



HIGH WYCOMBE REGENERATION STRATEGY



CONTENTS

<u>Foreword</u>	3
<u>Buckinghamshire</u>	5
<u>Regeneration Bucks</u>	6
<u>High Wycombe</u>	7
<u>Why High Wycombe?</u>	8
<u>What is the Opportunity?</u>	10
<u>Why Now?</u>	11
<u>Investing in High Wycombe</u>	12
<u>Local Economy and Demographics</u>	13
<u>Retail Catchment and Household Expenditure</u>	14
<u>The Labour Market</u>	15
<u>Industry Sectors</u>	17
<u>Land Uses</u>	19
<u>Principles to Guide Change</u>	21
<u>Sites and Opportunities</u>	22
<u>Next Steps</u>	28

FOREWORD

As Leader of Buckinghamshire Council and Deputy Cabinet Member for Town Centre Regeneration, we are delighted to introduce our strategy for regenerating High Wycombe. It is one of a suite of documents that follows ***Regeneration Bucks - Transforming for the Future***, our Buckinghamshire-wide Regeneration Framework.

Working closely among partners informs the way Buckinghamshire operates. The Buckinghamshire Growth Board and partnership groups meet regularly to review strategies and deliver plans for regeneration. There are also bespoke local partnership groups in place for Aylesbury, High Wycombe, and Chesham to support the regeneration of these towns. This strategy provides the detail of how this is taken forward in High Wycombe and showcases all the exciting and dynamic opportunities for investment in the town.

High Wycombe has been a firm pillar of the Buckinghamshire economy, generating inward investment, leading in research and development, and holding firm against national and local challenges over time.

However, despite its many strengths, High Wycombe has challenges it must look to respond to in order to remain successful, including supporting business growth, improving the public realm and planning for an increased demand for urban living especially from young professionals, students, and keyworkers. We understand that our town centre must continually adapt to ensure that it remains relevant, lively, and a vibrant place that is well used and delivers for local people and businesses.

High Wycombe has modern creative, digital, and high-tech businesses sitting alongside nationally important heritage sites and a vibrant culture. It is a popular place to live with first class public and private educational institutions making it a popular town for families.

This strategy sets out key regeneration objectives for the town, in line with the ***Regeneration Bucks - Transforming for the Future*** Framework. This strategy has been shaped by key local stakeholders via the High Wycombe Regeneration Group. This collaboration with other key stakeholders such as the Town Committee and Community Board will continue and will aid the strategy's realisation.

This publication is for residents, businesses, public sector partners and private investors who want to get involved in transforming High Wycombe and enabling it to be the best place it can be.

It forms the basis of many emerging regeneration opportunities that will take the town from strength to strength, and by working together, we can ensure High Wycombe continues to be a place people want to spend time in, be this as a resident, visitor, or business.



Cllr Martin Tett
Leader of
Buckinghamshire Council



Cllr Rachael Matthews
Deputy Cabinet Member for
Town Centre Regeneration

BUCKINGHAMSHIRE



ECONOMY

worth **£17.4 billion**



BUSINESSES

home to **31,355 businesses**



CONNECTIVITY

fully integrated with the London tube network and rail, hosting two underground stations at Chesham and Amersham



EDUCATION

76% of schools are rated "**Good**" or "**Outstanding**" by OFSTED



REGENERATION BUCKS

Regeneration Bucks - Transforming for the Future is our Buckinghamshire Regeneration Framework. It introduces an ambitious agenda for our town centres and high streets and articulates the role people and places can play in achieving the Buckinghamshire vision for growth.

Regeneration vision for Buckinghamshire

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

Regeneration Bucks - Transforming for the Future identifies two interdependent guiding aims for regeneration activities:

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

Whilst the two priorities underpin town centre regeneration, how the priorities will be delivered, areas of focus and the actions and interventions required will vary by place.

Regeneration Bucks - Transforming for the Future also identifies ten principles to guide change:

1. To ensure the creation of a strong network of towns in Buckinghamshire.
2. To create multi-purpose hubs of activity and experiences in our main towns and transform our high streets to encourage people to spend more time locally.
3. To foster town centres as opportunities for business hubs.
4. To create a network of high quality, well planned road networks with attractive streets and spaces, and cycling routes that are safe to use, well connected and accessible.
5. To maximise the county's natural capital through its network of waterways and green spaces.
6. To provide a high-quality, well-maintained, and managed environment.
7. To enhance strategic connectivity opportunities.
8. To ensure a greener and more carbon neutral future.
9. To enhance Buckinghamshire's cultural and heritage legacy, celebrating the unique characteristics, diversity and identity of our towns and communities.
10. To prioritise skills and development opportunities.

Regeneration Bucks - Transforming for the Future sets the tone for our 'place' strategies and paves the way for leveraging High Wycombe's distinct identity. The High Wycombe Regeneration Strategy has been developed in accordance with this county-wide framework so that we can achieve place-based growth and long-lasting change in the best way possible.

HIGH WYCOMBE



WELL CONNECTED BY ROAD

accessible by the M40 from Oxford in the West and London in the East; the A4010 heads north towards Aylesbury; the A404 gives access to Maidenhead southbound and Amersham and Great Missenden northbound



WELL CONNECTED BY RAIL

a regular service from High Wycombe train station arrives into London Marylebone in as little as 30 minutes with regular services to Oxford and Birmingham also available



PEOPLE

105,034 population growing by 18% over the last decade



HOMES

6,350 new homes proposed to be built from 2019 to 2033



SCHOOLS

a range of excellent educational establishments



HIGHER AND FURTHER EDUCATION

the main campus for Buckinghamshire New University is in High Wycombe and is home to a range of state of the art facilities, such as personal art and design workspaces, Aviation Simulator, Gym and Film and TV Studios. The Bucks College Group is due to build its brand-new state of the art campus in 2025 in the town centre

WHY HIGH WYCOMBE?

