

Camberley Town Centre

Strategic Vision to 2034

Camberley is undergoing a significant transformation guided by the council's vision to create a unique, vibrant, and modern town centre. Through consultation with residents and key stakeholders a strategic plan has been produced that focuses on establishing Camberley as a hub known for its independent shopping, dining, and top-class leisure facilities as well as its anchor brands within the primary shopping area. The town aims to foster an entrepreneurial spirit while enhancing its public spaces, cultural offerings, and digital connectivity.

Key initiatives include a programme of improvements to The Square Shopping Centre, public realm enhancements, better transport links, and investments in cultural infrastructure and digital technology. These efforts are designed to make Camberley a highly desirable place to live, work, and socialise, ensuring a strong sense of community and an excellent quality of life for its residents and visitors.

Protect Our Environment

Deliver Effective Services with Sustainable Finances

Campaign for Residents



Find out more at surreyheath.gov.uk/councilstrategy

Promote Healthier & More Inclusive Communities

Support a Strong Economy and Create More Homes

- Help create more homes to meet local need
- Stimulate regeneration of Camberley
- Support vibrant villages & local centres
- Attract business & new investments
- Create a consensus driven local plan



Scan here to access the full strategic vision or visit: surreyheath.gov.uk/camberleyvision



Priority Delivery Themes

Camberley has been identified as having further opportunities to fulfil its potential. Stakeholder engagement and other factors identify a wide range of opportunities for Camberley to take steps to develop further as a thriving and vibrant town centre attractive to residents, workers and visitors, strengthening its role as an economic centre and as a destination of choice for retail and leisure activities.



Unique and Independent

- Promote Camberley as a hub for independent and artisan traders, complementing the 52% of stores and restaurants that are already independent
- Support Collectively Camberley BID programme of activities and events as well as growing additional networks within the town
- Seek to establish Camberley as a vibrant food culture hub, featuring themed artisan markets, street vendors, and a food hall dedicated to independent food retailers

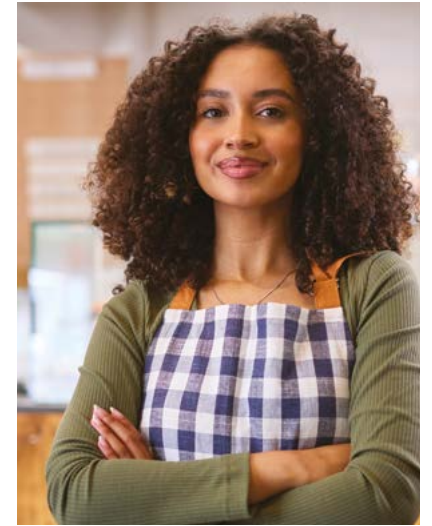
Green and Sustainable

- Introduce more green into the public realm including sustainable planting whilst improving the links to existing green spaces
- Provide enhanced green infrastructure including; more electric charging points, better cycling and walking infrastructure and better facilities for car share clubs
- Make a step change in reducing carbon emissions through improvements to publicly owned buildings including civic buildings, The Square Shopping Centre and Places Leisure



Social and Accessible

- 📍 Increase resident population through the development of 1,500 new homes, including a focus on affordability for local residents
- 📍 Create social spaces within the public realm for people to gather and embrace new cultural uses - “creating a place where everyone feels welcome”
- 📍 Increase permeability and connectivity within the town through sustainable modes of travel and improved public transport facilities



Creative and Enterprising

- 📍 Develop a town centre ecosystem through better business support, enhanced networking and entrepreneurship activities
- 📍 Strengthen the reputation of being a place where businesses can succeed
- 📍 Work alongside private sector partners to further develop the town centre’s entertainment and cultural offer



Development Opportunities

The council and partners acknowledge that substantial development has already taken place with recent investment in the public realm, private sector housing and a new leisure centre. We are keen to ensure that this momentum continues and have allocated a

number of key development sites within the emerging Local Plan. These sites provide an opportunity for an enhanced mix of uses, new homes, new open space and green infrastructure and improved connectivity.

Future Regeneration Site **Delivered**



- 1 London Road development site 550 units
- 2 Land East of Knoll Rd - proposed residential development
- 3 Portesbury School - proposed residential development
- 4 Kings Court 79 apartments 2024
- 5 Public Realm improvements 2025
- 6 84-100 Park St - 61 sheltered apartments 2026
- 7 Park Street redevelopment site
- 8 52 Park St 8 PRS units 2020
- 9 Parkgate Hse 12 PRS units 2019
- 10 Obelisk Hse 16 PRS units 2022
- 11 Cambridge Hotel 21 PRS units 2023
- 12 Norwich House 78 PRS units 2020
- 13 11-13 High St 11 PRS units 2023
- 14 Bradley Court 37 PRS units 2016
- 15 Public Realm improvements 2020
- 16 Camberley House 7 PRS units 2023
- 17 Stokes Lodge 24 senior living units 2015
- 18 Pembroke Hse 58 unit care home 2015
- 19 Lumina 116 PRS units 2022
- 20 The Square refurbishment 2018
- 21 Places Leisure 2021
- 22 Compass Hse 50 PRS units 2021
- 23 18 Park St 7 PRS units 2020

PRS = Private Rental Sector