

Executive: 7th March 2018

Appendix 1

Please note that a published version of this document is in preparation and will be available in time for the Executive meeting.

A Vision for Leamington town centre Leamington Town Centre Forum December 2017

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Welcome to Royal Leamington Spa

Introduction

The Leamington Town Centre Forum has been set up by a number of local organisations to help develop a vision and strategy for Leamington town centre.

Together we have been considering the opportunities and challenges facing Leamington town centre. What do we love about our town centre? What are the key things that make it successful, and how can we best support these? In what ways may our town centre not be working as well as it may, and how can we address these?

In this document we set out our vision for Leamington town centre and a number of key things we would like to see happen in the town centre. Finally, we set out how we would like to see this work taken forward and an action plan for how this may be done.

Who is the Leamington Town Centre Forum?

The Leamington Town Centre Forum brings together a number of key organisations who are active in the management of Leamington town centre or in delivering services within it. It also includes representatives of the business community, local residents and the University of Warwick (including the Students Union). The members of the Leamington Town Centre Forum are:-

- BID Leamington
 - Leamington Society
 - Purple Monster
 - Royal Leamington Spa Chamber of Trade
 - Royal Leamington Spa Town Council
 - Royal Priors & Regent Court
 - University of Warwick
 - University of Warwick Students Union
 - Wareing & Company
 - Warwick District Council
 - Warwickshire County Council
 - Warwickshire Police
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Where is Leamington town centre?

In creating a Vision & Strategy for Leamington town centre, the Forum did not wish to be prescriptive about the boundaries of Leamington town centre. There was, however, general agreement that the town centre covers broadly the area on this plan; From Christchurch Gardens in the north to the canal in the south, and from Adelaide Road and the Bowling Greens in the west to Willes Road and the Jephson Gardens in the east. It does not mean that our vision, big ideas or detailed actions are restricted to within this area.

How we developed a Vision & Strategy for Leamington town centre

The Town Centre Forum was created at the suggestion of Warwick District Council to explore whether local organisations with a key role in managing or delivering services within the town centre, as well as key representatives of the business community and University of Warwick, could develop a shared vision and strategy for Leamington town centre.

The Forum first met in the summer of 2016 and then several times over the following months to put together a draft vision and a strategy for the town centre. In our discussions, a number of key priority themes emerged, and we have gathered these together as the “big ideas” that you can see in this document.

We felt that it was important to test these ideas with a wider audience. We did this first through a series of stakeholder workshops in the early part of 2017 to which key organisations and individuals who live, work, visit and invest in Leamington town centre were invited. We then reviewed the comments made at these workshops before preparing a draft vision & strategy which we were ready to put before the public.

We consulted with local people in the autumn of 2017 including at a public exhibition which we ran during the Leamington Food & Drink Festival in early September. We also created a website (www.leamingtonvision.co.uk) and invited comments to be made online.

This final document is the culmination of this work.

What you said

This is a small selection of the wide range of comments made during the public engagement exercise that we undertook in the autumn of 2017.

“Please protect the integrity of our beautiful town.”

“The canals seem a lost opportunity and could be a vital asset for Old Town.”

“Old Town needs upgrading to encourage people to visit it.”

“Important to have connections that cater for cyclists, disabled people and those that don’t drive.”

“It's a great place to live.”

“The bit beside the train station feels like a ghetto.”

“Keep it indie and not like all the other town centres.”

“Pedestrianise the Parade.”

“Pedestrianisation should be resisted.”

“Encourage visitors into the Centre – make walkways clearer from the train station.”

“It’s important that Leamington is a safe place to live for everyone.”

“Too many coffee shops.”

“Parking charges put off many people from working and shopping in the town.”

Our vision for Leamington town centre

Royal Leamington Spa is a diverse and vibrant town, popular with visitors and residents alike. It has a distinctive and unique character and appeal which stems in large part from its history of innovation and creativity flowing back to the 1780's when the village of Leamington Priors began to build bath houses around its recently discovered saline springs. Today the town still taps a rich seam of creativity and innovation with specialisms in engineering, creative and digital industries and the arts.

Nowhere is this character seen more clearly than in its beautiful historic town centre.