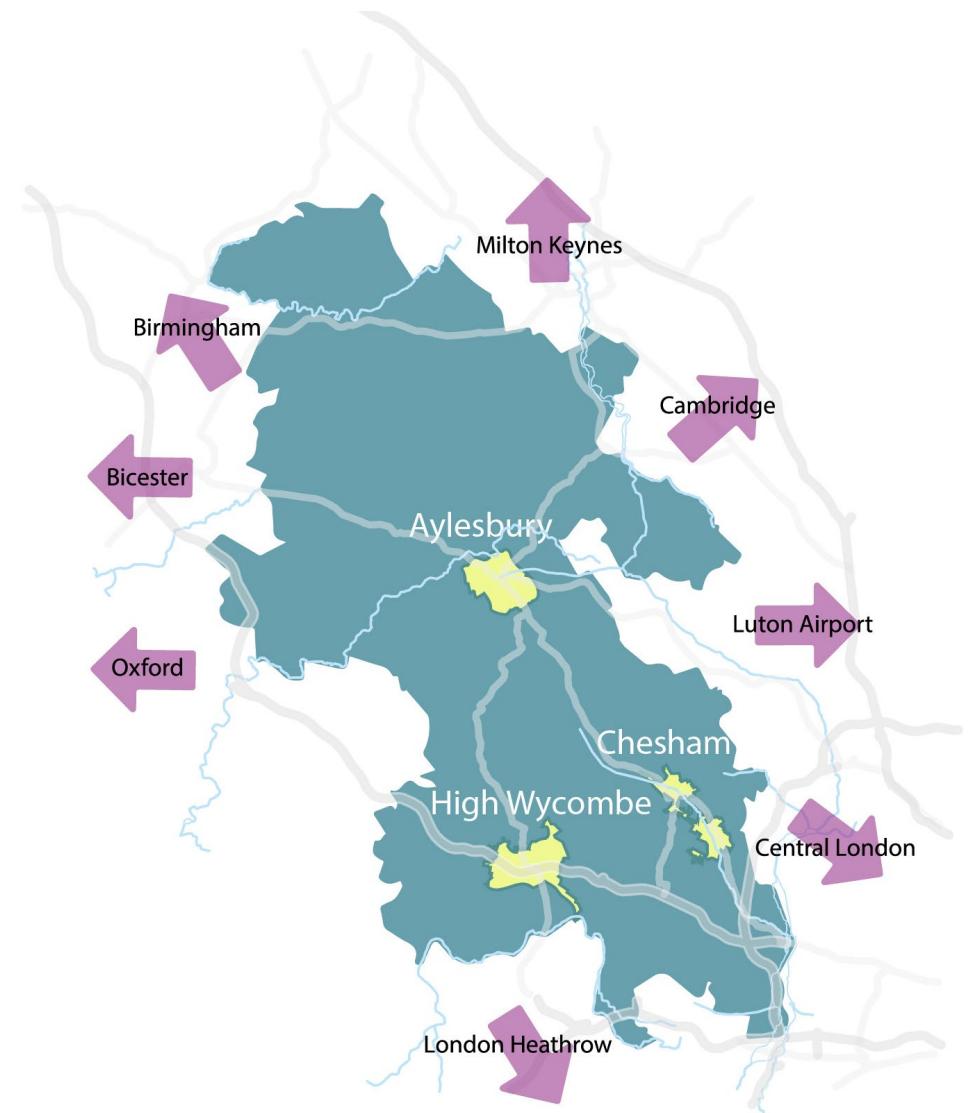
High Wycombe is a historic market town rich in character and architectural diversity, with a settlement having existed since 970. By 1875 High Wycombe was known as the furniture capital of England, with the furniture industry continuing to dominate the manufacturing base of the town into the 20th century.

Today, High Wycombe has a diverse social fabric and is a successful and vibrant market town in Buckinghamshire. The town is a gateway to the surrounding Chilterns Area of Outstanding Natural Beauty (AONB), sitting within the rare chalk stream valley of the River Wye.

It is well served by the strategic road network, including the M40 and M4, and has fantastic rail connections into London, Oxford and the north, towards Birmingham. Alongside physical infrastructure, there is good communications infrastructure, such as high-speed fibre optic broadband.

The Cressex Business Park is home to more than 400 business premises, collectively supporting over 20,000 jobs in sectors that are as diverse as tech to health to manufacturing. It recently formed its own Business Park Improvement District, enabling companies to invest in and improve its surrounding environment.

HIGH WYCOMBE LOCATION MAP



Town centre businesses have also organised their own Business Improvement District (HWBIDCo), a key asset and stakeholder in the town centre. It is an independent, not-for profit partnership, representing over 675 businesses in the town centre, ranging from major players such as the Eden Shopping Centre, as well as smaller businesses including independent businesses. The HWBIDCo has helped embed a new identity for the town aimed at promoting local heritage, businesses, and town centre events. In its third term now, HWBIDCo is able to invest £1.3m each year, through its levy and external funding, back into the town centre. This supports businesses around the core themes of festivals and events and supports the representation of business voices.

High Wycombe is home to the expanding Buckinghamshire New University, which is ranked 11th in What Uni's 2022 University of the Year. The Eden Shopping Centre in the centre of the town attracting a substantial number of visitors per year. Recently, the town centre has seen significant residential development, including the redevelopment of the gas works site to 239 residential units and 1,472 sqm of commercial space.





WHAT IS THE OPPORTUNITY?

High Wycombe is home to international companies such as Johnson & Johnson, Wilkinson Sword, and global science and technology innovator, Danaher. There are also many exciting opportunities for business start-ups wanting to locate in High Wycombe, in business incubator spaces such as Desbox and HQube, with plenty of further 'grow-on-spaces' when they are ready to move into bigger premises. Alongside this, there has been major inward investment from larger more established businesses including Porsche and Bentley as part of the wider Motorsport Valley industry cluster in the Thames Valley.

Buckinghamshire New University has plans for diversifying its educational offering and increasing student numbers. The University is an important partner in building High Wycombe's identity as a thriving university town. More young people living and studying in the town centre will greatly benefit the vibrancy of the High Street and drive footfall into the night-time economy with its experiential offerings, food, beverage, and cultural opportunities.

The upcoming implementation of the White Hart Street Public Realm Improvement Scheme not only enhances the area for residents and visitors but will support food and beverage businesses to provide an outdoor 'alfresco' offer. Improved public realm affords greater cultural and creative activities such as the popular 'Frog Fest.' This will help to activate, animate, and celebrate the culture of High Wycombe through expressive means such as murals, shows, and events. It will draw people into the town and offer opportunities to meet, socialise and dwell.



WHY NOW?

Strong partnerships already exist in High Wycombe and across Buckinghamshire, and these partnerships are supporting High Wycombe's continued growth as a market town.

Buckinghamshire is an 'aligned county', with a shared geography between the council, Healthcare NHS Trust, Buckinghamshire Business First and a place-based partnership for Buckinghamshire with the Buckinghamshire, Oxfordshire and Berkshire West Integrated Care Partnership.

These strong partnerships mean Buckinghamshire has an excellent track record of delivery as well as strong, aligned leadership turning ambition into action. The Brunel Engine Shed and delivery of Future High Streets projects are just two examples of how we have delivered on our ambitions in High Wycombe in recent years.

This strategy sits alongside the *Opportunity Bucks – Succeeding for All Framework*, which outlines an approach to creating equality of opportunity for all residents and communities. The focus is upon the ten most deprived wards, some of these are in High Wycombe. The Opportunity Bucks framework identifies five key themes - education and youth engagement; jobs, careers, and skills; quality of our public realm; standard of living; and health and wellbeing. The delivery of these themes will enable the town centre to support the needs of a range of individuals and communities.



INVESTING IN HIGH WYCOMBE

Track record

We have a strong track record of delivery in High Wycombe. We have been successful in bidding for Future High Street funding, demonstrating we are a place that can deliver regeneration and heritage-led developments.

Strong partnerships

High Wycombe benefits from strong existing partnerships between delivery partners, building on programmes that have already been delivered such as the building of the Hughenden Gardens Retirement Village, and the establishment of two Business Improvement Districts in the town.

Ideally located

High Wycombe has excellent road and rail connections, with 1.6 million passengers using the station in the last year for services to London, Oxford, Aylesbury, Reading and Heathrow Airport.

