

# Parade, Royal Leamington Spa Concept Design Masterplan

The Parade concept masterplan aims to help restore Royal Leamington Spa as one of England's finest town centres and Parade, one of its finest streets.

## Why do we need a masterplan?

Parade boasts a rich history and is architecturally outstanding. It has the potential to be one of England's finest streets. However, like many town centres, it faces challenges and work needs to take place to help address these. Evidence shows that creative, high quality public realm which transforms places and encourages greater use of the space has a strong positive impact on the vibrancy and success of town and city centres.

**Shrewsbury:** Sales data from town centre businesses from before COVID-19 (2018-2019) and after the pedestrianisation (2022-2023) found that sales growth in the pedestrianised area was 25% higher than in the non-pedestrianised area.

*Pedestrian Pound Report (2024 Edition)  
by Paths For All*

**London:** 95% of London business improvement districts (BIDs) agreed that a safe, attractive walking environment is good for business.

*Pedestrian Pound Report (2024 Edition)  
by Paths For All*

**Sheffield:** Castlegate transformation saw how reducing traffic can allow for an increase in biodiversity, which further helps boost business. The improvement to the area has created at least 540 jobs and is projected to create more than 1,600 jobs in total. It has also seen a 500%+ increase in biodiversity

*Pedestrian Pound Report (2024 Edition)  
by Paths For All*

The masterplan sets out emerging concept designs for Parade which aim to enhance Parade for residents, visitors, and businesses by **creating space for events people and activities, fostering a vibrant, sociable and inclusive environment**. It also focuses on **improving air and noise quality, promoting sustainable and safe connections and introducing nature and flood resilience**.

The goal is to celebrate what makes Parade and its connecting streets and spaces special, preserving historic character while providing a destination for both locals and visitors.

This work is led by the Leamington Transformation Board (Warwickshire County Council, Warwick District Council, and Royal Leamington Spa Town Council), alongside LDA Design and key stakeholders, has been developing a public realm concept masterplan for Parade, Royal Leamington Spa. The emerging plan will demonstrate how the vision for Royal Leamington Spa (2024-2034) and its three pillars can be expressed on the ground.

**Healthy People:** Improving the health & wellbeing of the people of Royal Leamington Spa and everyone who lives, visits, or works in the town centre, fostering a greater sense of belonging and ownership.

**Healthy Place:** Creating the model Spa Town for the 21st Century and ensuring that Royal Leamington Spa remains one of England's finest historic and prosperous town centres, where businesses choose to locate, and Parade remains one of its finest streets.

**Healthy Planet:** Making sure that Royal Leamington Spa is always looking after the planet by ensuring a climate resilient, more biodiverse and net zero carbon town centre.

The ideas presented are just that, ideas, with the aim of delivering the transformational change required to bring Parade back to the being the place it deserves to be. No final decisions have been made and a lot more work will be required to move from concept design into more definitive designs to enable delivery. This is the start of a journey to bring about change to Parade and deliver all the benefits identified.





# Defining the Brief

In July 2024, a series of workshops were held with officers from Warwickshire County Council, Warwick District Council, Royal Leamington Spa Town Council, and a range of stakeholders from across the town to discuss the challenges and opportunities for Parade. These workshops resulted in the following brief, which guided the design of the emerging concept masterplan.

**Support the creation of a vibrant, accessible, and functional environment that promotes social interaction, economic activity and environmental sustainability.**



**Explore options to remove vehicular traffic from Parade (Hamilton Terrace to Clarendon Avenue).**



**Reinforce Royal Leamington Spa's distinctive character and its conservation area status through thoughtful design, materials, and detailing.**



**Integrate trees, planting and sustainable management of water, to improve climate resilience.**



**Support cycle access and integrate proposals that reduce potential conflicts. Providing secure cycle parking and prioritising segregated cycle links on side streets.**



**Carefully locate seating for all ages, abilities and needs. Providing different views and social settings. Ensure full accessibility.**



**Create a new Town Square as a central gathering space. Located adjacent to Town Hall, extending to Livery Street and Hamilton Terrace.**



**Plan the project in phases, allowing for both quick, budget-friendly improvements and bigger transformations.**



**Consider a water feature, like a fountain plaza or mirror pool, to make the space more interactive and inviting.**



**Ensure Parade is fun and playable for all ages. Attracting families and encouraging longer visits.**



**Link and improve existing spaces to create a more connected and welcoming town centre.**



**Prioritise safety with good lighting, natural surveillance, and designs that consider everyone, including neurodivergent individuals and the safety of women and girls.**



# Strengths and Challenges



A beautiful ensemble of Regency Architecture



Cyclists share the carriageway with vehicles



Essential loading requirements creates issues at times



Oversized highway



A richness of detail



Georgian structure of the town remaining intact



Difficult to cross / few choices



Constrained narrow footway



Cherished green spaces



Limited seating and facing traffic



Under-performing public space (function and roles often unclear)



## Parade - a brief history

Since the early 19th century Parade has been the focal point of the town. Originally developed as part of the town's transformation into a fashionable spa resort, Parade was designed to provide elegant spaces for both commerce, leisure and culture. Throughout history coronation celebrations, sporting processions and town-wide events have lined the streets. Over the years, the town has evolved, and despite the impacts of highway and traffic, maintains its historic charm, showcasing a blend of Regency architecture and cultural heritage.



Parade as an event and place to gather



Town Hall as a celebration



# Framework of Streets and Spaces

A framework plan has been developed to support the vision and brief. This identifies a network of attractive streets for walking, cycling and wheeling, and a range of beautiful public spaces.

Collectively, these aim to support the civic, social and commercial life of Leamington Spa. Streets and spaces will need to be well-linked and have clearly defined roles and identities.

- 1

People's Parade  
One of England's finest streets
- 2

Regent Court Pocket Plaza  
A joyful interlude
- 3

Livery Street  
A foodie paradise
- 4

Town Hall Square  
The Civic Heart
- 5

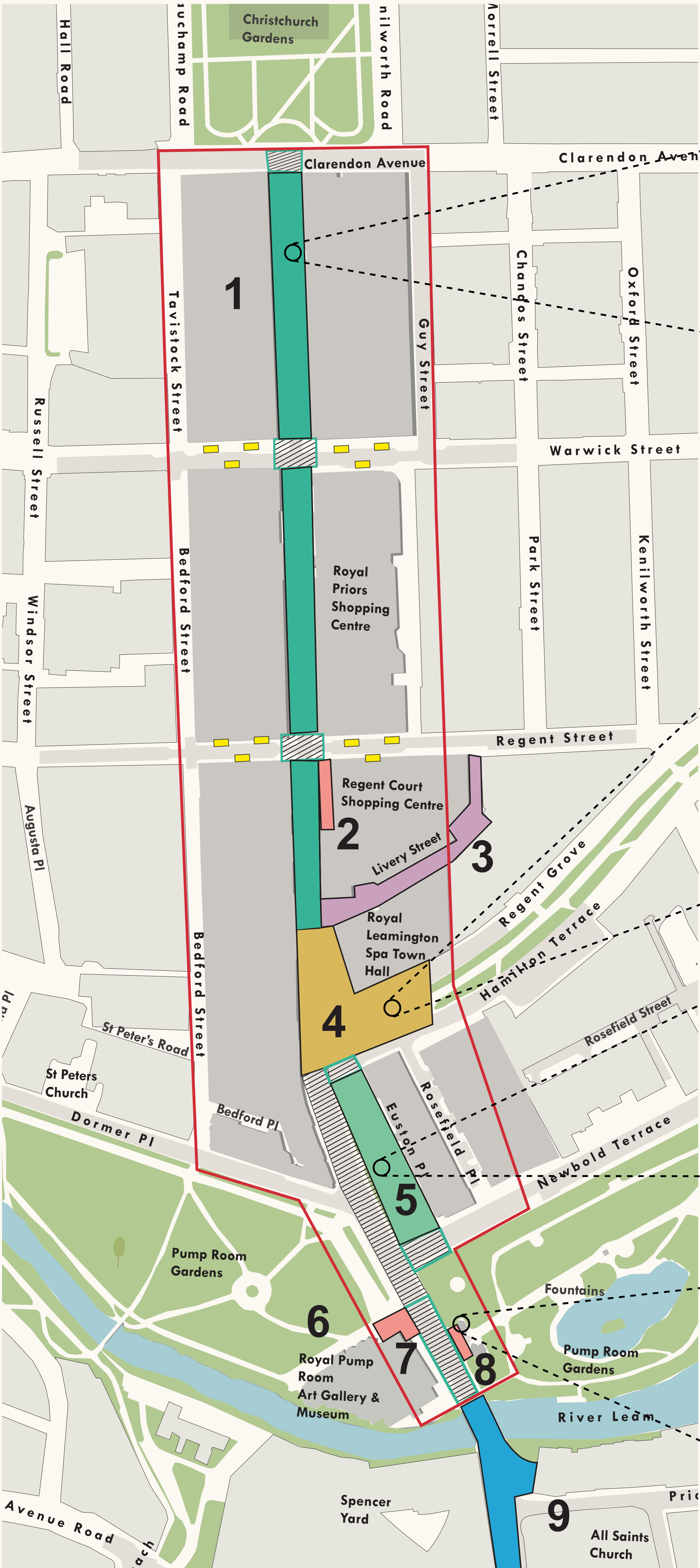
Euston Place Gardens  
A beautiful walk for people & pollinators
- 6

