

Section Six: The Way Ahead

Action Plan

- 6.1** This Vision document contains a large number of proposed actions all aimed at enhancing the economic, social and environmental well being of the Town Centre over the next 20 years or so. Each of these actions is set out within the Action Plan produced separately as Appendix 1 with an appropriate timetable included. The Action Plan also makes clear which organisation will take the lead and how the action will be resourced.
- 6.2** Inevitably the Action Plan includes a number of specific development projects such as Park Way, the Urban Village and the Wharf, as well as further studies and work to enshrine the Vision within statutory plans such as the new Local Development Framework and Local Transport Plan. There is inevitably a focus on the short and medium term given the difficulty in establishing timetables beyond five years. However, the aim is to ensure that the Action Plan remains a living document linked directly to the annual review of the Vision. Recognising that it is not possible to plan for every eventuality, the Action Plan sets a framework within which to take the Vision forward. Inevitably, new opportunities will arise over time and these will be reflected in the Plan as it is reviewed. The issue of marketing and promoting the Town Centre is dealt with separately within the Action Plan. This is seen as a key area of activity and will be taken forward immediately.

Working Together

- 6.3** A large number of key stakeholders have been involved in drawing up the Vision document. This has helped provide a sense of ownership to the future development of the Town Centre as well as create a momentum for, and recognition of, the need for change.
- 6.4** The Council is keen to maintain the strong Partnership that has developed through into implementation of the Vision. The Action Plan highlights the pivotal role that the Town Centre Management Steering Group will play in taking the Vision forward. It is also proposed that the entire Partnership is brought together once a year in March to consider an annual review of the Vision and Action Plan and any revisions or additions that may be required.

Monitoring and Reviewing the Vision and Action Plan

- 6.5** Mention has already been made that the Vision and the associated Action Plan will not be static documents. They will both be subject to annual review. Progress with implementing the Action Plan will be reported quarterly by the Council through the Town Centre Management Steering Group.
- 6.6** Whilst the Vision is set to run until 2025 it is recognised that it is likely to require a more fundamental review every five years and as a result it is anticipated that it will be completely redrafted in 2008 through the existing Partnership.

Appendices

Page No.

Appendix 1:	Action Plan (separate document)	
Appendix 2:	a Stage 1: Consultation on Key Issues	40
	b Stage 2: Consultation on Draft Vision	60
Appendix 3:	Main findings of West Berkshire 2003 Retail & Leisure Capacity Study	70