
MAIDENHEAD VISION COMMUNITY PLANNING DAY

Report Back
14 January 2020

LAUNCH

A launch event was held on Monday 4 November 2019 to begin publicising and explaining the Maidenhead Town Centre Vision Community Planning process to invited stakeholders and the local media.

There was a presentation with information about the team, the Community Planning process, timeline, site area and development plans.

There was also a walkabout led by the council, explaining various facts and history of the town centre.



Steps and sights of town 'vision'

Maidenhead: Join a walk, group or talk on regeneration

By Kieran Bell
kieranb@baylismedia.co.uk
[@KieranB_BM](https://twitter.com/KieranB_BM)

A community planning day later this month will allow residents to help shape a new 'vision' for Maidenhead town centre.

Architect JTP has been appointed by the Royal Borough to work with people in

Speed read...

Those interested in the regeneration of Maidenhead will be given the opportunity to shape the future vision for the town. Architects JTP will be holding a community planning day on Saturday, November 23.

town.

Starting at St Mary's Church in St Mary's Walk, the group circled around part of the Chapel Arches development next to the waterways, along St Ives Road, York Road and The Landing site.

It then walked up through the High Street, into West

PUBLICITY

MAIDENHEAD VISION COMMUNITY PLANNING DAY

10.00am - 4.00pm, Saturday 23 November 2019
Nicholsons Shopping Centre, Maidenhead SL6 1LB



The Community Planning Day will take place in the former Argos unit on Brock Lane Mall, close to the Brock Lane entrance off Queen Street.

TOWN CENTRE GUIDED WALKABOUT GROUPS

10.00-11.00am, Saturday 23 November 2019. Meet at former Argos unit Nicholsons Centre. Returning to Nicholsons Centre in time for the Introduction and start of workshops.

DON'T FORGET THE REPORT BACK

After the Community Planning Day, the JTP team will draw up a Vision for Maidenhead to be presented back to the community on Tuesday 14 January 2020 from 6.45pm - 8.30pm at St Mary's Church.



MAIDENHEAD VISION COMMUNITY PLANNING DAY

10.00am - 4.00pm, Saturday 23 November 2019

Maidenhead Vision Community Planning Day is a new Vision and Charter for the town.

As the town centre regeneration is underway in Maidenhead, it is important that the town centre continues to be a place where the community now and in the future can be shaped by the Royal Borough of Windsor and Maidenhead (RBM) to work with residents and businesses to shape the future of the town.

It will be a chance to share local ideas, concerns and suggestions, along with the new Vision and Charter. It will also be an exhibition explaining the regeneration and team's plans.

A 90-minute guided walking tour of the town centre will be available if you can let us know in advance.

Workshops starting at 11.15am are on a first-come, first-served basis and you can stay for the whole event if you wish.

Following the day, the JTP team will analyse the feedback and draw up an illustrated Vision and Charter for the town to be presented back to the community on Tuesday 14 January 2020 from 6.45pm - 8.30pm at St Mary's Church.

The JTP team will prepare a Vision and Charter for the town to be presented back to the community on Tuesday 14 January 2020 from 6.45pm - 8.30pm at St Mary's Church.

The JTP team will describe and illustrate the future of Maidenhead Town Centre and inform developers about the expectations and aspirations of the community. 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.

The Maidenhead Vision Community Planning Day is being organised by JTP on behalf of the Royal Borough of Windsor and Maidenhead. For more information please visit jtp.co.uk/projects/visionmaidenhead or contact the Community Planning team at community@jtp.co.uk or on Freephone 0800 0126 730.

Community Planning Day Programme

Saturday 23 November 2019, Public Workshop Day
Former Argos Unit, Nicholsons Shopping Centre, Maidenhead SL6 1LB

- 10.00am Exhibition opens
- 10.10 Town centre walkabout guided groups (returning to venue at around 11.00)
- 11.00 Refreshments
- 11.15 Welcome and introduction
- 11.30 Dialogue Workshop - Maidenhead Town Centre Tomorrow
Take part in a wide-ranging facilitated discussion about the Problems, Dreams and Solutions in relation to the future of the town centre and its relationship with the surrounds.
- Young People's Workshop
A chance for young people to talk about the town centre and draw ideas for the future.
- 12.45pm Lunch break - lunchtime refreshments will be provided
- 1.30 Hands-on Planning Groups
An opportunity to work in small, facilitated groups to consider key issues and opportunities for the town centre and its relationship with the surrounds and plan ideas for the future.
- Young People's Workshop (continued)
- 2.45 Refreshment break
- 3.00 Feedback from Hands-on Planning Groups
- 3.30 Dialogue Workshops: A Charter for Maidenhead Town Centre
Consider the key principles, objectives and actions applicable to the regeneration of Maidenhead Town Centre and the role of civic leadership and public participation.
- 4.00 Close - workshops and exhibition concluded

Report Back Presentation
Tuesday 14 January 2020
St Mary's Church, 14 St Mary's Walk, High St, Maidenhead SL6 1YY

- 6.45pm Doors open
- 7.00 Report Back of the Vision and Charter for Maidenhead Town Centre
- 8.30 Close

TOWN CENTRE GUIDED WALKABOUT GROUPS

10.00-11.00am, Saturday 23 November 2019. Meet at former Argos unit Nicholsons Centre. Returning to Nicholsons Centre in time for the Introduction and start of workshops.

News

Teens quizzed on their town vision

Burchetts Green: BCA students put their ideas forward

By Georgia Bishop
georgiab@bystandmedia.co.uk
@georgiab_21

The architects redesigning the Nicholsons Centre listened to what teenagers envisage for the town on Monday.

The visit to Berkshire College of Agriculture (BCA) precedes a Maidenhead Vision Community Planning Day at the Nicholsons on Saturday between 10am-4pm.

JTP has been appointed by the Royal Borough to work with people in the town to draw up a 'placemaking vision and charter' for the centre of Maidenhead.

At the Burchetts Green Road college the architects heard what 45 students across the business studies and early years departments

Speed read...

JTP architects visited BCA students on Monday to hear what they would like in a re-designed town centre. On Saturday, JTP will hold a planning day in the Nicholsons.

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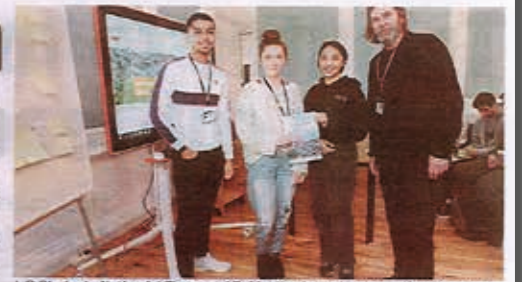
enjoyed having the opportunity to discuss their ideas and JTP really took on board all suggestions."

On Saturday the community planning day will be held at the former Argos unit by the Brock Lane entrance of Nicholsons Shopping Centre.

It will involve a town centre walkabout in guided groups from 10-11am, and workshops throughout the day until 4pm.

Following the workshops the JTP team will analyse and summarise the outcomes and draw up an illustrated draft Vision and Charter.

This will be presented back to the community from 7.8.30pm at St Mary's Church in St Mary's Walk, High Street. Doors open at 6.45pm.



L-R Students Nathaniel Thomas, 17, Martha Arber Muskus, 16, with JTP's Syon Yoon and Charles Campion. Ref:132174-6



JTP Architects held a workshop with BCA students. Ref:132174-1

CHRISTMAS EVENTS

THURSDAY 28 TO SATURDAY 23 NOVEMBER
Maidenhead Operatic Society presents *Evita* at the Deborough Theatre
Box Office: 01628 675819
Book on line www.mos.co.uk

SATURDAY 23 NOVEMBER
Maidenhead Town Centre Placemaking Vision Community Planning Day
10am - 4pm
Nicholsons Shopping Centre, Maidenhead SL6 1LB
<http://www.jtp.co.uk/projects/visionmaidenhead>

SATURDAY 23 NOVEMBER
Maidenhead Christmas Lights Switch-On and Christmas Market
The High Street, Queen Street and St Ives Road will be closed to traffic and turned into a Christmas fair and market with crafts and food stalls, children's rides and fun for all the family.
Santa and his helpers will be in the Nicholsons Shopping Centre from 11am-3pm in the main square. Maidenhead's annual switch on event will begin with entertainment on the main stage from 4.30pm with performances from The Eagle Claw Kung Fu Lion Dance Team, The New Maidenhead Choir and Bottle Kids at the Town Hall. Stars of our local pantos will be counting down to the lights going on. Just before 6pm the countdown will begin for the lights switch on which is followed by a spectacular fireworks display from the roof of the Town Hall.

SATURDAY 23 & 30 NOVEMBER & 7, 14 DECEMBER
Visit Santa in the Nicholsons Shopping Centre
Santa and his helpers will be in the Nicholsons Shopping Centre from 11am to 3pm.
This event is brought to you by the Rotary Club of Maidenhead. Donations welcome in aid of various fundraising causes. Bernard Ranger photography will be on hand to take festive photos on Saturday 30 November.

THURSDAY 25 NOVEMBER
Elke Sufle
Catch sight of our giant Elf as he gets up to mischief around the stores at the Nicholsons Centre. He will be making appearances at 11am, 1.30pm and 4pm. Then check the Centre's Facebook page each day to see where he is hiding and what he is doing.

THURSDAY 25 NOVEMBER - SUNDAY 29 DECEMBER
Norden Farm Christmas Show
The Bear from the book by Raymond Briggs
The story of a little girl who befriends a mischievous polar bear, this playful, funny and heart-warming tale is one of imagination and growing up.
Featuring inventive design, original music, and magical puppetry.
Box Office: 01628 788997
Book on line www.nordenfarm.org

FRIDAY 6 TO SUNDAY 8 DECEMBER
Christmas Tree Festival
Visit St Luke's Church in Maidenhead to get into the Christmas spirit and vote for your favourite tree. Last year there were over 60 trees! Full details including opening times can be found on the Make Maidenhead website.

SATURDAY 7 DECEMBER
Reindeer Racing!
Maidenhead Bridge Rotary will be running (Day) Reindeer Racing in the shopping centre between 11am and 3pm raising money for local charities.

SATURDAY 7 DECEMBER
The Carnival of the Animals Lantern Parade
Norden Farm's annual Lantern Parade returns. Parade departs at 5pm, enjoy live music and entertainment from The Brass Funkys on stage outside the Town Hall from 4.30pm.
This year's event is topped off with a post parade gig in the Deborough Theatre!
Lantern Making Workshops will be held in the run up to the event - check out the Norden Farm website for full details.

WEDNESDAY 11 - SUNDAY 15 DECEMBER
The Real Maidenhead Pantomime presents Dick Whittington at the Deborough Theatre
Over 40 years of local traditional Pantomime in Maidenhead's own Deborough Theatre.
Tickets: £12 Adults, £10 Children.
Bring a Family of 4 for just £40!
Discounts available for groups of 10 or more.
Please contact the Box Office for details.
Box Office: 07375 11174 <https://thelittleboxoffice.com/> | www.maidenhead-drama.co.uk

THURSDAY 14 - THURSDAY 24 DECEMBER
Charity Gift Wrapping in the Nicholsons Shopping Centre
Thomas Hopper will be offering a gift wrapping service for shoppers to take the stress out of shopping. Also throughout December there will be a variety of community groups performing carols in the centre.

SATURDAY 14 DECEMBER
River Church Santa's on the High Street
The Team from Maidenhead River Church will be wearing the High Street with Santa's and festive cheer!

WEDNESDAY 18 DECEMBER
Maidenhead Concert Band Charity Concert
Taking place at Norden Farm Centre for the Arts at 7.45pm
Box Office: 01628 788997
Book on line www.nordenfarm.org

SATURDAY 21 TO SUNDAY 23 DECEMBER
Snow White at the Peace Suite Theatre at the Magnet Leisure Centre
Join us to find out if the Wicked Queen will banish Snow White once and for all, or if Dame Dugbald and the handsome Prince will thwart her evil plans.
Book on line: www.maidenheadpantomime.co.uk or call: 0333 666 3366.

