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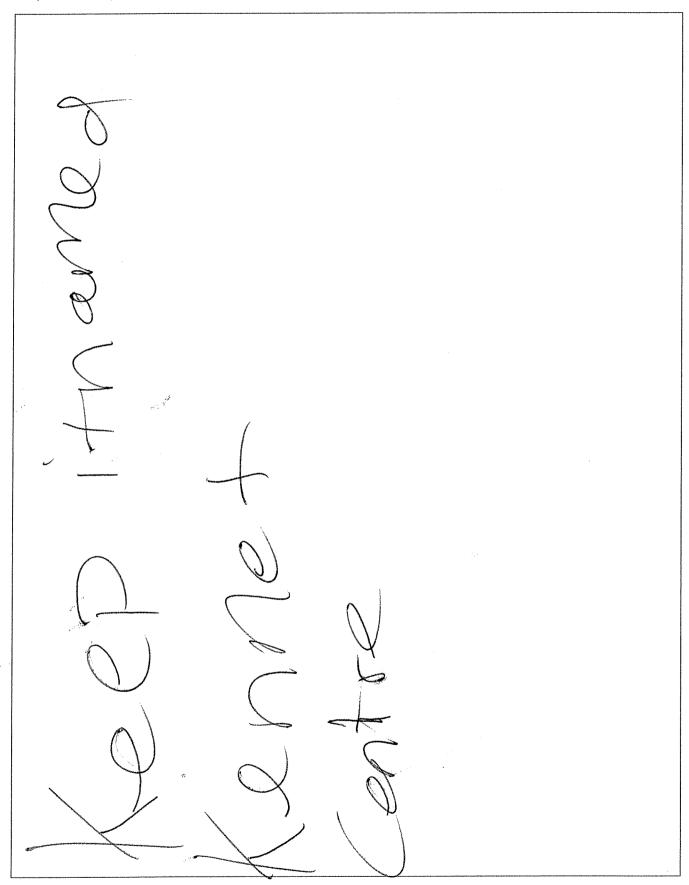
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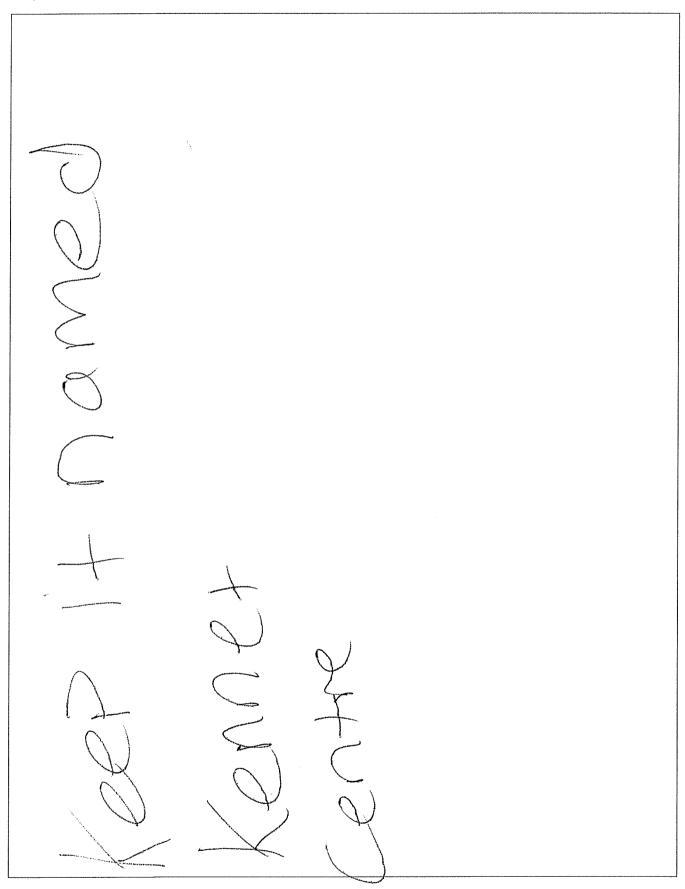
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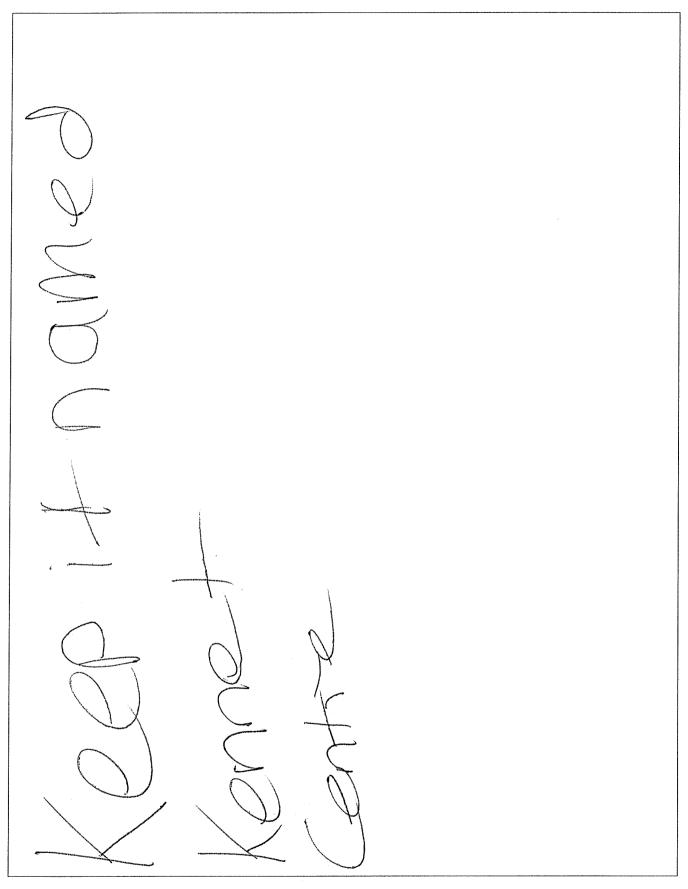
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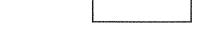
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I think that the Plans are very ambitious and over the topand seriously question that New-brey needs Such a development. Reference is Acade to retailent-lets. With On line shapping increasing who will apply for them? will the ounter that do acknowly file them? a hit of a bhitselephant? Cel regards a fath through the market Street flats (where bus & Valion used to be) Forenda fine nat-necessarily needed decossais dirailable past brest Rook Council brieding Orangeroy this Could be done brithand redevoloping Frekenner Centre. Extra housing is needed certainly fort are they for affordable [Social! Occamoradation on luxury Private: Lagree that perhaps the Kennet Centre needs consideration but only to allow gremises la trado on reasonable costs. This Plan if it is to be considered Munk it Shouldbe Considerably Watered down.

