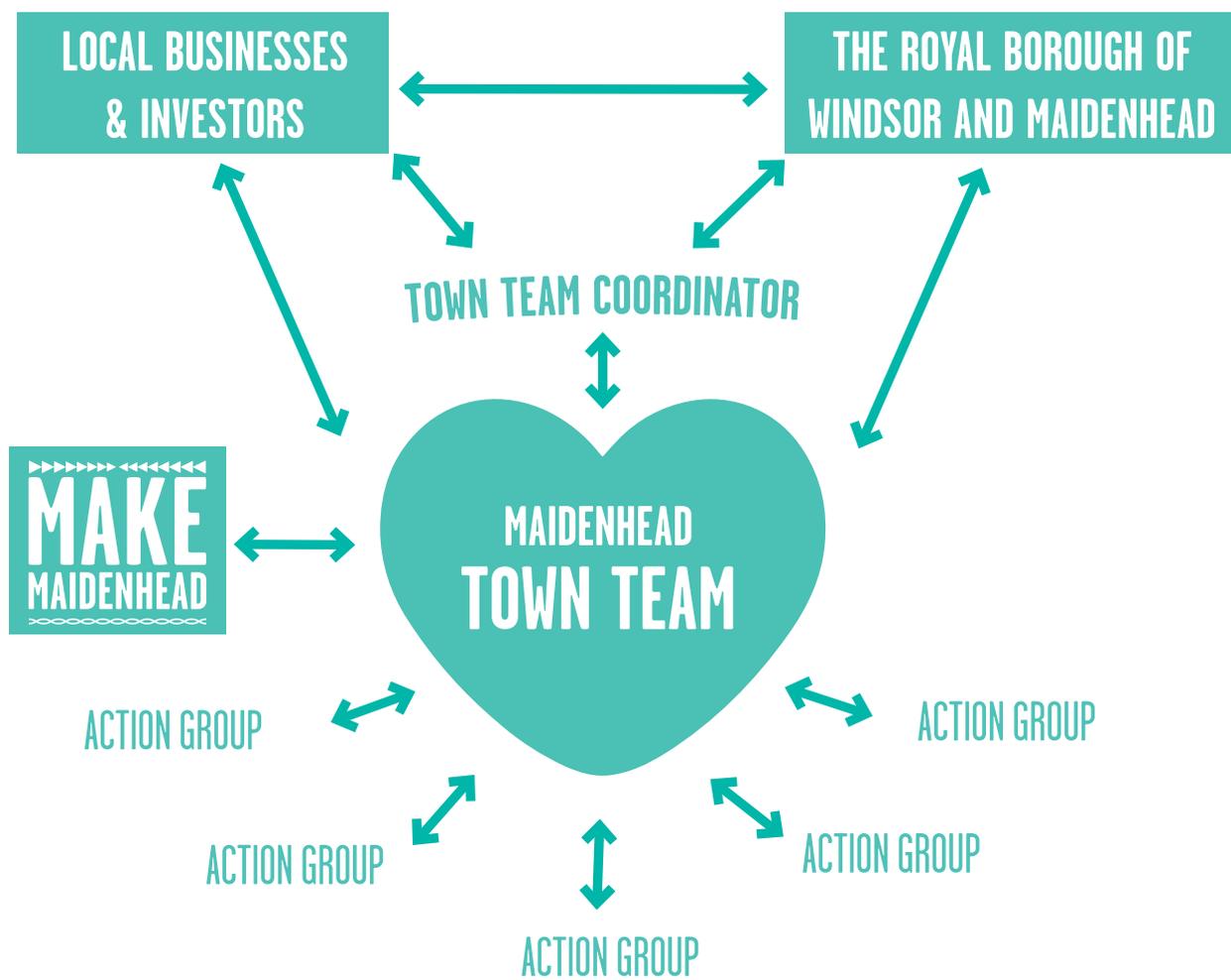
## 10. Social Arena

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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# MAIDENHEAD VISION CHARTER



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# APPENDIX



**APPENDIX:**  
**THE PROCCESS THAT CREATED**  
**THE VISION AND CHARTER**





**BACKGROUND**

# INTRODUCTION

## 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) has appointed JTP to work with local stakeholders and the wider community to develop and create a shared Placemaking Vision and Charter for Maidenhead Town Centre. 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 the future transport and parking strategies and public realm design standards.



Maidenhead's Grade I Listed Railway Bridge



Maidenhead Town Centre viewed from South West



The Clock Tower, Station Approach



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

# PLANNING

## EMERGING BOROUGH LOCAL PLAN

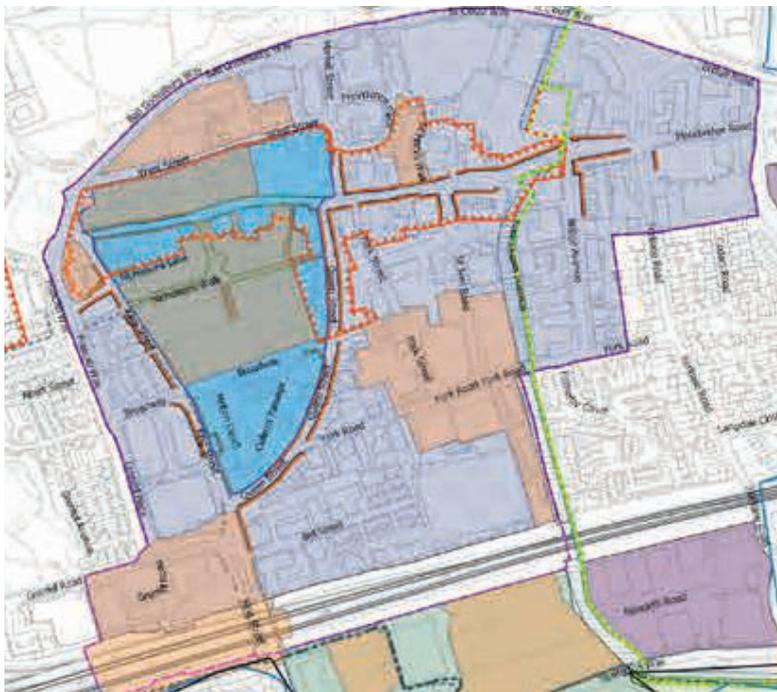
Maidenhead Town Centre has been identified within the emerging Borough Local Plan (BLPSV) as a location to accommodate future growth and new development as part of a wider spatial strategy for the area.

The Borough Council has recognised the importance of ‘placemaking’ as part of planning for future growth and development, and subsequently has commissioned Hyas Associates to work alongside officers to prepare the placemaking study that considers particular issues, influences and opportunities relating to the Town Centre. The Study has been prepared against the policies in the submitted version of BLPSV and the evidence base in place at submission.

