

Central Bletchley Prospectus



December 2019

Foreword



I am delighted to share our exciting Prospectus for Central Bletchley with you.

Bletchley is a town situated in the south of Milton Keynes, a city with one of the most dynamic and fastest growing economies in the UK. It is, probably, best known for being the top-secret home of the World War Two Codebreakers and the birthplace of the modern-day computer.

Some eighty years later and Bletchley now sits at the heart of the Oxford to Cambridge Arc which, as recognised by the National Infrastructure Commission, has the potential to transform this area of England into a hub of knowledge-intensive industry that can compete on the world stage; the UK's equivalent to Silicon Valley.

In the near future, East-West Rail - "a railway through the 'brain belt' of Britain" - will provide Central Bletchley with strong and direct rail links to Oxford and Cambridge alongside its existing West Coast mainline link to the Euston "Knowledge Quarter" in London.

As a major transport interchange Central Bletchley will benefit from unrivalled connectivity within the wider region and beyond. That connectivity will underpin growth and serve as a catalyst for transformational urban renewal and development.

Our vision is to create a thriving and vibrant 'town within a city' with genuine sustainable travel options and a strong link to its technology heritage - the proposed establishment of South Central Institute of Technology at Bletchley Park, a digital learning hub at the centre of the UK's cyber history which is underpinned by a grant of £28 million from the Department for Education, already represents a significant step in that direction.

With the above aims in mind, this Prospectus identifies the key opportunities for change that are seen as central to the successful transformation of Central Bletchley as well as some of the placemaking themes.

Milton Keynes Council is committed to working with partners and interested parties to ensure we can capitalise on the significant transformational opportunities that will flow from East-West Rail and to deliver on our ambitions for Central Bletchley.

Cllr M. Gowans

A handwritten signature in black ink, consisting of a stylized 'M' followed by a long, sweeping horizontal stroke.

Milton Keynes Council Cabinet Member/Portfolio Holder for

A Strategic Opportunity



Situated at the heart of the 'world-class' Cambridge to Oxford Arc, Central Bletchley will be a major public transport interchange which benefits from unique connectivity in the wider region and beyond. Central Bletchley's connectivity 'edge' will comprise:

- *Direct East-West Rail services to Cambridge and Oxford providing a 40-minute journey time to both cities;*
- *A new 'eastern entrance' to Bletchley Railway Station which provides convenient access to direct East-West Rail services to Cambridge and Oxford and better public transport integration with a relocated bus station;*
- *An improved existing railway station on the West Coast mainline services which enables the Euston 'knowledge Quarter' in London to be accessed within 40 minutes;*
- *Mass Rapid Transit links to Central Milton Keynes and other local destinations, with improved first and last mile connectivity including active modes, new forms of micro e-mobility, demand responsive modes, & local buses.*

The new transport interchange will act as a catalyst for investment that will drive urban placemaking and comprehensive mixed-use redevelopment.

Central Bletchley -a unique growth opportunity at the heart of the arc.



Illustrative Perspective of Central Bletchley Transport Interchange - Image by David Lock Associates

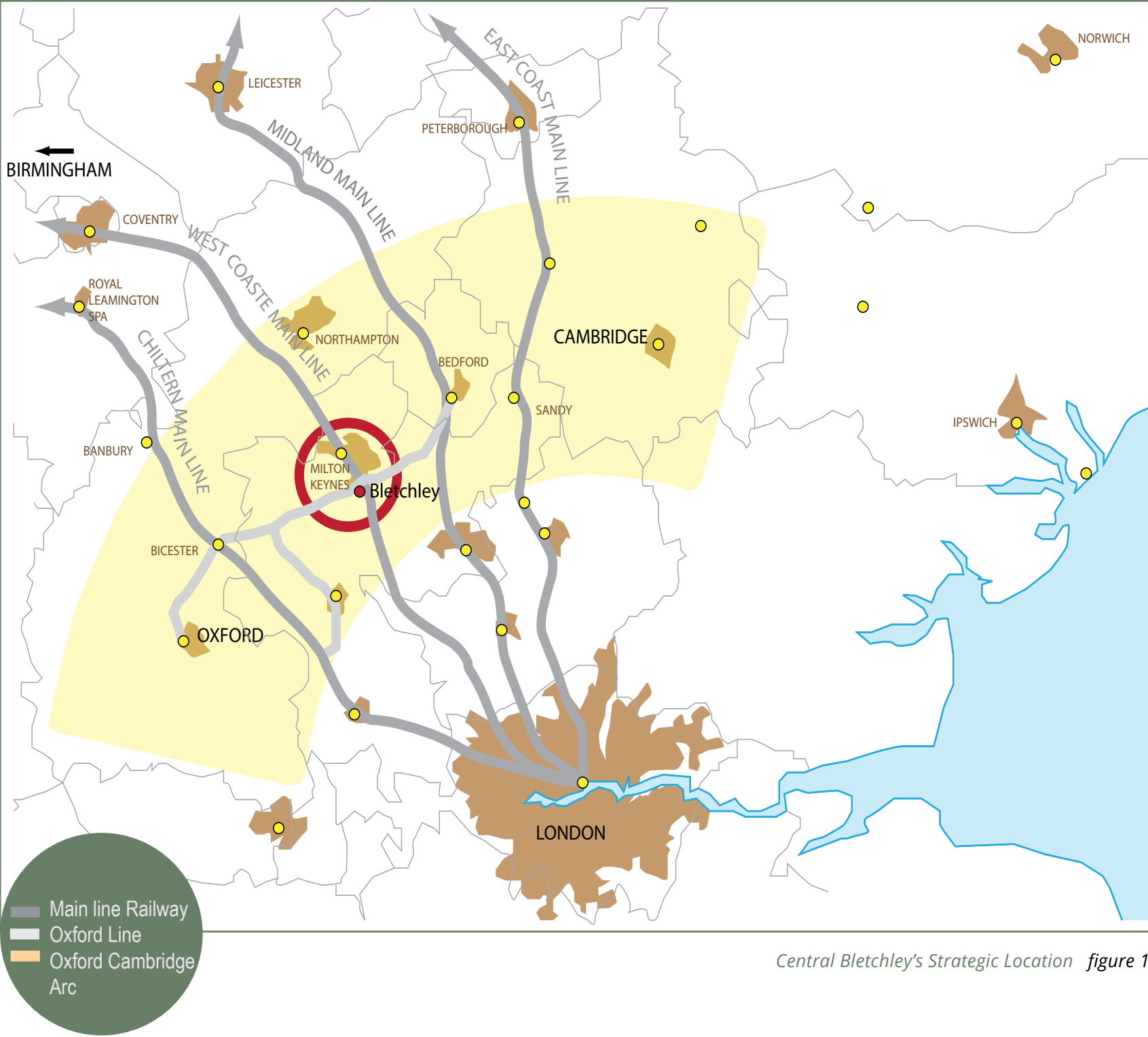
> Table of Contents

Vision Statement	2
1.0 Introduction	6
1.1 The Wider Context	
1.2 Aims of the Prospectus	
1.3 The Central Bletchley Area	
2.0 Bletchley, then, now and in the future	10
2.1 Central Bletchley's History	
2.2 Central Bletchley Today	
2.3 Central Bletchley Tomorrow	
2.4 A Vision for Central Bletchley	
3.0 Building on Local Views & Aspirations	16
4.0 Bletchley Place Making Aims / Themes	20
4.1 Place Making Aims / Themes	
4.2 Illustrative Plan	
5.0 Key Areas of Improvement	24
5.1 Seven Key Opportunity Areas	
5.2 Opportunities in brief	
6.0 Delivery and Implementation	26

1.0

Introduction

1.1 The Wider Context



Central Bletchley's Strategic Location figure 1

Bletchley is located on the southern edge of Milton Keynes. ‘Different by Design’, - Milton Keynes was established over 50 years ago. Its population is increasing.

Currently home to 267,500 people, its population is increasing rapidly. The aim is to expand to 500,000 residents - a city that's bigger than Edinburgh, Cardiff or Liverpool.

That's only part of Milton Keynes' remarkable story. Milton Keynes is one of the fastest growing economies in the UK, producing £11.24bn of Gross Value Added (GVA) in 2015 and £12.14bn of GVA in 2016. Milton Keynes had the highest percentage growth in jobs (29.19%) of any city between 2010 and 2016.

Furthermore, Milton Keynes is located at the heart of the Oxford-Cambridge Arc which the National Infrastructure Commission described as the: *UK's Silicon Valley, an area of national and international importance with exceptional growth potential.*

Bletchley will play a key role at the hub of this Arc due to its location at the intersection of strategic east-west and north-south rail routes, linking key centres of economic activity in London, Birmingham, Oxford and Cambridge.

