

Leamington Transformation Board - Parade Masterplan

FAQs - 30.05.25

Question	Response
<b>Leamington Transformation Board</b>	
Who are Leamington Transformation Board?	<p>Leamington Transformation Board is an independent board, chaired by Mark Lee – an experienced leader in property and regeneration. It is supported by the three tiers of local government responsible for Parade, including Warwickshire County Council, Warwick District Council, and Leamington Town Council</p> <p>It was formed to develop a comprehensive plan for the transformation and regeneration of Leamington Town centre, in response to changing trends in high streets especially since Covid, including reimaging Parade with each tier of Government having responsibility for its success.</p>
<b>Why here, why now?</b>	
Why are you bringing forward these plans now?	<p>The way we use town centres is changing. Shoppers, visitors, and residents are prioritising social interaction and cultural experiences – in addition to the traditional retail experience. Whilst Leamington has a successful town centre, we need to ensure it remains successful into the future.</p> <p>Parts of Parade are already looking tired and in need of investment. For example, there are no trees and few places to sit. We want to reimagine Parade now so that we can prevent any future decline, instead creating a space that draws people in and celebrates the heritage of Parade, safeguarding its legacy for the future.</p>
Does Leamington need this investment?	Leamington has a successful town centre, but we cannot take that success for granted. It also has the challenge faced by every High Street in the country, and it is therefore

	important we continue to invest and respond to changing consumer habits and demographics to guarantee Leamington remains a successful destination for generations to come.
<b>The Proposals</b>	
What, specifically, is proposed?	<p>The proposals include:</p> <ul style="list-style-type: none"> <li>• Removing through traffic from Parade, replacing vehicles with high quality spaces for people to enjoy, with improved air quality and space for business to thrive</li> <li>• Deliveries (at certain times) and emergency access will be maintained</li> <li>• Cross-town centre travel will not be disrupted, with intersections at Warwick Street and Regent Street</li> <li>• Safeguarding good access to the town centre via public transport</li> <li>• A new town square adjacent to Town Hall, creating a central place for people to gather and facilitating events</li> <li>• A potential water feature to make the town centre even more interactive and inviting</li> <li>• New trees, planting and water management to improve climate resilience</li> <li>• New cycle infrastructure and cycle parking to encourage and enable active travel</li> <li>• Carefully located seating for all ages, abilities and needs</li> <li>• A focus on safety and security, with good lighting and carefully considered design which considers the safety of vulnerable groups and is accessible for all</li> </ul>
Where will the new town square be located?	We are in the early stages of developing our plans, but this is likely to be in front of the town hall to create a dynamic and functional civic space right in the heart of the town.
How many car parking spaces will be lost?	We recognise that car parking remains important for the town centre. The details are still to be worked through but we do not envisage there will be a net loss of car parking for the town centre as a result of the proposals.

<b>Delivery &amp; Managing Disruption</b>	
Will the construction-related disruption damage existing retailers?	Any disruption because of construction can be carefully managed to minimise the impact on existing retailers. Should the project move forward, our construction management plans will be carefully shaped alongside retailers.
How long will construction take and when will the project be completed?	At this early stage we are still developing proposals, and we still need to achieve the necessary statutory consents and funding agreements.
How will the lack of access for vehicles be mitigated?	Over time, Parade has become congested with traffic most of which is simply passing through. In fact, 90% of vehicles using Parade drive straight through. For those business which require use of the Parade for deliveries or access, we will work closely with them to ensure suitable arrangements are found.
Will buses still have access?	<p>Whilst we are still in the early stages of developing our approach, we know public transport access to shops is important, so we want to maintain access into the heart of the town centre by bus and ideally improve it. We are looking at several options to achieve this.</p> <p>We also hope to improve access for more sustainable transport methods, including walking and cycling.</p>
How much will your plans cost?	At this stage, we are still looking at options so we cannot share an accurate estimate of costings.
Who will pay for the work?	At this stage, we are looking into a range of funding options.
What is the timescale for the delivery of these proposals?	The proposals are still at an early stage of development and subject to more detailed work before we can provide timescales for implementation.

<p>What will the economic benefits actually be?</p>	<p>We are still at a very early stage and have started the process of looking at the economic impact in detail. Based on evidence from other towns across the country we anticipate the proposals having a very positive impact.</p> <p>For example, research compiled by Living Streets has found that retail turnover in pedestrianised areas can increase by an average of 17%. In New York, pedestrian zones have 49% fewer commercial vacancies compared to surrounding areas.</p>
<p>Do you have confidence this project will improve footfall?</p>	<p>Yes. Based on evidence from across the country, projects like this do improve footfall into town centres. Examples include:</p> <ul style="list-style-type: none"> <li>• <b>In Shrewsbury</b>, pedestrianised streets saw 25% higher post-COVID sales growth than vehicle-dominated areas.</li> <li>• <b>In Sheffield’s Castlegate area</b>, reducing traffic boosted biodiversity by over 500% and created hundreds of jobs.</li> <li>• <b>London BIDs</b> overwhelmingly support pedestrian-friendly environments as good for business.</li> </ul>
<p><b>Consultation &amp; Engagement</b></p>	
<p>Will this be the only opportunity to shape the plans?</p>	<p>No. This is a very early stage of the project and there will be many more opportunities to engage with us both formally and informally as the project develops.</p>
<p>How can we leave feedback?</p>	<p>Complete the survey online at: <a href="http://www.warwickshire.gov.uk/ask">www.warwickshire.gov.uk/ask</a></p> <p>Paper copies of the survey are available at Leamington Library or upon request.</p>
<p>How long is the engagement period open for?</p>	<p>Monday June 2<sup>nd</sup> to Monday July 28<sup>th</sup></p>

What happens next?

Following the end of the engagement period, the survey responses will be collated and analysed. A report will be prepared for the Transformation Board to consider the options and agree the next steps and progress for the project.