

The Need for a Vision

Windsor has witnessed a series of major shocks in its recent history. The Covid pandemic in particular has had a severe impact on the local economy and exposed the extent of its reliance on a narrow strand of tourism.

As visitors return, and now with the passing of Her late Majesty Queen Elizabeth II, there is a need to review and consider a vision for the future of Windsor, in context with the needs of the local community and future challenges such as climate adaptation.

Royal Borough of Windsor & Maidenhead Council enlisted The Prince's Foundation to undertake a stakeholder engagement process to comprehensively uncover the assets, challenges and opportunities to articulate a vision that can guide Windsor for its next 20 years.



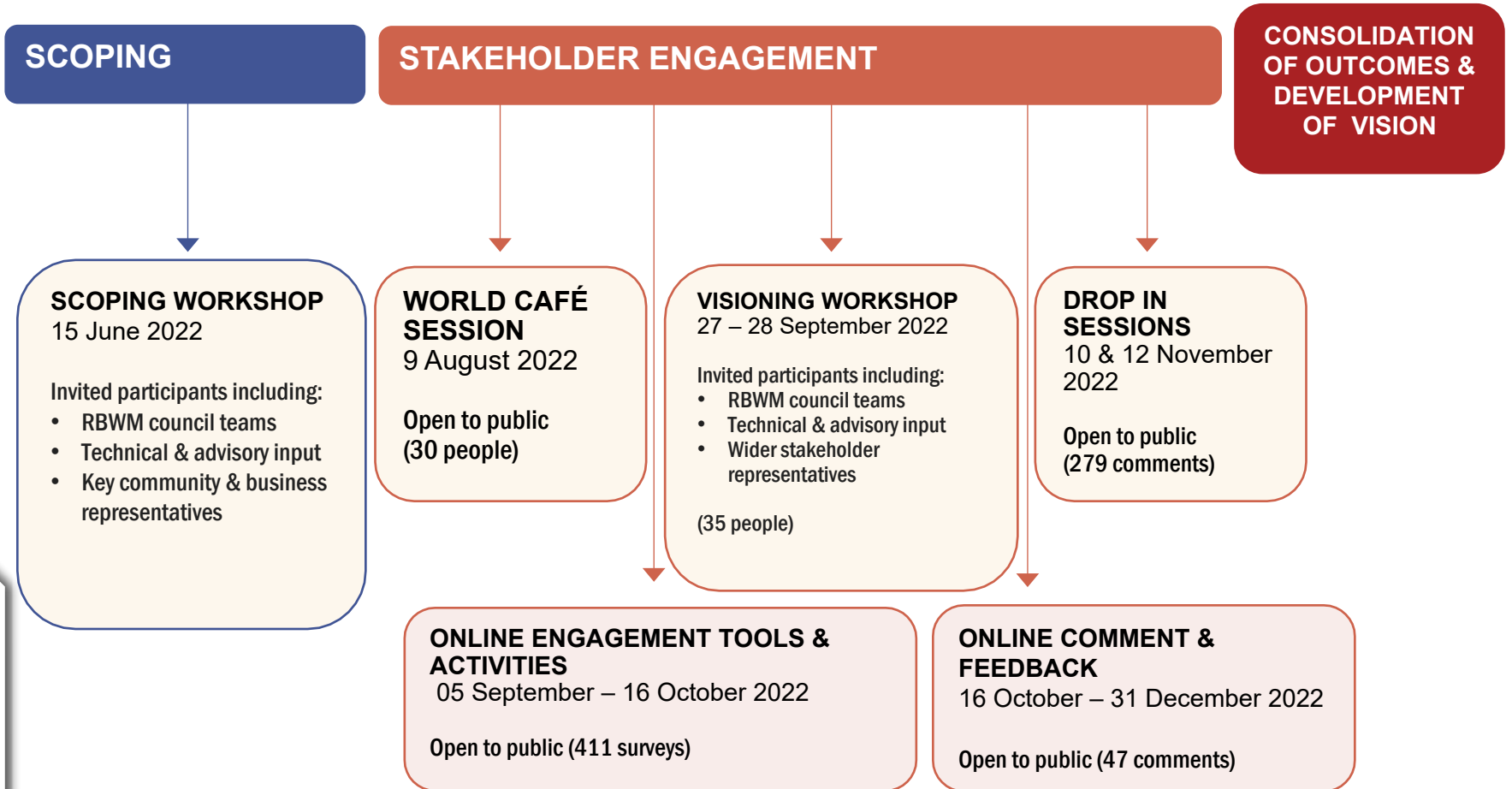
Project Overview

www.rbwm.gov.uk



A Community Led Process

This Vision for Windsor document has been developed through a stakeholder engagement programme that took place over the course of several months, consisting of a number of opportunities for engagement through in-person events and online resources.



