



REGENERATION  
STRATEGY  
HIGH WYCOMBE  
PRINCES RISBOROUGH  
AND MARLOW  
Draft V1 September 2019



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## FOREWORD

High Wycombe, Princes Risborough and Marlow, together with their surrounding areas have to date formed the foundation of the Buckinghamshire economy. This is no small part due to the regeneration efforts of Wycombe District Council which has, directly and indirectly generated over £500m of inward investment over the last fifteen years. These towns now have a clustering of creative, digital and innovative high-tech businesses, complemented by the natural beauty of the surrounding countryside and nationally important heritage sites. It is not surprising then, that the area is an extremely popular place to live, given that it also has first class public and private educational institutions.

However, there are challenges to be faced, particularly in respect of High Wycombe town centre and the need to provide homes for younger people, while encouraging businesses to flourish. If we do not adapt to the demand for lively, vibrant centres in which people can live, work and play then the town will decline, particularly in respect of retail, and it will become a dormitory. Business growth will also suffer more widely if there is not accommodation for those who are likely to work in and start new firms.

This strategy sets out five key regeneration principles, based on extensive consultation with local stakeholders. Ultimately it derives a potential programme of projects generated following a detailed assessment of local capacity. They are focused on geographical growth areas and are themed according to locally strategic “Big Moves” which deliver against the regeneration principles. As a maximum these interventions aim at a target of doubling the size of the economy.

The ambition of this target reflects those for the Oxford-Cambridge Arc, together other regional and national policy drivers such as the Local Industrial Strategy and England’s Economic Heartland Outline Transport Strategy.

Wycombe District Council commissioned this strategy so that it could, in part or whole, be combined with those of the other districts and the county council, to create a Buckinghamshire-wide regeneration strategy to be adopted once the new unitary authority comes into being in April 2020.



Cllr Steven Broadbent

# Executive Summary

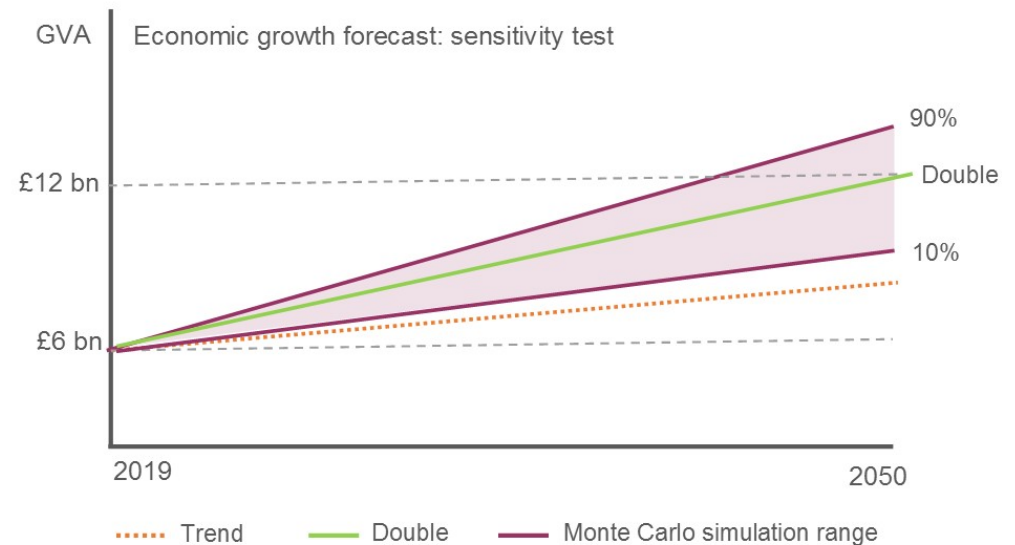
In April 2020 Wycombe District will become part of Buckinghamshire Council, a new unitary authority, combining the four districts of Aylesbury Vale, Chiltern, South Bucks and Wycombe with Buckinghamshire County Council. Given that context, this draft strategy concentrates on the three main settlements within the district: High Wycombe, Princes Risborough, and Marlow. Within these it focuses mainly on High Wycombe as the main driver of the economy and the town for which there are currently a number of issues to be addressed. It is recommended that the principles and outputs of this document be included in a future wider strategy for the new unitary as a whole.

Wycombe District has historically outperformed both regional and the national averages in terms of economic development but still retains some of the most beautiful landscapes in England. The District forms part of England's Economic Heartland, a region stretching from Swindon in the southwest, to Cambridgeshire and Peterborough in the midlands. This area is the focus of a great deal of local and central government policy, including the Oxford-Cambridge Arc, which aims at doubling, or even tripling the size of the economy.<sup>2</sup>

Economic growth of this level will require the transformation of the towns within Buckinghamshire and this strategy sets out principles and practical steps for this change. It also aims to ensure that economic growth enhances the quality of life and opportunity for residents by focusing on sustainability and high quality design.

In order to meet this challenge this strategy has been developed both top-down, and bottom-up. Firstly, top-down by working with stakeholders to develop a vision and secondly bottom-up by generating a programme of projects which have then been analysed, using accepted economic methodologies, so that their individual contributions to an overarching growth aim of doubling GVA from £6bn to £12bn by 2050 can be seen.

## Modelled GVA<sup>1</sup> growth forecasts



The above graphs show modelled forecast data that demonstrates the impact a focussed regeneration programme can have on growing the economy.

<sup>1</sup> Gross Value Added - this is a measure used to measure economic growth

<sup>2</sup> EEH Outline Transport Strategy

## Principles

The visioning work has produced five key principles:

### 1. Better Town Centres

Focusing on the experience economy, town centres will be revitalised by higher densities of residential development, using brownfield sites, thereby creating demand for businesses in the social and cultural markets.

### 2. Innovative Economy

The existing vibrant creative and digital economy will be encouraged by the better use of current employment land, and by their proximity to thriving town centres. There is huge potential for new innovation sectors, such as those involved in transport.

### 3. Protect and Improve the Natural Environment

The three towns will benefit from projects to improve walkability, provide sustainable transport and better air quality. They will also benefit by bringing to the fore the green and blue natural assets within and around them.

### 4. Sustainable homes for all

In order to support growth, housing will be needed for those employed in new businesses, given that average commute work to times are 30 mins [here] for the district. The majority of this new housing will be provided by densifying existing settlements in town centres close to public transport links, and where greenfield sites are used, the highest environmental standards will apply.

### 5. Enhancing connectivity

High Wycombe in particular benefits from great connectivity, in respect of public transport, the road network and its proximity to Heathrow airport. Increasing residential use of the town centre and walkability will help with current poor 'last mile' connectivity, as will improved cycling/e-cycling facilities. A transport strategy for High Wycombe is currently being produced and will be published in 2020.



## Regeneration areas

The regeneration strategy identifies additional growth in jobs, homes and GVA, by focusing on five areas and one wider opportunity. Within these six opportunities are Big Moves; sub-programmes of individual projects grouped around a theme. As a maximum 45,000 jobs, 10,000 homes and £3.5 billion of GVA growth could be achieved, over and above that predicted by existing trends. The six growth opportunities are:

### 1. High Wycombe Town Centre Growth Area

Within High Wycombe the Big Moves focus on transport, culture and the experience economy. Allowing for sustainable development and an increase sense of identity and civic pride.

### 2. Innovation Corridor Growth Area

Incorporating the south of High Wycombe, including Cressex Business Park, Handy Cross and Wycombe Air Park, this area builds on one of the key economic areas within Buckinghamshire, and will be designated an Innovation and Enterprise Zone. Over the period of the strategy there is huge potential for efficiency gains and the growth of hi-tech industries.

### 3. Gomm Valley Growth Area

To the east of High Wycombe the Gomm Valley development has the potential to set new standards in terms of design and sustainability. If successful it will form a model for development in similar contexts both regionally and nationally.

### 4. Princes Risborough Growth Area

Within the adopted local plan Princes Risborough is due to approximately double in size, in housing terms. There is also capacity for further employment uses in the area around the town. As with Gomm Valley sensitive development combined with investment in the existing settlement could provide a regional or nation example of best practise.

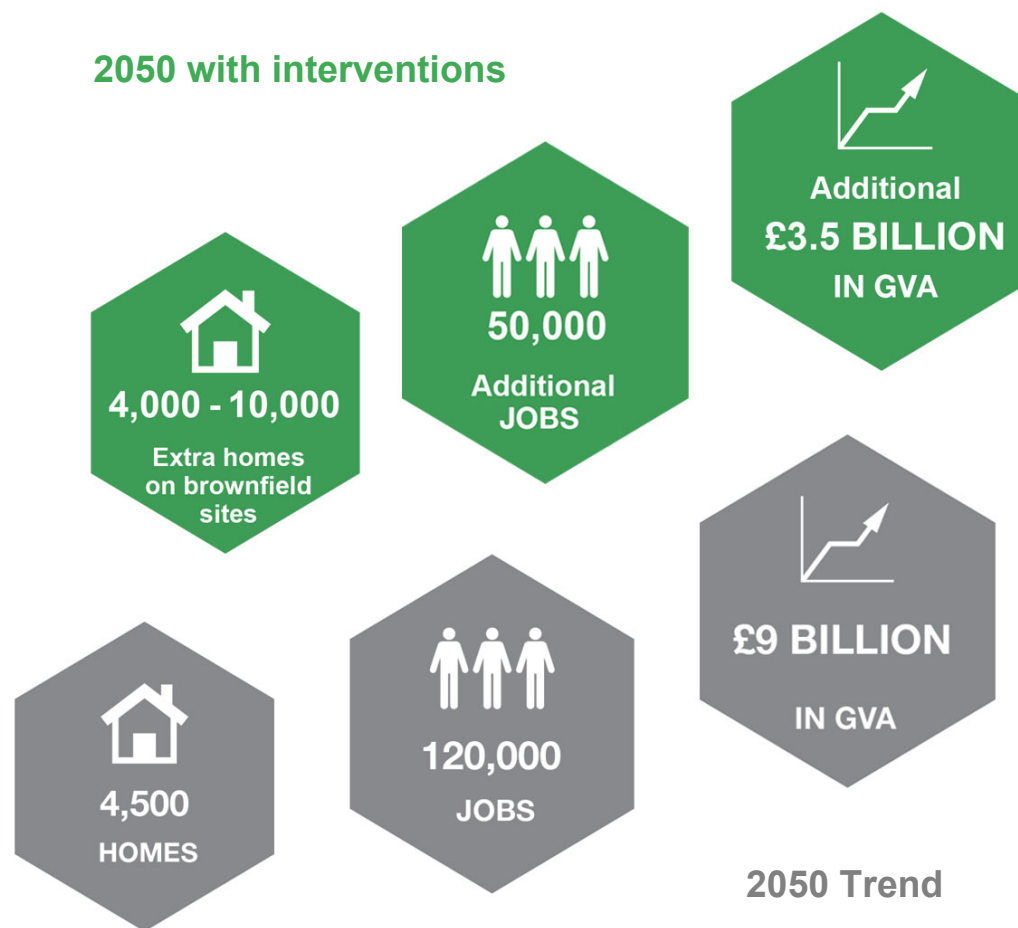
### 5. Marlow 'Protect and Preserve Area'

Marlow is a thriving town with limited opportunity to accommodate development so the strategy aims to protect and preserve its existing assets, while seeking to provide solutions to the issues it currently faces in terms of transport sustainability.

### 6. Network Interventions

These apply across the entire region supporting growth and sustainability. Potential exists for a decentralised energy company and for the new authority to form a housing delivery company to ensure an appropriate mix of high quality housing is built in accordance with local needs.

## 2050 with interventions



## Delivering this strategy

Overall within the identified areas there are eight Big Moves and 178 projects. The programme is comprised of both existing planned projects and potential new activity to deliver the regeneration vision. To ensure that the growth objects are met 31 sites have been analysed to show how they can accommodate the development acquired.