Pump Room Gardens  
The people's park
- 7

Pump Room Pocket Plaza  
A social space
- 8

Jephson Gardens Gateway  
A generous welcome
- 9

Bath Street  
Improvement Scheme
- Raised table to infer pedestrian priority
- Reassignment of highway space to create wider pavements
- Potential parklets (locations to be agreed)



A joy to move through and along



A place to celebrate and come together



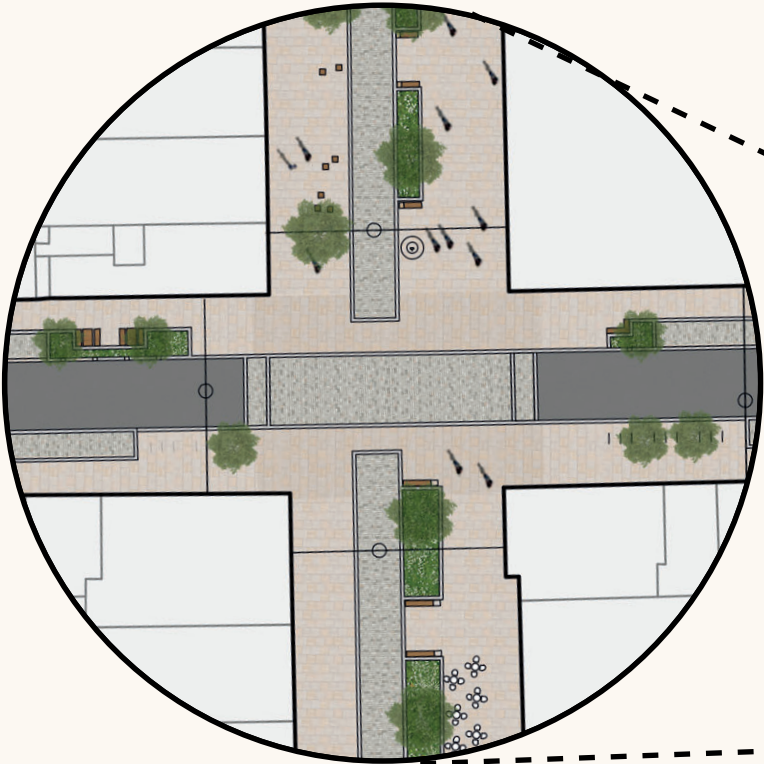
A beautiful connection between gardens & Parade



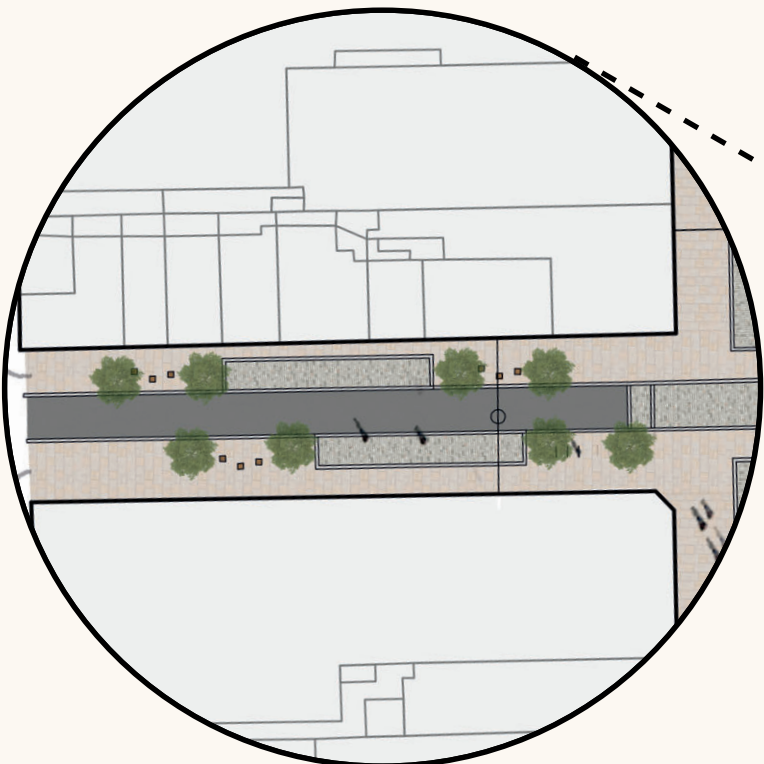
A peaceful place to rest



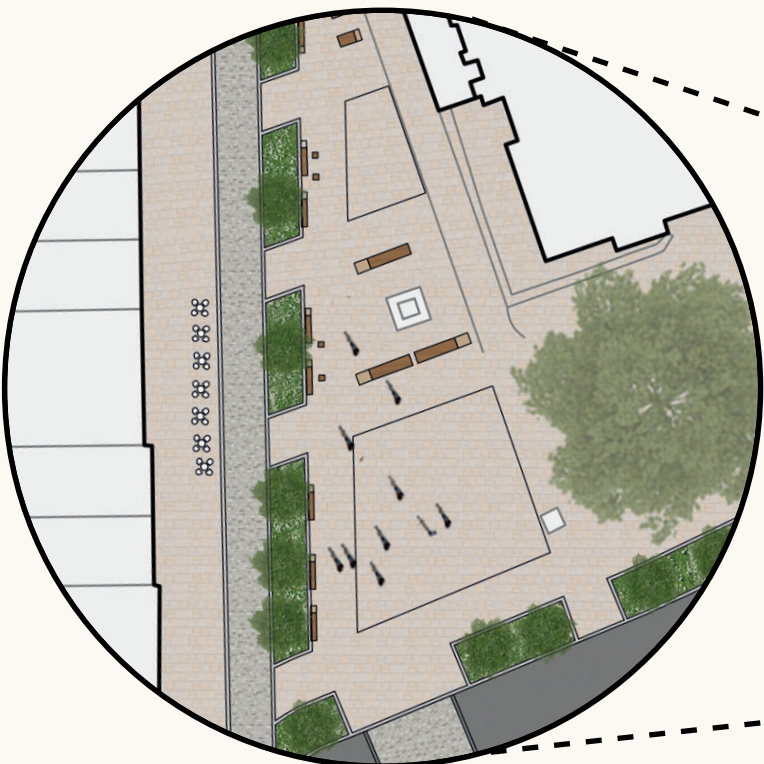
# Concept Masterplan



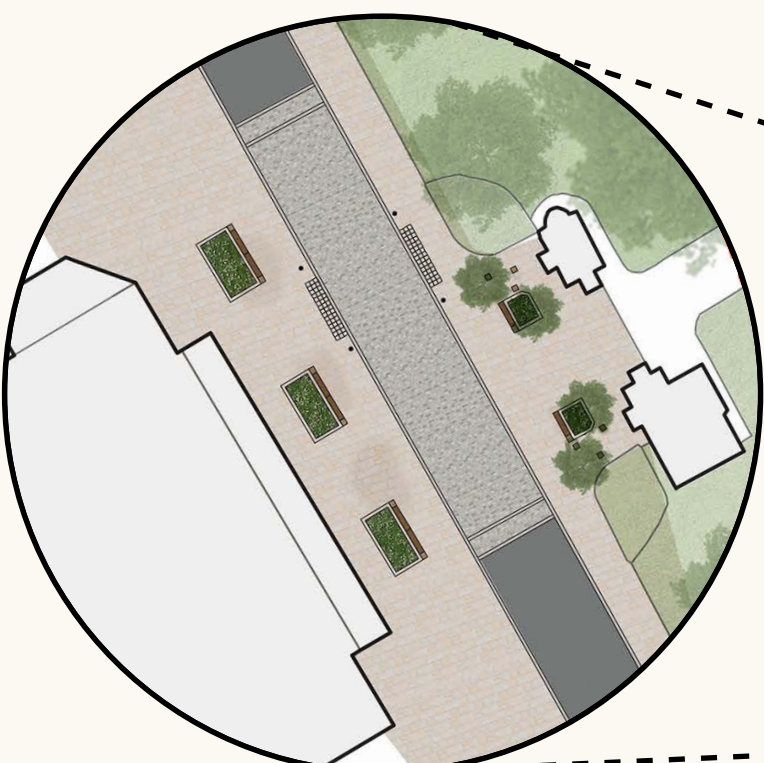
**People First at Key Intersections**  
Warwick Street and Regent Street will be accessible for all, with slower traffic, controlled crossings, graded surfaces and inviting mini plazas.