Left: Excerpt from the BLPSV-PC Plan Policies Map

Right: Maidenhead Town Centre Area Action Plan - Tall Buildings Appraisal (October 2019)

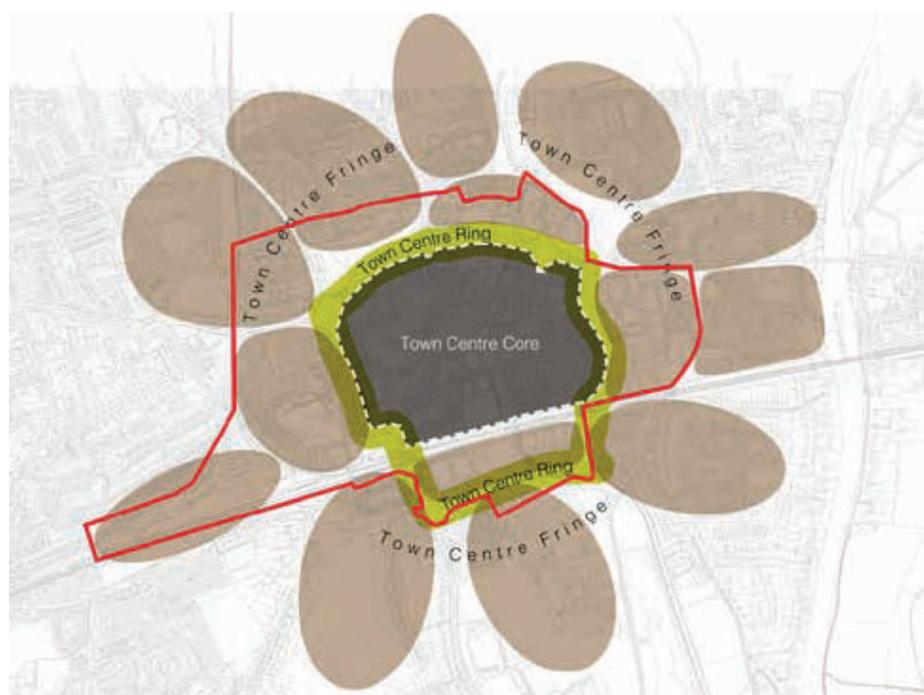
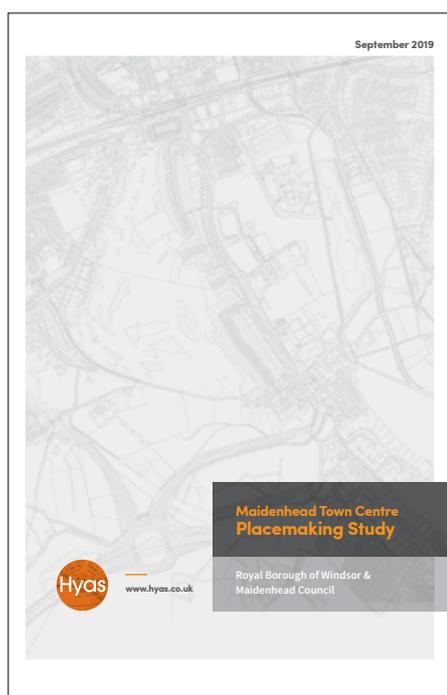
In 2019, a Borough-wide Tall Buildings study was commissioned in response to a change in the approach to tall buildings in the Proposed Changes to BLPSV (BLPSV-PC). The 2019 work includes a methodology for characterising tall buildings and development context across the Borough in order to provide a framework for an approach to tall buildings.



**Legend**

Maidenhead Town Centre Strategic Placemaking Area (DP14)	Primary Shopping Frontage (TR2, TR3)
South West Maidenhead Strategic Placemaking Area (DP15)	Secondary Shopping Frontage (TR2, TR3)
Allocation Sites (G11a, G11b, G11c, H01, E01, A01a, G)	Conservation Area (HE1)
Suburban Areas (E02)	Special Protection Areas (SPA) (NRA)
Industrial Areas (I02)	Green Way Preferred
Centre Boundaries (TR1, TR2, TR3, TR4, TR5)	Green Way Alternative
Town Centre (TR2, TR3)	National Cycle Network Route
Primary Shopping Area (TR2, TR3, TR4)	RBWM Cycle Network





## PLACEMAKING STUDY

The Placemaking Concept Plan defines three distinct areas within which different challenges and opportunities exist:

1. Town Centre
2. Town Centre Ring
3. Town Centre Fringe

This Vision & Charter is built upon, but not limited to, the analysis and consideration of the work already produced by the Placemaking Study.

The red line boundary illustrated in the Placemaking Study is the town centre boundary as illustrated in the BPLSV-PC.

This Vision & Charter for Maidenhead Town Centre is not limited to the boundary, covering an undefined town centre area and including a range of themes some of which cannot usefully be physically defined.

Moreover, this document is written in respect of the BLPSV-PC and recognises that BLPSV-PC is still in examination and therefore may be subject to change, including the policies map on the left.

# LOCAL PHOTOGRAPHS



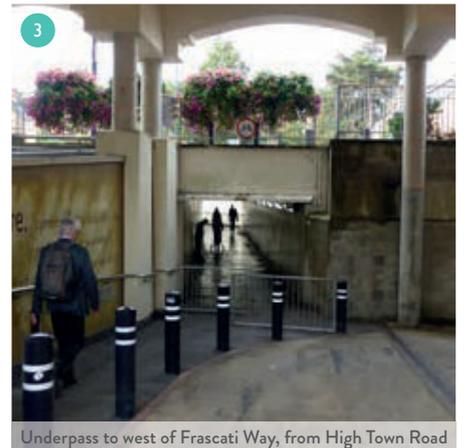
Key Plan with emerging Borough Local Plan Town Centre Area



