



# REGENERATION BUCKS - TRANSFORMING FOR THE FUTURE

*Succeeding in our town centres and high streets*

THE BUCKINGHAMSHIRE REGENERATION FRAMEWORK



# FOREWORD

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## An ambitious framework for place-based growth across Buckinghamshire

The powerful partnership forged between the Buckinghamshire Growth Board and collaborators across Buckinghamshire provides the platform from which to pursue our ambitious place-based approach to growth across the county.

This exciting regeneration framework highlights the potential of our three larger towns - High Wycombe, Aylesbury, and Chesham, and offers practical guidance to help our other towns and villages realise their potential. It recognises the numerous strengths Buckinghamshire already has as a network of towns and places, in a prime location with extraordinary natural and cultural assets.

It sets out a shared vision, highlighting how our communities and businesses will benefit from 'Regeneration Bucks' and describes our priorities for creating vibrant, distinctive, healthy, and resilient social centres with rich conditions for enterprise and skills.

It is a framework to unify partners around common goals, identifying what is meaningful for our places and it outlines our principles for achieving change. These include planning for a greener and more climate-friendly future, improving our existing places, as well as investing in new, well-designed spaces and enhancing connections within and between them.

It is the 'jumping off point' for a series of 'place' strategies that will advance how we leverage each place's distinct identity to achieve long lasting change. It paves the way, sets the tone, and attracts the right investments for culture, education, leisure, visitor, and the night-time economy and begins to prioritise and locate interventions to catalyse physical change.

Buckinghamshire stands ready to work, hand in hand with government and with partners at all levels to deliver change and shape ideas going forward into the future.



**Cllr Martin Tett**  
Leader of  
Buckinghamshire Council



**Cllr Rachael Matthews**  
Deputy Cabinet Member for  
Town Centre Regeneration

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# PURPOSE OF 'REGENERATION BUCKS – TRANSFORMING FOR THE FUTURE'

Buckinghamshire Council is driving forward a clear place-based regeneration ambition for its social centres - our towns and high streets – so that all our places succeed, as set out in the Strategic Vision for 2050.

Regeneration looks at all the interlinked ways we use our public spaces and buildings and reimagines how these complex social, business, and residential areas can be revitalised to create thriving, prosperous places that attract commercial and economic investment and opportunity. It provides a holistic view of development and placemaking and illustrates the gains to be made for people where they live, work, and relax. This contrasts with redevelopment which tends to focus solely on the demolition of old or redundant physical infrastructure to make way for new construction.

Through this framework – **Regeneration Bucks – Transforming for the Future** – the Buckinghamshire Place Based Growth Board sets out a shared understanding of the role people and places can play in achieving transformation and growth within our county, building on our reputation as a great place to live and work. By promoting conversations about each community's vision for its future, the aim is to identify real improvements for our market towns and high streets, helping to articulate local identity, support sustainable development and promote economic, social, environmental, and cultural well-being.

## The 'Regeneration Bucks' Framework

- Sets out our vision for place-based regeneration and the priorities that will underpin delivery of our ambitions for Buckinghamshire.
- Establishes a regeneration approach, guides investment, and focuses action as a non-statutory document. It does not make land-use allocations decisions or determine funding for projects.
- Enables effective local partnership working, encouraging collaborative approaches to addressing local challenges and sharing best practice.
- Provides a basis to develop strong cases for investment for local initiatives and supports the pursuit of external funding opportunities.

As an overarching framework and practical support document, this publication is for residents, businesses, public sector partners and private investors who want to get involved in transforming Buckinghamshire and enabling it to be the best place it can be. This framework is complemented by 'place-specific' strategies for Aylesbury, High Wycombe, and Chesham.

# NATIONAL CONTEXT

Buckinghamshire has a vital role to play in delivering the Government's Levelling Up agenda. We can build upon our history of being a productive, creative and entrepreneurial economy, and continue to be a net contributor to the UK exchequer, delivering £18.4 billion per year to national output.

National priorities for Levelling Up are to grow the economy in the places that need it most, regenerate towns and cities, improve the planning system to give communities a louder voice and ensure developments are beautiful, green and accompanied by new infrastructure and affordable housing.

In recent years as a country, the UK has experienced a significant decline in its town centres. The migration to online retail, combined with the development of out-of-town shopping malls, and the impact of high business rates and wages have all combined to result in the closure of some of the most familiar high street retailers over recent years. Between 2013 and 2019, 1 in 12 high street stores closed their doors. Over this period the biggest loss of stores was in clothing, phone, gift and bookstores, with 750 clothes stores lost from UK town centres between 2013 and 2019. Some sectors did grow, particularly hair and beauty, which added an extra 1,000 stores over this period.



The pandemic accelerated increasing trends of online sales overnight in summer 2020, and online shopping remains important in how businesses operate on high streets. Physical retail has been in steady decline for some time and although most recently the British Retail Consortium reported that high street footfall has gone up by 8.6% compared to March 2022, it is still 12% down on 2019.

Our town centres have traditionally been a central focus for interaction in our communities, providing a physical, social experience of togetherness. They have also been drivers of economic growth, jobs and innovation, with 4.4 million people employed in high street businesses in Britain (2018, latest data) of which only one quarter was retail. 16% of people in Britain live on or around a high street (2018). Widespread closures in retail, hospitality and commercial spaces have collectively made a significant impact on the feel of our town centres as well as the wellbeing, safety and prosperity of our communities.

Nationally, there is a recognition of the need to shift our town centres from shared workspaces dominated by office space to more experiential uses and activities. In Buckinghamshire, we need to give our spaces a new lease of life as vibrant community centres of economic and social activity. Through collaboration and creative thinking, there are real opportunities to develop innovative mixed use social spaces that reflect local character, culture and heritage and help our communities to thrive, boosting local productivity and restoring a sense of local pride and identity.

The aim of the Government's Future High Streets Fund is to renew and reshape town centres and high streets in a way that drives growth, improves experience, and ensures future sustainability. Delivering high quality design and beautiful places, and protecting heritage, are fundamental aspects of the Government's Levelling Up and Regeneration agenda.