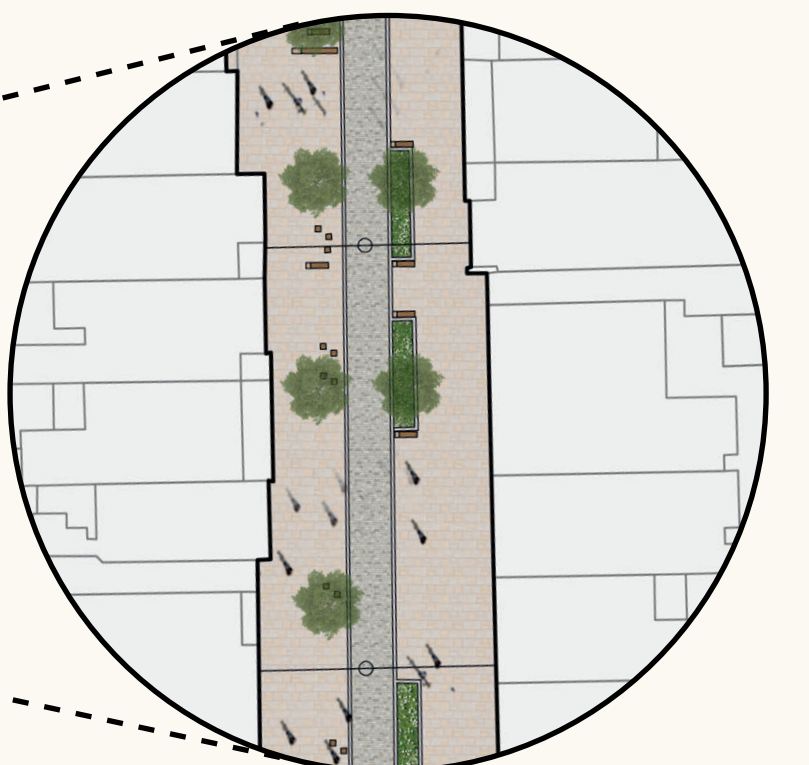
**Better Streets for Everyone**  
Side streets will incorporate wider footpaths, comfortable seating areas, cycle parking and lush planting, making them more inviting for all with integrated space for loading and servicing.



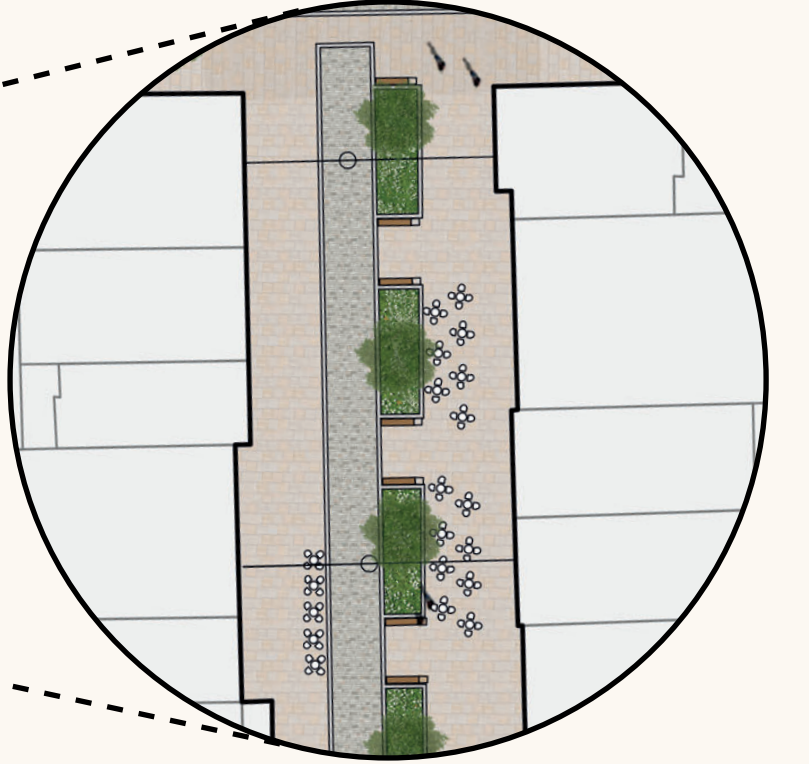
**A Vibrant Hub for Events & Gatherings**  
A brand-new civic space at the heart of Parade will bring people together, fostering a sense of community with lively markets, performances and community events.



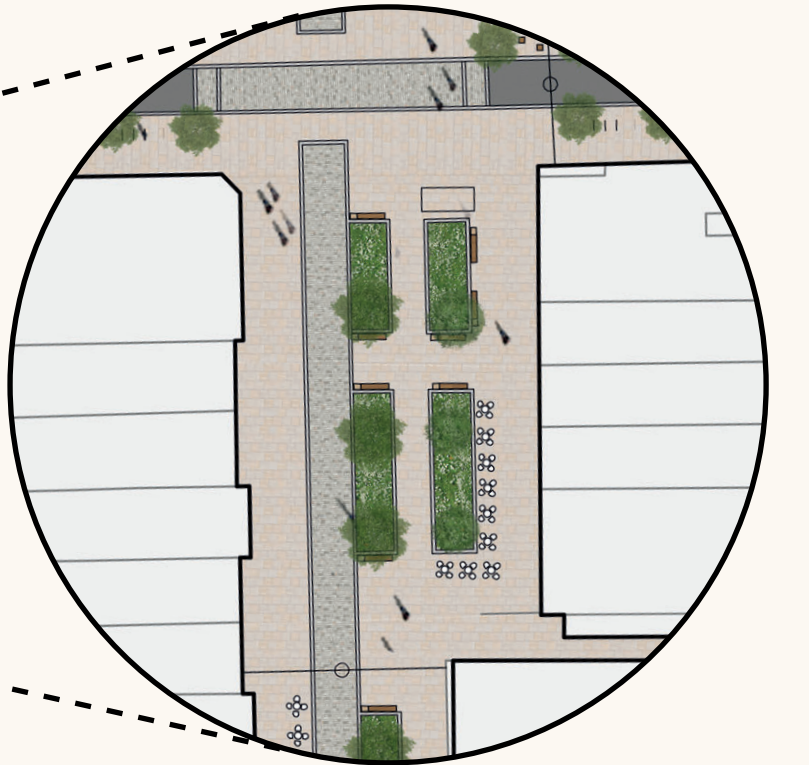
**Easier, Safer, and More Enjoyable Journeys**  
Streets to the south will be redesigned with wider footpaths, better connections and provide better links for people to enjoy destinations.



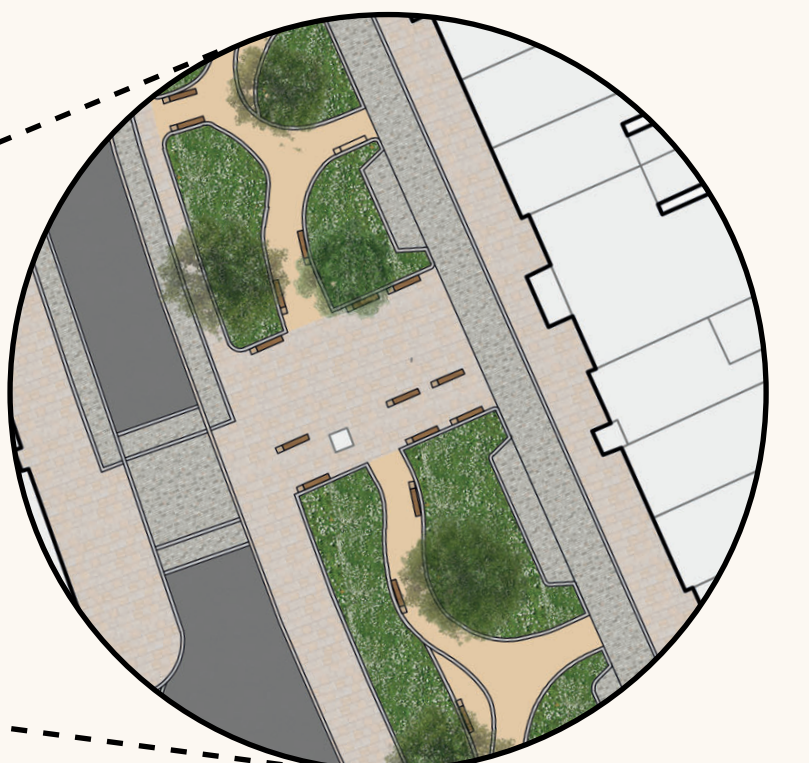
**Promenade along Parade, one of England's finest streets**  
More seating, trees and planting will create a welcoming, car-free place where shops and cafés can spill outside.