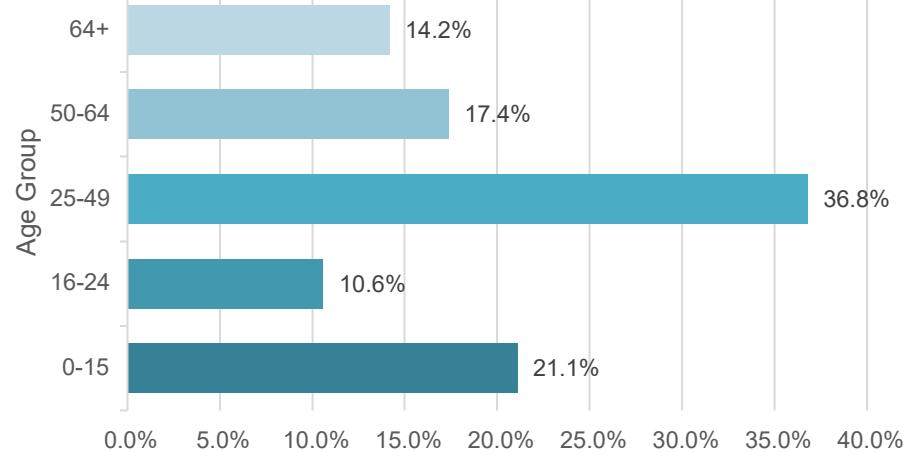


LOCAL ECONOMY AND DEMOGRAPHICS

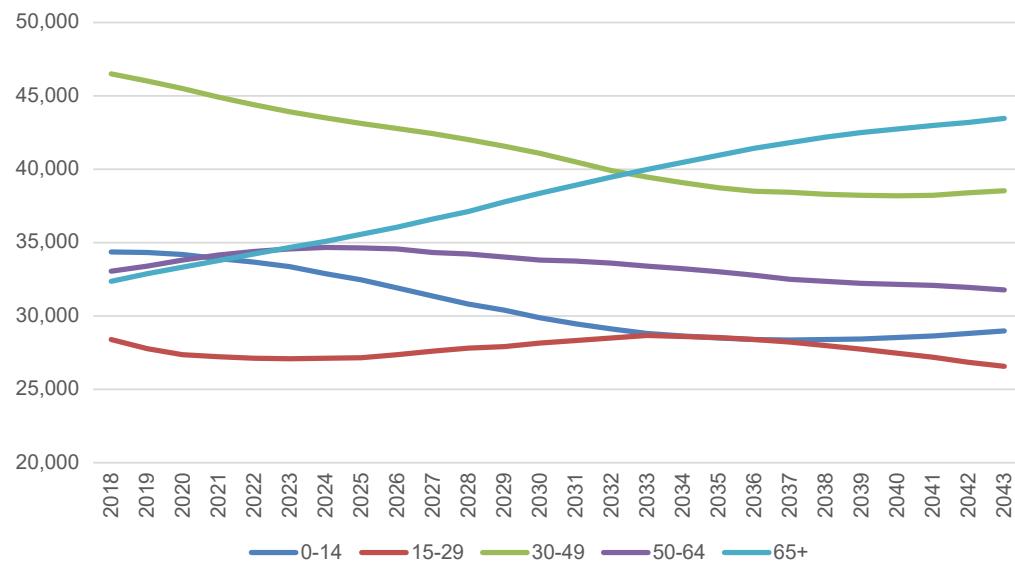
Census data from 2021 showed the built-up area of High Wycombe to have a population of 105,034 - a growing town with the population increasing by approx. 18% from 2001. Graph 1 shows the proportion of total population for each age group.

Compared with Buckinghamshire and the national average, High Wycombe has high proportions of children (0-15) and people aged 25-49 - highlighting the attraction of the town for families.

Census data published in 2022 shows the ethnic makeup of the town to be diverse, with 66.8% of the population identifying themselves as 'White' with the second largest group being 'South Asian' at 22%, followed by 'Black' at 7%.



Graph 1: Proportion of total population by age group.
Source: ONS 2021



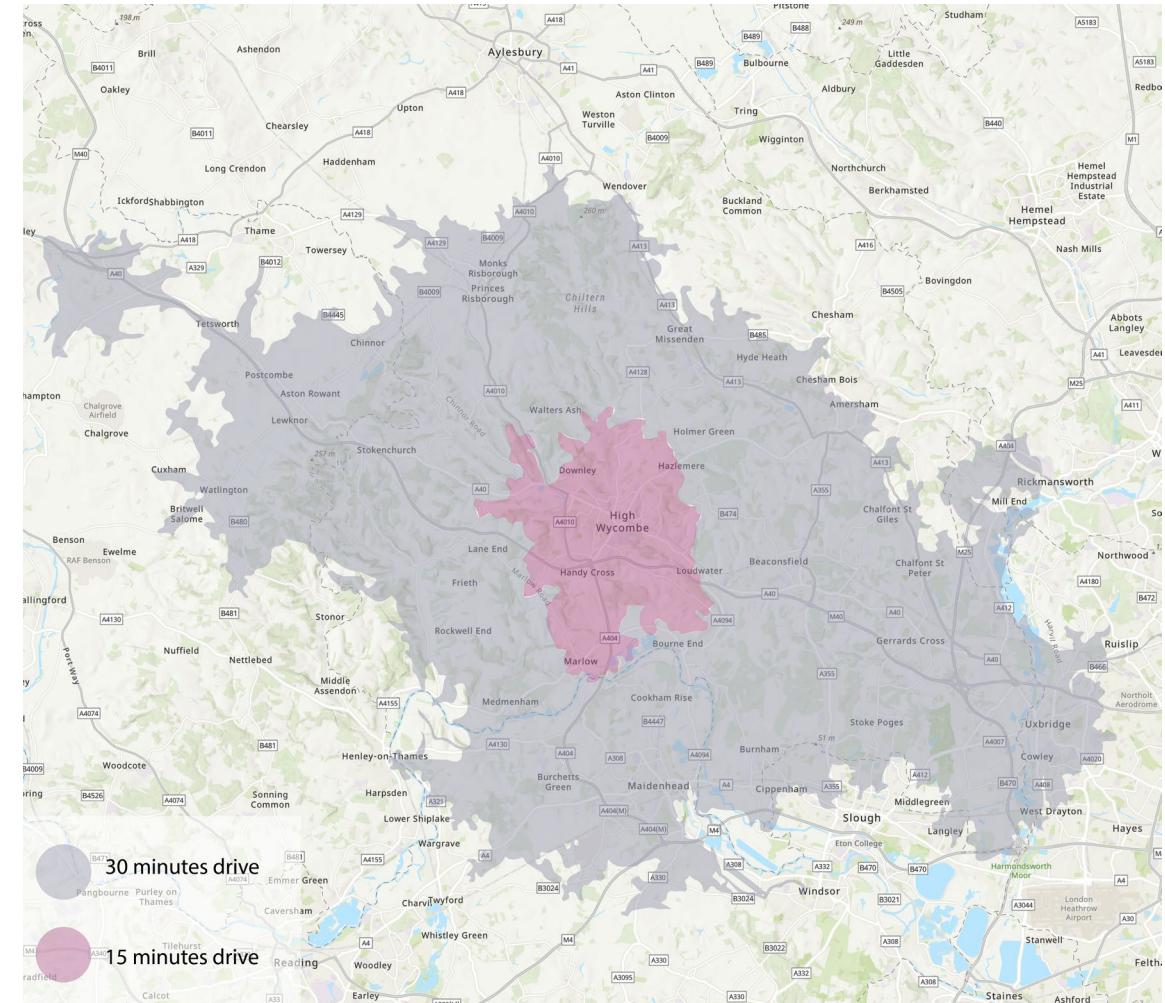
Graph 2 shows the Population Projection in High Wycombe - The 65+ demographic is expected to increase in number, while other age groups are expected to decline in numbers moderately. Source: ONS 2018

RETAIL CATCHMENT AND HOUSEHOLD EXPENDITURE

High Wycombe is the nearest centre of retail for the population within a 15-minute travel time radius. Regular train services bring in a wider market of shoppers along the Chiltern Mainline.