# THE BUCKINGHAMSHIRE CONTEXT

Buckinghamshire is a richly diverse, enterprising, and attractive county located in the heart of a growing and innovative region. With a population of over half a million people, the county is one of the traditional Home Counties, bringing with it great connections into central London and ready access to international gateways at Heathrow and London Luton Airports. From quintessential rural villages and a backdrop of beautiful countryside to urban based living in our network of attractive and diverse towns, Buckinghamshire is a sought-after location.

Buckinghamshire's major town centres are supported by the surrounding large and small villages, each providing their own characters, heritage, and local centres, which form the county's network of liveable places. Our towns and villages play a critical role in achieving Buckinghamshire's ambitions for future investment and place distinctiveness.

Even though we are a thriving county and many of our communities can enjoy some of the best outcomes in the UK, regeneration in Buckinghamshire must respond to a range of issues which shape our places and key centres of growth. As we see our population continue to grow, we will also see challenges around job opportunities, skills and qualifications, and supporting business growth, as well providing a range of housing to meet the needs of our diverse demographics and communities. Resilience is an ever-growing issue as we move

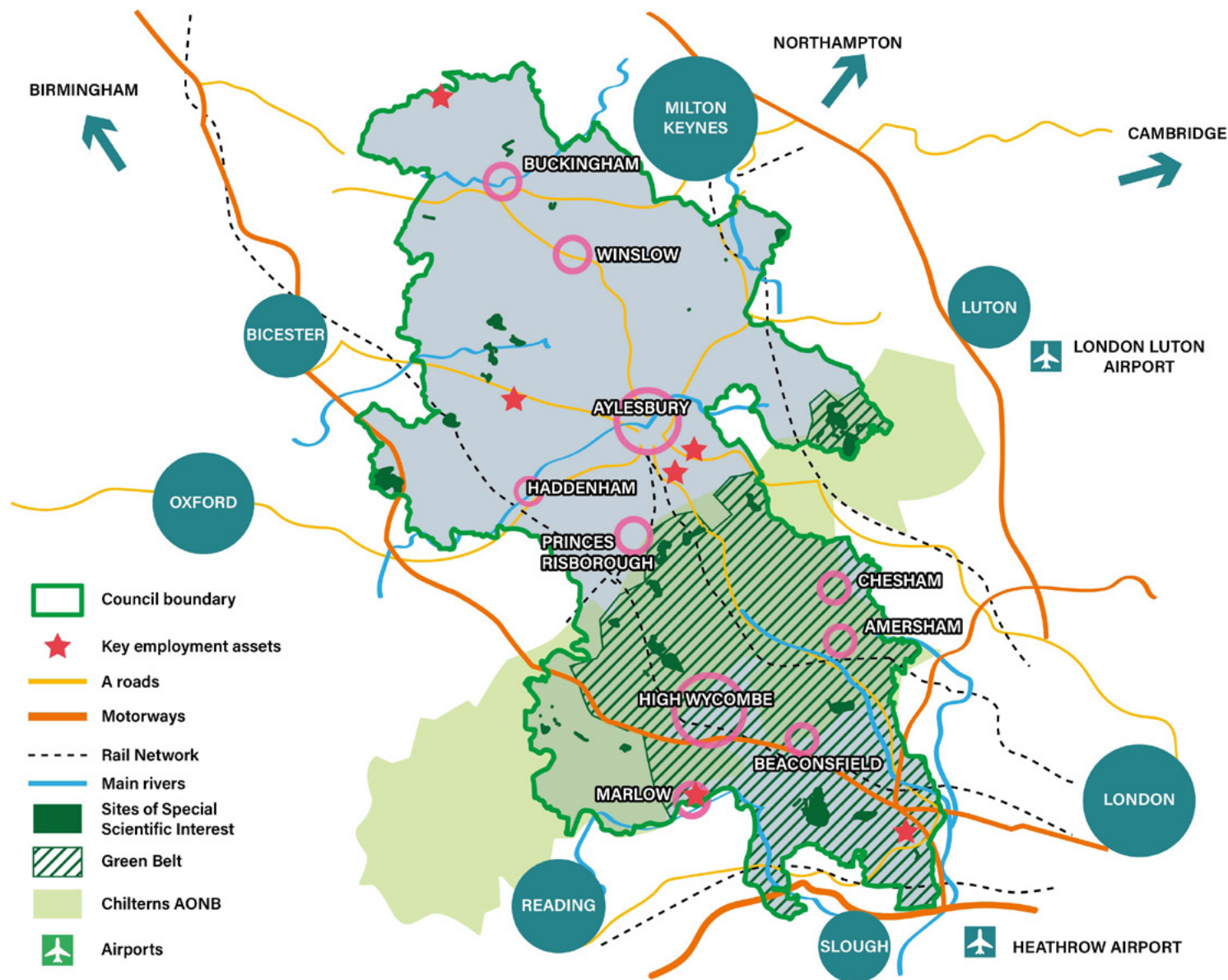
towards carbon neutrality, with a growing imperative to create places that put sustainability and health and wellbeing at the heart of people's lives.

Levelling up, high quality-places, and successful high streets are all inter-linked and require a strong spatial dimension. Across Buckinghamshire, the socio-economic dynamics of places vary, and different places may have different capacities for transforming their localities and responding to environmental and social challenges and opportunities.

Across Buckinghamshire, our towns have been impacted in different ways by the changing retail landscape, and in some cases that is down to place identity. For example, in our major towns of Aylesbury and High Wycombe we are seeing a vast number of shop closures and the loss of variety in terms of the high street offer, whereas Marlow is managing to thrive with its strong mix of independent retail.

Our individual market towns and villages will need to play to their distinctive strengths and capitalise on local opportunities, building on the important role they hold in providing experiences, rather than focusing on commercial and retail. As community leaders, we need to lead the future of our town centres by developing an overall vision and working collaboratively with other stakeholders to make that a reality.

