



# 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

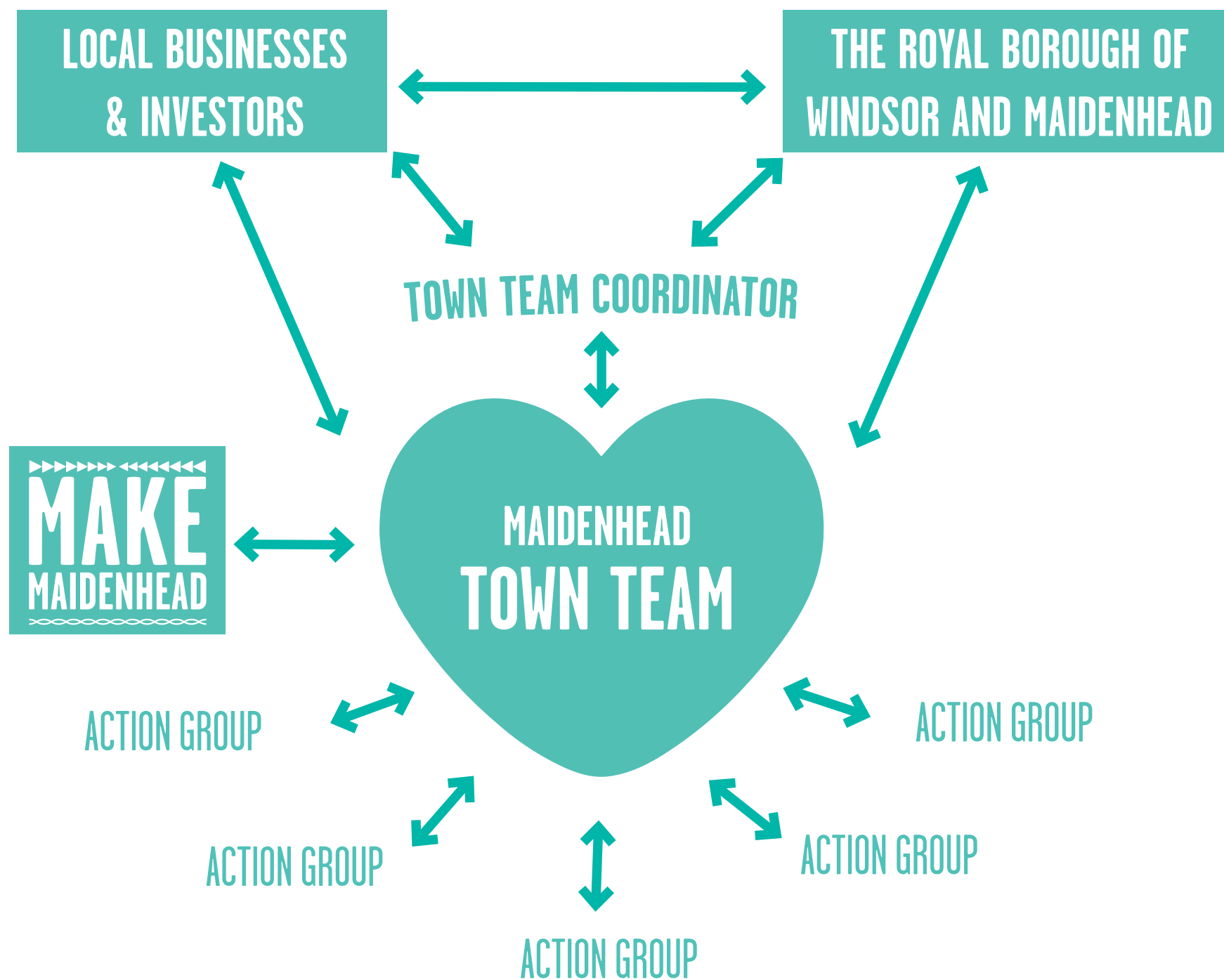
Build on all the community activity and spirit within the town to create a even diverse and burgeoning mix of community, cultural and arts events, festivals and activities that make Maidenhead a true arena of social activity.

# 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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