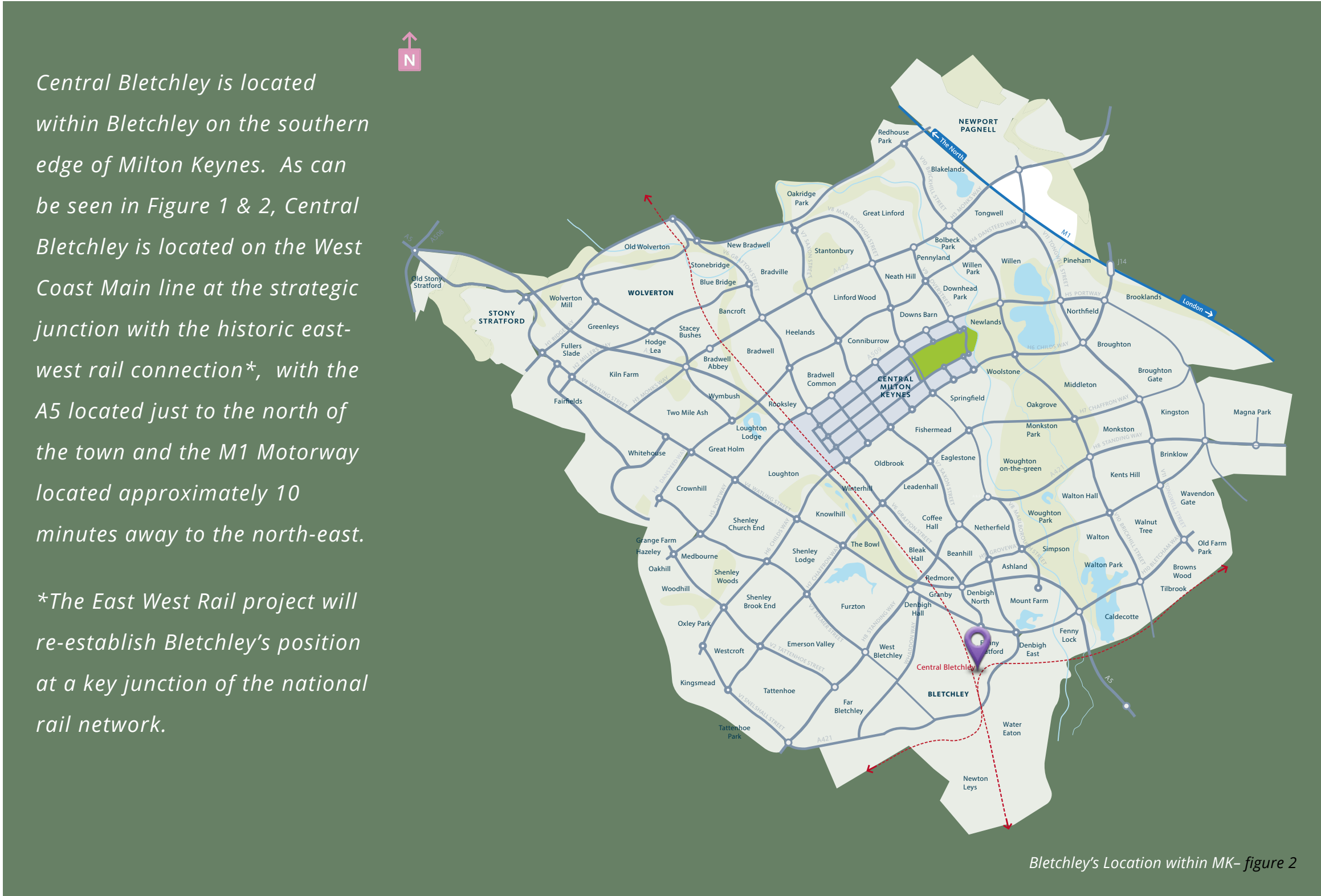
Milton Keynes Council is seeking transformational change of Central Bletchley over the next 10-15 years in conjunction with the proposed delivery of East-West Rail (EWR) services. The key point about EWR is that it will provide Central Bletchley with unique connectivity that will link key centres of economic activity, both within and beyond the South East Midlands Local Enterprise Partnership area.

This locational advantage will facilitate the local appetite for change in Central Bletchley.

Milton Keynes Council is therefore, seeking to promote transformational change within Central Bletchley through the preparation of a development prospectus with the aim of capitalising on the increased accessibility and connectivity created by EWR. This will act as a catalyst for new investment in Central Bletchley

that will benefit both the existing community as well as new residents, workers and visitors.

The investment in Central Bletchley that will flow from its locational benefits will help deliver Milton Keynes Council's current priorities of a “Healthy Place”, an “Affordable Place” and a “Place of Opportunity.” If embraced and managed well East-West Rail offers a once in a lifetime opportunity to regenerate Bletchley.



Bletchley's Location within MK- figure 2

1.2 Aims of the prospectus

- 1- To help influence, guide and promote change within Central Bletchley.
- 2- To enthuse landowners and potential investors about the placemaking and development opportunities within Central Bletchley which will deliver on the aspirations of both the existing community as well as potential new residents, workers and visitors.
- 3- To provide greater certainty for potential investors and developers about the types of development that are likely to be acceptable within the prospectus area. This will reflect local opportunities and aspirations and key placemaking themes that will shape future development.
- 4- To effect local change in Central Bletchley where there is a desire for new housing, retail, employment, transport infrastructure, leisure and public realm improvement opportunities.

1.3 The Central Bletchley Area

The extent of the Central Bletchley area has been determined by two factors:

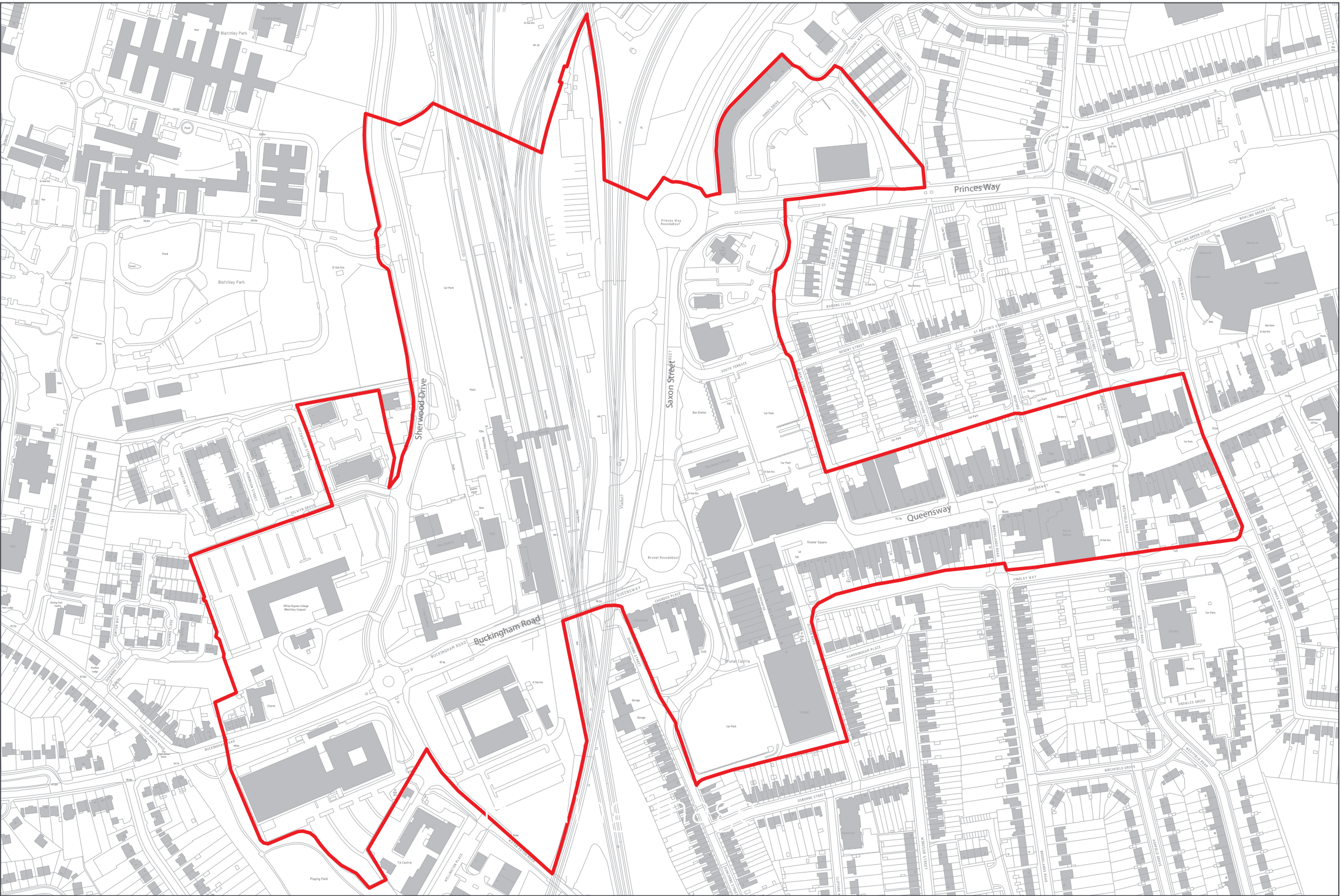
- 1- The proximity to existing and proposed public transport infrastructure.
- 2- The location of potential development and regeneration sites.

The Central Bletchley area covers two existing Parishes in Milton Keynes, Bletchley and Fenny Stratford Town Council to the east of the railway line and West Bletchley Council to the west of the railway line.

It should be noted that whilst the Central Bletchley Prospectus Area includes most of the Town Centre it also includes land to the west of the West Coast railway line, which is outside of the town centre as defined in local planning policy.



Queensway Central Bletchley



The Central Bletchley Area – figure 3

2.0 Central Bletchley then, now and in the future

2.1 Bletchley’s History

Bletchley's growth from a small hamlet is a result of the arrival of the London and North Western Railway and Bletchley's location on the historic junction with the Oxford-Cambridge 'Varsity line'.

Historically Bletchley is known for being the home of the 'codebreakers' in World War II. In order to break the Nazi's coded messages the first modern computer was built at Bletchley Park by Alan Turing. Until the mid twentieth century Bletchley was a small settlement in a rural setting. Much of the land associated with Bletchley Park remained undeveloped and intact. In 1938 the estate was sold to a local developer and in 1939 the house and a further

50 acres of surrounding land were bought by the Government Code and Cypher School (GC&CS) for wartime operations.