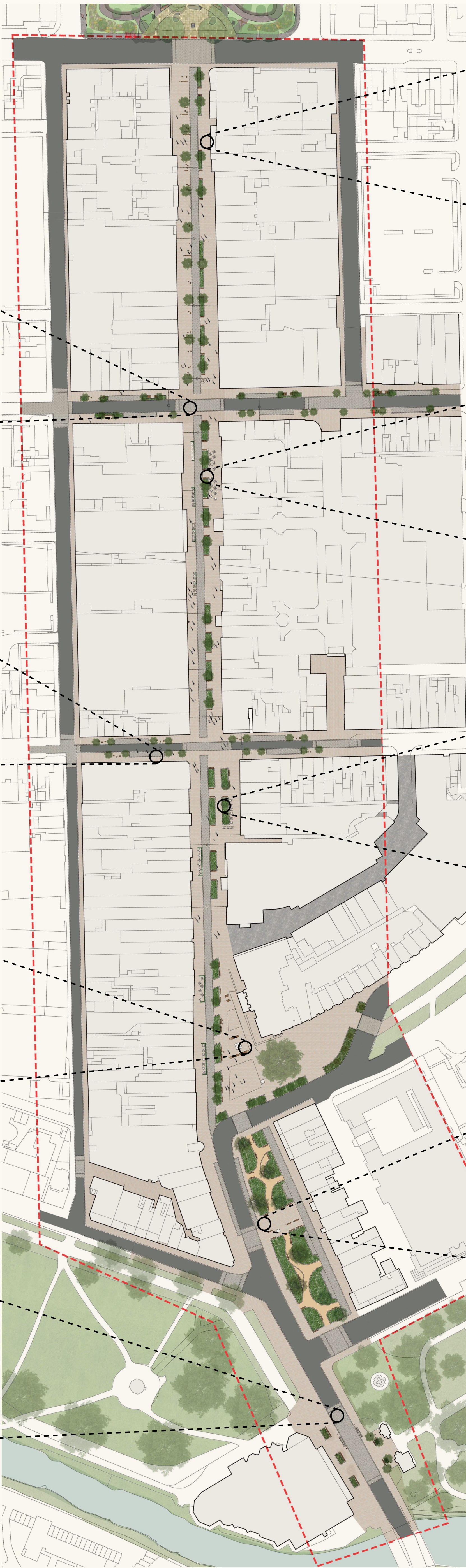
**Minimal Traffic, Maximum Enjoyment**  
Vehicles will be limited to emergencies, deliveries and essential services, with potential short-term bus access.



**A Calm Green Retreat**  
Regent Court Pocket Plaza will be a sociable, green oasis. Seating, colourful planting and café spill out will provide a relaxing break while moving along Parade.

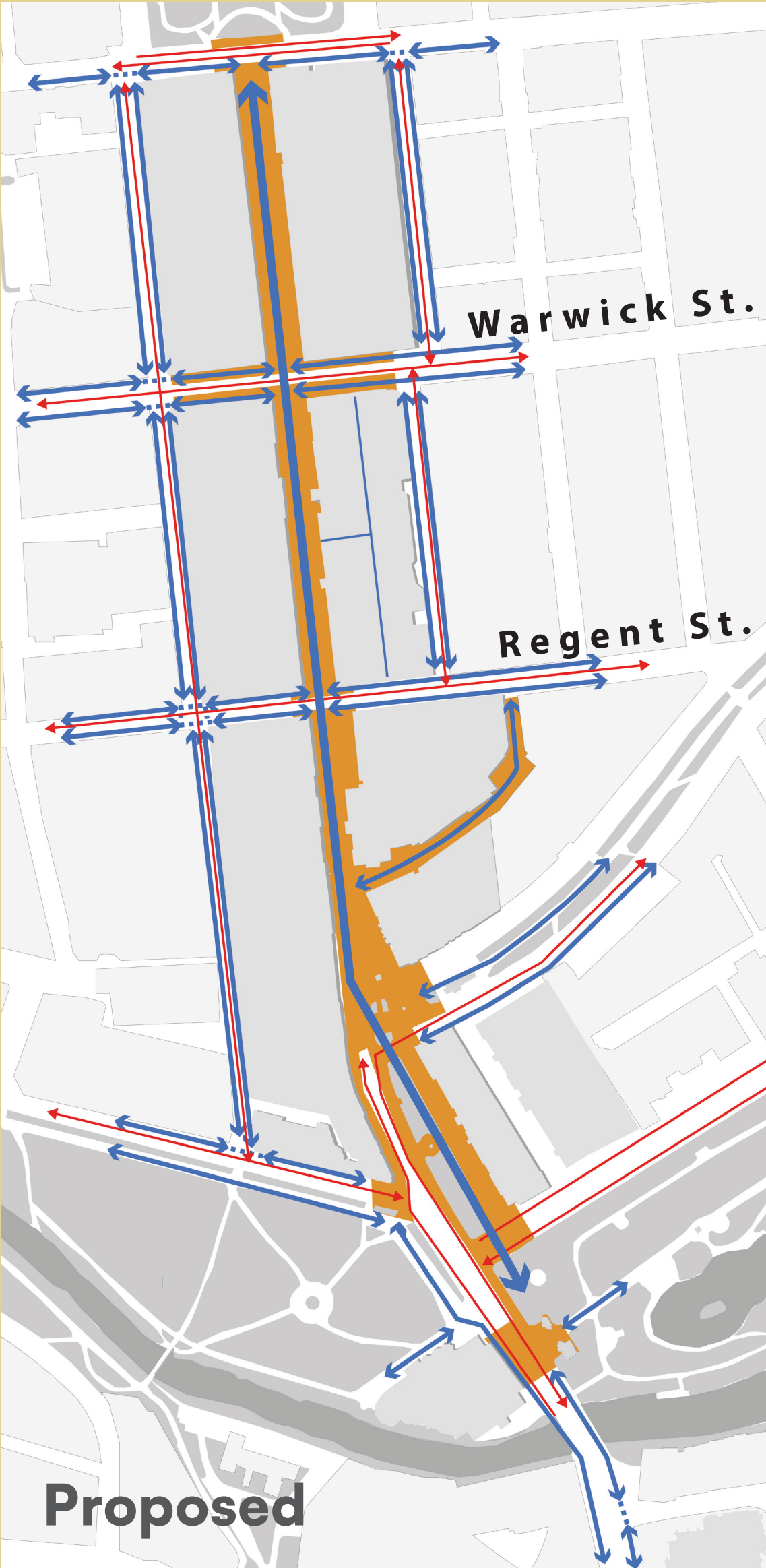
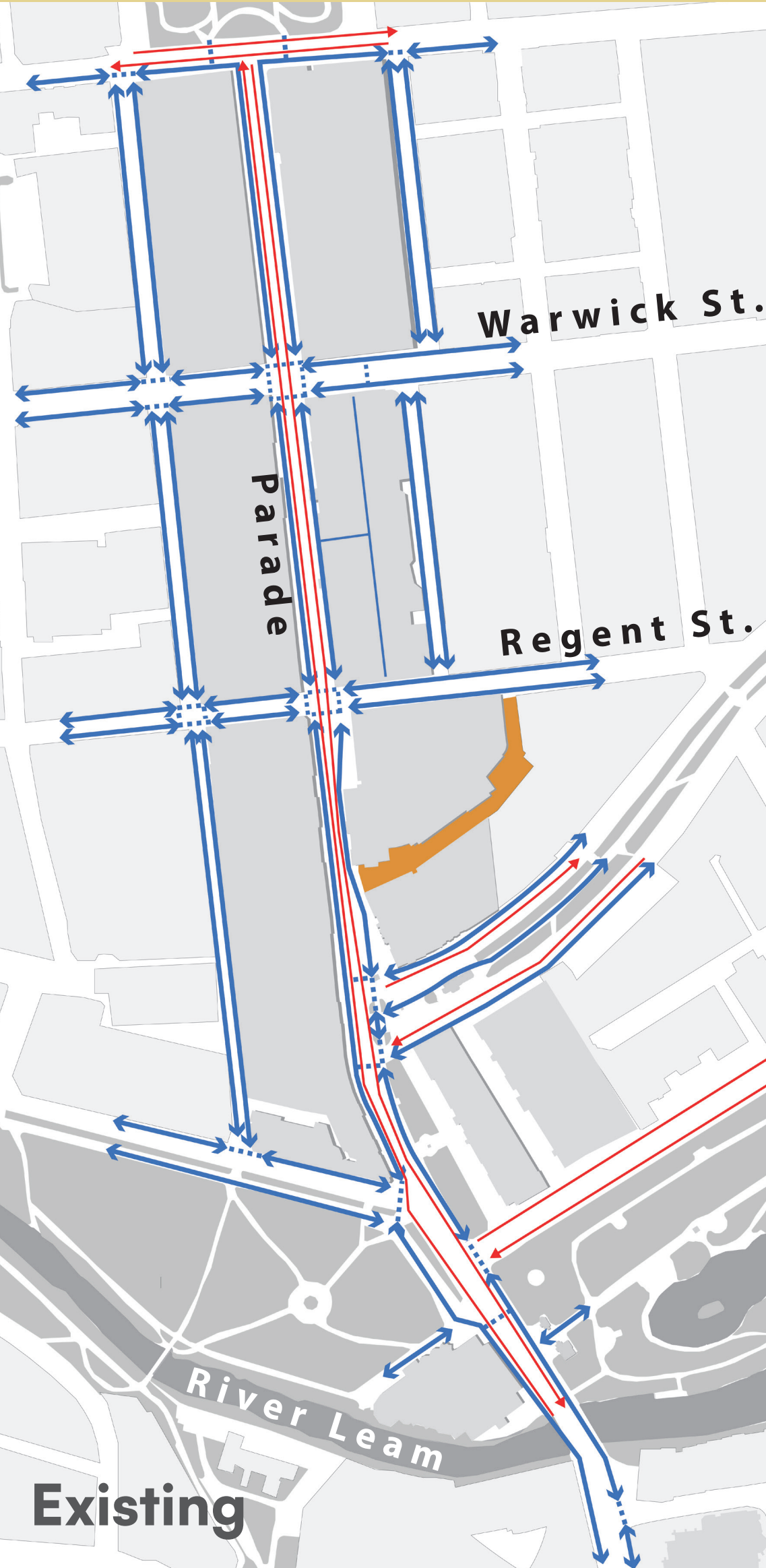


**A Walkable Garden Escape**  
Euston Place Gardens will become an immersive green space, filled with winding paths, vibrant planting and peaceful spots for reflection and remembrance.





