



# WEST OXFORDSHIRE MARKET TOWNS

UK SHARED PROSPERITY FUND  
PROJECTS STUDY

AUGUST 2023



Funded by  
UK Government

**LEVELLING  
UP**



The  
Highway  
Inn

Free House  
Rooms  
Dining

PASCAL  
JAMES

PASCAL  
JAMES

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Prepared by Heartflood for West Oxfordshire District Council 2023

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*Interior Design Studio and Shop*

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wool



WINNER



# SECTION 1

## EXECUTIVE SUMMARY

Heartflood were commissioned by West Oxfordshire District Council in March 2023 to produce a market towns project study with regard to UK Shared Prosperity Fund interventions. The main findings of the study have indicated that, whilst the towns in West Oxfordshire vary significantly with regard to a range of factors, there are a relatively common series of interventions which would benefit all of the towns and these are outlined in section 8 of this report.

Whilst the following report contains detailed information, observation and analysis of the current circumstances with regard to seven market towns, the main recommendations from this piece of work are summarised as follows:

1. Enter into an ongoing process of working with partners, businesses and local residents in developing and delivering annual action plans and improvements.
2. Fully involve all tiers of Local Government and wider public sector bodies as active participants in the ongoing improvements.
3. Engage specialist support in developing the range of improvements identified within this report.
4. Develop and maintain a clear and robust set of performance indicators to monitor the vitality of each town.
5. Support the introduction of business-led and structured Town Centre Partnerships in the larger town centres.
6. Commission a study to investigate the feasibility of establishing a Business Improvement District in the largest town centre.



# THE CHARLBURY DELI AND CAFE



OPENING HOURS

MON DAY	9.30-4.30
TUE DAY	9.30-4.30
WEDNESDAY	9.30-4.30
THURSDAY	9.30-4.30
FRIDAY	9.30-4.30
SATURDAY	9.30-4.30
SUNDAY	CLOSED

PLEASE ORDER FOR  
CAFE 15 MIN BEFORE  
OPENING HOURS



Toasted  
Teacake  
& a Regu  
Hot Drink  
£4.50

# SECTION 2 BACKGROUND & INTRODUCTION

Heartflood were commissioned by West Oxfordshire District Council in March 2023 to produce a report for their seven markets towns with regard to UK Shared Prosperity Fund interventions. The towns included within the scope of the study were Burford, Chipping Norton, Charlbury, Eynsham, Carterton, Woodstock and Witney and these are outlined in detail in section 5 of this report.

The fundamental changes and challenges being faced in the UK are both profound and well documented, with the economy entering a period of significant challenge, which is forecast to be prolonged <sup>(1)</sup>. When combined with a range of other factors, such as the continued after effects of the Covid pandemic, the worldwide energy crisis predicated by the Russian war with Ukraine and widespread domestic industrial unrest, the current situation poses extraordinary economic uncertainty. Recent data from the International Monetary Fund has indicated that the 2023 UK economy will be the worst performing of the developed nations <sup>(2)</sup> and it is therefore hugely important to each of the seven market towns that a focused and ongoing series of co-ordinated activities are enacted to support their vibrancy and vitality.

*(1) Bank of England (2022) That was the year that was – speech by Dave Ramsden given at Bank of England Watchers' Conference, King's College, London. 24 November 2022.*

*(2) International Monetary Fund (2023) World Economic Outlook Database, April 2023.*





90

*Greenway Antiques*

Tel. 01993  
705020

BROADWAY

# SECTION 3

## RESEARCH METHODOLOGY

This report has involved a wide range of research in order to understand the key factors which are impacting upon the current vitality of each of the market towns. These factors have been gathered via a number of key approaches, summarised as follows.

### **Economic audit**

We have considered a number of the current key economic factors impacting on both the UK and the West Oxfordshire District and this included reference to a wider range of research sources, as referenced within this document. The findings of the economic audit are shown in section 4 of this document and highlight that, despite the current existential challenges facing many UK towns and cities, the West Oxfordshire market towns are demonstrating a range of positive economic indicators.

### **Site visits and analysis**

The project involved detailed site visits to each of the towns and this allowed for a range of analysis for each location. Factors assessed included the quality of the streetscene, key economic vitality indicators, visitor facilities and the business use breakdown for each of the towns.

### **Stakeholder liaison**

A key component of the project involved consultation with a range of each of the town centre businesses and key organisations and information was gained both from direct contact and via online survey questionnaires. The project resulted in a range of structured interviews with key individuals and allowed for a breadth of informal data to be gathered. The findings of the stakeholder feedback are shown as section 6 of this document.

### **Review of existing information**

The project involved a desktop review of existing documents, which included policy papers produced by institutions such as the Bank of England, British Retail Consortium and the International Monetary Fund. Reference was also made to academic articles and regional information produced by such organisations as the Local Enterprise Partnership and local policy context was gained through a series of meetings with key Council Officers, who provided detailed information and briefing regarding the aims of the commission.



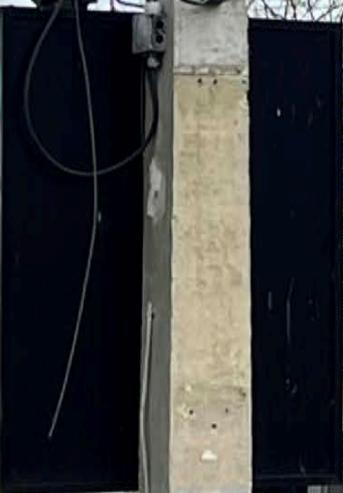
GREENE KING  
BURY ST EDMUNDS

THE GOLDEN EAGLE



CARTERTON

THE  
GOLDEN  
EAGLE



Serving  
the  
Food  
of  
the  
KING

# SECTION 4

## NATIONAL & REGIONAL ECONOMIC CONTEXT

### National economic context

The UK economic position is currently dominated by a range of hugely disruptive drivers, which include all of the following:

- The current period of economic recession, which is forecast to be prolonged
- Interest rates reaching their highest levels for a generation
- A global energy crisis, precipitated by the Russian invasion of Ukraine
- The continuing rise in online shopping
- Increasing levels of industrial unrest, embodied by widespread strikes
- The ongoing aftermath of the Covid pandemic
- Changing work and lifestyle patterns, which continue to impact on the use of town and city centres
- The effects of the British departure from the EU

Challenging circumstances continue to be reported in UK towns and cities, with the British Retail Consortium recently outlining that sales volumes fell at rates not seen since the depths of the pandemic, with discretionary purchases being hit especially hard as the rising costs of living and in the rates of inflation are impacting on consumers<sup>(3)</sup>. The immediate future for UK places is therefore still relatively unclear, with a recent report highlighting that the economic recovery of UK towns and cities may take longer than originally envisaged<sup>(4)</sup>.

<sup>(3)</sup> British Retail Consortium (2022) *Shoppers tighten belts once again as sales fall*, Retail Sales Monitor, Published July 2022. BRC.

<sup>(4)</sup> Hart, C., Stachow, G. and Cadogan, J.W. (2013), "Conceptualising town centre image and the customer experience", *Journal of Marketing Management*, Vol. 29 Nos 15/16, pp. 1753-1781.

## Regional economic context

The Oxfordshire Local Enterprise Partnership (LEP) identifies a range of regional economic strengths and opportunities, which included the following <sup>(5)</sup>:

- Oxfordshire is one of only three counties which represent net asset contributors to the UK economy, generating £23 billion of annual gross value added
- The emerging county energy strategy will add approximately £1.35 billion annually to the above total and create over 11,000 new jobs
- Oxfordshire is one of the top three UK direct foreign investment hotspots

With a strategic UK location, the region benefits from excellent transport links and the economy currently demonstrates a range of strengths. However, Oxfordshire, as with all UK locations, currently faces a number of pronounced challenges and the LEP has recently outlined a plan to stimulate recovery and growth based around the following key areas:

- Accelerating business innovation and leveraging private sector investment in research and development
- Capturing economic growth opportunities from the shift to net zero carbon emissions
- Making Oxfordshire and the UK the best places in the world to start and scale a business
- Helping to create an inclusive economy and more prosperous communities through skills and apprenticeships
- Winning and retaining more high value investment for the UK

(5) Oxfordshire Local Enterprise Partnership (2022) At the Vanguard of UK Recovery Delivering Economic Growth for Oxfordshire and UK Plc.

## Impact on West Oxfordshire towns

The current national and regional factors present ongoing challenges to the towns within West Oxfordshire, and these include all of the following:

- The range of economic pressures have resulted in multiple retailers either ceasing to trade or reducing their estate of premises
- Trading issues, such as staff recruitment, are becoming increasingly difficult in the post-pandemic era, as many people are demanding more flexibility with regard to working conditions

It is however arguable that the market towns are in a relatively strong position in comparison to a number of other UK centres as a result of the following factors:

- Smaller towns as a whole are generally considered to have suffered less negative economic effects from the pandemic than larger towns, partly due to their limited function in providing significant office space
- Given that all of the market towns are generally relatively small, they are less likely to compete in visitor terms with larger surrounding centres, such as Bicester, Oxford and Swindon
- Independent businesses have generally proven to be more resilient given their ability to implement operational changes relatively quickly and easily
- Domestic tourism is still experiencing the staycation effect of a greater proportion of short visits being made to attractive areas, such as West Oxfordshire
- The relatively buoyant regional economic positioning of Oxfordshire as a whole results in a relatively affluent catchment, meaning that visitors to the towns are likely to have considerable spending potential

Having accounted for the characteristics of the West Oxfordshire towns, they are therefore considered to be well positioned to continue to prosper into the future and the following sections outline the detailed recommendations for each of the seven towns.







ALFRED GRAMMETER  
1876-1956  
The sculptor and designer  
of the South  
Gate at Eynsham  
1911-1912

HEART OF EYNSHAM BARBERS

# SECTION 5

## MARKET TOWNS OVERVIEW

### Burford

As a market town with a population of only approximately 1,300, Burford plays the predominant role of a local centre, serving the day to day needs of the surrounding area whilst also attracting a good proportion of visits from further afield due to the good size and attractive appearance of the central area. The core town centre takes a very linear format, comprising of approximately 70 units and our audit of ground floor business uses in March 2023 indicated the business use mix shown in the table at Appendix 2.

The overall town centre streetscene is very attractive and, despite the linear central form and the fact that the centre of town is set on a reasonably steep gradient, the centre of town feels vibrant and exudes a sense of relative affluence. There is a strong medieval feel to the central area, with a historic bridge, traditional stone houses and a range of notable Tudor and Georgian frontages. It is therefore unsurprising that Burford is a popular attraction for visitors, exuding a picture postcard feel, with a very good range of shops, pubs, restaurants and cafés.



As part of the study, our team paid site visits to Burford and recorded our perceptions of the appearance and feel of the town and, whilst this is summarised as follows, we would emphasise that this represents the views of the team and is therefore not supported by scientific data.

<p>EASE OF PARKING COMPROMISED BY LONG LINEAR FORM</p>	<p>HIGH PROPORTION OF INDEPENDENT BUSINESSES</p>	<p>LIMITED VISITOR INFORMATION AND WAYFINDING SIGNAGE</p>
<p>LITTLE PUBLIC ART</p>	<p>REASONABLE DEGREE OF STREET DRESSING AND PLANTING</p>	<p>SLIGHTLY COMPROMISED PUBLIC REALM DUE TO ROAD AND TRAFFIC</p>
<p>SOME EVIDENCE OF TOWN CENTRE BRANDING</p>	<p>VERY GOOD VERNACULAR ARCHITECTURE</p>	<p>VISITOR SIGNS AT TOWN CENTRE VEHICLE ENTRY POINTS</p>

Source Heartflood Ltd

The qualitative information which the team took from our site visits leads to the suggestion of possible improvements in Burford and we would suggest that these issues are considered in partnership with local businesses and organisations to develop what are locally considered to be the most appropriate interventions:

- Car parking is somewhat compromised by the long linear format of the centre and the relatively low number of overall parking spaces, meaning that parking may take a time to complete and may result in being a considerable distance from a number of key businesses
- Once within the central area, there is relatively little visitor information or wayfinding signage
- There is relatively little evidence of street dressing or public art and this could greatly enhance the overall central streetscene

## Burford stakeholder feedback

The project involved contact with a range of stakeholders and, when asked for their views on the town centre, members of the public identified issues such as car parking, promotional activities and the streetscene as factors which could be impacting on visitor numbers.

We found no evidence of a partnership-driven place management function, such as a Town Centre Partnership or Town Team currently active in the central area and consider that this is something which would bring a range of benefits to Burford, particularly in working in a complementary manner to established local groups, such as the Chamber of Trade.

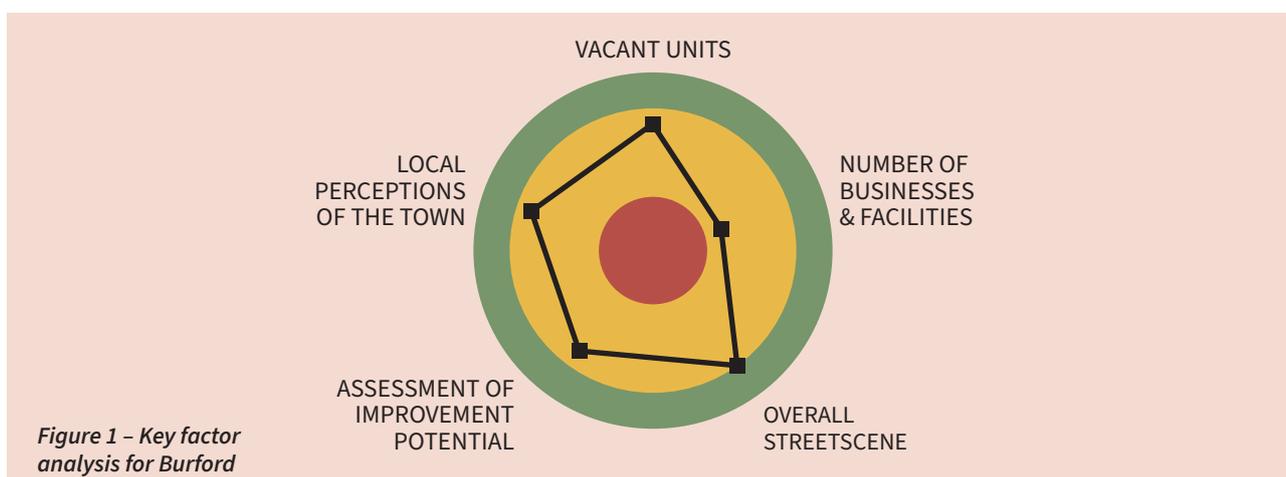
## Burford survey analysis

A total of 63 survey responses were received for Burford and 28 of these were returned from businesses or organisations, with a further 35 being returned by members of the public.

