



NEWBURY

2025

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A Vision for Newbury Town Centre



Action Plan

October 2003

Appendix 1

Introduction

The Draft Action Plan is comprised of six chapters:

- (1) Short term actions (2002 - 2006)**
- (2) Medium term actions (2007 - 2010)**
- (3) Long term actions (Beyond 2010)**
- (4) Promotion and marketing**
- (5) Governance arrangements**
- (6) Monitoring and reviewing the Vision**

1. Short Term 2003 - 2006

Vision Objective	Action	Lead Partners	Other Partners	Timescale	Resources	Benefits to the local community (Outputs)
Movement/ Urban Design	BARTHOLOMEW ST NORTH ENVIRONMENTAL ENHANCEMENT	WBC/Contractor	Shops etc (Kennet Centre) Local businesses/shops	2003	WBC Capital Programme (£500k)	<ul style="list-style-type: none"> · Wider pavements · New surfaces · Improved lighting · New street furniture
Vitality	KENNET CENTRE	Shops etc (Kennet Centre)	—————	2003	Developer funded	<ul style="list-style-type: none"> · More flexible retail units · Enhanced external appearance · More seating/eating areas
Vitality	NEW CINEMA	Shops etc (Kennet Centre)	Cinema Operator	2003 - 2006	Developer funded	<ul style="list-style-type: none"> · New Cinema · Enhanced restaurant provision within Culture and Leisure Quarter
Vitality/ Movement	PARKWAY REDEVELOPMENT	WBC & Developer(s)	External consultants, Transport providers Local stakeholders	2003 - 2007	Developer funded with some resources provided by WBC to lead the project, (WBC part owns the site).	<ul style="list-style-type: none"> · New retail units · New bus terminal · Improved pedestrian access between Park Way and Northbrook Street · New pay on foot multi storey car park · New pedestrian crossing of Canal · Improved linkages to Victoria Park
Vitality	GATEWAY ENHANCEMENTS - SHORT TERM	WBC / Newbury Town Council	Contractors	2003/04	WBC	<ul style="list-style-type: none"> · Immediate improvements in maintenance around the Gateways to the Town.
Urban Design	DEVELOPMENT FRAMEWORK	WBC / Newbury Town Council	TBA	2004	WBC Capital Programme	<ul style="list-style-type: none"> · Will be used to guide future development and help shape the planning process

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Urban Design	TOWN DESIGN STATEMENT	Newbury Town Council	TBA	2004 -2005 (follows completion of the Development Framework)	Newbury Town Council	· Will be used to guide establish design standards within the Town Centre and inform the Planning process.
Urban Design/Vitality	REVISED TOWN TRAIL	Town Trail Working Party of Newbury Town Council	Developers, Local Authorities	2004 - 2005 onward (follows completion of the Development Framework)	Working Party/External funding/Developer contributions	· Proposals regarding the nature and siting of public art in the Town Centre aligned to the Vision
Urban Design / Movement / Vitality	WHARF DEVELOPMENT - DEVELOP BRIEF AND FEASIBILITY STUDY	WBC/Developer	Newbury Town Council British Waterways K & A Canal Trust	2004 - 2005 (Needs to start after the Development Framework has been completed. Construction currently phased for the medium term)	WBC/External funding	· Development of a brief for the site
Urban Design	VICTORIA PARK - ENHANCEMENT	Newbury Town Council	WBC, TCMSG and other stakeholders	2004 onwards (Linked to the Plans for Park Way Redevelopment and the Wharf Development)	Newbury Town Council/External funding	· More facilities · More attractive environment
Movement	TOWN CENTRE MOVEMENT STUDIES	WBC	Consultants TCMSG	2004	WBC/Developer contributions	· Data provided to support development projects outlined in the Vision so as to improve movement within the Town Centre · Specific proposals developed in respect of Bear Lane, Robin Hood Roundabout and Park and Ride

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						<ul style="list-style-type: none"> Proposals to enhance cycling and pedestrian movement Audit undertaken to assess improvements in signage.
Vitality/ Movement	TOWN CENTRE CAR PARKING	WBC / TCMSG		2003/04	WBC	<ul style="list-style-type: none"> Identify key car parking issues in the Town Centre through local stakeholders Assess feasibility of pilot studies prior to main Strategy.
Vitality/ Movement	CAR PARKING STRATEGY (DISTRICT WIDE)	WBC	TCMSG	2004 - 05 (to be linked to the Movement Studies)	WBC	<ul style="list-style-type: none"> Future supply and demand for car parking determined Fee structure and payment methods reviewed Physical improvements to car parks
Vitality/Urban design/ Movement	URBAN VILLAGE QUARTER	WBC/Network Rail/Developer	TBC	2004 - 2007	Largely Developer funded with some resources provided by WBC to lead the project (WBC owns much of the site)	<ul style="list-style-type: none"> Additional Town Centre housing Assists regeneration of Cheap Street and Bartholomew Street South and Town Centre more generally Integrated transport interchange Improved links between Rail Station and Town Centre