# Movement Concepts



**People and bikes:** Parade will be transformed into a people-focused space, with more opportunities for people to dwell, sit and enjoy the space. Full access for people cycling will be maintained, with new and convenient cycle parking and design features to reduce cycle speeds. Cycle routes along adjacent streets will provide quicker journey times for those cycling through the town with improved connections to the wider network.

- Space focussed for pedestrian use
- Pedestrian movement
- Encouraged cycle access

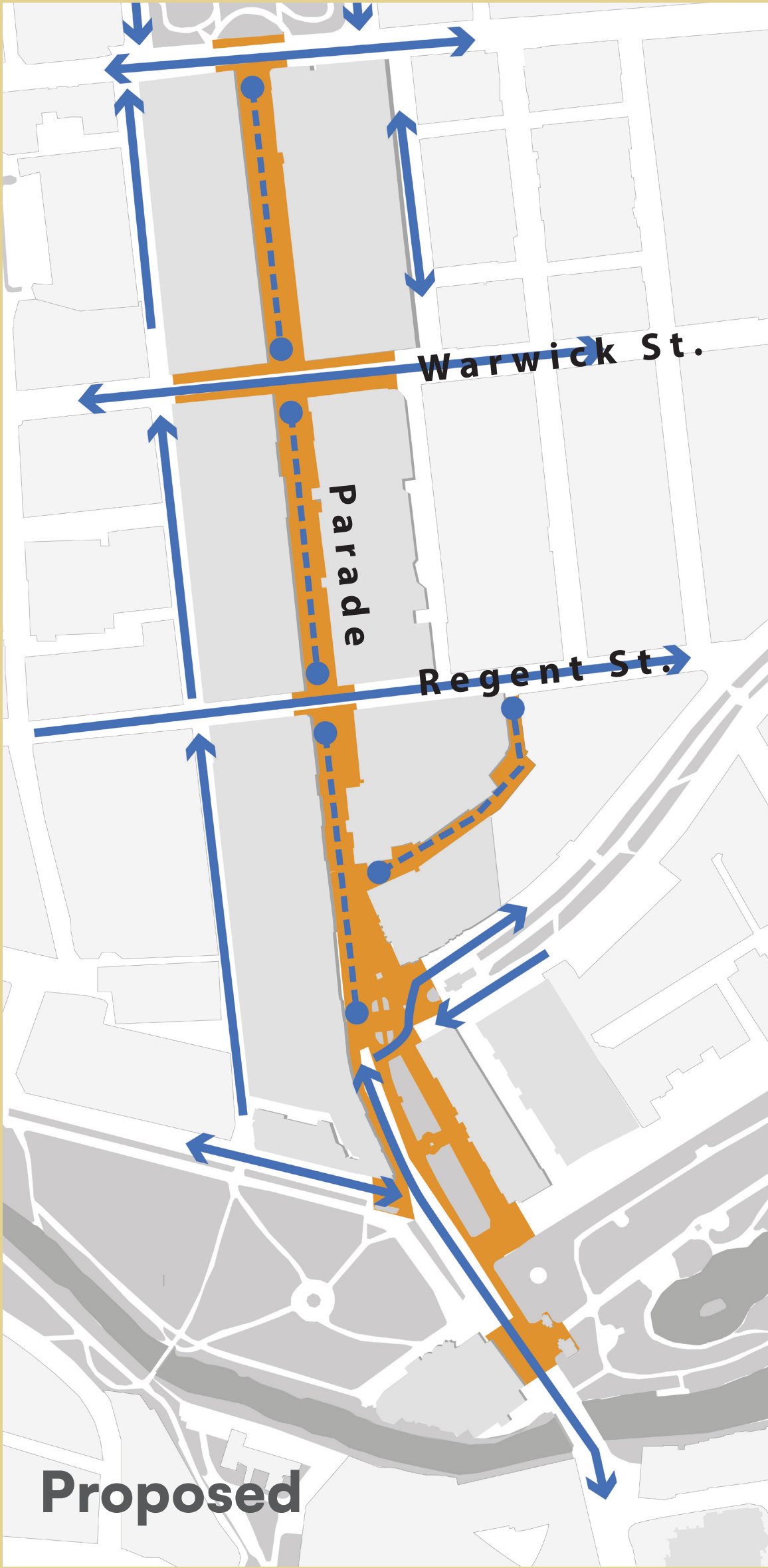
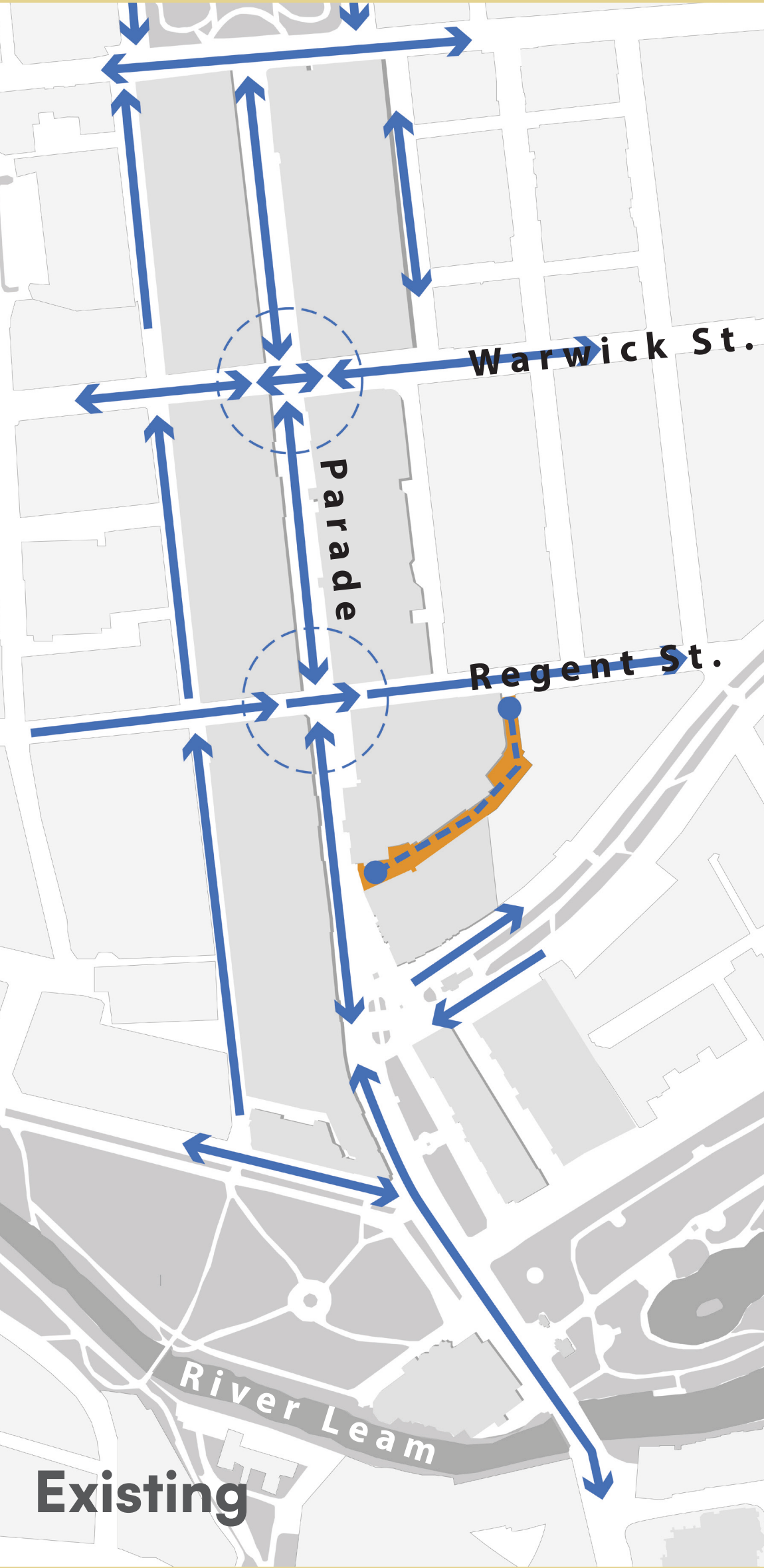


**Buses:** Buses currently run along Parade, with the upper Parade providing the main bus hub for passengers visiting the town centre. As part of the long-term aspiration to create a people-focused Parade, buses will be re-routed nearby with new bus stops located in convenient locations to the Parade. In the short term, a phased approach may require limited one-way bus access along Parade as the transformation takes shape. The diagrams show two emerging options for the re-routing of buses, however, more work is needed before plans are finalised. Detailed feasibility work is underway and discussions with bus operators and stakeholders are ongoing. The outcomes from this work will inform the re-routing and next stages of design.