Our vision is to build a welcoming town centre; that celebrates its entrepreneurial past, embraces its cultural and creative present and looks forward to innovative future developments. A town centre where visitors and residents alike are offered a rich experience, whether working, shopping, eating and drinking or enjoying the town's cultural and social activities.

To do this, we will need to:-

1. **Protect and make best use of the town centres key assets;** its high quality built environment and range of historic buildings, its waterways including its riverside setting and canal, its award winning parks and gardens, its good and diverse range of shops, its excellent range of cafes and restaurants and its cultural and leisure offer.
2. **Ensure that new investment recognises these assets and “plays to the town centres strengths”.** Investment should be focussed on improving that experience, encouraging people to dwell longer in the town centre and offering them a range of activities while they do so. We must protect and enhance our existing shops and ensure that any new shops complement those already in the town.
3. **Meet the needs of the diverse population living in and using our town centre.** This includes those who live and work in the town centre, the local community of Warwick District, business and leisure visitors and, of increasing importance, students.
4. **Address any issues that are critical to delivering this vision.** This includes:-
 - Ensuring that people can get into, and around the town centre.
 - Identifying and planning for developments that are key to underpinning our vision
 - Addressing areas of weakness where the town centre is not working as it should.
 - Supporting our evening and night-time economy.
 - Ensuring that the town centre remains a safe place to live and visit at all times.
 - Promoting our town centre and providing information to visitors

- Flexibility, to reflect our fast changing world.

Key within (4) above is addressing areas of weakness where the town centre is not working as it should. In particular these are as follows:-

- Those areas on the edge of the main shopping area struggling to find an identity and role.**
There are higher vacancy rates and a greater turnover of businesses in certain areas including the northern and southern ends of the Parade and the western end of Regent Street. Could more be done to support landlords and tenants in this area?
- Securing a future for Old Town.** The area south of the river has always been part of our town centre, albeit one with a distinctive character. There are areas within Old Town that are run down and would benefit from regeneration, particularly along the canal and around the railway station. Are there development and other opportunities that should be promoted here?
- Maintaining and improving access and movement into and through the town centre.** There is pressure from competing land uses for space, and a need to make sure that we maintain and improve access into and around the town centre. Particular issues include ensuring that car parking levels are adequate and properly managed, promoting walking and cycling, and resolving areas where there is a particular conflict between different modes of transport.
- Space for public events.** Although the Pump Rooms Gardens provides a space for some large public events there is no other public “square” or other space for large or small events, including opportunities for informal activities such as street theatre.
- Digital connectivity.** As part of any wider theme of “access” the issue of broadband and guaranteeing high quality digital connectivity throughout the town centre is important. The town centre has varied accessibility to high quality broadband connections and would benefit from more integrated and better digital connectivity for different user groups.

The “Big Ideas”

Title	A) A thriving town centre
	<p>Success is critical to an economically viable town centre. Leamington Spa is open to investment and our aspiration is to create an iconic town centre which is adaptable to 21st century change. Now, more than ever, we need a flexible approach to how we manage the evolution of our town centre. We will sponsor and support quality investments that ensure Leamington remains a destination of choice for residents and visitors alike. By carefully evolving the mix of retail, residential and working spaces, alongside food, drink, night-time and leisure activities; we will maintain a modern forward-looking Leamington that also values and protects its rich Regency Heritage.</p> <p>Furthermore, we must recognise that this growth this will not happen everywhere and as some areas become more intensively used, others will become less so. Whilst we need to protect our town centre, we need to be able to assess and respond to new</p>