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Vitality	REPROVISION OF NEWBURY FOOTBALL CLUB	Newbury Town AFC	Developer	2004 - 2007	Funding sought by Football Club	<ul style="list-style-type: none"> Improved facilities for Football Club with subsequent community benefits Helps facilitate development of business quarter New open space Improved access to Canal
Movement/Urban Design	NEWTOWN ROAD NORTH ENVIRONMENTAL ENHANCEMENT (SOUTHERN GATEWAY)	WBC/Contractor	Local businesses/shops	2004 (to be facilitated by the results of the Development Framework)	WBC Capital Programme	<ul style="list-style-type: none"> Improved southern gateway New surfaces and cycleways New street furniture Improved Pound Street junction
Vitality	TOURISM, HERITAGE, ARTS STRATEGIES	WBC	TCMSG and key stakeholder groups	2004	WBC	<ul style="list-style-type: none"> Strategies support the implementation of the Vision
Urban Design	HISTORIC CHARACTERISATION STUDY FOR TOWN CENTRE	WBC	TBC	2004	WBC (£10,000)	<ul style="list-style-type: none"> Mapping of archaeological / historical sites in Town Centre and thereby increase awareness and help facilitate future development work
Vitality/ Urban Design	MUSEUM/TOURIST INFORMATION CENTRE REDEVELOPMENT	WBC	TBC	2004 - 2006 (will precede main Wharf redevelopment)	WBC Capital Programme plus Heritage Lottery Fund	<ul style="list-style-type: none"> Refurbished and extended Museum Extended Tourist Information Centre

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Movement/Urban Design	MARKET PLACE/WHARF STREET/MANSION HOUSE STREET ENVIRONMENTAL ENHANCEMENT	WBC/Contractor	Local businesses/shops Town Trail Steering Group	2005 and 2006	WBC Capital Programme/ External funding	<ul style="list-style-type: none"> · Close car park and create public open space for use as Café/ Restaurant quarter · Provide central focus for Town Centre · New public art · Pedestrian link to Wharf via Wharf Street
Vitality	NORTHBROOK STREET MS CAR PARK - INTRODUCE PAY-ON-EXIT	WBC	TBC	TBC	WBC Capital Programme / Developer contributions	<ul style="list-style-type: none"> · More flexible payment approach facilitating longer stays · Increase in footfall and spend in the town
Vitality	KENNET CENTRE MS CAR PARK - REFURBISH AND INTRODUCE PAY-ON-EXIT	WBC/shops etc.	TBC	TBC	WBC Capital Programme / Developer contributions	<ul style="list-style-type: none"> · More flexible payment approach facilitating longer stays · Increase in footfall and spend in the town
Movement	LOCAL TRANSPORT PLAN	West Berkshire Partnership/WBC	Local stakeholder	2005 (Date of publication of the next Plan)	WBC	<ul style="list-style-type: none"> · Will be used to draw together key issues relating to the Town Centre. Key document re future resources for highway and transport schemes
Vitality/ Urban Design	LOCAL DEVELOPMENT DOCUMENTS	WBC	Key local stakeholders	Consultation Draft 2006-7	WBC	<ul style="list-style-type: none"> · Will provide the formal planning context within which the Vision will be progressed

2. Medium Term 2007 - 2010

Vision Objective	Action	Lead Partners	Other Partners	Timescale	Resources	Benefits to the local community (Outputs)
Movement	REMOVE ALL VEHICLES FROM PEDESTRIANISED AREAS INCLUDING WHARF STREET (Follows completion of Park Way development)	WBC/Transport operators	Local businesses/shops Requires public consultation	2007 - 2008	WBC circa £100,000	<ul style="list-style-type: none"> · Traffic free shopping environment · Improved safety · Street entertainment/markets · Reduced pollution
Movement/Urban Design	NORTHBROOK STREET ENVIRONMENTAL ENHANCEMENT	WBC	Contractor	2007 or 2008	WBC Capital Programme / External Funding	<ul style="list-style-type: none"> · New surfaces · Improved lighting · New street furniture
Urban Design / Movement / Vitality	WHARF DEVELOPMENT - CONSTRUCTION	WBC/Developer	Newbury Town Council British Waterways K & A Canal Trust	2007 onwards-(timing depends on the result of the earlier Feasibility Study)	WBC / External Funding / Developer funding	<ul style="list-style-type: none"> · Marina or similar · New multi-storey car park in vicinity · Provision of a new open space - possible reprovision of Market · New leisure facilities around Canal · Improvements at Bear Lane Junction
Movement	NEWBURY RACECOURSE LINKS	WBC/Network Rail/Racecourse	TBC	2008 onwards	WBC / External funding / Developer funding	<ul style="list-style-type: none"> · Improve cycle and pedestrian links to the Town Centre
Vitality	REDEVELOPMENT OF WATERSIDE CENTRE	WBC		2008 - 2010	WBC/External Funding	<ul style="list-style-type: none"> · Reprovision of existing facilities to new site to enhance facilities for young people · Redevelopment of site to enhance Canal environs

