



# Royal Leamington Spa – Business community engagement Town centre vision refresh and Parade masterplan

April 2024



MARCH 2018  
**A VISION**

**FOR LEAMINGTON TOWN CENTRE**



LEAMINGTON  
TOWN CENTRE FORUM

## The Big Ideas

- A thriving town centre;
- A connected town centre;
- Places to meet in our town centre;
- Revealing Leamington's waterways;
- A hub for creativity;
- Enhancing Old Town.

MARCH 2018

A VISION

FOR LEAMINGTON TOWN CENTRE



LEAMINGTON  
TOWN CENTRE FORUM

# Trends and changes in Town Centres 2018 to the present

Leamington Town Centre

Leamington Town Centre



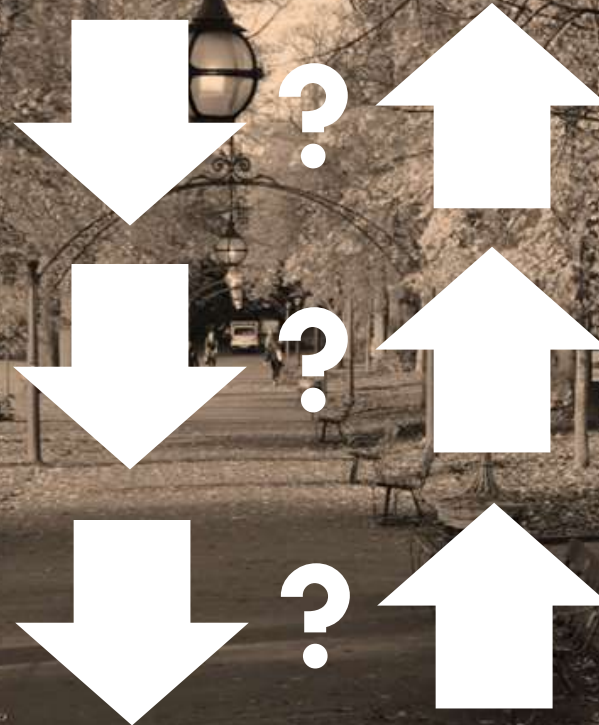
Town Centre Traffic



Town Centre Living



Town Centre Working



# Trends and changes in Town Centres 2018 to the present

Leamington Town Centre

Leamington Town Centre



Visitors

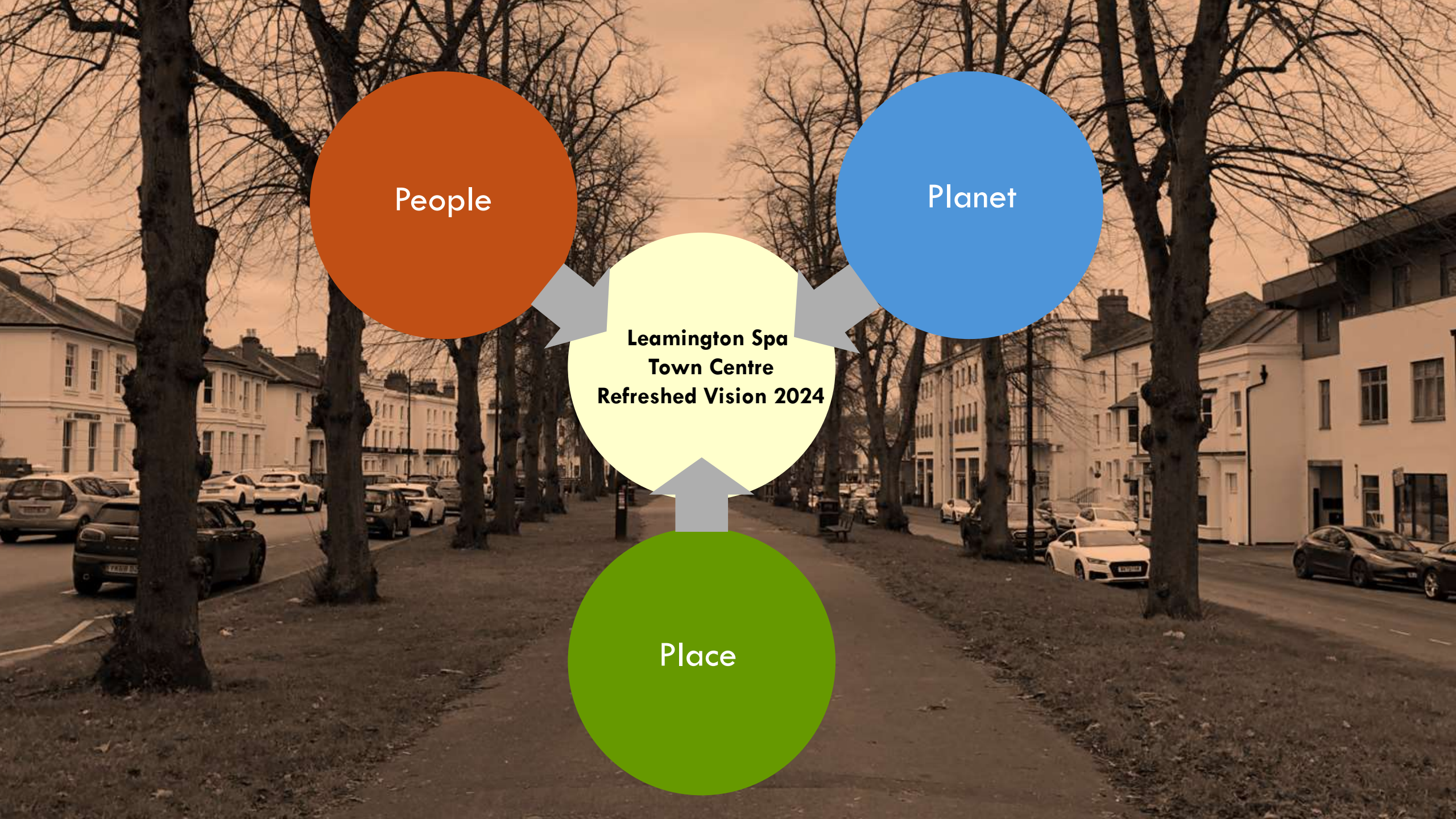
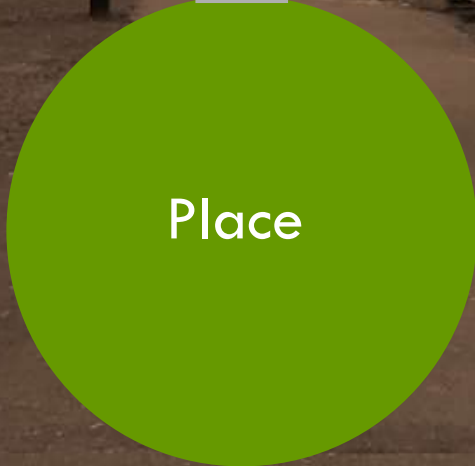
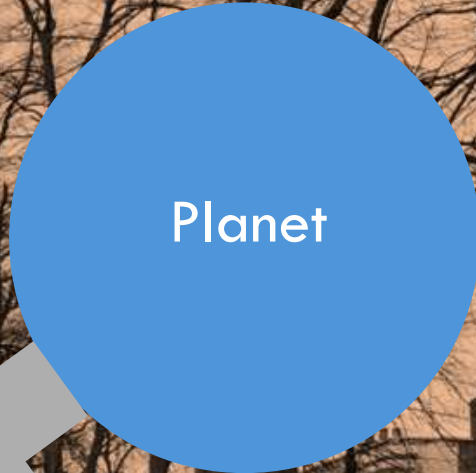