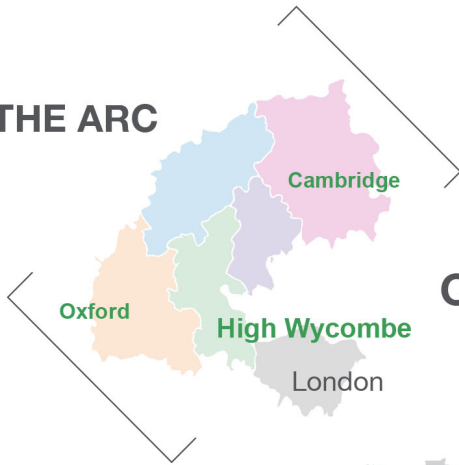
The programme is intended to be flexible, depending on market demand, availability of resources and appetite for risk. Projects can be progressed using a variety of delivery routes. A draft Investment Approach has been developed to sit alongside this strategy to help inform the approach taken by the new Buckinghamshire Council.

This strategy provides the both the principles and the method for the development of High Wycombe, Princes Risborough and Marlow for the next thirty years but it is very much a living document, to be adapted as opportunities arise and the regional and national picture changes.

It is hoped that the potentiality of the approach taken to develop these principles and methods can be utilised by those working in regeneration in the new Buckinghamshire Council to deliver the huge benefits to residents that are potentially available.

**UNBEATABLE LOCATION AND TRANSPORT CONNECTIONS, WITH RAPID TRAIN SERVICES FROM HIGH WYCOMBE TO LONDON AND OXFORD**

**THE ARC**



**HIGH WYCOMBE**

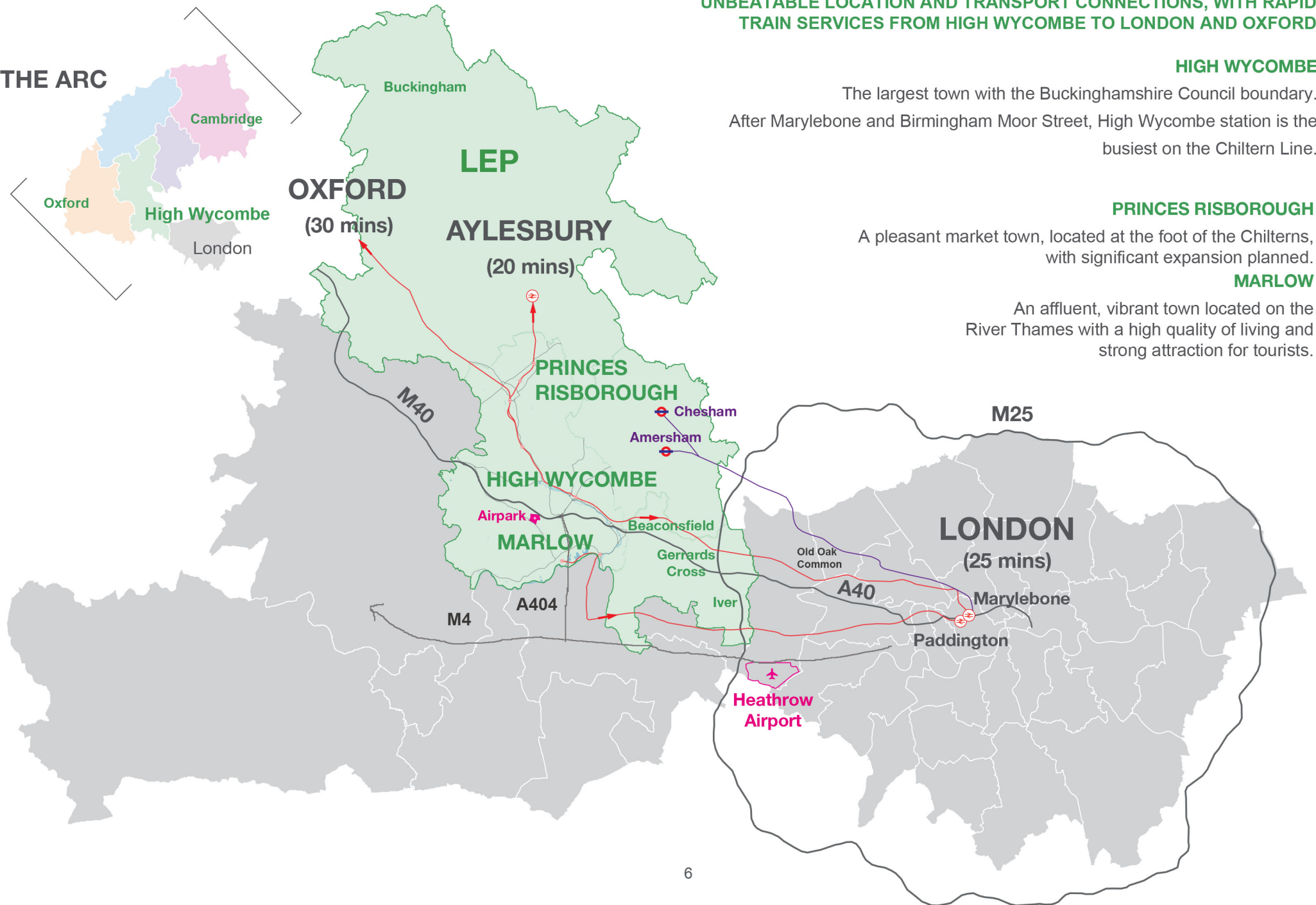
The largest town with the Buckinghamshire Council boundary. After Marylebone and Birmingham Moor Street, High Wycombe station is the busiest on the Chiltern Line.

**PRINCES RISBOROUGH**

A pleasant market town, located at the foot of the Chilterns, with significant expansion planned.

**MARLOW**

An affluent, vibrant town located on the River Thames with a high quality of living and strong attraction for tourists.







# 1 VISION AND PRINCIPLES TO 2050

In order to achieve the vision, this strategy concentrates on delivering five key principles::



These five principles complement and support delivery of the following strategies and plans:

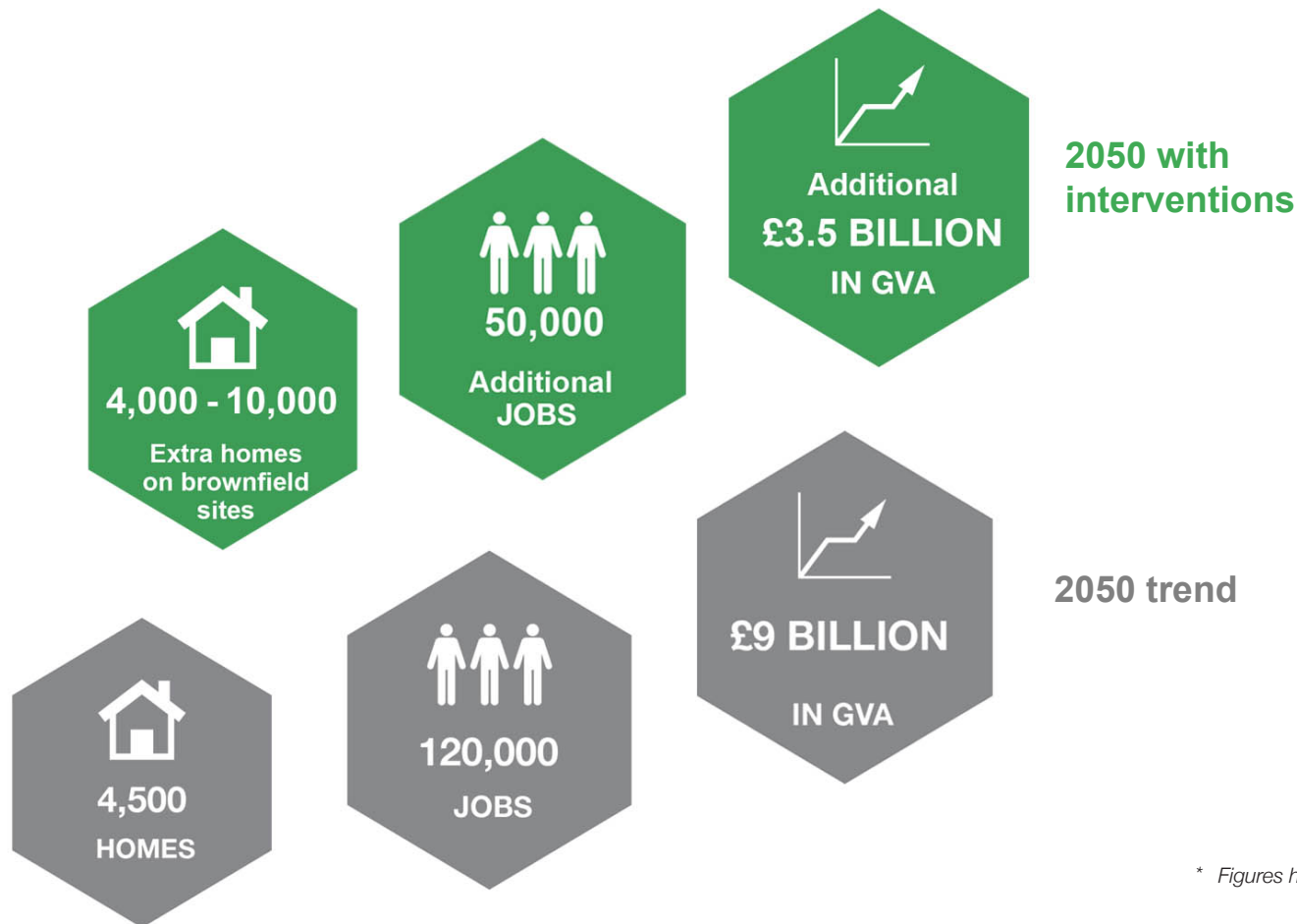
- Local Industrial Strategy for Buckinghamshire (adopted)
- Local Plan for Wycombe (adopted)
- Cultural Strategy for Buckinghamshire (in development)
- Transport Strategy for High Wycombe Town and Urban Area (in development) ▪ Corporate Plan for Buckinghamshire Council (in development)

This also supports the strategic business case for Future High Streets Fund work for High Wycombe

# VISION TO 2050

*“By 2050, through sustainable growth in High Wycombe, Princes Risborough and Marlow we aim to have doubled the size of the local economy, boosted productivity and cemented Buckinghamshire’s reputation as a world class location for business. The greater Wycombe area will be one of the best places in the UK to work and invest in with world leading business productivity and connectivity. Growth will be harnessed to enable businesses and communities to prosper, thrive and enjoy one of the highest qualities of life in the country. Complementing all of this, the region will have outstanding sustainability credentials.”*

The regeneration opportunities identified in this strategy can be catalysts for unprecedented levels of investment in the area and deliver up to:



\* Figures have been rounded



## 1.1 BETTER TOWN CENTRES

The future town centre of High Wycombe will be established and recognised as a key social and cultural area within Buckinghamshire where people live, work and shop and relax.

The towns of High Wycombe, Princes Risborough and Marlow will harness the benefits of regeneration and growth to become prosperous, accessible, healthy and safe with opportunity for all.

Each centre will be linked with its surrounding suburbs and include a thriving high street, regular markets, great places to eat, drink and socialise and successful locally owned businesses.

High Wycombe and Princes Risborough town centres will be reinvigorated by boosting the number of people living and working in or close to the centre. This will radically enhance the vitality of the area and drive growth in the town centre economy uses.

In High Wycombe town centre, mixed-use developments that provide retail, office and residential will be encouraged and these developments will enhance the public realm and focus on the “experience economy”. As the area has an ageing demographic it is essential to attract younger, working-age people to enable new businesses to grow; the availability of high quality town centre living is key to achieving this aim.

A people-centric approach will be taken to transform the public realm into thriving spaces of exceptional standard. The rerouting or gradual removal of traffic from selected streets and making a feature of hidden assets such as the River Wye as part of wider regeneration work, greening spaces and positively encouraging cultural activities out of buildings into newly activated streets will deliver a safer, more cohesive and social town centre. Heritage assets such as the Guildhall and Little Market House will be preserved and enhanced where appropriate.

This principle enables us to deliver our Future High Street ambitions to rebalance High Wycombe: the new town and old town; new homes and co-working space; weekday convenience and weekend experience; generation of today and generation of tomorrow; accessibility and linkage; clean and green and financial and community return on investment.