King Street, looking north



Grenfell Park



Underpass to west of Frascati Way, from High Town Road



Castle Hill bridge



Crescent Footbridge street art



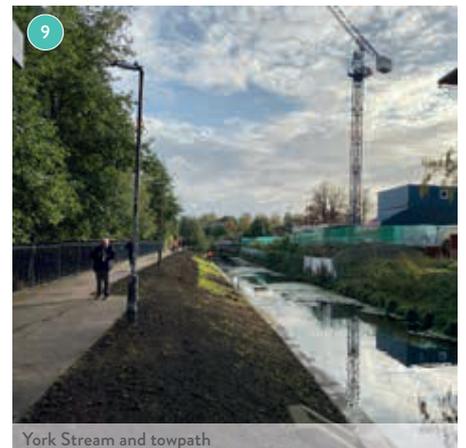
Kidwells Park



St Mary's Walk to High Street



High Street looking east



York Stream and towpath

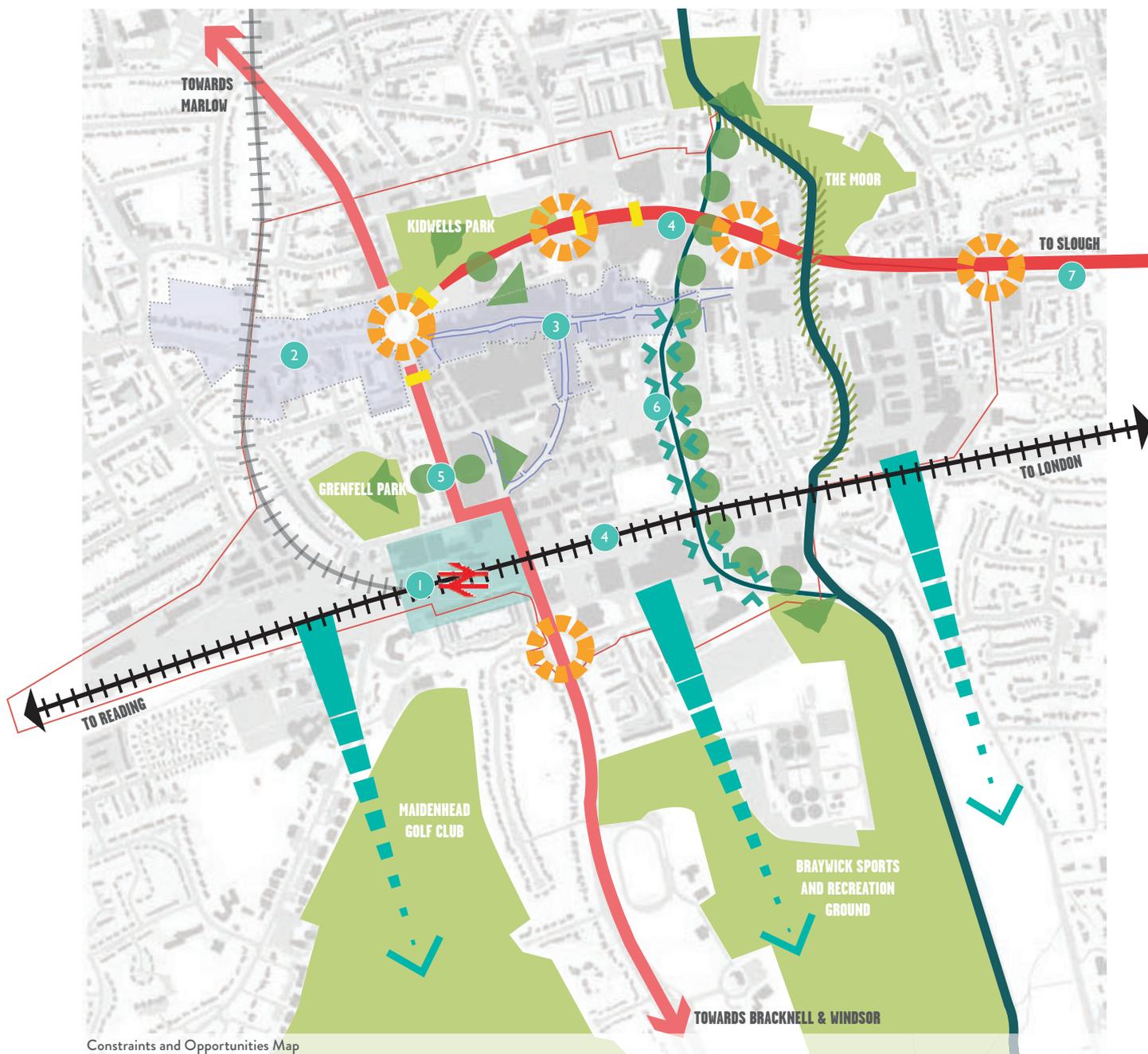
# TOWN CENTRE ANALYSIS

## CONSTRAINTS & OPPORTUNITIES

Maidenhead Town Centre currently has a number of physical constraints that restrict movement, development and access. However, equally, it has major green and blue assets as well as infrastructure and shopping frontages that promote opportunities for enhanced town centre development. The creation of a successful town centre will rely on acknowledging and utilising such constraints and opportunities to make a thriving and unique place.

- 1 Maidenhead Train Station
- 2 Castle Hill, Maidenhead Conservation Area
- 3 Maidenhead Town Centre Conservation Area
- 4 Weak permeability between town centre core and town centre fringe due to railway lines and a road acting as physical barriers
- 5 Weak accessibility to green open spaces from town centre core
- 6 Weak and difficult access to waterways
- 7 Potential to improve connectivity from the Town Centre to the Maidenhead Bridge, hence to the River Thames

 Town Centre boundary as identified in the emerging Borough Local Plan (BLPSV-PC)	 Existing Waterways	 Conservation Area
 Existing Railway, services towards London Paddington (East) and Reading (West)	 Treeline	 Maidenhead Train Station Improvement Area
 Marlow Branch, connecting Maidenhead and Furze Platt to Cookham, Bourne End and Marlow	 Deep cutting waterway	 Existing underpass (pedestrian)
 A4 Road	 Ring of Parks and Green Spaces around the Town Centre	 Vehicular Gateways into Town
 A308 Road	 Potential to create green link	 Key shopping frontages
	 Opportunities to expand development to the south of the Town Centre	



Constraints and Opportunities Map





# MAIDENHEAD TODAY

# MAIDENHEAD TODAY

A town which does not efficiently serve its residents and where change is needed

## ASSETS

### 1 EXCELLENT REGIONAL, NATIONAL AND INTERNATIONAL CONNECTIVITY

Maidenhead has particularly a great east-west connectivity with Great Western Main line servicing to London and Reading, and the M4 that links the town to Bristol. The town's proximity to Heathrow further signifies its international connectivity.

### 2 GREEN AND BLUE SETTING

Located within the green belt, Maidenhead has an attractive Thames-side setting and green rural hinterland, including the Colne Valley Regional Park and is surrounded by other beautiful regional and national landscapes including the Chiltern Hills, Surrey Hills and South Downs Areas of Outstanding Natural Beauty.

### 3 THE CIVIC HEART OF THE BOROUGH

Maidenhead is home to the Royal Borough of Windsor and Maidenhead Council.

### 4 A TOWN WITH NEIGHBOURS

Maidenhead has well-known neighbours such as London, Reading and Slough as business hubs, Bracknell for its shopping and Thames-side towns and villages such as Windsor, Henley-on-Thames and Marlow.

### 5 LEISURE, ARTS & FOOD

Maidenhead has a wide range of excellent leisure, arts and food facilities including Norden Farm Community Arts, Desborough Theatre, the new Braywick Park Leisure Centre and Bray as a renowned culinary destination.

### 6 A TOWN OF SHORT DISTANCES

Maidenhead town centre is a place of short distances with virtually the whole town centre accessible by foot or cycle within 10 to 15 minutes.

## CHALLENGES

### 1 CAR DOMINATED TOWN

Despite having great national links, the local connections in and around Maidenhead are poor. There are limited public transport links and unsafe cycle routes to the surrounding towns and villages. This results in heavy reliance on cars, causing congestion, parking, and pollution issues to dominate the town centre.

### 2 POOR TOWN CENTRE OFFER

There is no identifiable heart in Maidenhead Town Centre. Combined with a poor offer of retailers, especially the evening economy, culture and activities for all ages, the town has suffered from spend leakages with its residents spending much of their money and time in the surrounding towns.

### 3 UGLY AND GREY ENVIRONMENT

Compared to its neighbours, Maidenhead lacks a distinct identity. The local community find the public spaces and buildings within the town centre to be generally of poor quality, dark and unsafe. This perception discourages people from going into the town.

### 4 COMMUTE IN & COMMUTE OUT

As a top rated commuter town, many residents commute out of Maidenhead to work. There are a number of prestigious employers located in Maidenhead, but most of their well-paid workers live outside of Maidenhead, resulting in fluctuating levels of population and activity throughout the days.

### 5 INTEGRATING USES

Ensuring the various uses within the town centre are physically integrated and successfully contributing to the overall town centre offer is key. With a large number of developments planned and proposed in Maidenhead, creating a blend of different uses and offers to deliver a cohesive town centre will be key to creating a successful place.

### 6 PRESSURE ON COMMUNITY FACILITIES

The community currently feels that there are limited health and community services and amenities within the town centre. The local community has concerns over the added pressure on these facilities from the projected increase in the town's population.

## OPPORTUNITIES

**1 CHANGE IS HAPPENING**

There is an acknowledgment within the town that change is happening and is welcomed by the local residents. Regeneration of the town centre has already commenced with the Chapel Arches and The Landing development.

**2 ELIZABETH LINE INVESTMENT**

In the future, Maidenhead will be serviced by Crossrail's Elizabeth line. This future transport link has increased the profile and interest in the town.

**3 VERY POPULAR PLACE TO LIVE**

Maidenhead is considered as a "top rated" commuter town with many people attracted to its proximity to its surrounding assets and its connections to the capital.

**4 STRONG EMPLOYMENT**

Maidenhead has attracted a number of large employers and 16,000 employees to the town. With the regeneration of the town centre, this will open up further opportunities for future office based employment growth in Maidenhead, as well as an increase in local retail, cafés, restaurants and entertainment employment.

**5 DECLARATION OF CLIMATE EMERGENCY TOWN**

The Council has declared an environmental and climate emergency and will establish a Zero Carbon Royal Borough of Windsor and Maidenhead by 2050 Strategy in consultation with the local stakeholders and partners.

**6 GROWTH OF TOWN TO THE SOUTH**

There is an opportunity to increase Maidenhead's town centre offer by growing the town south of the railway, better connecting the town centre to the new leisure facilities at Bray Wick.

# ASSETS

Maidenhead's greatest asset is its range of natural features. Maidenhead has access to green and blue features of local, regional and national significance. Such assets are crucial in characterising and identifying Maidenhead as an important riverside town and in giving the town a significant advantage to build a healthy and sustainable place to live, work and play. Particularly, Maidenhead town centre could use its natural blessings to help create a distinctive offer as an environmentally friendly and popular place to be.