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Thank you for visiting our exhibition. We are keen to hear the views of everybody interested in the proposals, so to take part in the consultation please fill in this form and drop it off in the feedback box at the exhibition before Friday 13th November. You can also submit your comments, or ask us questions, via our website: www.eaglequarter.com

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Glad to see the proposed changes
reflect the historical heritage of Newbury.
Please also see the history of the Lifeboats
as connected with Plenty's (Eagle works)
ie. the plenty Lifeboat.
a worthwhile aspect of Newbury's history.

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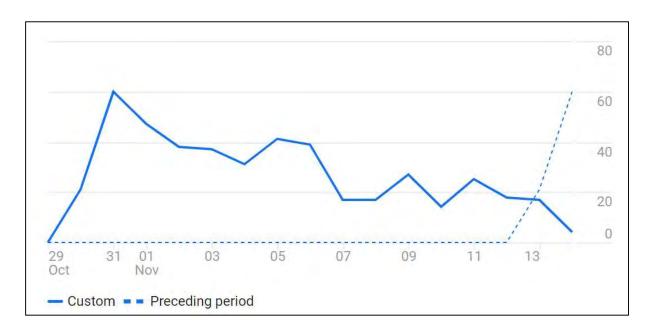
18 Online consultation analysis, November 2020



CONSULTATION REPORT 16 NOVEMBER 2020

1. Use of the website

1.1. Google Analytics shows that a total of 380 visits were made to the website in the period 29 October – 14 November:



1.2. 364 users were in the UK and a high proportion were from Newbury or nearby towns:

TOWN/CITY	USERS
Newbury	104
London	82
Reading	21
Basingstoke	13
Bristol	11
Oxford	9
Andover	5

1.3. The majority of the activity was at the earlier stages of the consultation:

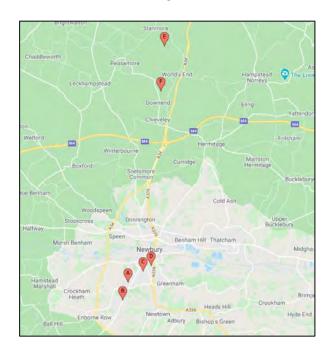


1.4. The table below shows the origin of users:

Sess	sion source/medium + +	↓Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user
	Totals	382 100% of total	568 100% of total	373 100% of total	2m 21s Avg 0%	0.976 Avg 0%
1	(direct) / (none)	274	301	230	3m 00s	0.839
2	eaglequarter.com / referral	83	161	51	0m 39s	0,614
3	newburytoday.co.uk / referral	80	90	77	3m 22s	0.963
4	kennetradio.com / referral	6	6	6	3m 14s	1
5	facebook.com / referral	3	3	3	0m 06s	1
6	m.facebook.com / referral	3	3	3	0m 28s	1
7	(not set) / (not set)	1	0	0	0m 00s	0
8	linkedin.com / referral	3	2	1	0m 09s	1
9	m.break.ma / referral	1	1	1	0m 30s	1
10	newburyreporting.com / referral	1	1	Ť	2m 03s	Ť