## 1.2 INNOVATIVE ECONOMY

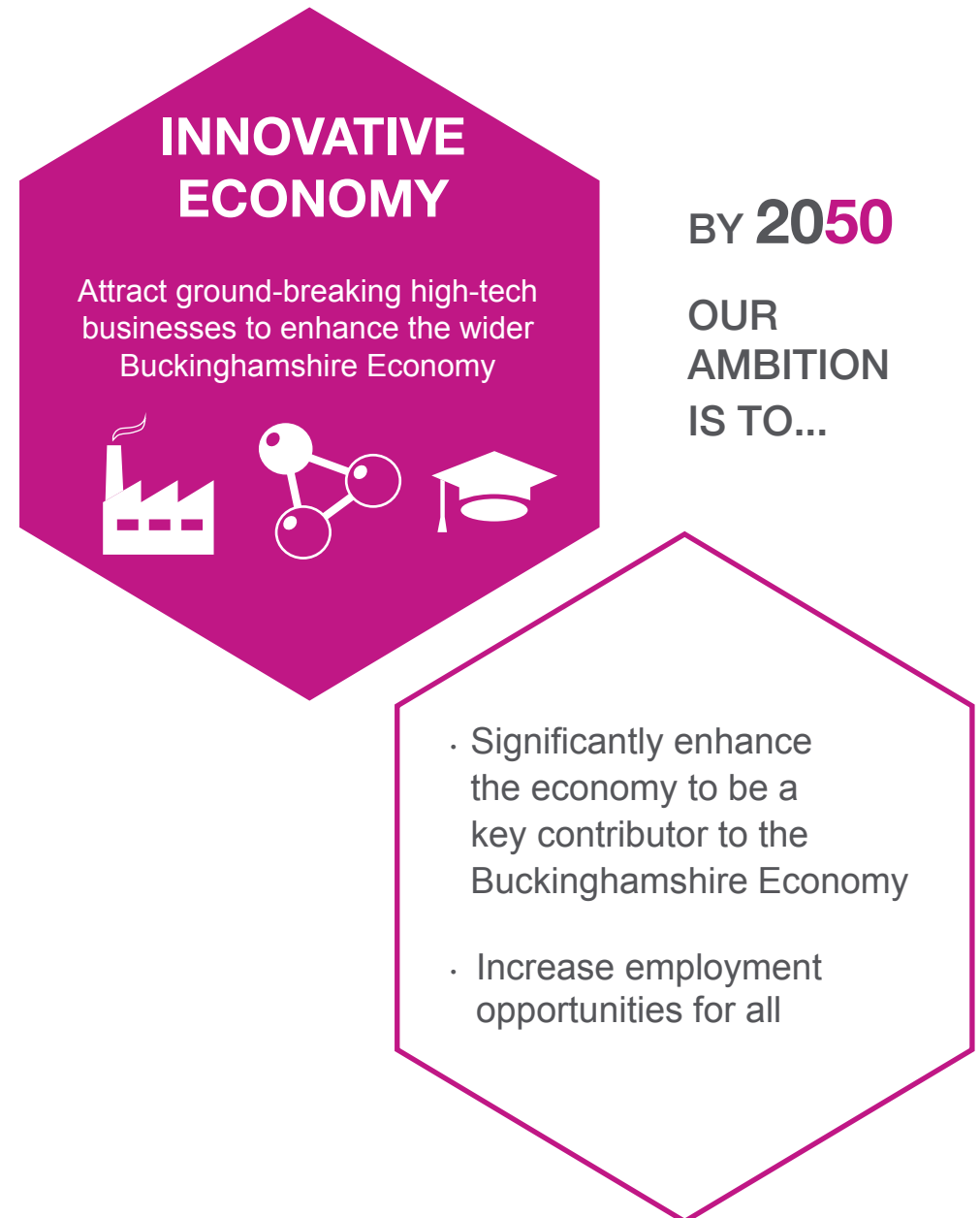
High Wycombe and the area around it has an excellent innovative economy and will be a significant contributor to the Oxford- Cambridge Arc. The Buckinghamshire Local Industrial Strategy (2019) identifies Wycombe as a centre for creative and digital industries, with a strong focus being the life sciences, digital, health, med-tech and artificial intelligence. There is also a strong existing base of advanced engineering companies.

Key areas such as Cressex Business Park and the land adjoining the M40 have been identified as key areas of innovative growth in High Wycombe. Through the identified sites and a detailed project and programmes schedule there is scope, with the right approach, to double the economy by 2050, bringing investment and large innovative businesses. This could offer an ideal environment for a test bed for smaller start- up tech focused businesses, adding to the existing cluster of creative SMEs in High Wycombe and the Life Science Innovation Campus at Buckinghamshire New University.

Businesses will be attracted by the availability of space for growth, positive policy environments that support intensification of industrial parks and an excellent town centre which will have a thriving day and night-time economy. High Wycombe also has an Airpark Complex which is a unique and valuable established use for the area and has strong potential for innovative transport technology research. Globe Business Park in Marlow and the Princes Estate in Princes Risborough are also home to innovative businesses that will be supported to contribute to the overall Buckinghamshire economy.

Buckinghamshire boasts excellent grammar schools and a University which can be integrated into the economy and provide a workforce that will be educated and maintained in the area.

High Wycombe, Princes Risborough and Marlow will maintain their relevance as contributors to a state-of-the-art economy in Buckinghamshire that will be home to growing industries and businesses and continue to educate the brightest minds in the country.



## 1.3 PROTECT AND IMPROVE THE NATURAL ENVIRONMENT

High Wycombe, Princes Risborough and Marlow have unparalleled parks, natural assets and access to the countryside. In order to retain and enhance this high-quality environment for future generations, infrastructure and environmental protection are a focus of this strategy. High Wycombe will be an excellent example of a sustainable community in the future by promoting sustainable building design, reducing carbon emissions and enhancing green space.

Strategies to create compact walkable towns, develop sustainable transport opportunities in our business parks, along with comprehensive measures to reduce transport emissions, will create a community that is healthier, better to live in, attractive to the younger generations and an exemplar of sustainable communities within the UK. Modern building techniques and enhanced green spaces will be key contributors to the improved natural environment of the area.

We will celebrate our unique natural assets such as the River Wye and make blue and green space a key feature of social and cultural life in the town centre.

We will also celebrate our blue and green assets in Marlow with the River Thames and the lakes at Little Marlow.



BY **2050**

OUR  
AMBITION  
IS TO...

- Reduce carbon emissions to be in the top performing areas in England
- Increase public greenspace in High Wycombe Town Centre

## 1.4 SUSTAINABLE HOMES FOR ALL

It is essential to prevent the spread of low density, low quality housing into the areas surrounding Buckinghamshire's towns. Where possible, and for the majority of the housing growth within the three main towns, growth will take the form of increased densification prioritising quality and first class placemaking. In situations where development is appropriate on greenfield sites then sustainability, including the highest design standards will be required.

Providing the right housing to the right standards in the right places will have positive social, environmental and economic outcomes. High Wycombe and Princes Risborough are both in an excellent position to provide a range of homes that are affordable, liveable and environmentally friendly for younger and older generations.

The regeneration strategy supports new housing to meet changing needs of needs of the community to play an active role in developing new types and tenures of housing (such as high quality build-to-rent) to attract and retain young professionals, who will in turn drive enterprise growth and revitalise the main urban centre of High Wycombe and contribute to the wider economy of Buckinghamshire.

New homes will set new environment and design standards and will be fully supported by physical and social infrastructure and be concentrated in or linked to transport hubs and town centres, directly supporting the vitality and vibrancy of our towns.

### SUSTAINABLE HOMES FOR ALL



BY **2050**

OUR  
AMBITION  
IS TO...

- Proactively pursue brownfield land assembly and new delivery vehicles to increase housing provision

- Increase the percentage of private rented housing and innovative tenures such as rent-to-buy
- Be an advocate for all new built homes being carbon neutral

## 1.5 ENHANCING CONNECTIVITY

High Wycombe has exceptional connectivity to the wider UK at a macro level with fast and reliable access to and from London, the Midlands growth areas, the Oxford-Cambridge Arc and international connections via Heathrow Airport. Exploiting this with new connections and two multi-modal transport super-hubs will cement High Wycombe's place as one of the best-connected areas in the South East. This underlying macro infrastructure is key to the growth of the Buckinghamshire region.

Connectivity at a micro level is currently weaker and can be addressed through improvement in the 'last mile' transport for High Wycombe and improved connectivity to different nodes throughout the town. This will enhance the overall connectivity of residential areas and business hubs and will significantly reduce the reliance on private vehicle transport.

Overall High Wycombe will see a reduction in the amount of traffic congestion, better health and increased desirability for people to live in and conduct business. Improved cycling facilities will also increase the attraction of the towns and surrounding areas for leisure cycling, encouraging increased sustainable tourism.

In addition to this, the strategy will have a focus on ensuring that there is an increase in internet connectivity and strength. Ensuring businesses have access to a high standard of infrastructure will attract and connect the next generation of businesses to High Wycombe and surrounding Buckinghamshire.

A Transport Strategy for High Wycombe Town Centre and Urban Area is being developed concurrently with this strategy. This will provide information about the future transportation needs and interventions for the area and how key nodes throughout High Wycombe will be connected by both private and public transport. This is integral to support place-making and regeneration.

The vision for the Transport Strategy is: "By 2050, High Wycombe will be among the best connected and most innovative towns in the London-Oxford-Cambridge 'Golden Triangle', where all journeys, from start to finish, are emission free, seamless, and safe for all residents, businesses and visitors".



BY **2050**

OUR  
AMBITION  
IS TO...

· Increase the percentage of premises that have access to full fibre broadband service

· Increase the percentage of commuters using both public transportation and active modes of transport

# REGENERATION AREAS - BIG MOVES

## **PRINCES RISBOROUGH GROWTH AREA**

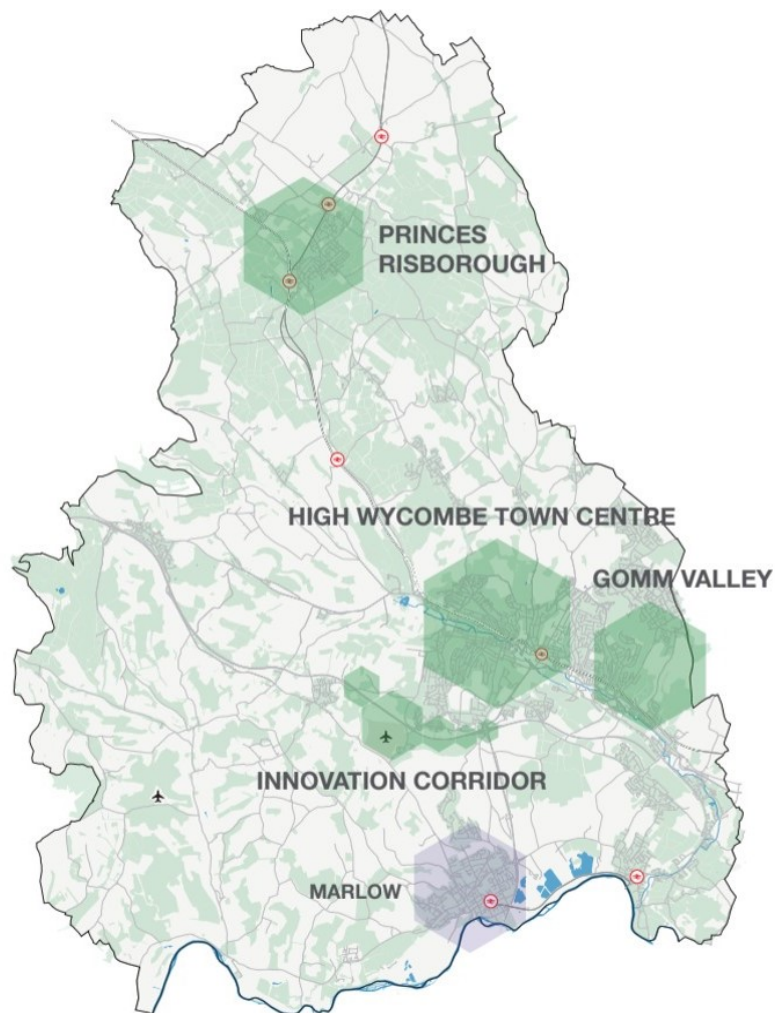
Expansion of Employment Allocations  
Social Infrastructure Integrating Old and New Communities  
Gateway to the Chilterns  
Accelerate Housing Delivery  
Improved Sustainable Transport