CHRISTMAS PARKING MADE EASY...
The Christmas enjoy FREE WEEKEND PARKING in Maidenhead from the 23 November until the weekend before Christmas Day. Boxing Day and New Year's Day will also be free.
We want to make Christmas shopping as easy as possible this year in Maidenhead so we are offering this incentive so you can make the most of the town centre and all the Christmas events.
Don't forget that Sunday and Bank Holiday Parking in Maidenhead is free all year round and the majority of shops are open 11am-5pm.

CHRISTMAS LIGHTS PARADES FIREWORKS RACES **CONCERTS & REINDEER MARKET MAKE MAIDENHEAD**

For the most up to date information on Christmas events in Maidenhead visit www.enjoymaidenhead.com
Follow us [MakeMaidenhead](https://www.facebook.com/MakeMaidenhead) [@MakeMaidenhead](https://www.instagram.com/MakeMaidenhead)

COMMUNITY ANIMATION

Places and organisations visited included:

- Norden Farm Centre for the Arts
- Maidenhead United FC
- Cookham
- Berkshire College of Agriculture
- Magnet Leisure Centre
- Maidenhead High Street
- Nicholsons Shopping Centre
- Maidenhead Train Station
- Bray
- Holyport
- Cox Green



VISION WORKSHOP AT BERKSHIRE COLLEGE OF AGRICULTURE



*“I dream of an Accessible,
Safe and Affordable
Maidenhead.”*

*“I just want some
good vibes!”*

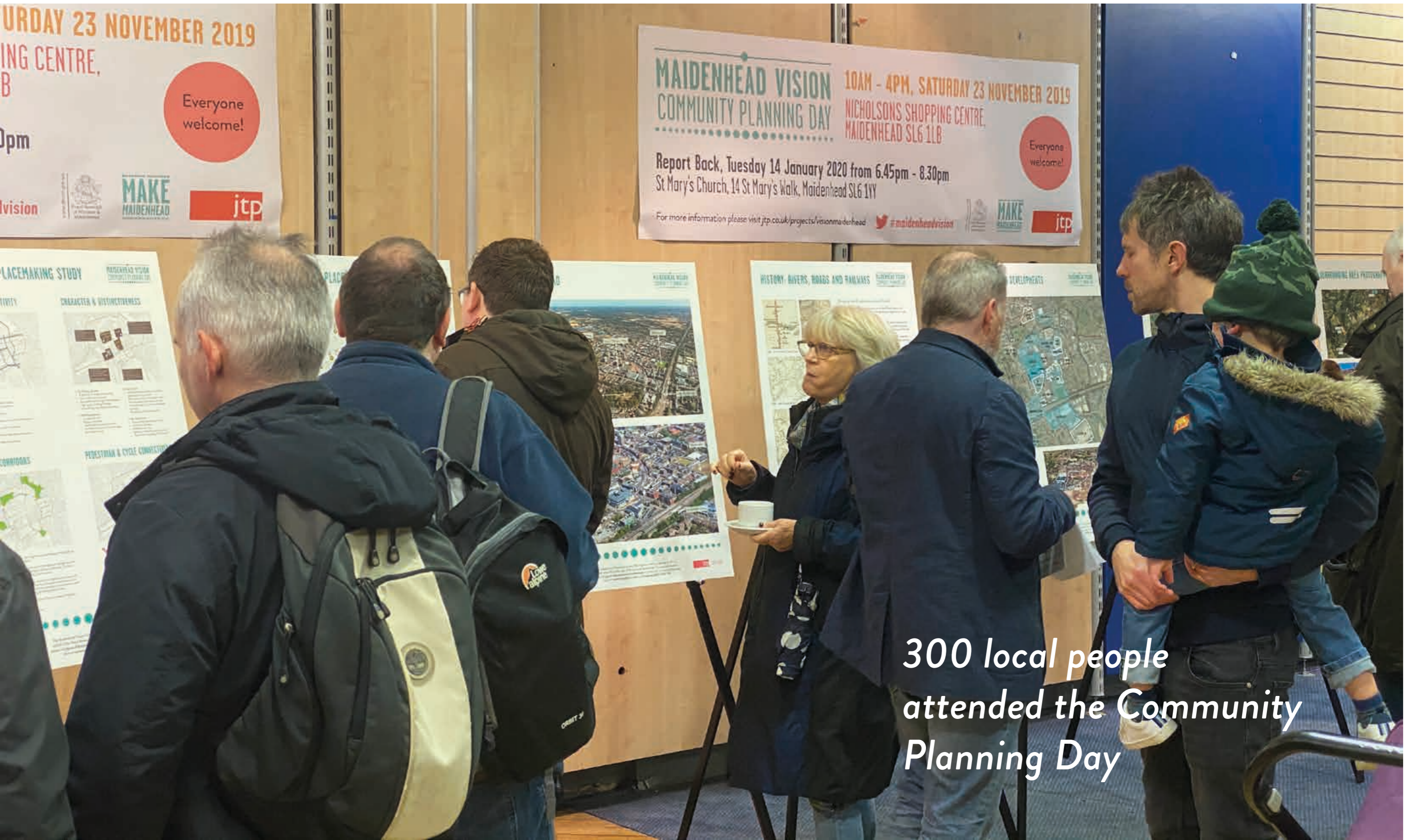
COMMUNITY PLANNING DAY PROGRAMME

Saturday 23 November 2019
Nicholsons Shopping Centre

- 10.00am Doors open & exhibition begins
- 10.10 Town centre walkabout guided groups
(returning to venue at around 11.00)
- 11.00 Refreshments
- 11.15 Welcome and introduction
- 11.30 Dialogue Workshop: Maidenhead Town Centre
Tomorrow
Young People's Workshop
- 12.45pm Lunch break
- 1.30 Hands-on Planning Groups
Young People's Workshop
- 2.45 Refreshment break
- 3.00 Feedback from Hands-on Planning Groups
- 3.30 Dialogue Workshop: A Charter for
Maidenhead Town Centre
- 4.00 Workshops and exhibition conclude



COMMUNITY PLANNING DAY BACKGROUND EXHIBITION



MAIDENHEAD VISION
COMMUNITY PLANNING DAY
10AM - 4PM, SATURDAY 23 NOVEMBER 2019
NICHOLSONS SHOPPING CENTRE,
MAIDENHEAD SL6 1LB
Everyone welcome!

Report Back, Tuesday 14 January 2020 from 6.45pm - 8.30pm
St Mary's Church, 14 St Mary's Walk, Maidenhead SL6 1YY

For more information please visit jtp.co.uk/projects/visionmaidenhead #maidenheadvision

Logos: MAKE MAIDENHEAD, jtp

*300 local people
attended the Community
Planning Day*

COMMUNITY PLANNING DAY BACKGROUND EXHIBITION



COMMUNITY PLANNING DAY TOWN CENTRE WALKABOUT



COMMUNITY PLANNING DAY TOWN CENTRE WALKABOUT



INTRODUCTION

BRIEF FROM CHARLES CAMPION



DIALOGUE WORKSHOP

POST-IT NOTES: PROBLEMS, DREAMS & SOLUTIONS



DIALOGUE WORKSHOP

POST-IT NOTES: PROBLEMS, DREAMS & SOLUTIONS



WORKSHOP QUOTES

ISSUES

“The Town centre is not linked to the river - which is our greatest asset.”

“Access is difficult, dim and dangerous for pedestrian and cycle access to the town centre.”

“The town centre is a mess and a ‘patchwork’.”

“The town centre is filled with ugly, mismatching buildings - ‘hotchpotch’ developments makes it unattractive and messy!”

“There’s not a shop in Maidenhead now that I would go to.”

“There is nowhere for kids to hang out.”

“I don’t trust my 16-year-old daughter to be alone in the town centre as it’s not safe.”

“I moved here 15-years ago on a promise that Maidenhead would be a great place to live, that the town would be thriving and alive... I’m still waiting!”

WORKSHOP QUOTES

DREAMS

I dream that...

“Maidenhead is seen as an ‘Age Friendly Borough’ as per UN Age Friendly Cities.”

“Maidenhead is a healthy and happy town to live and grow up in.”

“The whole of Maidenhead is linked by foot.”

“It’s socially, culturally, aesthetically vibrant Thames-side town.”

“Maidenhead is a place where you will be given the best customer service and experience in retail.”

“Town centre development with world class architecture.”

“We have pride that this is our town!”

“A town on a human scale, not dominated by cars and traffic.”

“It’s a lively, dynamic and attractive town centre.”

WORKSHOP QUOTES

DREAMS (CONT.)

I dream that...

“Maidenhead has a strong identity of its own and a central soul that promotes a strong community.”

“Maidenhead is a place where many people are engaged with sports and arts of all kinds.”

“It’s a sustainable place that people want to come and live in.”

“The town centre is green, spacious and seamless.”

“It’s a beautiful town that integrates old characterful buildings and imaginative new architecture of excellent quality.”

“Town is bustling and busy, filled with people, restaurants, retailers, arts and crafts.”

“Maidenhead is a beacon for sustainable development.”

WORKSHOP QUOTES

SOLUTIONS

“Tree planting and ‘living walls’ to bring alive and beautify the town centre.”

“Make Maidenhead United football ground into a park and a community centre. This green and public space can act as a new magnet as well as to connect important spaces via foot and cycle.”

“Cycle routes and beautiful walkways to link the town centre to the station.”

“Support community groups and non-for-profit arts and crafts organisations.”

“Greater support for grassroots initiatives.”

“Create an open, transparent and inclusive engagement process to the town centre development.”

“Create a holistic and integrated vision for all.”

WORKSHOP QUOTES

SOLUTIONS (CONT.)

“Bring in some flowers and earth into the town centre.”

“Create a biodiversity network in the town centre.”

“Create a town centre that is an urban arboretum.”

“Maidenhead should go on a road diet, make them slimmer and more pedestrian and cycle friendly.”

“If you plan for the less abled, you plan a town for everyone.”

“Plan for all hours of the day and its different users.”

“You’ve got to think outside the box, the same shops and cafés approach won’t work.”

WORKSHOPS

HANDS ON PLANNING

Group 1 - Landscape

Group 2 - A Town of Short Distances
and Green Places

Group 3 - Greenways Express

Group 4 - Movement

Group 5 - Green Links

Group 6 - Young People



WORKSHOPS

HANDS ON PLANNING GROUP 1 - LANDSCAPE



WORKSHOPS

HANDS ON PLANNING GROUP 1 - LANDSCAPE

For more information please visit jtp.co.uk/projects/visionmaidenhead

#maidenheadvision

Royal Borough of Windsor & Maidenhead

MAKE MAIDENHEAD

jtp

HANDS-ON PLANNING



MAIDENHEAD TOWN CENTRE TOMORROW



“A vision for green and walkable Maidenhead.”

