

# Camberley

## Town Centre latest!

There's been significant progress in crucial Camberley Town Centre projects over recent months.

As you may have noticed, the first phase of the £8m refurbishment of the Mall Shopping Centre is now well under way. This investment will ensure that the centre is an attractive and vibrant place for people to shop and spend their leisure time. The revitalised Mall will be an important component in the wider Camberley Town Centre offer to residents, visitors and businesses.

Leading shopping centre architects Haskoll are overseeing the design, and phase one of the revamp in Grace Reynolds Walk will continue to October. There will then be a break to ensure that the refurbishment does not interfere with Christmas shopping! The second phase will start in January with the work due to be completed by late 2018.

Exciting new branding for the centre has also been prepared by property marketing specialists Halogen. This is due to be launched this summer as part of the first phase of works.

The branding and refurbishment aims to ensure that the shopping centre - and the wider town centre - is contemporary and remains able to attract top-level brands to the town. Gerwyn Jones of Halogen said, "The new branding is all



about putting what is so special and unique about Camberley back in to the town centre. The Mall was a big national shopping centre brand whereas the new name and branding will celebrate what's good about Camberley and the shopping centre not just as a place to shop but as a place to be. It will be the means to promote and publicise the significant investment and enhancements that are planned."

The main contractor for the refurbishment is Paragon, and most of the work will be carried out overnight to minimise disruption to shoppers.

Plans are also in place to undertake environmental improvements to 'public realm' spaces on the High Street and Princess Way.

This work will aim to prioritise the High Street for pedestrians and reduce conflict between cars and pedestrians.

The work will be funded by a combination of developers' contributions and a pending grant from the Local Enterprise

Partnership. If the grant application is successful, the improvements will be due to start next year, following public consultation.

