

# UXBRIDGE VISION

Cabinet Member & Portfolio	Councillor Steve Tuckwell, Cabinet Member for Planning, Housing and Growth
Responsible Officer	Karrie Whelan, Corporate Director of Place
Report Author & Directorate	Sam Robins, Regeneration and Economic Development Manager, Planning and Sustainable Growth
Papers with report	Appendix 1 - Uxbridge Vision Appendix 2 – Summary of Public Engagement Results

## HEADLINES

### Executive Summary

The Uxbridge Vision sets out a strategic framework for the regeneration and future growth of Uxbridge town centre. Developed in response to economic challenges such as declining footfall, retail closures, and the impact of the COVID-19 pandemic, the Vision aims to revitalise the town by enhancing its economic resilience, better serving local communities, and improving the public realm. It is structured around three core themes: building economic resilience, serving local communities, and enhancing the environment.

The Vision has been shaped through extensive public engagement, including two major consultation phases. The first, in summer 2023, involved over 1,000 stakeholders, while the second, from November 2024 to May 2025, received 185 survey responses and additional written feedback. Public support was strong, with 73% of respondents agreeing with the overall vision. Key priorities identified include diversifying the town centre offer, improving safety, enhancing green space connectivity, and supporting leisure and cultural uses. Minor amendments were made to the Vision in response to feedback, including references to women’s safety, educational institutions, and active travel infrastructure.

There are no direct financial implications from adopting the Vision. However, £315,000 of UK Shared Prosperity Fund (UKSPF) capital funding has been allocated for project delivery and design in 2025/26, including wayfinding improvements, redesign of St. Andrew’s roundabout, and enhancements to the Civic Centre forecourt. The Vision will be delivered by a dedicated officer funded through UKSPF, with further funding to be sought for medium- and long-term projects.

Adoption of the Vision positions the Council strongly to attract further inward investment and guide coordinated development in Uxbridge, supporting the borough’s wider economic and community objectives.

<b>Putting our Residents First</b>  <b>Delivering on the Council Strategy 2022-2026</b>	<p>This report supports our ambition for residents / the Council of: Enjoy access to green spaces, leisure activities, culture and arts</p> <p>This report supports our commitments to residents of: A Thriving Economy The ambitions of the Uxbridge Vision are wide ranging, supporting a multitude of Council ambitions.</p>
<b>Financial Cost</b>	There is no direct financial cost to the Council associated with the recommendations in this report.
<b>Select Committee</b>	Residents' Services Select Committee
<b>Ward(s)</b>	Uxbridge, with impacts on All Wards

## RECOMMENDATIONS

That:

- 1) the importance of Uxbridge Vision, in setting out a strategic framework for the regeneration and future growth of Uxbridge town centre, be noted
- 2) the responses from the consultation process set out in Appendix 2 be considered and the Uxbridge Vision, as set out in Appendix 1, be adopted as a framework for driving future investment in Uxbridge Town Centre;
- 3) the intention to use the UK Shared Prosperity Fund to support the delivery of short-term actions, as approved by Cabinet in June 2025, be noted, and;
- 4) the increase in the Council's approved capital programme budget by £315k be noted and a virement to action this increase in budget to be fully funded by grant, be approved.

### Reasons for recommendation(s)

The Uxbridge Vision sets out an overall approach and framework for future action to promote the growth of Uxbridge town centre. It seeks to build on the unique character and opportunities that exist within Uxbridge built on evidence of its existing economic performance and opportunities for growth.

The development of the Vision has been a collaborative effort, starting with initial involvement from over 1,000 local stakeholders during summer 2023. This was succeeded by a second formal public engagement phase from November 2024 to May 2025. With 73% of participants supporting the Vision, this shows strong public backing, and all proposals received majority approval from respondents. Some minor amendments have been made to the vision to incorporate the feedback, and these are summarised in paragraph 9 of this report.

By approving and adopting the Uxbridge Vision, Cabinet is setting out its priorities for regeneration and economic growth within Uxbridge town centre. This is a key aspect of the council's emerging programme of inward investment activity which seeks to promote Hillingdon as open for business.

## Alternative options considered / risk management

Not adopting the Uxbridge Vision and taking no action could negatively impact the future vitality of Uxbridge town centre. To remain competitive and attract investment - particularly in comparison to other metropolitan-scale centres in neighbouring local authorities - Uxbridge must offer a clear, compelling direction for growth. In a competitive investment landscape, setting out well-defined priorities and opportunities is essential for positioning the council at the forefront of investors' decision-making.

