

## Central Windsor Neighbourhood Plan - Business, Shopping and Tourism Group

### Meeting 11 September 2013 – Minutes

1	<p><i>Attendance</i></p> <p>Ingrid Fernandez (IF), Sarah Berwick (SB,) Amanda Bryett (AB), Liz Edwards (LE), Susan Gowland (SG), David Jessey (DJ), Alison Logan (AL), Phil McMichael (PM), Paul Roach (PR), Colin Shearer (CS), Julia White (JW)</p>
2.	<p><i>Introduction</i></p> <p>IF welcomed everyone to the new Windsor Central Business, Shopping and Tourism Group. The key task would be to devise a vision for these aspects of Central Windsor.</p>
3	<p><i>Minutes and Matters Arising</i></p> <p>Some of the matters arising from the minutes of the previous Group were relevant.</p> <p>It was confirmed that local businesses will not have a vote in the referendum. All the more important to ensure that this Group gives them a strong and distinctive voice.</p> <p>A list of background documents is attached to these minutes.</p> <p>The two presentations today had been requested at the previous meeting and were particularly apposite to the town centre.</p>

4.

*Tourism*

JW introduced the subject of Windsor tourism with some key statistics:

7.3 visitors a year (numbers pretty steady)

72% domestic 28% overseas

97% day trips

£578 million spend per year

9010 jobs, 6444 full time equivalent 11% of all borough jobs

Spend breakdown – accommodation £67m; retail £136m; catering £140m; attractions and events £45m; travel £59m; other £130m.

.The goal of the visitor management team is to increase visitor spend by 12% by 2016 not by increasing visitor numbers but by increasing the time spent in the town and the amount spent by each visitor.

Figures for this year are not formally available but it looks as if it has been a busy summer with catering numbers up to pre-recession levels – but retail has not recovered.

Issues raised in discussion were:

- Marketing Windsor as a weekend destination and as a base for exploring the south east were among the ideas for increasing length of stay.
- Business visitors were also important as they might return for a private visit.
- Comparitors which might be interesting to look at included York, Oxford, Cambridge. Bath and Chester were ones which the visitor team had considered.
- Would the ageing population affect numbers?
- Visitors themselves seemed to want to spend longer in the town and the Borough is talking to tour operators about this.
- What is missing in the town?
- How can the numbers be spread more throughout the year? The Town Centre Managers are working to achieve this.

More details are available in the tourism strategy – see list of documents attached

JW tabled a paper on the visitor industry which had been prepared for the Local Enterprise Partnership and agreed to let IF have the latest visitor survey for circulation.

Action

<p>5.</p> <p>Action</p>	<p><i>Town Partnership</i></p> <p>PR gave a presentation on the Town Partnership.</p> <p>A public private partnership of key local organisations funds the Town Manager who has a brief to WHAT?</p> <p>Windsor includes 300 shops, two of the UKs top ten attractions, 6 hotels, a racecourse, 70 eating places, 5 night clubs, 6 banks plus a theatre, sports centre, arts centre, 3 gyms and a main post office.</p> <p>There is a really good story to tell, with a high quality environment national and international events an award winning street cleaning team and great cctv system.</p> <p>But like other areas there are concerns. The 3000 car parking spaces are used by 1.1 million users a year which is a high ratio. In 2010 5% of town centre units were empty, now it is 10%. Footfall appears to have increased this year but not spend.</p> <p>PR showed a list of the main challenges facing the town centre. He agreed to let IF have this list for circulation.</p> <p>In discussion the following points were made:</p> <ul style="list-style-type: none"> <li>• The influence of online retailing will be profound and needs to be actively managed</li> <li>• Retail space will have to contract. St Leonards Road was thought by some to have no future as a shopping street</li> <li>• The castle and royal family are a brand to be marketed. They can have a significant difference eg the royal baby has increased spend at Windsor Castle shop.</li> </ul> <p>Accessibility is clearly a problem. The type of high end visitors we want to attract will not like park and ride although they might be attracted by a valet parking scheme. The price of parking deters local visitors. Rail is important and some thought that the link to Twickenham Richmond might be used more. We want to get people like Ascot and Virginia Water residents to come to Windsor as an alternative to going to Harrods.</p>
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<p>6</p> <p><i>Vision/ideas</i></p> <p>The steering group plans to draw together a vision for Central Windsor across the four topic groups and the next meeting needs to be devoted to pinning down our vision for the BST sectors in the town.</p> <p>IF tabled a copy of the draft Ascot plan for information. (see eg page 43)</p> <p><b>Between now and the next meeting it was important for all involved to think about the vision and to canvass a wide range of opinion. The vision should be a balanced one across all the interest groups.</b></p> <p><b>Everyone should come to the next meeting with at least one thought as to what they would like to see expressed in the vision.</b></p> <p><b>Action</b></p>	
<p>7</p>	<p><i>Next meeting</i></p> <p>Tuesday 8 October – venue and time to be advised</p>