Based on the survey responses which rated it as either excellent or good, Burford is currently viewed by the public most positively as a place for day trips, as a leisure destination and a place for overnight stays. It is regarded well by consumers as a retail destination and a place for dining out, although less so as a place which provides services to the surrounding area. It is viewed relatively negatively by the public as a hub for professional services and the detailed analysis of the survey responses is shown as Appendix 3 of this report.

On a similar basis, Burford is currently viewed by businesses most positively as a place for overnight stays and as a place for dining out. It is regarded well by businesses as a retail destination and a place for day trips, although less so as a leisure destination. It is viewed relatively negatively by businesses as a place which provides services to the surrounding area and very negatively as a hub for professional services.

The diagram shown below summarises an analysis of the survey responses to provide a position diagram for Burford, with the factors closest to the centre of the diagram indicating concerning factors and those towards the boundary indicating better performance. In this sense, it can be seen that Burford is viewed very positively in all categories, apart from being considered as lacking in an adequate number of businesses and facilities.



Source Heartflood Ltd

## Improvement priorities for Burford

When considering proposed interventions for Burford, we have completed a thorough assessment using both our experience and knowledge gained in over 100 places, as well as the feedback provided from a range of Burford residents and stakeholders. We would therefore advise eight main recommendations for Burford, as follows:

1. Form and support a robust and independent Burford Town Centre Partnership or similar place management entity to oversee a range of ongoing improvements. This type of partnership approach is proven to result in the most appropriate bespoke improvement activities and to maximise the economic benefits of partner involvement.
2. Agree and oversee a clear and achievable initial plan of improvements, to focus on the following recommended activities.
3. Enter into meaningful and productive collaboration with a range of local tourist attractions, as well as sub-regional, regional and national tourism bodies in order to work to attract more visitors to Burford.
4. Work with a number of key venues, local partners and the community to develop a range of events to both involve and promote Burford food & drink venues.
5. Work with a specialist business cost reduction provider to enact a scheme to save the cost of trading overheads for all sizes and sectors of Burford businesses.
6. Consider implementing projects around our observations that Burford could benefit from introducing additional wayfinding, visitor information, street dressing and public art.
7. Fully involve all tiers of Local Government and wider public sector bodies as active participants in the ongoing improvement plans for Burford.
8. Develop and maintain a clear and robust set of performance indicators to monitor the vitality of Burford and also create systems to ensure delivery of any improvement activities. Town centre indicators would be likely to include monitoring pedestrian footfall and vacant unit levels.

Our observations of Burford, combined with the stakeholder feedback we have received indicates that the above recommendations will need to be carefully reviewed and evaluated, especially given that funding is currently available for improvements. In this sense, we are very confident that the formation and support of a partnership structure could be relatively easily achieved and that a range of high-impact improvements could be enacted.

## Carterton

With a relatively large surrounding population of approximately 16,000, Carterton plays the predominant role of a local centre, serving the day to day needs of the surrounding area, although does not attract a significant proportion of visits from further afield due to the superior appearance of key surrounding towns. The core town centre comprises approximately 60 units situated around a crossroads and our audit of ground floor business uses in March 2023 indicated the use mix shown in the table at Appendix 2.

The overall town centre streetscene is not particularly notable and, of the West Oxfordshire towns, has a significantly different feel, being much less traditional in overall form. Carterton has strong links to the nearby RAF Brize Norton and therefore has a significant turnover of residents within the immediate catchment due to the fluid nature of military postings. The town centre is also relatively isolated from main roads and lacks tourist attractions, making it an anomaly amongst the towns studies. Carterton is however considered to have potential for improvement.

As part of the study, our team paid site visits to Carterton and the following summarises the qualitative information regarding the overall feel of the town centre which the team took from our site visits and we would again emphasise that this represents the views of the team and is therefore not supported by scientific data:

 <p>COMPROMISED PUBLIC REALM DUE TO POSITION FOCUSED ON MAIN CROSSROADS</p>	 <p>EASE OF PARKING COMPROMISED BY LIMITED NUMBER OF PARKING SPACES</p>	 <p>GENERALLY UNREMARKABLE ARCHITECTURE</p>
 <p>LIMITED NUMBER OF SHOPS AND FACILITIES</p>	 <p>LIMITED VISITOR INFORMATION AND WAYFINDING SIGNAGE</p>	 <p>LITTLE PUBLIC ART</p>
 <p>REASONABLE PROPORTION OF INDEPENDENT BUSINESSES</p>	 <p>RELATIVELY GOOD STREET DRESSING AND PLANTING</p>	 <p>RELATIVELY MODERN SMALL TOWN CENTRE FEEL</p>

Source Heartflood Ltd

The qualitative information which the team took from our site visits leads to the suggestion of possible improvements in Carterton and we would suggest that these issues are considered in partnership with local businesses and organisations to develop what are locally considered to be the most appropriate interventions:

- Car parking is somewhat compromised by the layout of the centre and the relatively low number of overall parking spaces, meaning that trade may be being lost
- There is relatively little evidence of public art and this could greatly enhance the overall central streetscene
- Once within the central area, there is relatively little visitor information or wayfinding signage, although the nature of the town as a service centre for the immediate area might make these factors less of a priority

### **Carterton stakeholder feedback**

The project involved contact with a range of stakeholders and, when asked for their views on the town centre, businesses and members of the public identified issues such as increased events, a greater number of bars or restaurants and economic investment as being factors which could increase visitor numbers.

We found no evidence of a partnership-driven place management function, such as a Town Centre Partnership or Town Team currently active in the central area and consider that this is something which would bring a range of benefits to Carterton, particularly in working in a complementary manner to established local groups, such as the Chamber of Trade and Commerce.

### **Carterton survey analysis**

A total of 121 survey responses were received for Carterton and 7 of these were returned from businesses or organisations, with a further 114 being returned by members of the public.

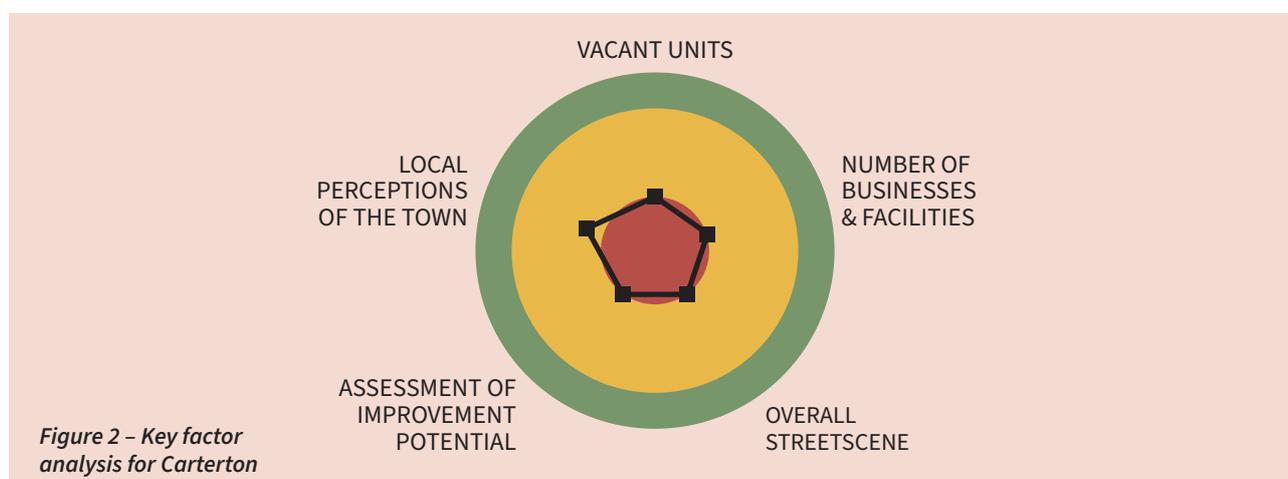
Based on the survey responses which rated it as either excellent or good, Carterton is currently viewed by the public most positively as a service centre, as a place to dine out and as a retail centre. It is regarded well by consumers as a retail destination and a place for dining out, although less so as a place which provides services to the surrounding area. It is viewed relatively negatively by the public as a hub for professional services.

On a similar basis, Carterton is currently viewed by businesses most positively as a place for dining out and a place which provides services to the surrounding area. It is viewed reasonably well by businesses as a professional services hub and a leisure destination and viewed relatively negatively as a retail centre. It is viewed most negatively by businesses as a place for day trips and the detailed analysis of the survey responses from both businesses and consumers is shown as Appendix 3 of this report.

The following diagram summarises an analysis of the survey responses to provide a position diagram for Carterton, with the factors closest to the centre of the diagram indicating concerning factors and those towards the boundary indicating better performance. In this sense, it can be seen that Carterton is viewed negatively in all categories.

### **Improvement priorities for Carterton**

When considering proposed interventions for Carterton, we have completed a thorough assessment using both our experience and knowledge gained in over 100 places, as well as the feedback



provided from a range of residents and stakeholders. We would therefore advise seven main recommendations for Carterton, as follows:

1. Form and support a robust and independent Carterton Town Centre Partnership or similar place management entity to oversee a range of ongoing improvements. This type of partnership approach is proven to result in the most appropriate bespoke improvement activities and to maximise the economic benefits of partner involvement.
2. Agree and oversee a clear and achievable initial plan of improvements, to focus on the following recommended activities.
3. Work with a number of key venues, local partners and the community to develop a range of events to both involve and promote Carterton food & drink venues.
4. Support increased business to business communication and provide advice on business growth and support.
5. Implement marketing and promotional campaigns for Carterton, to include the development of a visitor website.
6. Fully involve all tiers of Local Government and wider public sector bodies as active participants in the ongoing improvement plans for Carterton.
7. Develop and maintain a clear and robust set of performance indicators to monitor the vitality of Carterton and also create systems to ensure delivery of any improvement activities. Town centre indicators would be likely to include monitoring pedestrian footfall and vacant unit levels.

Our observations of Carterton, combined with the stakeholder feedback we have received indicates that the above recommendations will need to be carefully reviewed and evaluated, especially given that funding is currently available for improvements. In this sense, we are very confident that the formation and support of a partnership structure could be relatively easily achieved and that a range of high-impact improvements could be enacted.

## Charlbury

As a market town with a population of approximately 3,000, Charlbury is a very small centre, which plays the predominant role of serving the day to day needs of the immediate surrounding area. The town does not attract a significant proportion of visits from further afield due to its very small central area and relative lack of attractors, although the surrounding area comprises the idyllic remnants of the Wychwood forest, is served by a railway link and hosts large events. The core central comprises only approximately 10 units, exuding a small village feel and our audit of ground floor business uses in March 2023 indicated the business use mix shown in the table at Appendix 2.

The overall town centre streetscene is good, although the very small size of the centre means that it has limited capacity or infrastructure to attract significant numbers of visitors. The main businesses are clustered in a very small area around Market Street crossroads and there are ancillary uses, such as a relatively large convenience store, community centre and car park situated away from the central area, although within comfortable walking distance. The overall feel, however, is much more that of a small, predominantly residential village.

As part of the study, our team paid site visits to Charlbury and the following summarises the qualitative information regarding the overall feel of the centre which the team took from our site visits and we would again emphasise that this represents the views of the team and is therefore not supported by scientific data:



CERTAIN DEGREE OF STREET DRESSING AND PLANTING



EASE OF PARKING COMPROMISED BY NARROW ROAD LAYOUTS



GOOD VERNACULAR ARCHITECTURE



LIMITED VISITOR INFORMATION AND WAYFINDING SIGNAGE



NO EVIDENCE OF CENTRE BRANDING



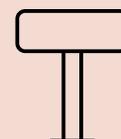
NO PUBLIC ART EVIDENT



RELATIVELY DISJOINTED PARKING PROVISION



VERY LIMITED NUMBER OF SHOPS AND FACILITIES



VISITOR SIGNS AT TOWN CENTRE VEHICLE ENTRY POINTS

Source Heartflood Ltd

The qualitative information which the team took from our site visits leads to the suggestion of possible improvements in Charlbury and we would suggest that these issues are considered in partnership with local businesses and organisations to develop what are locally considered to be the most appropriate interventions:

- Pedestrian space is compromised by the layout of the centre and efforts should be considered to dedicate more space
- There is relatively little evidence of a sense of place through street dressing or public art and this could greatly enhance the overall central streetscene
- Once within the central area, there is relatively little visitor information or wayfinding signage, although the very small size of the central area might make these factors less of a priority

### Charlbury stakeholder feedback

The project involved contact with a range of stakeholders and, when asked for their views on the centre, businesses and members of the public identified issues such as increased events, a greater number of shops and restaurants and improved pedestrian space as being factors which could increase visitor numbers.