High Wycombe has an affluent local catchment with higher-than-average spending power, demand for leisure, trends for homeworking, and amenity needs.

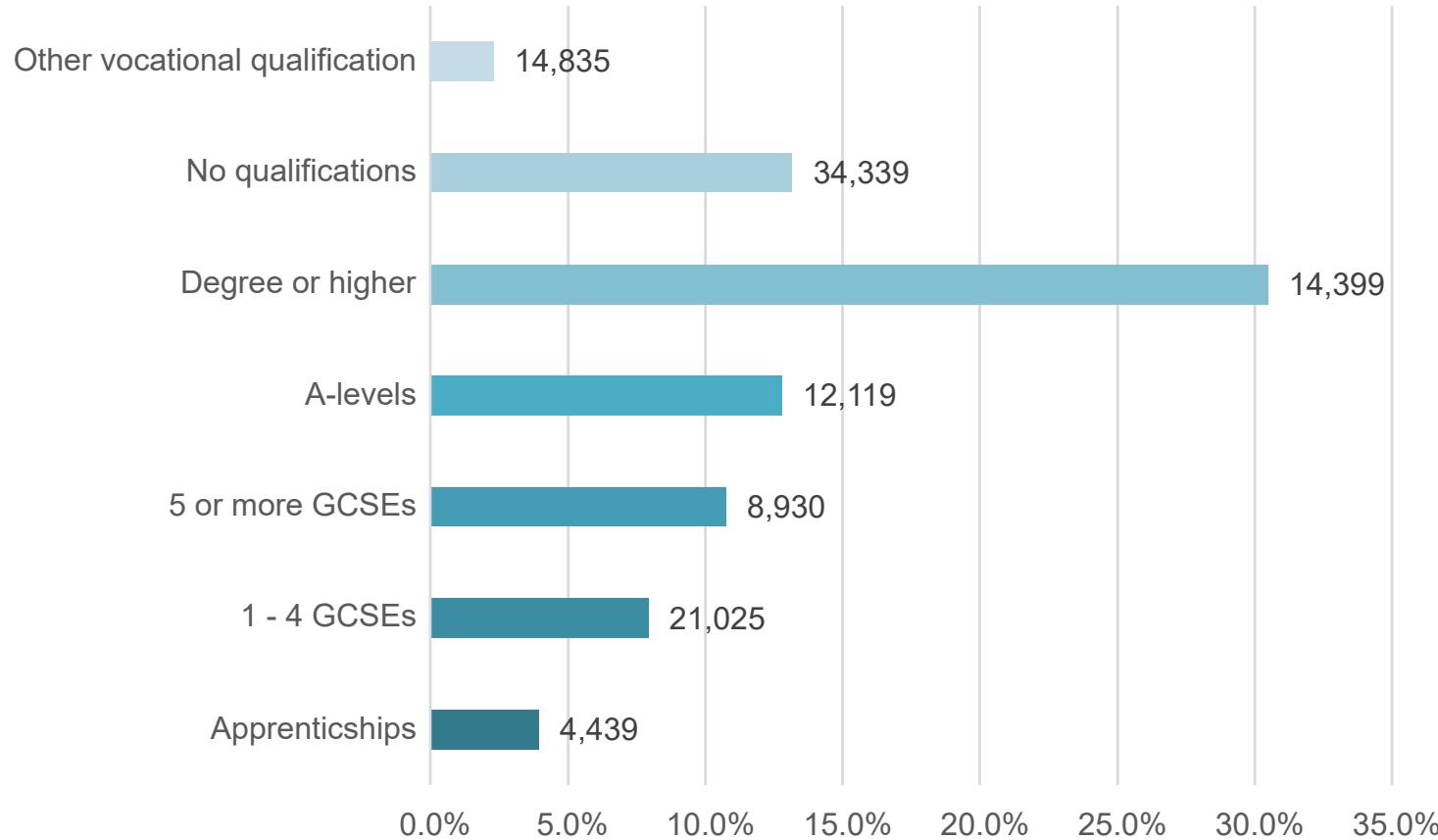
Footfall data for High Wycombe town centre shows an average of 247,500 visits a week which is approaching pre-Covid levels once more. The busiest days are Saturday, Friday, and Thursday (with Tuesday not far behind) with an average of 33,300 to 42,200 visits a day. The busiest period is between 9am to 5pm. 80% of visits are over 20 minutes with 32% of visits having the longest monitored dwell time of 60 to 90 minutes.



Map 1: High Wycombe retail catchment area.

THE LABOUR MARKET

As High Wycombe's population grows, so does the local labour market. The town has a diverse working population with a range of qualifications, from professional to vocational accreditation.