## Select Committee comments

The Residents' Services Select Committee reviewed the draft Vision document at their meeting in November 2024 and provided useful input to officers as part of the consultation process.

## SUPPORTING INFORMATION

### Background

1. Uxbridge is the largest town centre in the borough; it also serves as its civic heart and a key transport hub. Like all town centres, Uxbridge has faced challenges from the COVID-19 pandemic, the rise of online shopping, increased remote working, and pressure on household incomes. These broader economic factors have led to reduced footfall and the closure of many well-known high street retailers, threatening the future vitality of town centres. In this context, it has become crucial for local authorities to take on a broader stewardship role in town centres, ensuring they can compete for business and shoppers while continuing to meet residents' needs. The Uxbridge Vision has been developed to identify the challenges and opportunities within the town centre and to create a series of community-supported actions aimed at attracting new investment.
2. The Vision document is structured around three strategic interventions, with a series of supporting actions:

#### Theme 1: Building Economic Resilience

- Adapt the town centre to meet changing economic needs
- Diversify the town centre offer and create reasons for people to visit and spend time in Uxbridge with a focus on fun, leisure and creativity

#### Theme 2: Serving Local Communities

- Better serve residents' daily needs and bring communities together within the town centre, increasing visits and time spent there.

#### Theme 3: Enhancing the Environment

- Restore effortless connections to reconnect the town centre with the surround green spaces and make travel more accessible.
- Enhance our public spaces, providing more opportunities to gather and relax, aside from shopping or leisure activities.

## Consultation Process

3. Following Cabinet approval to engage on the draft Uxbridge Vision in October 2024, officers undertook further public engagement during November 2024 to March 2025. This included an online and paper survey, wide ranging publicity on social media, newsletters and through partner organisations such as the Uxbridge BID, and an in-person engagement event in The Chimes shopping centre where officers managed a stall for a day to promote the Draft Vision and encourage engagement. Meetings were also held with key landowners in Uxbridge, and stakeholders including the Greater London Authority and Transport for London.
4. The purpose of this second stage of engagement was to test people's views on the issues, priorities, objectives and specific proposals identified in the Draft Vision to ensure they aligned with the priorities of residents, businesses and stakeholders. Although there has been overwhelming support for the vision, specific comments and input has been considered, and the prioritisation of projects has been shaped by this consultation process.

## Consultation Results

5. There were 185 responses to the survey consultation plus seven bespoke letters, including from residents, visitors, businesses, landowners and stakeholders in response to the Draft Vision.
6. Headline figures show:
  - 73% of residents agree or strongly agree with the overall vision for Uxbridge
  - A broad and relatively even mix of age groups responded to the survey
  - There was strong support for establishing new leisure and cultural uses in the town centre, diversifying the retail offer, and prioritising pedestrians
  - Issues that were consistently important to people centred around anti-social behaviour and safety concerns.
  - 59.2% of respondents were female, 35.9% male, and 4.9% preferred not to say
  - 78% of respondents were Uxbridge residents
7. The main conclusion from the consultation was widespread support for the priorities and proposed interventions. This gives the Council a solid mandate to move forward with adopting the Vision, subject to some minor changes, primarily to address specific points or suggestions raised by respondents.
8. A more detailed summary of the survey results, along with charts of the quantitative results, is attached as Appendix 2.

## Proposed Changes to the Draft Vision

9. No major changes are being proposed to the Vision following consultation. However, some amendments have been made to take account of issues that have been raised as part of the public engagement. This includes:

- An explanation of Transport for London's 'Women's Safety Audit for Uxbridge', and the importance of the findings being reflected in the design of the public realm and walking routes.
- Addition of an indicative draft design for the proposed St. Andrew's roundabout re-design (pg. 64)
- Addition of a reference to educational establishments in the town centre, under the theme titled: 'Better serve residents' needs'.
- The inclusion of new, convenient town centre cycle parking facilities is a priority for enhancing active travel access.
- Confirmation that car access to the town centre remains vital and will not be impeded.