Programme

www.rbwm.gov.uk



Engagement & Feedback

2 Public drop-in sessions and our online portal generated 326 pieces of feedback (in addition to over 400 completed surveys)

- 60% of the feedback was clustered around 20 key issues
- The top 3 issues were
 - Satellite parking solutions
 - Better cleanliness/waste management of town centre
 - Environmental concerns
- Cycle routes, better traffic management in the centre & improved public transport options were also strongly favoured

Key areas of Public Feedback



Stakeholder Engagement Outcomes

www.rbwm.gov.uk



The Prince's Foundation Community Capital Framework:

Every place is endowed with different natural, financial, social and built assets, which we call the 'Four Pillars of Sustainability'. These form the basis of The Prince's Foundation Community Capital Framework, a tool that we have implemented to holistically assess the quality of place for Windsor.

	NATURAL	SOCIAL	FINANCIAL	BUILT
ROOTED	NATIVE The surrounding natural environment is one of the most distinctive and valuable assets of Windsor.	BELONGING Residents have reported feeling safe living and working in Windsor, and that the community is a key positive aspect of living here.	STEWARDSHIP A lack of stewardship and community-ownership of facilities in Windsor is evident, with a lack of control over the type of commercial offers available.	PLACE MAKING The built environment of Windsor, including the heritage architecture and landmark buildings such as Windsor Castle, are regularly referenced as positive aspects of the town and a contributor to its identity.
CONNECTED	ECOSYSTEMS The varied network of waterways and greenspace not only creates vital ecosystems, but is an important resource for the community.	SOCIAL EXCHANGE Many community groups providing opportunities for social exchange and contribute to social interaction and mixing.	INTEGRATED Windsor's economy and activity can appear dominated by the tourism industry however, many do acknowledge the positive aspects of this as a provider of employment and income.	INTER-CONNECTED Windsor has poor public transport links to regional and local areas, and transport options are limited, creating problems with the ease and affordability of access.
BALANCED	BIODIVERSE HABITAT The environmental contributes to the attraction of Windsor as a place to visit, live and work where people feel they can live sustainably and conscious of environmental impact.	MIXED Despite diversity amongst Windsor resident and visitor population, not all users feel that the town centre meets their needs.	DIVERSE There is a strong feeling that more diversity is needed in the retail and commercial offer, where currently the focus may be on the tourist market rather than meeting local needs.	PROPORTIONAL Balancing competing access needs of multiple users is needed to manage high volumes of movement and access to the centre.
RESILIENT	REGENERATIVE As adaptation to changes in climate is needed, the natural assets play an important role, particularly against mitigating flood risks.	LOCAL GOVERNANCE Concerns have been expressed regarding governance as there are feelings that resident and local community interests are not represented.	ADAPTABLE There are feelings of concern regarding the resilience and adaptability of the financial aspects of Windsor as many businesses appear to be struggling or closing.	DURABLE The town centre is highly rated in terms of its appearance, the quality of buildings and how easy it is to navigate.
PRUDENT	CONSERVATION There may be some risk of the loss or degradation of the natural assets, as the area deals with high visitor populations. This makes conservation and management a key priority.	ACCESS TO SERVICES Many surveyed responses have cited a lack of access to some key community amenities - particularly in regards to what is available to support young adults and adolescents.	REINVESTMENT More facilities that serve the needs of the community are needed for local residents to feel greater ownership, and a sense of investment.	PRESERVATION Conservation areas and listings are in place but further levels of consideration as to how to retain the essence and quality of Windsor's unique built environment is needed.

Consolidated Community Capital Framework analysis showing strengths and weaknesses of each capital, with strengths highlighted in darker tones and weaknesses in the lighter shades.