Following the war the areas of land not in government ownership developed rapidly from around 1955 onwards, although the land around Bletchley Park was developed at a relatively low density, with significant open spaces surviving. Bletchley was included in the "designated area" when the "New City" of Milton Keynes was founded in 1967. The rural setting gradually transformed into suburban housing developments.



Bletchley Park

2.2 Central Bletchley Today

Strong foundations exist:

Location
Central Bletchley is already located on the West Coast mainline and provides direct services to London and Birmingham. It has an existing bus station within the town centre that provides good bus services to Central Milton Keynes. It is also within easy access of the M1, A421, A5 and A4146 which provide vehicular access to the other key regional cities and towns.

Great Amenities
Queensway is a pleasant tree lined 'high street' with wide pavements and a fairly diverse and often independent offer that meets most resident's daily needs, (see photo, page 10). At its eastern end it is anchored by Bletchley Leisure Centre which includes a 25m swimming pool.

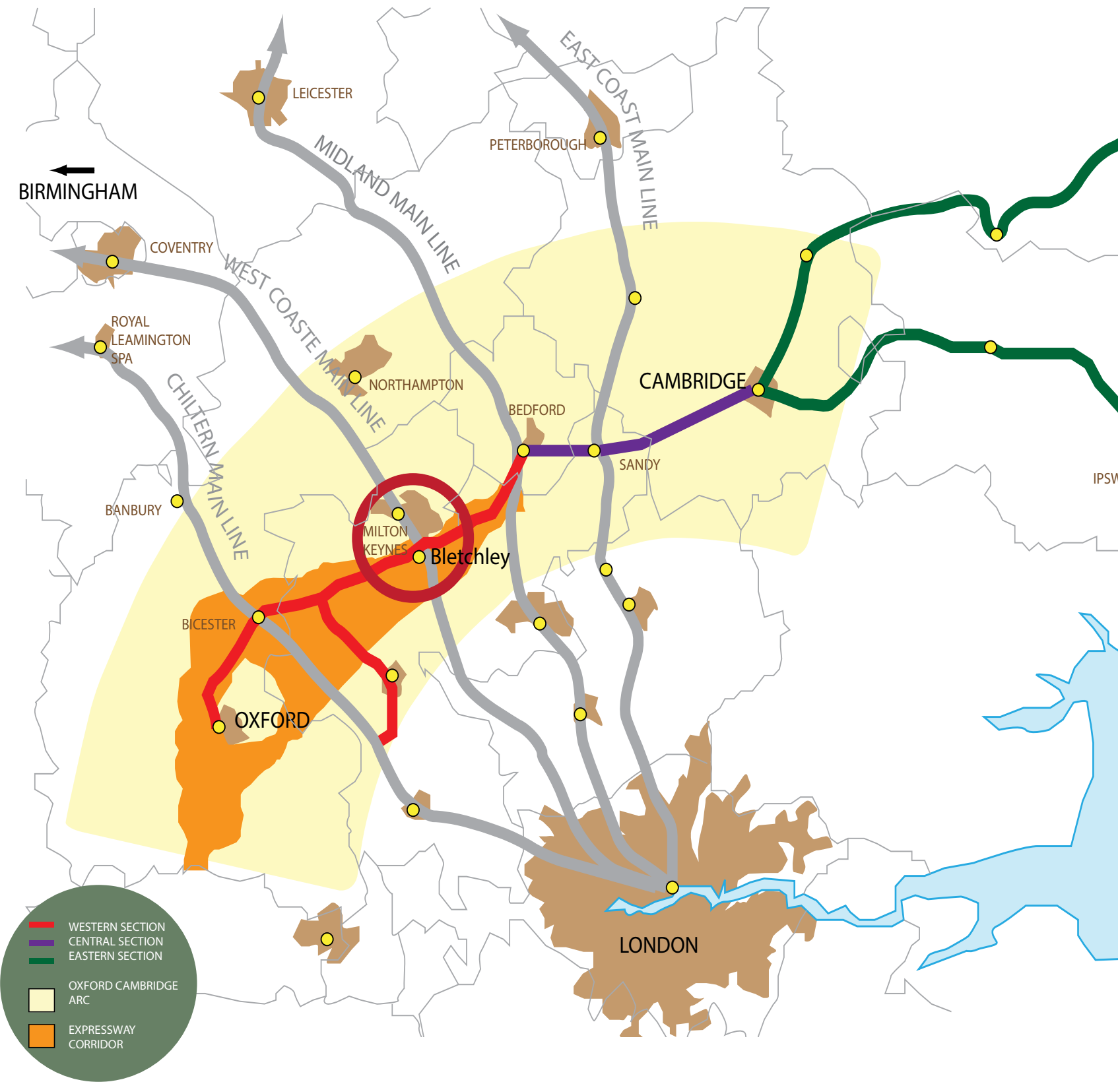
Bletchley Park,
The famous code-breaking facility is located directly to the north west of Central Bletchley and has been transformed into a significant tourist destination which currently receives more than 250, 000 visitors per year. One of the reasons Bletchley Park was chosen for the WWII codebreakers was its location at the mid point between the intellectual hubs of Oxford and Cambridge in addition to having excellent rail links to London.

An exciting recent development sees Milton Keynes College preparing to restore a currently empty wartime building in Bletchley Park, Block D, transforming it into an Institute of Technology. This will provide an inclusive centre for technical qualifications, apprenticeships and training to plug the growing gap between demand and supply for key technical and digital roles, including cyber security.

The Institute of Technology will bring significant investment into Bletchley as well as world leading brands such as Microsoft and KPMG. This could act as a catalyst for new technology related small & medium size enterprises (SME's) within Central Bletchley.

Stadium MK
Located within walking distance of Central Bletchley, the stadium contains a 'first class' sporting arena which is primarily home to the MK Dons Football Team, but has been a venue for the Rugby World Cup, European Rugby, England U-21 and Women World Cup fixtures. The complex also includes the Marshall Arena which has also hosted the National Badminton Championships and numerous concerts with international artists.

2.3 Central Bletchley Tomorrow – The Strategic Opportunity



Bletchley location in relation to new transport Infrastructure - figure 4

Capitalising on New Transport Infrastructure

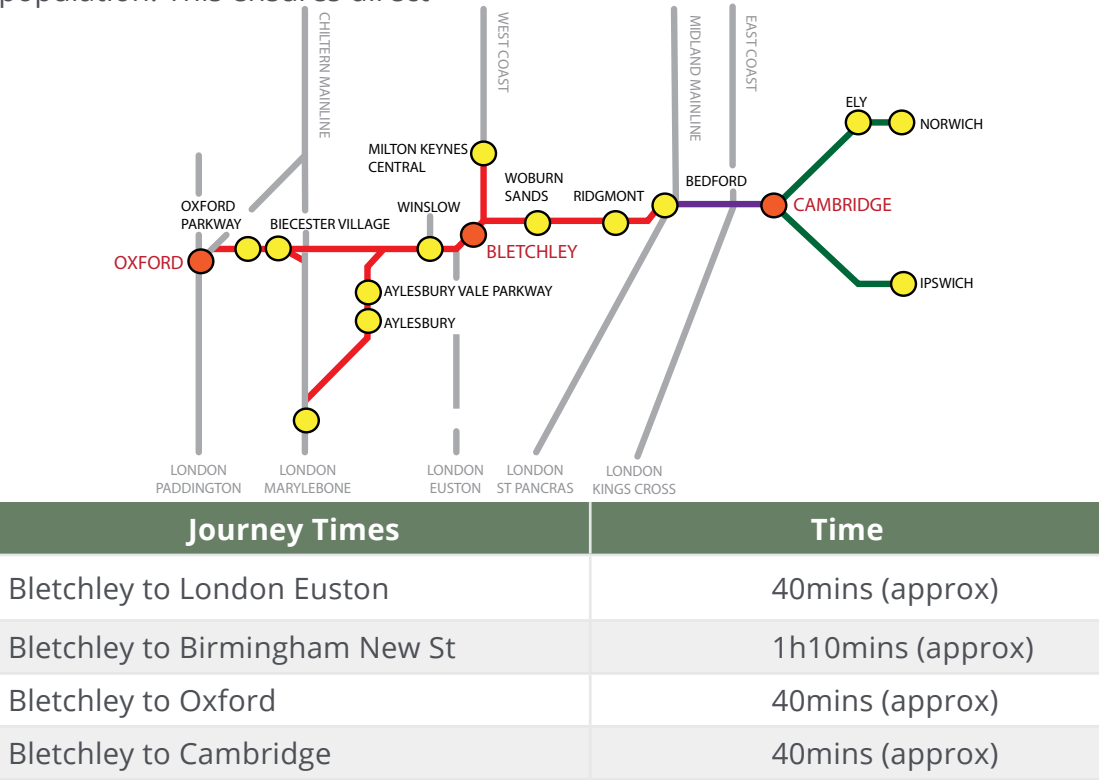
The advantages accruing from The East-West Rail Link present significant, once in a generation, opportunities for placemaking and redevelopment within Central Bletchley. The delivery of East-West Rail will mean investment in the existing station as well as a new eastern entrance which will transform the arrival points for workers, commuters, residents and visitors. East-West Rail will help enable Central Bletchley to be a convenient, accessible and as a result a vibrant town centre. It will have new workspace, retail, an expanded evening economy as well as community and leisure facilities supporting a larger residential population. This ensures direct

access to the Oxford Cambridge Arc as well as educated and skilled people, R&D infrastructure, supply chains and universities.

The proposed Expressway between Oxford and Cambridge will pass south of Bletchley and will make Bletchley more accessible by road.

In addition, as part of Milton Keynes's ambitious growth strategy to 2050 there is a desire to deliver a city-wide Mass Rapid Transit (MRT) service which would provide connections between Bletchley, Central Milton Keynes (CMK) and other locations in Milton Keynes.