We found no evidence of a partnership-driven place management function, such as a Town Centre Partnership or Town Team currently active in the central area and, whilst we would advocate that support and attention continues to focus on Charlbury, we consider that there are relatively limited opportunities to enact significant activities or improvements.

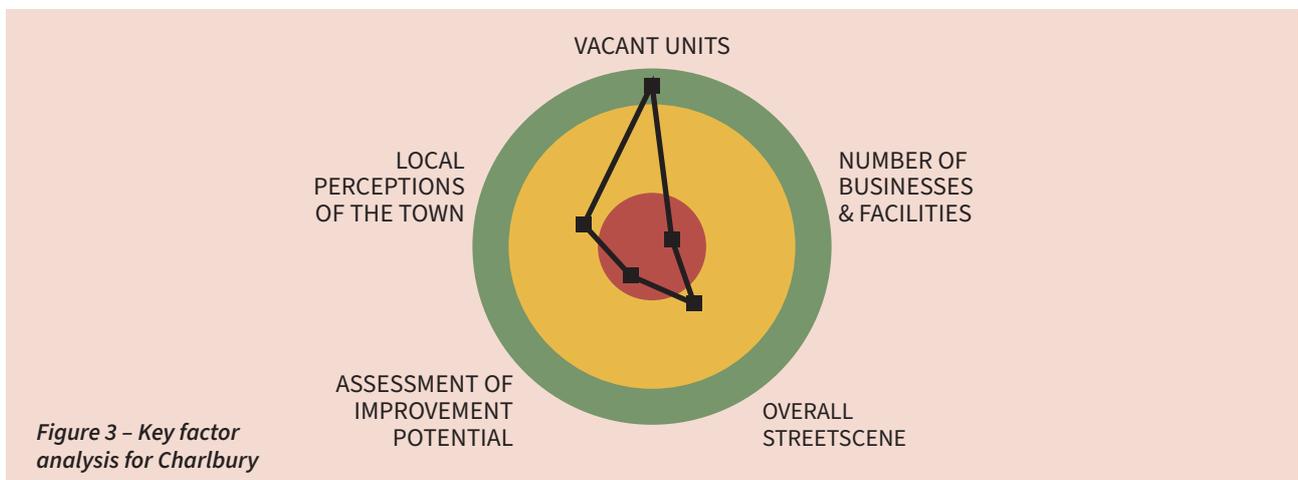
### Charlbury survey analysis

A total of 90 survey responses were received for Charlbury and 8 of these were returned from businesses or organisations, with a further 82 being returned by members of the public.

Based on the survey responses which rated it as either excellent or good, Charlbury is currently viewed by the public most positively as a leisure destination and a destination for day trips. It is regarded less positively by consumers as a place for overnight stays and a service centre for the surrounding area and relatively negatively by the public as a place to dine out, as a retail centre and as a hub for professional services.

On a similar basis, Charlbury is currently viewed by businesses most positively as a place for overnight stays and a place to dine out. It is viewed reasonably well by businesses as a place for day trips and a leisure time destination and viewed least positively as a professional services hub and a service centre for the surrounding area. The detailed analysis of the survey responses from both businesses and consumers is shown as Appendix 3 of this report.

The following diagram summarises an analysis of the survey responses to provide a position diagram for Charlbury, with the factors closest to the centre of the diagram indicating concerning factors and those towards the boundary indicating better performance. In this sense, it can be seen that Charlbury is viewed negatively in all categories, apart from being considered to have few vacant units.



Source Heartflood Ltd

## Improvement priorities for Charlbury

When considering proposed interventions for Charlbury, we have completed a thorough assessment using both our experience and knowledge gained in over 100 places, as well as the feedback provided from a range of residents and stakeholders. We would therefore advise seven main recommendations for Charlbury, as follows:

1. Continue to engage with Charlbury businesses and stakeholders to enact improvements to the centre.
2. Agree and oversee a clear and achievable initial plan of improvements, to focus on the following recommended activities.
3. Work with a number of key venues, local partners and the community to develop a range of events to both involve and promote Charlbury food & drink venues.
4. Develop an annual programme of more frequent street markets.
5. Work with a specialist business cost reduction provider to enact a scheme to save the cost of trading overheads for all sizes and sectors of Charlbury businesses.
6. Fully involve all tiers of Local Government and wider public sector bodies as active participants in the ongoing improvement plans for Charlbury.
7. Develop and maintain a clear and robust set of performance indicators to monitor the vitality of Charlbury and also create systems to ensure delivery of any improvement activities.

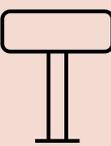
Our observations of Charlbury, combined with the stakeholder feedback we have received indicates that the above recommendations will need to be carefully reviewed and evaluated, especially given that funding is currently available for improvements. In this sense, we are very confident that a range of improvements could be enacted.

## Chipping Norton

As a market town with a population of approximately 6,500, Chipping Norton is a relatively large centre which plays the predominant role of a local centre, serving the day to day needs of the surrounding area. The central area does however attract a good proportion of visits from further afield due to the attractive streetscene, the position on a busy through road, the range of town centre attractors and the presence of nearby tourist attractions.

The overall town centre streetscene is good, with a significant central area clustered around a number of surface car parks. There are a number of shops, restaurants and services and, although the town presents an attractive and traditional market town feel, the presence of the main road and the number of surface car parks means that pedestrian access is impacted by vehicle traffic, with the centre of town often experiencing congestion.

The core central area comprises approximately 80 units and our audit of ground floor business uses in March 2023 indicated the business use mix shown in the table at Appendix 2. The overall town centre streetscene exudes a sense of charm, quality and vibrancy and, as part of the study, our team paid site visits to Chipping Norton and the following summarises the qualitative information regarding the overall feel of the centre which the team took from our site visits and we would again emphasise that this represents the views of the team and is therefore not supported by scientific data:

 <p>CERTAIN DEGREE OF STREET DRESSING AND PLANTING</p>	 <p>EASE OF PARKING COMPROMISED BY NARROW CAR PARK LAYOUTS</p>	 <p>LIMITED VISITOR INFORMATION AND WAYFINDING SIGNAGE</p>
 <p>LITTLE PUBLIC ART</p>	 <p>REASONABLE NUMBER OF SHOPS AND FACILITIES</p>	 <p>SOME EVIDENCE OF TOWN CENTRE BRANDING</p>
 <p>VERY GOOD VERNACULAR ARCHITECTURE</p>	 <p>SIGNIFICANTLY COMPROMISED PUBLIC REALM DUE TO VEHICLE TRAFFIC</p>	 <p>VISITOR SIGNS AT TOWN CENTRE VEHICLE ENTRY POINTS</p>

Source Heartflood Ltd

The qualitative information which the team took from our site visits leads to the suggestion of possible improvements in Chipping Norton and we would suggest that these issues are considered in partnership with local businesses and organisations to develop what are locally considered to be the most appropriate interventions:

- Pedestrian access is compromised by the layout of the centre, the main road and the high levels of surface car parking and efforts should be considered to improve pedestrian access routes across the centre
- It is considered that greater levels of street dressing and public art could greatly enhance the overall central streetscene
- Once within the central area, there is relatively little visitor information or wayfinding signage and this should be considered

### **Chipping Norton stakeholder feedback**

The project involved contact with a range of stakeholders and, when asked for their views on the town centre, businesses and members of the public identified issues such as increased events, better street markets, better shops and regeneration activities as being factors which could increase visitor numbers.

We found no evidence of a partnership-driven place management function, such as a Town Centre Partnership or Town Team currently active in the central area and consider that this is something which would bring a range of benefits to Chipping Norton, particularly in working in a complementary manner to established local groups, such as Chipping Norton News and Transition Chipping Norton.

Specific and pronounced feedback was also received around the following matters:

- There is a very strong feeling from local stakeholders that the peripheral location of the town within the local authority district has fostered a feeling of relative isolation and relative neglect
- There is strong support for the creation of a Town Centre Partnership, or similar structure, in order to build more productive relationships and to drive forward improvements for the town

### **Chipping Norton survey analysis**

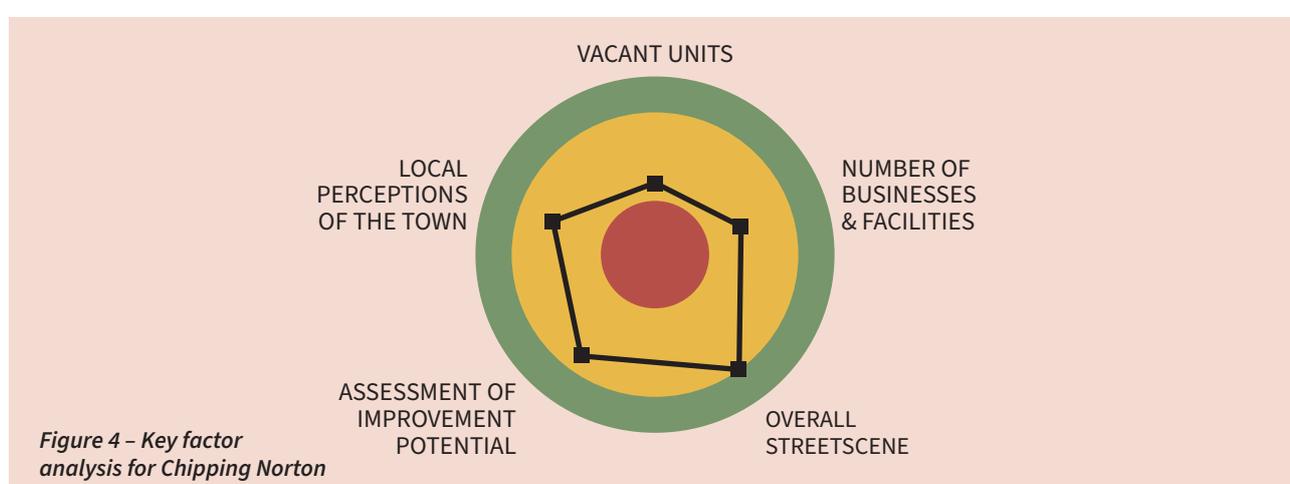
A total of 192 survey responses were received for Chipping Norton and 33 of these were returned from businesses or organisations, with a further 159 being returned by members of the public.

Based on the survey responses which rated it as either excellent or good, Chipping Norton is currently viewed by the public most positively as a destination for overnight stays and a service centre for the surrounding area. It is regarded less positively by consumers as a place to dine out and a destination for day trips and relatively negatively by the public as a retail centre, a leisure time destination and as a hub for professional services.

On a similar basis, Chipping Norton is currently viewed by businesses most positively as a service area for the surrounding area and a destination for overnight stays. It is viewed reasonably well by

businesses as a place to dine out, as a leisure time destination and as a retail centre. It is viewed least positively as a destination for day trips and as a professional services hub and the detailed analysis of the survey responses from both businesses and consumers is shown as Appendix 3 of this report.

The following diagram summarises an analysis of the survey responses to provide a position diagram for Chipping Norton, with the factors closest to the centre of the diagram indicating concerning factors and those towards the boundary indicating better performance. In this sense, it can be seen that Chipping Norton is viewed as average in all categories, apart from being considered as having high potential for improvement and a good streetscene.



## Improvement priorities for Chipping Norton

When considering proposed interventions for Chipping Norton, we have completed a thorough assessment using both our experience and knowledge gained in over 100 places, as well as the feedback provided from a range of residents and stakeholders. We would therefore advise seven main recommendations for Chipping Norton, as follows:

1. Form and support a robust and independent Chipping Norton Town Centre Partnership or similar place management entity to oversee a range of ongoing improvements. This type of partnership approach is proven to result in the most appropriate bespoke improvement activities and to maximise the economic benefits of partner involvement.
2. Agree and oversee a clear and achievable initial plan of improvements, to focus on the following recommended activities.
3. Work with a number of key venues, local partners and the community to develop a range of events to both involve and promote Chipping Norton food & drink venues.
4. Implement marketing and promotional campaigns for Chipping Norton.
5. Work with local tourist attractions, bodies and organisations to collaborate over tourism initiatives for Chipping Norton.

6. Fully involve all tiers of Local Government and wider public sector bodies as active participants in the ongoing improvement plans for Chipping Norton.
7. Develop and maintain a clear and robust set of performance indicators to monitor the vitality of Chipping Norton and also create systems to ensure delivery of any improvement activities. Town centre indicators would be likely to include monitoring pedestrian footfall and vacant unit levels.

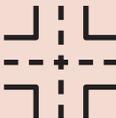
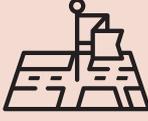
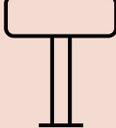
Our observations of Chipping Norton, combined with the stakeholder feedback we have received indicates that the above recommendations will need to be carefully reviewed and evaluated, especially given that funding is currently available for improvements. In this sense, we are very confident that the formation and support of a partnership structure could be relatively easily achieved and that a range of high-impact improvements could be enacted.

## Eynsham

As a market town with a parish population of approximately 4,600, Eynsham is a relatively small town, which plays the role of a local centre, serving the day to day needs of the surrounding area, although, as with Charlbury, does not attract a significant proportion of visits from further afield due to its very small central layout.

The overall town centre streetscene is very good, with a central area featuring an attractive market square. However, although the town presents an attractive and traditional feel, the small size of the central area means that it has limited capacity or infrastructure to attract significant numbers of visitors and the main overall feel of the town, as with Charlbury, is much more that of a small, predominantly residential village.