Projects in Progress

In early 2023 Windsor will see significant steps forward on several projects, all of which are designed to improve the public realm, attractiveness and ultimately enhance our 'Welcome to Windsor', these include:

- **Platinum Jubilee Fountain – installation completed in Feb 2023 – official opening TBC**
- **Castle Hill pedestrian improvement scheme – work starts March 2023**
- **Windsor Footbridge (Coach Car Park) – work starts spring/summer 2023**
- **Welcome to Windsor – public realm, signage, wayfinding to enhance our resident & visitor experience**

A March Communications Campaign will focus around Placemaking & Investment in our Town centres

Unlocking Town Centre - Access & transport, which includes Windsor's existing car parking arrangements, came through strongly at each stage of the engagement process. Officers will be recommending these aspects are prioritised as they have the potential to truly unlock many other aspects of the Vision



Projects In Progress

Programme Management & Governance

At this stage, officers have managed the project within a small working group alongside PFT, however the future success and progress of each vision statement and the associated activity needs careful resourcing and overarching programme management. Therefore, it is proposed to:

- **Review existing groups & forums** with involvement in Windsor before establishing any new stakeholder groups
- **Form a Programme Board** to monitor and steer progress across all vision statements and key priorities within each
- **Form task and finish groups** to wrap-around the key priorities, with adequate subject matter experts to drive these forward
- **Co-production** a continued dialog involving community & resident groups
- **Regional Presence** the project will consider its regional positioning and emerging work with neighbouring Berkshire authorities, to ensure that it can leverage its global brand for corporate and community benefits.



Programme Management & Governance

An Emerging Consensus

Outcomes of the stakeholder engagement process highlighted some key issues and common themes.

MOVEMENT & ACCESS

Access to the town centre has emerged as a central issue, affecting wider Windsor residents and town centre staff in particular who note the cost and lack of available parking, as well as limited public transport options.

HERITAGE, CHARACTER & IDENTITY

Core to Windsor's sense of place is the heritage and built qualities of the town, something which many are keen to ensure is protected and conserved.

RICHNESS OF NATURAL RESOURCES

The parks, gardens, river and riverside have frequently been acknowledged as assets, with the possibility to activate and enhance these areas for greater use and benefit.

USES, COMMERCIAL DIVERSITY & LOCAL AMENITIES

A lack of variation and diversity in the retail and commercial options, alongside a lack of amenities for local residents has been highlighted. There is a need to nurture a varied economy, so that the town can provide enough diversity of amenities for all, whilst giving a collective voice to stakeholders in local decision-making.

GLOBAL WINDSOR

There is recognition of the wide-reaching benefits of national and international tourism, and the opportunities it presents. At the same time may be a need to resolve some of the conflicts between visitor and resident needs and rebalance priorities.

LOCAL GOVERNANCE

The representation of resident, business and community interests is needed to guide and support decision-making at the local level.



Stakeholder Engagement Outcomes

A Vision for a Vibrant Future for Windsor

An attractive, thriving and welcoming town for the local and global community.

This vision has been developed through a process of stakeholder workshops, public events and feedback. The Vision, along with 5 Vision Statements, speak to specific core aspects and recurring themes that are key to Windsor's future.

TRANSPORT & MOVEMENT

Develop sustainable, convenient & affordable options to travel into Windsor town centre.

THE BUILT ENVIRONMENT

Protect and enhance the heritage, character and identity of Windsor.

THE NATURAL ENVIRONMENT

Promote, activate and improve access to the natural assets and resources.

THE LOCAL COMMUNITY

Create a thriving local economy of business and community partnerships that benefit from Windsor's global brand.

THE GLOBAL COMMUNITY

Deliver a world-class visitor experience supported by a strong, diverse and resilient hospitality industry.