AML

14.9.13

## Windsor and Eton Neighbourhood Plan

### List of background documents

#### **1 Town and Country Planning, England**

Statutory Instruments 2012 no 637

“The Neighbourhood Planning (General) Regulations 2012 – in force 6 April 2012

Part 5 deals with regulations relating to Neighbourhood Development Plans and has a list of what a plan must include eg map, consultation statement etc. and the process for developing the plan and getting it approved.

[www.legislation.gov.uk/ukxi/2012/637/made](http://www.legislation.gov.uk/ukxi/2012/637/made)

#### **2. Department of Communities and Local Government**

Briefing note – An Introduction to Neighbourhood Planning

[www.communityplanning.net/pub-film/.../NeighbourhoodPlanning.p...](http://www.communityplanning.net/pub-film/.../NeighbourhoodPlanning.p...)

#### **3. Berkshire Observatory**

Berkshire Economic Assessment 2011

A report on behalf of Berkshire’s six unitary authorities designed to be an honest spatial and economic assessment of Berkshire and its sub-regions.

[www.berkshireobservatory.org](http://www.berkshireobservatory.org) › *Berkshire's Economy*

#### **4. RBWM**

Retail Health Check – August 2011

Annual Report on the retail sector and town centres.

*There is a link on the RBWM site under Retail Health Checks and Surveys*

#### **5. RBWM**

Tourism Strategy Document “Our Vision for 2012 and Beyond – Managing the Visitor Experience in the Royal Borough of Windsor and Maidenhead”

Contains a detailed SWOT analysis and chart of objectives and timescales.

[www.windsor.gov.uk/ebrochure/pdf/VM2012-Web.pdf](http://www.windsor.gov.uk/ebrochure/pdf/VM2012-Web.pdf)

## **6. RBWM**

Final SA Scoping Report: Borough Plans and Neighbourhood Plans” November 2011

Report about the sustainability aspects of Plans.

[www.rbwm.gov.uk/public/pp\\_blp\\_sa\\_scoping\\_report.pdf](http://www.rbwm.gov.uk/public/pp_blp_sa_scoping_report.pdf)

## **7. Regeneris Consulting for RBWM and Slough Councils**

East Berkshire Local Economic Assessment – no date, about 2010??

235 page report on the economy of East Berkshire.

[www.rbwm.gov.uk/public/east\\_berkshire\\_lea\\_report.pdf](http://www.rbwm.gov.uk/public/east_berkshire_lea_report.pdf)

## **8. Regeneris Consulting**

Suggestions for a Strategic Response to 7 – no date.

[www.rbwm.gov.uk/public/east\\_berkshire\\_lea\\_strategic\\_response.pdf](http://www.rbwm.gov.uk/public/east_berkshire_lea_strategic_response.pdf)

## **9. Neighbourhood Planning support site and forum**

<http://www.ourneighbourhoodplanning.org.uk>

## **10. Experian**

## **Town Centre Futures 2020**

(September 2012)

<http://www.experian.co.uk/assets/business-strategies/white-papers/town-centre-futures-whitepaper.pdf>

Analysis of town centre problems and strategies for revival.

Vison/Issues - Captured from Whiteboard 16.4.2013