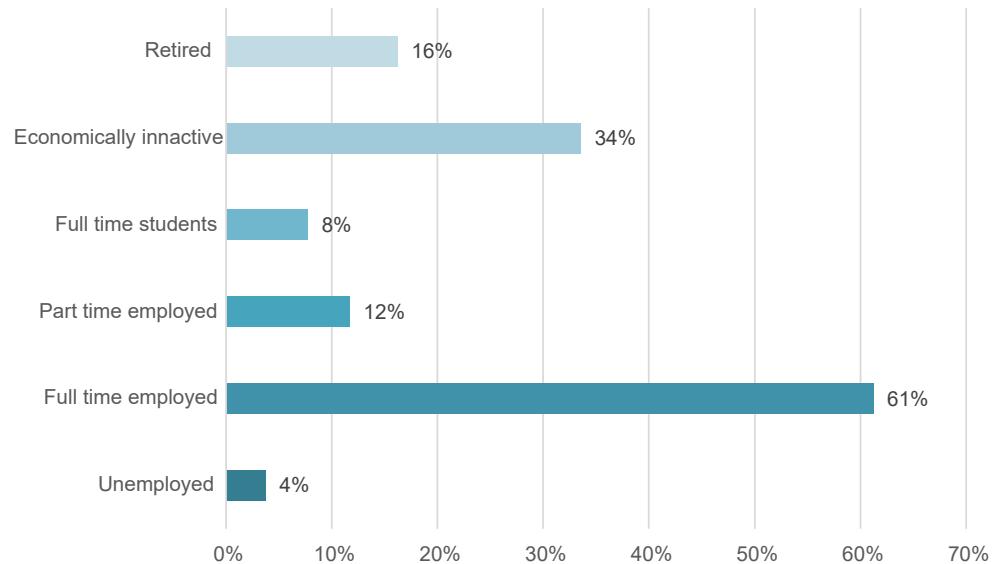


Graph 3 - Qualifications within the labour market. Source: ONS 2021

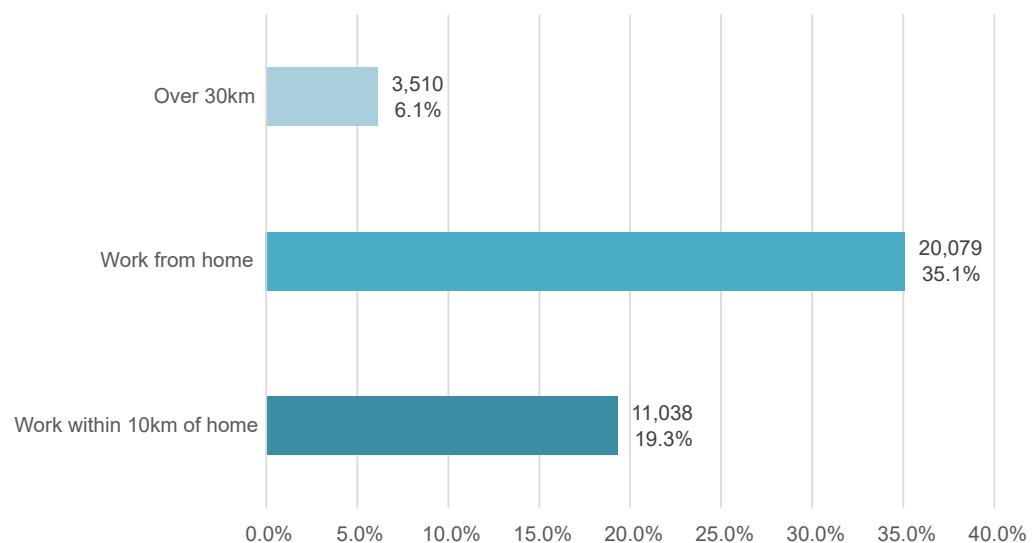
Around 30% of the population is educated to degree level and uptake of apprenticeships is also high within High Wycombe, with 4% of residents holding a trade qualification. However, nearly 13% have no qualifications. There is a strong focus in the *Opportunity Bucks - Succeeding for All* framework to support people with low or no qualifications into quality jobs supported by upskilling and retraining.

Just under half of all residents (50k) are in full time employment, with a further 10k residents in part time employment. The town has a sizable student population of just under 6,500, of which around 1,500 also work in either part-time or full-time roles.

Around 6% of residents have a commuting distance of more than 30km, while 35% of local residents are employed within 10km of the town. Hybrid working trends have also seen a notable increase in the number of people working at home or close to home, which for High Wycombe is 19.3% of the working population.



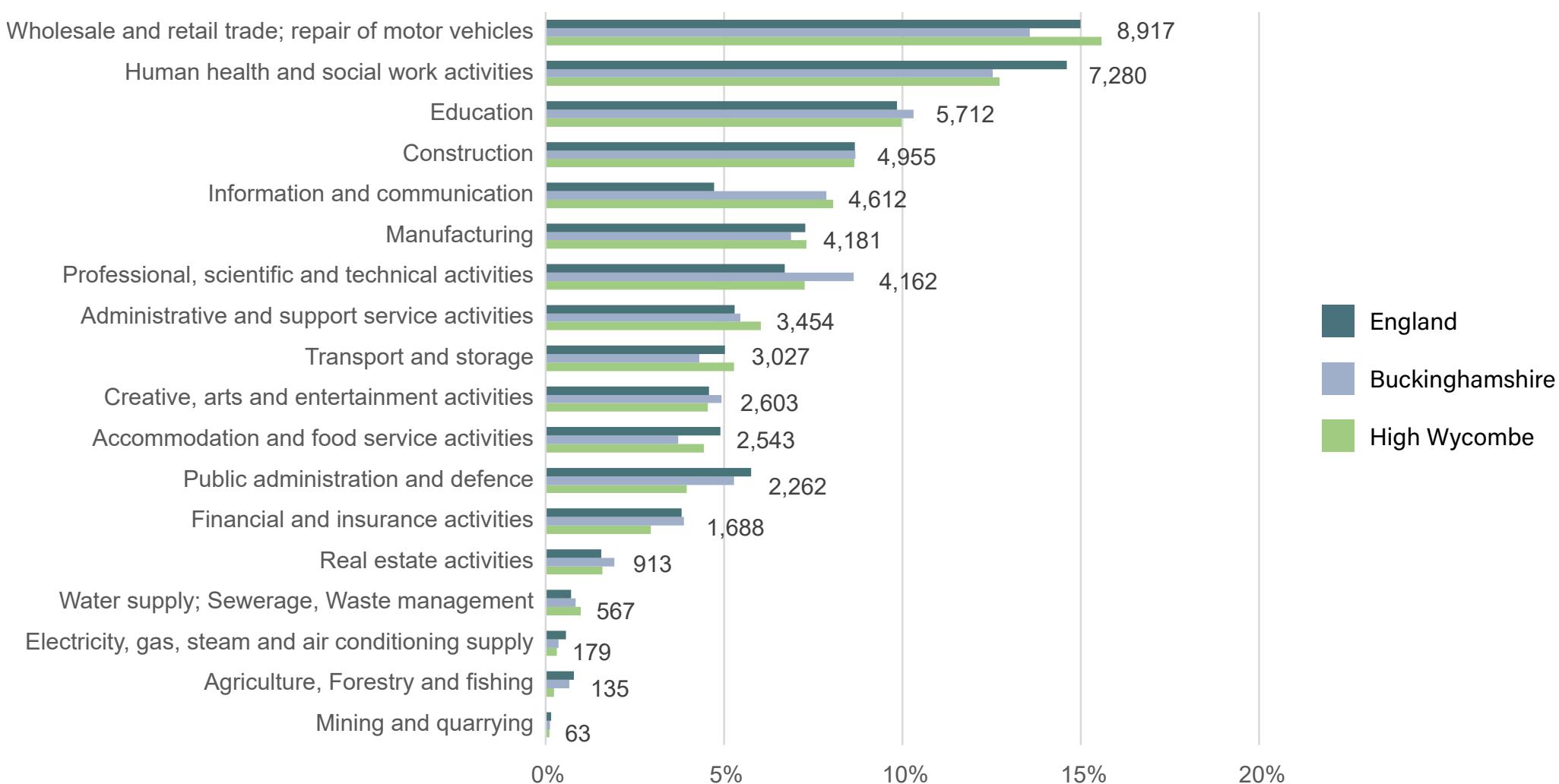
Graph 4 - Economic status of High Wycombe residents.
Source: ONS 2021