	opportunities as they come forward. We need a flexible approach to how we manage change in the town centre.
Objective	To develop and maintain a town centre that anyone working, living or visiting Leamington can enjoy; encouraging quality investments which look to the future and reflect our historical spa town heritage.
Actions	<ol style="list-style-type: none"> 1. CREATE and PROMOTE suitable ideas and opportunities for new shops, cafes, restaurants and leisure uses and to improve our public spaces. 2. IDENTIFY and SUPPORT investment which delivers appropriate and sustainable development sites within the town centre. 3. ACTIVELY SEEK OUT opportunities to capitalise on the town's heritage as a Spa. 4. DELIVER high quality developments on specifically identified sites: <ul style="list-style-type: none"> • Covent Garden Car Parks site – currently proposed by Warwick District Council for mixed office, residential and car parking use • Chandos Street Car Park site – prime location and opportunity for retail/office/residential/car parking • Town Hall – new uses for this building will be required after it is vacated by the District Council • Creative Quarter - Changing uses of key buildings or development of opportunity sites identified within the Creative Quarter masterplan (see E below) 5. EXPLORE opportunities to improve digital connectivity within the town centre including the potential for adopting a “Smart Cities” approach (where the traditional networks and services are made more efficient with the use of digital and telecommunication technologies for the benefit of residents and businesses). 6. ENSURE that we have planning policies to:- <ul style="list-style-type: none"> • Support the continued mix of key town centre uses (shops, cafes and restaurants, offices, leisure uses, etc) whilst also being sufficiently flexible to respond to changing needs. • allow us to respond positively to those peripheral areas of the town centre, making it easier to attract investment. 7. ENSURE that our town centre is welcoming to visitors, that our facilities are well managed and that our services and events are promoted and coordinated. 8. SUPPORT and MANAGE the needs of the growing student population.

Title	B) A connected town centre
	<p>The town centre is relatively compact and potentially easily walkable, however Leamington's history and development has created some challenges if we wish to create a truly accessible and well-connected town centre.</p> <ul style="list-style-type: none"> • The River Leam makes it harder to integrate the northern and southern parts of the town centre. More needs to be done to enhance existing river crossings and explore where new ones could be provided. • Areas such as the railway station are not well connected to the rest of the town centre. • More needs to be done to enable people to find their way around the town by car, on foot and by bicycle. <p>For those arriving by car, we need to make sure that there is enough parking in accessible locations and available at a reasonable cost to users. We must also ensure that the needs of car users are balanced with others (pedestrians, cyclists and those</p>

	<p>who use public transport) and that these needs are taken into account. Ultimately, it is important that car parking works for everyone who lives and works in the town centre, as well as for visitors.</p> <p>Leamington has excellent rail connections to Birmingham and London, and benefits from its railway station being a “hub” station along this route with frequent services. It is important that the station continues to be able to perform this role to support all those who live and work in the town, as well as visitors.</p>
Objective	To ensure that the town centre is both accessible and navigable for everyone, and to ensure that the needs of pedestrians, cyclists, those using public transport and car users are met.
Actions	<ol style="list-style-type: none"> 1. CREATE a strong attractive pedestrian and cycle corridor between key locations, including between the station and the rest of the town centre, and between the north and south parts of the town centre crossing the river. 2. IMPROVE pedestrian and cycle signage and way-marking throughout the town centre. 3. INCREASE provision of secure cycle storage within the town centre to promote increased cycle usage. 4. IMPROVE linkages between the Pump Room Gardens and Spencer Yard including, potentially, through provision of a new footbridge over the river. 5. IMPROVE connectivity and permeability when new development proposals come forward. 6. INVEST in town centre car parking including replacing the Covent Garden car park with one fit for future use. 7. ENSURE that on-street parking management is fair and works for the wider benefit of the town centre including the needs of visitors, businesses and residents. 8. IMPROVE signage to and from car parks including VMS (Variable Message Signage). 9. ENSURE that the operational needs of the station are met, including for car parking. 10. MANAGE the road network to control traffic speeds, reduce congestion and improve safe pedestrian crossings. 11. ENCOURAGE modal shift to sustainable/public transport to reduce congestion, improve air quality and encourage active travel

Title	C) Places to meet in our town centre
	Leamington’s parks, and in particular the Pump Room Gardens, provide a focus for large scale events such as the Food Festival, Peace Festival and carnival. Apart from these areas, Leamington lacks any public spaces for large events, except when the Parade is closed for specific events. There may be a case to consider whether further public spaces are created to provide a focus for (maybe smaller scale) public and community events.
Objective	To create new, and enhance existing, places to meet across the town centre in a range of sizes.
Actions	<ol style="list-style-type: none"> 1. PROTECT and ENHANCE existing public open spaces. 2. IDENTIFY new opportunities to provide new public spaces particularly where new development opportunities are created.