Vision & Vision Statements

Strategies & Actions

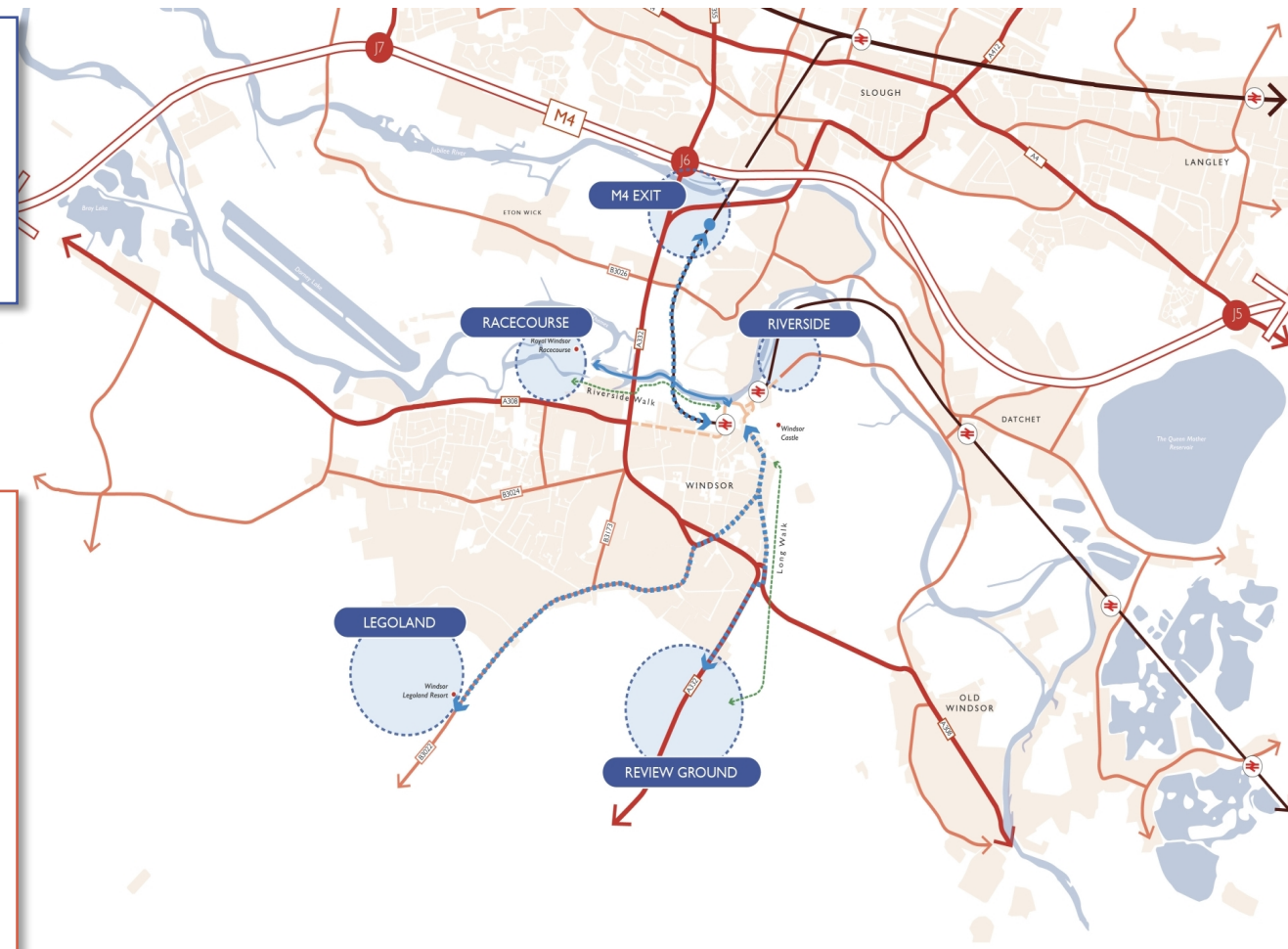
To support the delivery and actualisation of the Vision, a number of strategies and actions have been explored and presented as potential avenues, options and next steps.

Gateways & Arrival

1. Develop Satellite Parking Sites
2. Celebrate Arrival into Windsor
3. Invest in Improving Public Transport Connections
4. Encourage a Shift to Active Travel

Town Centre Movement

5. Discourage Unnecessary Vehicle Movement and Through-Traffic in the Town Centre
6. Improve Cycling and Walking Connections
7. Take Advantage of the River Thames for Access and Movement
8. Consolidate Town Centre Parking
9. Maintain Priority Parking and Access



Character & Uses

10. Invest in the Riverside to Create an Attractive Entrance into Windsor
11. Employ Guidelines and Regulations to Maintain the Character of the Heritage Core
12. Diversify Town Centre Uses
13. Nurture the Local Culture, Arts & Retail