# BUCKINGHAMSHIRE TOWNS



Buckinghamshire has a network of great towns and high streets, and the framework sets out an overview of our 10 largest towns and villages (by population).





## Aylesbury

As the county town of Buckinghamshire, Aylesbury provides the largest regeneration opportunity. Through the adopted Vale of Aylesbury Local Plan, Aylesbury is identified as playing a substantial and critical role in delivering growth for Buckinghamshire, especially after being awarded Garden Town status in 2017. The identification of Aylesbury as a Garden Town recognises Aylesbury's role as the county town for Buckinghamshire and its central location in the 'brain belt' between Oxford and Cambridge.



## Amersham

With its new and old town, Amersham offers both a pastime and modern feel to its high streets and surrounding areas. The town is also uniquely connected to the Metropolitan railway, whilst also being on the doorstep of the River Misbourne and Chesham Bois Wood.



## Beaconsfield

Beaconsfield is a charming town with a well-kept and gracious main street with a varied range of shops and pubs, whilst also being highly accessible from both London and Birmingham via the M25 and the Chiltern Railway line.



## Buckingham

A former medieval market town, Buckingham is now a charming town with an abundance of green spaces. Buckingham is home to the University of Buckingham and is neighbouring many attractions such as Stowe Landscape Gardens and Silverstone Racetrack.



## Chesham

Chesham is a market town that is rich in culture, acting as a hub for creative start-ups. Along with Amersham, Chesham is directly connected to the London underground and this is something that is unique regarding the two towns.



## Haddenham

Haddenham is a large village that is considered highly sustainable due to its good transport links to Aylesbury, Oxfordshire and London. Haddenham also has a range of shops, public houses and other services, including a range of employment opportunities at Haddenham Business Park.



## High Wycombe

A vibrant market town with a thriving town centre and high street. High Wycombe is easily accessible from both London and Birmingham via the M40, along with direct trains offered by Chiltern Railways. The town lies along the River Wye and is at the edge of the Chiltern Hills.



## Marlow

A historic market town on the River Thames, Marlow's town centre is made up of historic streets with small-listed buildings and a rich mix of high-quality shops, restaurants, wine bars and pubs that all add to its charm as a destination and support its thriving High Street to ensure good levels of footfall and low vacancy rates. The town benefits from plenty of events through the year, including the Marlow Town Regatta and the annual 'Swan Upping' which attract visitors to the town.



## Princes Risborough

A small market town built on the spring line at the foot of the Chiltern Hills. The town is within the setting of the Chilterns Area of Outstanding Natural Beauty (AONB), the boundary of which hugs the town on the southern and eastern side. The majority of businesses in Princes Risborough are very small. The main employment areas are the Princes Estate and on Longwick Road, with the former showing most potential for business expansion. New floor space is likely to cater for local companies requiring smaller, but high-quality, premises that are not dependent on direct motorway access.



## Winslow

A historic market town which has managed to retain its original layout created in the 13th century with its beautiful half-timbered buildings along its High Street. It has a mix of pubs and restaurants with interesting independent shops and antique centre. The A412 links Winslow to Buckingham and Aylesbury, and as part of future East West Rail ambitions, the town will be served by the new railway line with a new station under construction just outside the town.

# KEY STRENGTHS AND CHALLENGES

Our approach to place-based regeneration creates the opportunity to build on our strengths and work together to tackle our challenges.

## Strengths:

- Our identity as a great place to live within a network of attractive and diverse market towns with easy access to green spaces, the AONB and countryside.
- The rich culture and heritage that underpins the attractiveness of our places and makes them well placed for character-based regeneration.
- Our strong SME economy.
- Our location at the heart of a growing and innovative region, benefitting from east west movement, inward investment opportunities and superb London and international connections.
- Emerging centres of education excellence clustering in popular towns like High Wycombe and Aylesbury, attracting youth, diversity and growth opportunities adding to the already highly educated and mobile, population.

## Challenges:

- The changing retail environment and its implications for our town centres.
- Nurturing our SMEs and specialist sectors to develop our business economy after a period of subdued growth.
- Impact of high inflation levels on businesses and residents.
- Traffic congestion in and between our town centres.
- Local labour and skills shortages, particularly in our key growth sectors.
- Employment opportunities for residents with few or no qualifications, and those claiming out of work benefits.
- Addressing deprivation in our Local Levelling Up through the Opportunity Bucks targeted wards.

# KEY INVESTMENT OPPORTUNITIES IN OUR TOWNS

Our vision for regeneration in Buckinghamshire is to create places where people want to be, driving local revitalisation and creating vibrant spaces to live and work – and this exciting process has already begun.

To ensure we focus our resources on achieving maximum impact, the immediate focus of 'Regeneration Bucks' will centre on our three larger towns – Aylesbury, High Wycombe, and Chesham, which provide the key opportunities for development and investment. Additionally, where applicable, initiatives will extend outside of town centres to areas of need, for example in Cressex and Micklefield in High Wycombe.

Regeneration and investment in our major towns will be supported by Buckinghamshire's strong existing partnerships with delivery partners. Buckinghamshire and its partners are supporting the drive forward for regeneration in our major towns through opportunities such as land ownership, facilitation of strategic discussions with investors and communities and the brand of Buckinghamshire through our Strategic Vision for 2050.