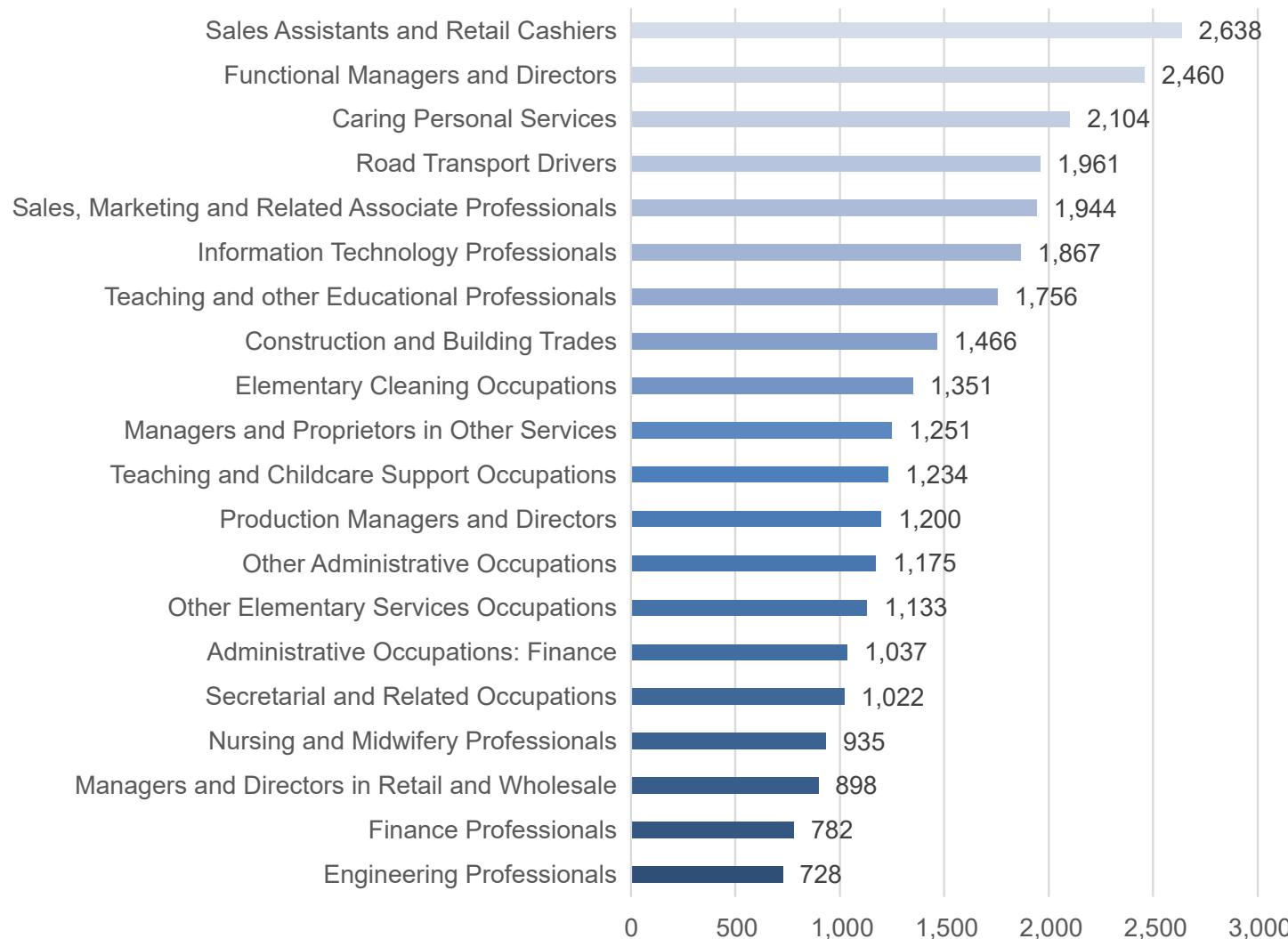
Graph 5 - Number and percentages of full time working population in High Wycombe, by distance travelled to work. Source - ONS 2021

INDUSTRY SECTORS

High Wycombe is home to around 62,000 jobs and the table below highlights the sectors providing the largest number of jobs in the town.



Graph 6 - Industry sectors in High Wycombe, compared to Buckinghamshire and England. The graph shows the percentage of the working population in each sector, with absolute numbers shown to the right of each bar. Source: ONS 2021



Graph 7 - Top 20 occupations of residents in High Wycombe. Source: ONS 2021

As of 2022, High Wycombe is home to just under 5,000 businesses of which 90% are classified as small and medium sized enterprises with under 10 employees. There are 480 medium sized businesses employing between 50 and 250 staff and 255 large enterprises employing 250 (or more) staff. 30 businesses in High Wycombe have a turnover in excess of £50m.

LAND USES

High Wycombe is increasing home to residents and 'urban living' in the town centre is more popular than ever. Residential demand is driven by Buckinghamshire New University's expansion plans and the Buckinghamshire College Group's new campus site development in the town centre.

There are a number of car parking facilities in High Wycombe including some surface level car parks as well as multi-storey. There is an opportunity to analyse this further and consider rationalising car park land uses in conjunction with redevelopment opportunities.

High Wycombe town centre is an important retail area for the town as well as the surrounding area with a large retail footprint. Physical Retail as a sector has seen a steady decline for some time at a national level and this is reflected locally in High Wycombe. The two shopping centres have had turnover challenges including a recent exit of House of Fraser from Eden Shopping Centre. Due to the large retail footprint in High Wycombe, regeneration proposals need to consider a wide variety of repurposing uses, including towards more 'experiential' activities and flexible co-location options.



Independent retail, and food and beverage sectors have been growing recently. As part of the town's Future High Street Funds programme, retail and commercial units are being refurbished, repurposed, and brought back into use, assisting businesses to locate and grow within the town centre.

High Wycombe's strength as a centre of economic start-up activity within Buckinghamshire continues to drive economic performance. Desbox and HQube are prime examples of start-up business premises. As part of ongoing investment in the town, consideration needs to be given to expanding this model to encourage more start-ups but also for the provision of attractive and flexible grow-on space so that businesses can continue to stay in High Wycombe. The Brunel Engine Shed is now complete and when the new tenants, Buckinghamshire New University, open the premises, it can provide for exciting times ahead for student spin off businesses.

While there are a number of parks and other natural spaces just outside the town centre, there are a limited number of greenspaces and waterways within it. The River Wye runs through the town centre and there are opportunities both to improve access to the river where it is not built over and consider incorporating further 'opening-up' of the river as part of potential redevelopment proposals. Over the longer-term there may be further opportunities around the river, but these will be subject to wider development plans and investment.



PRINCIPLES TO GUIDE CHANGE

To capitalise on the opportunities and address the challenges, a number of the overarching principles of *Regeneration Bucks – Transforming for the Future* will be deployed:

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

For High Wycombe town centre, this will support the delivery of additional residential (including student accommodation). New housing development will be most successful if it comes forward as mixed-use commercial proposals that keep the street level active. We will explore opportunities to build a vibrant night-time economy and actively consider a wide variety of repurposing uses, including towards more 'experiential' activities and flexible co-location options.

- To foster town centres as opportunities for business hubs**

For High Wycombe, this principle will be applied by supporting start-ups and growing businesses - exploring incubation space for small businesses and innovators. It will also be applied by supporting facilities within our business parks, such as in Cressex Business Park, for growing demands of businesses and raising the profile of High Wycombe as a location of choice.

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

There will be a focus on enhancing public realm and the environment by improving our streets, creating more greenery, and making the River Wye more attractive and accessible. Improving the physical quality of buildings and public spaces goes hand in hand with improving the experience of using them, while designing out anti-social behaviour at the outset. Enhancements to the natural environment through more tree planting, sustainable planting and improving bio-diversity in the town centre will be prioritised where possible.

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

Working closely with key cultural partners such as the Swan Theatre and the active arts community, this principle will support High Wycombe's unique identity and heritage in chair and furniture making.

- To prioritise skills and development opportunities**

The sizable university and college presence in the town centre in High Wycombe creates a strong 'university town' identity. Aligning the local higher education partners ambitions with regeneration initiatives will elevate the town centre offer and accelerate the change.