HS2 (subject to the review) will free up capacity on the West Coast Mainline improving commuting services between Central Bletchley and London Euston.



Bletchley travel times chart – figure 5

Opportunity Sites for Development

Central Bletchley offers a significant amount of underdeveloped / underutilised and / or brownfield empty sites and buildings which are primed to capitalise on the locational advantages presented by East-West Rail and other proposed investment in transport infrastructure.

Development of these sites will provide the opportunity to deliver further benefits for the existing Bletchley community through improved pedestrian connectivity and a better quality of the public realm within Central Bletchley.

Housing Affordability

East-West Rail will bring Oxford and Cambridge within a 40 minute train commute from Central Bletchley while London Euston is only 40 minutes away via the West Coast Mainline. A potential Mass Rapid Transit (MRT) network will improve links and journey times to and from Bletchley and other destinations in Milton Keynes, including CMK.

With attractively priced housing compared to London, Oxford, Cambridge and even CMK, this is an opportune time for landowners, developers and investors to capitalise on a favourable development market in Central Bletchley for residential and office uses.

The locational advantages of East-West Rail also extend to the potential for new office space within Central Bletchley, particularly SME space that capitalises on Bletchley Park's technology heritage USP.

A Favourable Development Environment

Milton Keynes is located centrally within the Cambridge – Milton Keynes – Oxford Corridor which is projected to accommodate 1 million new homes by 2050.

There is an opportunity for places like Central Bletchley with its locational advantages to help deliver on this growth commitment.

Milton Keynes itself has ambitious growth plans which will see the population of the borough and its wider area grow from 270 000 to 500 000 by 2050.

Central Bletchley not only has a key

role to play in helping deliver on this agenda, but it can also cater for the changing demographic which will see more young people move to the area and offer a different lifestyle to that which much of Milton Keynes currently provides. Central Bletchley has the potential to deliver a mixed use community offering a variety of urban house types.

The Milton Keynes Council Plan (2016 – 2020) has 3 key aims for Milton Keynes, one of which is “An Affordable City”. This maintains all residents being able to live in a good home at a price they can afford to rent or buy, and businesses being able to access high quality, affordable premises that meet their needs. Central Bletchley can help deliver on this.

Both national and local planning policy is supportive and places emphasis on the importance of optimising development and place-making in and around transport hubs and this reinforces the potential for significant change within Central Bletchley.

Recognising the positive impact East West Rail has on Central Bletchley Milton Keynes Council has included a policy within its new Local Plan (Policy SD16) specifically relating to the opportunities within the Central Bletchley Area.

Part of this policy enables new residential development at densities of 150-250dph.

Bletchley Transport Strategy (BTS)

is a current policy document and a number of potential opportunities and schemes in the prospectus are consistent with the interventions in the BTS.

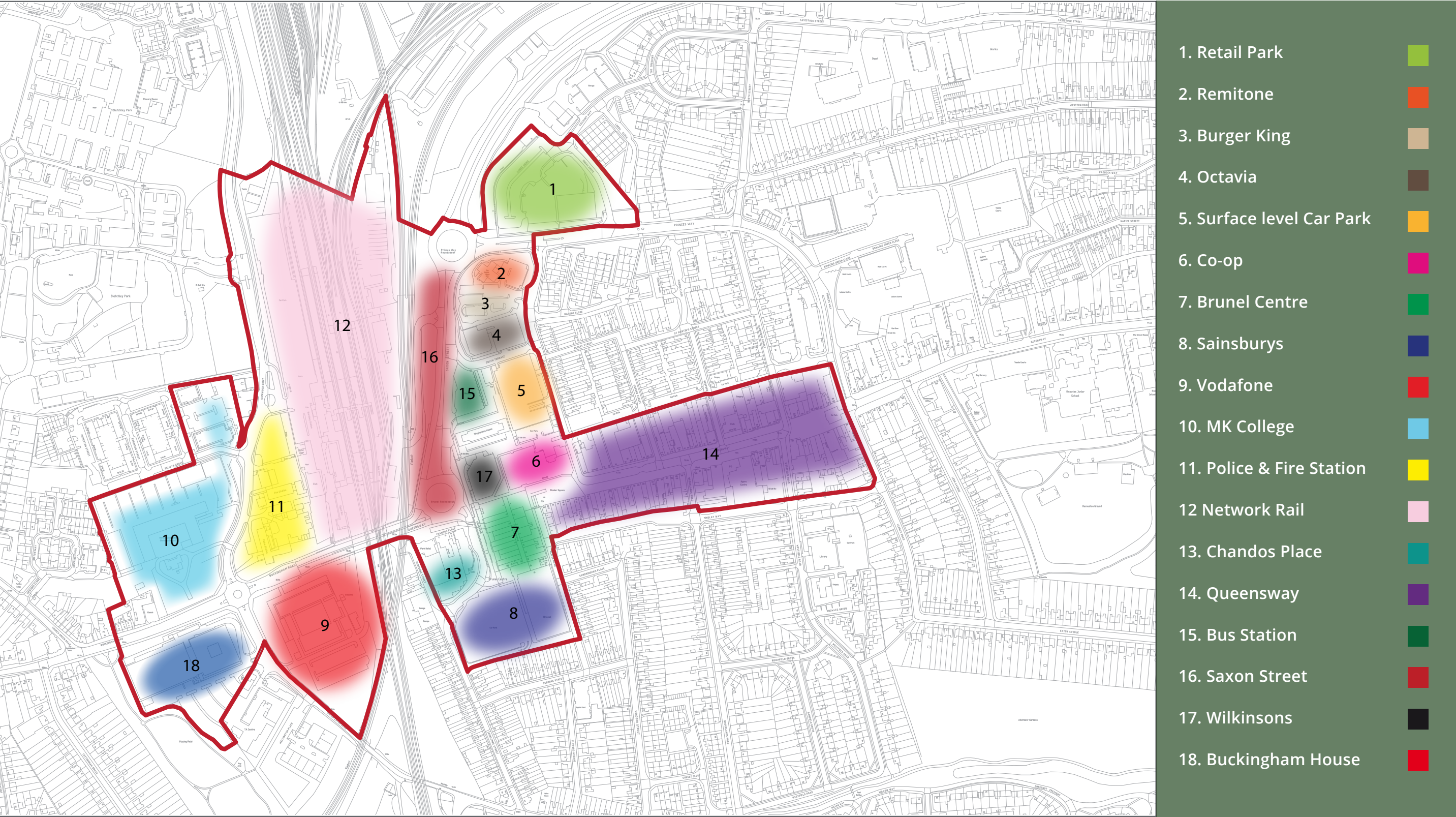
Plan:MK - Policy SD16
CENTRAL BLETCHLEY PROSPECTUS AREA

figure 6

Development within the Central Bletchley Prospectus Area will be guided by the following principles:

- 1. The density of residential development to be 150-250 dwellings per hectare.*
- 2. Improved pedestrian connections and legibility.*
- 3. Improved public realm.*
- 4. Refurbishment and /or redevelopment of key sites and buildings.*
- 5. Exploring options for the early redevelopment of the Police and Fire Station sites.*
- 6. Exploring the potential of existing infrastructure to help enable and unlock residential-led mixed use development opportunities.*
- 7. Further improve the quality of pedestrian routes to and from Bletchley Station.*
- 8. Development should not preclude the delivery of an 'eastern entrance' to Bletchley railway station.*
- 9. The development will provide green infrastructure in line with Policy NE4, providing wellbeing benefits through access to nature*

Central Bletchley Opportunity Sites



Bletchley Opportunity Sites- figure 7

2.4 Central Bletchley - The Vision

This vision represents a glimpse of what might be possible, if the opportunities arising from Bletchley's locational benefits are grasped.

Unrivalled, transport connectivity will act as a catalyst for investment that will drive comprehensive mixed-use redevelopment.

Central Bletchley will be a thriving and vibrant urban area, offering sustainable lifestyle options and choices fit for the 21st century. These options will be enabled by the close juxtaposition of new housing and employment opportunities with the major new transport hub and the existing town centre.