# AYLESBURY

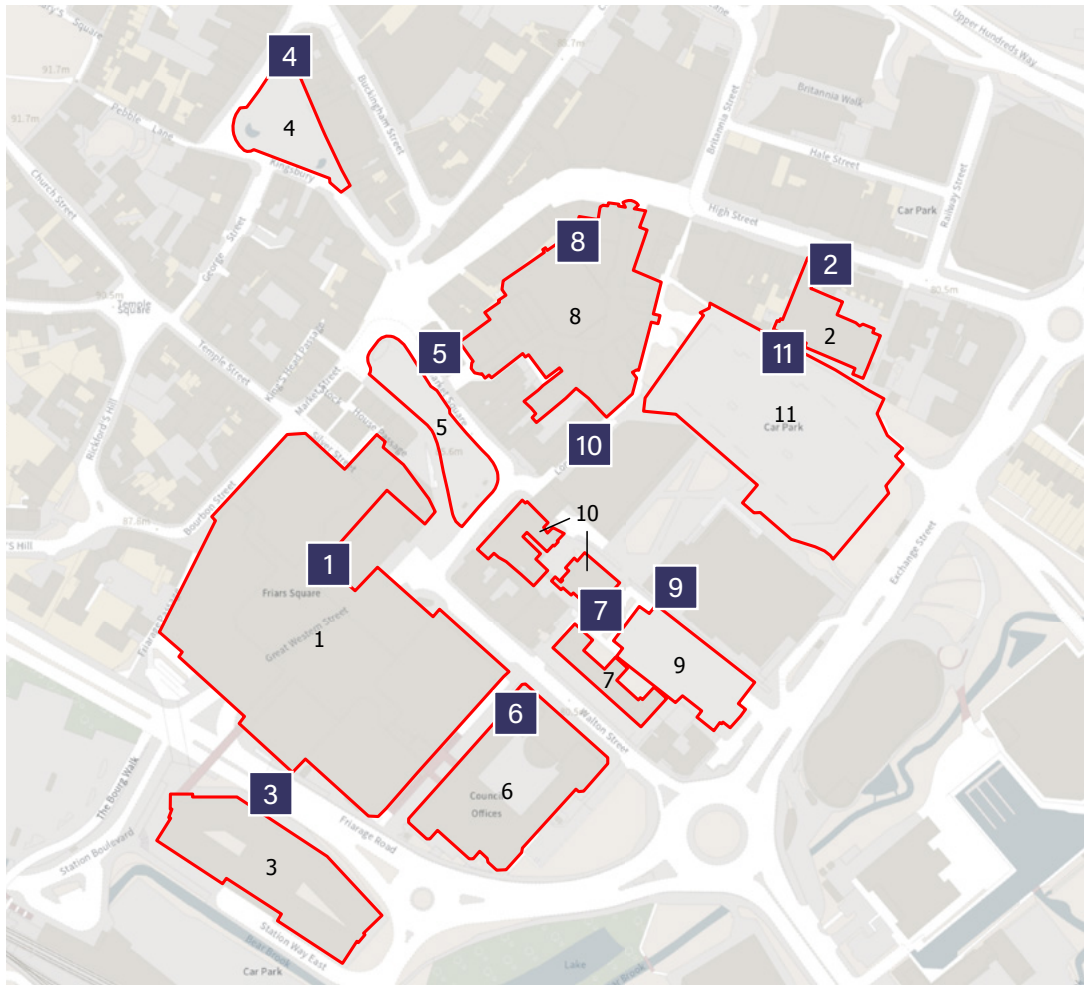
In our county town of **Aylesbury**, we are embarking on a once-in-a-generation opportunity to transform the historic centre, evolving our ideas to meet the demands of a modern market town centre and bringing forward homes and jobs for the growing number of new and existing residents.

There is a desire to preserve and enhance historic buildings and for a sensitively designed connection between the old and new parts of the town to overcome current challenges of coherence across the town centre. We want Aylesbury town centre to be a thriving community that combines retail, urban living, social interaction, community and economic activity.

With the recent adoption of the Garden Town Masterplan, working with local partners, we have ambitious plans for a number of projects to create a vibrant town centre. This is supported by potential significant investment facilitated by the Council as a major landowner across the county, including the recent acquisition of Friars Square Shopping Centre and capital investment in Aylesbury's public realm.



# INVESTING IN AYLESBURY



- |   |   |
|---|---|
| <b>1</b> Friars Square Shopping Centre      | <b>7</b> Old County Offices                     |
| <b>2</b> Former Gala Bingo Hall             | <b>8</b> Hale Leys Shopping Centre              |
| <b>3</b> Friars Square Multistorey Car Park | <b>9</b> Waterside North Car Park               |
| <b>4</b> Kingsbury Square                   | <b>10</b> Old Courts Building & Judges Lodgings |
| <b>5</b> Market Square                      | <b>11</b> Exchange Street Car Park              |
| <b>6</b> New County Offices                 |   |

- Given the planned housing growth for Aylesbury, there is an urgent need to ensure that the town centre delivers what a growing and changing town needs. Aylesbury has the key components of a great town but needs support to elevate its offer.
- Buckinghamshire Council and its partners have already proven their commitment to investing in Aylesbury through their track record of delivery which has seen the completion of projects such as the Waterside Theatre and the recent full occupation of the Exchange.
- Aylesbury has an appetite to be a testbed, try new things and is open to exciting new ideas for the future, particularly to improve accessibility and inclusion.
- Aylesbury is ideally located with excellent road and rail connections to London, Oxford, Birmingham and High Wycombe.

# HIGH WYCOMBE

As home to Buckinghamshire New University and our largest market town, High Wycombe, has a diverse social fabric that is rich in character and architectural diversity. The town is a gateway to the surrounding Chilterns Area of Outstanding Natural Beauty (AONB) and located to the south of the county town of Aylesbury and northwest of London, it is well served by the strategic road network and rail line.

Future regeneration ambitions for the town seek to transform the area into a thriving, resilient town with a strong identity and a hotbed of talent. Higher education partners in High Wycombe have ambitious plans for developing their urban campuses, pulling a higher number of students to the town centre, which brings vibrancy and activity. Through recent investment from the Future High Street grant funding, the Council is enabling redevelopment projects on the high street to improve the retail and food and beverage on offer.