WORKSHOPS

HANDS ON PLANNING GROUP 2 - A TOWN OF SHORT DISTANCES AND GREEN PLACES



WORKSHOPS

HANDS ON PLANNING GROUP 2 - A TOWN OF SHORT DISTANCES AND GREEN PLACES

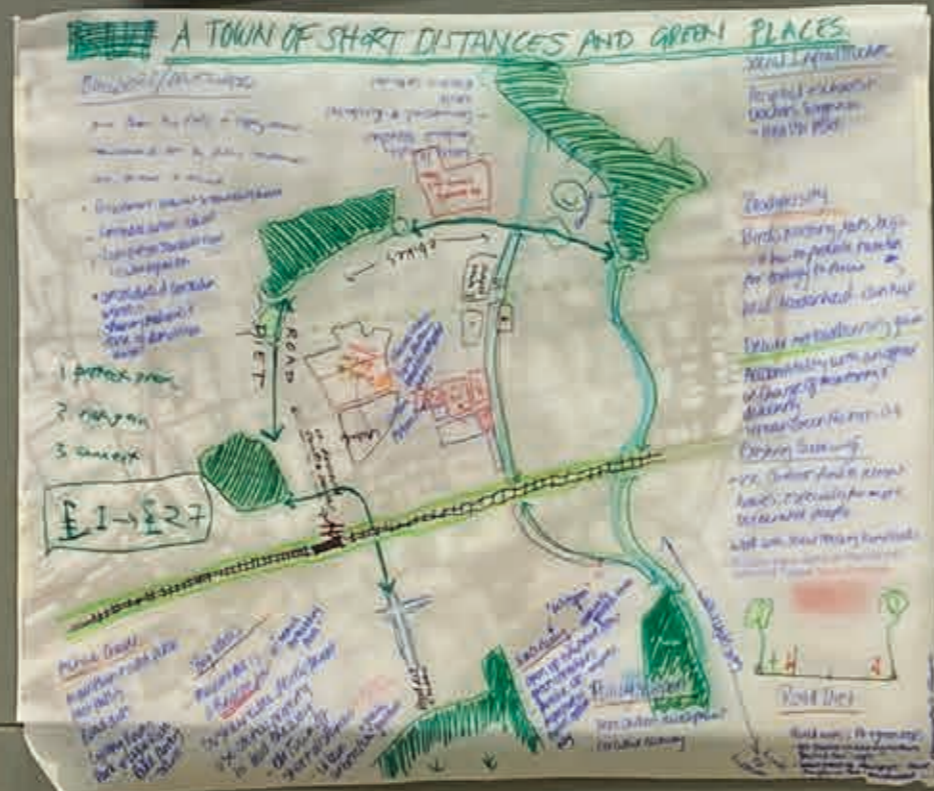
St Mary's Church, 14 St Mary's Walk, Maidenhead SL6 1JL
For more information please visit jtp.co.uk/projects/visionmaidenhead

 #maidenheadvision

www.rbwm
Royal Borough
of Windsor &
Maidenhead

MAIDENHEAD

HANDS-ON PLANNING



MAIDENHEAD TOWN CENTRE TOMORROW

“Get the waterways open!”



WORKSHOPS

HANDS ON PLANNING GROUP 3 - GREENWAYS EXPRESS



Tuesday 14 January 2020 from 6.45pm - 8.30pm

WORKSHOPS

HANDS ON PLANNING GROUP 3 - GREENWAYS EXPRESS

For more information please visit jtp.co.uk/projects/visionmaidenhead

#maidenheadvision

www.jtp.co.uk
of Windsor & Maidenhead



HANDS-ON PLANNING



MAIDENHEAD TOWN CENTRE TO



WORKSHOPS

HANDS ON PLANNING GROUP 4 - MOVEMENT



*“A walk calms the nerves,
refreshes the mind and uplifts
the spirit.”*

WORKSHOPS

HANDS ON PLANNING GROUP 4 - MOVEMENT

HANDS-ON PLANNING



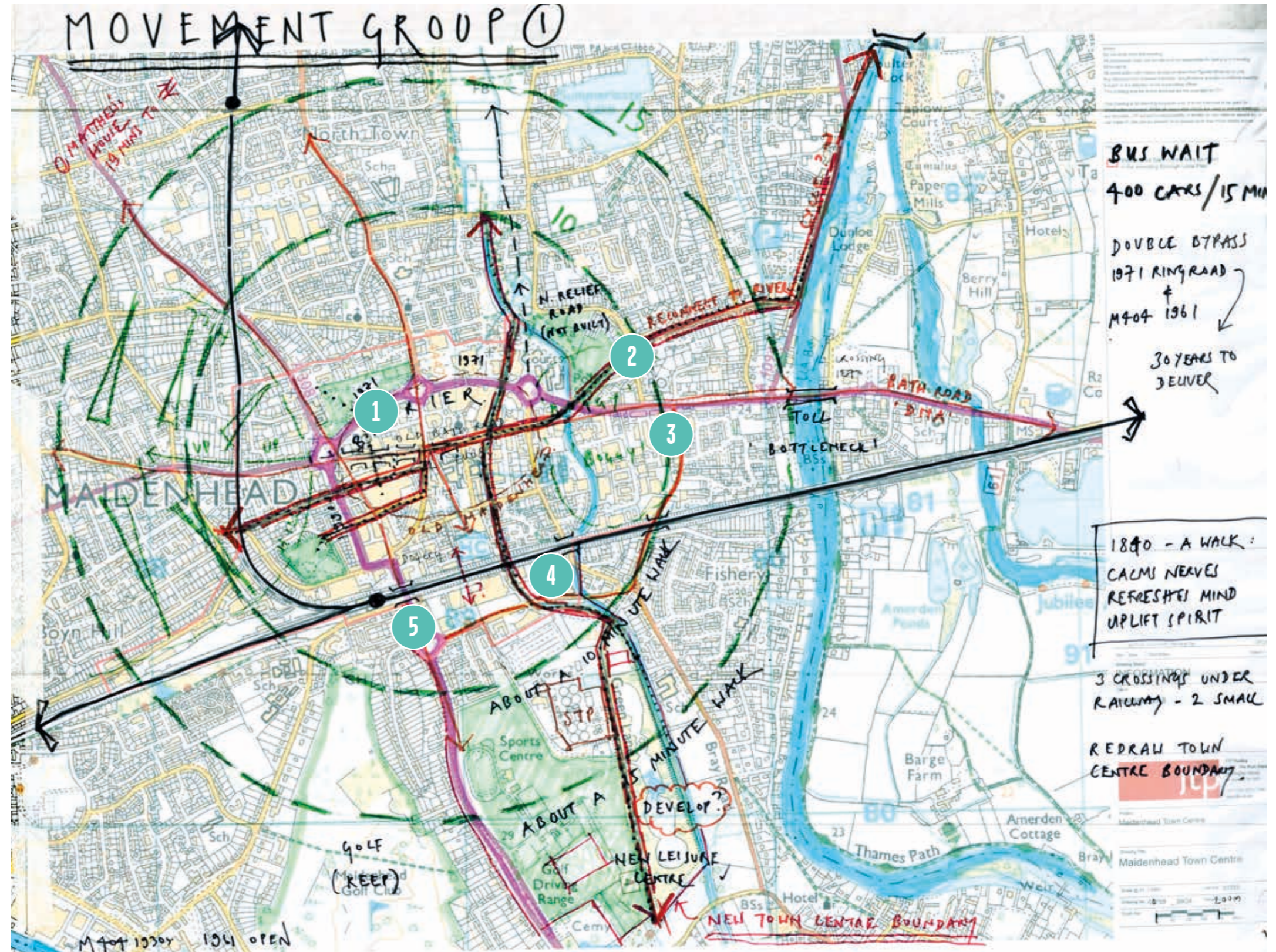
“Maidenhead needs to be a walking, a cycling place and not just for the car.”

MAIDENHEAD TOWN CE

WORKSHOPS

HANDS ON PLANNING GROUP 4 - MOVEMENT

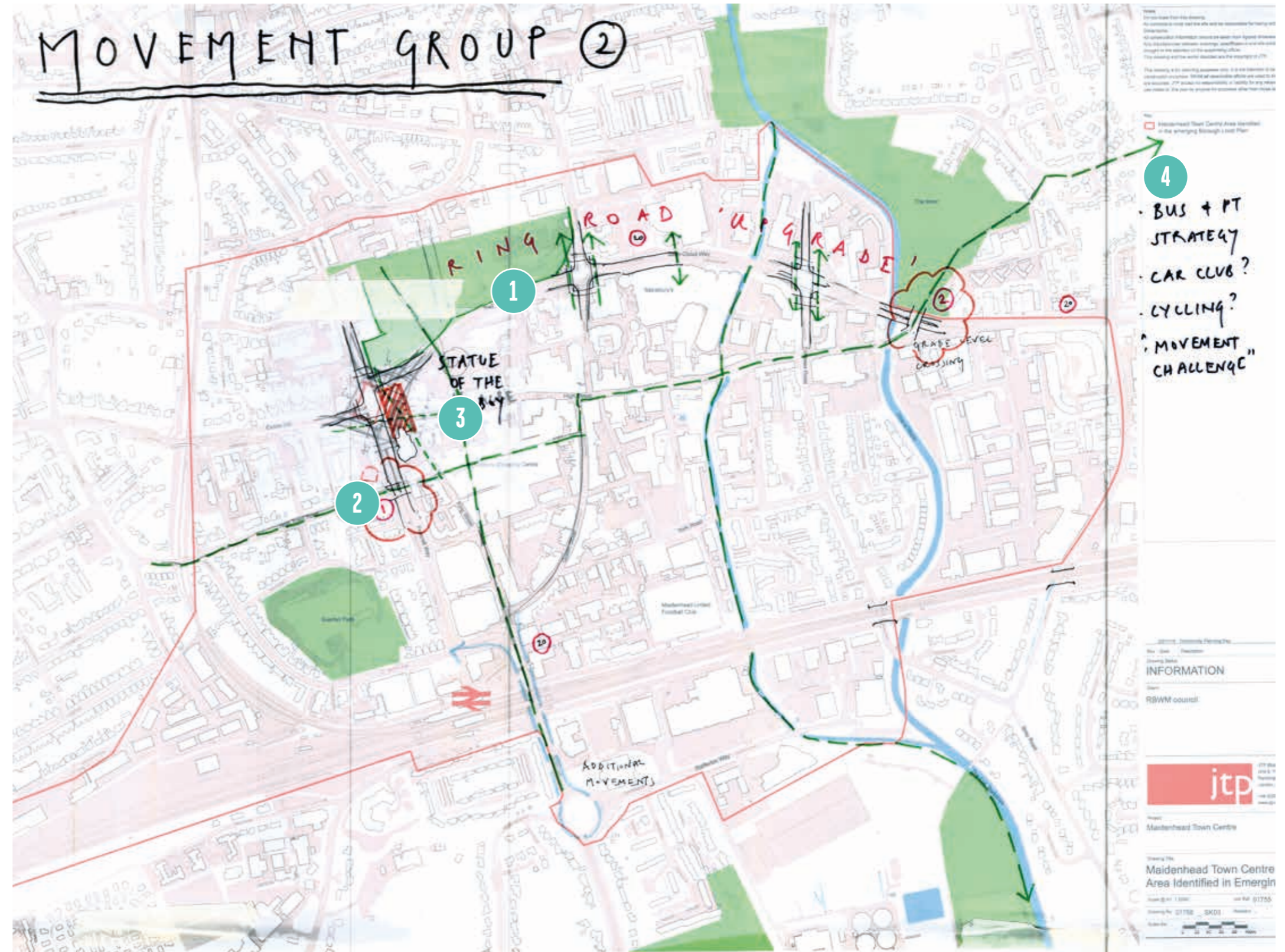
- 1 Current identification of Ring Road as a physical barrier separating the town centre to the surroundings
- 2 Identification of Maidenhead Town centre as a walkable neighbourhood
- 3 Improved connections to the River Thames
- 4 Improved connections to the south of the town centre, with the movement of key leisure centre and developments there
- 5 New town centre boundary to include the southern half of the railway



WORKSHOPS

HANDS ON PLANNING GROUP 4 - MOVEMENT

- 1 A ring road 'upgrade' to bring the pedestrian and cycle crossings to grade and slow the vehicles down to 20 mph
- 2 Replacing underpass with grade crossings on desire lines
- 3 Promoting easy and safe connections for cyclists and pedestrians to access the surrounding green assets
- 4 Better and more frequent bus facilities and services



WORKSHOPS

HANDS ON PLANNING GROUP 5 - GREEN LINKS



WORKSHOPS

HANDS ON PLANNING GROUP 5 - GREEN LINKS

Back, Tuesday 14 January 2020 from 6.45pm - 8.30pm
Church, 14 St Mary's Walk, Maidenhead SL6 1YY

For more information please visit jtp.co.uk/projects/visionmaidenhead

#maidenheadvision



MAKE MAIDENHEAD

jtp

Everyone welcome!