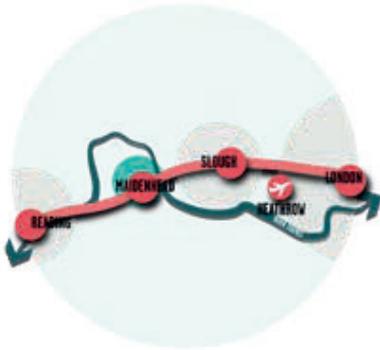
*“We have good quality, local green spaces in and around the town, like Grenfell Park and Kidwells Park.”*

*“River Thames is our greatest asset.”*



Kidwells Park

### 1. EXCELLENT REGIONAL, NATIONAL AND INTERNATIONAL CONNECTIVITY



Maidenhead has excellent east-west connectivity with the Great Western Main line and the M4 linking the town to London and the west. The town's proximity to Heathrow further enhances its international connectivity.

### 2. GREEN AND BLUE SETTING



Located within the green belt, Maidenhead has an attractive Thames-side setting and green rural hinterland, including the Colne Valley Regional Park and is surrounded by other beautiful regional and national landscapes including the Chiltern Hills, Surrey Hills and South Downs Areas of Outstanding Natural Beauty.

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### 6. A TOWN OF SHORT DISTANCES



Maidenhead town centre is a place of short distances, with the whole town centre accessible by foot or cycle within 10 to 15 minutes.

# CHALLENGES

One of the major challenges of the town centre revolves around the ring road, which acts as a physical barrier to the town, restricting pedestrian and cycle access to and from it. Many buildings are currently positioned to have backs to the ring road, further secluding the town core to the rest of the Maidenhead. This car-oriented structure is critical to the high levels of pollution, anti-social behaviour and spending leakages within the town centre. The challenge and hence the success of the town centre relies on transforming the current car-dominated movements in and around Maidenhead to a balance of sustainable and active modes of transport.

*“The Ring Road is a substantial barrier.”*

*“The major problem here is access! It’s difficult and dangerous to cycle in and pedestrian paths are dark and unpleasant.”*



A308 (Frascati Way) and Pedestrian Underpass

1. CAR DOMINATED TOWN



Despite having great national links, the local connections in and around Maidenhead are poor. There are limited public transport links and unsafe cycle routes to the surrounding towns and villages. This results in heavy reliance on cars, causing significant congestion, parking, and pollution issues to dominate the town centre.

2. POOR TOWN CENTRE OFFER



There is no identifiable heart in Maidenhead Town Centre. Combined with a poor offer of retailers, especially the evening economy, culture and activities for all ages, the town has suffered from spend leakages with its residents spending much of their money and time in the surrounding towns.

3. UGLY AND GREY ENVIRONMENT



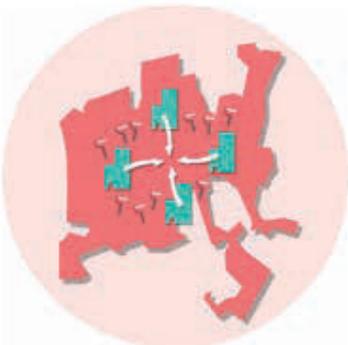
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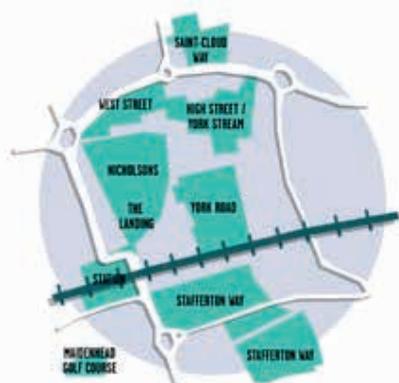
# OPPORTUNITIES

The major opportunity in Maidenhead is driven by the large scale and number of developments that are being invested in and projected within the town centre. The generated demand for Maidenhead supports the creation of Vision & Charter for the town centre, to create a vibrant area, for leisure, living and working. Furthermore, it is important to engage in the opportunity to strengthen Maidenhead's social and cultural status along with the mass restructuring of the physical form of the town centre.

*“Development within the town centre is good and positive. I’m excited to see some vibrancy in this town!”*



### 1. CHANGE IS HAPPENING



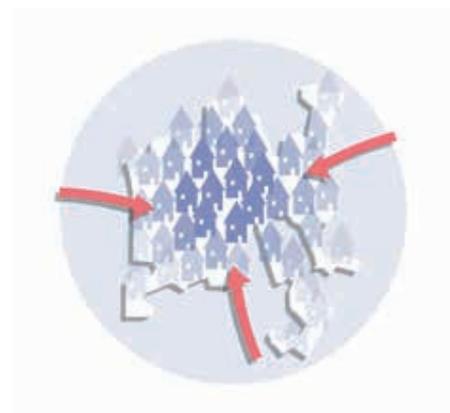
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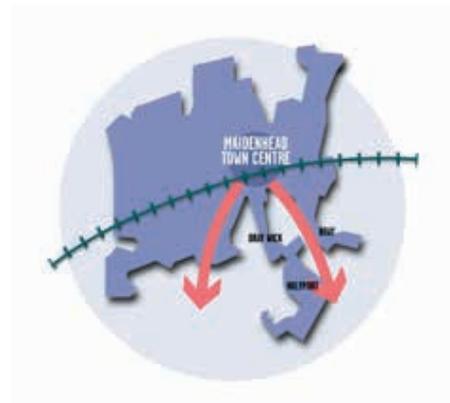
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EES

community feel.  
(Pic)

NOT  
NICE LOC

TOWN  
CENTRE  
"PIAZZA"

CENTRE IS  
PLACE

NEED ANOTHER COVER  
SPACE IF THIS GOES

NO  
TO

TOWN EVENTS SQUARE  
CONNECTIONS BETWEEN TIRE  
SCHEMES  
ARTS + CULTURE OFFER  
USES  
CAR PARK

ANOTHER



# COMMUNITY ENGAGEMENT

# PROCESS

## TIMELINE

To develop an in-depth understanding of the town's needs and aspirations, a community planning process reached out to the local residential and business communities for their opinions of the area and worked to co-create a consensus vision for the town centre. The community engagement process centred on a Community Planning Day (CPD) held on November 2019, which was supported by a period of community animation. Community animation was carried out to encourage participation at the CPD and to begin to understand the local issues in and around the Maidenhead town centre. During the entire course of community engagement, JTP interacted directly with over 500 local people in Maidenhead and the surrounding neighbourhoods, of which around 300 attended the CPD.

The CPD consisted of dialogue workshops, walkabouts and hands-on planning sessions to bring to light the key issues and opportunities for the town. In addition to the workshops, a background exhibition was on display throughout the event, giving the opportunity for anyone to come along, view the exhibition and to spark to and leave comments with team members.

The drawings produced during the hands-on planning session and the detailed outcomes of the CPD were used to inform the Vision & Charter and they are set out in the appendix to this document.



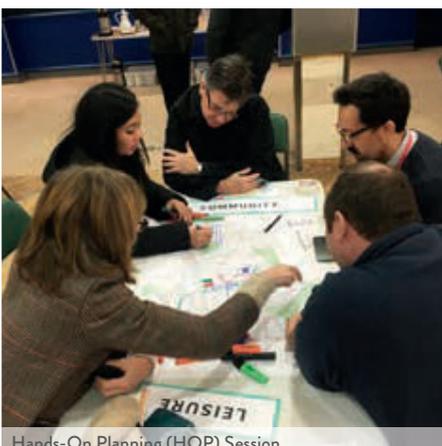
*“Create a town and civic centre that the community is proud to be a part of.”*

*“Aspire to be Maidenhead!”*

*“Build a socially, culturally & aesthetically vibrant Thames-side town.”*



Report Back on outcomes of Young People's Workshop



Hands-On Planning (HOP) Session



Community Reports Back on from HOP session

*“When you say you live in Maidenhead, people say: ‘Lucky You!’”*





# VISION & CHARTER THEMES

# MAIDENHEAD VISION

## 15-YEAR VISION FOR THE TOWN CENTRE

Maidenhead shall be a thriving Thames-side community – a welcoming social, cultural and business hub. It shall be a place where we celebrate local character and embrace all that surrounds us. Connected, physically and digitally, the town centre will be our proud heart, storied for its sustainable buildings, healthy streets, dynamic spaces and its rich tapestry of green and blue landscapes. A liveable environment that seamlessly transitions from day to evening, it will be a destination for all.