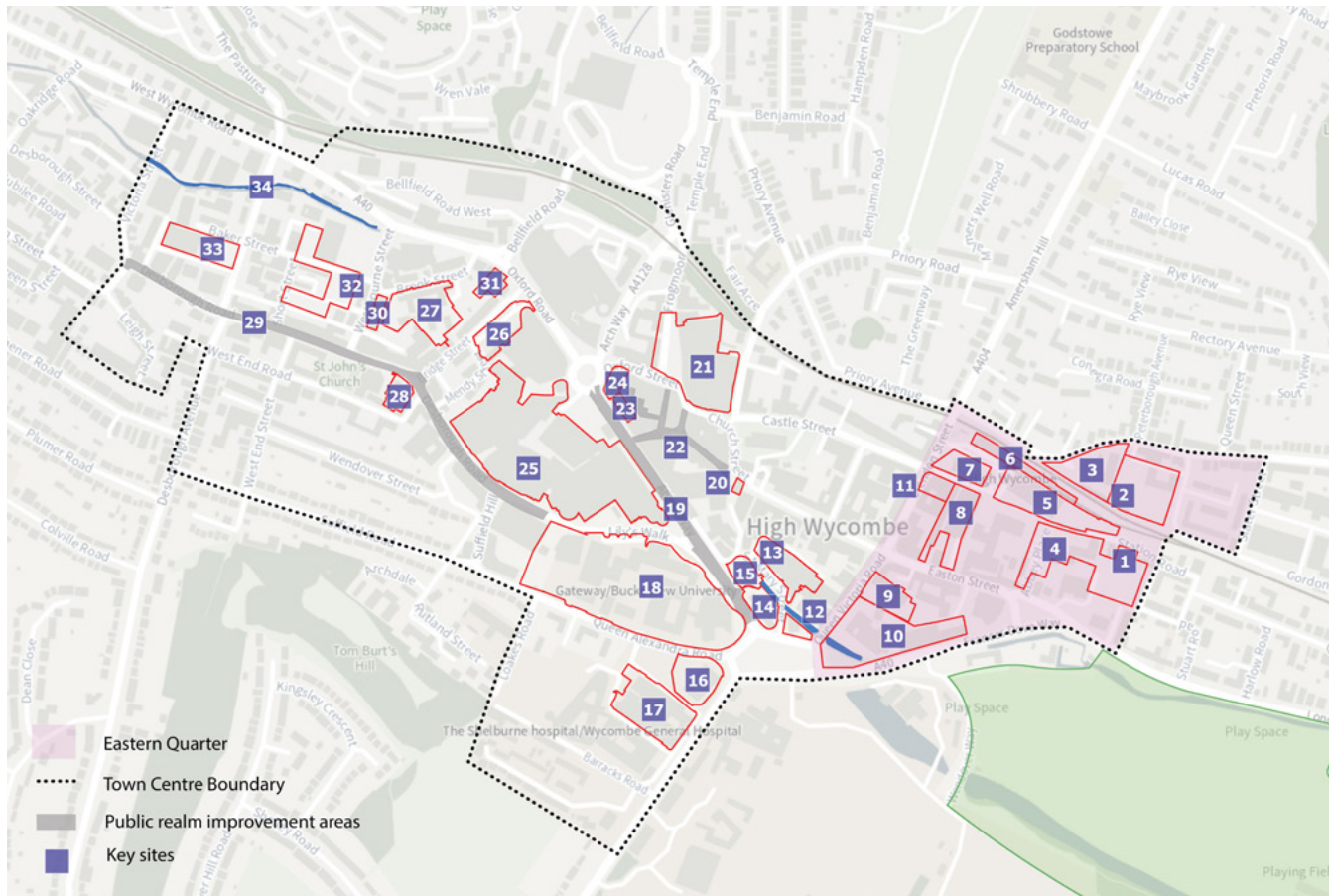
The Council is also investing capital funding for key public realm improvements in the town centre through the White Hart Street project. This includes lush new planting and trees, lighting, and sustainable urban drainage.

Regeneration in High Wycombe also includes supporting Cressex Business Park, which became a new Business Improvement District in 2022.





# INVESTING IN HIGH WYCOMBE



- High Wycombe will create a sustainable well-connected business support structure where businesses will be able to start, grow, adapt and support a highly skilled workforce.
- Buckinghamshire Council and partners are committed to ensuring investment opportunities in the public realm, local environment, heritage, retail and cultural offering.

1	Railway Place Car Park	10	Council Offices	19	Abbey Way Flyover	28	Bridge Court
2	Duke Street	11	Prospect House	20	Guildhall	29	Desborough Road
3	Sword House	12	High Wycombe Social Club	21	Chilterns Shopping Centre & Frogmoor	30	Vernon Building
4	Abbey Place	13	Swan Theatre	22	White Hart Street & Bull Lane	31	Buckinghamshire College Group
5	Station Car Park	14	Fire Station	23	Travelodge	32	Desborough Car Parks
6	Train Station	15	Riverside Social Club	24	The Curve	33	Lidl and Car Park
7	Brunel Engine Shed	16	Office Outlet	25	Eden Shopping Centre	34	River Wye
8	Easton Street Car Park	17	Wycombe General Hospital	26	Bus Station		
9	Post Office	18	Buckinghamshire New University	27	BNE Brook Street		