Health Index



Town Centre Footfall







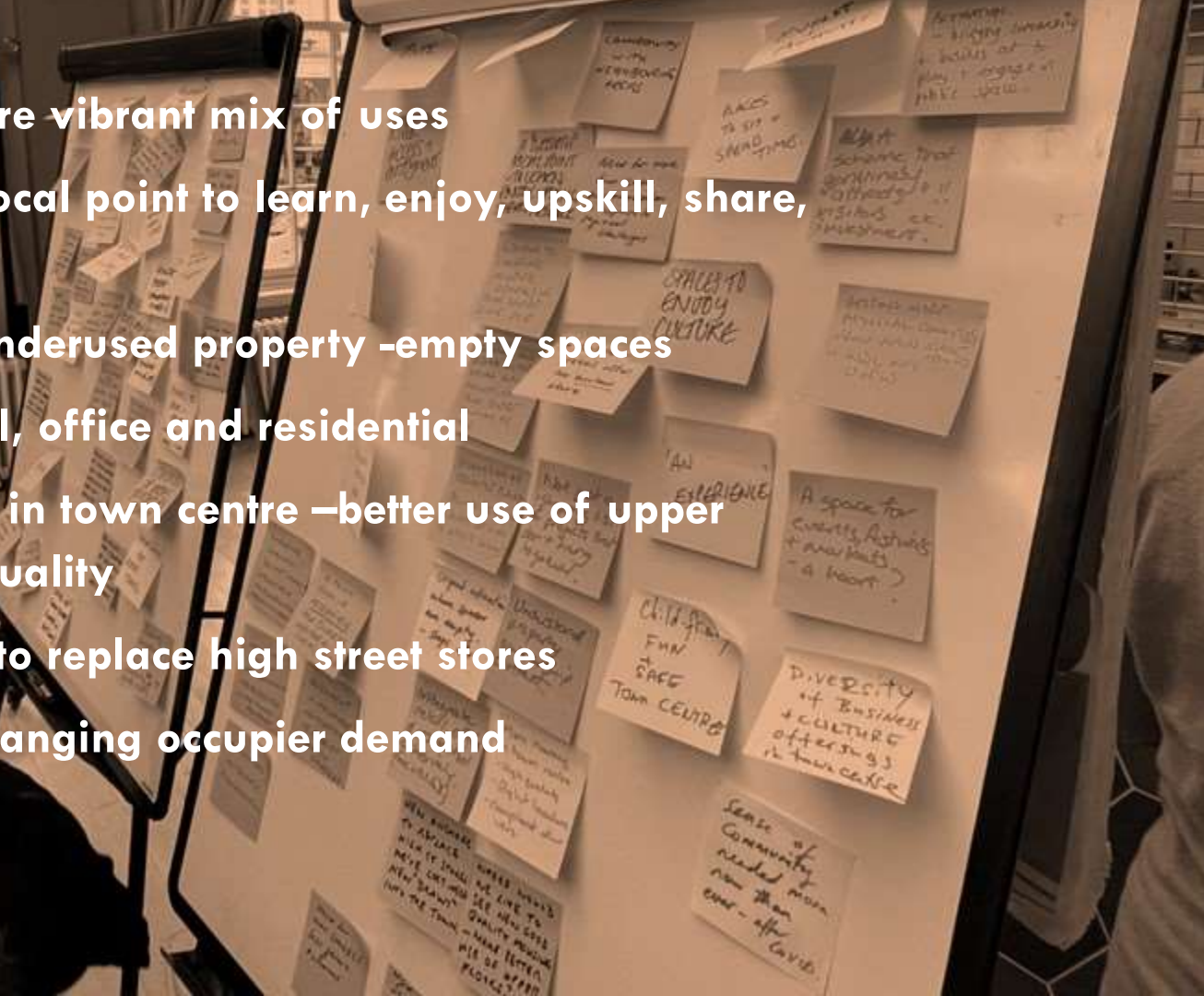




# Stakeholder Engagement

## Land Use

- Better and more vibrant mix of uses
- Town centre focal point to learn, enjoy, upskill, share, network etc
- Attention to underused property -empty spaces
- Integrate retail, office and residential
- More housing in town centre –better use of upper floors, more quality
- New anchors to replace high street stores
- Respond to changing occupier demand