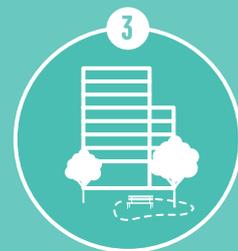
### CHARTER THEMES



**1**  
RECONNECT THE  
TOWN TO ITS CENTRE



**2**  
DIVERSIFY THE TOWN  
CENTRE OFFER



**3**  
CREATE BEAUTIFUL BUILDINGS &  
HIGH-QUALITY PUBLIC REALM



**4**  
CHAMPION SUSTAINABLE  
DEVELOPMENT



**5**  
EMBRACE THE OPPORTUNITIES  
OF A GROWING TOWN



**6**  
CELEBRATE LOCAL  
DISTINCTIVENESS



## ACTIONS & NEXT STEPS

1

### RING ROAD STRATEGY

Reimagine the ring road corridor as no longer simply maintaining a highways function and increasing capacity for the car, but as one that accommodates a range of functions and facilitates greening and helps to reconnect the town to its centre.

2

### GREENING MAIDENHEAD

Develop a strategy that drive radical 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. Future, expand and enhance local biodiversity with green roofs, walls and public realm where possible.

3

### 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.

4

### 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.

5

### MOVEMENT STRATEGY

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

6

### RBWM 'LEADING BY EXAMPLE'

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

7

### WORKING WITH THE BUSINESS COMMUNITY

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

8

### DIGITAL MAIDENHEAD

Work towards building excellent digital connectivity throughout the town centre and establish a strong community platform and (digital) connection in Maidenhead with the new town 'app' that advertises and provides information on all events, activities, volunteering and work opportunities within Maidenhead.

9

### ON-GOING ENGAGEMENT

Establish an engagement forum that includes the neighbourhood planning group, support groups, sustainability and climate groups, youth groups, the council, businesses and the developers.

# THEMES

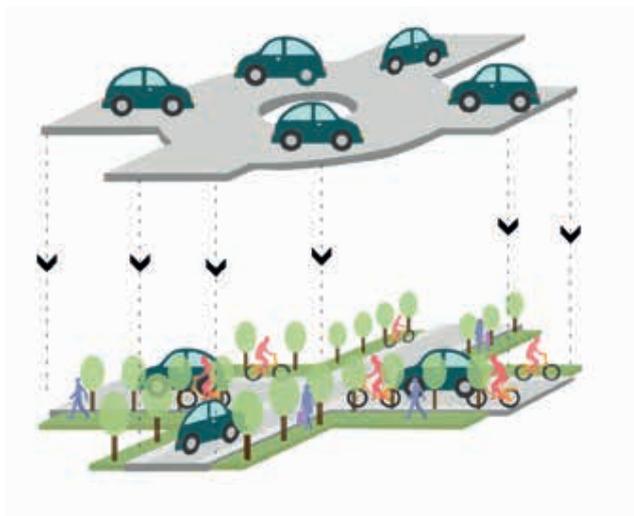


## RECONNECT THE TOWN TO ITS CENTRE

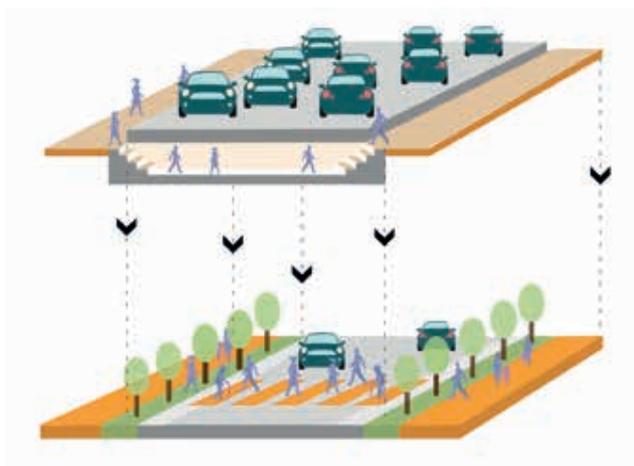
Reconfigure Maidenhead to be a walkable town, with reduced cars and congestion in the centre and more active travel solutions available.

- Reimagine the ring road corridor no longer as simply maintaining a highways function but as one that accommodates a range of functions and facilitates the greening and reconnection of the town and its centre.
- Promote a walkable town centre and encourage people to park on the edges through a tiered parking strategy. Provide e-bikes, on demand sharing services, cargo bikes, scooters and mobility vehicles to enable the revolution.
- Improve the existing public transport links to provide more reliable and regular services, to better connect Maidenhead with its neighbouring towns and villages. Offer people a greater choice of travel options into the town centre that discourage car use.
- Promote and prepare the town centre for the rise of the EV-vehicles through enhancing and increasing the number and efficiency of its charging infrastructure.
- Provide more secure parking spaces for bikes including cargo bikes and other 'adapted' bikes.
- Enhance existing pedestrian and cycle routes into and within the town centre to create attractive, safe and pleasant environments to encourage sustainable movement.
- Review the potential to remove pedestrian underpasses and create at-grade crossings in their place. Improve existing crossing points and the maintenance of underpasses, to create safe and accessible routes into and within the town centre.

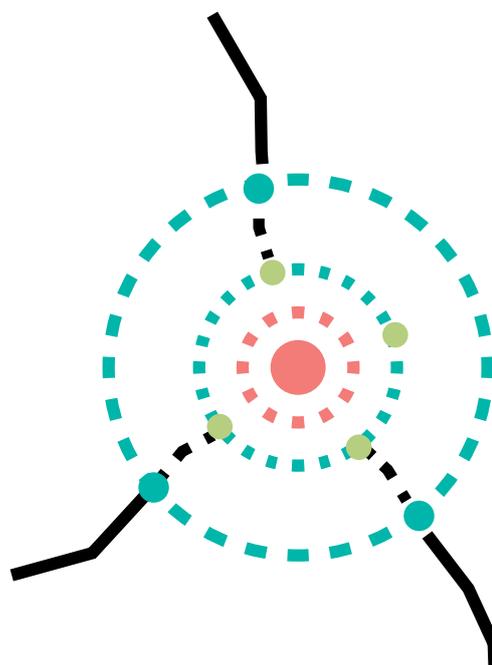
REMOVING ROUNDABOUT JUNCTIONS  
AND REIMAGINING THE RING-ROAD



REPLACING THE UNDERPASS WITH AT-GRADE CROSSINGS  
AND SLOWING DOWN VEHICLES



'THREE-RING' PARKING STRATEGY



Adopting a 'three-ring' approach to pricing and allocating car parks in Maidenhead Town Centre.

This approach has been used in Winchester in order to support town tourism and the economy, as well as to reduce congestion, carbon footprints and improve air quality. Such an approach could be applied to Maidenhead for reduced town centre traffic movements by encouraging parking on the periphery and walking or catching a park-and-ride bus into the centre. The public transport networks and services must be simultaneously improved for park-and-ride to be able to succeed.



## DIVERSIFY & EXTEND THE TOWN CENTRE OFFER

Improve the mix of uses in the town centre, including residential, independent retailers, employment, leisure and culture, complementing the uses which already exist within the centre and the surrounding area. Create a collaborative society with young people, community groups, and local businesses working together to Make Maidenhead.