- Space focussed for pedestrian use
- Chandos Street redevelopment, a vibrant transport interchange and mobility hub.
- Alternative bus route A under review
- Alternative bus route B under review



# Movement Concepts

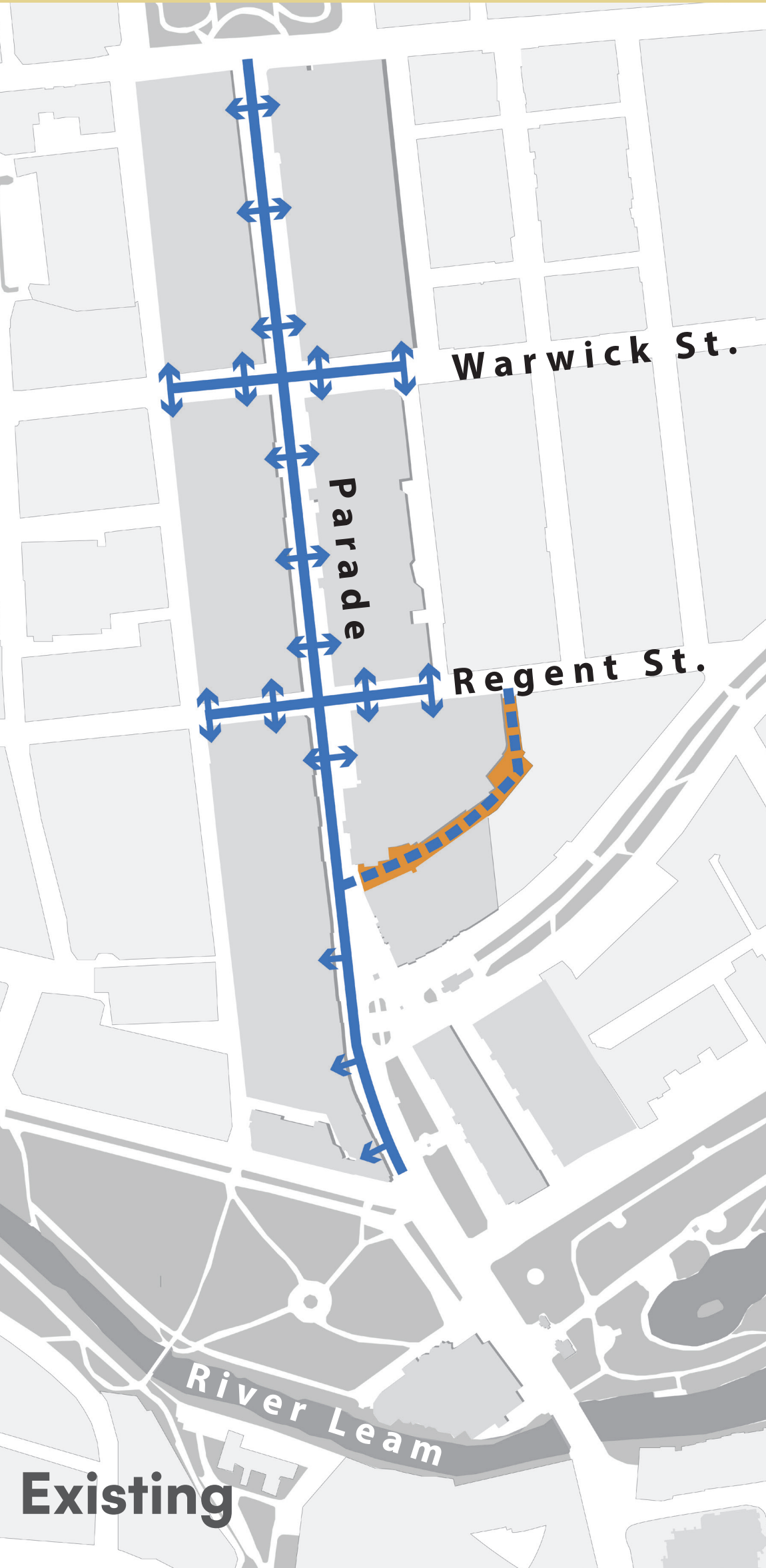


**Private vehicles:** Currently motor vehicles can pass along Parade but there are no turning movements on or off at the Warwick Street or Regent Street junctions. This means it is a relatively attractive route for through traffic with around 9 in 10 vehicles not stopping or using town centre.

The proposal removes this connection for private vehicles which not only enables the transformation of Parade, but is also expected to reduce traffic on the connecting streets. This is because more of the through traffic would reassign to the routes around the town centre rather than through it. Highway modelling is underway to understand this in more detail.

Private vehicle access to Parade will not be permitted (Except for southern end, south of the town hall square) but the side roads would remain open as existing to enable convenient drop-off and pick-up.

- Space focussed for pedestrian use
- Permitted access
- Restricted access



**Delivery and servicing:** Despite limited provision on street, most businesses on Parade rely on front access for deliveries, with some supported by rear access. The proposal includes a significant increase in space carefully integrated along Parade for loading and servicing but access would be limited to when footfall is lower. Additional loading space on side streets will be provided for properties that cannot time deliveries into this period.

- Space focussed for pedestrian use
- Proposed loading and servicing spaces
- 50m delivery distance

**Phasing:** The concept masterplan has been designed to allow for a phased approach, breaking the transformation of Parade into smaller, more manageable projects. This makes delivery more affordable while reducing disruption and ensuring changes are carefully planned. The project team recognises that improvements to Parade will impact surrounding streets, spaces, and services, each with their own timetable and individual needs. Careful coordination is key to ensuring these elements support the vision for Parade.



# People's Parade - One of England's Finest Streets



North



Middle



People's Parade will be closed to through traffic, offering a once in a lifetime opportunity to create a beautiful, welcoming space for everyone. This new promenade will focus on health and wellbeing, with elegant trees, lush planting and comfortable seating. A rhythmic layout and repetition of planting and tree groups should reinforce the historic vista and provide a green connection to the existing green spaces. The design will help the environment by supporting pollinators, cooling the area during hot summer months, improving flood resilience and enhancing air quality.

The simple, elegant and uncluttered layout will complement Leamington Spa's historic Regency architecture. Art and interpretation will highlight the town's rich history and share its hidden stories. A range of new seating options, both with and without backrests and armrests, will ensure the promenade is accessible and welcoming to people of all ages and abilities. Tree planting will provide shade and shelter, supporting both people and nature.

'Play on the Way' will invite exploration with sensory planting, stepping stones, traversing beams, a discovery trail, and wind chimes, making it clear that Leamington is a child-friendly town. Lighting will help create a safe, warm and inviting atmosphere. People's Parade will also support local businesses and community events. There will be space for outdoor cafés, small events and kiosks, creating opportunities for socialising and trade.



# Town Hall Square

## The Civic Heart

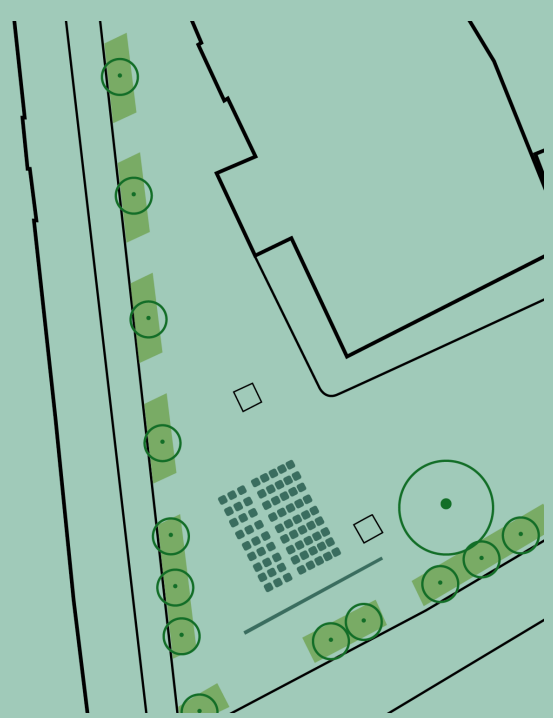


At the heart of People’s Parade lies Town Hall Square, the jewel in the crown of Leamington Spa. A family-friendly space will be a place for everyday relaxation and occasional events. Design options will be explored, including a new dynamic water feature, comprising a fountain plaza for play, mirror pool for reflectivity and flexible areas for festivals and markets.

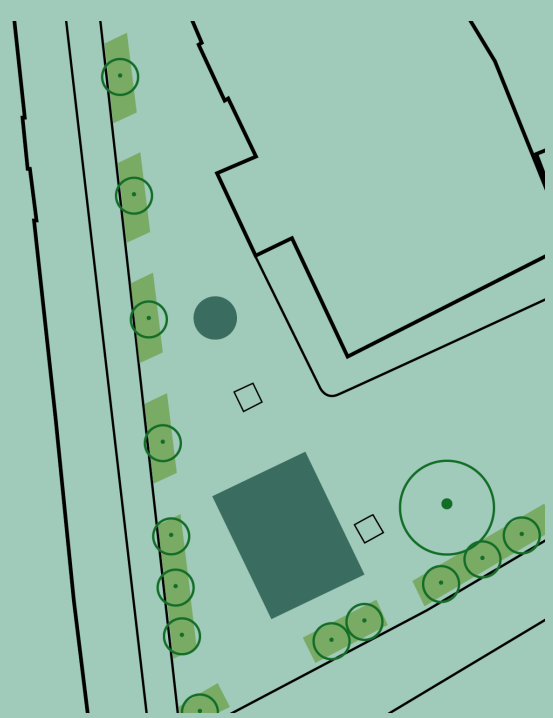
New planting, lighting and comfortable seating will frame views to the grade II listed Tudor and French baroque style Town Hall and provide a befitting setting for the statue of Queen Victoria. Any future plans will focus on collaboration, aiming to strengthen the town for everyone who uses and enjoys it, creating a flexible and multi-functional space.