# Stakeholder Engagement

## Events and Activity

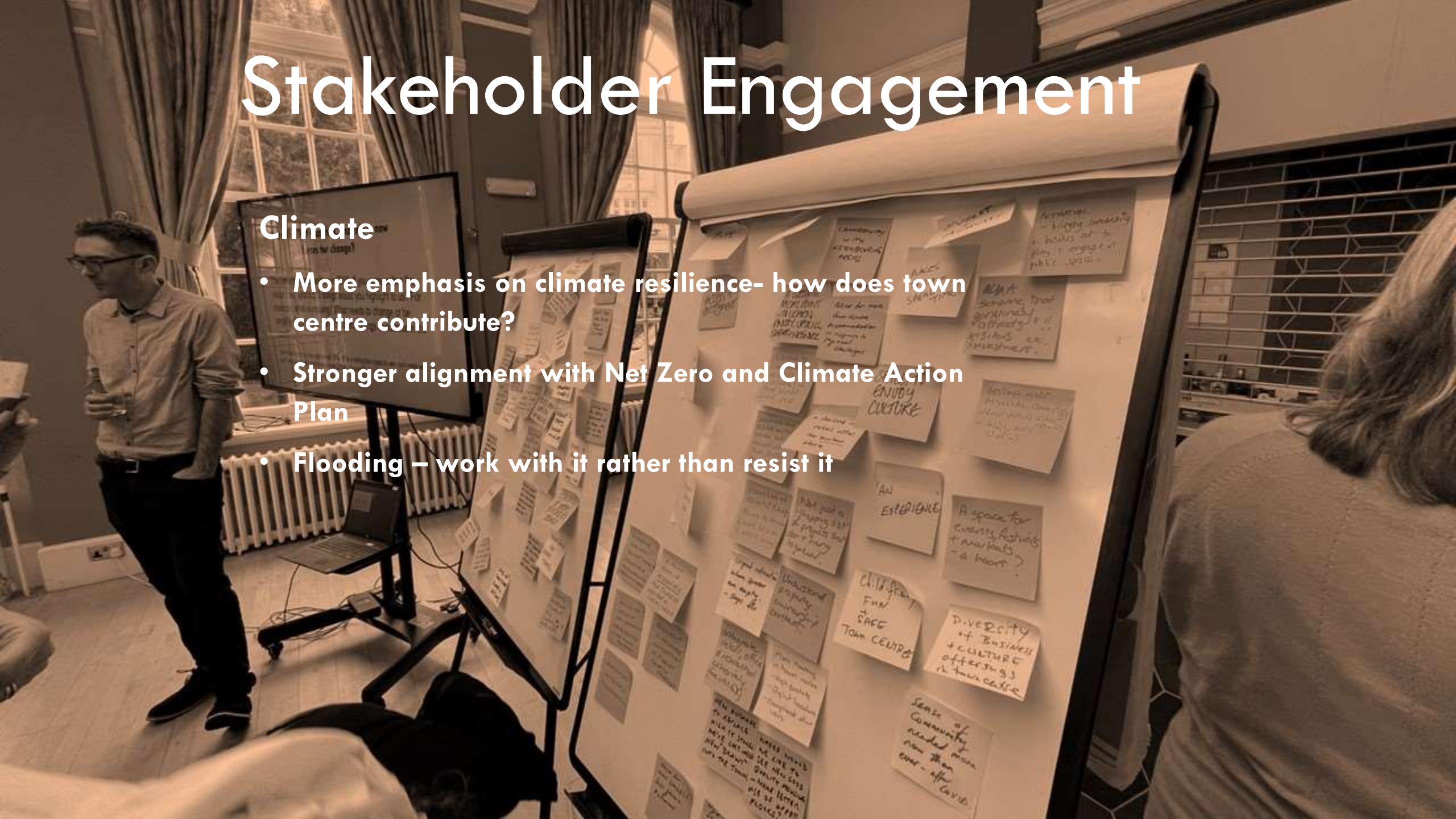
- More space for events, festivals markets
- Spaces to enjoy culture
- More to attract visitors
- Making town centre more fun and child-friendly
- Creating a greater sense of community