## **HIGH WYCOMBE TOWN CENTRE GROWTH AREA**

Eastern Quarter  
Wycombe Central Transport hub  
Cultural Heart of the Chilterns  
Town Centre Gateways  
Desborough Neighbourhood  
Walkable Wycombe  
Gown, Town and White Coat  
Targeting Economic Exclusion

## **GOMM VALLEY GROWTH AREA**

Aspiration:  
Zero Carbon Homes  
Local Eco Sourcing and Construction  
Eco Neighbourhood



## **INNOVATION CORRIDOR GROWTH AREA**

Handy Cross Transport Superhub Innovation and Enterprise  
Increasing Land Use Efficiency  
Infrastructure Financing  
Ensuring Connections between Transport Nodes  
Wellbeing in the Corridor

## **NETWORK INTERVENTIONS (WIDER OPPORTUNITIES)**

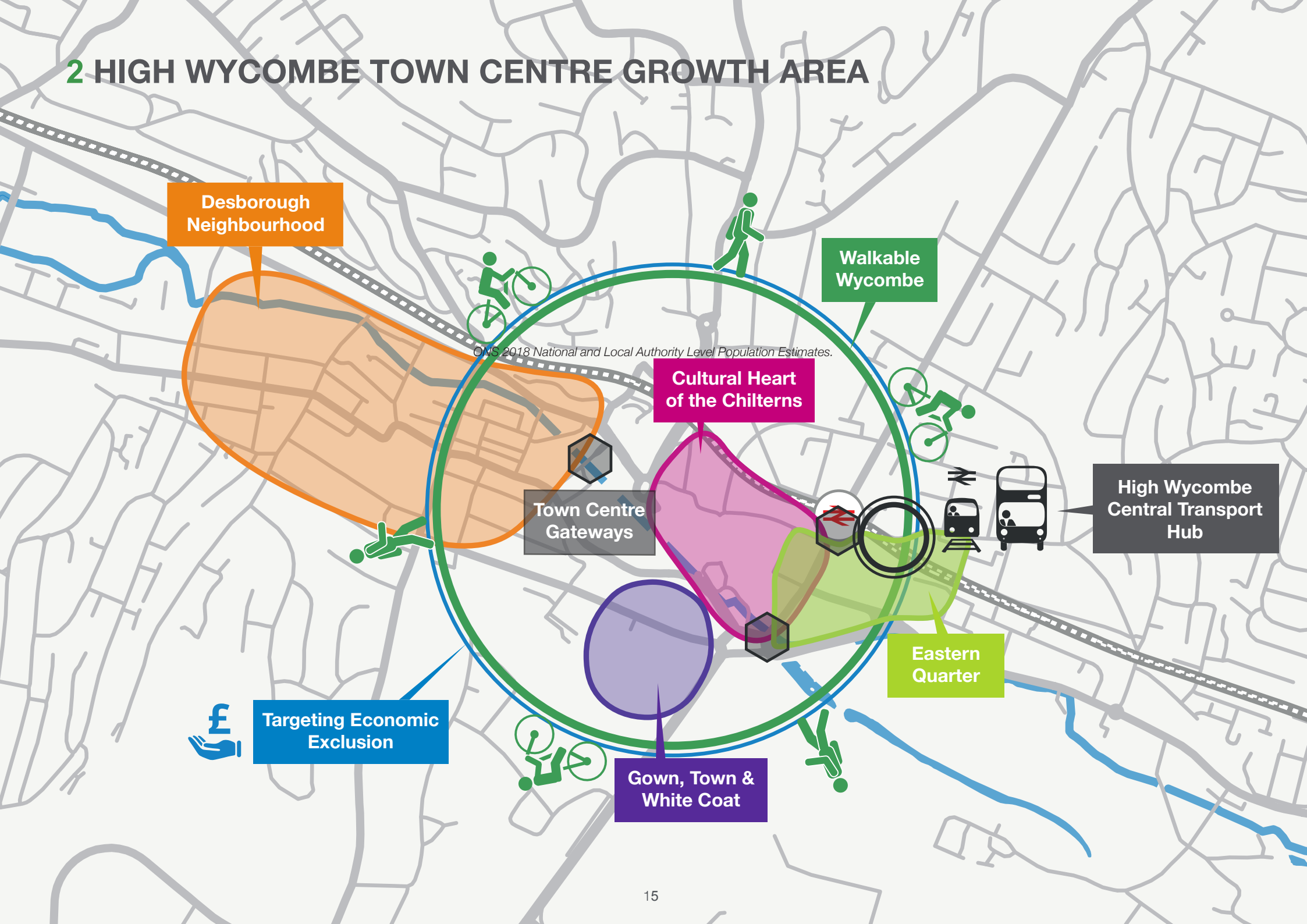
Decentralised Energy Company  
Housing Development Company  
Progressive Procurement Framework  
Green and Blue Infrastructure Council sustainably leading the way Internal and external connectivity

## **MARLOW 'PROTECT AND PRESERVE' AREA**

Support Infrastructure and Railway Upgrades  
Waterfront Leisure Opportunities  
High Street Enhancement and Supportive and Sustainable Transport



## 2 HIGH WYCOMBE TOWN CENTRE GROWTH AREA



## 2 HIGH WYCOMBE TOWN CENTRE GROWTH AREA

POTENTIAL  
ADDITIONAL  
GROWTH:



A successful High Wycombe Town Centre is essential for the success of this strategy. As the centre of the largest town in Buckinghamshire, it will be at the forefront of boosting the county's economy and achieving the economic objectives of the Buckinghamshire LEP Industrial Strategy. This will be achieved through becoming a renowned business destination of choice for both corporate headquarters and SMEs, offering fast and efficient connections to London, Heathrow and the Arc; a highly skilled workforce; state of the art business spaces; and a culture of innovation.

It will continue to be the best-connected place in the Oxford-Cambridge Arc with a new Central Transport Hub offering rapid train connections to the remainder of Buckinghamshire, London and the midlands, and to Oxford and the Arc. Locally, there will be low emission buses carrying visitors and residents to the remainder of the town and the edge of town Transport Hub at Handy Cross, which will offer rapid transit links to nearby towns in Buckinghamshire. Further afield destinations such as Heathrow will also be targeted with connections from High Wycombe Town Centre and Handy Cross. Improved public transport will result in a decrease in car use.

It will be a highly desirable place to live, successfully mixing an established community of families and retirees with an influx of younger skilled professionals, attracted by the range of homes. It will build upon its historic centre to be renown as the cultural heart of the Chilterns, kick started by Future High Streets Fund inspired projects, combining vibrant town centre living with glorious countryside an accessible walk, bike or quick bus ride away.

The influx of younger, skilled professionals will be attracted by the job prospects, experience economy and will be housed in high quality housing in mixed-use developments throughout the centre with increased choice of tenure including high quality build-to-rent accommodation.

Building on the excellent schools and existing university, there will be a push for increasing synergies between university, industry and the hospital, building on the University's Life Science Innovation Campus. The sharing of research and knowledge will be promoted between the research centres of Buckinghamshire and the Oxford-Cambridge Arc.

The centre of High Wycombe will be the focus of targeting economic exclusion to enable everyone to share the prosperity of the region and to contribute to the success of the town.

<sup>1</sup> Job figure above is based on site modelling and includes new business employment and construction related jobs required to deliver the regeneration in High Wycombe. This is subject to change and will be recast as schemes come forward for planning and delivery.

## 2.1 HIGH WYCOMBE TOWN CENTRE – BIG MOVES

### **BIG MOVE 1:** EASTERN QUARTER

The Council is developing plans for a well-designed and fully integrated mixed use quarter in the centre of town clustered around the train station and proposed Central Transport Hub. It will combine large format, modern offices suitable for corporate headquarters, attractive mid-rise apartment living and high quality public spaces providing direct sight lines connecting a new station square to the Rye and surrounding countryside.



Notable opportunities include:

- Regenerated Brunel Shed
- Brownfield densification and potential tall building zone
- High quality HQ office spaces
- Build-to-rent housing
- Smart Town Centre - using data analysis and tomorrow's technology to create better town centres
- Hub for electric vehicles \*
- Business Marketing and Networking Events
- Space for Buckinghamshire Council hub
- Place brand development for High Wycombe town



### **BIG MOVE 2:** HIGH WYCOMBE CENTRAL TRANSPORT HUB

Develop High Wycombe Station into a compact, multi-mode transport interchange incorporating an enhanced space for bus stops, electric bike hire and electric car charging. More than just a transient zone, it will be a place for commerce and socialising – transforming the gateway to the town experience.

Notable opportunities include:

- Enhanced space for bus stops \*
- Express Town Centre bus link - Create bus lanes between out of Town Transport Hub at Handy Cross and the Central Transport Super Hub \*
- Bicycle rental scheme Hub \*
- Electric Car and Bus Charging Hub \*
- High quality public realm



\* Link to Transport Strategy for High Wycombe Town Centre and Urban Area

## 2.1 HIGH WYCOMBE TOWN CENTRE – BIG MOVES

### **BIG MOVE 3:** CULTURAL HEART OF THE CHILTERN

Curate the High Street and old town offer to provide an intriguing and ever changing leisure destination with museums, theatres, unusual shops and specialty markets, public art, galleries, bars and restaurants. Allow creative reuse of vacant space.

Notable opportunities include:

- Extended pedestrianisation of the town centre
- Creation of garden piazza at Frogmoor
- Relocation of Wycombe Museum into the town centre
- Bringing retail units back into creative use
- Specialist street markets
- Developing and promoting the 'experience' economy reflecting changing trends in town centre usage
- Making more of the town's cultural heritage including Guildhall, Little Market House, The Wheatsheaf and the Brunel Engine Shed
- Place brand development for High Wycombe town



Image 1



### **BIG MOVE 4:** TOWN CENTRE GATEWAYS

Improve first impressions by creating Gateways for a strong sense of arrival when entering west, east and south of the centre through high quality developments, art and branded signage on key routes into town.

Gateways will be connected by improved public realm and sustainable transport links.

Notable opportunities include:

- Eastern Gateway (Train Station area)
- Southern Gateway (Swan and Fire Station area)
- Western Gateway (Oxford Road area)



Image 1: <http://wycombemuseum.org.uk/>

## 2.1 HIGH WYCOMBE TOWN CENTRE – BIG MOVES

### **BIG MOVE 5:** DESBOROUGH NEIGHBOURHOOD

Facilitate the growth of Desborough into a successful, distinctive offbeat arts and maker neighbourhood. Business growth will be led by entrepreneurs, makers and new firms occupying affordable, flexible accommodation, pop-up spaces and creative shopfront renewal. In-fill housing and mixed-use developments with exceptional architecture will attract younger residents and increase vibrancy. Improved green spaces and facilities will bring together communities.

Notable opportunities include:

- Densification of housing and promotion of mixed use developments
- New parks and Community Gardens
- Establish walking and cycling incorporating the River Wye and other blue / green assets to be enjoyed by all
- Start-up and Move-on Schemes - to augment the success of DesBox easy-in easy-out workspace. These will allow new businesses to grow and be retained in the area.



### **BIG MOVE 6:** WALKABLE WYCOMBE

Bring the countryside into town and integrate town centre areas and uses (e.g. the university and museum) through a greener, safer public realm network that makes walking and cycling a pleasure. Ensuring the maximisation of green and blue assets across the town.

Availability of improved pedestrian and cycling facilities will have a beneficial impact on public health and reduce the burden of poor health on social care services.

Notable opportunities include:

- Low Emissions Zone – including the removal of the most polluting vehicles, 20 mph and pedestrianised streets \*
- Enhance the public realm - creative street furniture, outdoor events
- Blue and Green links - street trees and planting, River Wye as an asset



\* Link to Transport Strategy for High Wycombe Town Centre and Urban Area

## 2.1 HIGH WYCOMBE TOWN CENTRE – BIG MOVES

### **BIG MOVE 7:** GOWN, TOWN AND WHITE COAT

A cutting-edge health and care research and skills programme developed by the adjacent University and Hospital to complement the Stoke Mandeville Centre of research excellence.