Public Realm

14. Apply and Maintain a High-Quality Materiality of the Public Realm
15. Improve Engagement with the River and Riverfront
16. Develop a Framework for Regeneration of Riverside Parking Sites

Possible Character Areas

THE RIVERSIDE

A scenic entrance into Windsor

TOWN CENTRE

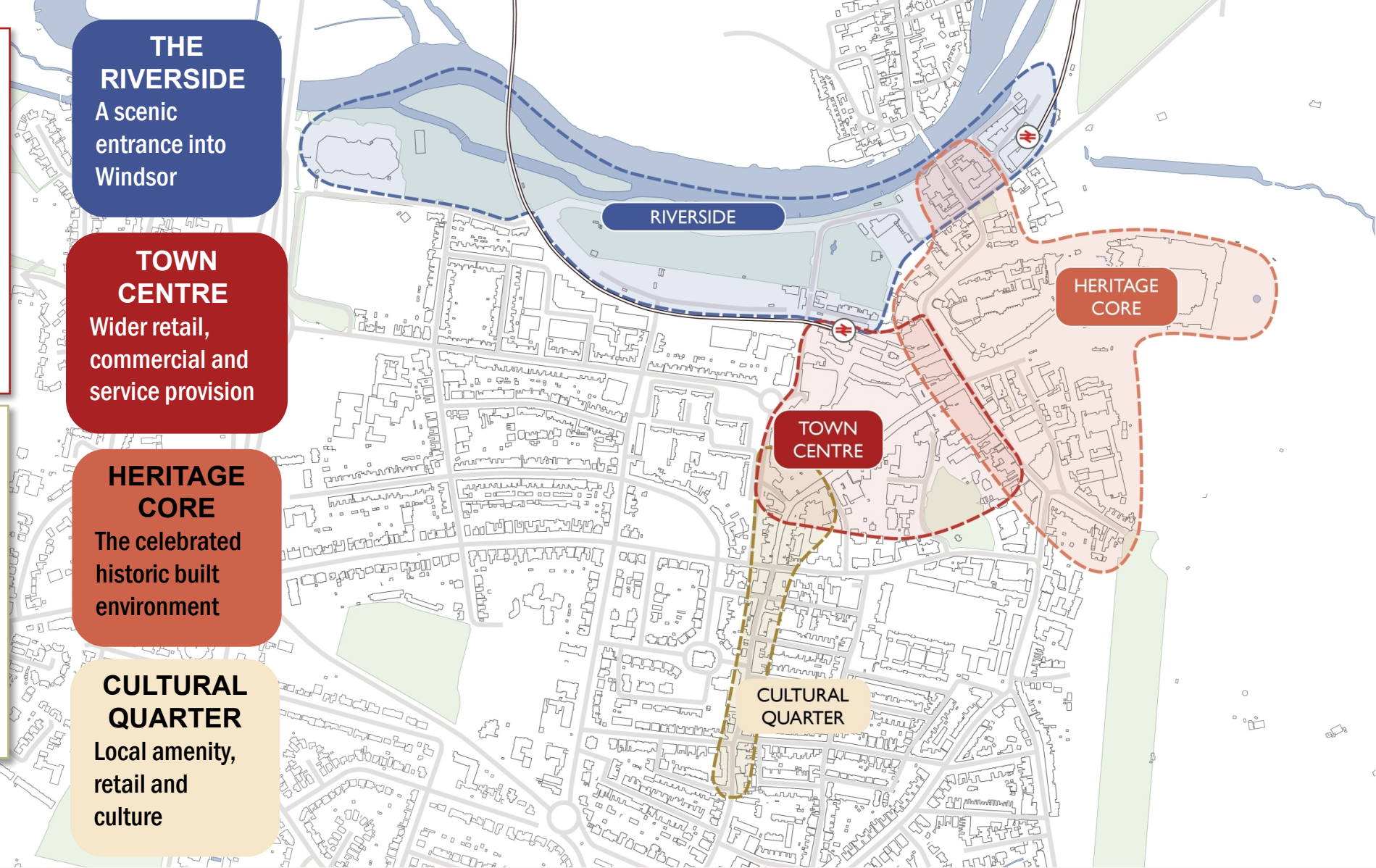
Wider retail, commercial and service provision

