

## Judges' Citation RTPI South East Awards for Planning Excellence 2018

### Category: Excellence in Planning for a Successful Economy

#### Commendation: Bracknell Town Centre

##### *Deloitte Real Estate*

The Lexicon at Bracknell Town Centre is a strong example of the comprehensive redevelopment of a town centre to create an economically successful place.

Deloitte Real Estate led on various stages of the development management process to redevelop the town centre as part of a regeneration partnership. The development includes 70 shops and restaurants, a 12-screen cinema and 85 square metres of green walls. It has generated 3,500 new jobs and has significantly increased footfall and expenditure in the town centre.



During the planning process, Deloitte worked to overcome key challenges such as the limited precedent for the comprehensive redevelopment of post-war New Towns, sites in multiple ownership and the financial crisis of 2008.

They undertook extensive pre-application engagement including the use of social media to involve a range of stakeholders. Deloitte also implemented an innovative community use strategy in which they involved university students, school children and a local gymnastics club during the construction phase to host a variety of events.

The judges were impressed with the comprehensive scale of redevelopment and the level of community buy-in for the project.