The presence of the hospital and university in the town centre generates synergies which can be exploited to promote health-based business innovation.

Notable opportunities include:

- Strengthen collaboration between the university, hospital and public health – i.e Life Science centre
- Social Care Centre of Excellence
- Buckinghamshire College group relocation - to create an education cluster



### **BIG MOVE 8:** TARGETING ECONOMIC EXCLUSION

Building on previous regeneration activity, in for example the Desborough area, ensure people from the town's most deprived neighbourhoods access jobs and economic opportunities and contribute to the success of the town.

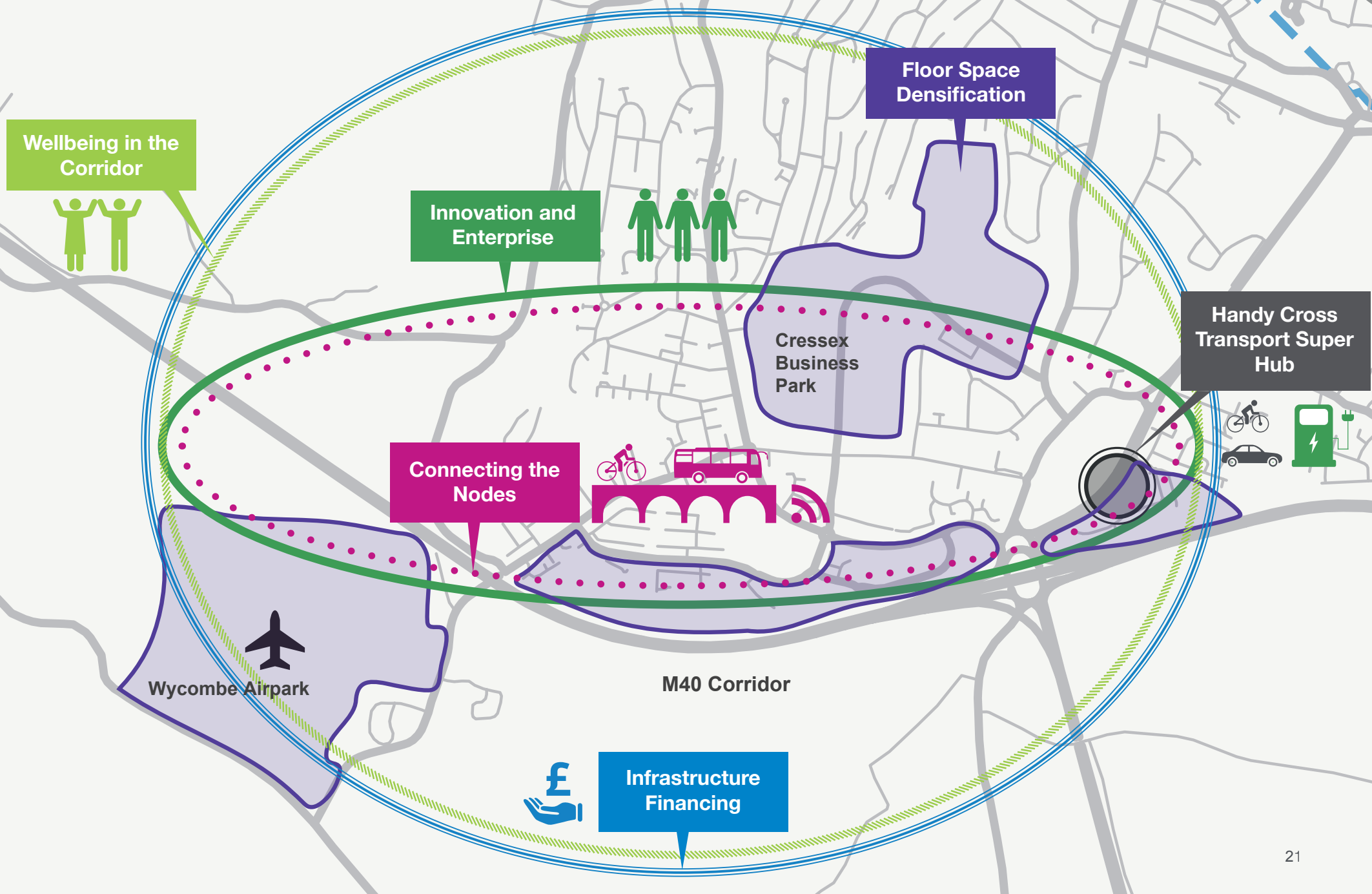
Notable opportunities include:

- Skills matching initiatives, both for new entrants to the employment market and for life long learning
- Futureproofing Eden (The face of retail is changing and the Eden Centre should be futureproofed through enabling an enhanced visitor experience)
- Enhance independent commercial offering within town centre
- Linking local businesses with local students
- Longterm retention of the retail sector as a source of employment



Image 2: <https://www.independent.co.uk/student/into-university/az-uni-colleges/buckinghamshire-new-university-1723487.html>

### 3 INNOVATION CORRIDOR GROWTH AREA



### 3 INNOVATION CORRIDOR GROWTH AREA

POTENTIAL  
ADDITIONAL  
GROWTH:



The Innovation Corridor contains Handy Cross, Cressex Business Park, Wycombe Airpark and the growth sites adjacent to the M40. It benefits from stand-out local assets such as the University, world-leading businesses, the Airpark, first class connectivity, outstanding skills base and fantastic housing stock for senior management staff.

This area has huge amounts of potential to boost the economy of High Wycombe and will explore designation as an Innovation and Enterprise Zone alongside a financing plan to capture the uplift in land values. These areas will have high quality physical and digital connections to supercharge collaboration and agglomeration.

The Cressex Growth area contains major pharmaceutical company Johnson and Johnson's Janssen Pharmaceutical Companies. We will encourage use of the adjacent land to create a new research and development hub focused on related industries. This clustering of R&D will augment agglomeration effects to maximise knowledge, development and growth.

High Wycombe has limited space for greenfield business parks. Hence the focus of Cressex Business Park will be the efficient use of land through gradual replacement of industrial buildings by modern, high-tech, high density facilities. This will create additional business space to accommodate growth and investment in infrastructure that enhances productivity, augmenting the high-tech engineering base that exists there and the relocation of businesses from the town centre.

Handy Cross will be the location of a new out-of-town transport hub, offering frequent rapid connections into the centre of High Wycombe and other towns and cities throughout the region, and a frequent bus service between all the areas of the innovation corridor.

New infrastructure will be paid for by land value capture mechanisms and a coordinated infrastructure financing strategy. Methods such as design codes, bespoke guidance will be explored where they can boost investment and productivity.

Wellbeing will be promoted across the corridor to create an attractive working environment for employees and residents of the area.

<sup>1</sup> Job figure above is based on site modelling and includes new business employment and construction related jobs required to deliver the regeneration in the Innovation Corridor Growth Area. This is subject to change and will be recast as schemes come forward for planning and delivery.



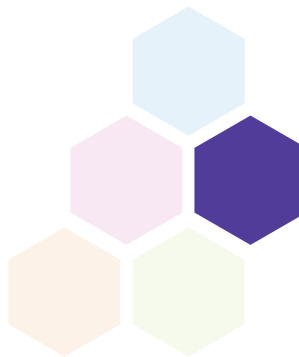
## 3.1 INNOVATION CORRIDOR – BIG MOVES

### **BIG MOVE 1: HANDY CROSS TRANSPORT SUPERHUB**

This will further build on the Handy Cross development to create a well-positioned multi-mode transport hub. This hub will seamlessly link Handy Cross with High Wycombe Station and other centres that will benefit from express transit.

Notable opportunities include:

- Handy Cross transport hub \*
- Electric Car charging centre \*
- Electric Cycle hub \*



### **BIG MOVE 2: INNOVATION AND ENTERPRISE**

This big move aims to connect and bring together employment areas such as Cressex Business Park, The Airpark, Handy Cross and linked investments such as the University Life Science Innovation Centre. This will increase the size of a single identified innovation area with the support of the Buckinghamshire Local Enterprise Partnership to create a positive business environment. The aim will be to attract larger employers and facilitate spin-off and supply chain start-ups, leading to agglomeration effects. There will be a focus on green industries and markets targeted by the Buckinghamshire Local Industrial Strategy.

Notable opportunities include:

- Enterprise Zone / Innovation Zone - Coordinate business networking and investment support activities including exploration of Enterprise Zone status
- Marketing strategy - Coordinated and inward investment and marketing activities



\* Link to Transport Strategy for High Wycombe Town Centre and Urban Area

## 3.1 INNOVATION CORRIDOR – BIG MOVES

### **BIG MOVE 3:** FLOOR SPACE DENSIFICATION

Densification of existing brownfield sites is preferable to greenfield extensions because of the AONB and greenbelt priorities. Densification will be encouraged and achieved through better vertical stacking arrangements that will enhance the efficiency of industrial and commercial units and unlock phased intensification of the industrial parks. There will also be potential for mixed-use activities, servicing and enhanced place making. A design code or masterplan will be explored as part of this big move to set out a clear and efficient regulatory environment for business investment, enabling densification as each site becomes available and supporting sustainable growth and vibrant place making. The Council will explore a high-density demonstration project as part of the early interventions to stimulate market investment.

Notable opportunities include:

- Cressex Business Park Masterplan / revised design code
- Industrial Intensification Demonstration Project



### **BIG MOVE 4:** INFRASTRUCTURE FINANCING

This is a financial focused big move that would include a comprehensive financing system being established to capture the uplift in land value. This would enable the pooling of funds for investment in transportation and infrastructure enhancements. The system would work in tandem with the masterplan by creating a means to back capture any upfront investment required for infrastructure enhancements (sustainable transport and digital communications) and the demonstration project.

Notable opportunities include:

- Infrastructure Financing and Delivery Strategy



# 3.1 INNOVATION CORRIDOR – BIG MOVES

## **BIG MOVE 5:** CONNECTING THE NODES

Fast and reliable transport and digital infrastructure links will connect the main nodes of Handy Cross, Airpark and Cressex. This will supercharge collaboration and agglomeration between the businesses within the innovation corridor.

Notable opportunities include:

- Innovation Corridor Express Link \*
- Digital Infrastructure
- Electric Bike Scheme \*
- Autonomous Vehicle Pilot \*



## **BIG MOVE 6:** WELLBEING IN THE CORRIDOR

A focus on the wellbeing of people working within the innovation corridor to ensure a healthy work experience. This will include additional green spaces, after work events, wellbeing classes and leisure opportunities.