HANDS-ON PLANNING

1. **WALKER WALK?**
 CANAL SIDE CENTRE
 PUBLIC SQUARE (REDEVELOPMENT)
 UNDER BRIDGE
 BY STAFFORDS GATE
 TO BRIDGE

2. **LINK** - **WALKER WALK?**
 LINK SIDE LINK TO
 BRIDGE TO
 WALK TOWARDS BRIDGE

3. **BRIDGE**
 CANAL BRIDGE AT WALK
 BRIDGE SIDE OF BRIDGE

4. **WALKER WALK PLANNING**
 FROM BRIDGE TO BRIDGE
 TO BRIDGE BRIDGE BRIDGE

5. **A BRIDGE BRIDGE BRIDGE**

GREEN LINKS



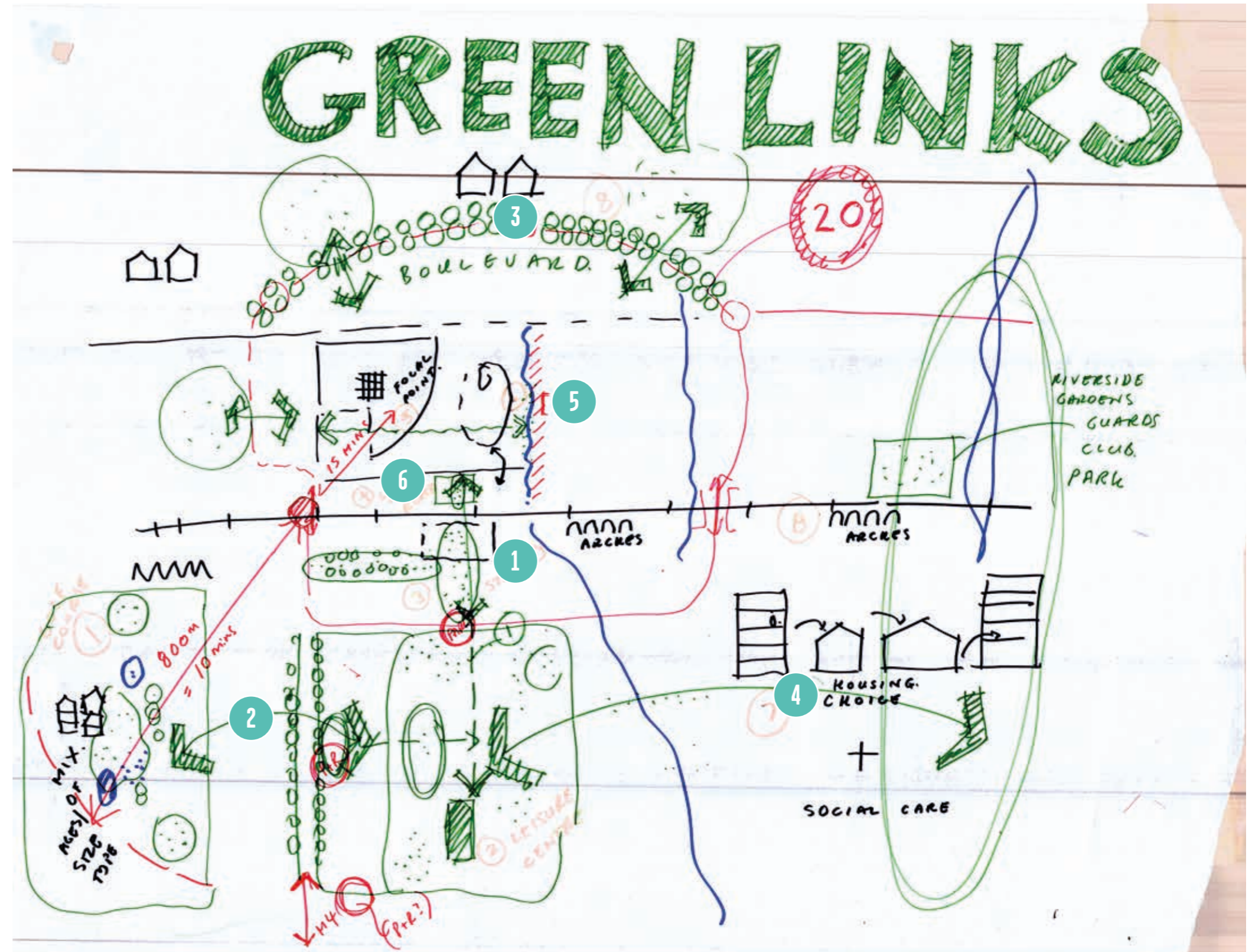
MAIDENHEAD TOWN CENTRE TOMORROW



WORKSHOPS

HANDS ON PLANNING GROUP 5 - GREEN LINKS

- 1 Improve the 'Magpie Walk' that links town centre to football ground (redevelopment) under the railway
- 2 Link 'Riparian Walk' - links golf club to Braywick to River Thames / Guards Club
- 3 Creating a Grand Boulevard of trees, creating green links to Parks and open spaces
- 4 Mixed and varied choices of housing that respond to the locational characteristics
- 5 Activate and highlight the river as an asset by creating an active towpath, and buildings that front onto it
- 6 Create a family friendly town - A town for all



WORKSHOPS

HANDS ON PLANNING GROUP 6 - YOUNG PEOPLE

“Make the town centre more youth friendly.”

“The library needs to be bigger.”



WORKSHOPS

HANDS ON PLANNING GROUP 6 - YOUNG PEOPLE



*“There needs to be more stuff
for teenagers to do!”*

COMMUNITY PLANNING DAY MAIDENHEAD SL6 1LD
Report Back, Tuesday 14 January 2020 from 6.45pm - 8.30pm
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For more information please visit jtp.co.uk/projects/visionmaidenhead #maidenhead

PROBLEMS

DREAMS

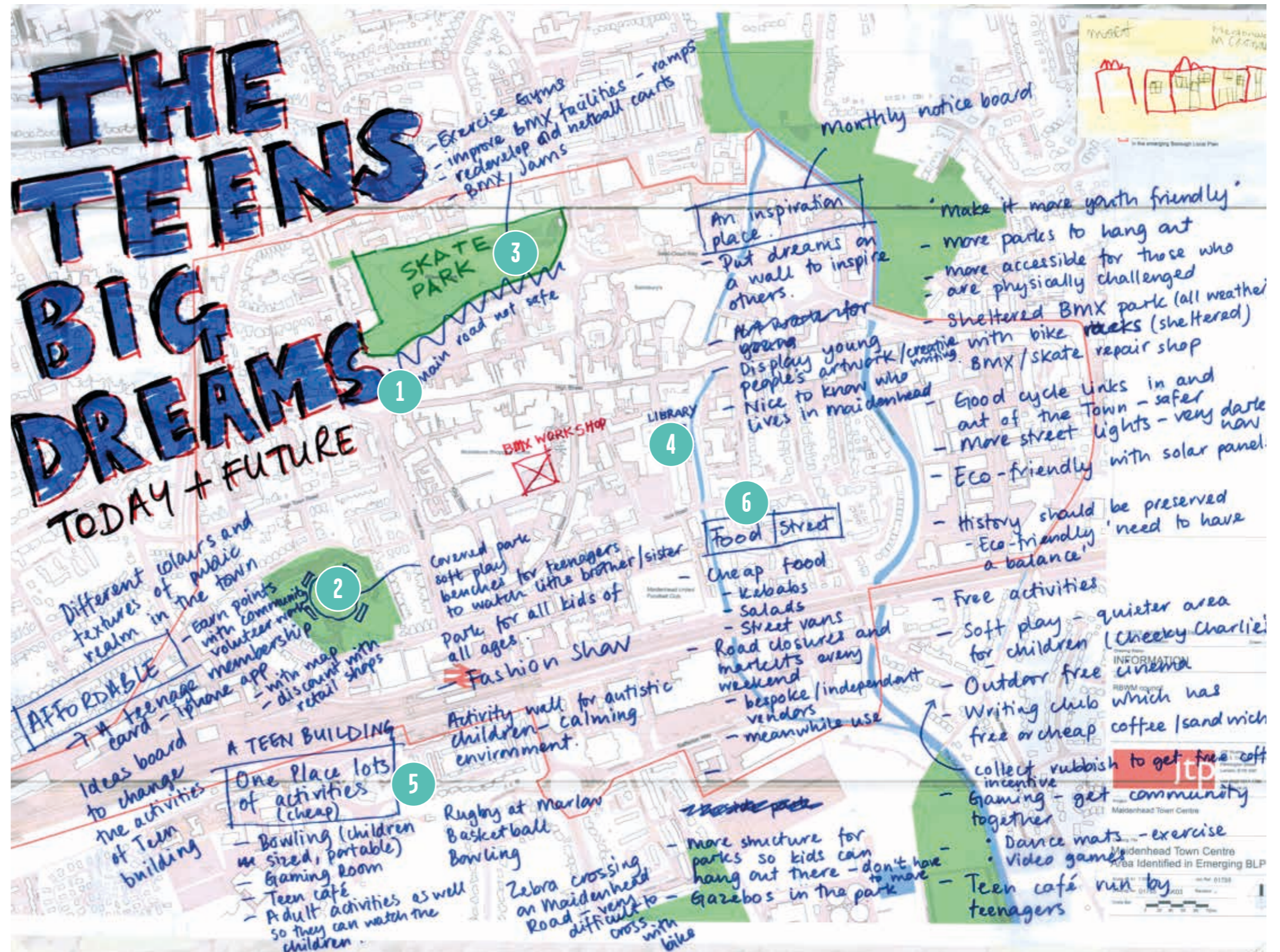
THE TEENS
BIG
DREAMS
TODAY & TOMORROW

TOWN CENTRE TO

WORKSHOPS

HANDS ON PLANNING GROUP 6 - YOUNG PEOPLE

- 1 Creating safe and well-lit road conditions for walking and cycling
- 2 Sheltered park spaces with soft play areas and benches
- 3 Improved BMX / Skate Parks with shelters and event spaces to learn and to create a community of shared interest
- 4 Bigger library
- 5 Create a Teen Building, an affordable, sheltered and exciting place for children and teenagers to hang out, support one another and learn
- 6 Weekly road closures and markets with cheap, independent street food retailers



WORKSHOPS

HANDS ON PLANNING GROUP 6 - YOUNG PEOPLE

An Inclusive Maidenhead

- The public realm to have different colours and textures
- Activity wall for autistic children, providing them a calming environment
- More accessible for those who has physical difficulties

Parks

- Parks need to have more structure, with activities so kids can stay and hang out rather than being asked to move away
- Covered, soft play areas and benches in the park for teenagers to watch their siblings
- Parks for all kids of all ages
- More streetlights as the park gets very dark in the winter

BMX / Skateboard facilities

- Redevelop the old netball courts and improve BMX and skate park with new ramps and shelter to be used all year round
- Provide a place where events can take place
- Have BMX / Skate workshops where people can buy parts and repair their parts

Cycling and Transport Links

- Strong, safe and well lit cycle links in and out of the Town
- Sheltered and well lit cycle racks
- Better public transport links to Maidenhead

Eco-friendly

- Maidenhead should be eco-friendly, with solar panels installed around the town
- Historic assets should be preserved, whilst prioritising eco-friendly town

WORKSHOPS

HANDS ON PLANNING GROUP 6 - YOUNG PEOPLE

Teenage Membership Card / App

- Community volunteering incentive to earn points / entry to activities. The app could include:
 - A map of initiatives that teenagers could get involved in and around Maidenhead
 - A list of retailers where they can benefit from
 - Information about events in the Town e.g. Teen Fashion Show
- A teen cafe ran by teenagers in a volunteering system to gain work experience and earn points for discounts on coffee or retail shops in Maidenhead
- Collecting rubbish to get a free coffee / drink or outdoor cinema ticket

A Teen Building

- A dry place for young people to hang out
- A quieter soft play area for toddler/young children
- Gaming room to encourage the young community to get together
- A flexible and responsive ideas board to provide a platform for teenagers to brainstorm activities that can be held in the building
- Display young people's artwork and creative writing
- A monthly inspiration notice board where teenagers could post their dreams to inspire other children - encouraging interactivity, relationships, and support mental well-being

Street Food

- To have road closures and markets every weekend
- Markets should have bespoke and independent retailers and street vans that offer range of affordable, hot and healthy meals

KEY OUTCOMES

1. Access and Movement

Active transport should be promoted through designing safe, high quality and direct pedestrian / cycle routes in and around the town centre. The current ring-road should be slimmed, slowed and greened to provide a more attractive and safer environment for pedestrian and cycle connections. A parking strategy for the town centre needs to be drawn up.