	<ol style="list-style-type: none"> 3. IDENTIFY opportunities for smaller informal public spaces and pocket parks. 4. EXPLORE opportunities to close sections of the Parade to allow more events to take place here.
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Title	D) Revealing Leamington's waterways
	The River Leam and the Grand Union Canal both run through the heart of the town and provide opportunities for public access, recreation and in some cases development. More needs to be done to make use of these important, and sometimes hidden and underutilised assets.
Objective	To ensure that Leamington's waterways can play a full role within the town centre through enhancement, improved public access and, where appropriate, new development and regeneration.
Actions	<ol style="list-style-type: none"> 1. SUPPORT development/enhancement opportunities where these can improve the setting of the river and people's ability to view it 2. ENSURE that the river banks are well maintained. 3. SUPPORT regeneration along the canal corridor.. 4. IMPROVE safe and attractive public access along both the river and canal including considering feasibility of providing a new pedestrian footbridge across the river.

Title	E) A hub for creativity
	Leamington Spa has a rich legacy of creative individuals and companies. A recent report has identified that today the town is one of 47 "creative clusters" in the UK, and the only one in the West Midlands. There are over 1,500 creative businesses in Leamington and many of these are within Leamington town centre. Software and digital companies account for half of this. How can we best support and foster this important part of our local economy?
Objective	To create an environment and opportunities to allow our burgeoning creative and digital industries to flourish.
Actions	<ol style="list-style-type: none"> 1. DEVELOP plans for a "Creative Quarter" in Old Town as a vibrant area with a range of new uses to include new space for digital and creative industries to grow and to consider opportunities for establishing initiatives such as a digital hub and a "makerspace" within this. 2. IDENTIFY and BRING FORWARD specific proposals for the area around Spencer Yard and beyond 3. PROMOTE the town's place as a "creative cluster" and as a centre for creative industries within the West Midlands and beyond.

Title	F) Enhancing Old Town
	The Old Town area has a distinctive character however has not always benefitted from the investment and prosperity seen in the area to the north of the river. The area has benefitted from regeneration in the past however more is needed to help secure Old Town's future and strengthen its role and identity in the town centre.

Objective	To support regeneration and enhancement opportunities which help to revitalise Old Town and secure its future.
Actions	<ol style="list-style-type: none"> 1. DEVELOP new employment opportunities to support creative and digital industries; a “Creative Quarter” in Old Town (see E above). 2. REGENERATE key areas within Old Town –e.g. Court Street area/Althorpe Street, Wise Street area 3. IDENTIFY and prioritise regeneration opportunities along the canal corridor for employment, housing, tourism and cultural uses, through the preparation of a plan to identify areas to be protected and to be regenerated along the canal corridor. 4. REGENERATE and ENHANCE the area around the railway station through new development and environmental enhancements in and around the station (including that currently underway at Station Approach). 5. INVESTIGATE opportunities for environmental improvements, including through the use of public art, particularly in the Bath Street, Clemens Street and High Street areas through the wider Creative Quarter masterplan.

What happens next?

Now that this Vision & Strategy has been completed, it is being presented back to all the organisations that are represented on the Forum. They will be asked, where appropriate, to formally support it. This is particularly the case in respect of the three councils; Warwickshire County Council, Warwick District Council and Leamington Town Council.

The challenge moving forward will be to make this document real; to deliver the actions identified in the Action Plan contained in the appendix. To make this happen:-

- All the organisations with responsibility for delivering the Action Plan will consider how they can work together to better deliver the actions, including by working in different ways and in partnership together.
- A group from the Leamington Town Centre Forum will continue to monitor the Vision & Strategy document and to hold organisations to account for the actions in it. The Forum may also consider, in the future, whether it needs to review and “refresh” the Vision & Strategy.

Appendix: Action Plan

Key to partner organisations

- BID – Leamington BID (Business Improvement District)
- CDP – Complex Development Projects Ltd (regeneration partner to Warwick District Council for Creative Quarter proposals)
- FPRG – the new Friends of the Pump Room Gardens
- LS - Leamington Society
- LTC - Leamington Town Council
- Police – Warwickshire Police
- UoW – University of Warwick
- WHA – Waterloo Housing Association
- WCC – Warwickshire County Council
- WDC – Warwick District Council

Timescale	Ongoing	Ongoing
	Short (2018 – 2019)	
	Medium (2020 – 2022)	
	Long (2022 onwards)	

A	Theme: A Thriving town centre			
	Action		Timescale	Delivered by:-
1	CREATE and PROMOTE suitable ideas and opportunities for new shops, cafes, restaurants and leisure uses and to improve our public spaces.			
	1.1	Explore the potential and appropriateness of further cafes, restaurants and leisure uses to support the Creative Quarter proposals.		WDC / WCC
2	IDENTIFY and SUPPORT investment which delivers appropriate and sustainable development sites within the town centre.			