Notable opportunities include:

- Improvement of the public realm
- Events and networking
- Leisure offer
- Wellbeing experience



Wycombe Sports Centre

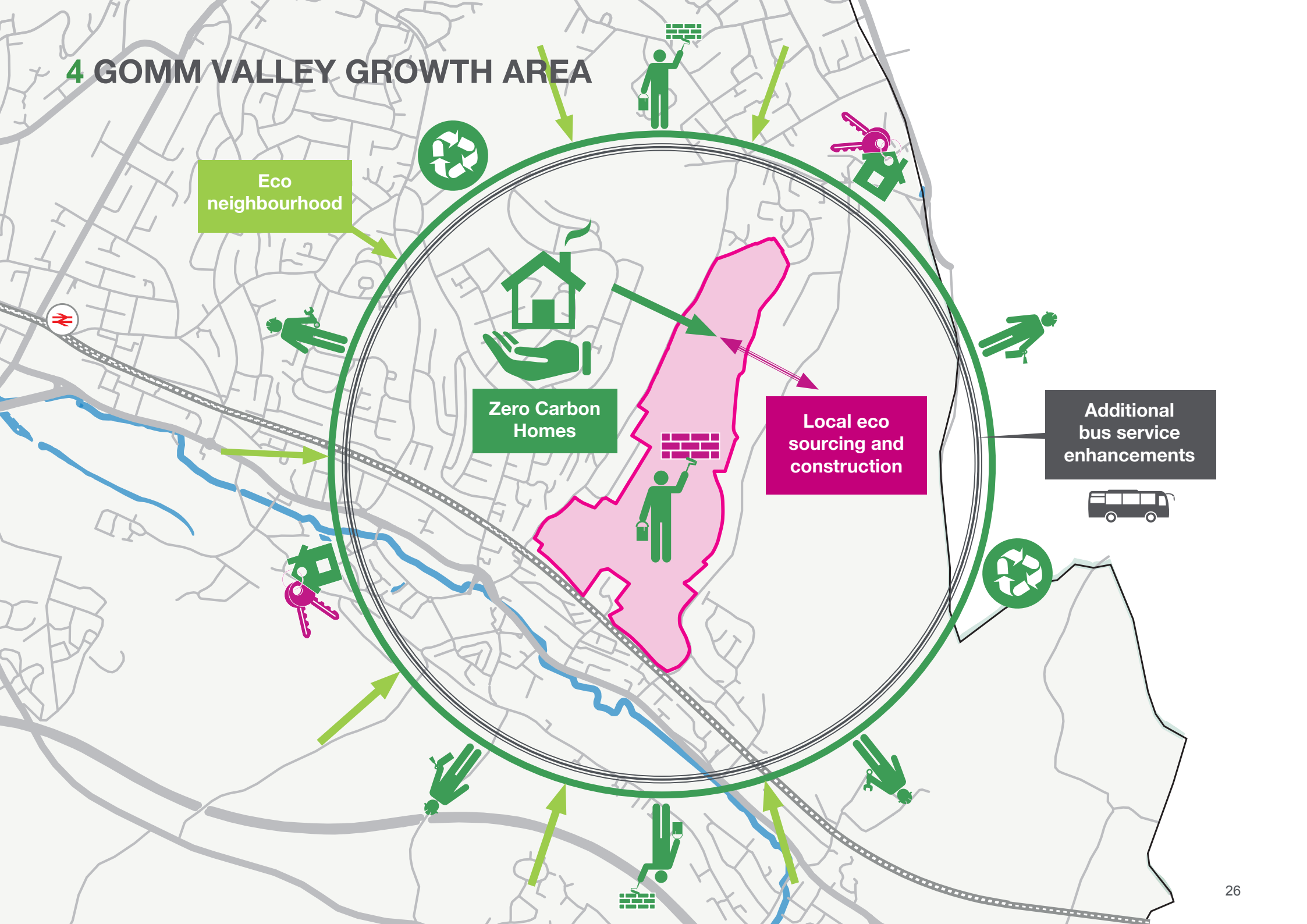


Caterpillar Day Nursery and Little Gym



\* Link to Transport Strategy for High Wycombe Town Centre and Urban Area

# 4 GOMM VALLEY GROWTH AREA



## 4 GOMM VALLEY GROWTH AREA

In accordance with the 'sustainable homes for all' principle, where new development is on greenfield sites, the highest standards of sustainability, design quality and construction innovation will be required.

The development at Gomm Valley has aspirational plans to provide a mixed-use community of new homes, a village square and family park. The development will invest in local bus services, electric vehicles, a car club and cycling.

It has been designated a growth zone to ensure that the high quality environmental and design credentials of the Gomm Valley development are maximised and to ensure that the development can be recognised and promoted as an eco-standard for future developments across the region and nationally. It will also be ensured that the development is connected to High Wycombe town centre through sustainable transport methods.

### 6.1 GOMM VALLEY ASPIRATIONAL BIG MOVES

Gomm Valley Big Moves ensure that the development at Gomm Valley is of a recognised and exceptional eco-standard and has strong sustainable transport connections.

The Gomm Valley Big Moves consist of the following:

- Zero Carbon Homes
- Local Eco sourcing and construction
- Eco Neighbourhood
- Additional bus service enhancements



Image 4



Image 5



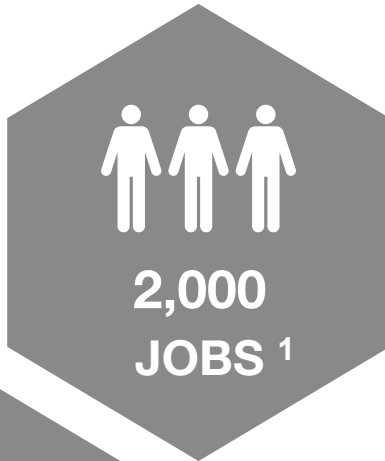
Image 4 and 5: <https://www.gommvalley.com/>

# 5 PRINCES RISBOROUGH GROWTH AREA



## 5 PRINCES RISBOROUGH GROWTH AREA

**POTENTIAL  
ADDITIONAL  
GROWTH:**



Princes Risborough is a town with big expansion plans that will contribute to housing and economic growth. The area is well connected via local access roads and rail connections and for housing delivery to provide affordable and sustainable housing stock. The area also has a strong offering as it is home to a new range of manufacturing businesses which have relocated from surrounding areas.

The strategy has focused on the strengths of Princes Risborough and will build on the aspects that have made this town successful. Big moves ensure that the town will be able to expand its employment base, be well connected and provide housing for people wanting to work in nearby employment centres such as High Wycombe and Aylesbury.

Princes Risborough is a gateway to the Chilterns and this strategy seeks to exploit and promote this status to enhance quality of life and develop its visitor economy - including Kop Hill Climb, Point to Points and the Phoenix Cycleway.

<sup>1</sup> Job figure above is based on site modelling and includes new business employment and construction related jobs required to deliver the regeneration and growth in the Princes Risborough Growth Area. This is subject to change and will be recast as schemes come forward for planning and delivery.

# 5 PRINCES RISBOROUGH GROWTH AREA

## 5.1 PRINCES RISBOROUGH – BIG MOVES

These big moves provide appropriate direction for the future expansion of the area and will ensure growth and development is undertaken in a way that benefits the overall area but remains in keeping with the immediate locality.

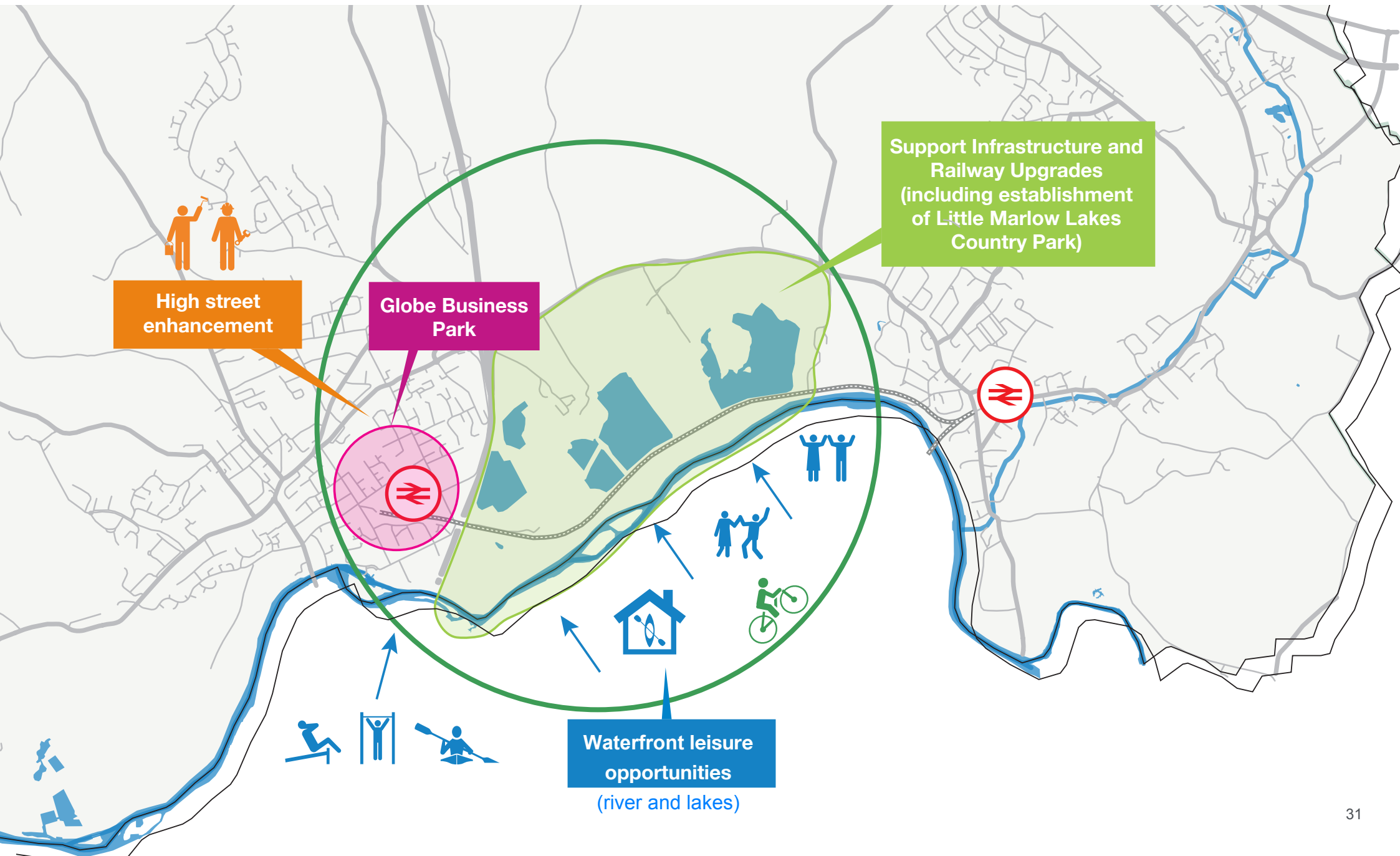
Princess Risborough Big Moves consist of the following:

- Development and potential expansion of employment allocations to provide new light industrial and other commercial space
- Social infrastructure integrating old and new communities
- Enhancing connectivity across an expanded town and reinforcing its role as Gateway to the Chilterns for walking and other leisure activities
- Accelerate housing delivery
- Improved sustainable transport
- Town centre redevelopment for retail and leisure
- Town centre public realm improvements
- Brand development to boost tourism economy potential





# 6 MARLOW 'PROTECT AND PRESERVE' AREA



# 6 MARLOW 'PROTECT AND PRESERVE' AREA

Marlow is a vibrant town with many assets, being located on the banks of the River Thames. It is a popular area for residents and visitors but has limited opportunity to accommodate development due to the Green Belt, the Area of Outstanding Natural Beauty and an extensive floodplain.

Therefore, the Strategy is pursuing a 'conserve and enhance' approach for the Marlow area with an aim to maintain the character and reputation of Marlow as an attractive, vibrant and accessible place that meets the day-to-day needs of both those who live and work in the town and visitors. The River Thames will continue to attract many visitors and the Globe Business Park will continue to remain as a thriving business centre, with excellent connectivity to the M40, M4 and M25 as part of the wider Thames Valley.

## 6.1 MARLOW – BIG MOVES

These Big Moves support the 'conserve and enhance' approach to the town, allowing Marlow to continue to be a prime visitor destination, supporting the existing businesses, and allowing residents to have a high quality of life through sustainable transport options, exceptional green spaces and improved access and opportunities to the river.

Marlow Big Moves consist of the following:

- Support Infrastructure and Railway Upgrades
- Little Marlow Country Park
- Waterfront leisure opportunities on the river and neighbouring lakes
- High street enhancement
- Supportive and Sustainable Transport \*
- Globe Business Park connectivity



# 7 NETWORK INTERVENTIONS

In addition to the area-based proposals set out above, Network Interventions are proposed that apply across a wider geography than the three towns making up this Strategy. These interventions will support the envisaged rapid rate of economic, population and housing growth while not only maintaining but improving the quality of life and delivering sustainable development with the aim of reducing carbon emissions.

## 7.1 NETWORK INTERVENTIONS – BIG MOVES

These Big Moves will build on the area's core strengths to enhance the strong micro and macro connections of the region, focus on larger scale sustainable projects and establish a council owned housing development company to build the urgently needed affordable and specialist housing.