“We need a road diet - making the roads slimmer!”

KEY OUTCOMES

2. Green and Blue Networks

The town doesn't make enough of the river, The Cut and its other green and blue assets. These should be augmented, joined up and celebrated to create accessible, scenic networks in and around the town centre. Trees and nature should be enhanced, and waterfronts enlivened with active building frontages and well-lit, accessible waterside towpaths.

“Create a biodiversity network in the town centre.”

“The town centre is not linked to the river - which is our greatest asset.”

KEY OUTCOMES

3. Local Economy and Support

The town centre should support a strong local economy, with affordable and flexible spaces to provide commercial and cultural opportunities for local businesses and groups, to develop a vibrant day and evening economy supporting the emergence of a distinctive local Maidenhead brand that fits well within the Borough's wider offer.

“Support community groups, local businesses and grassroots initiatives!”

KEY OUTCOMES

4. Place for All

The design of the public realm and community spaces should be inclusive to cater for everyone, regardless of age, gender and mental / physical abilities. The town should invest in developing a strong, engaged community, including young people, by provisions of safe, sheltered, affordable and flexible spaces for cultural events, learning and play.

“If you plan for the less-abled, you plan a town for everyone.”

“Make Maidenhead more youth friendly.”

KEY OUTCOMES

5. Beautiful, Sustainable Town

Town centre redevelopments should embrace the opportunity to Make Maidenhead a beautiful, environmentally sustainable town. There should be a broad mix of homes, offices and facilities for a healthy and balanced community.

“It’s a place with world class architecture and a pride that this is my town.”

“Maidenhead is a beacon for sustainable development.”

KEY OUTCOMES

6. Continuing Community Involvement

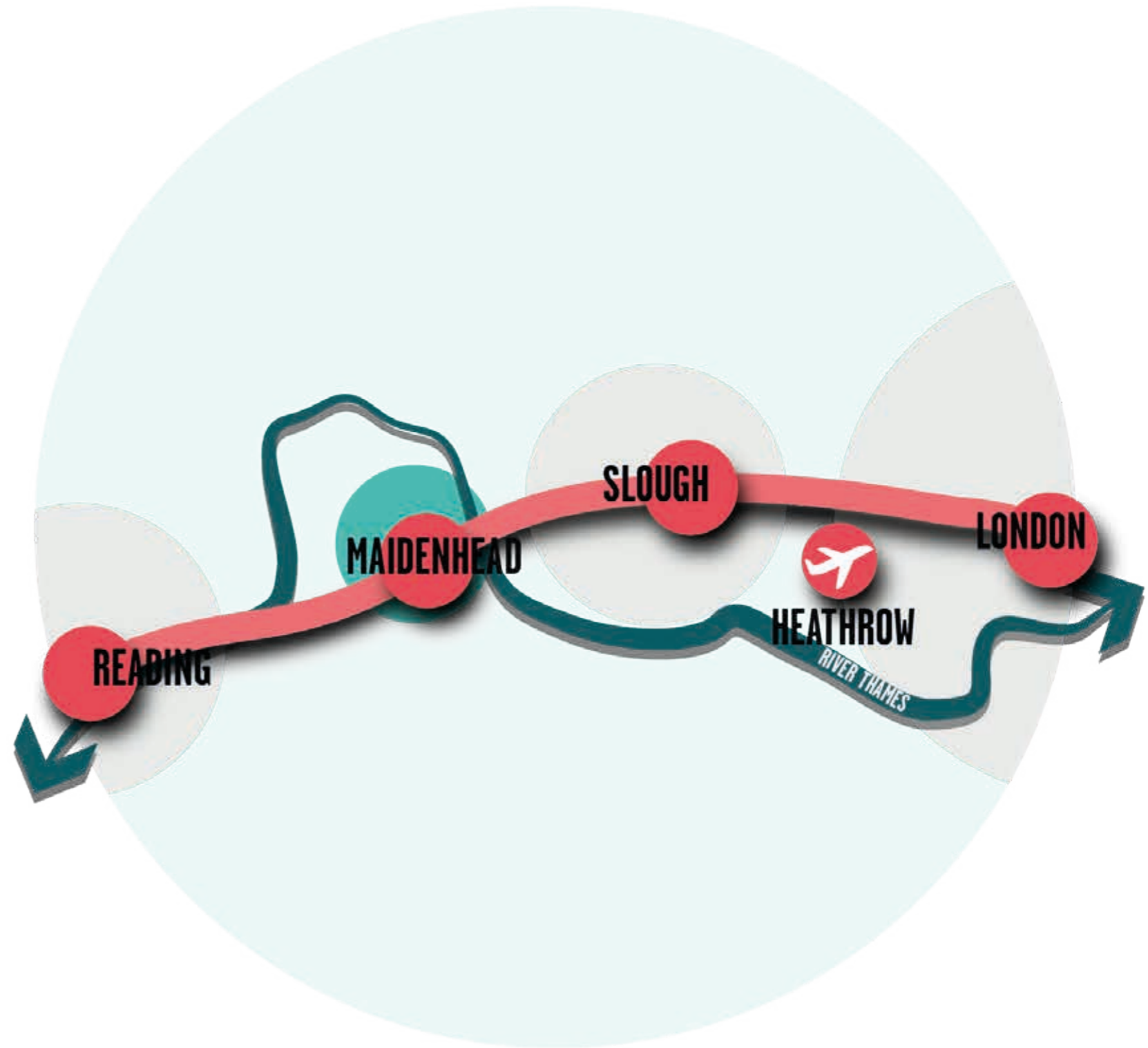
An open, iterative involvement and communications process should continue throughout the town centre regeneration process, to ensure the skills and creativity of the residential and business community are beneficial in shaping the future renewal process to *Make Maidenhead*.

“Create an open, transparent and inclusive engagement process.”

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.



ASSETS

2. GREEN AND BLUE SETTING

Located within the green belt, Maidenhead is a Thames-side town, surrounded by regional and national green spaces including the Chiltern Hills, Surrey Hills and South Downs Areas of Outstanding Natural Beauty, as well as Colone Valley Regional Park.



ASSETS

3. THE CIVIC HEART OF THE BOROUGH

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



ASSETS

4. 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.



ASSETS

5. LEISURE, ARTS & FOOD

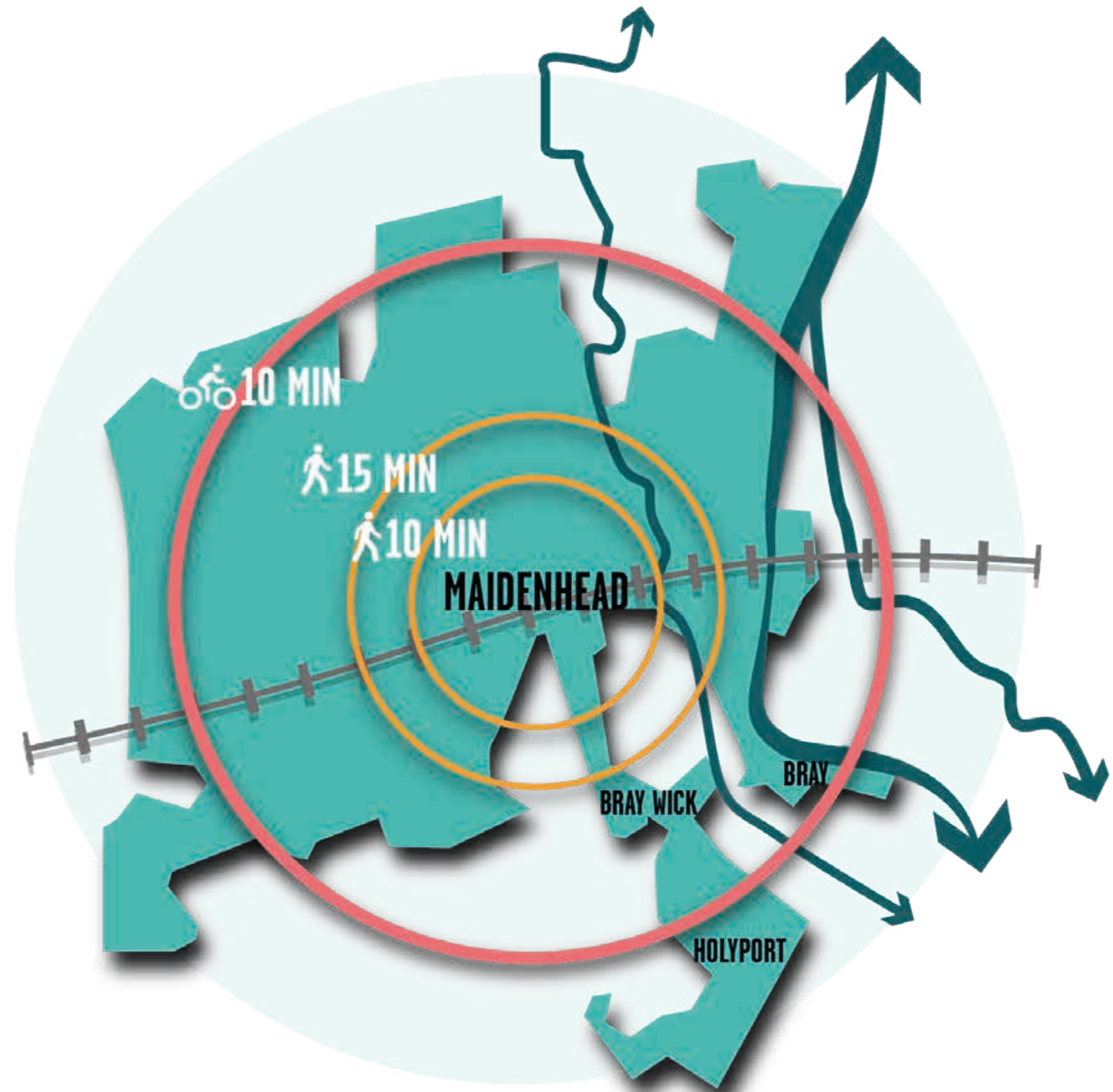
Maidenhead has a wide range of excellent sports and leisure facilities including Norden Farm, Desborough Theatre, the new Braywick Park Sports Centre and Bray as a renowned national culinary destination.



ASSETS

6. A TOWN OF SHORT DISTANCES

Maidenhead is a place of short distances, with the whole town 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 significant congestion, parking, and pollution issues to dominate the town centre.



CHALLENGES

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 their money and time in the surrounding towns.