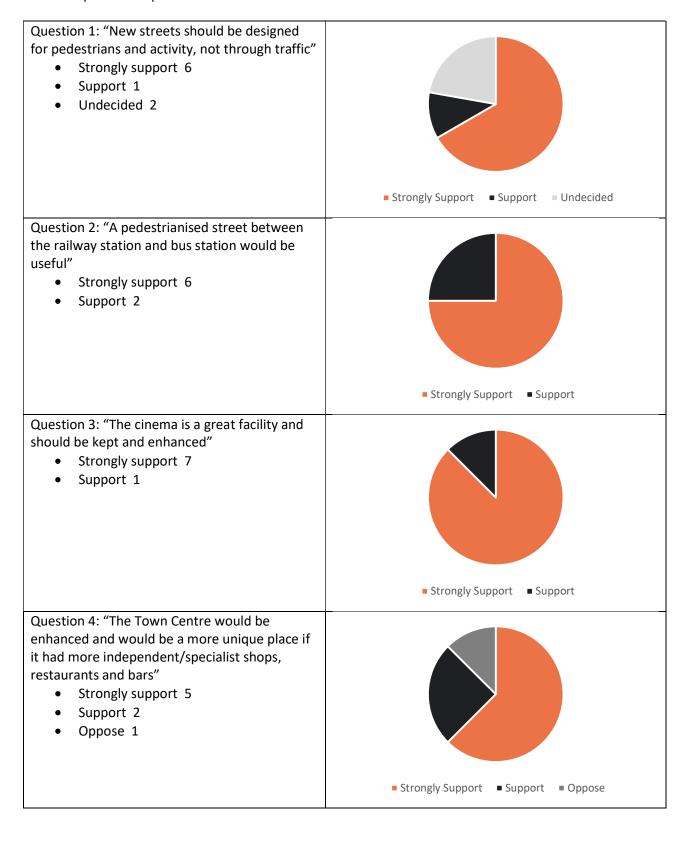
2. Registered users

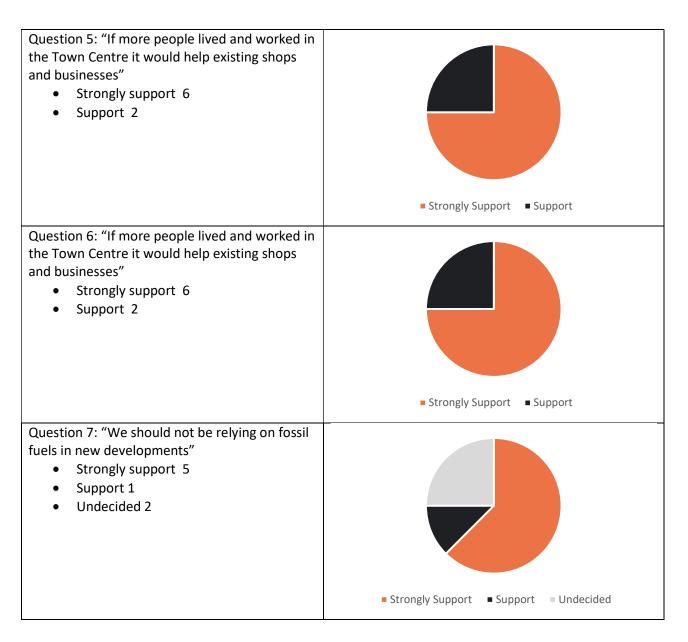
2.1. Local locations of registered users:



3. Questionnaire responses

3.1. Multiple choice questions





3.2. Open question

I like the fact that the building details reference historic building in newbury, and that small independent shops are being encouraged. Also that there are new pedestrian squares, and the environment is being actively considered.

It is difficult to tell at the moment how the landscaping will look from the aerial plans, and there is no detail about the planting that would be used. I think some of the example photos of swathes of perennial planting are a bit misleading for roof gardens.

It appears from the 3D pictures that there isn't enough planting at ground level to balance and soften the large areas of hard landscaping and tall buildings, absorb carbon and connect with nature and would like this to be reviewed.

Imaginative use of sculpture that references the town and site would add a further dimension of interest and stop the development landscaping feeling like it could be anywhere. There are already examples of

this with the mosaic by the library, the stone water bowl by the canal and the sculpture on the robin hood roundabout, and it would be good to add to this collection.

- Green roofs look great
- Maybe make more of a feature of the sky bridge as its quite cool.
- Proposed balconies above the street and outdoor shops etc. will need to be well detailed well for drainage.
- Balcony railings as shown in the CGI's provide little privacy for residences above. Also, perhaps a more interesting and diverse range of railing design across the different typology of blocks.
- Overall like the different colour bricks/material to the ground floor area as a base.

There is much more information which would be of interest. How many shops will there be? Will the parking spaces be sufficient?

Subject to this, the redevelopment of the site along the proposed lines looks good.

I was attracted by your remark (if I understood it correctly) that each building will be individually designed.

I am concerned at the suggestion, which I have heard, that the tallest building in the middle will be 11 storeys. We need to be sure that this will not set a precedent for the rest of Newbury. When I was a Newbury and West Berks Councillor (up to 2019) the maximum height considered was six storeys, and this has been the rule up to now. This is of special important for the centre of Newbury (the Conservation Area) as high buildings within it would substantially harm its character.

However, I appreciate that that part of the development is still at the formative stage.

Is it possible to send me more detailed information?

Thank you.

Thank you for the opportunity to provide feedback. In my view the implementation of this proposal would provide a major improvement to the tired state of the current Kennet Centre and is much welcomed however the architectural design needs to be more highly attractive to the eye in order to meet the Council's strategic objectives and maximise footfall. The current visual representations seem rather unambitious as they look like Parkway and I think this is missing a golden opportunity to design something really special. The design of this area is crucial to its success and is currently rather bland. Being so close to Winchester, Bath and Oxford, it needs to be so compelling and unique that is will attract local people and the wider passing tourist trade as the best place to meet friends or stop off en route to these other places. I therefore propose that it should be more in keeping with the buildings in the Market Square with individual properties appearing different in design or more like Poundbury in Dorchester or Burlington Arcade in London. So in my view this development should be based on a more Georgian look whilst retaining modern facilities behind these facades with a few covered walkways. i like the idea of an internal road that shows St Nicholas's Church but would recommend that the other pathway that better to the Corn Exchange and Market Square area visually. I would prefer a retirement complex and a hotel to be created rather than a new office complex as there are unoccupied office and shop buildings elsewhere in the town that still need to be utilised ie the old Bayer offices. I support an

improved entrance to the Cinema with restaurants, cafes and bars close by and a larger car park. A Taxi rank, bus stop and public lavatories are also essential,; all to be integrated with the Cinema and Market Street / Railway Station redevelopment.