Potential for Network Intervention Big Moves including the following:

- Decentralised Energy Company
- Housing Development Company
- Progressive Procurement Framework
- Green and Blue Infrastructure
- Council sustainably leading the way
- Internal and External Connectivity (Enhanced Fibre connectivity, enhanced internal and external transit connections)

## 8 DELIVERING THE STRATEGY

A range of opportunities have been identified through the development of this Strategy, that if successfully delivered would significantly boost Buckinghamshire's economic performance - with the potential to double the economic input from this area.

The opportunities set out on the pages that follow have been assessed as having potential for development in the short, medium or long term but are subject to factors such as site constraints, ownership, planning policy and financial viability.

Some opportunity areas will require different levels of public sector intervention in order to bring them forward for development.

We are also aware that there will be market changes over the life of this strategy: new opportunities will arise and others will not materialise at all.

Due to the multifaceted nature of the opportunities the Council would take a bespoke approach to the development of each. This would involve ensuring that a detailed appraisal of each development is undertaken in a manner that best addresses the relevant risks, opportunities, level of control, and available finance both to the project and crucially, the programme at large.

The key delivery approaches available for the Council in driving the programme of opportunities forward could include:

- Support of external sites through the planning process
- Manage property portfolio to provide regeneration benefits
- Site acquisition of stalled or strategically important sites
- Joint venture approaches, including:
  - Development partners
  - Investment partners and
  - Strategic partners
- Self delivery

Below is a list of potential delivery partners:

- Buckinghamshire LEP
- The Eden Centre
- National Rail
- Highways England
- Local Bus Companies
- National Express
- The Development Industry
- High Wycombe BIDCo
- Globe Business Park BIDCo
- Cressex Business Park BIDCo (currently being explored with businesses)
- Buckinghamshire New University
- NHS
- Buckinghamshire College Group
- Red Kite Housing
- Princes Risborough Town Council
- Marlow Town Council
- Institutional and private investors
- Central Government
- Blue Lights (police / fire / ambulance)

# 8 DELIVERING THE STRATEGY

NEED TO MAKE CLEARER LINKS TO THE ENTRIES FROM TRANSPORT STRATEGY

## HIGH WYCOMBE TOWN CENTRE

Area and Big Move	Notable Projects and Activities	Delivery			Who/ Partners	Intervention Level	Related Sites	Ambition Contribution	Suggested Delivery Steps
		1-5 years	6-15 years	16-30 years					
High Wycombe Central Transport Super Hub *	Integrated transport hub at the existing train station *				Eden, National Rail, Eastern Quarter	High	N/A	Enhancing Connectivity	<ol style="list-style-type: none"> <li>1. Include in Eastern Q plan and Transport Plan</li> <li>2. Agree feasibility fund</li> <li>3. Set up working group</li> </ol>
	Enhanced Express Town Centre Bus link				Highways, Bus companies	High		Enhancing Connectivity	<ol style="list-style-type: none"> <li>1. Include in Eastern Q plan and Transport Plan</li> <li>2. Agree feasibility fund</li> <li>3. Set up working group</li> </ol>
	(Electric) Bicycle rental scheme *				Bicycle providers, Highways etc.	Medium		Enhancing Connectivity	<ol style="list-style-type: none"> <li>1. Create business case Develop Brief</li> <li>2. Develop Brief &amp; engage supplier market</li> </ol>
	Electric Car and Bus charge hub *				Arrive/ bus companies	High		Enhancing Connectivity	<ol style="list-style-type: none"> <li>1. Create business case Develop Brief</li> <li>2. Develop Brief &amp; engage supplier market</li> </ol>
Eastern Quarter	Brownfield densification Tall Building Zone				Planning	High		Better Town Centres Innovative Economy	<ol style="list-style-type: none"> <li>1. Include in Eastern Q plan and Transport Plan</li> <li>2. Agree feasibility fund</li> <li>3. Set up working group</li> </ol>
	Promote High Quality HQ office spaces				Council / Development Industry	Medium		Innovative Economy	<ol style="list-style-type: none"> <li>1. Adopt masterplan</li> <li>2. Set up delivery structures</li> <li>3. Engage market</li> </ol>

\* Link to Transport Strategy for High Wycombe Town Centre and Urban Area

Area and Big Move	Notable Projects and Activities	Delivery			Who/ Partners	Intervention Level	Related Sites	Key Ambitions	Suggested Delivery Steps
		1-5 years	6-15 years	16-30 years					
Eastern Quarter	Promote build to rent housing				Development Industry / Dev Co	Medium	Sustainable Homes Better Town Centres	1. Review policy 2. Engage market 3. Business Case for Bucks Dev Co	
	Explore creation of Wycombe as a Smart Town				Council	High	Better Town Centres Innovative Economy	1. Options appraisal & business case 2. Set up delivery group	
	Hub for electric vehicles				Council		Better Town Centres Enhancing Connectivity Protect Natural Environment	1. Create business case & develop brief 2. Public realm design	
	Business and Marketing network events				Easter quarter developers?	Medium	Better Town Centres Innovative Economy	1. Adopt brand guidance 2. Develop marketing strategy and action plan 3. Engage as per strategy "	
	Office space hub for Buckinghamshire Council Hub				Buckinghamshire Council	Low	Innovative Economy	1. Commit to service hub in High Wycombe 2. Create specification for hub 3. Options appraisal for location	
Cultural Heart of the Chilterns	Extend pedestrianisation of the town centre *				Council	High	Better Town Centres	1. Public realm strategy for the Town (Walkable Wycombe) 2. Allocate capital funding	
	Creation of Garden Piazza at Frogmoor				Council / Developer	High	Better Town Centres	1. Design development 2. Allocate capital funding	
	Relocation of Wycombe Museum				Museum / Council	High	Better Town Centres	1. Establish specification 2. Options appraisal for relocation 3. Business Plan	

\* Link to Transport Strategy for High Wycombe Town Centre and Urban Area

Area and Big Move	Notable Projects and Activities	Delivery			Who/ Partners	Intervention Level	Related Sites	Key Ambitions	Suggested Delivery Steps
		1-5 years	6-15 years	16-30 years					
Cultural Heart of the Chilterns	Promote Experience Economy				HW Bidco	High		Better Town Centres	<ol style="list-style-type: none"> <li>1. Create Action Plan</li> <li>2. Secure funding</li> <li>3. Take flexible approach to planning applications</li> </ol>
Town Centre Gateways	Eastern Gateway				Council	High	23	Better Town Centres	<ol style="list-style-type: none"> <li>1. Establish land owner partnership</li> <li>2. Masterplan</li> <li>3. Delivery key projects</li> </ol>
	Southern Gateway				Council	High	8	Better Town Centres	<ol style="list-style-type: none"> <li>1. Establish land owner partnership</li> <li>2. Masterplan</li> <li>3. Delivery key projects</li> </ol>
	Western Gateway				Council	High	1	Better Town Centres	<ol style="list-style-type: none"> <li>1. Establish land owner partnership</li> <li>2. Masterplan</li> <li>3. Delivery key projects</li> </ol>
Desborough Neighbourhood	Densification of housing and promotion of mixed use developments				Council / Development Industry	High	24	Better Town Centres	<ol style="list-style-type: none"> <li>1. Create Desborough Design Guide</li> <li>2. Integrate within the planning policy framework</li> </ol>
	New Park and Community Gardens				Council	High		Enhance Natural Environment Better Town Centres	<ol style="list-style-type: none"> <li>1. Create Walkable Wycombe design guide &amp; delivery plan</li> <li>2. Funding Strategy</li> </ol>
	Establish River Wye as an asset				Council / Development Industry	High		Better town Centres Enhance Natural Environment	<ol style="list-style-type: none"> <li>1. Ensure clear strategy for River within the Walkable Wycombe design guide &amp; delivery plan</li> <li>2. Funding Strategy</li> <li>3. Ensure developments contribute to making their river a feature, where viable</li> </ol>

Area and Big Move	Notable Projects and Activities	Delivery			Who/ Partners	Intervention Level	Related Sites	Key Ambitions	Suggested Delivery Steps
		1-5 years	6-15 years	16-30 years					
Desborough Neighbourhood	Start-up schemes				Council / BID	Medium		Innovative Economy Better Town Centres	1. Define programme 2. Funding Strategy
Walkable Wycombe	Low emissions zone *				Council	High		Protect and Enhance the natural environment	1. Feasibility and options appraisal
	Enhance the public realm				Council	High		Protect and Enhance the natural environment	1. Create Walkable Wycombe design guide & delivery plan 2. Funding Strategy
	Blue and Green links				Council	High		Protect and Enhance the natural environment	1. Feasibility and options appraisal
	Integrate university into town				Buckinghamshire New University	High		Protect and Enhance the natural environment	1. Create Uni, NHS and Council working group 2. Develop Strategy & Delivery Plan 3. Allocate resource
Gown Town and White Coat	Strengthen ties between University and Hospital				NHS/ PCT, Buckinghamshire New University	High	9,10,11,26	Innovative Economy	1. Create Uni, NHS and Council working group 2. Develop Strategy & Delivery Plan 3. Allocate resource
	Social Care Centre of Excellence				NHS/ PCT, Buckinghamshire New University, Buckinghamshire Council	High	9,10,11,26	Innovative Economy	1. Create Uni, NHS and Council working group 2. Develop Strategy & Delivery Plan 3. Allocate resource

\* Link to Transport Strategy for High Wycombe Town Centre and Urban Area



Area and Big Move	Notable Projects and Activities	Delivery			Who/ Partners	Intervention Level	Related Sites	Key Ambitions	Suggested Delivery Steps
		1-5 years	6-15 years	16-30 years					
Gown Town and White Coat	Buckinghamshire College group relocation				NHS/ PCT, Buckinghamshire New University, Buckinghamshire College group	High	10	Innovative Economy	
Targeting Economic Exclusion	Skills matching initiatives				Red Kite Housing	Medium	N/A	Innovative Economy	
	Futureproofing Eden				Eden	High	N/A	Better Town Centres	
	Enhance independent commercial offer				HW Bidco	High	N/A	Better Town Centres	
	Linking local businesses with local students				Buckinghamshire New University	Medium	N/A	Innovative Economy	

## INNOVATION GROWTH CORRIDOR

Area and Big Move	Notable Projects and Activities	Delivery			Who/ Partners	Intervention Level	Related Sites	Key Ambitions	Suggested Delivery Steps
		1-5 years	6-15 years	16-30 years					
Handy Cross Transport Super Hub	Handy Cross Transport Hub *				National Express, bus companies	Medium	N/A	Enhanced Connectivity	1. Establish stakeholder partnership 2. Develop action plan
	Electric Car Charging Hub *					Medium	N/A	Enhanced Connectivity Protecting Natural Environment	1. Create business case Develop Brief 2. Develop Brief & engage supplier market
Innovation and Enterprise	Explore creation of an Enterprise Zone				Buckinghamshire LEP, Buckinghamshire Council	High	N/A	Innovative Economy	1. Create the case for an EZ 2. Apply to government
	Enterprise Marketing Strategy				Council	High	N/A	Innovative Economy	1. Create Marketing Strategy
Floor Space Densification	Cressex Business Park Masterplan				Council	High	N/A	Innovative Economy	1. Develop Master Plan 2. Intergrate within wider planning policy
	Explore Design code/ masterplan				Buckinghamshire Council	High	N/A	Innovative Economy	1. Agree a design code allowing for development which aligns to the strategic need
	Industrial Intensification Demonstration Project				Council	High	N/A	Innovative Economy	1. Prioise location 2. Develop business case
Infrastructure Financing	Financing Mechanism				Council	High	N/A	Enhancing Connectivity Innovative Economy	1. Infratructure needs assessment & delivery plan 2. Financial forecast 3. Create financing strategy
Connecting the nodes	Innovation Corridor Express Link *				Council	Medium	N/A	Enhancing Connectivity	