The core central area comprises only approximately 15 units and our audit of ground floor business uses in March 2023 indicated the business use mix shown in the table at Appendix 2. The overall town centre streetscene feels more structured and spacious than Charlbury, although the proximity to Oxford means that the area surrounding the town suffers from traffic congestion. As part of the study, our team paid site visits to Eynsham and the following summarises the qualitative information regarding the overall feel of the centre which the team took from our site visits and we would again emphasise that this represents the views of the team and is therefore not supported by scientific data:

 <p>GOOD DEGREE OF STREET DRESSING AND PLANTING</p>	 <p>EASE OF PARKING COMPROMISED BY NARROW ROAD LAYOUTS</p>	 <p>LIMITED NUMBER OF SHOPS AND FACILITIES</p>
 <p>LIMITED VISITOR INFORMATION AND WAYFINDING SIGNAGE</p>	 <p>PUBLIC REALM ENHANCED BY SMALL MARKET SQUARE</p>	 <p>SOME EVIDENCE OF TOWN CENTRE BRANDING</p>
 <p>VERY GOOD VERNACULAR ARCHITECTURE</p>	 <p>VISITOR SIGNS AT TOWN CENTRE VEHICLE ENTRY POINTS</p>	 <p>SOME PUBLIC ART</p>

Source Heartflood Ltd

The qualitative information which the team took from our site visits leads to the suggestion of possible improvements in Eynsham and we would suggest that these issues are considered in partnership with local businesses and organisations to develop what are locally considered to be the most appropriate interventions:

- Pedestrian space is compromised by the layout of the centre and efforts should be considered to dedicate more space
- There is relatively little evidence of a sense of place through street dressing or public art and this could greatly enhance the overall central streetscene
- Once within the central area, there is relatively little visitor information or wayfinding signage, although the very small size of the central area might make these factors less of a priority

### **Eynsham stakeholder feedback**

The project involved contact with a range of stakeholders and, when asked for their views on the centre, businesses and members of the public identified issues such as increased events, supporting existing businesses and better traffic management as being factors which could increase visitor numbers.

We found no evidence of a partnership-driven place management function, such as a Town Centre Partnership or Town Team currently active in the central area and, whilst we would advocate that support and attention continues to focus on Eynsham, we consider that there are relatively limited opportunities to enact significant activities or improvements.

### **Eynsham survey analysis**

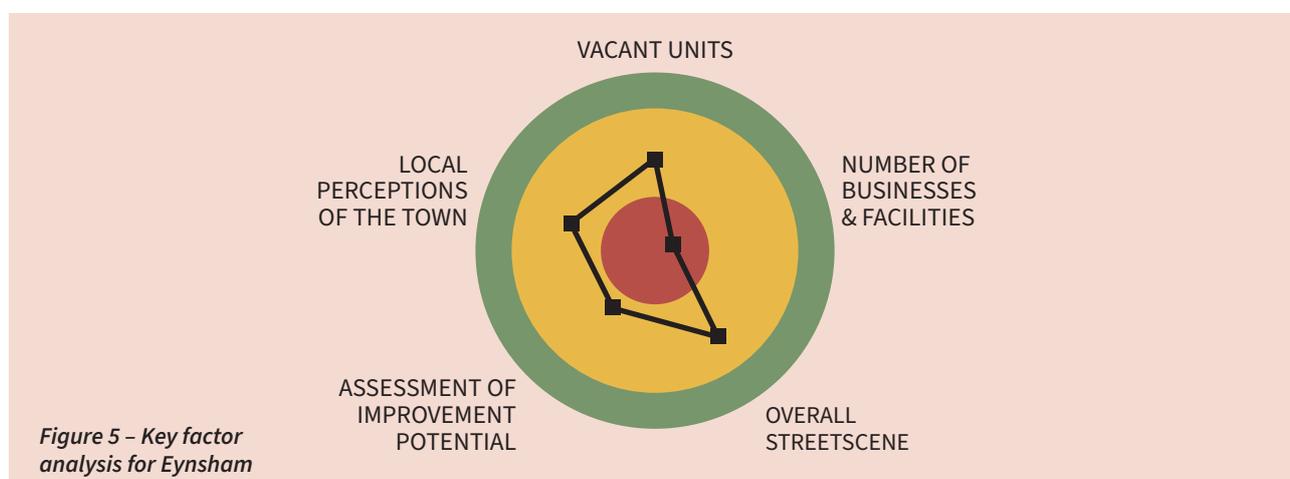
A total of 83 survey responses were received for Eynsham and 6 of these were returned from businesses or organisations, with a further 77 being returned by members of the public.

Based on the survey responses which rated it as either excellent or good, Eynsham is currently viewed by the public most positively as a leisure destination and a destination for day trips. It is regarded less positively by consumers as a place for overnight stays and a service centre for the surrounding area and relatively negatively by the public as a place to dine out, as a retail centre and as a hub for professional services.

Based on the survey responses which rated it as either excellent or good, Eynsham is currently viewed by the public most positively as a retail centre and a place to dine out. It is regarded less positively by consumers as a service centre for the surrounding area, as a leisure time destination and as a destination for day trips and relatively negatively by the public as a place for day trips, a place for overnight stays and as a hub for professional services. The detailed analysis of the survey responses from both businesses and consumers is shown as Appendix 3 of this report.

On a similar basis, Eynsham is currently viewed by businesses most positively as a retail centre and a service area for the surrounding area. It is viewed reasonably well by businesses as a leisure time destination and as a place to dine out. It is viewed least positively as a hub for professional services, as a destination for day trips and for overnight stays. The detailed analysis of the survey responses from both businesses and consumers is shown as Appendix 3 of this report.

The following diagram summarises an analysis of the survey responses to provide a position diagram for Eynsham, with the factors closest to the centre of the diagram indicating concerning factors and those towards the boundary indicating better performance. In this sense, it can be seen that Eynsham is viewed as average in all categories, apart from being considered as lacking in an adequate number of businesses and facilities.



## Improvement priorities for Eynsham

When considering proposed interventions for Eynsham, we have completed a thorough assessment using both our experience and knowledge gained in over 100 places, as well as the feedback provided from a range of residents and stakeholders. We would therefore advise seven main recommendations for Eynsham, as follows:

1. Continue to engage with Eynsham businesses and stakeholders to enact improvements to the centre.
2. Agree and oversee a clear and achievable initial plan of improvements, to focus on the following recommended activities.
3. Work with a number of key venues, local partners and the community to develop a range of events to both involve and promote Eynsham food & drink venues.
4. Develop marketing and promotional campaigns for the town.
5. Work with a specialist business cost reduction provider to enact a scheme to save the cost of trading overheads for all sizes and sectors of Eynsham businesses.
6. Fully involve all tiers of Local Government and wider public sector bodies as active participants in the ongoing improvement plans for Eynsham.
7. Develop and maintain a clear and robust set of performance indicators to monitor the vitality of Eynsham and also create systems to ensure delivery of any improvement activities.

Our observations of Eynsham, combined with the stakeholder feedback we have received indicates that the above recommendations will need to be carefully reviewed and evaluated, especially given that funding is currently available for improvements. In this sense, we are very confident that a range of improvements could be enacted.

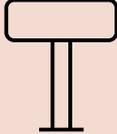
## Witney

Witney is a relatively large market town with a population of approximately 31,000, Witney is a relatively large centre which plays the role of a district centre, serving the day to day needs of a relatively wide surrounding area. The town also attracts a good proportion of visits from further afield due to the attractive streetscene and the range of town centre attractors, including two shopping centres.

The overall town centre streetscene is good, with a significant central area which is arranged in a conventional format, radiating outwards from a central core. There are a number of shops, restaurants and services and provides ample opportunity for consumer dwell times of 2-3 hours or more.

The town centre area is the largest in the district by far and comprises approximately 260 units and our audit of ground floor business uses in March 2023 indicated the business use mix shown in the table at Appendix 2. The overall town centre streetscene exudes a sense of quality and vibrancy and includes a large market square and surrounding buildings which allude to the former prosperity of the town linked to the wool trade. Unlike the other centres within the district, the town centre also plays host to a good range of national chain retailers, which trade alongside the good number of independent businesses.

As part of the study, our team paid site visits to Witney and the following summarises the qualitative information regarding the overall feel of the centre which the team took from our site visits and we would again emphasise that this represents the views of the team and is therefore not supported by scientific data:

		
<p>GOOD DEGREE OF STREET DRESSING AND PLANTING</p>	<p>VERY GOOD NUMBER OF SHOPS AND FACILITIES, WITH TWO SHOPPING CENTRES</p>	<p>LITTLE PUBLIC ART</p>
		
<p>SOME EVIDENCE OF TOWN CENTRE BRANDING</p>	<p>MIXED OVERALL STREETSCENE, ALTHOUGH A GENERALLY PLEASANT FEEL</p>	<p>LIMITED VISITOR INFORMATION AND WAYFINDING SIGNAGE</p>
		
<p>GOOD PARKING PROVISION</p>	<p>TRADITIONAL TOWN CENTRE FEEL OCCUPYING A RELATIVELY LARGE AREA</p>	<p>VISITOR SIGNS AT TOWN CENTRE VEHICLE ENTRY POINTS</p>

Source Heartflood Ltd

The qualitative information which the team took from our site visits leads to the suggestion of possible improvements in Witney and we would suggest that these issues are considered in partnership with local businesses and organisations to develop what are locally considered to be the most appropriate interventions:

- It is considered that greater levels of street dressing and public art could greatly enhance the overall central streetscene
- Once within the central area, there is relatively little visitor information or wayfinding signage and this should be considered

### Witney stakeholder feedback

The project involved contact with a range of stakeholders and, when asked for their views on the town centre, businesses and members of the public identified issues such as better street markets, filling vacant units and removing traffic restrictions as being factors which could increase visitor numbers. There is also a pronounced feel amongst a number of Witney stakeholders that co-ordination between the District Council and County Council and subsequent communication with town centre businesses and organisations is relatively poor and, given the size and status of the town, a strong recommendation is that greater co-ordination needs to be enacted in this regard as quickly as possible.

We found no evidence of a partnership-driven place management function, such as a Town Centre Partnership or Town Team currently active in the central area and consider that this is something which would bring a range of benefits to Witney, particularly given the strong stakeholder feedback in support of improved place partnership arrangements.

### Witney survey analysis

A total of 324 survey responses were received for Witney and of these 43 were returned from businesses or organisations, with a further being 281 returned by members of the public.

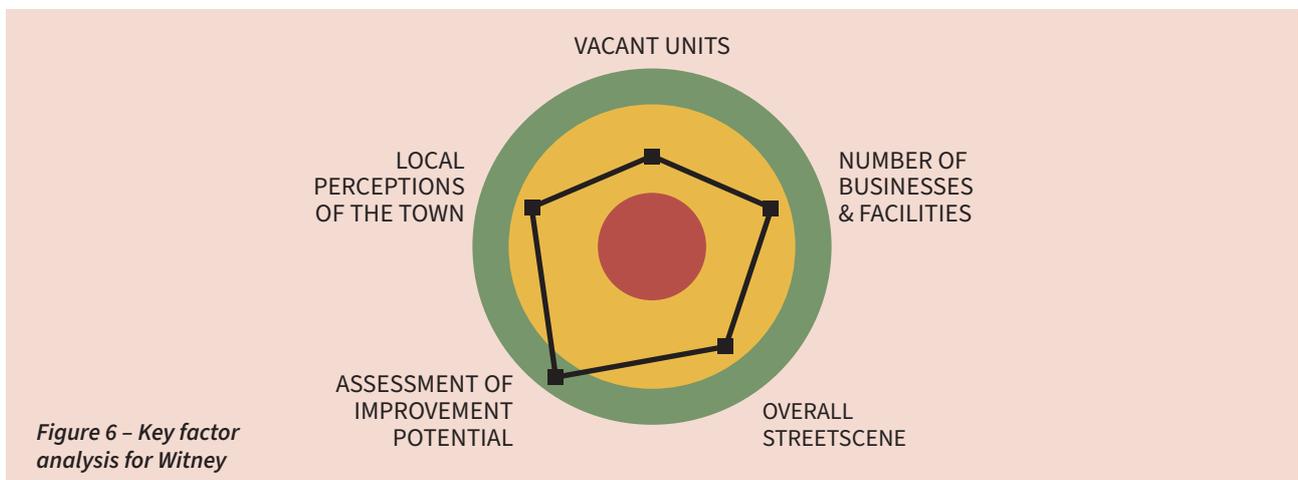
Based on the survey responses which rated it as either excellent or good, Witney is currently viewed by the public most positively as a place to dine out and as a retail centre. It is regarded less positively by consumers as a service centre for the surrounding area, as a hub for professional services and as a place for overnight stays and relatively negatively by the public as a leisure destination and as a place for day trips.

On a similar basis, Witney is currently viewed by businesses most positively as a retail centre and a service area for the surrounding area. It is viewed reasonably well by businesses as a leisure time destination and as a place to dine out. It is viewed least positively as a hub for professional services, as a destination for day trips and for overnight stays, with the detailed analysis of the survey responses from both businesses and consumers is shown as Appendix 3 of this report.

The following diagram summarises an analysis of the survey responses to provide a position diagram for Witney, with the factors closest to the centre of the diagram indicating concerning factors and those towards the boundary indicating better performance. In this sense, the diagram outlines that the survey respondents generally view Witney relatively well across the factors shown and particularly well with regard to the potential for improvement.