## Next steps

10. If Cabinet agree to the recommendation in this report, then the Uxbridge Vision will be formally adopted, and officers will proceed to work closely with Uxbridge town centre stakeholders to deliver on the programme of proposed interventions. In the short term, this will include utilising UKSPF capital grant funding to deliver shorter-term projects, such as wayfinding, progressing the re-design of St. Andrew's roundabout, and enhancing the Civic Centre forecourt as a space for public use, markets and events. In the medium term, detailed designs and project plans will be developed for other proposals in the Vision, and further funding bids will be submitted to support their delivery.

## Financial Implications

11. There are no new direct financial costs to the Council associated with the adoption of the Uxbridge Vision itself. However, the delivery of short-term projects set out within the Vision will be funded using £315,000 of UK Shared Prosperity Fund (UKSPF) capital grant already allocated for 2025/26, as previously approved by Cabinet in June 2025. While this expenditure is fully grant funded, it will increase the overall size of the Council's reported capital programme.
12. The £315,000 allocation for Uxbridge Town Centre forms part of the wider £665,656 High Street Regeneration Fund capital allocation within the Council's UKSPF programme for 2025/26. Specifically, the £315,000 will fund the commissioning of detailed designs and costings for key public realm projects identified within the Uxbridge Vision, including the Civic Centre forecourt, St. Andrew's Roundabout redesign, and Station Square improvements. It will also support the development of proposals for a Business Innovation Hub within the Civic Centre, in partnership with Uxbridge BID, the Chamber of Commerce, and Brunel University. Additionally, the funding will cover project management costs, including a fixed-term Strategic Regeneration Officer post dedicated to coordinating and delivering these projects.
13. The breakdown of this allocation was set out in the June 2025 Cabinet report titled "UK Shared Prosperity Fund – 2025/26 Allocation" available as a background paper below. The wider UKSPF High Street Regeneration Fund allocation of £665,656 also supports parallel projects in Hayes Town Centre and other high streets.

14. The £315,000 allocation must be fully utilised within the 2025/26 financial year, in accordance with the grant conditions agreed with the Greater London Authority (GLA), who are administering the fund in London. Any underspend within the grant period presents a risk that unspent funding may need to be returned to the GLA.

## RESIDENT BENEFIT & CONSULTATION

### **The benefit or impact upon Hillingdon residents, service users and communities?**

The Uxbridge Vision will promote coordinated investment in the town centre which will have important economic and environmental benefits as well as providing opportunities for the provision of new homes. Specifically, the Vision aims to bring a wider variety of cultural and leisure uses in the town centre, support the viability of high street businesses, attract investment, improve connectivity with green spaces and pedestrian/cycle access.

### **Consultation & Engagement carried out (or required)**

Development of the Vision has involved two major stages of consultation. The first stage of engagement, in summer 2023, included a wide variety of activities to consult diverse groups including key stakeholders, community leaders, office workers, business owners, students, and Uxbridge residents. The methods used include ethnographic observation, experiential mapping, on-street interviews, walk arounds, focus groups, drop-in sessions, surveys, social media analysis and a public exhibition. 1,097 people were engaged in this process in total.

The second stage of consultation, a public survey to gauge views on the Draft Vision, received 185 responses and eight bespoke letters. The headline results of this, as described in section 2, demonstrated wide public support for the proposals in the Vision, and full details can be found in Appendix 2.

## CORPORATE CONSIDERATIONS

### **Corporate Finance**

Corporate Finance concurs with the financial implications and comments above and reiterates that there will be no financial impact on Council resources if the recommendations by Officers are approved, however, it should be noted, that failure to spend this grant risks the need to return the grant to the GLA.

### **Legal**

The Final Uxbridge Vision ("Vision") must have due regard to the Equality Act 2010 by assessing its impact on the needs of those with protected characteristics, as well as setting out mitigating measures where adverse impacts have been identified.

UK GDPR must be observed and any personal data collected as part of this process must comply with the Data Protection Act 2018 and UK GDPR.

The Vision must also align with the Council's current policies.

In considering any informal consultation responses, decision makers must ensure there is a full consideration of all representations arising including those which do not accord with the officer recommendation. Accordingly, the Council must balance the concerns of the objectors with its role in establishing a clear direction, developing/maintaining community engagement, and implementing strategies to help achieve the Vision. The decision maker must be satisfied that responses from the public are conscientiously taken into account.

## BACKGROUND PAPERS

- [Consideration of draft vision document – 10 October 2024](#)
- [Residents' Services Select Committee consideration – 17 November 2024](#)
- [UKSPF report to 26 June 2025 Cabinet](#)