# Stakeholder Engagement

## Climate

- More emphasis on climate resilience- how does town centre contribute?
- Stronger alignment with Net Zero and Climate Action Plan
- Flooding – work with it rather than resist it



# Stakeholder Engagement

## Greening and Biodiversity - Rivers

- Connect parks to town centre – bring green into town
- Link green spaces- leafy corridor from parks to Christchurch Gardens
- Better air quality
- More sustainable urban drainage systems
- People and Nature
- Make better use of the river – better access and management

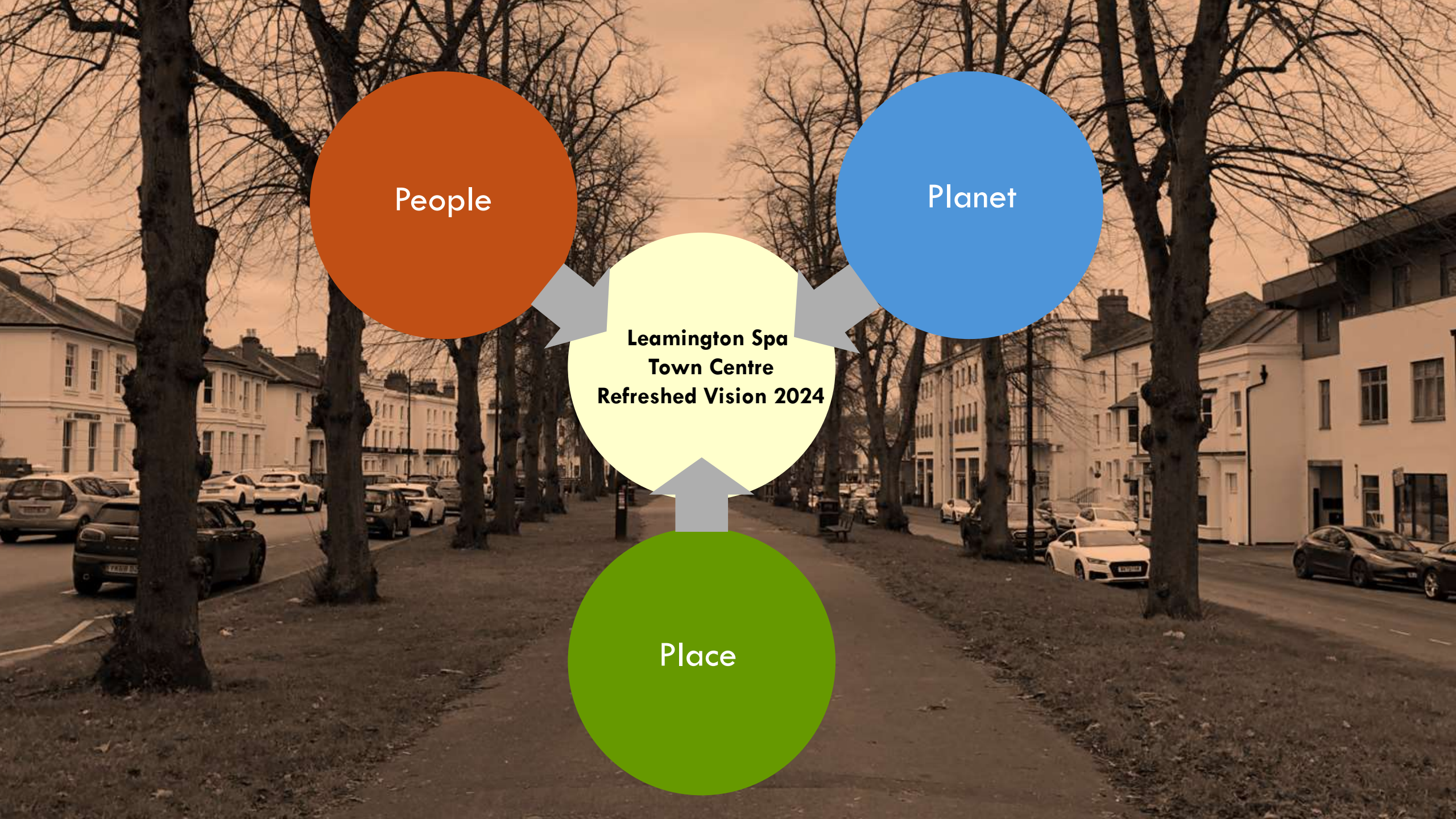
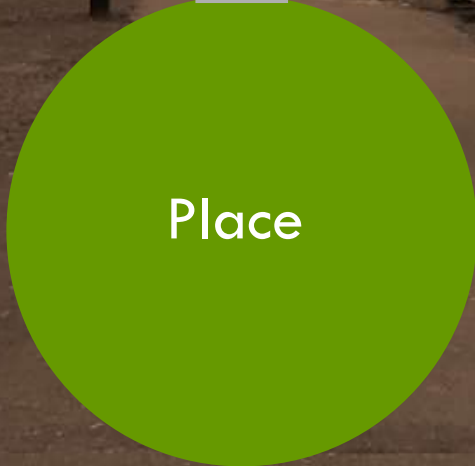
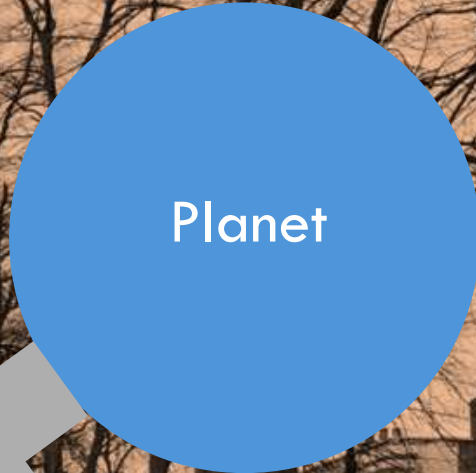


# Stakeholder Engagement

## Movement and Access

- Healthy Streets- stop through traffic
- Safe travel choices
- Greater emphasis on walking and cycling
- Places to stop and rest
- Reduce the influence/impact of motor vehicles
- To create a more inclusive and accessible space for people with disabilities
- Optimizing deliveries and service access in the town centre





# People

Get more people living and working in the town centre

Activities and events – more reasons to Parade

A healthier town centre – welcoming and nurturing for everyone – People's Spa

# Planet

Meeting Net Zero Carbon Targets 2030

A Town resilient to extremes - flooding, urban heating

A greener, more biodiverse town

Walking and cycling first

**Leamington Spa  
Town Centre  
Refreshed Vision 2024**

# Place

Celebrating the town's remarkable historic structure and fabric – great streets

Make more “people places”