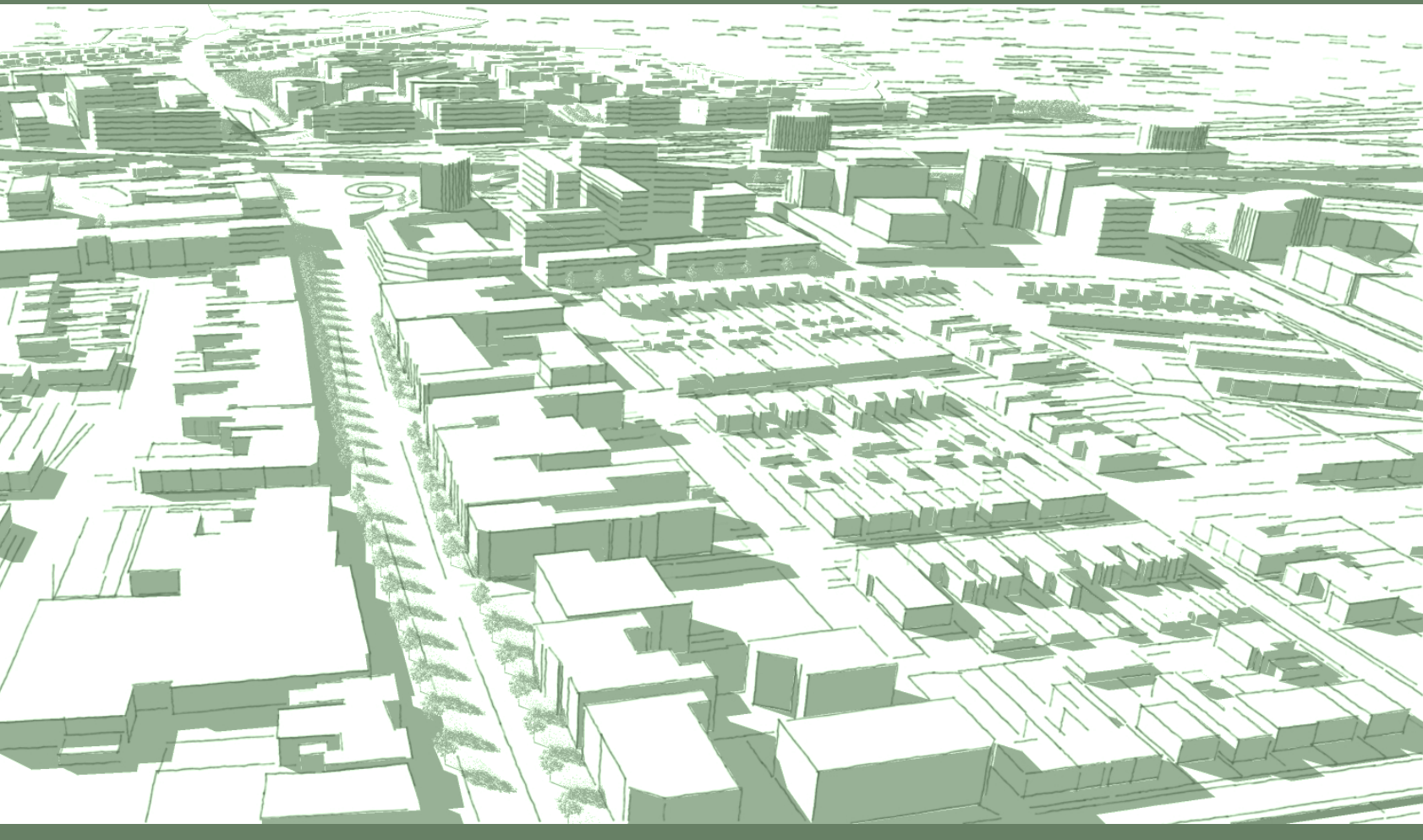
New, high quality, housing in higher density forms - possibly provided as part of mixed-use development schemes - and focussed around the public transport hub will provide greater housing diversity and choice for both new and existing residents. Future housing will help to support public transport and vice versa as well as make for a more active, vibrant and viable town centre.

The area has the potential for a younger residential demographic. This will help sustain a diverse range of shops, bars, coffee shops, restaurants, niche retail and SME's (that have built a strong identity around the digital and technology sector that made Bletchley Park famous). This could make Central Bletchley a destination in its own right for all residents across Milton Keynes.

New commercial development in close proximity to the train station will provide significant and valuable employment opportunities. Direct connectivity to world-class innovation centres located in Oxford, Cambridge and Milton Keynes will see Central Bletchley fulfil its potential to become a significant technology hub which builds on the enduring legacy of the pioneering computing work of Alan Turing and the Codebreakers at Bletchley Park.

An eastern train station entrance will be accompanied by a new bus station adjacent to it on the western side of Saxon Street creating a high quality modal interchange from which a rapid transit service will transport people to CMK in a matter of minutes.

To offer an alternative but complementary lifestyle to much of Milton Keynes: create a desirable, higher density, metropolitan urban hub around excellent transport links that revitalises the town centre for existing and new residents, workers and visitors to Central Bletchley.



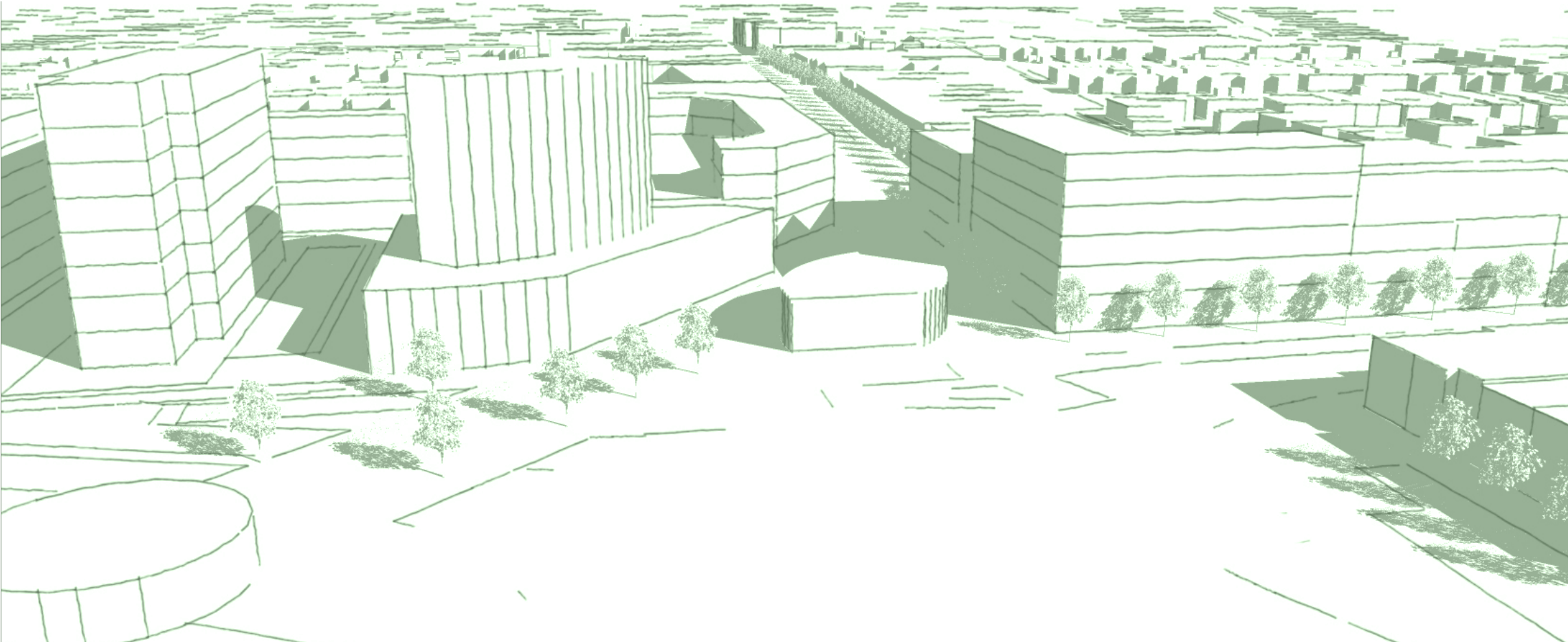
Illustrative Sketch, looking down Queensway towards the railway - figure 8

Pedestrians exiting the new eastern entrance will be welcomed into a rejuvenated town centre across a remodelled pedestrian friendly Saxon Street.

The west end of Queensway (i.e. Bletchley's 'high street') will be opened up and reconnected with the environs of the railway station and the public transport interchange at the station's new 'eastern entrance'. This 'reconnection' will improve the western gateway to the town centre and facilitate ease of movement between West Bletchley and the town centre; it will help to reinvigorate retail and other uses in the primary shopping area and encourage a thriving night-time economy.

Investment in and improvements to pedestrian and cycle routes and the public realm will create a safe, walkable, environment which will encourage people to walk to nearby services and facilities thereby reducing reliance on car usage within the town centre.

On the western side of the railway line a more welcoming train station will provide a high quality public realm link to Bletchley Park. New and improved pedestrian routes will provide improved links to the town centre delivering attractive and accessible pedestrian routes for everyone.



Pedestrians exiting the new eastern entrance will be welcomed into the town centre across a remodelled Saxon Street via a vibrant pedestrian friendly path flanked by ground floor mixed uses. This eastern entrance link will provide the opportunity for reconnecting Queensway with Buckingham Road.

Illustrative Sketch, looking across Saxon St towards Queensway - figure 9

3.0

Building on local views & aspirations

Central Bletchley Challenges

We have engaged with key stakeholders within Central Bletchley to better understand the challenges, and aspirations of the area. The feedback from this process has informed the content of the Prospectus.

They have told us of the following challenges: (see pg19).

Existing buildings

Empty building

Transport Node

Node

Barrier

Active frontage

Inactive frontage

Redway

Pedestrian route

Landmark

Poor quality gateway

Gateway

Poor quality pedestrian environment

Poor quality pedestrian link

Improved pedestrian environment ('FTL')

Lack of quality street frontage

Inward looking building

Poor quality through route and space

Bletchley Site Analysis and Constraints Plan- figure 10

More investment needed

As with many high street environments across the UK, a lack of significant investment has been a feature. However, there are positive signs and there has been some investment into the town centre, for example, the recent opening of a Wetherspoons in Queensway and the residential market has started to recently react positively in recognition of the locational benefit Central Bletchley possesses given the East-West Rail scheme.

Viability

In order to underpin the Prospectus and ensure that the future locational benefits of Central Bletchley are captured a flexible approach to

existing local planning policy may be required at the planning application stage particularly with regard to early developments.

Railway Line and Saxon Street to be used to help integrate Central Bletchley

The railway lines and the nature of Saxon Street combine to sever Central Bletchley either side of this infrastructure.

Need for an Eastern Station Entrance

There a disconnect between the town centre and the station entrance: the town centre is located on the eastern side of the railway line, however the station is on the western side which means that

the opportunity to capture the commuter pedestrian footfall in the town centre is substantially reduced.

Pedestrian links need to be improved

On key desire lines the quality of pedestrian & cycle routes and resulting public realm experience is poor. A contributing factor has often been the positioning and design of adjacent buildings.

