



Maidenhead Neighbourhood Plan (2024–39)

Executive Summary

1. What is Planning, and how does this Plan fit in?

Planning (or “town planning”) is the way communities manage the rules about development of villages, towns and cities - in simple terms this helps to decide “what gets built where”.

At the UK national level we have the National Planning Policy Framework; in the Royal Borough of Windsor & Maidenhead (RBWM) we have the Borough Local Plan; and now this Neighbourhood Plan has been developed for the town of Maidenhead. It must not contradict policies at the other two levels.

To gain planning consent, new developments must comply with the policy rules at all three levels.

2. Development of the Plan

For years, Maidenhead has been the only part of RBWM without a Neighbourhood Plan either in place or in development. And yet it is scheduled to be the Borough’s primary growth area, so it is important for locals to have a voice.

So this Plan was developed by the Maidenhead Neighbourhood Forum (MNF) – all volunteers – and based on extensive community consultations, which began in early 2023 at meetings and online. These generated scores of suggestions. Several had to be excluded (e.g. litter removal, healthcare provision) because they don’t come under Planning Policy. The rest were reviewed, filtered and then collated into six Topic Groups.

The volunteers in the Topic Groups used the suggestions to draft initial Planning policies, which then went through an extensive process of internal review and public consultation, including input from specialist consultants, before the final draft was submitted to RBWM in September 2025.

Maidenhead today



Most areas, and most new developments, are low rise and relatively leafy



Recent high-rise blocks in the town centre have been widely criticised for their height



East-west transport connections have been improved further by the new Elizabeth Line



Cycling has historically not been prioritised or well funded in local transport planning



A relatively prosperous town on paper but with a struggling, under-used town centre



It is hoped that the regenerated parts of the centre will continue to boost local trade

3. The vision

The vision is to create a vibrant, inclusive, and sustainable town with strong character, good infrastructure, affordable homes, and quality green spaces. The plan prioritises design quality, climate resilience, housing choice, sustainable transport, and respect for heritage and biodiversity. Community priorities include reducing inequality, improving public spaces, and enhancing connectivity within the town.

4. Design and Character

Design policies aim to curb inappropriate height/mass, maintain human-scale streetscapes and preserve/restore a sense of place. Tall buildings are restricted to specific zones, with defined maximum heights. Character Areas are identified with guidelines from a new Design Code. New buildings must provide adequate internal and external space, be visually compatible with their setting, and retain mature trees wherever possible.

5. Housing Strategy

A pressing need for genuinely affordable homes led to policies which will require 30–40% affordable housing on qualifying developments. The plan also promotes a better balanced housing mix, with emphasis on more 3- and 4-bed family homes, and policies to avoid oversupply of small flats. Community-led and key-worker housing are encouraged.

6. Getting around

Policies support a transition toward active travel and improved public transport access. New developments must connect to existing cycling and walking networks, incorporate safe access for all users, and provide sufficient parking. Interchange facilities (where people change transport modes, e.g. Maidenhead station) must include real-time information, step-free access, and weather-protected areas.

7. Climate and Sustainability

The plan supports the RBWM's 2050 Net Zero target through requirements for minimising operational and embedded carbon in all major developments. Developers must demonstrate energy performance using nationally recognised benchmarks. Renewable energy generation is encouraged onsite, and developments must follow the principle of efficiency first, then clean generation, then offsetting.

Biodiversity strategies include identifying green and blue corridors (for example, the area along the recently restored waterways), requiring Biodiversity Net Gain within RBWM, and mandating Sustainable Drainage Systems. Tree retention and urban greening are core to the environmental strategy.

8. Built Heritage

The town already has several Conservation Areas and a number of nationally Listed Buildings which are protected. This plan adds heritage policies to protect other locally significant buildings and streetscapes. More than 20 important green spaces are also identified, characterized and protected, one example being shown here.



9. If the Plan is adopted

Once adopted, the Plan allows the community to influence 25% of Community Infrastructure Levy receipts (paid by developers) and their use for local infrastructure priorities. Delivery will depend on collaboration with RBWM, developers, and civic groups.

10. Conclusion

The Maidenhead Neighbourhood Plan provides a clear, community-led framework for shaping growth and regeneration in the town. It responds to local concerns with practical, enforceable policies that complement the Borough Local Plan. With adoption, it will offer Maidenhead a stronger voice and a more sustainable future.

More details about all aspects of the Neighbourhood Plan are available at <https://mnf.org.uk>

The full Referendum Version of the Plan is [here](#)

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