### Improvement priorities for Witney

When considering proposed interventions for Witney, we have completed a thorough assessment using both our experience and knowledge gained in over 100 places, as well as the feedback provided from a range of residents and stakeholders. We would therefore advise eight main recommendations for Witney, as follows:



Source Heartflood Ltd

1. Form and support a robust and independent Witney Town Centre Partnership or similar place management entity to oversee a range of ongoing improvements. This type of partnership approach is proven to result in the most appropriate bespoke improvement activities and to maximise the economic benefits of partner involvement.
2. Agree and oversee a clear and achievable initial plan of improvements, to focus on the following recommended activities.
3. Work with a number of key venues, local partners and the community to develop a range of events to both involve and promote Witney food & drink venues.
4. Enact a range of greening and landscaping improvements across the town centre area.
5. Implement improvements to pedestrian signage and wayfinding.
6. Fully involve all tiers of Local Government and wider public sector bodies as active participants in the ongoing improvement plans for Witney and ensure improvements are made to the current perception of a lack of co-ordination with and between the District and County Councils.
7. Develop and maintain a clear and robust set of performance indicators to monitor the vitality of Witney and also create systems to ensure delivery of any improvement activities. Town centre indicators would be likely to include monitoring pedestrian footfall and vacant unit levels.
8. Carry out a project to investigate the feasibility of a Business Improvement District for Witney town centre.

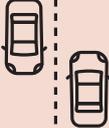
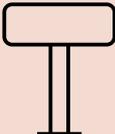
Our observations of Witney, combined with the stakeholder feedback we have received, as well as the size and stature of the town centre, indicates that the above recommendations will need to be carefully reviewed and evaluated, especially given that funding is currently available for improvements. In this sense, we are very confident that the formation and support of a partnership structure could be relatively easily achieved and that a range of high-impact improvements could be enacted, potentially via a future Business Improvement District.

## Woodstock

As a relatively small market town with a population of approximately 3,100, Woodstock plays the predominant role of a local centre, serving the day to day needs of the surrounding area, although also attracts a very good proportion of visits from further afield given both the very attractive nature of the town centre, as well as the direct proximity to Blenheim Palace.

The overall town centre streetscene is very good, with a significant central area clustered around on-street parking at the junction of High Street and Market Place. There are a number of shops, restaurants and services and, although the town presents an attractive and traditional market town feel, the presence of relatively narrow streets and the degree of car parking means that pedestrian access and dwell time is impacted by the street layout.

The core central area comprises approximately 60 units and our audit of ground floor business uses in March 2023 indicated the business use mix shown in the table at Appendix 2. The overall town centre streetscene exudes a sense of charm, quality and vibrancy and, as part of the study, our team paid site visits to Woodstock and the following summarises the qualitative information regarding the overall feel of the centre which the team took from our site visits and we would again emphasise that this represents the views of the team and is therefore not supported by scientific data:

 <p>GOOD DEGREE OF STREET DRESSING AND PLANTING</p>	 <p>EASE OF PARKING COMPROMISED BY RELATIVELY LOW NUMBER OF SPACES</p>	 <p>LIMITED VISITOR INFORMATION AND WAYFINDING SIGNAGE</p>
 <p>LITTLE PUBLIC ART, ALTHOUGH GOOD ARCHITECTURAL DETAILS</p>	 <p>GOOD OVERALL STREETSCENE, ALTHOUGH ROAD TRAFFIC PRESENT</p>	 <p>SLIGHTLY COMPROMISED PUBLIC REALM DUE TO VEHICLE TRAFFIC</p>
 <p>SOME EVIDENCE OF TOWN CENTRE BRANDING</p>	 <p>VERY GOOD VERNACULAR ARCHITECTURE</p>	 <p>VISITOR SIGNS AT TOWN CENTRE VEHICLE ENTRY POINTS</p>

Source Heartflood Ltd

The qualitative information which the team took from our site visits leads to the suggestion of possible improvements in Woodstock and we would suggest that these issues are considered in partnership with local businesses and organisations to develop what are locally considered to be the most appropriate interventions:

- Pedestrian access is compromised by the layout of the centre and the high levels of surface car parking and efforts should be considered to improve pedestrian access routes across the centre
- It is considered that greater levels of street dressing and public art could greatly enhance the overall central streetscene
- Once within the central area, there is relatively little visitor information or wayfinding signage and this should be considered

### **Woodstock stakeholder feedback**

The project involved contact with a range of stakeholders and, when asked for their views on the town centre, businesses and members of the public identified issues such as traffic congestion, car parking and visitor information as being factors which could increase visitor numbers.

We found no evidence of a partnership-driven place management function, such as a Town Centre Partnership or Town Team currently active in the central area and consider that this is something which would bring a range of benefits to Woodstock, particularly in working in a complementary manner to established local groups, such as Wake up to Woodstock.

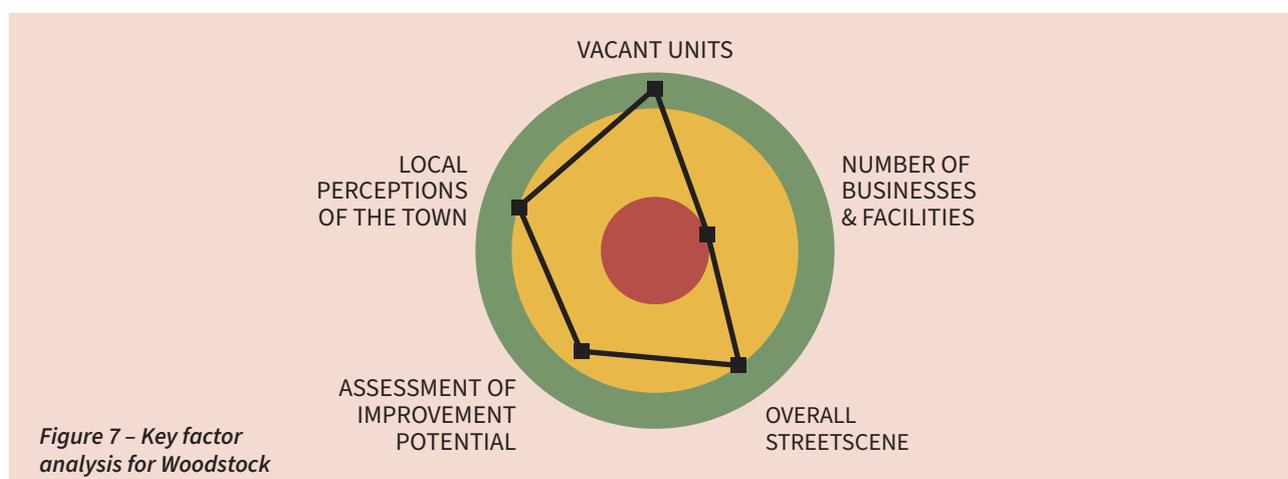
### **Woodstock survey analysis**

A total of 44 survey responses were received for Woodstock and 7 of these were returned from businesses or organisations, with a further 37 being returned by members of the public.

Based on the survey responses which rated it as either excellent or good, Woodstock is currently viewed by the public most positively as a place for day trips and to dine out. It is regarded less positively by consumers as a place for overnight stays, as a leisure destination and as a retail centre and relatively negatively by the public as a service centre for the surrounding area and as a hub for professional services.

On a similar basis, Woodstock is currently viewed by businesses most positively as a place for overnight stays and as a place to dine out. It is viewed reasonably well by businesses as place for day trips and as a leisure time destination. It is viewed least positively as a retail centre, as a hub for professional services and as a service centre for the surrounding area and the detailed analysis of the survey responses from both businesses and consumers is shown as Appendix 3 of this report.

The following diagram summarises an analysis of the survey responses to provide a position diagram for Woodstock, with the factors closest to the centre of the diagram indicating concerning factors and those towards the boundary indicating better performance. In this sense, it can be seen that Woodstock is viewed very positively in all categories, apart from being considered as lacking in an adequate number of businesses and facilities.



## Improvement priorities for Woodstock

When considering proposed interventions for Woodstock, we have completed a thorough assessment using both our experience and knowledge gained in over 100 places, as well as the feedback provided from a range of residents and stakeholders. We would therefore advise seven main recommendations for Woodstock, as follows:

1. Form and support a robust and independent Woodstock Town Centre Partnership or similar place management entity to oversee a range of ongoing improvements. This type of partnership approach is proven to result in the most appropriate bespoke improvement activities and to maximise the economic benefits of partner involvement.
2. Agree and oversee a clear and achievable initial plan of improvements, to focus on the following recommended activities.
3. Enact better pedestrian signage and wayfinding for visitors to the town centre.
4. Work with local tourist attractions, such as Blenheim Palace and Combe Mill, as well as regional bodies and organisations to collaborate over tourism initiatives for Woodstock.
5. Work with a number of key venues, local partners and the community to develop a range of events to both involve and promote Woodstock food & drink venues.
6. Fully involve all tiers of Local Government and wider public sector bodies as active participants in the ongoing improvement plans for Woodstock.
7. Develop and maintain a clear and robust set of performance indicators to monitor the vitality of Woodstock and also create systems to ensure delivery of any improvement activities. Town centre indicators would be likely to include monitoring pedestrian footfall and vacant unit levels.

Our observations of Woodstock, combined with the stakeholder feedback we have received indicates that the above recommendations will need to be carefully reviewed and evaluated, especially given that funding is currently available for improvements. In this sense, we are very confident that the formation and support of a partnership structure could be relatively easily achieved and that a range of high-impact improvements could be enacted.

## Maximising the benefits for each town

In all cases, our advice is to improve communication between businesses and organisations in each town and to mobilise & co-ordinate public sector bodies, particularly West Oxfordshire District Council and Oxfordshire County Council around the required improvements.

Where we have identified the need for place partnership approaches, such as Town Centre Partnerships, we would emphasise that these would be expected to bring a range of benefits, which include the following:

- Greater local identification and ownership of improvements
- Better communication between the public, private and community sectors
- Mobilise a greater range of partners towards local improvements

Whilst we advise that improvements in each town should be locally agreed and developed, the overall activities across the district are likely to have common themes and so are likely to be able to developed with a notion of economy of scale of specific activities.

The strong feedback we consistently received as part of this study indicated that local stakeholders perceived that town centre support they currently receive from West Oxfordshire District Council and Oxfordshire County Council is being poor and they expressed pronounced support towards much more functional partnership working. In this sense, we are confident that our recommendations will need to be carefully reviewed and evaluated, and that, if implemented effectively in each town, would result in:

1. Much improved levels of joint working between stakeholders.
2. The implementation of bespoke and locally identified improvements.
3. Collective economic benefits for each of the seven market towns.
4. The foundations for sustainable ongoing place management schemes.

## Relative size of towns

The market towns vary very considerably in size and the following table shows the number of ground floor business units identified from our audit of the centres:

Town	Number of units	Percentage of total
Burford	69	12
Carterton	59	11
Charlbury	11	2
Chipping Norton	77	14
Eynsham	14	2
Witney	257	47
Woodstock	64	12
<b>Total</b>	<b>551</b>	<b>100</b>

## Relative positioning of towns

The West Oxfordshire towns all lie within the area generically referred to as the south west Cotswolds and so, whilst being closely bordered to the east by the city of Oxford and being surrounded by the larger towns of Cirencester, Bicester and Banbury, the sub-regional landscape is characterised by a range of similar settlement characteristics, which include the following:

- Low overall population density
- Predominantly rural land uses
- Relatively small towns with traditional appearance and character
- General vernacular style & building materials

The West Oxfordshire towns are therefore performing in line with the sub-regional comparator locations, including Bampton, Bourton-on-the-Water, Fairford, Kidlington, Northleach, Shipton-under-Wychwood and Yarnton. However, one key factor which we would identify is that the relative affluence of the West Oxfordshire towns and that of their immediate and wider catchments means that they are generally more resilient to the pressures of the current UK economic climate. We would however emphasise that, despite their relative strengths, each town is currently considered to require the levels of support identified within this document.





# SECTION 6

## ANALYSIS OF THE RESEARCH & SURVEY DATA

The project involved a survey of businesses and organisations to identify their views on priority interventions for each of the seven market towns and which ran throughout May 2023. A number of efforts were made to encourage feedback, with 147 responses being received from businesses or organisations and 770 responses being received from members of the public. The surveys were supplemented by conversations with a range of stakeholder organisations, which included all of the following:

<b>Burford Chamber of Trade</b>
<b>Charlbury Town Council</b>
<b>Chipping Norton News</b>
<b>Chipping Norton Town Council</b>
<b>Cogges Heritage Trust</b>
<b>Cotswolds Tourism</b>
<b>Marriotts Walk Shopping Centre</b>
<b>Oxfordshire County Council</b>
<b>Thames Valley Farmers' Markets</b>
<b>Transition Chipping Norton</b>
<b>Witney Chamber of Commerce</b>
<b>Witney Town Council</b>
<b>Woolgate Shopping Centre</b>

A detailed analysis of the survey responses and stakeholder conversations has identified a range of recommendations for each town and the detailed analysis and suggested interventions are shown as Appendix 3 of this report.





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# SECTION 7

## SPECIFIC REPORT REQUESTS

As part of the report, the Council specified the provision of advice on a range of matters, which included the following.

### **Signage and wayfinding**

In general terms, whilst there are varying degrees of signage and wayfinding present in all towns, our assessment is that activity is required in this area, with regard to both vehicle signage to car parking and pedestrian wayfinding, as well as updated entry signage. We would however emphasise that the following principles should be adopted:

- Given the character of each of the towns, a bespoke approach should be adopted in each separate location
- Gateway signage should be high-quality and individually commissioned
- In all cases, the introduction of new signage should involve close consultation and direction from local businesses, organisations and community groups

### **Supporting independent businesses**

Given the significantly challenging nature of the current economic climate, our assessment is that a range of possible support measures should be developed for independent businesses in each of the towns, which should include:

- Activities to involve and promote food & drink venues
- Business growth advice and support
- Schemes to save businesses money on their overheads
- Support for business to business communications
- Systems of place management, such as Town Centre Partnerships, being enacted

In all locations, we would advocate close liaison with independent businesses and business groups regarding the range of support which should be provided.