The positioning and design of buildings has resulted in poor quality pedestrian routes between Queensway and Buckingham Road, Queensway to Stephenson House and south of Sainsbury's which undermines the through movement of people into Queensway.

The quality of pedestrian routes between the existing station and the town centre are also not good enough, as well as between the station and Bletchley Park.

Existing redway connections to the wider redway network are not particularly good.

More vibrancy and activity within the Public Realm

There is a lack of a sufficient number of homes as well as an evening economy in Central Bletchley which undermines the activity and vibrancy of the public realm.

Sense of Arrival to be Improved

Whether arriving by foot, bicycle, bus, train or car, the area generally offers a poor sense of arrival.

High Quality Transport Interchange Required

The bus and train stations are located on the different sides of the railway line with no visible link, and a poor quality environment between them, consequently, pedestrians have a lengthy and uninspiring walk to interchange between the two stations, this results in a disconnected public transport hub.

Future car parking need will be reviewed in light of the need generated by a strategic transport interchange.



Lack of Eastern Station Entrance
There a disconnect between the town centre and the station entrance.



Poor quality pedestrian links
Poor pedestrian routes. Including those to the existing Rail Station.



Lack of vibrancy and activity within the public realm. The quality of the public realm particularly at the western end of Queensway is poor.



Poor sense of arrival
Whether arriving by foot, bicycle, bus, train or car the area has a poor sense of arrival.



Poor modal interchange
Disconnected public transport modal interchange.

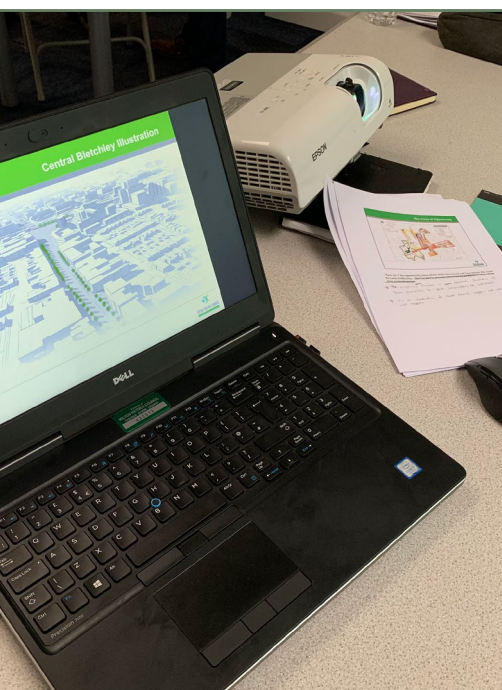
Engaging with key stakeholders has established the following aspirations and needs of the local community.

- Local stakeholders welcome proposals for a new eastern train station entrance
- It is important for the existing western train station entrance to also be improved – to deliver a high quality gateway to Bletchley Park
- Saxon Street and development that faces it needs to deliver a welcoming and pleasurable environment
- The character of Central Bletchley will be enhanced through identifying and evolving the essence of its unique identity
- Investment should be made and distributed across all of Central Bletchley in order to break down any perceived east-west divisions
- More affordable, quality, housing and the necessary facilities to support new and existing residents should be delivered
- The area will be enriched by designing for active streets and public spaces
- Queensway needs to be opened up in order to reconnect the Town Centre to Buckingham Road and the train station. This will improve the street network and increase footfall
- The Queensway area needs to be flexible enough to offer alternative town centre uses that can support leisure and an enhanced evening economy as well as an improved retail offer



Queensway Central Bletchley

Queensway needs to be opened up in order to:
reconnect and improve the street network and increase footfall



Stakeholder engagement

4.0

Placemaking Themes

4.1. Placemaking Themes

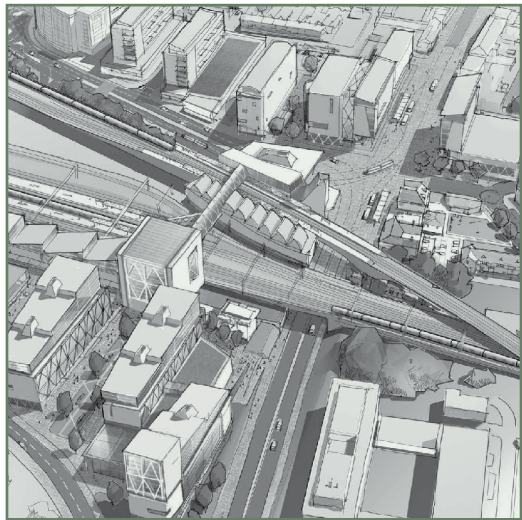
Central Bletchley will be an attractive, vibrant, prosperous and well designed place providing a good quality of life for all new and existing residents of Bletchley.

The following sets out a series of placemaking themes that will capitalise on East-West Rail and help focus investment in the Town Centre.

01 A Compact Central Bletchley

As a consequence of improved connectivity, Central Bletchley will provide opportunities for intensification and the potential for a compact, vibrant and safe urban environment.

This will allow for the provision of a range of mixed use development within walking distance from new housing and the new public transport interchange.



Illustrative image of a compact Central Bletchley.

02 Improving Routes and Spaces

New development offers opportunities to reinforce routes or create new ones through a combination of pedestrian friendly streets and squares around which development will be focussed and face onto.

This includes the reconfiguring of Saxon Street and a new pedestrian friendly street that ‘opens up’ Queensway by reconnecting it with Buckingham Road. This will also deliver improved pedestrian movement, to the western side of the railway,

There is also the opportunity to improve the existing desire line from the western station entrance to Buckingham Road making this route more accessible and attractive. This will further improve the sense of arrival.



Aerial Image shows how the railway divides Central Bletchley.

Beyond Central Bletchley links to the Blue Lagoon Nature Reserve could be improved for pedestrians and cyclists. This would provide better access to the railway station and the town centre for the southern expansion areas of Bletchley, Water Eaton, Newton Leys and the Lakes Estate.

03 Breaking down the East-West ‘Divide’

Central Bletchley is physically divided by the railway but there is a perception that areas to the west and east are also divided socio-economically.

The opportunity for new development on both sides of the railway, together with an improved public realm that ‘knits’ this development together, will help ensure any perception of the divide is broken down. A new eastern entrance, a reconfigured Saxon Street and outward facing development will have a key role to play in better integrating the Town Centre with West Bletchley.

The design of the railway fly-over could be altered in a way which will contribute positively to ‘place creation’ and connectivity helping integrate the two sides of Central Bletchley.



Frideswide Square - Gateway to Oxford, illustrates how an improved public realm can provide a sense of arrival.

04 An Improved Sense of Arrival

East-West Rail and the associated investment will allow for the transformation of the arrival and departure points into Central Bletchley. A new eastern entrance, to Bletchley Railway Station, a high quality transport interchange and a reconfigured Saxon Street will improve pedestrian linkages across Central Bletchley. This should bring more footfall into the Town Centre.

However, a sense of arrival and departure is not only about the linkages to the town centre but also what the quality of the environment at that location is like.



Illustrative image showing an improved public realm along side a key route. Centenary Square Birmingham by ARUP.

05 Diversifying Uses and increasing housing choice

Central Bletchley lacks diversity of uses in terms of retail, the evening economy, community and leisure uses.

New development on vacant and underutilised sites and buildings offers the opportunity for a range of higher density housing. This is likely to appeal to young professionals. This in turn will drive the demand for many of the uses identified above, while s106 obligations will contribute to new community infrastructure.

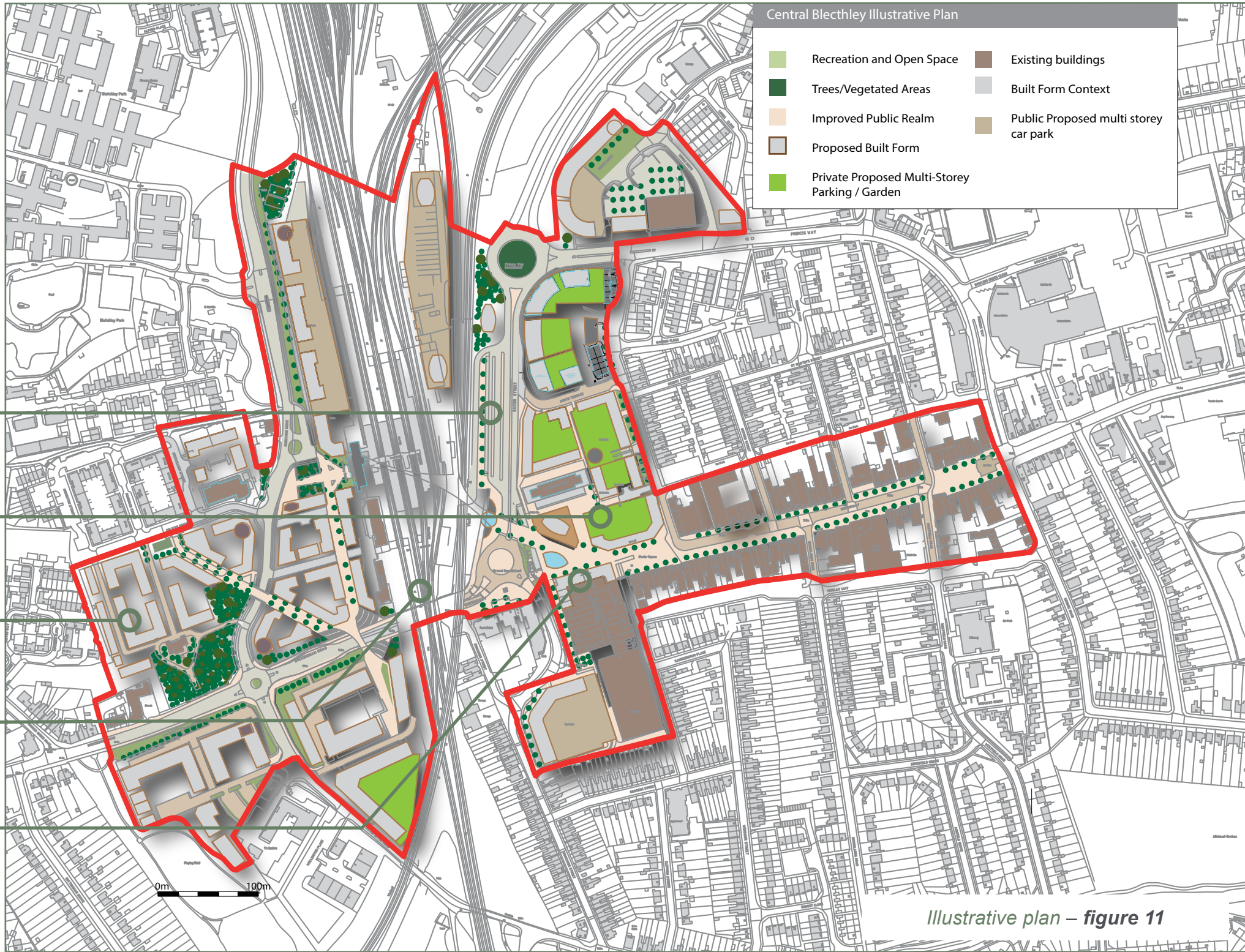
New development will need to provide active uses at ground floor facing onto the streets and key areas of public realm.