CHALLENGES

3. UGLY AND GREY ENVIRONMENT

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



CHALLENGES

4. COMMUTE IN & COMMUTE OUT

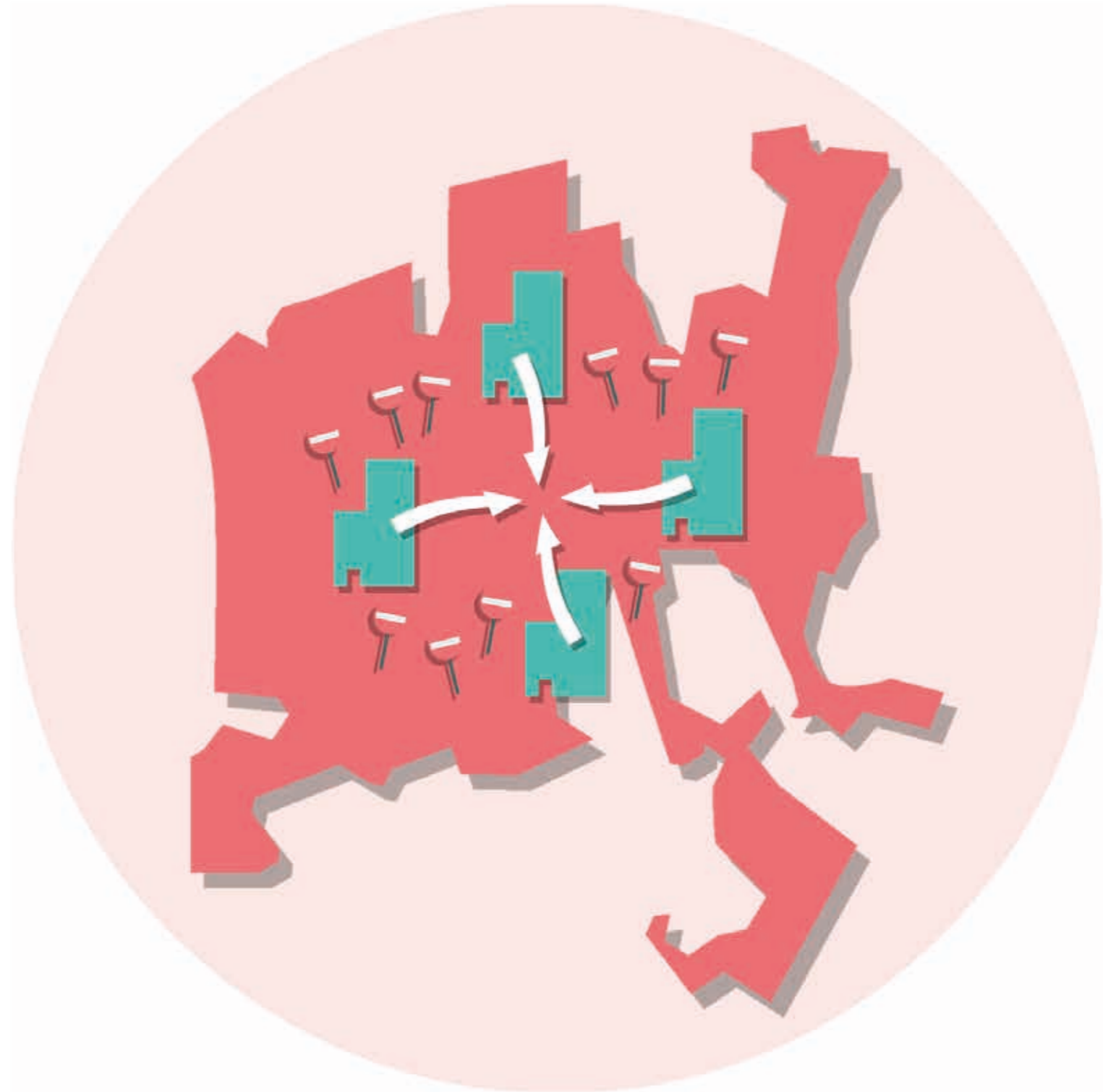
As a top rated commuter town, many residents commute out of Maidenhead to work. There are a number of top employers located in Maidenhead, but most of their well-paid workers live outside of Maidenhead, resulting in fluctuating levels of population and activity throughout the days.



CHALLENGES

5. INTEGRATING USES

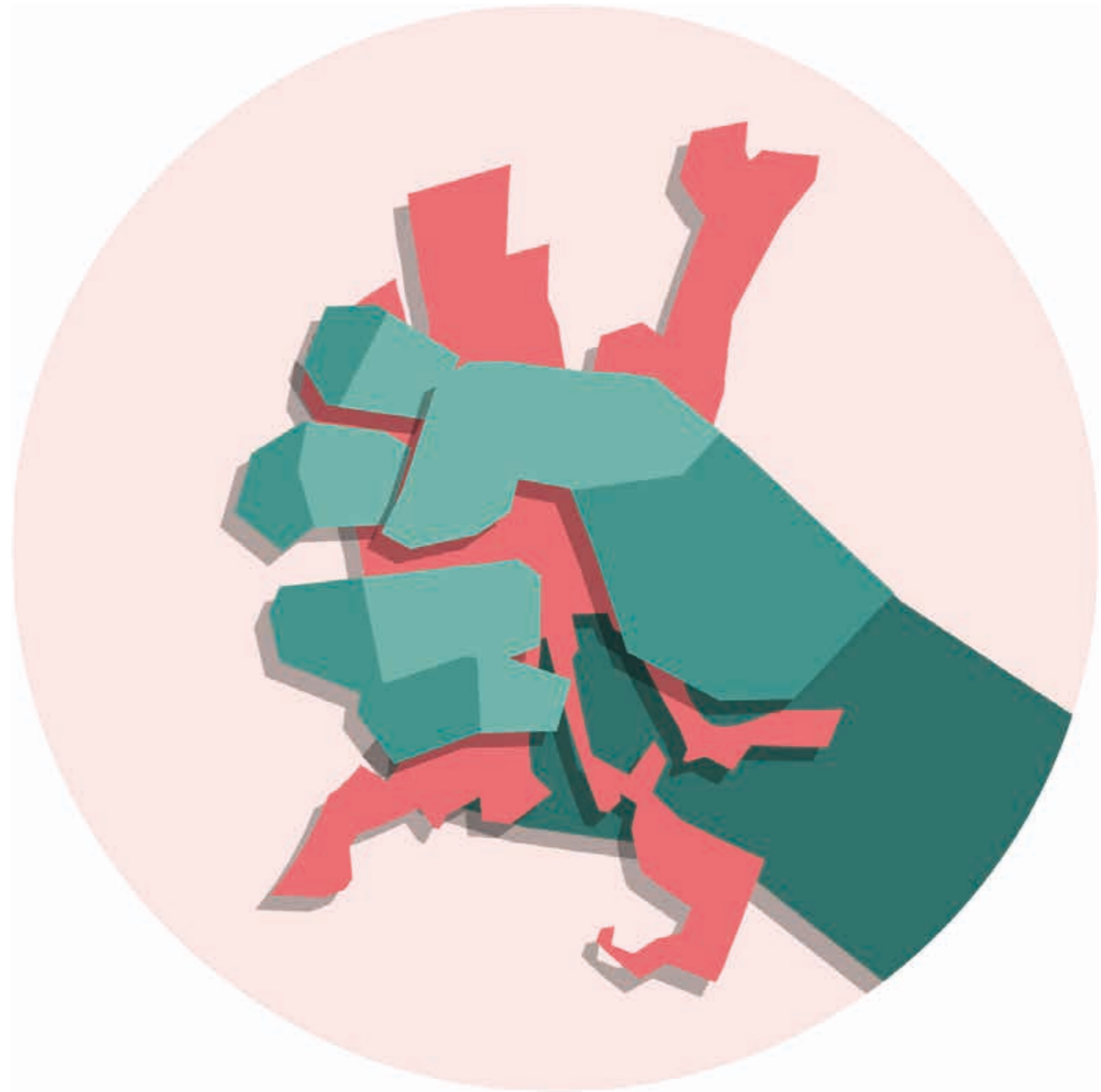
Ensuring the various uses within the town centre are physically integrated and successfully contributing to the overall town centre offer is key. With a large number of developments planned and proposed in Maidenhead, creating a blend of different uses and offers to deliver a cohesive town centre will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



CHALLENGES

6. PRESSURE ON COMMUNITY FACILITIES

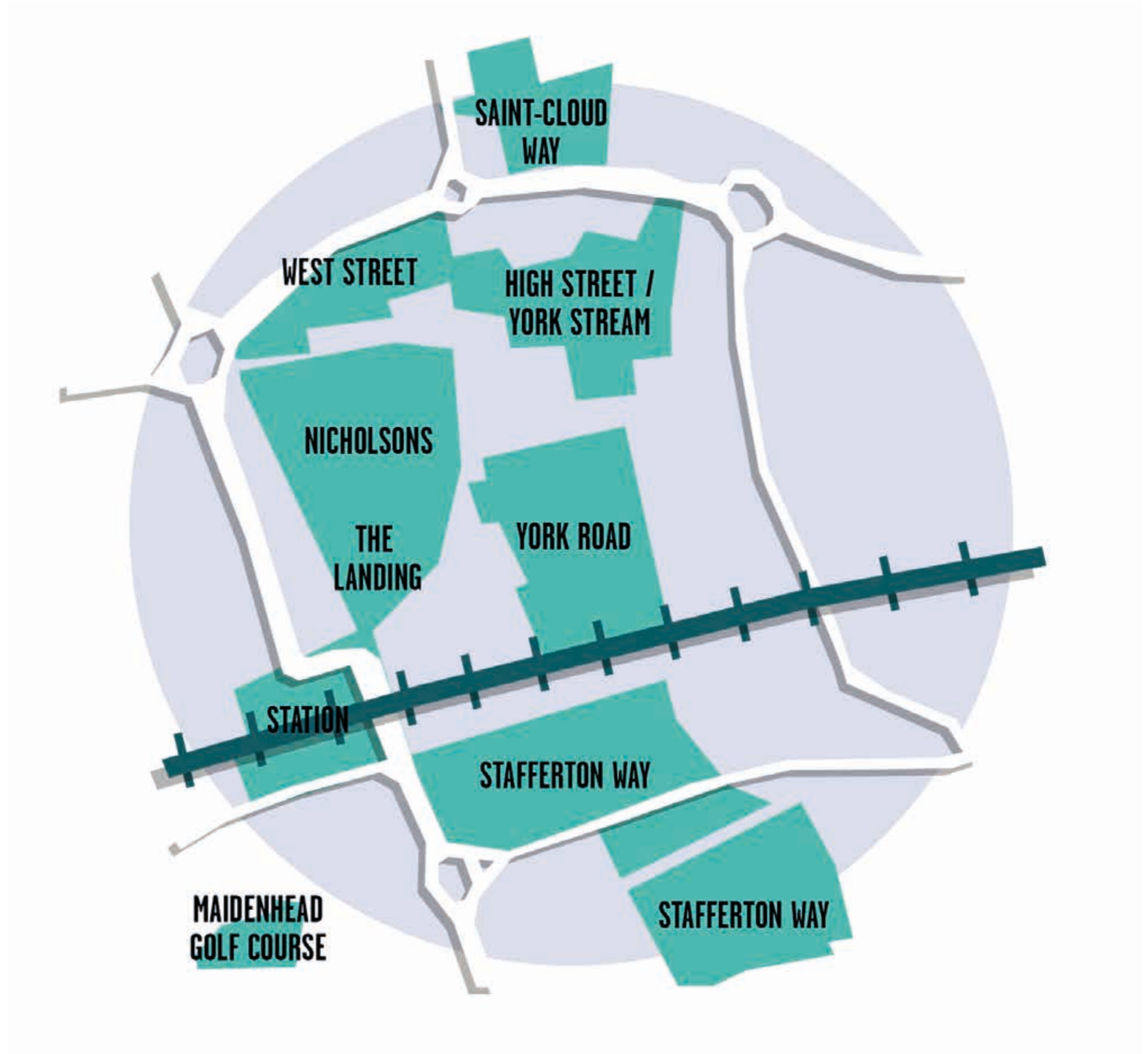
The community currently feels that there are limited health and community services and amenities within the town centre. The local community have concerns over the added pressure on these facilities from the projected increase in the population of the town centre.