## Visitor information

In general terms, our assessment is that the provision of visitor information in the market towns is currently relatively poor and that activity is therefore required in this area. We would advocate that the following principles should be adopted:

- A system should be considered to allow digital mapping, information and trails to be developed and accessed via QR codes displayed in a range of locations, including business premises
- Liaison should take place with both Cotswolds Tourism and Experience Oxfordshire to develop an ongoing strategy to both improve and promote the visitor experience in each town
- Any improvements to visitor information should involve close consultation and direction from local businesses and organisations, who should all be encouraged to become partners in enacting any improvements

## Public realm improvements

Our assessment is that the public realm in each of the market towns does not feel particularly well managed or curated and that significant opportunities exist for streetscene improvements and street dressing. Our general assessment of the public realm in each centre is as follows:

Town	Observations
<b>Burford</b>	<ul style="list-style-type: none"> <li>■ Attractive architecture</li> <li>■ Little public art</li> <li>■ Pavements narrow in some places and limited public space</li> <li>■ Reasonable degree of street dressing and planting</li> <li>■ Slightly compromised by long linear form straddling a busy road</li> </ul>
<b>Carterton</b>	<ul style="list-style-type: none"> <li>■ Compromised due to the position of the centre being around a busy crossroads</li> <li>■ Good degree of street planting and branding</li> <li>■ Little public art</li> <li>■ Relatively poor architecture</li> <li>■ Unimpressive overall streetscene</li> </ul>
<b>Charlbury</b>	<ul style="list-style-type: none"> <li>■ Certain degree of street dressing and planting</li> <li>■ Compromised by road layout</li> <li>■ Good architecture</li> <li>■ No public art</li> </ul>

Town	Observations
<b>Chipping Norton</b>	<ul style="list-style-type: none"> <li>■ Certain degree of street dressing and planting</li> <li>■ Good overall streetscene</li> <li>■ Little public art</li> <li>■ Significantly compromised by busy road and surface car parks</li> <li>■ Very good architecture</li> </ul>
<b>Eynsham</b>	<ul style="list-style-type: none"> <li>■ Evidence of both street branding and public art</li> <li>■ Good degree of street dressing and planting</li> <li>■ Overall feel enhanced by market square</li> <li>■ Very good architecture</li> </ul>
<b>Witney</b>	<ul style="list-style-type: none"> <li>■ Good degree of street dressing and planting</li> <li>■ Inconsistent architectural feel</li> <li>■ Little public art</li> <li>■ Mixed feel across parts of the centre, although generally pleasant</li> <li>■ Slightly compromised due to vehicle traffic</li> <li>■ Some evidence of street branding</li> </ul>
<b>Woodstock</b>	<ul style="list-style-type: none"> <li>■ Good degree of street dressing and planting</li> <li>■ Little public art, although interesting architectural details on building frontages</li> <li>■ Slightly compromised due to vehicle traffic</li> <li>■ Some evidence of town centre branding</li> </ul>

We would therefore recommend all of the following:

- Given the specific character of each of the towns, a bespoke approach should be adopted in each separate location
- In all cases, the introduction of public realm improvements should involve close consultation and direction from local businesses and organisations

The specific approach we would recommend for each centre is summarised as follows:

Town	Signage & wayfinding	Support independent businesses	Visitor information	Public realm improvements
<b>Burford</b>	<ul style="list-style-type: none"> <li>• Consider new vehicle signage to car parking</li> <li>• Consider bespoke pedestrian fingerposts</li> <li>• Consider a digital information trail to highlight specific features within the town, likely to include on-street QR codes</li> <li>• Consider bespoke new entry point welcome signage</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a Town Centre Partnership</li> <li>• Work with tourist organisations to attract more visitors</li> <li>• Develop a range of events to promote food &amp; drink venues</li> <li>• Work with a specialist business cost reduction provider</li> </ul>	<ul style="list-style-type: none"> <li>• Involve the Town Centre Partnership in considering the development of new visitor literature</li> </ul>	<ul style="list-style-type: none"> <li>• Consider the introduction of new street art</li> <li>• Involve the Town Centre Partnership in considering the development of any key improvements</li> </ul>
<b>Carterton</b>	<ul style="list-style-type: none"> <li>• Consider new vehicle signage to car parking</li> <li>• Consider bespoke new entry point welcome signage</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a Town Centre Partnership</li> <li>• Develop new events to involve and promote food &amp; drink venues</li> <li>• Enact greater business to business communications, to include advice on business growth and support</li> <li>• Develop marketing and promotional campaigns, to include a visitor website</li> </ul>	<ul style="list-style-type: none"> <li>• Involve the Town Centre Partnership in considering the development of new visitor literature</li> </ul>	<ul style="list-style-type: none"> <li>• Consider the introduction of new street art</li> <li>• Involve the Town Centre Partnership in considering the development of any key improvements</li> </ul>

Town	Signage & wayfinding	Support independent businesses	Visitor information	Public realm improvements
<b>Charlbury</b>	<ul style="list-style-type: none"> <li>• Consider new vehicle signage to car parking</li> <li>• Consider bespoke new entry point welcome signage</li> </ul>	<ul style="list-style-type: none"> <li>• Develop new events to involve and promote food &amp; drink venues</li> <li>• Enact more street markets</li> <li>• Introduce schemes to save businesses money on their overheads</li> </ul>	<ul style="list-style-type: none"> <li>• Involve local businesses &amp; stakeholders in considering the development of new visitor literature</li> </ul>	<ul style="list-style-type: none"> <li>• Consider the introduction of new street art</li> <li>• Consider increasing the levels of street dressing and planting</li> <li>• Involve local businesses &amp; stakeholders in considering the development of any key improvements</li> </ul>
<b>Chipping Norton</b>	<ul style="list-style-type: none"> <li>• Consider new vehicle signage to car parking</li> <li>• Consider bespoke pedestrian fingerposts</li> <li>• Consider a digital information trail to highlight specific features within the town, likely to include on-street QR codes</li> <li>• Consider bespoke new entry point welcome signage</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a Town Centre Partnership</li> <li>• Create new events to involve and promote food &amp; drink venues</li> <li>• Enact better marketing and promotion of the town</li> <li>• Instigate greater collaboration with tourism bodies</li> </ul>	<ul style="list-style-type: none"> <li>• Involve the Town Centre Partnership in considering the development of new visitor literature</li> </ul>	<ul style="list-style-type: none"> <li>• Consider the introduction of new street art</li> <li>• Consider increasing the levels of street dressing and planting</li> <li>• Involve the Town Centre Partnership in considering the development of any key improvements</li> </ul>

Town	Signage & wayfinding	Support independent businesses	Visitor information	Public realm improvements
<b>Eynsham</b>	<ul style="list-style-type: none"> <li>• Consider bespoke new entry point welcome signage</li> </ul>	<ul style="list-style-type: none"> <li>• Develop new events to involve and promote food &amp; drink venues</li> <li>• Implement better marketing and promotion of the town</li> <li>• Develop schemes to save businesses money on their overheads</li> </ul>	<ul style="list-style-type: none"> <li>• Involve local businesses &amp; stakeholders in considering the development of new visitor literature</li> </ul>	<ul style="list-style-type: none"> <li>• Involve local businesses &amp; stakeholders in considering the development of any key improvements</li> </ul>
<b>Witney</b>	<ul style="list-style-type: none"> <li>• Consider new vehicle signage to car parking</li> <li>• Consider bespoke pedestrian fingerposts</li> <li>• Consider a digital information trail to highlight specific features within the town, likely to include on-street QR codes</li> <li>• Consider bespoke new entry point welcome signage</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a Town Centre Partnership</li> <li>• Assess the feasibility of a Business Improvement District</li> <li>• Develop new events to involve and promote food &amp; drink venues</li> <li>• Introduce greening and landscaping improvements</li> <li>• Implement better pedestrian signage and wayfinding</li> </ul>	<ul style="list-style-type: none"> <li>• Involve the Town Centre Partnership in considering the development of new visitor literature</li> </ul>	<ul style="list-style-type: none"> <li>• Consider the introduction of new street art</li> <li>• Involve the Town Centre Partnership in considering the development of any key improvements</li> </ul>

Town	Signage & wayfinding	Support independent businesses	Visitor information	Public realm improvements
<b>Woodstock</b>	<ul style="list-style-type: none"> <li>• Consider new vehicle signage to car parking</li> <li>• Consider bespoke pedestrian fingerposts</li> <li>• Consider a digital information trail to highlight specific features within the town, likely to include on-street QR codes</li> <li>• Consider bespoke new entry point welcome signage</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a Town Centre Partnership</li> <li>• Implement better pedestrian signage and wayfinding</li> <li>• Instigate greater collaboration with tourism bodies</li> <li>• Introduce new events to involve and promote food &amp; drink venues</li> </ul>	<ul style="list-style-type: none"> <li>• Involve the Town Centre Partnership in considering the development of new visitor literature</li> </ul>	<ul style="list-style-type: none"> <li>• Consider the introduction of new street art</li> <li>• Involve the Town Centre Partnership in considering the development of any key improvements</li> </ul>

As part of the study, we commissioned the support of expert partners at [www.designjd.co.uk](http://www.designjd.co.uk) and they have provided the following assessment, as well as indicative budgets which might be considered as part of a separate wayfinding project for each of the towns, with typical costs ranging from approximately £60,000 to £150,000 per location as shown within the table on the next page.

There are great wayfinding opportunities in traditional distinctive and special market towns to achieve a great navigation experience, as well across a region of connected towns.

- Firstly, clear accessible signage designed to fit in with the ambiance and character of the town at key junctions and landmarks will aid navigation. Pedestrian Monoliths can be used to provide maps, local tourist and business destinations, and events information together enhancing visitor experience. Digital signage can also be used to add rich and dynamic information to users of the town.
- Additionally, clearly signed pedestrian-friendly pathways and cycling lanes promote accessibility and sustainability to discover what a town has to offer. Often streets are missed by first time visitors due to the layout and makeup of historic towns.
- To increase visitor experience and return visits, aesthetic street art, sculptures and historical markers create a sense of place and identity as well as highlighting the culture and conservation story of a town. Collaborative community events and guided tours will engage visitors with local culture.

- Ultimately, a blend of intuitive signage, interactive technology, and community engagement will facilitate seamless exploration while preserving the charm of these towns and ensuring they are great place to live, work, and visit.

Basic intervention		Enhanced intervention	
Wayfinding audit & masterplan	<b>£15,000</b>	Wayfinding audit & masterplan	<b>£18,000</b>
Wayfinding map	<b>£4,000</b>	Wayfinding map	<b>£4,000</b>
Signage artwork pack	<b>£2,500</b>	Signage artwork pack	<b>£5,500</b>
6 pedestrian monoliths	<b>£24,000</b>	Information point	<b>£5,000</b>
4 fingerposts	<b>£8,400</b>	2 digital monoliths	<b>£36,000</b>
Packing, delivery and installation	<b>£7,500</b>	9 pedestrian monoliths	<b>£36,000</b>
		10 fingerposts	<b>£21,000</b>
		Packing, delivery and installation	<b>£22,250</b>
<b>Total indicative cost per location</b>	<b>£61,400</b>	<b>Total indicative cost per location</b>	<b>£147,750</b>







the Marlborough  
Arms



# SECTION 8

## RECOMMENDATIONS & DELIVERY PLAN

Having analysed the feedback from businesses and organisations in each of the seven towns and applied our professional assessments regarding each place, we have formulated a range of recommendations and drafted an initial delivery plan for the towns. The main recommendations are as follows and we have ensured that these align with the UKSPF intervention criteria around improving communities & place, supporting local businesses and developing people & skills.

Given the significant variation in the size of the town centres, we would suggest that the budgets for improvement should be spread proportionally across each town and therefore be allocated as follows:

Town	Percentage of total
Burford	12
Carterton	11
Charlbury	2
Chipping Norton	14
Eynsham	2
Witney	47
Woodstock	12
<b>Total</b>	<b>100</b>

The overall recommendations from this piece of work are therefore summarised as follows:

1. Develop and deploy a package of UK Shared Prosperity Fund interventions for all seven market towns, with the following activities listed in priority of importance for each town:

### **Burford**

- i. Form and support a robust and independent Burford Town Centre Partnership or similar place management entity to oversee a range of ongoing improvements. This type of partnership approach is proven to result in the most appropriate bespoke improvement activities and to maximise the economic benefits of partner involvement.

- ii. Agree and oversee a clear and achievable initial plan of improvements, to focus on the following recommended activities.
- iii. Enter into meaningful and productive collaboration with a range of local tourist attractions, as well as sub-regional, regional and national tourism bodies in order to work to attract more visitors to Burford.
- iv. Work with a number of key venues, local partners and the community to develop a range of events to both involve and promote Burford food & drink venues.
- v. Work with a specialist business cost reduction provider to enact a scheme to save the cost of trading overheads for all sizes and sectors of Burford businesses.
- vi. Consider implementing projects around our observations that Burford could benefit from introducing additional wayfinding, visitor information, street dressing and public art.

### **Carterton**

- i. Form and support a robust and independent Carterton Town Centre Partnership or similar place management entity to oversee a range of ongoing improvements. This type of partnership approach is proven to result in the most appropriate bespoke improvement activities and to maximise the economic benefits of partner involvement.
- ii. Agree and oversee a clear and achievable initial plan of improvements, to focus on the following recommended activities.
- iii. Work with a number of key venues, local partners and the community to develop a range of events to both involve and promote Carterton food & drink venues.
- iv. Support increased business to business communication and provide advice on business growth and support.
- v. Implement marketing and promotional campaigns for Carterton, to include the development of a visitor website.

### **Charlbury**

- i. Continue to engage with Charlbury businesses and stakeholders to enact improvements to the centre.
- ii. Agree and oversee a clear and achievable initial plan of improvements, to focus on the following recommended activities.
- iii. Work with a number of key venues, local partners and the community to develop a range of events to both involve and promote Charlbury food & drink venues.
- iv. Develop an annual programme of more frequent street markets.
- v. Work with a specialist business cost reduction provider to enact a scheme to save the cost of trading overheads for all sizes and sectors of Charlbury businesses.