4.2 Illustrative Plan

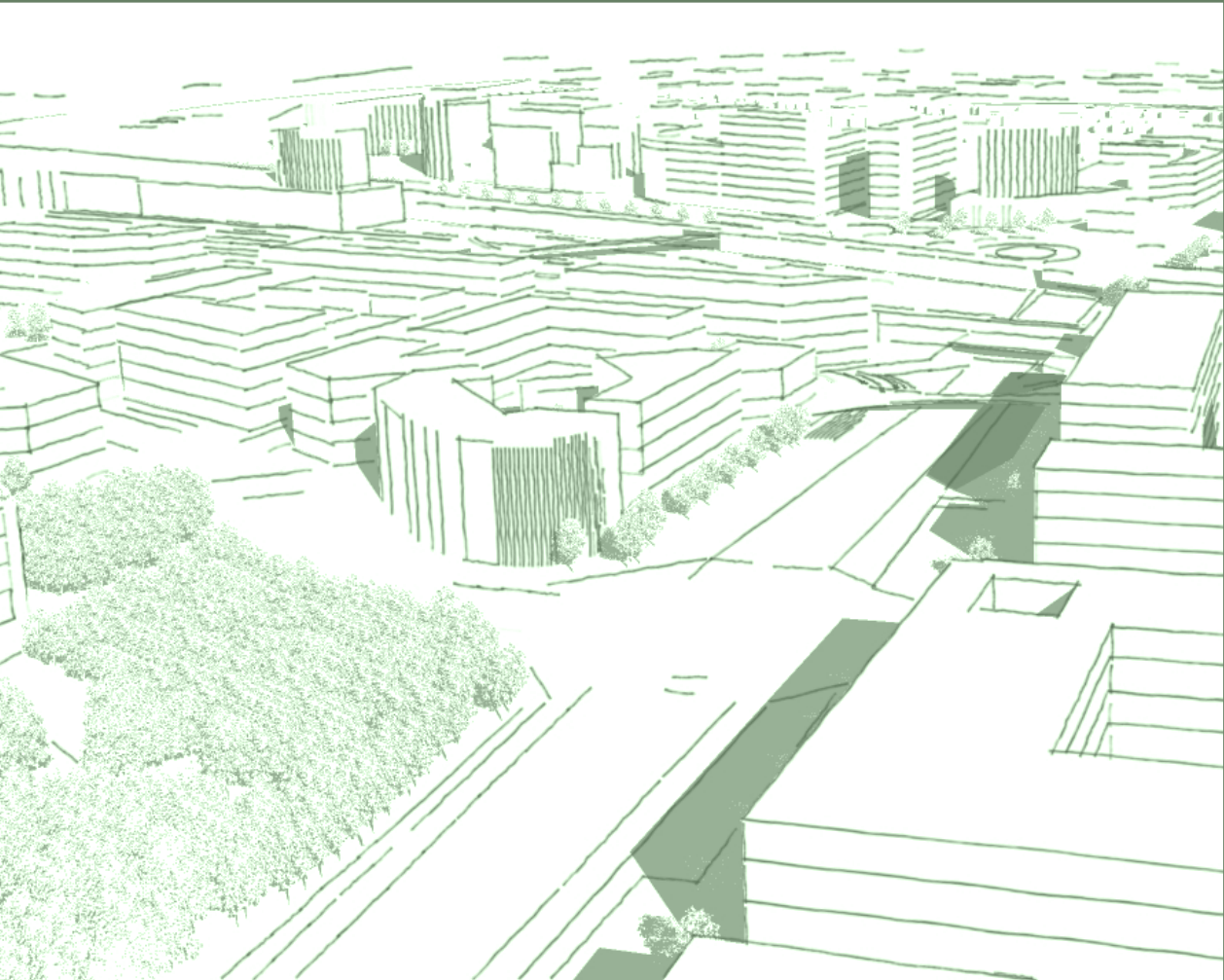
The illustrative plan has been informed by the themes identified in this prospectus.

The plan is not fixed and is open to interpretation, however it is one way in which the themes could be addressed in a proposal.

- 01 - An Improved Sense of Arrival
- 02- A Compact Central Bletchley
- 03 - Diversifying uses and increasing housing
- 04 - Breaking down the east and west divide
- 05 - Opening New Routes and Spaces



Illustrative Sketch, looking down Buckingham Road towards the town centre - figure 12



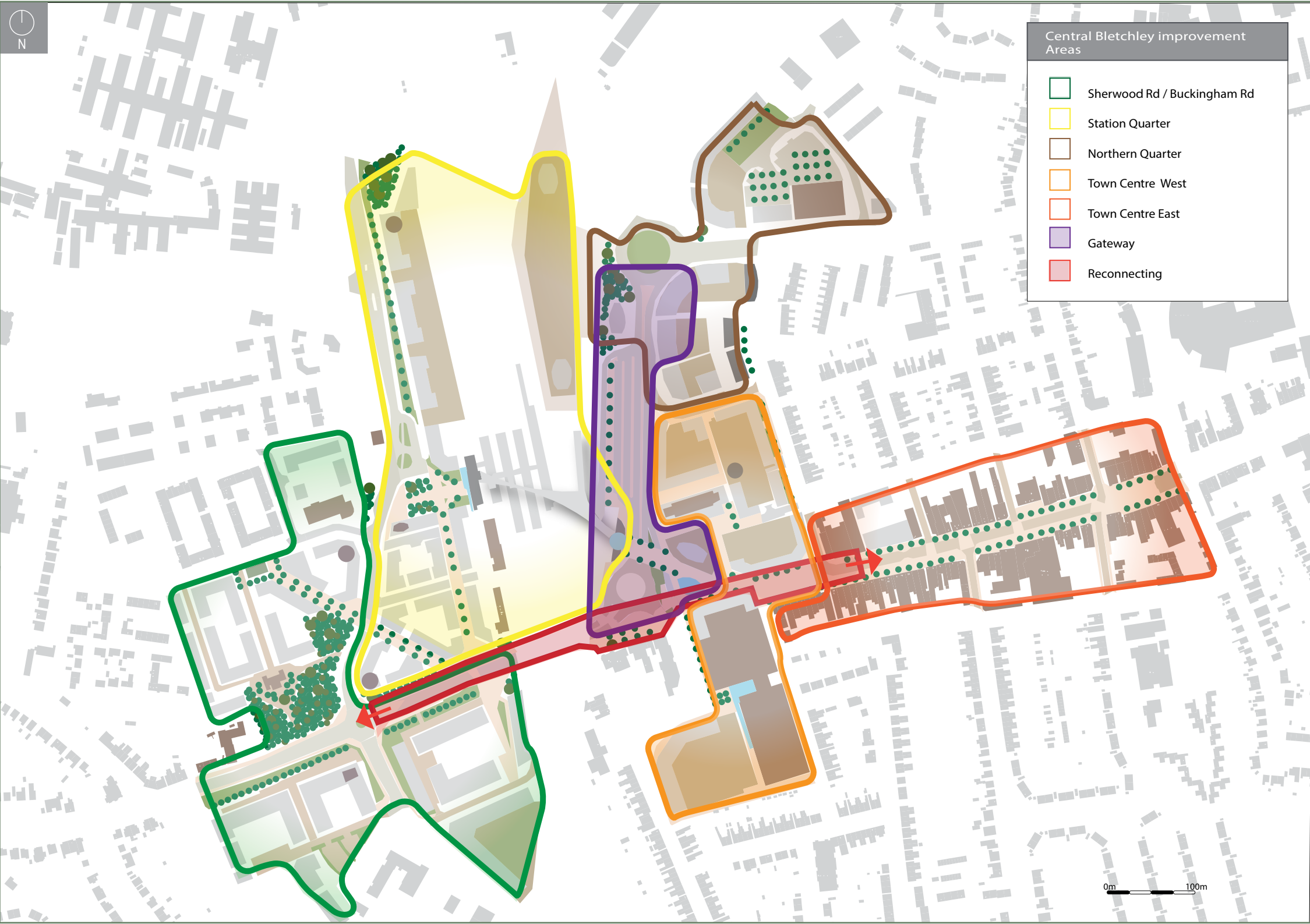
Reconnecting Buckingham Road and Queensway with increased density of development, including a residential of up to up to 250 dwellings per hectare

5.0 Key Opportunity Areas

5.1 Seven key opportunity areas

A key benefit from a coordinated approach to the renewal and development of Central Bletchley is that all parties will be able to understand the various opportunities within the context of a wider coordinated strategy.