Newbury already has one relatively new open air pedestrianised shopping centre (Parkway). The beauty of the Kennet Centre is that it offers something different, i.e. undercover shopping for the days when its wet. I think the design of Eagle Quarter is aesthetically pleasing but is in direct competition to Parkway which has lost a number of retailers recently. The two shopping centres must compliment each other and offer a different experience or both will kill the town centre, not rejuvenate it.

From what I can see, this is a fantastic scheme! Considering the time scales, I think the level of detail and aspiration is inspiring. Well done! My only criticism / view would be to have office space and not a retirement home as I do not personally think this is suitable.

The Kennet Centre is in need of redevelopment, however I believe an outdoor shopping centre would be a good idea, however I believe you should consider some kind of cover, similar to the new cover on the Malls at Basingstoke and similar to Cabot Circus in Bristol and ensure there is come character as the Parkway development is missing a cover and character as its just one street with the same style on each side.

19 Newbury Weekly News press articles

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Artist's impressions of how the new Eagle Quarter could look in place of the outdated and rundown indoor shopping mall in the centre of Newbury

Future vision for Kennet Shopping centre revealed

Mall's owner unveils plans for 400 homes, shops, cinema and HQ office in new 'Eagle Quarter'

Report by JOHN HERRING email john.herring@newburynews.co.uk twitter johnh_nwn

THE future of the Kennet Shopping centre, which could result in 400 homes, 30 shops and a new headquarters office on the site, have been revealed.

Lochailort Newbury Ltd has launched a public consultation today (Thursday) on its regeneration plans that it says will transform the outdated shopping centre into a vibrant, mixeduse, high-quality development.

The new-look centre will be known as Eagle Quarter, after Plenty's Eagle Iron Works, founded on what is now the south side of the Kennet Shopping centre, in a project to be one of the first 'shopping centre to town centre' regen-

eration initiatives in the county.

Lochailort said it had taken inspiration from the town's heritage, and the mixed-use project will combine around 30 new flexible shops, restaurants and co-working spaces, with a focus on independent, local and artisan businesses.

The plans also include enhancements to the existing cinema and food area, plus improvements to the current multistorey car park, including additional parking spaces and electric vehicle charging points.

Accompanying the shops, around 400 multi-family homes, including a significant proportion purposely-designed for rent, are included in the scheme.

A new headquarters office building or a retirement living community are also

being proposed.
■ Continued on page 7





Chris and Mig Young at The Bunk Inn Ref: 44-10

The community steps up to feed hungry children

BUSINESSES and charities in West Berkshire have stepped forward to help families with food this half-term.

The acts of kindness follows Conservative MPs voting down a Labour motion to extend the free school meals (FSM) scheme over school holidays until next Easter. Donations to the West Berkshire Food

Donations to the West Berkshire Food Bank have soared in the last week, with more than one-and-a-half tonnes of food delivered on Monday alone.

At The Bunk Inn, Curridge, one of the businesses to have offered children's lunches, landlord Chris Young said: "It is very, very sad that the hospitality industry, that is on its knees itself, is having to do this; it's a sad sign of the times."

do this; it's a sad sign of the times."
West Berkshire Council has said that arrangements are in place to make sure that no child goes hungry, but a political row has broken out over how the meals should be provided.

The Liberal Democrats have urged the council to use its finances to extend FSM, saying it was the simplest way to help families in need and that businesses and charities already hit by the coronavirus pandemic should not be called on to feed children.

The ruling Conservatives have said that a mechanism is already in place through the council's Community Support Hub and that it is continuing to help families with more than food.

Newbury MP Laura Farris voted

against the Labour motion last week, saying that more support was available to people other than FSM and that the situation was different to that in the summer.

See pages 2 and 3 for more.



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Denise Shippen and Diane Jones in D's Den



Ref: 44-0620A Diane Jones, Denise Shippen and Mo Staples

Ref: 44-0620E

Pop in to D's Den pop-up to support Sue Ryder hospice

Wash Common friends set up baby and toddler shop in Kennet Shopping centre

TWO friends from Wash Common have opened a new pop-up charity shop ir Newbury's Kennet Shopping shop in

D's Den, run by Denise Shippen and Diane Jones, sells a range of high-quality and nearly-new baby and toddler items to raise funds for Sue Ryder Duchess of Kent Hospice in Reading and community support group Crimson Heat.

