

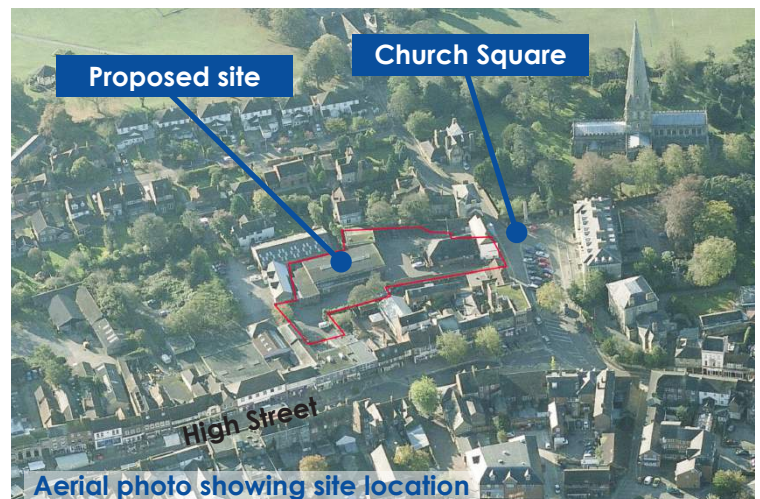


View of proposals from Church Square

Mayfair 500 is working in partnership with Travelodge, one of the UK's most prominent value hotel operators, to bring forward plans for a new 58-room Travelodge hotel and flexible commercial space on the former sorting office site in Leighton Buzzard town centre at 7 - 9 Church Square.

The proposals represent a major investment in the town centre, providing a significant boost to the town's already vibrant offer, further bolstering its attractiveness in challenging times for the high street.

The existing Post Office fronting Church Square provides an important service and will be retained without any disruption to its services.



TOWN CENTRE BENEFITS

The hotel would make a significant and positive addition to the town centre through a series of benefits:

- Creation of approx. 20 full and part time job opportunities directly at Travelodge, a National Living Wage employer.
- The hotel would have no restaurant or bar/café offer, so guests would use town centre pubs and restaurants during their stay. Travelodge guest surveys confirm that a high proportion of guests visit local pubs and restaurants, supporting the local economy. Travelodge guests would likely spend up to £1.85m at local businesses each year.
- The scheme would bolster Leighton Buzzard's existing attraction as a destination, increasing town centre footfall and regenerating a redundant brownfield site.
- The new flexible commercial building would lend itself well to office space, retail and/or small-scale leisure use, such as a gym, providing further town centre activity and investment.
- The hotel would meet Travelodge's identified local demand for value hotel accommodation, boosting the town's economy through new business and tourism visitors to the town.
- Additional employment at the new commercial space with further indirect job opportunities and town centre spending during scheme construction.

A CATALYST FOR TOWN CENTRE REGENERATION

As well as a significant attraction in its own right, the scheme would act as a catalyst to kick start the regeneration of the wider land to the south of High Street.

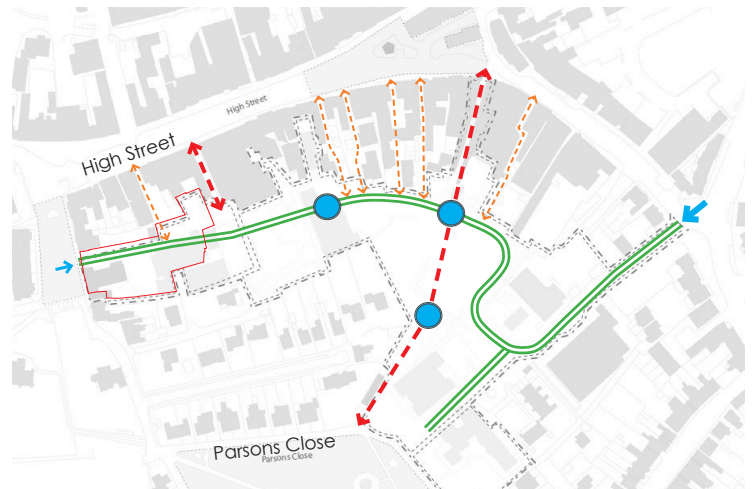
The regeneration of this area has been an aspiration of Central Bedfordshire Council for some time and they have created a development brief to guide its vision.

Our proposals complement the Council's brief. The Travelodge would act as a gateway into the wider future development area and our scheme has been designed to allow a road to be provided through to the wider site, as required by the brief.

The Travelodge would be well designed and present an attractive entrance to this part of the town centre, whilst also being respectful of its location in the town's conservation area.

Dedicated car parking for the hotel would be included, with 20 parking spaces, alongside 18 cycle parking spaces. This reflects the town centre location, which benefits from excellent public transport links. Hotel guests could also access a small number of town centre car parking spaces, typically for overnight use when the car parks are least busy.

Extract from Leighton Buzzard Development Brief: Land South of the High Street



- Site Boundary
- Public space
- Secondary pedestrian route
- Site access
- Primary street
- Primary pedestrian route



View of proposed Travelodge from site access

WE WANT YOUR VIEWS

Our proposals would provide significant benefits for Leighton Buzzard town centre. We are evolving our plans and, to help us do this, we would like to know what you think.

During the current time, with social distancing in place, it is not possible for us to hold physical consultation events, so we have sent this information brochure to circa. 1,400 properties in Leighton Buzzard town centre to give you information directly and ask for your feedback.

For further information and to provide feedback digitally, please visit our online portal and provide feedback before Friday 11 September 2020 at:

<https://consultwithyou.co.uk/mayfair500/leighton-buzzard>

Or, you can return the enclosed card by freepost – no stamp required.