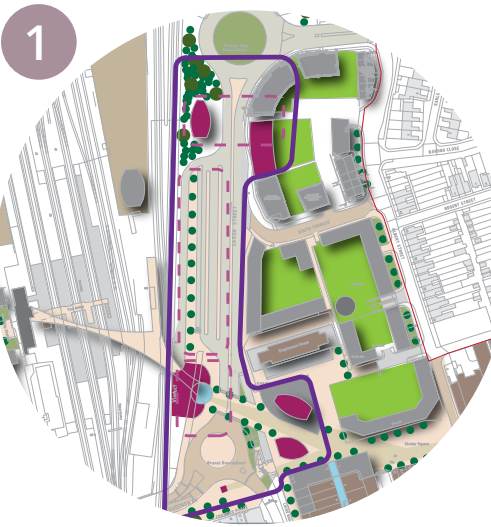
There are 7 key opportunity areas which when developed will help deliver the vision for Central Bletchley. It is anticipated that more detailed guidance for each opportunity area will be provided through a subsequent Urban Design Framework (or similar) which will be adopted as a Supplementary Planning Document.



Improvement Area Plan – figure 12

5.2 The opportunities in brief

A new gateway for Bletchley



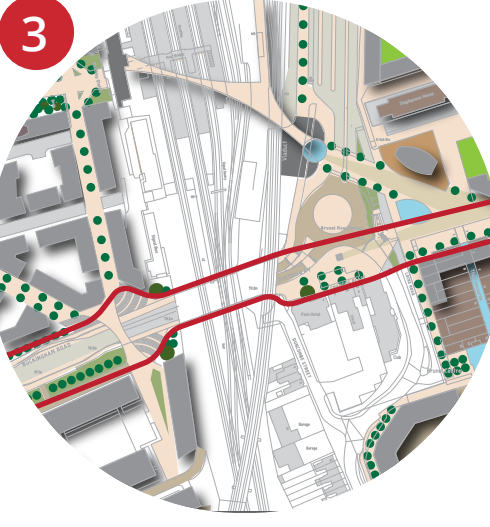
We will harness the potential of East-West Rail to create an eastern station entrance and associated transport interchange that faces the Town Centre. We will turn Saxon Street from a highway into a pedestrian scaled street, which will create a strong sense of arrival to Central Bletchley. This will help break the perceived divide between Bletchley either side of the railway line.

Town Centre East



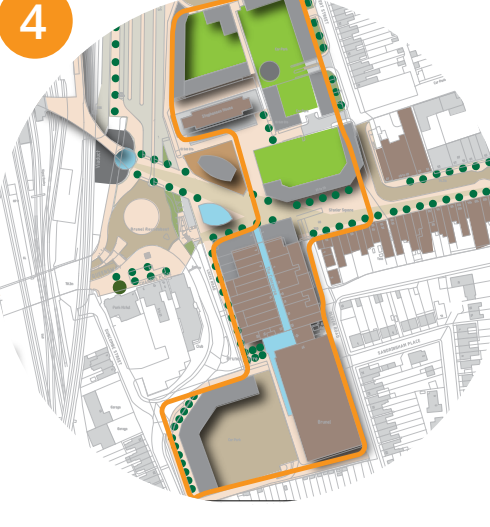
Queensway will see public realm, wayfinding and parking / highway management improvements while a further diversification of typical high street uses will be sought .

Reconnecting Queensway



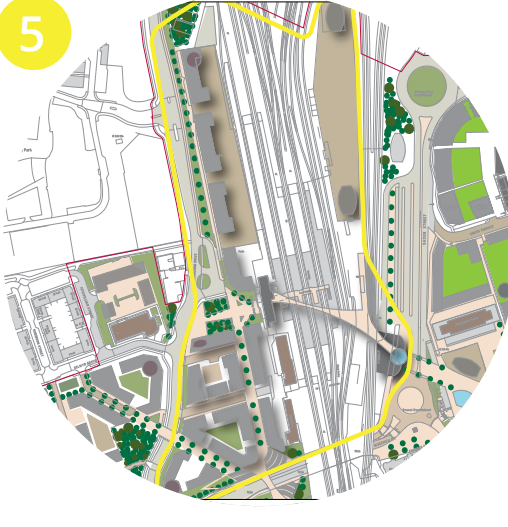
We will work with partners to redesign or redevelop existing buildings which would allow Queensway to be ‘opened up’ and reconnected to Buckingham Road via a new pedestrian street.

Town Centre West



We will work with partners to enable the development of underutilised buildings and sites with higher density residential led mixed-use development that revitalises the Town Centre.

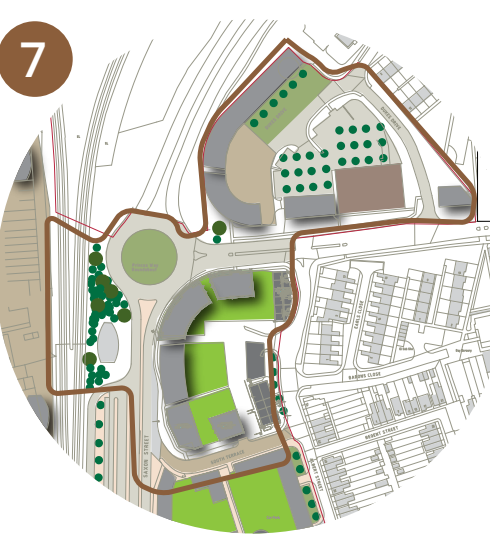
Station Quarter



Improved connectivity will enable this area to become a thriving mixed-use quarter, comprising uses compatible with proximity to a train station and the tourist attraction, Bletchley Park, this could include the development of a hotel.

Sherwood Drive Quarter

We will enable the reuse and / or redevelopment of existing buildings and associated land to create high quality new housing primarily aimed at existing residents and those who can benefit from the accessibility and affordability of Central Bletchley.



Northern Quarter

This area is currently occupied by a retail park, but as land becomes more valuable, given the locational benefits East-West Rail brings, it could be redeveloped for higher density housing with mixed use ground floors. This will provide a positive interface with Saxon Street, as well as a new multi-storey car park serving the Town Centre.

6.0 Delivery and Implementation

Milton Keynes Council is committed to the rejuvenation and transformation of Central Bletchley and to fully capitalising on the once-in-a-generation redevelopment and placemaking opportunities that will flow from the imminent delivery of major strategic infrastructure in the form of East-West Rail.

Working towards those objectives the Council will adopt a collaborative and inclusive approach to its relationships with partners and stakeholders, to include relevant town councils and resident groups. Moreover, the Council will be a proactive partner in order to facilitate transformation and, when appropriate, to remove barriers to redevelopment.

It is acknowledged that private sector involvement and investment will be essential for the full potential of Central Bletchley to be realised.

Dialogue and interface with partners, whether in the private or public sector, will be guided by our values which involve:

- Putting customers first;
- Working as a team; and,
- Making a positive difference every day.

When considering opportunities and options within the Central Bletchley Prospectus Area we will be cognisant of the Council's current priorities to achieve:

- A healthy City;
- An affordable City; and,
- A City of opportunity.

Whilst we are still in the early stages of realising the transformation of Central Bletchley, Milton Keynes Council has, with the assistance of Local Growth Fund monies granted by South East Midlands

Local Enterprise Partnership, completed a public realm improvement scheme (Fixing the Links) which has improved the quality and legibility of the pedestrian connections between Bletchley Railway Station and Bletchley town centre.

Since completion of the 'Fixing the Links' scheme, the Council has taken positive steps to establish a planning policy context which will enable the town's renewal. Plan:MK 2016-2031, the latest version of the Council's Local Plan, was adopted in March, 2019. This document:

- Explicitly acknowledges the importance of regeneration opportunities around the centre of Bletchley in delivering new higher density housing development.

- Includes Policy SD16:Central Bletchley Prospectus Area which affirms that the Council is seeking to deliver transformational change for Central Bletchley over the local plan period in conjunction with the proposed delivery of EWR services.

Policy SD16 cites that the key point about EWR is that it will place Bletchley at the intersection of strategic east-west (East West Rail) and north-south (West Coast mainline) rail routes extending both within and beyond the South East Local Enterprise Partnership area. It adds that the increased accessibility and connectivity created by East West Rail will act as a catalyst for new investment in Bletchley and asserts that development within the Central Bletchley Prospectus Area will be guided by a range of principles.

Importantly, both Policy SD16 and the Prospectus itself are aligned with:

- Policies in the West Bletchley Neighbourhood Plan ['made' in March, 2019].
- Growth and economic prosperity priorities, set out in the Council Plan 2016-2022, that seek to support the aspiration that Milton Keynes should grow to a population of 500,000 and beyond by 2050 with a thriving, robust and resilient economy that creates highly skilled jobs.

It is anticipated that, following completion of the Prospectus, the Council will proceed to production of the Urban Design Framework (or similar) to cover the Central Bletchley Prospectus Area. The intention is that this Framework, necessarily informed

by extensive community consultation, will be formally adopted as a Supplementary Planning Document and so become a 'material consideration' for any planning application within the Central Bletchley Prospectus Area. This will serve to supplement and enhance existing planning policy thereby providing potential investors and developers with greater certainty about the type of development proposals that will be encouraged.



Address: Milton Keynes Council, Civic Offices
Central Milton Keynes