A Theme: A Thriving town centre				
Action			Timescale	Delivered by:-
	2.1	Review the potential need for a master plan for town centre, including an assessment of other possible development sites within town centre in the context of the emerging Neighbourhood Plan.		WDC/LTC
	2.2	Prepare a master plan if required.		WDC
	2.3	Undertake public consultation and adopt a master plan, if required.		WDC
3	ACTIVELY SEEK OUT opportunities to capitalise on the town's heritage as a Spa.			
	3.1	Prepare management and activities programme for Pump Room Gardens (following renovation) to include consideration of spa heritage.		WDC/ Leamington Spa / FPRG
4	DELIVER high quality developments on specifically identified sites: <ul style="list-style-type: none"> Covent Garden Car Park – currently proposed by Warwick District Council for mixed office, residential and car parking use Chandos Street Car Park – prime location and opportunity for retail/office/ residential/car parking Town Hall – new uses for this building after it is vacated by the District Council Creative Quarter - Changing uses of key buildings or development of opportunity sites identified within the Creative Quarter masterplan 			
	4.1	Covent Garden car park: Obtain planning approval for new HQ		WDC
	4.2	Covent Garden car park: Commence demolition of current Covent Garden car park and construction of new offices, car park and housing.		WDC
	4.3	Covent Garden car park: Open new car park		WDC
	4.4	Covent Garden car park: Open new offices		WDC

A Theme: A Thriving town centre				
	Action		Timescale	Delivered by:-
	4.5	Chandos Street: Review development opportunities at Chandos Street in light of relocation of WDC offices. Commitment that Chandos Street car park will not close until new car park at Covent Garden is opened.		WDC
	4.6	Chandos Street: Commencement of development (not to be before opening of new Covent Garden car park)		WDC
	4.7	Town Hall: explore new uses which are commercially viable but seek, if possible, to maintain public use/access and deliver a use of benefit to the wider town centre		WDC
	4.8	Creative Quarter: develop a master plan that identifies potential alternative uses for key buildings and/or development opportunities for opportunity sites within the Creative Quarter area		WDC/CDP
5	EXPLORE opportunities to improve digital connectivity within the town centre including the potential for adopting a “Smart Cities” approach (where the traditional networks and services are made more efficient with the use of digital and telecommunication technologies for the benefit of residents and businesses).			
	5.1	Undertake a “digital audit” of Leamington town centre (as part of wider exercise looking at all town centres across Warwickshire) to understand the digital capacity and capability of the town centre.	Sept 17	WCC
	5.2	In the light of 5.1 above, investigate the interventions that are needed to help support Leamington town centre to get more from the opportunities that exist with the growth of the “Digital High Street”.	From late 17	WCC / WDC
6	ENSURE that we have planning policies to:- <ul style="list-style-type: none"> • Support the continued mix of key town centre uses (shops, cafes and restaurants, offices, leisure uses, etc) whilst also being sufficiently flexible to respond to changing needs. • allow us to respond positively to those peripheral areas of the town centre, making it easier to attract investment. 			

A Theme: A Thriving town centre				
Action			Timescale	Delivered by:-
	6.1	Monitor information relevant to the town centre on a quarterly basis and share with partners and the public.	Now	WDC
	6.2	Consider need for further planning policy or guidance (through town centre master plan, review of Local Plan or Neighbourhood Plan) in response to monitoring or if local circumstances change.	Ongoing	WDC / LTC
7	ENSURE that our town centre is welcoming to visitors and that our facilities are well managed and that our services and events are promoted and coordinated.			
	7.1	Ensuring that a range of high quality events are identified, coordinated and delivered in a way that most effectively promotes the town.	Ongoing	WDC / WCC / BID
	7.2	Reviewing promotional literature to ensure it is up to date, effectively targeted and fit for purpose	Ongoing	WDC / BID
	7.3	Provide a high-quality, effective face-to-face visitor information service	Ongoing	WDC
8	SUPPORT and MANAGE the needs of the growing student population.			
	8.1	Develop a Student Housing Strategy for Warwick District		WDC / UoW
	8.2	Coordinate work with Coventry University and all relevant local authorities to ensure that the student housing needs can be addressed collectively.		UoW / WDC

