

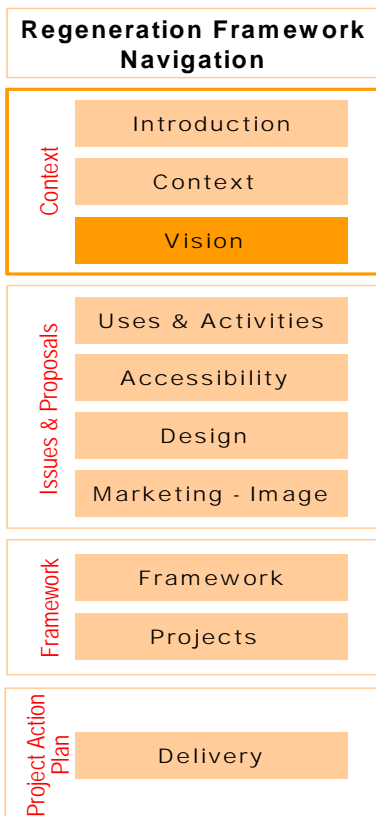
3. evolving the 1999 Vision

THE 1999 VISION FOR CENTRAL BLETCHLEY

This Regeneration Framework builds upon the Vision for Bletchley established and endorsed within the 1999 Bletchley Regeneration Study but accommodates the significant changes that have occurred, and new regeneration drivers, since that time.

The 1999 vision was that:

- *Bletchley will become the ‘second centre’ of Milton Keynes - with its own distinctive identity and a mix of uses and activities serving people living in MK, Bletchley and beyond. It will build upon its strategic location at the confluence of the main West Coast and East–West rail lines to become a focus for a range of employment, education, retail, leisure and tourism activity, based on sustainable development principles.*
- *Bletchley will have a progressive, forward looking town centre which learns from and adopts good practice in contemporary urban living. It will be built upon a strong economic base embracing innovative and growing sectors of the local and national economies, particularly in the knowledge industries.*
- *Physically, the centre will evolve to attract and cater for a more diverse, yet compatible, mix of economic uses and social activities. This will involve expanding its current roles to provide for a broader range of shopping, new modes of workspace provision, civic and community facilities, town centre living, tourism and leisure uses.*
- *Bletchley town centre will transform to accommodate a wide range of new and refurbished buildings, set in a public realm network of high quality, safe spaces. It will have a ‘characterful’ townscape and attractive streetscape, including some distinctive buildings of repute.*
- *The central area will be attractive too, and safely used by, all ages and social groups at all times of the day, evening and weekend. This vitality will be supported by an updated and integrated, user-friendly public transport system which connects the centre readily to many parts of the wider Milton Keynes. This will be complemented by a well-managed, private car access and parking regime and good practice models for pedestrian and cycle access.*
- *The centre will be cleaner, greener, with better air quality, a healthier population and an increased propensity to see the centre as a positive social and cultural, as well as economic, asset.*
- *The external image of Bletchley will be of a **progressive, yet distinctive contemporary town** which draws upon its history in railways and its heritage of work at Bletchley Park– with an enhanced sense of place and a strong community which prospers from a positive approach to innovation and the knowledge sector.*



EVOLVING THE VISION – THE 2003 REGENERATION FRAMEWORK

Building on the vision from 1999, the elements of the 2003 Framework seek to bring forward projects that will see Central Bletchley as the second centre for Milton Keynes in a city of over 200,000 citizens:

- **A strong multi-use centre** – for living, working and visiting to shop or be entertained – with a distinctive character to that of CMK and the other town centres in Milton Keynes;
- **A centre of lifelong learning** – including modern learning resource centre combined within a new centrally-located ‘forum’;
- **A civic centre** – offering the people of the town a range of public services;
- **A focus for local and bespoke music and performance** – with modern and lively facilities, encouraging innovation in key aspects of art and performance;
- **A complementary destination to other facilities in Milton Keynes for retailing and leisure for all in the community** – particularly families and including a new leisure centre;
- **A diverse economic base** - with opportunities for small and medium businesses with growth and success aided by being in a thriving and distinctive centre;
- **A beautiful place** – with buildings and public spaces that exceed the aspirations for the centre of a modern, progressive town – building upon its strong pioneering history;
- **Making the most of surrounding green spaces** – bringing them forward for additional public use both visually and through active recreation, particularly Leon Rec, Bletchley Park, and links with the Grand Union Canal – ensuring they become key recreational assets for the centre; and
- **With connected and mutually-supporting components of the centre** – linked to the surrounding estates and Milton Keynes by public transport, rail, cycle and by foot.

Bletchley’s distinction also comes from its history and identity as a town that predates the new city. Now as part of Milton Keynes the town must interpret this past to help define its future. The history of Bletchley as the

‘birthplace of computing and the information age’

is fundamental to defining the character of the town. Amid other elements of its growth and development, it is this association that gives a distinctive edge both locally and nationally.

Building on this period – but emphasising its relevance to contemporary life – should be an important aspect and ‘glue’ that defines the town and differentiates the ‘place’ from other centres in Milton Keynes.

By understanding its role within Milton Keynes and that it has a future at the heart of a greater Milton Keynes, the strengths of the locality are maximised; recognising that when considered as a ‘whole’ the benefits are far greater than the ‘sum of the parts’.

Delivering the Evolved Vision

These aspirations and statements for the future of Bletchley guide the defined projects that constitute the Bletchley Regeneration Framework and its delivery priorities.

- In **Part Two** of this document, **Proposals for Regeneration** are put forward – addressing each of the key areas drawn out in this section.
- In **Part Three**, the **Regeneration Plan** is outlined and individual **Projects** detailed.
- In **Part Four**, the programme and processes of **Delivery and Implementation** are set out.