HERITAGE CORE

The celebrated historic built environment

CULTURAL QUARTER

Local amenity, retail and culture



Strategies & Actions

Local Governance & Community Partnerships

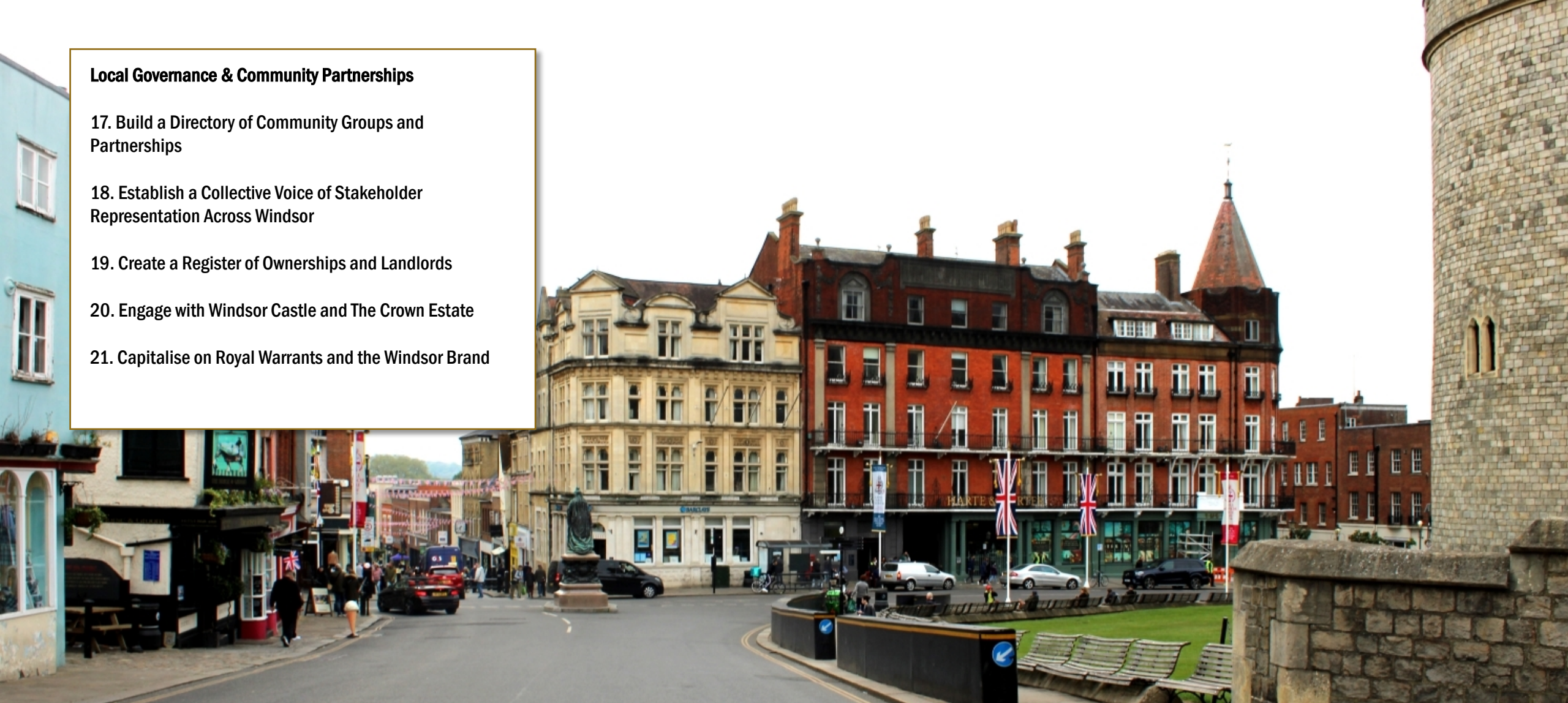
17. Build a Directory of Community Groups and Partnerships

18. Establish a Collective Voice of Stakeholder Representation Across Windsor

19. Create a Register of Ownerships and Landlords

20. Engage with Windsor Castle and The Crown Estate

21. Capitalise on Royal Warrants and the Windsor Brand



Strategies & Actions

www.rbwm.gov.uk



Royal Borough
of Windsor &
Maidenhead



THE
PRINCE'S
FOUNDATION



Thank You

www.rbwm.gov.uk



THE PRINCE'S
FOUNDATION