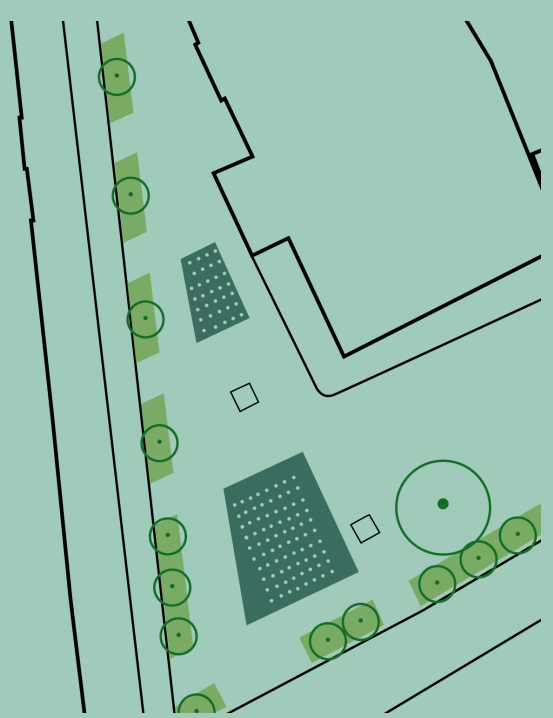
Artisan Market



Outdoor Cinema



Icerink and Christmas tree



Fountain plaza



# Warwick Street and Regent Street

## Key connecting streets

Warwick Street and Regent Street are lively and important streets, known for their independent and community spirit. The proposed changes will keep east/west traffic flowing while reassigning space from large junctions and roads to create wider pavements, small plazas, trees, bin stores, bicycle parking and integrated space for loading/deliveries. New “Parklets” will be introduced - small areas with planters, seating, and outdoor dining spaces - to support local businesses where possible. The junctions linking with Parade will be raised and resurfaced, with generous signalised crossings, making the town centre safer and more accessible for both pedestrians and cyclists.

drinking fountains at busy footfall locations



vehicle users feel as if they are crossing into a pedestrian environment



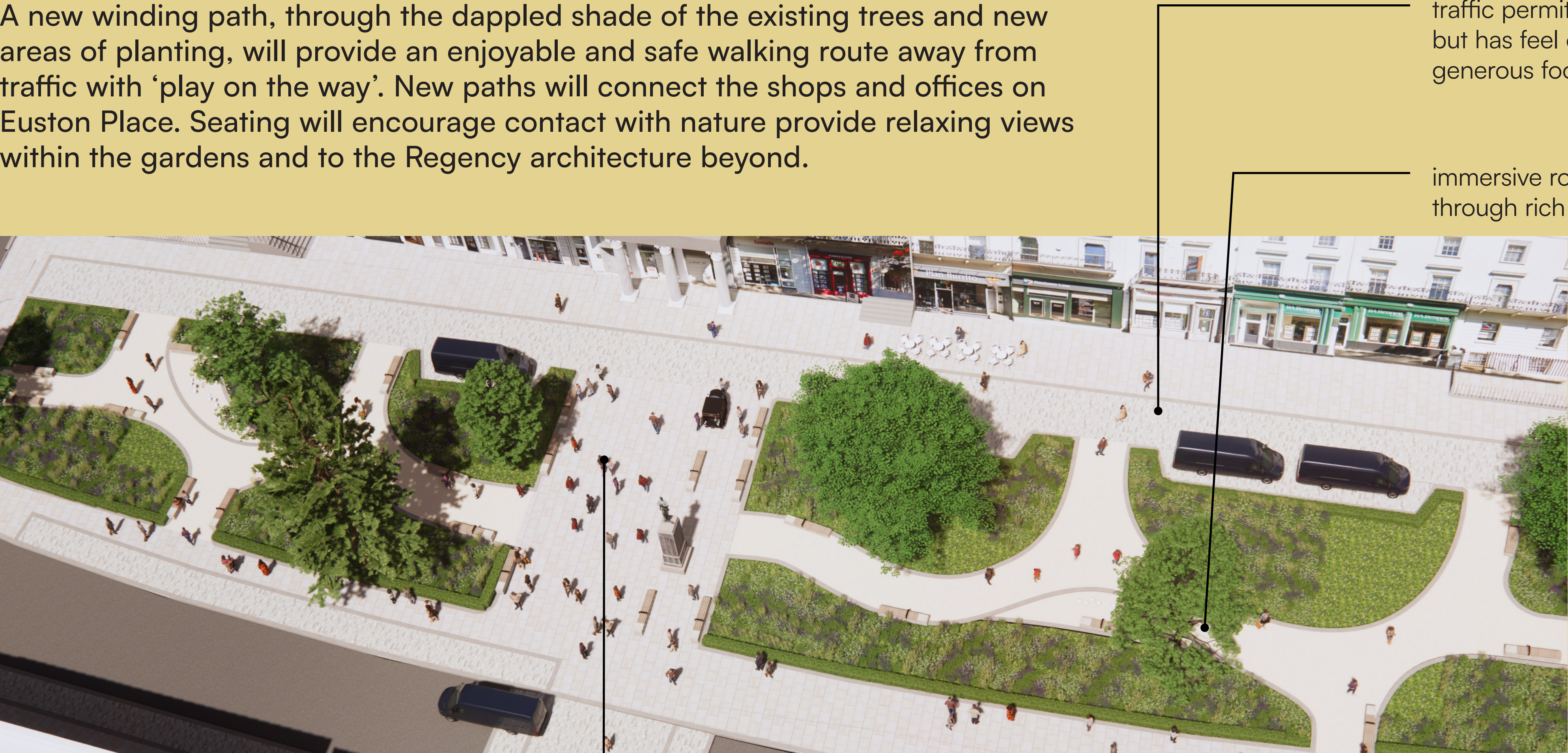


# Euston Place Gardens

## A beautiful place for people & pollinators

Euston Place will be transformed into a beautiful, relaxing garden, offering a peaceful space to enjoy as well as pass through. The war memorial will remain unchanged and the focal point, with an improved setting and more space for commemorative events. Public parking will be removed, but access for deliveries, emergency vehicles, and parking for disabled people will still be available.

A new winding path, through the dappled shade of the existing trees and new areas of planting, will provide an enjoyable and safe walking route away from traffic with ‘play on the way’. New paths will connect the shops and offices on Euston Place. Seating will encourage contact with nature provide relaxing views within the gardens and to the Regency architecture beyond.



traffic permitted but has feel of a generous footway

immersive routes through rich planting

generous space allocated for remembrance





# Jephson Gardens Gateway

## A generous welcome

Jephson Gardens and Pump Room Gardens, located alongside the River Leam, offer a beloved green space for a relaxing stroll or a family gathering. The proposed changes aim to enhance the arrival welcome and improve pedestrian connections between these two gardens and the rest of the town.

A raised section of the road will be re-surfaced to create a level and accessible walking path, signalling to drivers that this area is a pedestrian priority zone. A new plaza will be introduced, featuring planting, seating, signage and decorative lighting. Suitable access for disabled people will be retained. The changes will create a welcoming entrance.



improved connections  
between Pump Room Gardens  
and Jephson Gardens

Narrowed and raised  
carriageway to reinforce a  
sense of pedestrian priority



# Quality of Place

## A sustainable and regenerative public realm

The public realm aims for sustainable, restoring environment, focusing on climate resilience and connecting people with nature. Design interventions will promote active travel choices, biodiversity, and sustainable drainage. Decisions will prioritise reducing embodied carbon, durability and maintenance ease, with collaboration with local suppliers and using local materials where possible.

## Paving and Furniture

A restrained material palette, high-quality natural stone paving, unified furniture, and simple, elegant detailing will create pedestrian-friendly streets. Paving, including natural stone (ideally reclaimed), will reflect the town’s historic character, with special areas marked by distinct surfacing or unit sizes, such as small plazas. Paving details will integrate best practice for accessibility, including the use of tactiles and drop kerbs for mobility impaired users. Standard furniture like litter bins, cycle stands, and bollards will be consistent throughout the town, while special items like seating and long tables will complement its elegant character. Existing street clutter and excessive signage will be removed or rationalised.