Mrs Shippen received care and support from Sue Ryder after she was diagnosed with breast cancer in 2017 and her husband currently attends the lymphoedema clinic at Sue Report by DAN COOPER email dan.cooper@newburvnews.co.uk twitter @danc_nwn

Ryder Duchess of Kent Hospice after developing the condition as a result of treatment for throat cancer.

Over the past three years, she has raised thousands of pounds to support the hospice's vital

work across Berkshire.
She said: "Because of the friendship and treatment both me and my husband have received from Sue Ryder I wanted to give something back to say thank you.

"We're delighted with how popular the pop-up shop has been so far and would like to thank everyone who has been so generous with their donations.

"We're hoping it can become more permanent in the future and raise a lot of money to support two local causes very close to our hearts.

Sue Ryder Duchess of Kent Hospice community fundraiser Hannah Richards said: "Denise has always gone above and beyond to support us and we can't thank her enough for the hard. work she has put in to get this shop up and running.

"The funds raised will make a real difference in helping us continue to be there for local people and their families when it

The cash-only shop is open daily from 10am to 4pm, excluding Tuesdays and Sundays, and welcomes donations from members of the public.

All customers must adhere to Covid-19 guidelines.

Sue Ryder Duchess of Kent Hospice provides expert care and support for people across Berkshire who are living with lifelimiting conditions, as well as supporting their families.

Future vision for Kennet Shopping centre revealed

■ Continued from front page Lochailort managing director Hugo Haig said: "Newbury has been my local town for 26 years.

"My children grew up here and I have seen first-hand what has happened to the Kennet Centre.

We have worked hard with the retailers and others through this tricky period and we are very grateful for their efforts to try and make the centre work.

"However the redevelopment of the site, retaining the Vue cinema and multi-storey car park, offers the town a once-in-a-lifetime opportunity to create something very special that will enhance and rejuvenate this town centre

New pedestrianised streets will provide links between the town's railway and bus stations and the shops in Northbrook Street, and encompass new public spaces to open up the town centre.

The company said the regeneration scheme would minimise

fossil fuels and use a range of renewable energy solutions, which will save at least 240 tonnes

of CO2 emissions a year. Rivington Hark is the Kennet Shopping centre's asset manager running the centre on behalf of

the investors. It said that demand existed from independent and local occupiers who want space in an attractive environment.

The company said it would continue to engage with them as part of the project, and Eagle Quarter sought to retain the best elements, such as the cinema.

The public consultation launches today (Thursday) at www.eaglequarter.com along with an exhibition opening the same day in the Kennet Shopping

Lochailort will consider the public feedback and intends to submit a planning application to West Berkshire Council before the end of the year.

Another high street closure

THE Edinburgh Woollen Mill the struggling firm. branch in Northbrook Street, Newbury, has permanently

It follows the announcement of forthcoming closure of Peacocks in the Kennet Shopping centre, owned by the same

company.
The Edinburgh Woollen Mill Group - which operates around stores nationwide announced on October 9 that it had lodged a notice of intention to appoint administrators to look for potential buyers to shore up

About 50 Edinburgh Woollen Mill and Peacocks stores were closed last week, resulting in 600

Up to 100 more branches are in the process of being closed or could be closed imminently, with potentially hundreds of redun-

In addition to the Edinburgh Woollen Mill and Peacocks stores. there is a group-owned Jaeger concession inside the Camp Hopson store in Northbrook



Spooktastic week on the scarecrow trail



Emily, Matthew and Katie Page in Compton Ref: 44-1320F



Hollie Walcott-Smith with Edward Scissorhands and a Ghostbuster on the Compton trail



Ref: 44-1320A&H



Something scary under Compton bridge Ref: 44-1320H



Above and below: West Fields display of pumpkin heads



Communities opt for Covid-safe alternative to trick-or-treat

THEMED trails and spooky spectacles have been running all week across the district to celebrate Hallowe'en.