B		Theme: A connected town centre		
		Action	Timescale	Delivered by:-
1	CREATE a strong attractive pedestrian and cycle corridor between key locations, including the station and the rest of the town centre, and between the north and south parts of the town centre crossing the river.			
	1.1	Deliver new and improved footpath links between Station Approach, Park Drive and Lower Avenue through the development of land at Station Approach in partnership with Waterloo Housing Association (WHA) to include an upgrading to the National Cycle Network Route 41 in this area.	Dec 21	WDC / WHA Cycleways
	1.2	Deliver on and/or off-road cycle network improvements as set out in Infrastructure Delivery Plan including at:- <ul style="list-style-type: none"> • Victoria Park • Bedford Street & Regent Street • Pump Room Gardens • Dormer Place & Milverton Hill 	Ongoing in line with the Local Plan	WCC Cycleways
	1.3	Deliver improved cycling and pedestrian connections between the town centre and surrounding key residential, employment, leisure and retail sites including: A452 Europa Way Corridor (new housing, Shires Retail, Heathcote & Warwick Technology Park); South Leamington including Whitnash and Sydenham; Emscote Road Corridor, to Warwick town centre and Guys Cliffe; A452 north to Kenilworth (K2L)	Start 2018	WCC Cycleways
2	IMPROVE pedestrian and cycle signage and way-marking throughout the town centre.			
	2.1	Obtain funds to design and implement scheme to improve cycle route signage in Leamington providing recommended route signage to primary destinations.	2021/2022	WCC
3	INCREASE provision of secure cycle storage within the town centre to promote increased cycle usage.			
	3.1	Increase secure cycle storage within WDC town centre car parks		WDC

B Theme: A connected town centre				
Action			Timescale	Delivered by:-
	3.2	Obtain funds to provide secure cycle storage provision at other sites within the town centre.		WCC/WDC/LTC
4	IMPROVE linkages between the Pump Room Gardens and Spencer Yard including, potentially, through provision of a new footbridge over the river.			
	4.1	Include new footbridge within scope of masterplan of area as part of Creative Quarter initiative.		
	4.2	Liaise with owners of the Loft Theatre and Victoria Colonnade to establish feasibility of creating a footpath link to Spencer Yard from Victoria Terrace to Spencer Yard.		WDC / landowners
5	IMPROVE connectivity and permeability when new development proposals come forward.			
	5.1	See above in relation to development at Station Approach.		WDC / WHA
	5.2	Ensure that connectivity is a core ambition in preparation of regeneration plan for Canalside area.		WDC
	5.3	Ensure that connectivity and permeability are considered at an early stage as any key sites and buildings come forward for development.	Ongoing	WDC / WCC
6	INVEST in town centre car parking including replacing the Covent Garden car park with one fit for future use.			
	6.1	Replace Covent Garden car park with new car park of approximately 620 spaces.		WDC
	6.2	Open new 100 space car park in Old Town at Station Approach in partnership with Waterloo Housing Association (WHA).		WDC / WHA
	6.3	Develop and implement an Electric Vehicle Policy for Warwickshire.		WCC
	6.4	Design and construct the new Covent Garden car park (see 6.1 above) to take at least 80 electrical vehicle recharging points.		WDC

B Theme: A connected town centre				
Action			Timescale	Delivered by:-
7	ENSURE that on-street parking management is fair and works for the wider benefit of the town centre, including the needs of visitors, businesses and residents.			
	6.1	<i>Review the management of on-street car parking management through the next review of the Local Transport Plan.</i>		WCC
8	IMPROVE signage to and from car parks including VMS (Variable Message Sign).			
	7.1	<i>Agree potential new VMS provision through the development of a new Car Parking Strategy.</i>		WDC
	7.2	Secure funding for the installation of new VMS equipment.		WCC/WDC
9	ENSURE that the operational needs of the station are met, including for car parking.			
	8.1	Support initiatives by Chiltern Railways and Network Rail to further improve Leamington station and its immediate environment following the opening of the new car park in January 17	Ongoing	Chiltern Railways / Network Rail / WDC / WCC
	8.2	Deliver initiatives to improve accessibility to, and the profile of, the station.	Ongoing	WCC
	8.3	Ensure that an integrated scheme for waymarking in the town centre clearly directs pedestrians and cyclists to and from the station.		WCC / WDC / BID
	8.4	Work with Network Rail and rail operators to improve the rail service between Leamington Spa and key destinations including Kenilworth, Stratford, Coventry and the Thames Valley.	Ongoing	WCC / Network Rail / WDC / Chiltern Railways / others