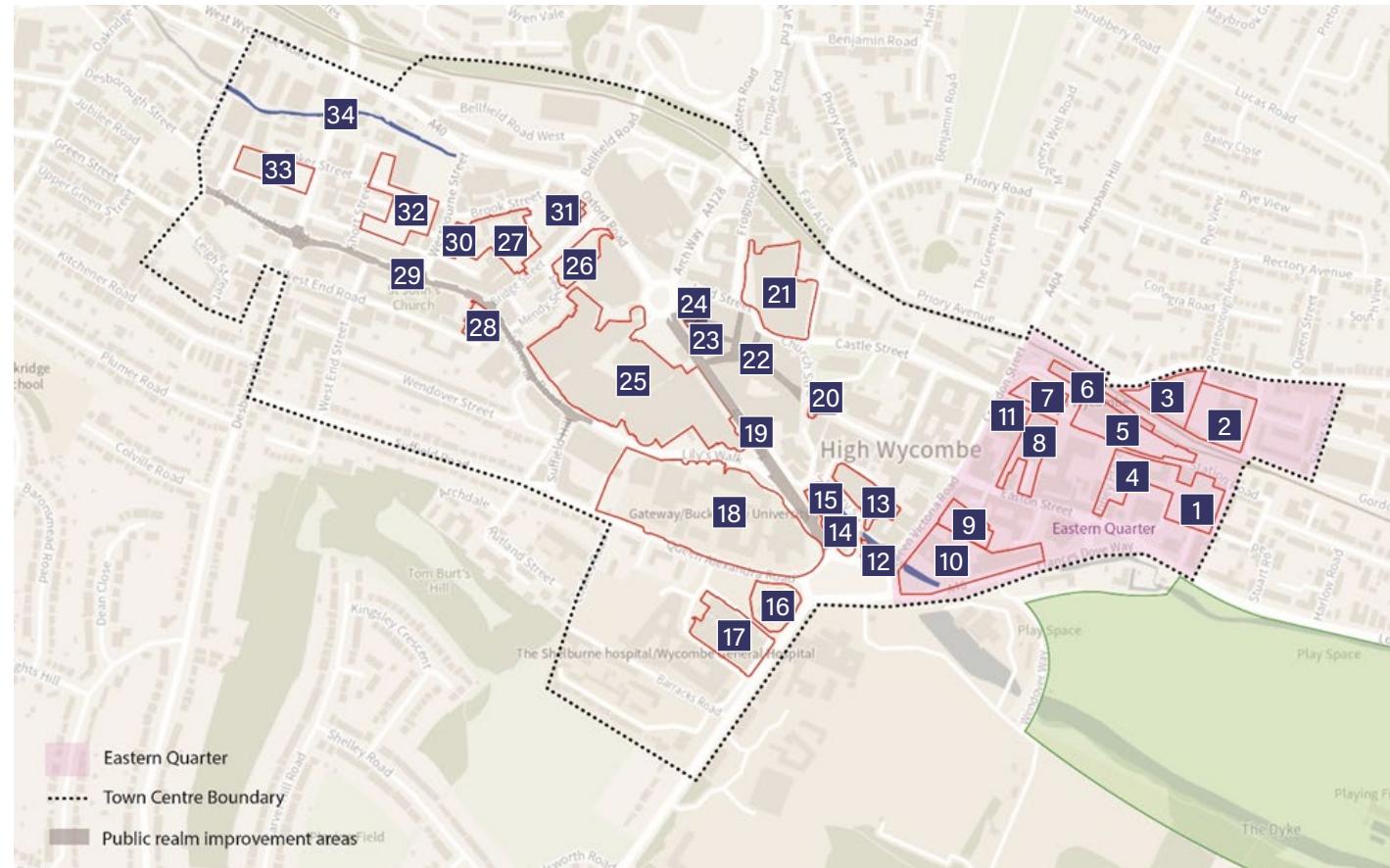
SITES AND OPPORTUNITIES

There are many anchor locations in High Wycombe town centre which present opportunities to enhance, develop, renew and re-provide sites. This forms the basis of a programme of works that brings projects forward, readying them up for regeneration activity.

The town centre can be split into two areas in order to focus regeneration work on options and redevelopment opportunities. These are the Western Quarter of the town covering the main High Street and shopping area and the Eastern Quarter covering the railway station area, Easton Street and the Queen Victoria Road council offices.

In addition to the town centre 'quarters' there is also the Cressex Business Park, which plays an important role in High Wycombe's economy. Given the size and location of the business park, there is a need to coordinate the interplay between it and the town centre economic development.





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

WESTERN QUARTER

The Western Quarter currently provides the main retail offering and shopping experience. At its heart is the Eden Shopping Centre, which offers a good mix of retail and entertainment. The changing nature of retail nationally has seen that shops and commercial areas have had to adapt, in some cases reducing retail land use in town centres; this trend is playing out in High Wycombe as well. The Eden Shopping Centre has recently lost its anchor tenant, House of Fraser.

In 2021, High Wycombe received the first tranche of grant funding via the Future High Streets Fund. Investment from this fund is already breathing new life into retail units that have become vacant or are otherwise in decline. Where there is turnover for commercial and retail space, this creates opportunities for repurposing. The introduction of more innovative business hubs and startup units similar to the model in place for HQube and Desbox are good options in the industrial areas to the rear of Westbourne Street, such as the Vernon building.

Buckinghamshire New University's campus sits at the centre of the Western Quarter. Along with other new investment by the Buckinghamshire College Group and their new site, the recent and planned investment by higher education partners will have a significant impact on the town centre.

Alongside the university campus area is the hospital campus, home to Wycombe Hospital and the BMI Shelburne (a privately run hospital). Wycombe Hospital is currently considering options for their future use of that site.

This area includes the old historic town, an important part of the conservation area. Within this is the location of a number of fantastic historic buildings including the Grade 1 listed Guildhall, the former Wheatsheaf public house built in 1399, and All Saints Church. There are opportunities to build on the assets of the conservation area and create a place to socialise and enjoy the heritage and culture. The encouragement of additional sympathetic mixed-use developments that provide retail, office, and residential spaces can introduce new life and vibrancy to the street-level. With an expanding university population, increased footfall will support emerging new food and beverage, and experiential economy growth. Despite these heritage assets there are improvements that should be considered to address underutilised public areas, some areas with poor public realm, a general lack of wayfinding, and sporadic greenery.

The area surrounding the Swan Theatre, the fire station, and the High Wycombe Social Club, presents an exciting opportunity to consider an improvement and animation of the open space. Adjacent to the River Wye, this area could be reshaped into a 'piazza' offering with outdoor eating and drinking.

Investment by the Council is underway in public realm enhancements for White Hart Street and Bull Lane. In addition, the Council is developing new residential options for the future through the redevelopment of the Chilterns Shopping Centre. Other enhancements to Frogmoor and a new walkway connecting different parts of the town are also progressing.

The bus station is in this quarter and together with the surrounding car parks serves as a key transport access location. There is a large multi-storey car park attached to the Eden Shopping Centre as well as a number of smaller car parks nearby.

A key feature of the Western Quarter is the Desborough Road area. It is vibrant and ethnically diverse, which is reflected in the cultural food and retail offering. Historically home to a thriving manufacturing base, the area has transitioned to a mix of light industrial, small retail and other mixed use residential. There is an energy on Desborough Road and opportunities to consider additional event and specialty market activities, and better linking between the entrepreneurial start-up businesses and the university and college group.