- Establish a green, high-quality and identifiable heart for the town centre, populated by active uses including community uses, employment and retail.
- Enhance the town centre offer with restaurants and bars to generate activity and bring life into the town centre throughout the day and evening.
- Provide a multi-purpose community and health hub for all members of the community, including young people and the elderly, as well as those with mental and physical disabilities.
- Prioritise and support local and independent businesses by providing services as well as space to grow, network and seek advice.
- Establish a local chain of suppliers, retailers and buyers to provide a self-sustaining and unique range of local businesses and services tailored-made for Maidenhead.
- Support community volunteering initiatives, particularly for young people by connecting the younger community with a list of local organisations and employees for incentivised work experience opportunities.
- Establish a fast and secure broadband and internet services throughout Maidenhead to ensure strong connectivity between the residents and the town itself.
- Establish a strong community involvement in Maidenhead with the new town 'app' that advertises and provides information for all events and activities in Maidenhead.
- Provide platforms for children and youth to feel their place in Maidenhead, supporting and advertising opportunities to engage in educational and cultural activities.



'bakedd', a local artisan bakery at Maidenhead Town Centre

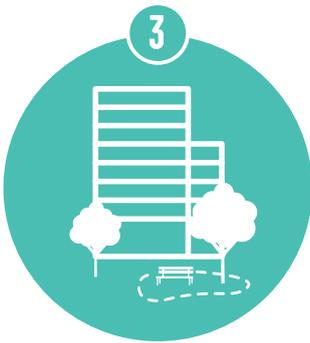
*“bakedd has got it right, it is what Maidenhead wants and needs! It is always packed and bustling with people.”*



Vibrant evening arts and culture local event by Norden Farm at Maidenhead Town Centre



Youth & Community Volunteering in Local Businesses



## CREATE BEAUTIFUL BUILDINGS AND HIGH-QUALITY PUBLIC REALM

The town centre is already undergoing change with several large developments coming forward. New buildings and public spaces must be of the highest quality, visually attractive and built to last.

- Create a collection of new public and civic spaces, designed with high quality materials and soft landscape. A flexible design will ensure these spaces are suitable for a range of different activities and events, accommodating the diverse and fast changing offers of today and tomorrow.
- New public realm will champion inclusivity and will be accessible to all.
- Ensure the public realm is maintained to the highest standard.
- Soften buildings and public realm with a tree planting strategy and vertical greening.
- New tall buildings in the town centre must be in the right location, well-designed, visually attractive and built from high quality materials. New tall buildings in the town centre must comply with the objectives set out in the RBWM Tall Buildings Study (October 2019).
- High density residential buildings must be good for their residents and the surrounding environment. This includes ensuring adequate daylight and sunlight, minimising wind tunnel effects and safeguarding plenty of amenity space for families living in the town centre. All age groups should be considered and catered for.



Quai Branly Museum, Vertical Garden, Paris



Bulk Architekten Cadix



Pancras Square, London



Patterned Public Space with Seats, Alicante



Community Street Arts Fair



Meeting House Square, Dublin



## CHAMPION SUSTAINABLE DEVELOPMENT

Maidenhead will be an exemplar town for sustainable development, outward looking in achieving global emission goals and ensuring developments to incorporate environmentally friendly design.

- All new development in Maidenhead will raise the bar, working towards achieving Net Zero Carbon.
- The RBWM Property Company Ltd and the Council's development company will lead by example, using council property to implement sustainable design and construction in their projects.
- Prioritise the development of buildings that are 'built to last' and are able to respond to the changing socio-economic and environmental conditions of the future.
- Develop a town centre sustainable construction strategy for all new projects, to coordinate construction logistics, deliveries and identify opportunities to minimise and reuse waste.
- Install roof mounted renewables and green roofs wherever possible within the town centre.
- Develop a consolidated approach to the collection of commercial waste in the town centre, to minimise the impact on the public realm and enhance the pedestrian experience. Prioritise electric vehicles for these collections.
- Commit to biodiversity net gain on all key town centre projects to ensure habitats for wildlife and beneficial species are protected, enhanced and connected.
- Create places that give access to water corridor and greenery for all local residents and the wider community, ensuring the town centre is a place for both people and wildlife.
- Support community gardening projects and tree planting initiatives.



Guerrilla Gardening



Tree-lined Street



Youth & Community Volunteer



Green Roofs



PV Roofs and Panels



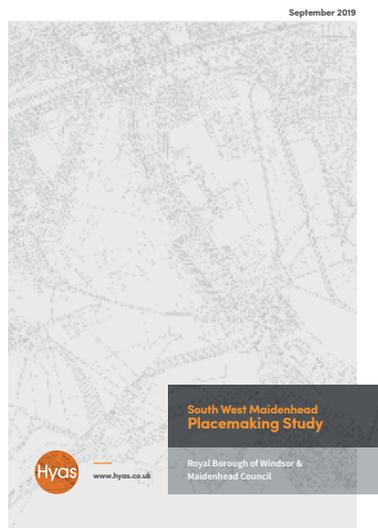
Urban Forestry for Wildlife, New York



## EMBRACE THE OPPORTUNITIES OF A GROWING TOWN

Rebalance the town's 'centre of gravity' by extending the town centre, south of the railway line.

- The South West Maidenhead Placemaking Study highlights key opportunities south of the railway including a mix of open spaces, leisure, residential and employment activities. The town centre should harness this opportunity and enhanced connections between the two should be provided.
- Consider and promote the opportunity to provide a sustainable transport connection between the town centre and the south, under the railway. This will support and encourage the town centre expansion and provide sustainable movement connections to the relocated leisure facilities at Braywick Park.
- Improve the lighting and quality of the existing topath along York Stream and under the railway to improve access, safety and activity along the waterfront.



### The Study Area

1.9 The submission version Royal Borough of Windsor and Maidenhead Local Plan (the RLFP 2013 - 2033 (2019) which was submitted to the Secretary of State on 12 January 2019, allocates a significant amount of new development to the south west area of Maidenhead, totalling some 2400 new homes and representing around 12% of the proposed total housing allocations in the Plan. Within the Study area, the RLFP also allocates Oslevells Park and Nature Reserve as an area of open space (Policy F16; Braywick Park for the provision of a new leisure centre and associated indoor and outdoor sports facilities (Policy F17 and land south of the A328(N), known as the Triangle site as an area protected for future long term employment uses (Policy ED2).

1.10 The Study Area is a large wedge of land to the south west of Maidenhead railway station. The land has a range of topographies and comprises a mix of open space (including a golf course), leisure, residential and employment activities. A number of key local roads into Maidenhead town centre run through the area and the A404(N), A328(N) and the M4 are significant assets and barriers for the area. Maidenhead town centre lies to the north of study area.

1.11 Much of the land allocated for development in

the Study Area is proposed, in the RLFP, to be released from the Green Belt. The higher ground in the north of the Study Area is largely free from flood zones 2 & 3 designations. There are several heritage designations and areas of ancient woodland. The area is in multiple ownerships with both public and private interests represented. A significant area has been promised for development and is included in the Council's most recent Housing and Employment Land Availability Assessment (HSLAA 2019). Part of the area is in Council ownership.

1.12 Whilst there are a number of housing, employment and open space allocated sites the submission version RLFP does not identify the overall extent of the Study Area either on the Proposals Map or as a policy area. There is therefore currently no coordinated or comprehensive approach to the area or the allocations in the submitted Plan. Given the scale of development, the Council recognises the need to plan the area comprehensively to ensure the delivery of a high quality and sustainable place.

Figures 1: Study Area



South West Maidenhead Placemaking Study. Cover (left) and Extract of the study boundary (right)



Growing the town equally on both sides of the station. The potential to expand the town centre to the south, and greenery to the north is highlighted.