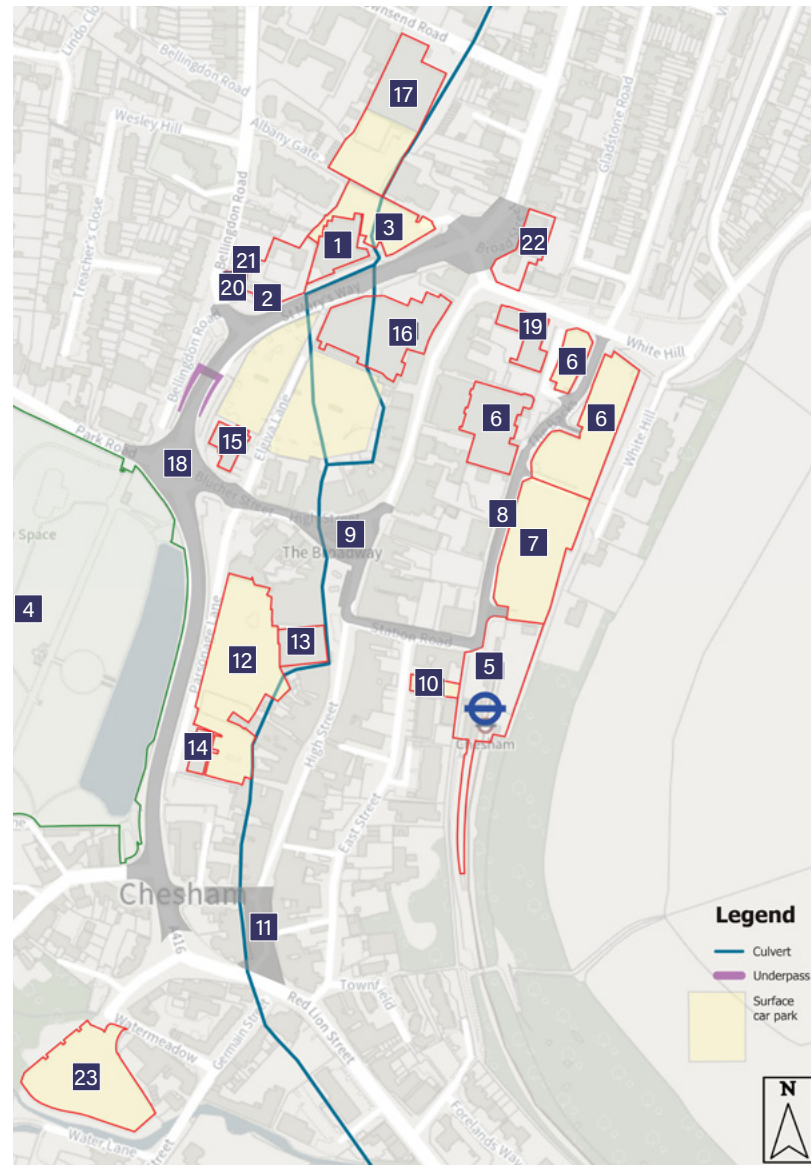
# CHESHAM

The market town of Chesham is located to the south-east of the county town of Aylesbury and north-west of central London and sits at the end of the London Underground Metropolitan Line. Chesham has a rich heritage whilst providing an important commercial, civic, leisure and community function to its residents and those in neighbouring villages. In many ways, Chesham is Buckinghamshire's arts and creative town, with the potential to be the launch pad for aspiring creative start-ups to grow and expand its night-time economy.



# INVESTING IN CHESHAM

- |    |  |
|----|--|
| 1  | Elgiva theatre                               |
| 2  | Chesham Youth Centre                         |
| 3  | Albany Place Car Park                        |
| 4  | Lowndes Park Skottow's Pond                  |
| 5  | Train Station                                |
| 6  | Waitrose & Car Parks                         |
| 7  | Transport for London London Station Car Park |
| 8  | The Backs                                    |
| 9  | The Broadway and Station Road                |
| 10 | East Street Car Park                         |
| 11 | Market Square                                |
| 12 | Star Yard/Catlings Car Park                  |
| 13 | M&Co   |
| 14 | Chesham Town Hall                            |
| 15 | Chesham Library                              |
| 16 | Sainsbury's Car Park                         |
| 17 | Wickes                                       |
| 18 | St Mary's Way                                |
| 19 | UK House                                     |
| 20 | Quaker's Buildings                           |
| 21 | All Spring Media                             |
| 22 | Broad Street Gateway                         |
| 23 | Water Meadow Car Park                        |



- A strong partnership is already in place between Buckinghamshire Council and Chesham Town Council to deliver future aspirations for the town. The Town Council is developing a comprehensive Neighbourhood Plan which aligns to the regeneration strategy for Chesham.

# FRAMEWORK FOR ACTION

Regeneration in Buckinghamshire will vary from place to place – each place is unique and so we will never seek standardisation as one size will not fit all. Through the Framework Principles (see page 26), we set out an over-arching approach to regeneration in Buckinghamshire. Drawing on a consistent approach and a collective understanding of themes and aims will enable small or large market towns to reimagine their place while supporting Buckinghamshire as a whole county to become ‘more than the sum of its parts.’

Many areas in Buckinghamshire are already well developed in their ambitions for regeneration and improvement and this framework works alongside community strategies and plans to ensure local priorities align. Community Boards, Town/Parish Councils, and community and voluntary sector groups will be consulted as part of the local application of this framework.

‘Regeneration Bucks’ is informed by and aligns with existing and future place-specific strategies, plans and policies that protect and support Buckinghamshire. These include the Buckinghamshire Local Industrial Strategy, Local Transport 4, the emerging Local Transport Plan 5, the Council’s Health and Wellbeing Strategy and Buckinghamshire’s Culture Strategy, as well as regional and national strategies and the Government’s 25-year Environment Plan.



The Regeneration Framework will also help to inform the new Buckinghamshire Local Plan and neighbourhood plans by setting out strategic regeneration aims for Buckinghamshire and key placemaking principles. It also provides a guiding approach for partnerships and local people to consider their own specific regeneration ambitions and the considerations they must factor in based on the challenges facing their local place.

Additionally, the framework underpins the delivery of existing funding grants, such as the Future High Street Fund in High Wycombe, The Aylesbury Garden Town initiative, as well as providing the basis to secure future funding opportunities.

In the context of limited resources, the Council, as well as partners, must ensure capacity is targeted for maximum impact. We will, therefore, have a particular focus on the regeneration plans for Aylesbury, Wycombe and Chesham. This links to the ambitions set out in 'Opportunity Bucks', our local initiative on Levelling Up that recognises the need for targeted action in these communities to tackle inequalities and improve outcomes for all. Successful town centres in these areas will be key to supporting the development of these communities and so local regeneration strategies will be developed in each of these three towns in 2023/24.

This framework recognises that other areas in the county will have local regeneration priorities that need to be progressed. In these areas, where there is greater local capacity to drive regeneration, this Framework provides a toolkit to enable areas to develop and progress their own plans for renewal.