OPPORTUNITIES

1. CHANGE IS HAPPENING

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



OPPORTUNITIES

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.



OPPORTUNITIES

3. VERY POPULAR PLACE TO LIVE

Maidenhead is considered as a “top rated” commuter town with many people attracted to its proximity to its famous neighbours and its connections to the capital.



OPPORTUNITIES

4. STRONG EMPLOYMENT

Maidenhead has attracted a number of large employers and 16,000 of their well-paid employees to the town. The regeneration of the town centre will further increase the demand for employment space as well as the associated demand for local retail, cafés, restaurants and entertainment.



OPPORTUNITIES

5. DECLARATION OF CLIMATE EMERGENCY TOWN

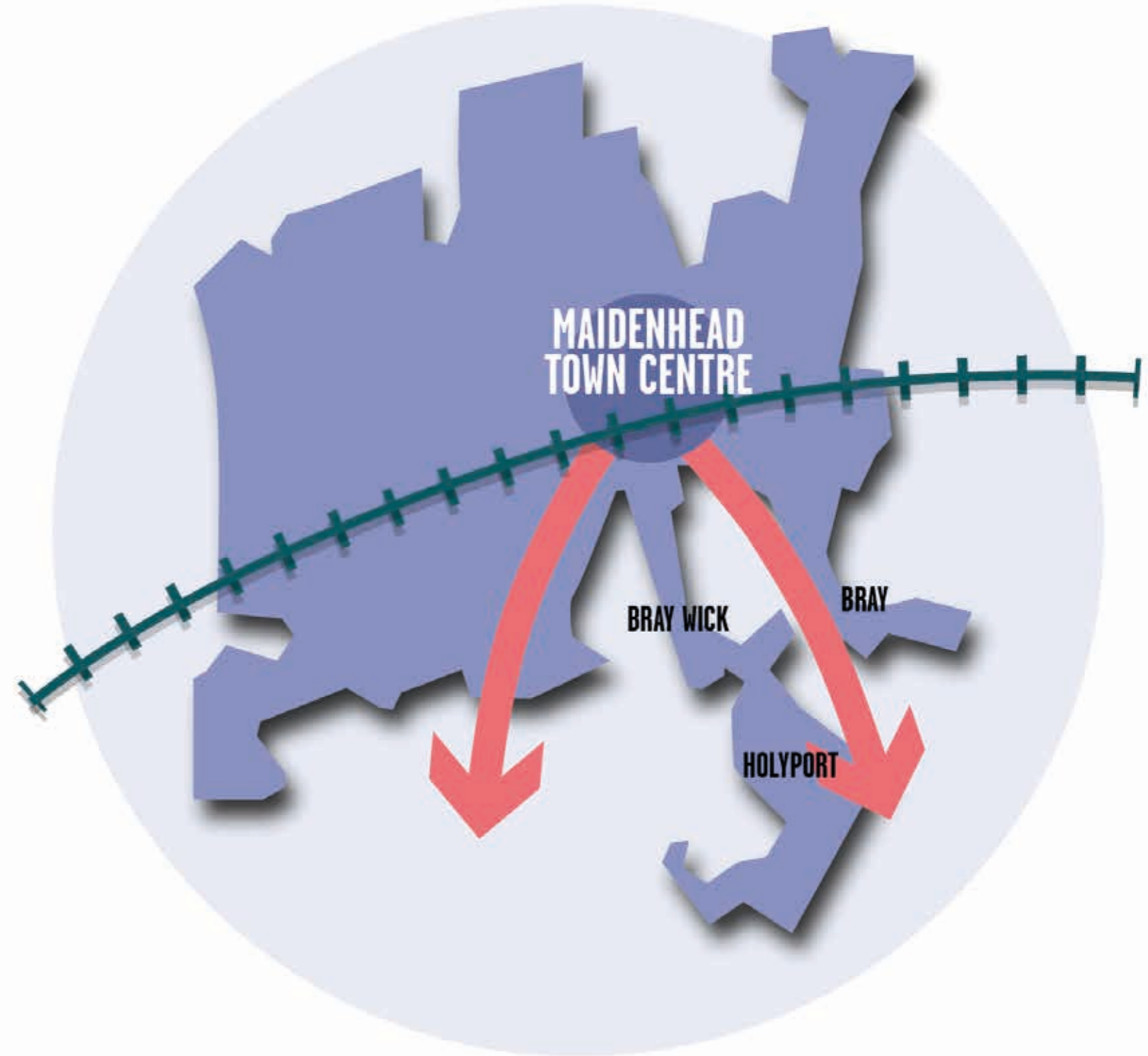
The Council has declared an environmental and climate emergency, and will establish a Zero Carbon Royal Borough of Windsor and Maidenhead by 2050 Strategy in consultation with the local stakeholders and partners.



OPPORTUNITIES

6. GROWTH OF THE 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.



CONSTRAINTS AND OPPORTUNITIES

CONSTRAINTS

- 1 Castle Hill, Maidenhead Conservation Area
- 2 Maidenhead Town Centre Conservation Area
- 3 Weak permeability between town centre core, town centre fringe and green open spaces due to railway lines and a road acting as physical barriers
- 4 Weak and difficult accessibility to waterways

OPPORTUNITIES

- 5 Maidenhead Train Station & Train Station Improvement Area
- 6 Potential to create green links
- 7 Opportunities for redevelopment of Maidenhead United Football Ground site
- 8 New Braywick Leisure Centre relocating to south of the railway line
- 9 Opportunities to expand the town centre to the south of the railway line



MAIDENHEAD VISION

THE HEART OF THE ROYAL BOROUGH

15-YEAR VISION FOR THE MAIDENHEAD TOWN CENTRE

Maidenhead, as the heart of the Royal Borough, will be a green and thriving Thames-side town to live, work and visit. The community, businesses and council will work collaboratively to revitalise and *Make Maidenhead* a sustainable, locally distinctive and well connected destination for everyone - with safe, inclusive, high quality public spaces and a wide variety of amenities and attractions, to restore civic pride in the town centre.

CHARTER THEMES

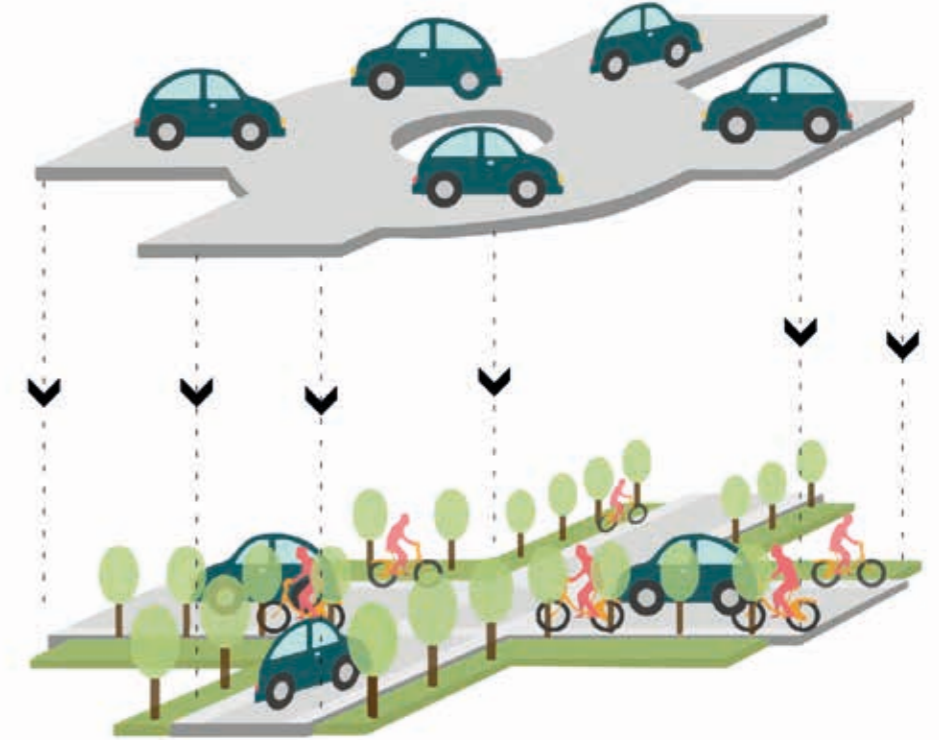


RECONNECT THE TOWN TO ITS CENTRE

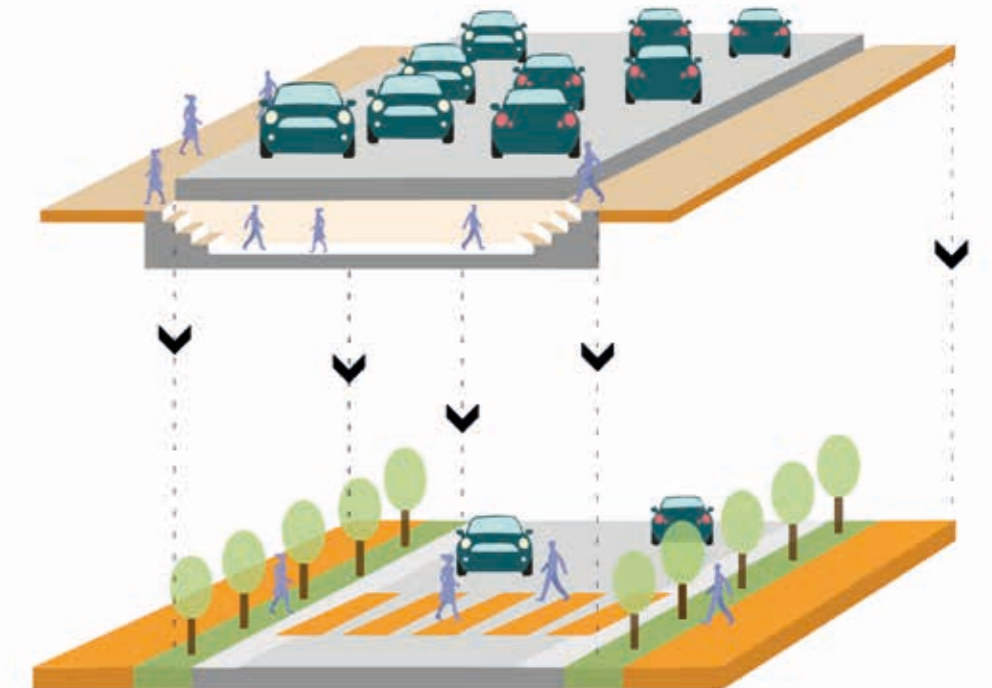
Reconfigure Maidenhead to be a walkable town, with reduced cars and congestion in the centre and more active travel solutions available.

- Reimagine the ring road corridor 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.
- Promote a walkable town centre by improving and increasing pedestrian and cycle routes into and within the town centre to create attractive, safe and pleasant environments for sustainable and active travel.
- 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 sustainable transport revolution.
- Improve the existing public transport links to provide more regular services and to better connect Maidenhead to its neighbouring towns and villages. Offer people a greater choice of travel options into the town centre that discourage car use.
- Upgrade buses to electric vehicles to further promote green travel in the town.
- Provide more secure parking spaces for bikes including cargo bikes and other 'adapted' bikes.
- Remove pedestrian underpasses and create at-grade crossings. Improve existing crossing points 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



CHARTER THEMES



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.

- 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 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 retailers for incentivised work experience opportunities.
- Establish a strong community involvement in Maidenhead with the new town 'app' that advertises and provides information for all events and activities in Maidenhead.