Establish strong green link to the south of the railway line and explore potential to provide a sustainable transport crossings under the railway to support the growth and connection towards the south.



## CELEBRATE LOCAL DISTINCTIVENESS

Maidenhead is a Thames-side town with several green spaces around its centre. Maidenhead's rich history with and along the River Thames will be celebrated and enhanced.

- Strengthen the connection of Maidenhead's rich Thames-side history to its people by connecting the already established water based organisations in the town, including Maidenhead Sailing Club, with the wider community.
- Identify opportunities for future development within the town centre, to act as a catalyst for the delivery of new green and blue assets.
- Strengthen the existing ecological corridors and reconnect the existing landscape assets through new and better green connections, both north-south and east-west.
- Celebrate Maidenhead's leading gastronomy, strengthening this unique asset with quality spaces to exhibit and sell local produce, attracting people of local, regional and national levels.
- Strengthen Maidenhead's successful Leisure, Arts and Culture offer by supporting the delivery of its spaces, amenities and events.
- Celebrate Maidenhead's rich Thames side history by enhancing access to the water. Activate the waterways and promote light water activities such as canoeing and kayaking, for the benefit of the community.



Activating the water and the waterfront through activities and greenery. Public realm along the waterways will be enhanced to cater for both cycle and pedestrian movement, as well as outdoor seating areas for retail uses.



-  Conservation Area
-  Green links
-  Maidenhead Train Station

Green Links connecting North/South and East/West of Maidenhead Town Centre and iconic assets and communities of Maidenhead, including Bray as a renowned culinary destination, the Maidenhead Sailing Club and Norden Farm centre for the Arts as the town's centric community venue for arts workshops and performances.



Boulevard Saint-Germain, Paris



River Walk Life, San Antonio



Canoeing along the Trent & Mersey Canal







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# MAIDENHEAD VISION CHARTER



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







# APPENDIX



**APPENDIX:**  
**PARTNERSHIP AGREEMENT FOR**  
**MAIDENHEAD TOWN TEAM**

# PARTNERSHIP AGREEMENT

## 1. Objectives and Purpose of the group known as the Maidenhead Town Team

The group will comprise the people of the community, elected members and public officials working together towards a common goal of improving the centre of the town for those who live there, visit the area, operate a business there or have aspirations to do so.

Their aim and purpose are to deliver the 12 points in the charter Vision, be a champion and advocate for community engagement and participation, investment, and the role of the town as a key economic driver for the region.

They will do this in partnership with the Council by guiding the process, shaping the agenda for consideration and debate, communicating the activity to the wider stakeholder groups, and driving the charter forward.

The town team, as a true partnership, should focus on creating a sustainable town centre that meets social, economic and environmental issues, whilst addressing planning policy, that also include the arts and the community and the connectivity of the town with individual developments and the wider area.

The Town Team can expect to be part of a delivery process of a wide range of activities and bring significant change to the town centre.

## 2. Term

The Maidenhead Vision Community Planning process began in November 2019. Hundreds of people from the community participated and shared their thoughts and aspirations for the future of their town centre. The resulting Placemaking Vision & Charter for the town, worked up by the community, is designed to anticipate the requirements of the next 20 years.

The winding up of this group before the year 2039 would need to be agreed by representatives of both the community, local authority and any stakeholders involved in the process. Similarly, if it continues to operate after this time the group will need to agree the role and purpose of the group moving forward and the new term. Once agreed in principle, it would need to be approved by the Council, by way of a Cabinet approval.



### 3. Membership

The Town Team is accessible to all. A partnership with the Council, it reports and is accountable to the Council. The Town Team would include those of the community who have a constructive interest, local public authorities, stakeholders. The group should be fully representative of the demographics of the community of Maidenhead and be apolitical. Special interest groups might be formed to represent specialist areas of interest and / or opportunity as and when appropriate.

The group commit to working together, encouraging new people to attend either for general support or knowledge and background.

The group will consist of 8 individuals, who will be appointed by the Council. Five will be drawn from the community, two will be the Lead Member for Maidenhead and their corresponding Shadow Lead Member or equivalent, and one will be Executive Director of Place Services.

The 5 community members of the group should demonstrate a wide cross section of the community representative of Maidenhead.

The membership of the group, excluding the Councillors and the Executive Director of Place Services will serve for a minimum term of 2 years, and a maximum term of 6 years. Members of the group will seek re-election on an annual basis.

### 4. Roles and Responsibilities

The group or 'Town Team' will not handle cash or hold funds

The group will commit to directing the future of the town toward all objectives as agreed in the Charter. There is effectively no area where the group cannot investigate and bring about influence and change, providing the Council sanction such activity and that the efforts are in harmony with the town's Vision Charter

Any new proposals or areas of work can be commenced on agreement with the Council.

Any such new activity would need to be communicated to the Council as with all other existing groups.

The group must demonstrate that in all matters and considerations they are working for the benefit of Maidenhead, and if any conflicts of interest arise, these should be declared, and that member of the group, would be excluded from that particular event or project consideration. It is therefore important that members being selected for the group do not have a business interest in the town, that could gain financial benefit from any decision, or promotions or project coming forward.

# PARTNERSHIP AGREEMENT

## 5. Meetings

The Council will establish the process for how meetings will operate. Consideration will be made on how meetings might fit in with the local council meetings if it were felt advantageous.

- The forum will normally meet bi-monthly. The number of meetings may increase, or decrease depending on the volume or significance of the forum's project progress and need for collaboration.
- Other external organisations, or key stakeholders may attend all or part of the meetings at the invitation of the chair of the forum.
- Minutes of the meetings will be made available to all forum members.
- Meetings should be held in a mutually convenient location, that is accessible to all members of the group.
- Meetings will be co-ordinated, minutes will be taken and distributed, by the Town Team Co-Ordinator, who will be appointed by the Council.

The key agenda items and projects that are being considered at any time, will be communicated through the Make Maidenhead, Enjoy Maidenhead branding, and through the Council regeneration weblinks.

The participation of these meetings, and their wider engagement will also be communicated through the Council website, and with wider stakeholder groups.

## 6. Quorum

The quorum for meetings is three members present, at least one must be a representative from Royal Borough of Windsor & Maidenhead.



## **7. Appointment of a chair**

Once the membership of the group has been confirmed by the Council, a chair will be elected, based on a nomination process. This nomination process will be undertaken by the group, who would then recommend to the Council their elected Chair for final approval.

The Chair would sit for a period of 2 years, before a new Chair is elected.

## **8. Town Team Coordinator**

A Town Team Coordinator will be allocated to the group, to keep this process alive and thriving. Creating agendas, documenting minutes, building a data base of those wishing to be involved, promoting the activity through social media are all aspects of the role.

The effective promotion of the campaign and continued direction of the organisation is the responsibility of the co-ordinator and chair along with the wider Council and town team.

A key part of this role is the leadership of the volunteers and coordination with local groups and officers of the Council.