# PLACEMAKING AND KEY AREAS FOR LOCAL DISCUSSION IN BUCKINGHAMSHIRE

A place-based approach means understanding the most important local components and possible opportunities for a successful place and working with people in those communities to have the biggest impact within that area. The approach set out in this framework and its toolkit welcomes input and ideas from a broad spectrum of key stakeholders. There is an expectation for local approaches to consult widely so that the views of the communities are reflected in future proposals. Successful regeneration happens through effective consultation and engagement with residents and businesses.

Taking this localised approach provides the scope to identify, understand and collectively address the most important issues and opportunities, drawing on and valuing everyone's contribution and perspective, resulting in a lasting impact, and creating sustainable change.

Regeneration activities need to be the right fit for the scale and needs of each community. Using this framework will help target activities towards local opportunities and constraints to identify which placemaking principles and actions are most appropriate. Each of our communities, with their own assets and ambitions, will have distinctively local priorities for what might be needed for place-based regeneration.



For places that are considering exploring regeneration initiatives, a first step is to consider how well developed the three key areas for local discussion and action are. Each of our places will have some combination of these in place locally and regeneration discussions will explore how to develop them further:

1

## LEADERSHIP AND LOCAL VISION

- How clear are the local ambitions currently being expressed?
- Have the local stakeholders come together to think about the future vision for their place?
- How well developed is the case for regeneration involvement?
- Is an existing group well placed to drive this forward or is there a need to pull the right local stakeholders together?
- Who will be responsible, drive forward, co-ordinate and advocate the place of interest?
- How can existing education, health and workforce skills and distinct heritage be deployed to support ambitions of regeneration/society and/or how can these be improved?

2

## PHYSICAL ENVIRONMENT

- What are the existing assets and how can those be maximised?
- These can include natural landscape including green and blue infrastructure, heritage assets such as historic buildings, and other public realm amenities like open spaces and key connectivity corridors. What protections and improvements would contribute to achieving place ambitions?
- Can these assets be enhanced and/or expanded?

3

## ECONOMIC CAPITAL

- What are the commercial activities that are taking place; are these fulfilling the local needs?
- What are the economic strengths and opportunities to increase footfall and spending for local businesses?
- Where there is a commercial case underpinning regeneration aspiration, how can financial investment play a role in achieving place ambitions?

# SPOTLIGHT ON... WINSLOW

Winslow is a smaller market town situated in the north of the county and has good road connections to Milton Keynes and Oxfordshire. For Winslow, there are opportunities to consider future vitality and viability of the town as a retail and commercial hub, particularly considering the impact of future strategic transport connections in the area such as East West Rail. Through local community groups such as the Winslow and Villages Community Board, the town and its communities are well placed to drive forward their own ambitions for future regeneration plans to deliver on local needs.





# OUR VISION

The regeneration of our towns will celebrate local identity, create prosperity, and achieve our ambitions for communities and local businesses in Buckinghamshire.



# FRAMEWORK PRINCIPLES TO GUIDE CHANGE ACROSS BUCKINGHAMSHIRE

There are two guiding aims for regeneration activities:

- To create vibrant and characterful town centres which celebrate local culture and heritage and offer high quality inclusive public realm where people will want to live, work, visit, shop and relax.
- To create fertile conditions for enterprise and skills to support the launch of new businesses and create the conditions for them to succeed.

The framework sets out ten guiding principles which we would expect our partners and communities to consider for the delivery of future place-based regeneration. These principles are specifically related to our town centres and high streets and are linked to a number of cross-cutting strategies for connectivity, environment, culture, the economy, and local levelling up.



## PRINCIPLE ONE:

### To ensure the creation of a strong network of towns in Buckinghamshire

- Provide a greater and broader overall Buckinghamshire economic, cultural, and social offer and play to the strengths of the groups of our market towns.
- Consider the relationships between local centres of activity and what connections need to be enhanced to encourage appropriate investment opportunities.
- Create communities (rather than commercial districts) through local engagement and community discussion on local priorities and needs with a good range of community facilities that provide spaces for everyone to engage with culture at a local level.
- Ensure that initiatives are based on an agreed understanding of the area identity and function and seek to enhance amenity and character areas, and culture and heritage.

## PRINCIPLE TWO:

### To create multi-purpose hubs of activity and experiences in our main towns and transform our high streets to encourage people to spend more time locally

- Provide the right mix of residential housing to meet the needs of place and stimulate opportunities for town centre living, as well as a range of flexible working spaces, attractive and accessible green spaces, play spaces, markets, street entertainment and other leisure attractions so that workers are not required to commute far from the workplace.
- Develop partnership approaches to promote mixed use development opportunities, including strong retail functions in town centres and schemes that support flexible uses to reduce spending leakage and encourage town centres growth.

## PRINCIPLE THREE:

### To foster town centres as opportunities for business hubs

- Particularly small and medium sized businesses, whilst enabling interaction with the larger high-tech sectors.
- Provide economic development support for businesses to encourage town centre occupation and work with existing business support networks to continue Buckinghamshire's role in leading the way on transitioning businesses to net zero.
- Consider opportunities to work with businesses that support the tourism and rural economy.

## PRINCIPLE FOUR:

**To create a network of high quality, well planned road networks with attractive streets and spaces, and cycling routes that are safe to use, well connected and accessible**

- Ensure attractive and well-connected sustainable travel opportunities through our towns to promote active and healthy modes of movement.
- Consider options for harmonising different modes of transport particularly in our larger towns of Aylesbury, High Wycombe and Chesham, to provide a diverse choice of travel for residents and visitors.
- Ensure our urban streets are safe and accessible to help create a network of high-quality spaces for both walking and cycling.

## PRINCIPLE FIVE:

**To maximise the county's natural capital through its network of waterways and green spaces**

- Open up access to natural environments such as rivers and canals, and green spaces to introduce urban greening whilst enhancing health and wellbeing outcomes and wildlife.
- Plan for a greener and carbon neutral future by identifying opportunities to mitigate against the changing climate and more extremes of weather.