### Chipping Norton

- i. Form and support a robust and independent Chipping Norton Town Centre Partnership or similar place management entity to oversee a range of ongoing improvements. This type of partnership approach is proven to result in the most appropriate bespoke improvement activities and to maximise the economic benefits of partner involvement.
- ii. Agree and oversee a clear and achievable initial plan of improvements, to focus on the following recommended activities.
- iii. Work with a number of key venues, local partners and the community to develop a range of events to both involve and promote Chipping Norton food & drink venues.
- iv. Implement marketing and promotional campaigns for Chipping Norton.
- v. Work with local tourist attractions, bodies and organisations to collaborate over tourism initiatives for Chipping Norton.

### Eynsham

- i. Continue to engage with Eynsham businesses and stakeholders to enact improvements to the centre.
- ii. Agree and oversee a clear and achievable initial plan of improvements, to focus on the following recommended activities.
- iii. Work with a number of key venues, local partners and the community to develop a range of events to both involve and promote Eynsham food & drink venues.
- iv. Develop marketing and promotional campaigns for the town.
- v. Work with a specialist business cost reduction provider to enact a scheme to save the cost of trading overheads for all sizes and sectors of Eynsham businesses.

### Witney

- i. Form and support a robust and independent Witney Town Centre Partnership or similar place management entity to oversee a range of ongoing improvements. This type of partnership approach is proven to result in the most appropriate bespoke improvement activities and to maximise the economic benefits of partner involvement.
- ii. Agree and oversee a clear and achievable initial plan of improvements, to focus on the following recommended activities.
- iii. Work with a number of key venues, local partners and the community to develop a range of events to both involve and promote Witney food & drink venues.
- iv. Enact a range of greening and landscaping improvements across the town centre area.
- v. Implement improvements to pedestrian signage and wayfinding.

## Woodstock

- i. Form and support a robust and independent Woodstock Town Centre Partnership or similar place management entity to oversee a range of ongoing improvements. This type of partnership approach is proven to result in the most appropriate bespoke improvement activities and to maximise the economic benefits of partner involvement.
  - ii. Agree and oversee a clear and achievable initial plan of improvements, to focus on the following recommended activities.
  - iii. Enact better pedestrian signage and wayfinding for visitors to the town centre.
  - iv. Work with local tourist attractions, bodies and organisations to collaborate over tourism initiatives for Woodstock.
  - v. Work with a number of key venues, local partners and the community to develop a range of events to both involve and promote Woodstock food & drink venues.
2. Enter into an ongoing process of working with partners, businesses and local residents in developing and delivering annual action plans and improvements for each of the seven towns.
  3. Fully involve all tiers of Local Government and wider public sector bodies as active participants in the ongoing improvement plans for each town.
  4. Commission specialist support in developing the range of improvements identified within this report, which include:
    - Attracting more visitors to the towns
    - Creating marketing and promotional campaigns
    - Developing sector-specific events and activities
    - Enacting business cost reduction schemes
    - Introducing additional wayfinding, visitor information, street dressing and public art
    - Reinstating regular street markets
    - Supporting increased business to business communication and collaboration
  5. Develop and maintain a clear and robust set of performance indicators to monitor the vitality of each town and also create systems to ensure delivery of any improvement activities. Town centre indicators would be likely to include monitoring pedestrian footfall and vacant unit levels.

6. For the larger towns of Burford, Carterton, Chipping Norton, Witney and Woodstock, support the introduction of structured Town Centre Partnerships to oversee improvements. These partnerships should be business-led and consist of representatives from all of the following:

<b>Businesses of all sizes and sectors</b>
<b>Town Councils</b>
<b>West Oxfordshire District Council</b>
<b>Oxfordshire County Council</b>
<b>Thames Valley Police</b>
<b>Community representatives</b>
<b>Property owners</b>

A sample annual action plan which might be adapted by such Town Centre Partnerships is shown as Appendix 3 of this report.

7. For the largest town, Witney, commission a study to investigate the feasibility of establishing a Business Improvement District.

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# APPENDICES

## Appendix 1: Draft delivery plan

Intervention	Survey priority
<b>Burford</b>	
New events to involve and promote food & drink venues	Very High
Greater collaboration with tourism bodies to attract more visitors	High
Schemes to save businesses money on their overheads	High
<b>Total</b>	
<b>Carterton</b>	
New events to involve and promote food & drink venues	Very High
Business to business communications, to include advice on business growth and support	High
Marketing and promotional campaigns, to include a visitor website	High
<b>Total</b>	
<b>Charlbury</b>	
New events to involve and promote food & drink venues	Very High
More street markets	High
Schemes to save businesses money on their overheads	High
<b>Total</b>	

<b>Intervention</b>	<b>Survey priority</b>
<b>Chipping Norton</b>	
New events to involve and promote food & drink venues	Very High
Better marketing and promotion of the town	High
Greater collaboration with tourism bodies	High
<b>Total</b>	
<b>Eynsham</b>	
New events to involve and promote food & drink venues	Very High
Better marketing and promotion of the town	High
Schemes to save businesses money on their overheads	High
<b>Total</b>	
<b>Witney</b>	
New events to involve and promote food & drink venues	Very High
Greening and landscaping improvements	High
Better pedestrian signage and wayfinding	High
<b>Total</b>	
<b>Woodstock</b>	
Better pedestrian signage and wayfinding	Very High
Greater collaboration with tourism bodies	High
New events to involve and promote food & drink venues	High
<b>Total</b>	

Source Heartflood Ltd

## Appendix 2: Market towns business breakdown, March 2023

Business type	Burford	Carterton	Charlbury	Chipping Norton	Eynsham	Woodstock	Witney
Comparison Retail, to include Fashion, Giftware, Homeware, Banks & Charity Shops	62%	7%	27%	33%	14%	37%	32%
Convenience Retail, to include Newsagents, Supermarkets and Convenience Stores	13%	8%	9%	9%	14%	7%	5%
Leisure Operators, such as Pubs, Hotels, Restaurants, Coffee Shops and Gyms	14%	24%	28%	22%	36%	27%	21%
Professional uses, such as Estate Agents, Opticians, Solicitors and Accountants	4%	17%	18%	12%	15%	3%	17%
Services, such as Hairdressers, Beauty Salons, Key Cutting and Mobile Phone Stores	3%	18%	18%	9%	14%	22%	15%
Takeaway Food outlets, not containing any interior dining	0%	14%	0%	6%	0%	2%	3%
Vacant units	4%	12%	0%	9%	7%	2%	7%

Source Heartfood Ltd

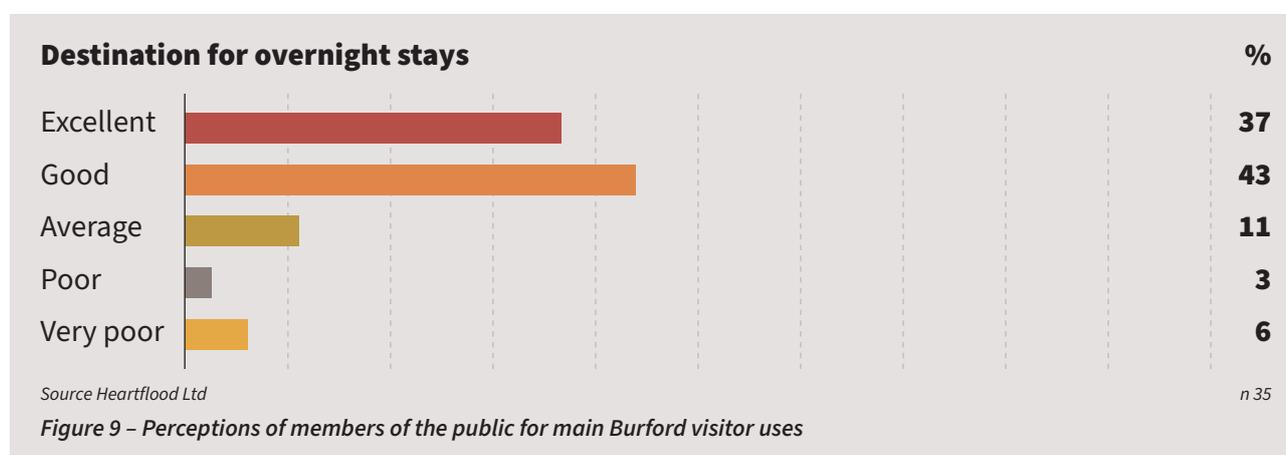
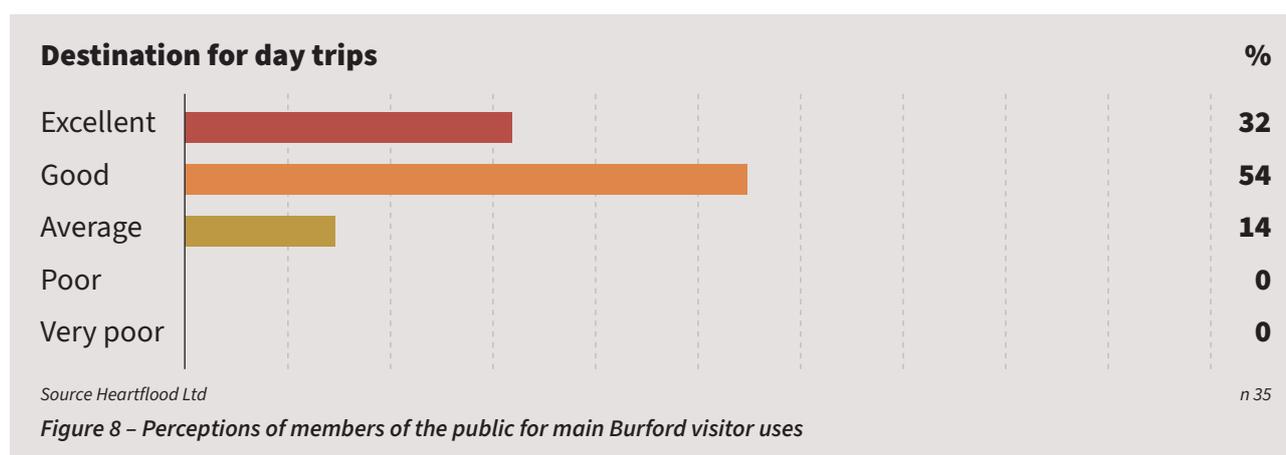
## Appendix 3: Detailed survey analysis

### Burford survey analysis

A total of 63 survey responses were received for Burford and 28 of these were returned from businesses or organisations, with a further 35 being returned by members of the public.

#### Consumer perceptions of Burford town centre

Based on the survey responses which rated it as either excellent or good, Burford is currently viewed by the public most positively as a place for day trips, as a leisure destination and a place for overnight stays. It is regarded well by consumers as a retail destination and a place for dining out, although less so as a place which provides services to the surrounding area. It is viewed relatively negatively by the public as a hub for professional services and the detailed analysis of the survey responses is as follows:



### Leisure time destination



Source Heartflood Ltd

n 35

Figure 10 – Perceptions of members of the public for main Burford visitor uses

### A place to dine out



Source Heartflood Ltd

n 35

Figure 11 – Perceptions of members of the public for main Burford visitor uses

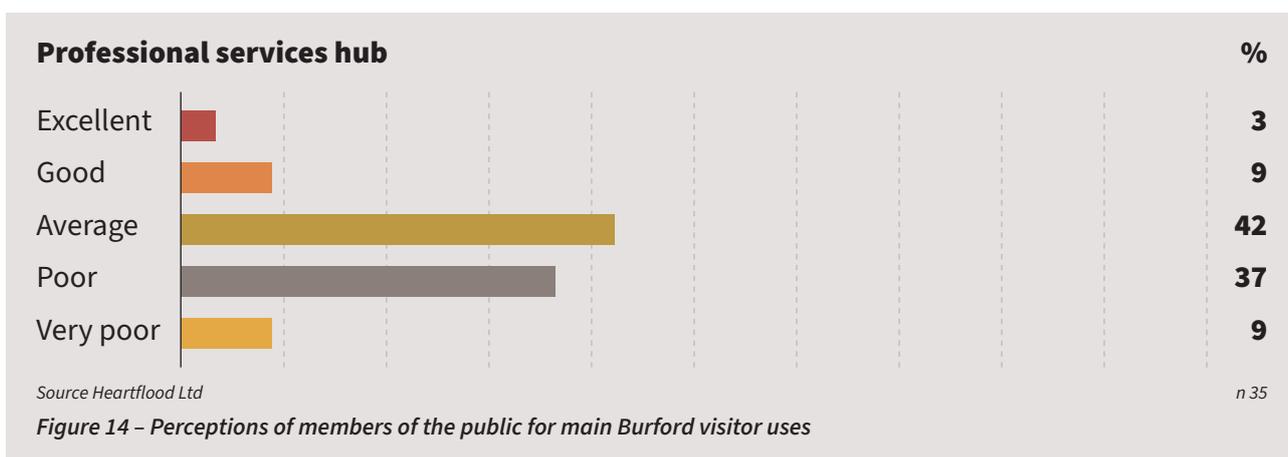
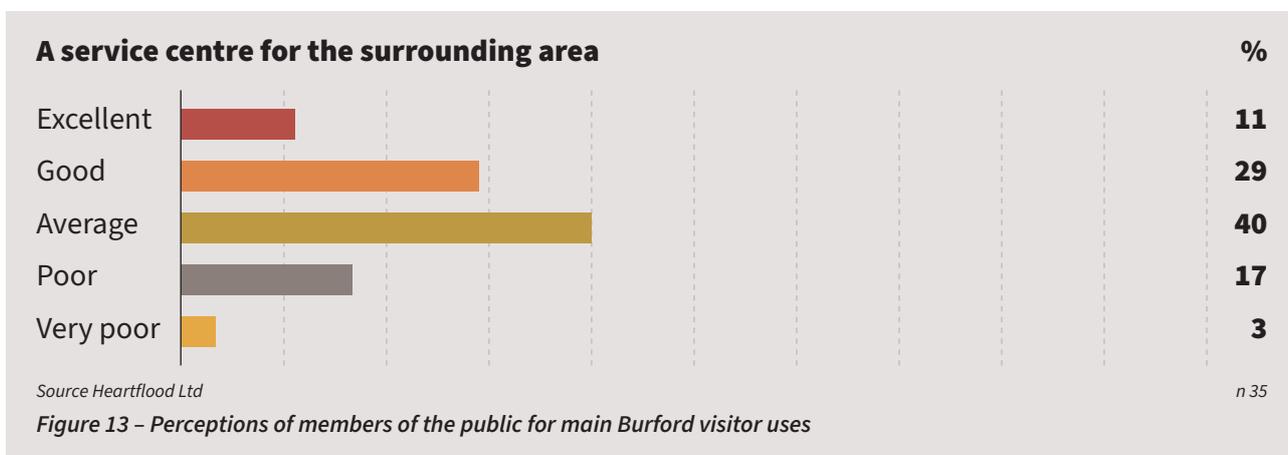
### Retail centre