B		Theme: A connected town centre		
		Action	Timescale	Delivered by:-
10	MANAGE the road network to control traffic speeds, reduce congestion and improve safe pedestrian crossings			
	9.1	Seek additional funding (where necessary) and deliver multi modal highway improvements as set out in Infrastructure Delivery Plan including at:- <ul style="list-style-type: none"> • Princes Drive / Park Road • Bath Street / Lower Avenue / Avenue Road / High Street • Adelaide road / Avenue Road junction • Dormer Place / Adelaide Road • Dale Street 		WCC
	9.2	Improve connectivity between the town centre and the wider network along key corridors:- <ul style="list-style-type: none"> • A425 towards Southam; • A452 north to A46 (2022 – 2027) • Europa Way (2017 – 2022) • Emscote Rd (2017-2027) • Myton Rd (2017-2022) 		WCC
11	ENCOURAGE modal shift to sustainable/public transport to reduce congestion, improve air quality and encourage active travel			
	10.1	Support measures identified elsewhere in this Action Plan to support rail travel and Leamington railway station.	Ongoing	WCC / train operators
	10.2	Encourage sustainable travel options including: <ul style="list-style-type: none"> • Promote smarter choices through the 'Choose How You Move' initiative • Promote car sharing initiatives • c. Support workplace / school travel planning 	Ongoing	WCC/ WDC / bus operators
	10.3	Continue to review the location of taxi ranks in the town centre to ensure that they are in the right		WDC

B	Theme: A connected town centre			
	Action		Timescale	Delivered by:-
		place and of sufficient size.		

C Theme: Places and spaces to meet				
Action			Timescale	Delivered by:-
1	PROTECT and ENHANCE existing public open spaces.			
1.1	Maintain all parks and gardens in the town centre in accordance with the standards set down in the "Green Space Strategy" adopted by Warwick District Council. Success is to be measured through national quality benchmarks such as the Green Flag Award.		Ongoing	WDC
1.2	Restore the Pump Room Gardens and deliver the activity plan for the management of the park.			WDC / Friends of Pump Room Gardens
1.3	Ensure that green open spaces in the town centre are protected and linked with adjoining green spaces and links and that, where possible, links are improved.		Ongoing	WDC
2	IDENTIFY new opportunities to provide new public spaces particularly where new development opportunities are created.			
2.1	Ensure that the need to create areas of open space are included within master plan proposals for Creative Quarter and in particular developing proposals for Spencer Yard			WDC / CDP / WCC
2.2	Ensure that any new public spaces are designed to minimise the potential for crime and anti-social behaviour and improve community safety.		Ongoing	WDC / Police
3	IDENTIFY opportunities for smaller informal public spaces and pocket parks.			
3.1	Consider opportunities to develop new areas of open / public spaces as new sites and areas come forward for development in accordance with the policies in the Local Plan		Ongoing	WDC
3.2	Consider the opportunities for, and appropriateness of, new open spaces as part of master planning work to deliver the Creative Quarter proposals.			WDC / CDP / WCC

C Theme: Places and spaces to meet			
Action		Timescale	Delivered by:-
4	EXPLORE opportunities to close selected roads to allow more events to take place here.		
4.1	Warwick District Council to explore whether, and how, more events could take place in Leamington Town Centre, consulting with key stakeholders in the town centre where applicable.		WDC
4.2	Maintain dialogue to ensure that street closures are managed effectively to minimise disruption and maximise effectiveness.	Ongoing	WDC/WCC

