

Tewkesbury

Town Centre Masterplan

In summer 2022, Tewkesbury High Street Heritage Action Zone (HSHAZ) asked for your opinions about Tewkesbury Town Centre. This helped us plan our first round of projects. Now we want to talk to you about the longer term, so that we can plan to protect and enhance the town's historic centre as the population round us grows.

The HSHAZ, part of Tewkesbury Borough Council, is working to prepare a Masterplan and Design Code for Tewkesbury Town Centre. It will be a land-use planning document specifically for the town's historic centre with a vision, planning policies and deliverable projects which set out what the people of Tewkesbury want for the future, ensuring that change is managed to protect the historic fabric of the town and ensure its long-term prosperity.

The Town Centre Masterplan and Design Code will sit alongside the masterplanning being under-taken for the growth areas beyond the historic core, including the garden town areas. Each suite of documents will reference and inform the other, to deliver a viable and successful future for Tewkesbury and all its users.

For the town centre, we chose LDA Design to help us put the plans together, and they will work alongside a steering group of community representatives as well council members and staff. They will also bring in specialist teams to advise them on specific issues, like heritage and flooding.

We need your help.

LDA will be in town to talk to those of you who live in, work in and visit Tewkesbury to find out what you want in the future through a series of on-street events, workshops and themed groups.

Join the conversation!

Which event is right for you?

Town centre pop-ups: stop by and share your thoughts on a town centre map, fill in a questionnaire, send us a "Postcard from the Future" or just talk to a member of the team.

We want to hear what you love best about the town as well as any concerns you have so that we can find solutions to the problems which affect you and others like you and look after the things that are important to you.

Walk and talk groups are a chance for the LDA team to deepen their understanding of the town as you show them issues relating to various themes.

Discussion can cover whatever you need it to, but could be grouped under the following four topic areas:

1. Heritage and the built environment group

What is important about the town's history? A chance to discuss with heritage experts Purcell during a town centre walkabout. Topics might cover:

- Architecture – are you proud or concerned?
- The best use for old buildings in the future?
- What should the public spaces between the buildings should look like?
- Making old buildings work for the 21st century



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2. Landscape, flooding, natural environment group

Join the LDA team for a walking session to talk through your ideas for:

- Managing flooding
- Greening the high street
- Zero plastic
- Sustainable futures

3. Transport group

Join the LDA team for a walk and talk session looking at:

- Congestion
- Parking
- Public transport
- Walking and cycling in a rural area
- New technology

4. Retail and leisure group

Join the LDA team for a walk and talk session looking at:

- Retail and leisure challenges and opportunities
- Marketing and promotion
- Visitor numbers
- Competitor centres

Young persons' Activity for Schools

What facilities are needed in Tewkesbury now and how do you see Tewkesbury in the future?

- Jobs
- Leisure
- Education and training opportunities
- Housing

Workshop

The initial conversations will be followed by in-depth workshops on similar themes during the weeks commencing 30 October or 6 November. These will enable LDA to work with community organisations, schools, key institutions, residents, elected members and officers to discuss the findings from the initial conversations and what this means for Tewkesbury.

There will be further consultation in early 2024



What's on?

Event	Where	When
Town centre pop-up – come and have your say	Outside the Jelly Roll Café, 17 Barton Street	9 and 10 October during the Mop Fair
Heritage and the built environment – Walk and talk group	Starts from: 9 Church Street	Monday 9 October at 10am
Landscape, flooding, natural environment – Walk and talk group	Starts from: 9 Church Street	Monday 9 October at 10am
Transport – Walk and talk group	Starts from: 9 Church Street	Monday 9 October at 10am
Retail and leisure – Walk and talk group	Starts from 9 Church Street	Tuesday 10 October at 10am