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



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



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

CHARTER THEMES



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 to provide an identifiable heart to the town, 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. These new spaces will be surrounded by active uses including community uses, employment and retail.
- New public realm will champion inclusivity and will be accessible to all.
- New tall buildings in the town centre must comply with the objectives set out in the RBWM Tall Buildings Study (October 2019).
- Soften buildings and public realm with a tree planting strategy and vertical greening.
- Currently, there is a local perception that tall buildings are unattractive. New tall buildings in the town centre must be in the right location, well-designed, visually attractive and built from high quality materials.
- 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. Residential conditions for all age groups should be considered and catered for.



Quai Branly Museum, Vertical Garden, Paris



Bulk Architekten Cadix



Community Street Arts Fair



Meeting House Square, Dublin

CHARTER THEMES



CHAMPION SUSTAINABLE DEVELOPMENT

Maidenhead will be a beacon for sustainable development.

- All new development in Maidenhead will raise the bar, working towards achieving Net Zero Carbon.
- The Council Development company will lead by example, using council property to implement sustainable design and construction in their projects.
- 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 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.
- Maidenhead will be green with ecological corridors, urban arboretums and guerrilla gardening.



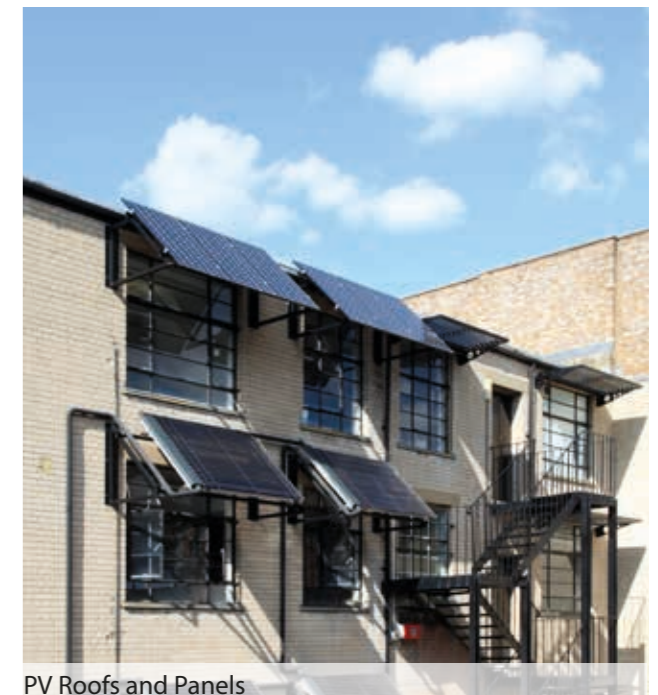
Guerrilla Gardening



Urban Forestry for Wildlife, New York



Green Roofs



PV Roofs and Panels

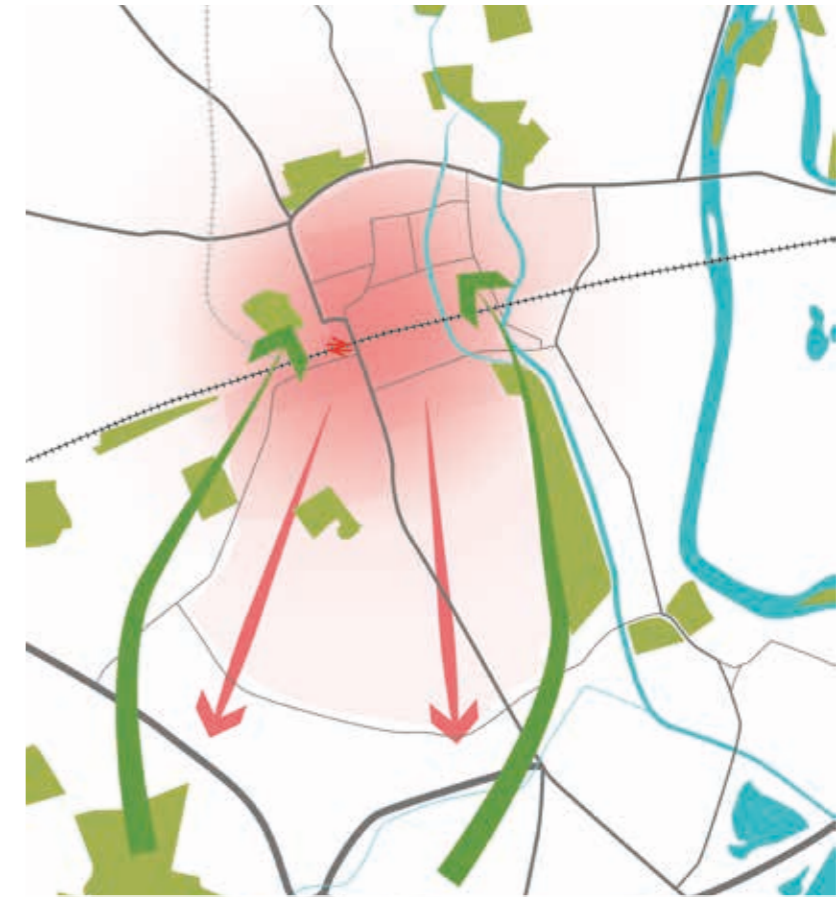
CHARTER THEMES



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 new connections between the two should be provided.
- Provide a new pedestrian and cycle connection south, under the railway, from the Maidenhead Football Club site. 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 towpath along the Cut and under the railway to improve access, safety and activity along the waterfront.



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, towards 'The Triangle site' and Ockwells Park; and improve pedestrian and cycle crossings under the railway to support the growth towards the south.

CHARTER THEMES



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.

- Protect and enhance the existing assets of the town including heritage, townscape, landscape and water.
- Strengthen and connect the existing landscape assets through new and better green connections both north/south and east/west.
- Celebrate Maidenhead's rich Thames side history by opening up waterways and enhancing access to the water.
- Activate the waterways through beautifying and greening the public realm, mixed use building frontages and light water activities such as canoeing and kayaking along its waterways.

GREEN LINKS



ACTIVATING THE WATERFRONT AND CELEBRATING/ENHANCING BLUE ASSET



MAIDENHEAD VISION

THE HEART OF THE ROYAL BOROUGH



MAIDENHEAD VISION

THE HEART OF THE ROYAL BOROUGH



ACTIONS

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

Implementing a tree planting strategy that supports north-south and east-west green links in and around the town centre. Expand and enhance the local green spaces, and their connectivity to one another.

3. Maximising the Asset Of Waterways

Enhance waterside access by opening up The Cut, greening and expanding the towpath and animating it with lighting and active frontages. Engage with local community and organisations to further activate the water with sporting and leisure activities along the river.

4. Plan For Southern Expansion Masterplan

Develop a strategy to explore potential new and enhanced pedestrian and cycle links to the south of the railway, particularly on the existing towpath along The Cut, and the potential path south, underneath the railway bridge from the Maidenhead United Football Club site.

ACTIONS

5. Movement Strategy

Develop and implement a comprehensive movement strategy which 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

Establish a strong community involvement 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.

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.

CHARTER POINTS

1. We commit to shaping a town centre with a rich, balanced mix of uses, to support a vibrant day and evening economy that welcomes and serves everyone regardless of their background or abilities and promotes a collaborative community.

CHARTER POINTS

2. We commit to developing a movement hierarchy within the town to prioritise pedestrians, cyclists and public transport by creating an environment where active travel will be the first rational choice.

CHARTER POINTS

3. We commit to a shift in approach to the ring road corridor away from simply maintaining a highways function and increasing capacity for the car to one that accommodates a range of functions and facilitates the reconnection of the town and its centre.

CHARTER POINTS

4. We commit to supporting local, independent businesses and community initiatives to establish local sustainable supply chains, to nurture start-ups and new initiatives and create supportive networks and training, volunteering and employment opportunities throughout the town.

CHARTER POINTS

5. We recognise the importance of the arts in nurturing creativity and promoting community cohesion and commit to supporting them in the town.

CHARTER POINTS

6. We will champion the delivery of inclusive, attractive and animated public realm that prioritises new trees and planting to bring life back into the town and restore pride in the centre.

CHARTER POINTS

7. We will seek the highest design quality in new buildings, ensuring that they will not only stand the test of time but be good for the health of their residents and good for the local environment.

CHARTER POINTS

8. We commit to creating a town that is good for nature, where both wildlife and people can flourish, and we commit to achieving net biodiversity gain on all town centre projects.

CHARTER POINTS

9. We commit to *Make Maidenhead* a beacon for sustainable development in the heart of the Royal Borough, including working towards achieving net zero carbon on new developments in the town centre.

CHARTER POINTS

10. We commit to embracing the opportunities of a growing town centre to provide high quality and well connected living, leisure and working environments both north and south of the railway.

CHARTER POINTS

11. We commit to promoting improved connections to the south of the railway line, including along the Cut and the potential for a new pedestrian and cycle link under the railway, from the Maidenhead Football Club site.

CHARTER POINTS

12. We commit to celebrating and promoting Maidenhead's heritage and local distinctiveness and protecting and enhancing the existing heritage, townscape, water and landscape assets of the town that make it unique.

CHARTER POINTS

13. We commit to supporting the strengthening of existing landscape and water assets with enhanced green connections, sensitively developing mixed use building frontages facing the water, beautifying and greening the public realm and activating the waterways.

ROUTE MAP

MAIDENHEAD TODAY

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

ASSETS

- | | |
|--|--------------------------------|
| 1
EXCELLENT REGIONAL, NATIONAL & INTERNATIONAL CONNECTIVITY | 4
A TOWN WITH NEIGHBOURS |
| 2
GREEN AND BLUE SETTING | 5
LEISURE, ARTS & FOOD |
| 3
THE CIVIC HEART OF THE BOROUGH | 6
A TOWN OF SHORT DISTANCES |

CHALLENGES

- | | |
|------------------------------|---------------------------------------|
| 1
POOR LOCAL MOVEMENT | 4
COMMUTE IN & COMMUTE OUT |
| 2
POOR TOWN CENTRE OFFER | 5
INTEGRATING USES |
| 3
UGLY & GREY ENVIRONMENT | 6
PRESSURE ON COMMUNITY FACILITIES |

OPPORTUNITIES

- | | |
|---------------------------------|--|
| 1
CHANGE IS HAPPENING | 4
STRONG EMPLOYMENT |
| 2
ELIZABETH LINE INVESTMENT | 5
DECLARATION OF CLIMATE EMERGENCY TOWN |
| 3
VERY POPULAR PLACE TO LIVE | 6
GROWTH OF TOWN TO THE SOUTH |

MAIDENHEAD VISION

Maidenhead, as the heart of the Royal Borough, will be a green and thriving Thames-side town to live, work and visit. The community, businesses and council will work collaboratively to revitalise and Make Maidenhead a sustainable, locally distinctive and well connected destination for everyone - with safe, inclusive, high quality public spaces and a wide variety of amenities and attractions to restore civic pride in the town centre.

CHARTER THEMES



ACTIVE TRAVEL



TOWN CENTRE OFFER



HIGH QUALITY PUBLIC REALM AND BEAUTIFUL BUILDINGS



A BEACON FOR SUSTAINABLE DEVELOPMENT



A GROWING TOWN



LOCAL DISTINCTIVENESS

ACTIONS

1
RING ROAD STRATEGY

2
GREENING MAIDENHEAD

3
MAXIMISE THE ASSET OF WATERWAYS

4
PLAN FOR SOUTHERN EXPANSION MASTERPLAN

5
MOVEMENT STRATEGY

6
RBWM 'LEADING BY EXAMPLE'

7
WORKING WITH THE BUSINESS COMMUNITY

8
DIGITAL MAIDENHEAD

9
ON-GOING ENGAGEMENT



**MAIDENHEAD VISION
COMMUNITY PLANNING DAY**



Thank You!

<https://www.jtp.co.uk/projects/visionmaidenhead>