



# NEWBURY Town Council

## Town Plan

4<sup>th</sup> May 2017

Councillor Anthony Pick  
Chairman, Town Plan Steering Group

# Purpose

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- To set a direction for Newbury for the next 20 years.
- To plan constructively, building on Newbury's strengths.
- To influence and inform the West Berkshire Council Local Plan 2019-36.
- To replace and update Area Delivery Plan Policy 2 in the present Core Strategy.

# Steering Group

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- 11 Town Councillors, plus Councillors from Greenham, Speen, and Shaw-cum-Donnington, Cllr Paul Bryant, Bruce Blaine (Environment) and Tony Trigwell-Jones (Culture, Leisure, and Tourism)
- 10 working groups
- External experts, local businesses and WBC Officers consulted
- Public survey on [newbury.gov.uk/town-plan.php](http://newbury.gov.uk/town-plan.php)
- Draft October 2017 - Completion March 2018

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**“Newbury – the crossroads of Southern England,  
an accessible, vibrant, and sustainable town”**

A great place to live, learn, work and play

# The National Age Profile is Changing

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Age Range	2015	2035
0-15	19%	18%
16-64	63%	58%
65+	18%	24%

[Office for National Statistics]

**Unemployment rate in 2015-16 was 3.4% for 16-64 year olds**

[Thames Valley LEP]

# Theme 1 – Vibrant Newbury

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## Examples of what we offer at present:

- Wide range of shops
- Quality residential accommodation
- High percentage of good & outstanding schools
- 3 theatres and a multi-screen cinema
- Restaurants and gastro-pubs
- Public parks
- Kennet and Avon Canal
- Leisure, health and fitness centres

# Theme 1 – Vibrant Newbury

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- The Racecourse
- Arts facilities
- Newbury Spring Festival
- Amateur and semi-professional orchestras and choirs
- Range of clubs and societies
- A strong voluntary base

**The plan will propose how we can build on this to make the town even more attractive.**

# Theme 2 – Attract New and Expanding Businesses to Newbury

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## At present we offer:

- Many Business Parks
- Strategic Road and Rail communications
- Lower cost of business space compared to Reading
- High education and employment levels
- More than one job for every resident of working age

# Theme 2 – Attract New and Expanding Businesses to Newbury

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## We think that the following will be needed:

- A new Business Park accessible from the M4, with unrestricted and unfettered use
- Speedy, flexible, and simple rental contracts
- Incubation hubs/serviced business accommodation
- Planned transport improvements
- Retention of the 20-36 age group
- Superfast fibre and free Wi-Fi

# Theme 3 – Possible New Markets

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- A short-stay leisure proposition
- An events venue for 2,000-5,000 people

# Theme 4 – Encourage the 20-35 Age Group to Remain in Newbury

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- 16% of the population in West Berkshire versus 29% in Reading and 20% nationally
- The innovation generation
- Plan for affordable, starter and student accommodation
- Education facilities 18+ targeted to those skills required locally
- Relevant entertainment and leisure facilities

# Theme 5 – Sustainable Newbury

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**Newbury is an environmentally friendly place, but much more can be done:**

- Integrated cycle and pedestrian networks, clearly signposted
- Reduced localised air pollution (Burger King roundabout & Shaw Road)
- New public open spaces for each major development
- Biodiversity in public open spaces, small and large
- Facilitation of volunteer groups to manage community assets
- Increased recycling
- Renewable energy projects
- Extension of electric charging points



Railway Bridge



Main Entrance to the Racecourse

# Theme 6 – Planning Policy

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## Our objectives include:

- Balanced growth plans for Newbury
- A mix of residential, retail, commercial and industrial growth
- Spatial planning supporting future transport and social infrastructure
- Affordable accommodation
- Policies to attract key workers
- “Smart” home design to facilitate future technologies
- Solar panels and other renewable energy

# Theme 6 – Planning Policy

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- An iconic development on the site of the BT tower (continuing the telecoms connections)
- Legal solutions to arbitrary Government planning regulations
- A Newbury Development Trust
- A GIS-based public information board

# The foregoing is only a “Snapshot”

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## Work is in Progress on:

- Character of Newbury
- Transport
- Tourism, Culture and Leisure
- Education
- Health & Wellbeing
- Emergency Services
- Community and faith Groups