## Trees and Planting

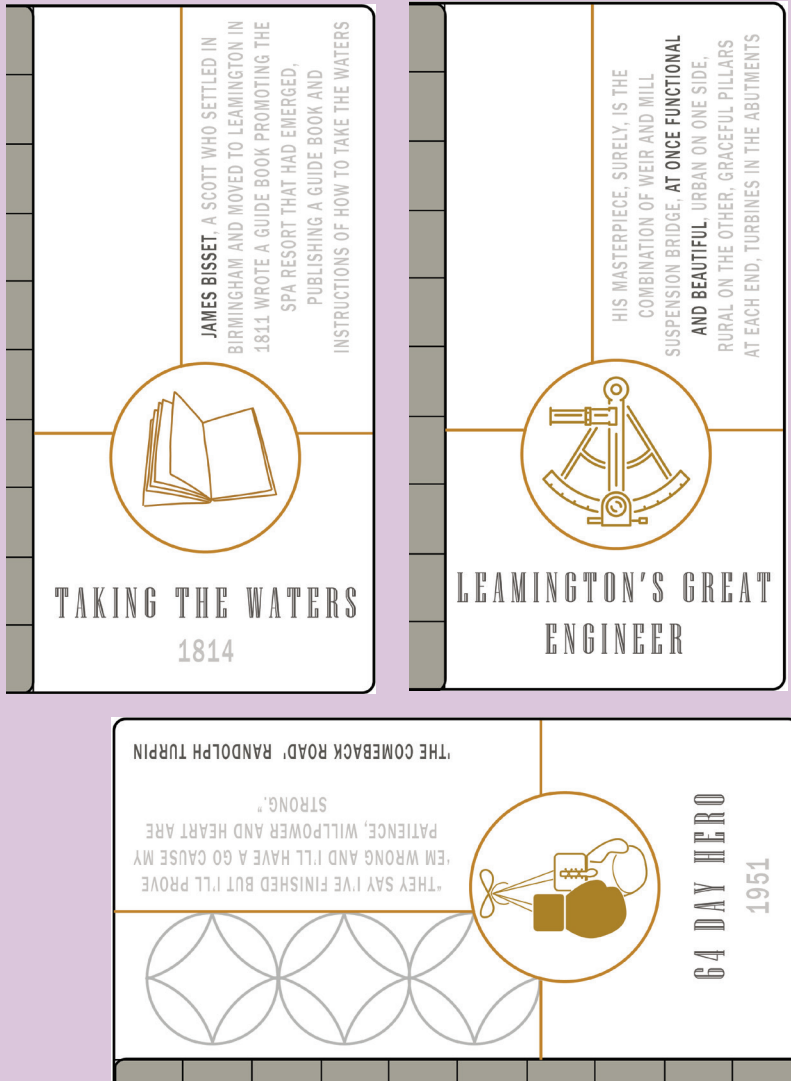
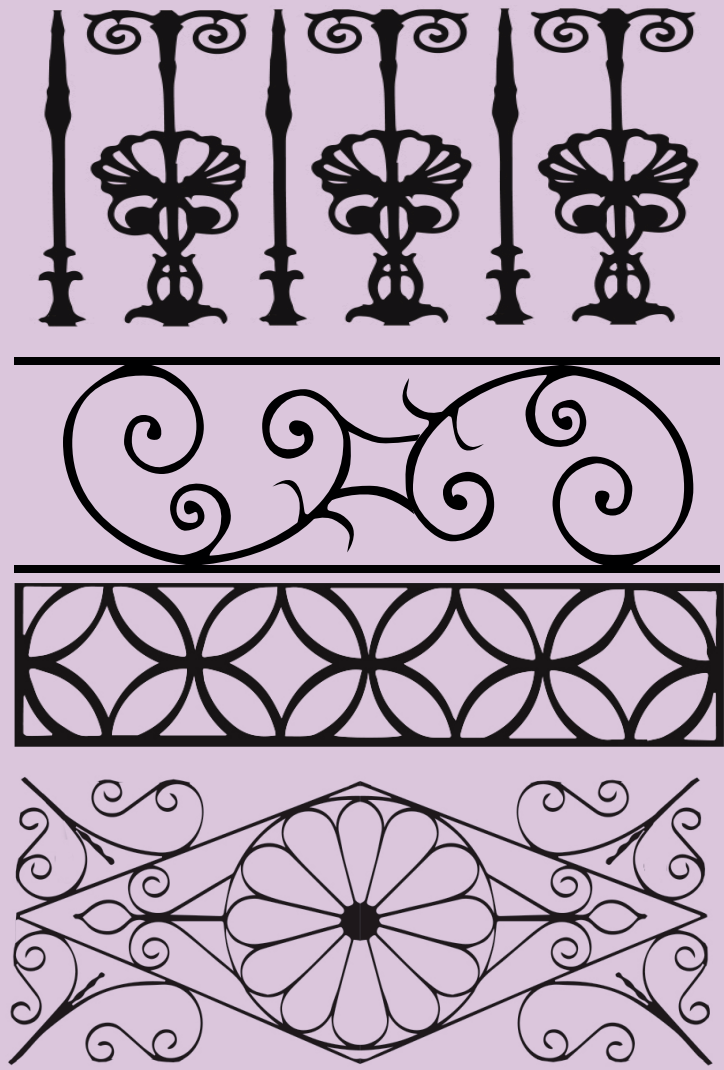
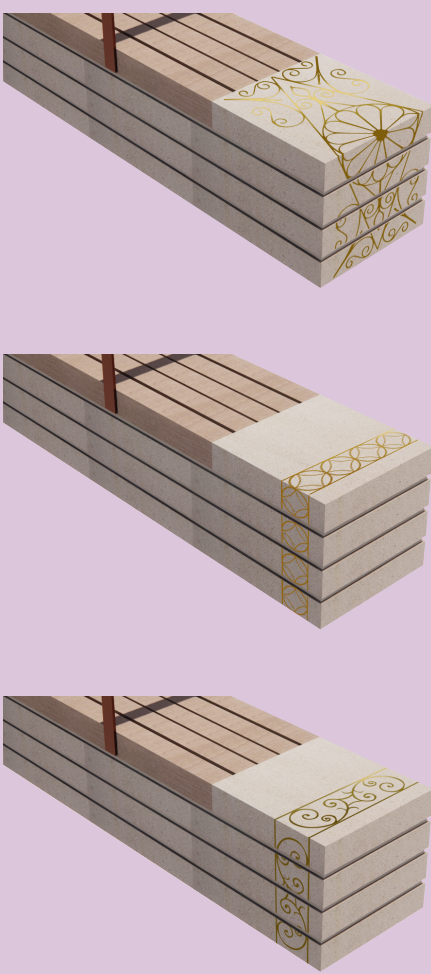
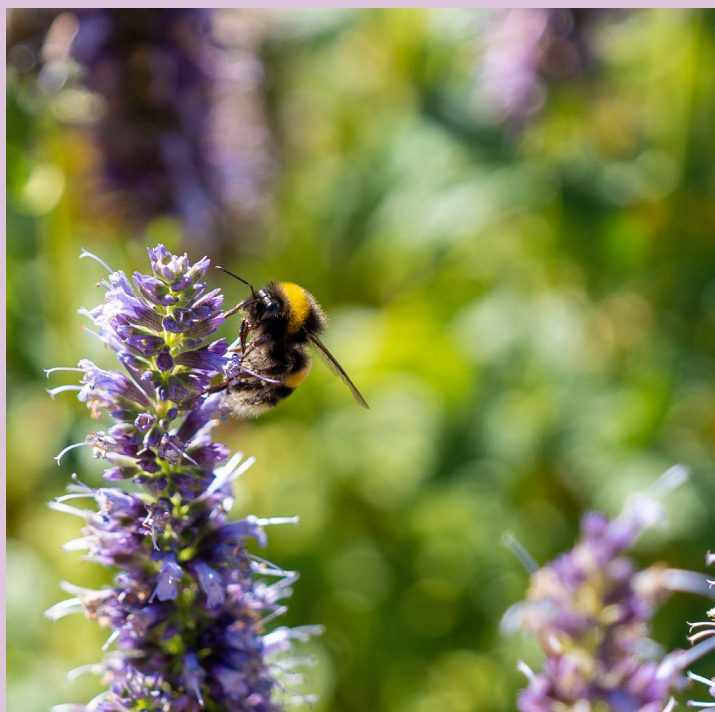
New trees and planting will increase pollinator populations and make the area healthier and more liveable for people, providing flood resilience, cooling & health benefits. Planting will be lush, elegant and have a simple colour palette to compliment the historic character of the street. Trees should have a regular form with clear stems and light-weight canopies to frame views.

## Lighting

Lighting will extend the enjoyment of the streets and spaces after dusk to create a cohesive lit environment and welcoming ambience, enhancing a sense of safety and security. Lighting will be sustainable, maintainable, and cost-effective

## Art, interpretation and signage

Integrated art and interpretation will highlight Leamington Spa’s rich history and hidden stories. Paving and furniture will feature place-specific motifs, reference the distinctive building construction, patterns and names, reflecting the town’s heritage. Improved wayfinding will include standard and special Leamington signage to enhance connectivity and legibility





# Next Steps

Let us know what you think about the Parade masterplan and concept designs presented.

We would like your thoughts on the emerging designs — they are work in progress but we want to hear your views on the ideas we have to bring Parade back to being the place it deserves to be, one of England's finest streets.

We want to know if what we propose will help deliver the vision for the town centre and reflects how you want this area of the town centre to be in the future.

Your feedback is important to us and will be used to inform the final masterplan and the next stages of design for the projects identified. No final decisions have been made and a lot more work will be required to move from concept design into more definitive designs to enable delivery. This is the start of a journey to bring about change to Parade and deliver all the benefits identified.

Keep an eye out for the final masterplan, expected by the end of the year.

Parade Public Realm Masterplan —  
Have your say survey is available online at:

**[www.warwickshire.gov.uk/ask](http://www.warwickshire.gov.uk/ask)**

Engagement period dates:

**2nd June — 28th July 2025**