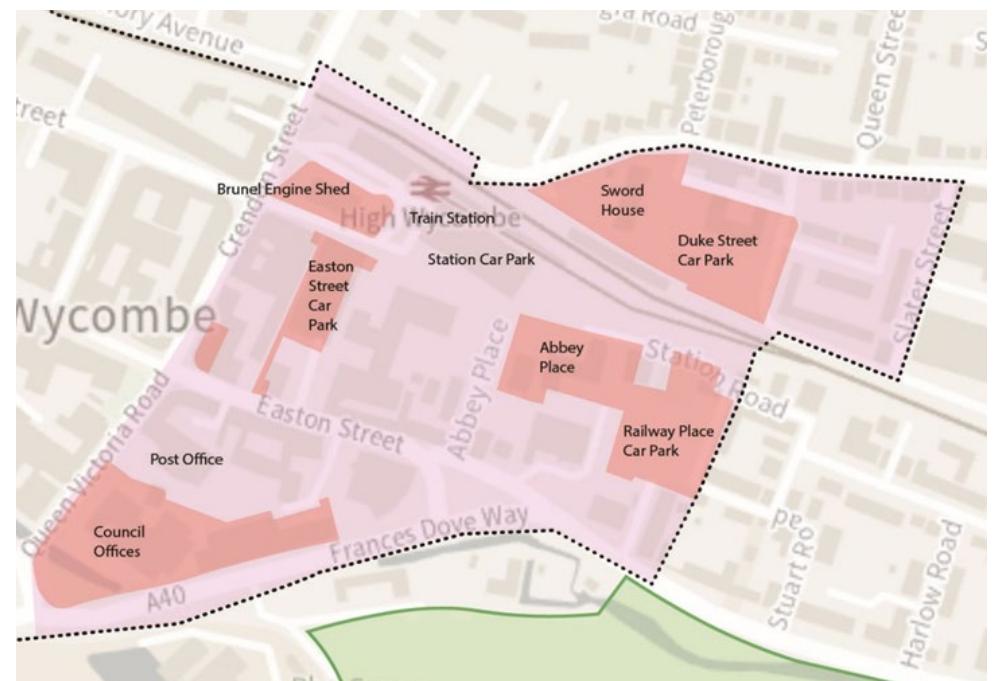
EASTERN QUARTER

The Eastern Quarter is located to the east of the town centre and is the gateway for people arriving to High Wycombe via the railway station. To the north of the station are a number of key sites including the Wilkinson Sword building, Duke Street car park, and a mix of office and commercial space.

The rail station itself is the key transport hub for High Wycombe with a number of local bus bays co-located there. There are two multi-storey car parks adjacent to the station which are the Network Rail owned multi-storey car park just to the east and the council owned Easton Street multi-storey car park to the south.

The Brunel Engine Shed has recently been restored and renovated through investment by the council. The Brunel Shed is a significant piece of Britain's industrial heritage and for those arriving by rail is the first local landmark seen as they exit the rail station. Buckinghamshire New University have taken the lease on the building and are planning a cafe gallery space which will be open to the public as well as providing work-space for entrepreneurs and start-up business.

This quarter also includes a large site that the council owns. On this site are the council office building and car park/office building. Adjacent to the council's site is the Royal Mail High Wycombe North Delivery Office and the High Wycombe Magistrates Court. Across the Eastern Quarter there are significant public sector landholdings.



Map 3: showing Buckinghamshire Council assets within the Eastern Quarter

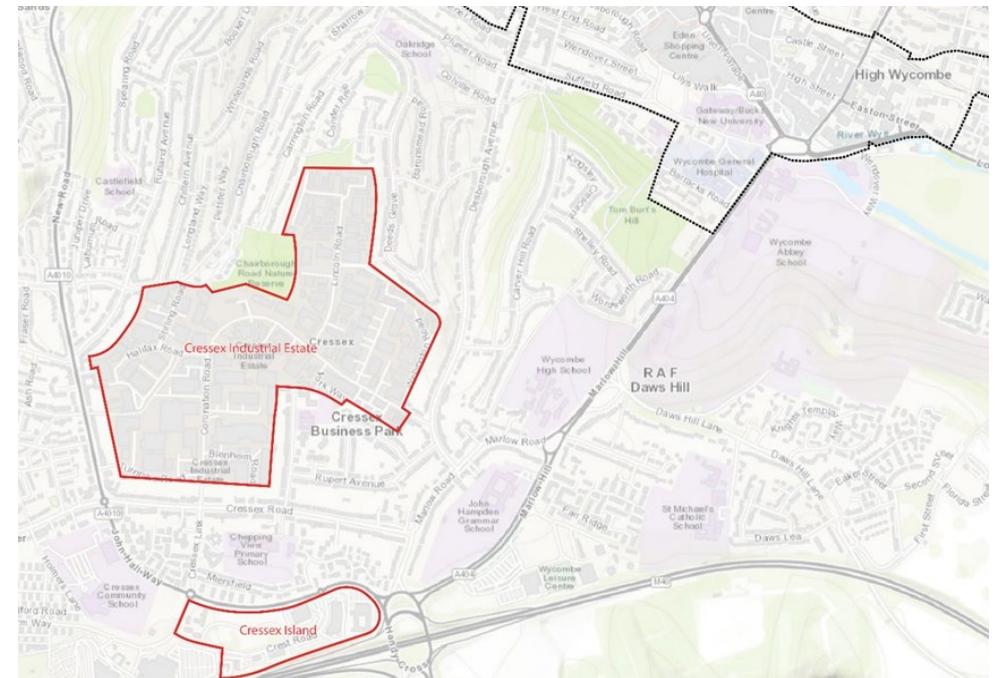
CRESSEX INDUSTRIAL ESTATE AND CRESSEX ISLAND

Cressex Business Park is located to the south of the town centre close to junction 4 of the M40 and the A404. There are real opportunities for Cressex to be a location of choice for business. By aligning with the University to develop a highly skilled, adaptive workforce, Cressex Business Park can become a high value, high growth proposition.

It is home to over 400 businesses and includes a diverse range of multinational and Small Medium Enterprise (SME) businesses, including Biffa, Hovis, and UPS. Basepoint, which offers managed workspace, is also located here. The business park is a key economic driver for Buckinghamshire, generating around £1.4b of GVA.

A variety of sectors operate at the Business Park, ranging from biomedical through to construction and distribution. There is a mix of manufacturing, automobile servicing and trade supply stores located in the business park.

A new Business Improvement District (BID) was established in October 2022 with a five-year business proposal up to 2027. The BID's vision is for Cressex Business Park to become the greenest, cleanest and safest environment for business. A premier location, home to a diverse and successful business community, that provides high value employment for the local community and where businesses lead and shape the development of the business park into 2027 and beyond.



Map 3: Cressex Industrial Estate and Cressex Island proximity to High Wycombe Town Centre

Cressex BID delivers key activities including:

- Improving the park's image through signage enhancements
- Lobbying for better transport and parking
- Tackling anti-social behaviour
- Channeling the voice for businesses
- Enhancing the working environment

The council works closely with Cressex BID in the above and any further development proposals for the park.

NEXT STEPS: TAKING THE STRATEGY FORWARD AS A PARTNERSHIP

The next stage seeks to build on opportunities and to develop a programme of works. Some projects will require additional assessments and further analysis before regeneration activities can be delivered. Other projects are ready to be delivered and can form quick wins for the town centre.

The key priorities for the High Wycombe regeneration programme in the short term will focus on public realm improvement project delivery (for White Hart Street) and the next batch of Future High Street Fund investments. We'll continue to align council town centre investment with the plans coming forward from our key partners such as the university and college expansion initiatives and the hospital site redevelopment plans. For the longer term, we are initiating a major piece of work now to explore potential options for wider-scale redevelopment in the Eastern Quarter and exploring how the council's assets in that area can play a role in delivering the strategy. Similar exploratory work will be initiated for the Desborough area.

Establishing and delivering the regeneration programme for High Wycombe requires a collaborative, partnership approach. Buckinghamshire Council will continue to build on the relationships developed with key local stakeholders and will work with partners including High Wycombe Town Committee, High Wycombe BidCo, Cressex BID, the High Wycombe Community Board and other active groups in the town to take proposals forward. The High Wycombe Regeneration Group, made up of the council alongside key local stakeholders is the strategic steering group for delivering this strategy and the regeneration programme for High Wycombe. It forms part of the wider Place Based Growth Board governance and reports into the Regeneration Sub-Board.