Woolhampton, Compton, Bradfield, Burghfield and Shaw-cum-Donnington are among those communities opting for scarecrows and displays as Covid-safe alternatives to traditional trick-or-treating.

tional trick-or-treating.
Shaw-cum-Donnington scarecrow and pumpkin trail runs until tomorrow (Friday).

Many local traders and businesses are involved, offering prizes to participants, as well as homes also taking part as a fundraiser for Shaw-cum-Donnington Primary School.

Maps are available at the school, at Kennet Shopping centre or visit the organisers' Facebook page. Organiser Faiza Bailey said:

"We decided on a week-long trail so families could visit each site safely within the Covid rules.

"The proceeds will go towards

Report by CHARLIE MASTERS email charlie.masters@newburynews.co.uk twitter @charliem_nwn

the school PTA charity, which has just started fundraising for a new minibus."

Woolhampton's Hallowe'en trail also finishes tomorrow (Friday). It is free, with a printable map available on the village Facebook page. Organiser Toni Thuilliez said:

Organiser Toni Thuilliez said: "I have seen some families walking about and heard little ones' laughter – there was even someone dressed as a skeleton.

"All of our lovely volunteers have done window displays – some even light up, and a few have some displays out the front of their homes – as well as a few local businesses."

Maps of Compton's first scarecrow trail can be picked up for £2 from the village hall, between 10am and 4pm, until Sunday.

10am and 4pm, until Sunday. All proceeds are being donated to Compton Primary School. Other trails are also running into the weekend. The Mortimer Scarecrow Trail – among the longest-running of the district's Hallowe'en events – closes on Sunday. The spook-tacular is in its seventh year, with scarecrows this year on the theme 'Happiness Is ...' Maps are available for £1 at local stores or from the Mortimer Village Partnership website. For further details, visit www.mortimervillage.org.uk/ Scarecrow-Trail

Also running daily between 10am to 4pm until Sunday is Pangbourne's scarecrow trail. Maps are on sale at Little Labels, Garlands and the Rhubarb Tree.

Bradfield's trail has around 26 households displaying scarecrows. Maps are available at the Queen's Head pub and from the village stores for just 50p, until Sunday.

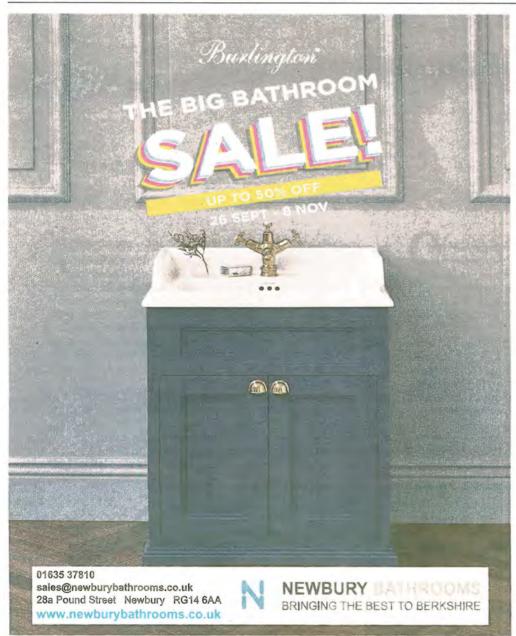
The West Fields community in Newbury's scarecrow trail, boasts some 38 households displaying exhibits.



Zachary and Sam Craig on the West Fields Community Scarecrow Trail Ref: 44-44-1220D



Welcome to West Fields





PUBLIC EXHIBITION

REDEVELOPMENT OF THE KENNET CENTRE, NEWBURY

OPEN TO THE PUBLIC from Thursday 29th October 2020 until Friday 13th November 2020

Unit 26 (main atrium), The Kennet Centre, Newbury

Please drop in during the Centre's normal opening hours to view our new proposals for the redevelopment of The Kennet Centre, comprising:

Up to 30 new flexible independent, retail, workshop, artisan/craft units. New pedestrianised open streets and alleyways. New public spaces. Improvements to the Vue Cinema and restaurant area. More car parking. Around 400 new homes with fantastic residents' amenities. A new highly sustainable green HQ office building, or a flagship retirement living development of approximately 130 apartments with associated wider amenity offering. Private sale flats and Co-working flexible office space. State of the art sustainability package which will substantially reduce the carbon footprint.

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