D Theme: Revealing Leamington's Waterways				
Action			Timescale	Delivered by:-
1	SUPPORT development/enhancement opportunities where these can improve the setting of the river and people's ability to view it			
	1.1	Consider regeneration opportunities for key riverside buildings as part of master plan work for Creative Quarter to include opportunities for public access		WDC / CDP / WCC
2	ENSURE that the river banks are well maintained.			
	2.1	Ensure that maintenance regimes for open spaces recognise the landscape and biodiversity value of the river corridor	Ongoing	WDC
3	SUPPORT regeneration along the canal corridor.			
	3.1	Designate conservation area along the canal in the town centre as part of wider canal conservation area within Warwick District		WDC
5	IMPROVE safe and attractive public access along both the river and canal including considering feasibility of providing a new pedestrian footbridge across the river.			
	5.1	Ensure that promoting safe public access along the canal is a central theme within the Canalside DPD working in conjunction with the Canals & Rivers Trust.		WDC / WCC
	5.2	Explore opportunities to use s106 and CIL contributions in the future to fund towpath improvements		WDC

E Theme: A hub for creativity				
Action			Timescale	Delivered by:-
1	DEVELOP plans for a “Creative Quarter” in Old Town as a vibrant area with a range of new uses to include new space for digital and creative industries to grow and to consider opportunities for establishing initiatives such as a digital hub and a “makerspace” within this.			
	1.1	Secure a regeneration partner to work with Warwick District Council to help develop ideas and identify specific projects for a Creative Quarter		WDC
	1.2	Engage with local creative companies, other local stakeholders and the wider public to develop proposals		WDC / CDP
	1.3	Develop master plan to consider priority projects for investment		WDC / CDP / WCC
2	IDENTIFY and BRING FORWARD specific proposals for the area around Spencer Yard and beyond			
	2.1	Develop specific proposals including new use for the former URC Church on Spencer Street as part of wider master plan work.		WDC / CDP / WCC
3	PROMOTE the town’s place as a “creative cluster” and as a centre for creative industries within the West Midlands and beyond.			
	3.1	Maintain the current creative incubation space provided at the Court Street Arches and 26HT and investigate the viability of further such spaces both as a part of and outside to the Creative Quarter project.	Ongoing	WDC / WCC
	3.2	Support the introduction of a ‘cluster manager’ through LEP/Ukie and facilitate delivery of the Blueprint for Growth where possible.		WDC / WCC
	3.3	Create a robust marketing strategy for Silicon Spa and/or Tech Central as promotional brands.	Now	WDC / WCC
	3.4	Develop and deliver a series of informal and formal events that bring creative individuals and companies together to support the wider development of a creative hub	Now	WDC / WCC

E	Theme: A hub for creativity			
	Action		Timescale	Delivered by:-

F Theme: Enhancing Old Town				
Action			Timescale	Delivered by:-
1	DEVELOP new employment opportunities to support creative and digital industries; a “Creative Quarter” in Old Town.			
1.1	Work with Complex Development Projects (Creative Quarter regeneration partner) to identify and deliver proposals for a Creative Quarter in Leamington			WDC / CDP
2	REGENERATE other key areas within Old Town			
2.1	Bring forward proposals on the Court Street car park and on the former Stoneleigh Arms PH, recognising the need to protect car parking for local businesses and the public.			WDC / WCC
2.2	Liaise with the owner of the Stoneleigh Arms Public House to ensure this is regenerated as part of any development on the Court Street car park (3.1 above).			WDC / WCC
3	IDENTIFY and prioritise regeneration opportunities along the canal corridor for employment, housing, tourism and cultural uses.			
3.1	Commence work on a plan for the canal and its surroundings (a “Canalside Development Plan Document” (DPD)) to identify areas to be protected and to be regenerated along the canal corridor.			WDC / WCC
3.2	Consultation on (a) issues and options for DPD and (b) the draft DPD			WDC
4	REGENERATE and ENHANCE the area around the railway station through new development and environmental enhancements in and around the station (including that currently underway at Station Approach).			
4.1	Enhance underpass through project to re-paint, refurbish and improve lighting.			Chiltern Railways, Network Rail,

F Theme: Enhancing Old Town				
Action			Timescale	Delivered by:-
				WDC and others
	4.2	Investigate opportunities to improve the forecourt area at the station to improve its appearance and help it better meet the needs of those arriving at the station by various modes of transport (particularly on foot, cycle, by bus or taxi).	Ongoing	Chiltern Railways / WCC