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Vitality / Urban Design	KENNET & AVON CANAL IMPROVE FRONTAGE AND VISUAL IMPACT WITHIN TOWN CENTRE	WBC / Kennet & Avon Canal Trust / BWB	Other local stakeholders/ landowners	2007 onwards	TBC	<ul style="list-style-type: none"> · Kennet & Avon setting more accessible · More opportunities for informal recreation, walking etc
Vitality / Urban Design / Movement	REDEVELOPMENT OF DAIRY FARM	WBC / Kennet & Avon Canal Trust / BWB / Newbury Town Council	Other local stakeholders	2008 onwards	TBC	<ul style="list-style-type: none"> · Newly developed open space on the site of the old Football Club · Stronger links between Victoria Park and Dairy Farm · Enhanced Canal access
Vitality / Urban Design	DEVELOPMENT OF BUSINESS QUARTER	WBC	TBC	2008 onwards	TBC	<ul style="list-style-type: none"> · High quality office park · New employment opportunities · Stronger links with the Town Centre

3. Long Term - Beyond 2010

Vision Objective	Action	Lead Partners	Other Partners	Timescale	Resources	Benefits to the local community (Outputs)
Movement	WESTERN LINK ?	WBC	TBC	Beyond 2010	Not yet determined	<ul style="list-style-type: none"> · Improved traffic flows · Easier access between north and south of the Town
Vitality / Urban Design	KEY DEVELOPMENT SITES (SEE FIG 1)	TBC	TBC	Unclear - as opportunities arise but likely to be post 2008	Developer funded	<ul style="list-style-type: none"> · New uses align to Vision and Quarters · Improved visual environment · Improved vitality within the Town Centre

4. Promotion and Marketing

Vision Objective	Action	Lead Partners	Other Partners	Timescale	Resources	Benefits to the local community (Outputs)
Vitality	Marketing Strategy for Town Centre including the development of a distinctive 'brand'	TCMSG Sub group to be established	Local stakeholders	2003 onwards	TCMSG Contributions from local stakeholders	<ul style="list-style-type: none"> · Single multi-agency marketing strategy for the Town · Clear brand · Consistent and unified message · Co-ordinated promotions · Additional resources for marketing and promotions · Sponsorship

5. Governance

Vision Objective	Action	Lead Partners	Other Partners	Timescale	Resources	Benefits to the local community (Outputs)
Vitality, Movement and Urban Design	TCMSG TO ACT AS THE PRIMARY VEHICLE FOR TAKING THE VISION FORWARD	TCMSG	TBA	Ongoing	TCMSG	<ul style="list-style-type: none"> · Strong Partnership approach to implementing and reviewing the Vision · Effective communication with all stakeholders · Community ownership
	WBC OFFICER AND MEMBER STEERING GROUP TO SUPPORT MANAGEMENT AND IMPLEMENTATION OF ISSUES	WBC	Stakeholders within the vision Partnership			<ul style="list-style-type: none"> · Effective co-ordination and management of the Vision process within WBC
	ANNUAL CONFERENCE	TCMSG/WBC	Whole Partnership	Annually in March	WBC	<ul style="list-style-type: none"> · Community ownership · Momentum and profile maintained

6. Monitoring and Review

Vision Objective	Action	Lead Partners	Other Partners	Timescale	Resources	Benefits to the local community (Outputs)
Vitality, Movement and Urban Design	BIANNUAL MONITORING REPORTS TO TCMSG AND WBC	TCMSG/WBC	Key stakeholders	September and March	WBC	<ul style="list-style-type: none"> · Clear statement on progress with implementing Action Plan · Key issues/concerns highlighted at any early stage
	ANNUAL REVIEW OF VISION AND ACTION PLAN TO CONSIDER AMENDMENTS	TCMSG/WBC	Key stakeholders	March	WBC	<ul style="list-style-type: none"> · Formal statement of progress and issues that can be widely publicised
	ANNUAL REPORT TO TCMSG/WBC/CONFERENCE	TCMSG/WBC	Key stakeholders	March	WBC	<ul style="list-style-type: none"> · Progress and key issues are communicated to the Partnership · Changes/amendments to the plan can be discussed and made