\* Link to Transport Strategy for High Wycombe Town Centre and Urban Area

Area and Big Move	Notable Projects and Activities	Delivery			Who/ Partners	Intervention Level	Related Sites	Key Ambitions	Suggested Delivery Steps
		1-5 years	6-15 years	16-30 years					
Connecting the nodes	Digital Infrastructure				Council	Medium	N/A	Enhancing Connectivity	
	Electric Bike Scheme *				Council	High	N/A	Enhancing Connectivity	1. Create business case Develop Brief 2. Develop Brief & engage supplier market
	Autonomous Vehicle Pilot *				Council	High	N/A	Enhancing Connectivity	1. Create business case Develop Brief 2. Develop Brief & engage supplier market
Wellbeing in the Corridor	Improvements of the Public Realm				Council	High	N/A	Better Town Centres	
	Events and Networking				Council	High	N/A	Innovative Economy	
	Leisure offer				Council	Medium	N/A	Innovative Economy	
	Wellbeing experience				Council	Medium	N/A	Innovative Economy	

\* Link to Transport Strategy for High Wycombe Town Centre and Urban Area

## GOMM VALLEY

Area and Big Move	Notable Projects and Activities	Delivery			Who/ Partners	Intervention Level	Related Sites	Key Ambitions	Suggested Delivery Steps
		1-5 years	6-15 years	16-30 years					
Eco-Neighbourhoods	Eco Neighbourhood recognition				Developer	Medium	N/A	Protect and Enhance the Natural Environment	
	Promotion of local standards				Developer	High	N/A	Protect and Enhance the Natural Environment	
	Express Bus route to town centre *				Arriva/ Bus Company	Medium	N/A	Protect and Enhance the Natural Environment	
Local e-sourcing and construction	Sustainable buildings and community guiding framework				Developer	High	N/A	Protect and Enhance the Natural Environment	
Zero Carbon homes	Solar Microgrid				Developer	High	N/A	Protect and Enhance the Natural Environment	
	Community heating				Developer	High	N/A	Protect and Enhance the Natural Environment	

\* Link to Transport Strategy for High Wycombe Town Centre and Urban Area

## PRINCES RISBOROUGH

Area and Big Move	Notable Projects and Activities	Delivery			Who/ Partners	Intervention Level	Related Sites	Key Ambitions	Suggested Delivery Steps
		1-5 years	6-15 years	16-30 years					
Accelerate Housing Delivery	Infrastructure Delivery Plan				Council Council	High	N/A	Sustainable homest	Adopt SPD
	Accelerate Housing delivery				Developers	High	N/A	Sustainable homes	HIF funding to forward fund infrastructure
Town Centre Community Hub  Enhancement	Deliver Town Centre Community Hub scheme				PRTC	High	N/A	Better Town Centres	<ol style="list-style-type: none"> <li>1. Create Business case</li> <li>2. Secure gap funding</li> <li>3. Create brief and appoint developer / contractor partner to secure planning and construct the project</li> </ol>
Expansion of employment allocations	Expansion of employment land				Council	High	N/A	Innovative Economy	Local Plan Work with businesses
	Marketing of employment land				PRTC / Council	High	N/A	Innovative Economy	Work with potential developers
Gateway to the Chilterns	Chilterns Trail Network				PRTC	High	N/A	Better Town Centres	
	Improve Wayfinding				PRTC	High	N/A	Better Town Centres	<ol style="list-style-type: none"> <li>1. Wayfinding plan for the area</li> <li>2. Funding Strategy (inc s106 &amp; CIL)</li> <li>3. Implement projects</li> </ol>
Improved Sustainable Transport	Marlow to Princes Risborough Link *				PRTC. MTC	High	N/A	Enhancing Connectivity	
	Electric Bike scheme *				PRTC. MTC	High	N/A	Enhancing Connectivity	<ol style="list-style-type: none"> <li>1. Create business case Develop Brief</li> <li>2. Develop Brief &amp; engage supplier market</li> </ol>

\* Link to Transport Strategy for High Wycombe Town Centre and Urban Area

## MARLOW

Area and Big Move	Notable Projects and Activities	Delivery			Who/ Partners	Intervention Level	Related Sites	Key Ambitions	Suggested Delivery Steps
		1-5 years	6-15 years	16-30 years					
High Street Enhancement	High Street Improvements				MTC	High	N/A	Better Town Centres	
Support Infrastructure and Railway	Railway upgrade				National Rail, MTC	Medium	N/A	Enhanced Connectivity	
	Support establishment of Little Marlow Country Park				MTC	High	N/A	Protect and Enhance the natural environment	
Supportive and Sustainable transport	Shared bike schemes				MTC	High	N/A	Enhanced Connectivity Protect natural environment	
	Circular Bus route				MTC	High	N/A	Enhanced Connectivity	
	Improved Cycle routes				MTC	High	N/A	Enhanced Connectivity	
	Wayfinding through Marlow				MTC	High	N/A	Enhanced Connectivity	
Waterfront opportunities	Marlow Regatta Annual Event				MTC	High	N/A	Better Town Centres	
	Riverfront restaurants				MTC	High	N/A	Better Town Centres	

## NETWORK INTERVENTIONS

Area and Big Move	Notable Projects and Activities	Delivery			Who/ Partners	Intervention Level	Related Sites	Key Ambitions	Suggested Delivery Steps
		1-5 years	6-15 years	16-30 years					
Decentralised energy company	Establishment of a decentralised energy company				BC	High	N/A	Sustainable homes	
Housing Development Company	Establish a housing development company to unlock value from underutilised sites				BC	High	N/A	Sustainable homes	
Progressive Procurement Framework	Establish progressive procurement framework				Council	High	N/A	Innovative Economy	
Green & Blue Infrastructure	Green Blue infrastructure enhancements				Council	High	N/A	Protect and Enhance the natural environment	
Council sustainably leading the way	Council Vehicles - electric fleet				Council	High	N/A	Protect and Enhance the natural environment	
	Carbon Neutral council buildings				Council	High	N/A	Protect and Enhance the natural environment	
Internal and External Connectivity	Fibre Connectivity				Broadband providers, Virgin BT openreach	High	N/A	Enhanced connectivity	
	Imprved express links to Heathrow, Maidenhead, Arc				Bus providers	High	N/A	Enhanced connectivity	

## 8 DELIVERING THE STRATEGY

### 8.2 IMMEDIATE PROJECT WINS

There are a number of projects that are classed as immediate wins for the Buckinghamshire Council and the delivery of this strategy and can be implemented within a short timescale and require low budgeting.

Area	Big Move	Project Name	Key Ambition
High Wycombe Town Centre *	High Wycombe Central Transport Hub	Bicycle Rental scheme hub	Enhancing Connectivity
	Eastern Quarter	Tall Building Zone	Innovative Economy
		Business and marketing network events	Innovative Economy
		Office Space Hub for Buckinghamshire Council Departments	Innovative Economy
	Cultural Heart of Chilterns	Promote Experience Economy	Better town centres
	Desborough Neighbourhood	Start-up schemes	Innovative economy
Innovation Growth Corridor	Innovation and Enterprise	Enterprise Marketing Strategy	Innovative economy
	Floor Space Densification	Explore Simplified Planning Zone	Innovative economy
	Infrastructure Funding	Financing Mechanism	Innovative economy
	Connecting the Nodes	Electric bike scheme	Improving connectivity



Area	Big Move	Project Name	Key Ambition
Innovation Growth Corridor	Wellbeing in the Corridor	Improvements to the public realm	Better town centres
		Events and networking **	Innovative economy
		Leisure offer	Innovative economy
		Wellbeing experience	Innovative economy
Gomm Valley	Eco-Neighbourhoods	Eco Neighbourhood Recognition	Protect and enhance the natural environment
		Promotion of local standards	Protect and enhance the natural environment
	Local e-sourcing and Construction	Sustainable buildings and community guiding framework	Protect and enhance the natural environment
Princes Risborough	Accelerate Housing Delivery	Infrastructure Delivery Plan	Sustainable homes
		Accelerate Housing Delivery	Sustainable homes
	Development and potential expansion of Employment Allocations	Marketing of employment land	Innovative economy
	Gateway to Chilterns	Improve wayfinding	Better town centres
		Chilterns Trail Network	Better town centres

Area	Big Move	Project Name	Key Ambition
Princes Risborough	Improve Sustainable Transport	Marlow to Princes Risborough Link	Enhancing connectivity
	High Street Enhancement *	Electric bike scheme	Enhancing connectivity
		High Street Improvements	Better town centres
Marlow	High Street Enhancement *	High Street Improvements	Better town centres
	Supportive and Sustainable Transport	Wayfinding through Marlow	Better town centres
	Waterfront Opportunities	Marlow Regatta Annual Event	Better town centres


\* High Street Enhancement is also a key thread for High Wycombe Town Centre and is being taken forward in part through the current Future High Street Fund work.


\*\* Events and Networking has been specifically identified for the Innovation Zone - but work will also continue with partners to deliver business support across Buckinghamshire.


## 9 MEASURING SUCCESS


More work is required to define the specific metrics that will be used to measure progress - and the targets looking forward to 2050.


This will be developed further once the Corporate Plan for the new Buckinghamshire Council has been adopted to ensure a coordinated approach to measuring growth across Buckinghamshire is achieved. The metrics (and targets) presented below are therefore indicative of what could be used going forward.

 <b>BETTER TOWN CENTRES</b>	Target	KPI	Baseline	5 year	15 year	30 year
	Increase in the percentage of 20-34 from 16.18% to 25% of the population	Proportion of total population that is between 20-34	16.8%	18%	20%	25%
Reduce crime to become the safest region within the Thames Valley Police Force	Victim based crime recorded (offences per 1,000 population)	47	42	37	30	
Outcome	KPI	Baseline	5 year	15 year	30 year	

 <b>INNOVATIVE ECONOMY</b>	Target	KPI	Baseline	5 year	15 year	30 year
	Significantly enhance the economy to be a key contributor to the Buckinghamshire Economy	Regional GVA	£5.9b	£6.9b	£8.0b	£11.8b
Increase employment by 70%	Number of jobs within the district	99,000	120,079	134,966	170,484	
Outcome	KPI	Baseline	5 year	15 year	30 year	

<b>PROTECT AND IMPROVE THE NATURAL ENVIRONMENT</b> 	<i>Target</i>	<i>KPI</i>	<i>Baseline</i>	<i>5 year</i>	<i>15 year</i>	<i>30 year</i>
	<i>Outcome</i>	<i>KPI</i>	<i>Baseline</i>	<i>5 year</i>	<i>15 year</i>	<i>30 year</i>
	Reduce carbon emissions to be in the top performing 10% of areas in England	Per Capita Emissions	4.3	4.0	3.0	2.0
	Double the amount of public greenspace in High Wycombe Town Centre to 6%	Proportion of Town Centre land that is public greenspace	3%	4%	5%	6%

<b>SUSTAINABLE HOMES</b> 	<i>Target</i>	<i>KPI</i>	<i>Baseline</i>	<i>5 year</i>	<i>15 year</i>	<i>30 year</i>
	<i>Outcome</i>	<i>KPI</i>	<i>Baseline</i>	<i>5 year</i>	<i>15 year</i>	<i>30 year</i>
	Increase the percentage of private rented housing from 17% of the dwelling stock breakdown to 25%	Proportion of total housing stock that is private rented housing	17%	19%	20%	25%
	Increase the housing stock by an additional 10,000 new homes above the Local Plan housing trajectory	Number of homes	0	3,000	6,000	12,000
	Ensuring all new built homes are carbon neutral by 2050	Percentage of new homes being built that are carbon neutral	0%	25%	50%	100%

 <b>ENHANCING CONNECTIVITY</b>	<i>Target</i>	<i>KPI</i>	<i>Baseline</i>	<i>5 year</i>	<i>15 year</i>	<i>30 year</i>
	Double the percentage of commuters using both public transportation and active modes of transport from 21% to 42% of total inward and outward trips	<b>Proportion of trips that are taken in and out of the district</b>	<b>21%</b>	<b>25%</b>	<b>35%</b>	<b>50%</b>
Increase the percentage of premises that have full fibre service access from 1.6% to 35%	<b>Proportion of premises that have full fibre access</b>	<b>1.6%</b>	<b>5%</b>	<b>10%</b>	<b>35%</b>	
<i>Outcome</i>	<i>KPI</i>	<i>Baseline</i>	<i>5 year</i>	<i>15 year</i>	<i>30 year</i>	