“Leamington Test” where the new must match the quality of the old

# People

# Place

# Planet



JOINING UP AREAS DIVIDED BY ROADS

Critical need to address deprivation of the Area - the spine of the town centre

OPPORTUNITIES FOR ACTIVE TRAVEL



GET THE CAR ARMY FROM TOWN CENTRES  
Routes for People NOT VEHICLES

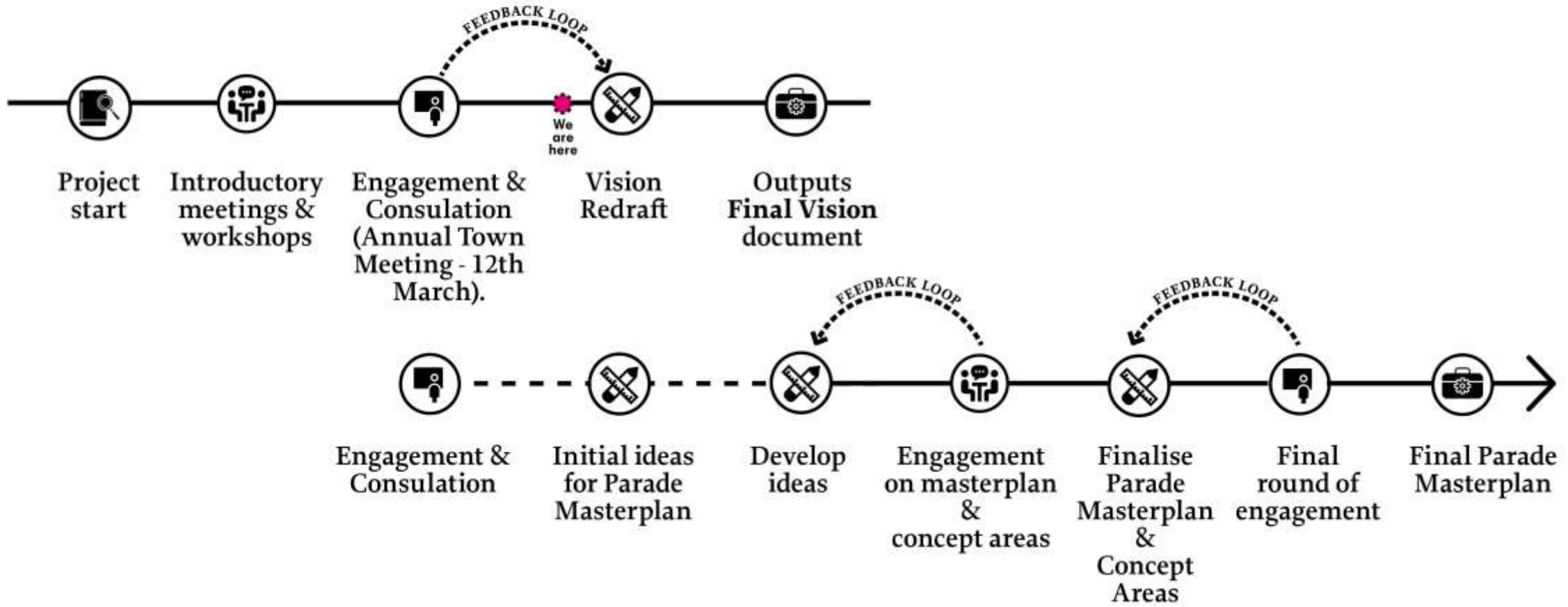
FOCUS ON PEOPLE AND NATURE (NOT VEHICLES)

BRINGING THE CREATIVITY OF OLD TOWN INTO NEW TOWN - COULD ADD VIBRANCY



Under People Place and Planet- please put a post-it note or notes with a specific idea, a priority or initiative you would like to see in the Vision





# Summing Up - Next Steps?



Parade, Royal Leamington Spa



# GET IN TOUCH

Please drop us a message and get involved in Transforming Leamington

NAME

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EMAIL

---

PHONE NUMBER

---

YOUR MESSAGE

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I have read and agree to the terms presented in [Terms and Privacy](#). Read our [Terms and Privacy](#) conditions by clicking on the link at the end of this page.

SEND



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Thank You

LD&A DESIGN