## PRINCIPLE SIX:

**To provide a high-quality, well-maintained, and managed environment**

- Deliver enhanced public realm opportunities that complement the existing character, form, and heritage assets.
- Ensure the consideration of the character and form of the existing buildings when exploring public realm enhancements and delivering the form of new buildings. Heights, materials and use will all need to factor into the overall placemaking ambitions of the town.
- Consider the importance of local architecture that complements the local heritage, and which are sensitive to existing buildings, and the relationship between new and old.

## PRINCIPLE SEVEN:

**To enhance strategic connectivity opportunities**

- Maximise the opportunities of strategic links to places like London and Birmingham - particularly M4, M1, M40, rail, underground, and opportunities linked to East West Rail.
- Transform connectivity across places and to residential catchments and green infrastructure.
- Enable better digital connections across the county, particularly for those in the rural community where reach can be limited.

## PRINCIPLE EIGHT:

### To ensure a greener and more carbon neutral future

- Protect our natural environment through the promotion of new technologies, which will help to ensure our built and biodiverse environments are aligned with our climate change priorities.
- Provide diverse travel choices with a focus on promoting active and healthy sustainable modes. In our larger towns such as Aylesbury, High Wycombe and Chesham we should consider supporting multi-modal transport hub opportunities.
- Improve traffic congestion issues and associated pollution to improve overall vibrancy and pride of place.

## PRINCIPLE NINE:

### To prioritise skills and development opportunities

- Use and work collaboratively with our high-quality educational facilities to understand a range of partnership needs that are focussed on creating the right environments for skills training and attaining employment in Buckinghamshire.
- Consider accessibility of skills training and employment opportunities when collaborating with educational organisations and local businesses.

## PRINCIPLE TEN:

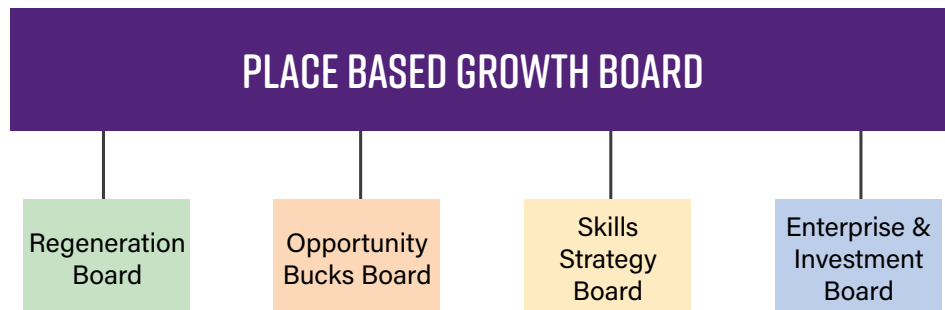
### To enhance Buckinghamshire's cultural and heritage legacy, celebrating the unique characteristics, diversity and identity of our towns and communities

- Showcase the unique selling points of each place's heritage/culture/visitor economy opportunities as well as establish Buckinghamshire's cultural and creative economy such as the screen industries and film production.
- Increase the visibility of the local cultural and creative industries sector to other parts of the economy - to increase opportunities to 'buy local'.
- Celebrate the unique heritage of each place and its community and promote community focused cultural programmes and activities.
- Support residents of all ages, abilities and backgrounds, to engage in culture at a local level through innovative programming and new models of delivery.

# WORKING TOGETHER TO ACHIEVE CHANGE

Working closely among partners informs the way Buckinghamshire operates. The Buckinghamshire Place Based Growth Board and partnership groups meet regularly to review strategies and deliver plans for regeneration. There are also bespoke local partnership groups in place for Aylesbury, High Wycombe and Chesham to support the regeneration of these towns.

To support further collaborative working, Buckinghamshire Council, alongside partners on the Growth Board, will play an important role in actively brokering connections to bring in and introduce the right partners for our places.



# TOOLKIT FOR ACTION - REGENERATION BUCKS

For our three biggest towns Aylesbury, High Wycombe and Chesham, we have place-based strategies with a number of regeneration programmes in place. For our other areas interested in regeneration, we have provided a toolkit approach that sets out what our places can do to achieve successful local action and change. Using the Regeneration Bucks vision, aims and principles will be important in developing local place visions and objectives.

## WHAT YOU CAN DO NEXT TO ACHIEVE SUCCESSFUL REGENERATION FOR YOUR PLACE AND DELIVER LOCAL ACTION

Consider the Framework for Action Key Areas for Local Discussion on page 22.

1. Leadership and Local Vision
2. Physical Environment
3. Economic Capital



You can also contact the Council's Regeneration Team if you need further support and advice on developing your action plan.

## 1. Understanding the local context

**Take the Buckinghamshire Context as a starting point and respond the following questions:**

- What is applicable, relevant to the place?
- Update data as appropriate and understand changes/trends in local characteristics.

**Establish the role and function of the place**

- What is the key purpose, USP of the place?
- What are the key relationships with other places?

**Understand key local challenges and opportunities**

- Assess key metrics of town centre performance (e.g. vacancy rate, footfall, new businesses, key anchors, user satisfaction, diversity of economy, etc.).
- Understand the catchment area of the town centre.
- How is the town centre meeting the needs of the catchment area population?
- How have the functions of the town centre changed post-pandemic and what opportunities does that afford the town centre?

## 2. Developing a local place vision

**Take the Regeneration Bucks Vision as a starting point**

- Assess how this applies locally and what else needs to be considered.
- Review other existing plans and undertake stakeholder mapping.

**Take a collaborative approach – build not just produce a vision**

- Who needs to be involved to build consensus?

**Engage the local community**

- This develops new and strengthens existing relationships between public, private sector, voluntary and community partners, including Community Boards. Review other existing plans and undertake stakeholder mapping. This increases resilience and supports more effective long-term planning and delivery.

**Assess the place against the Regeneration Bucks three key areas for discussion and guiding aims**

**Define the local place offer priorities using the 10 Framework Principles**

## 3. Set the long-term agenda for transformational change

Being realistic about priorities, timescales and potential challenges will help to plan projects from a programme and financial perspective, whilst helping manage expectations of stakeholders and communities.