# PARTNERSHIP AGREEMENT

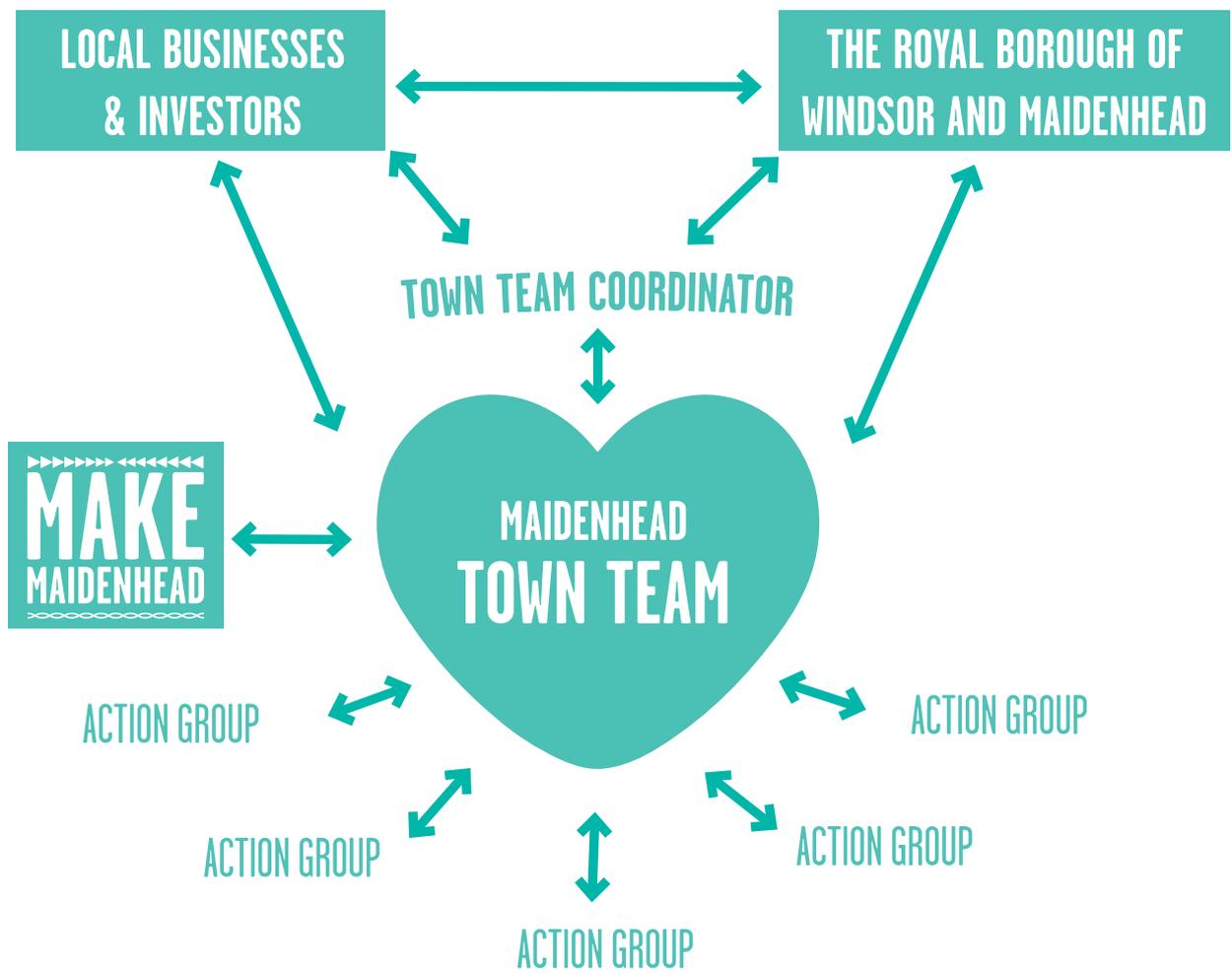
## 9. Town Team Organisation

See diagram across showing the structure of a Town Team.

Wider stakeholder groups would be able to input into the Town Team, with ideas, and items they felt required consideration, as part of the objectives of the Vision Charter. They would also be able to bring to the group's attention, any ideas, or one-off projects that would benefit the town.

Officer of the Council would also be invited to join in debate and make presentations on key items for consideration by the wider community, as and when required. These would be agreed and set on the agenda by the Town Team Coordinator and the Chair.

This would give the Town Team group the ability to engage with both Officers of the Council and local ward Councillors on important policy reviews, that may have an impact on the delivery of the 12 Charter points.









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# Strategic Communications Plan: Maidenhead Vision

PROJECT DETAILS	
Project Name	Maidenhead Vision
Communication aim	To ensure residents are aware of the proposals for Maidenhead and the future plans
Director/HOS	Andrew Durrant
Officer	Louisa Dean
Date	May 2021

PROJECT BACKGROUND
<p>Maidenhead has been going through major change over the last few years, with new schemes being built as well as schemes in the planning pipeline. This will change the physical environment where we work, live, and socialise.</p> <p>To capture all stakeholder and community views, and for them to have an input into the shape of the town going forward, it was felt that a 'Vision for Maidenhead' needed to be established. JTP Architects were appointed in early 2019, to help the council established the initial community engagement, and the vision document.</p> <p>Since the initial community workshops in late 2019 that formed the starting point for this Placemaking Vision and Charter document, the COVID-19 pandemic has had a significant impact on Maidenhead town centre, businesses, and community.</p> <p>As a result, the need for the 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-19 recovery.</p> <p>The document sets out the Vision for Maidenhead Town centre for the next 15-20 years.</p> <p>Part of the work creating the vision will see the creation of the Town Team with a representative from a wide selection of groups, making it as inclusive as possible.</p> <p>The team will coordinate with other key stakeholders and community groups, will seek to review and influence decision making were possible. It will have eight individuals in it membership which will include two local councillors, one executive director from the council, and five independent members.</p> <p>The council will be responsible for appointing the members of the group. Once the group has been established it will nominate a chair.</p> <p>The council will also provide support in the capacity of a Town Team coordinator, who will deal with agenda's minutes of meetings, coordinating venue's for meetings to take place, and coordinating input from other council officers as and when appropriate.</p>

The twelve charter points can be seen below.

- 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.
- 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.
- We commit to delivering an excellent virtual and physical connectivity throughout the town centre with the development of high-speed digital infrastructures.
- We recognise the important role of arts and culture and community led events in the enabling variety, vibrancy and creativity and commit to supporting these uses and activities in the town.
- We commit to creating a town that is fully inclusive for all ages, abilities, and cultural diversities.
- We commit to Make Maidenhead an exemplar town for sustainable development.
- We commit to developing a balanced movement hierarchy within the town that support 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 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
- 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 Braywick to the heart of the town centre.
- 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.
- We commit to creating a green town including working towards achieving net biodiversity gain on all town centre projects.
- 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 the Maidenhead town centre's story.

## CAMPAIGN/PROJECT OBJECTIVES

### **Overall campaign objective:**

- Inform residents/stakeholders/community partners of the vision and the creation of the Town Team.
- Direct interested parties on how to get involved in the town team creation.

### **Communication objectives:**

- Produce material to ensure that all parties are aware of the vision and how it impacts the future growth of the town as well as the creation of the town team.

## AUDIENCES AND COMMUNICATIONS TAKEAWAYS

**Staff** “We have worked to develop a vision for Maidenhead which shapes the future of the town going forward.”

**Residents** “A vision for Maidenhead has been created and this highlights how the town will grow and develop over the next 15-20 years.

**Members** “We have worked with our community to understand how they want their town to be developed.

## KEY MESSAGES

The main key message is:

- The community has been engaged and views taken on board to help shape the future of Maidenhead.
- The council is setting up a town team to help shape and promote the work of the town centre as it moves through the regeneration programme.

## COMMUNICATIONS APPROACH

### Key products

- Borough Bulletin
- Members Update
- Residents’ Newsletter
- Press release
- Social media
- Website content update
- Messages via Make Maidenhead.

## KEY METHODS AND TOOLS

Audience	Channel/tools
Residents	Press release Council website Residents’ Newsletter
Staff	Borough Bulletin
Members	Members update
Partners	Comms shared with Make Maidenhead

## Activity planner

Date	Activity / milestone	Communications	Leads	Completed
w/c 31st May	Cabinet approve Maidenhead Vision Charter	Press release Residents' newsletter Social media	Max	
w/c 7th June	As above	Borough Bulletin Members update	N/A	
w/c 14th June	Appointment of the Maidenhead Town Team	Press release Residents' newsletter Borough Bulletin Members update Social media	N/A	

## EVALUATION

- Engagement levels on social media
- Number of people interested in becoming a member of the Town Team
- Continued awareness of the town team and its work in Maidenhead.