Source Heartflood Ltd

n 35

Figure 12 – Perceptions of members of the public for main Burford visitor uses



### Consumer priorities for Burford town centre

The top three interventions identified by members of the public for Burford are as follows:

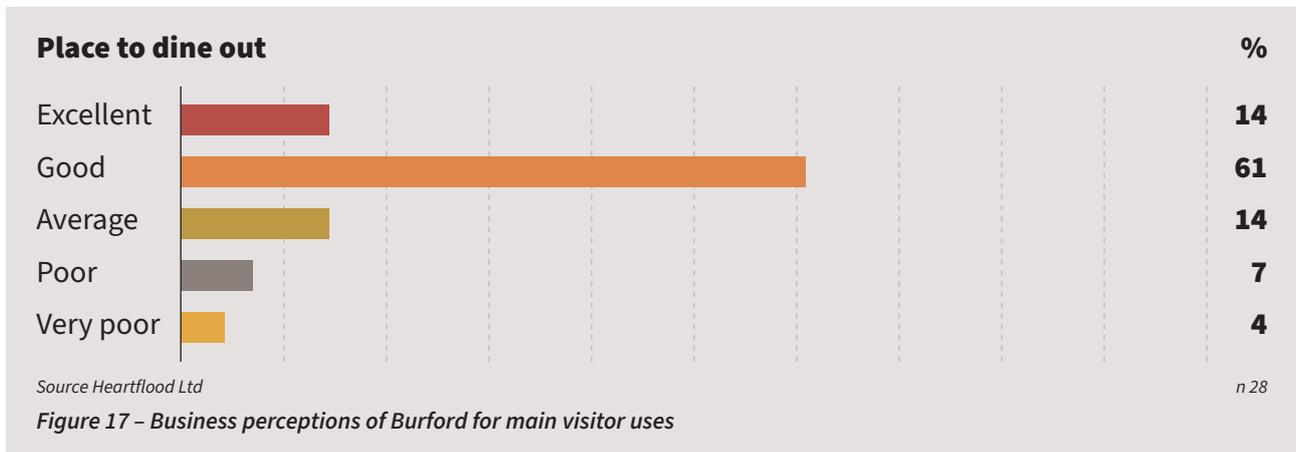
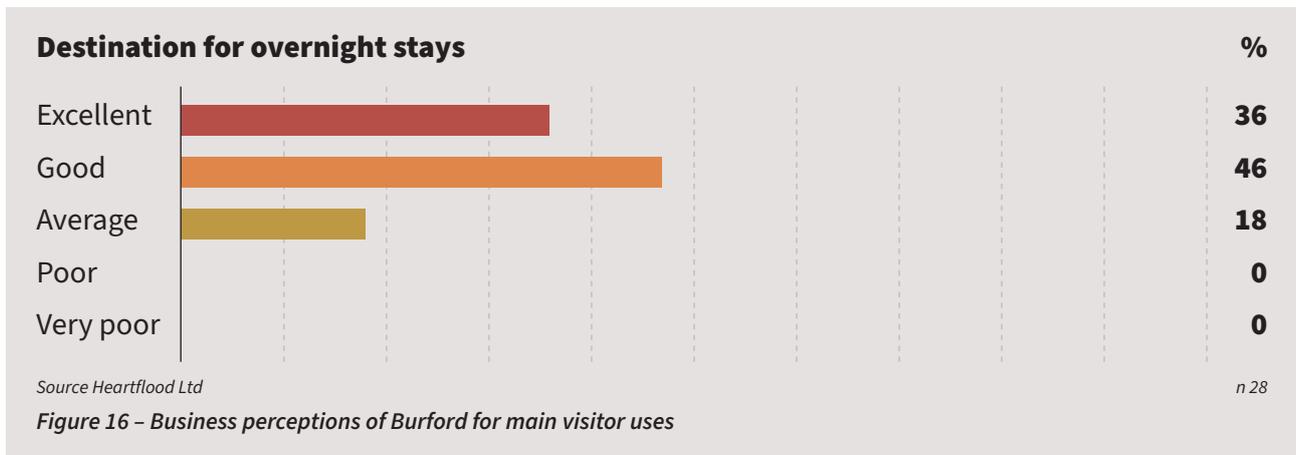
Project	Indicative budget
1. Greater collaboration with tourism bodies to attract more visitors	<b>61</b>
2. New events to involve and promote food & drink venues	<b>46</b>
3. Schemes to save businesses money on their overheads	<b>29</b>

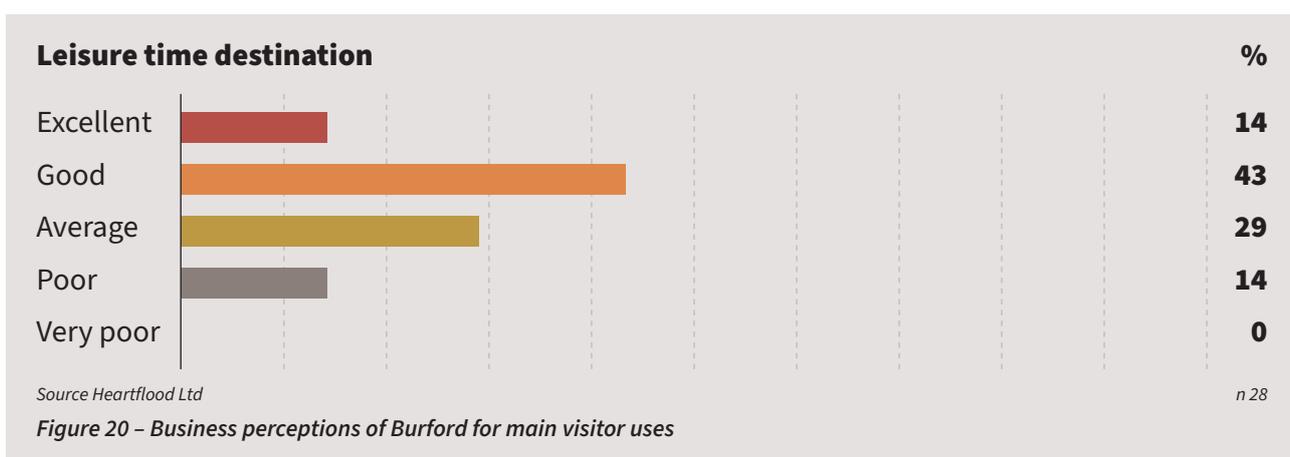
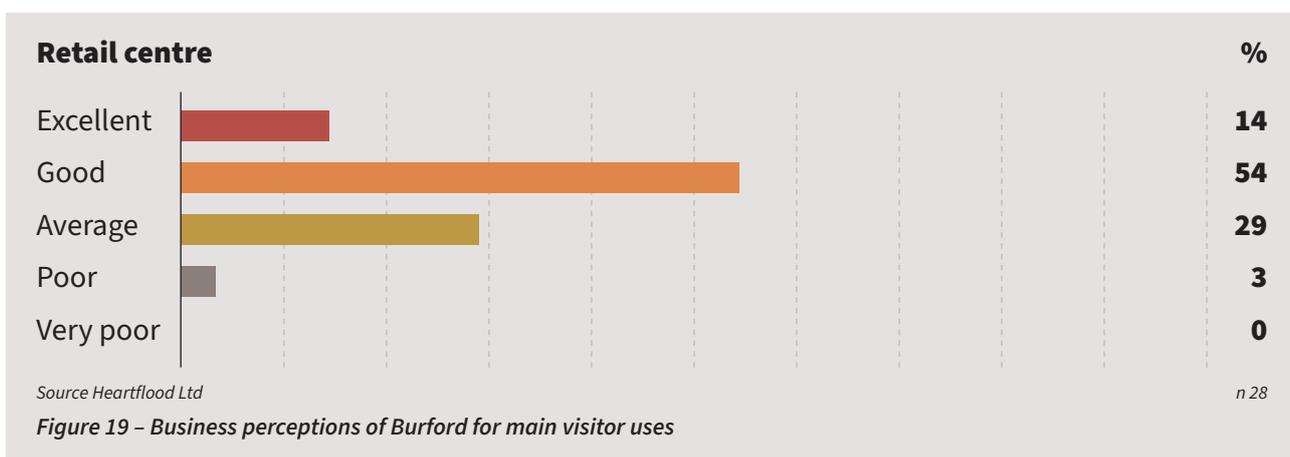
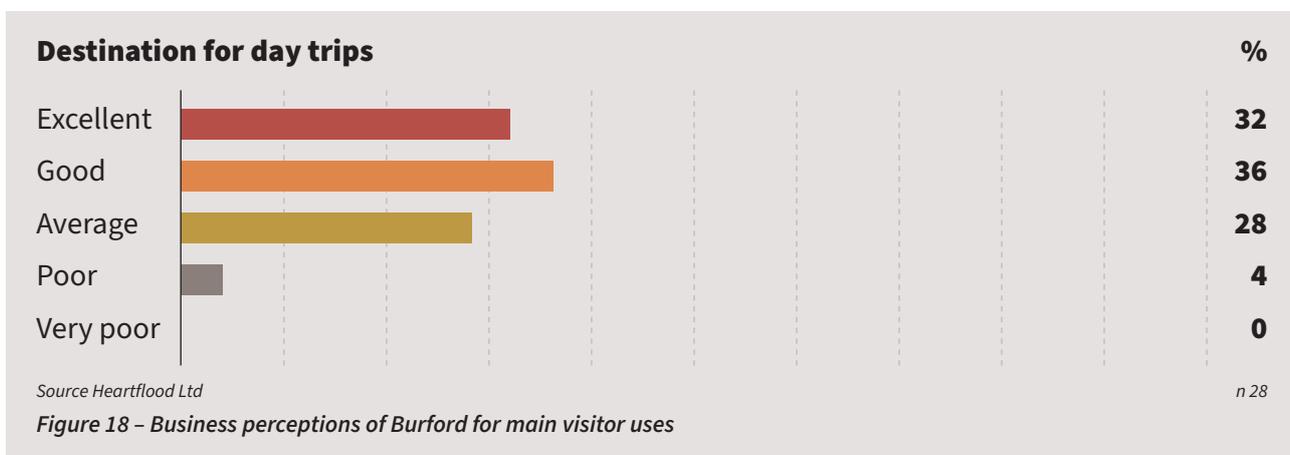
n 28

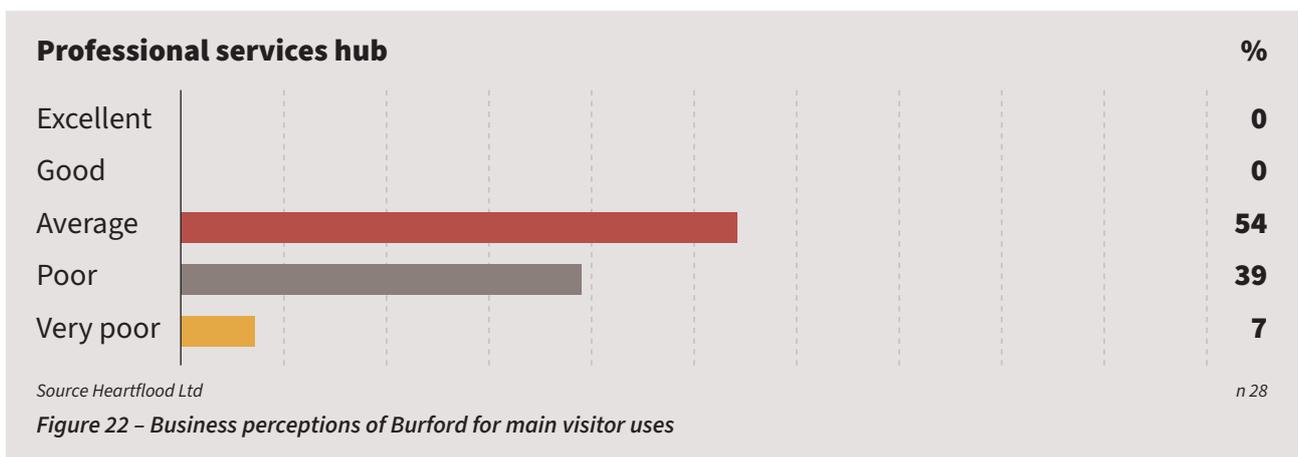
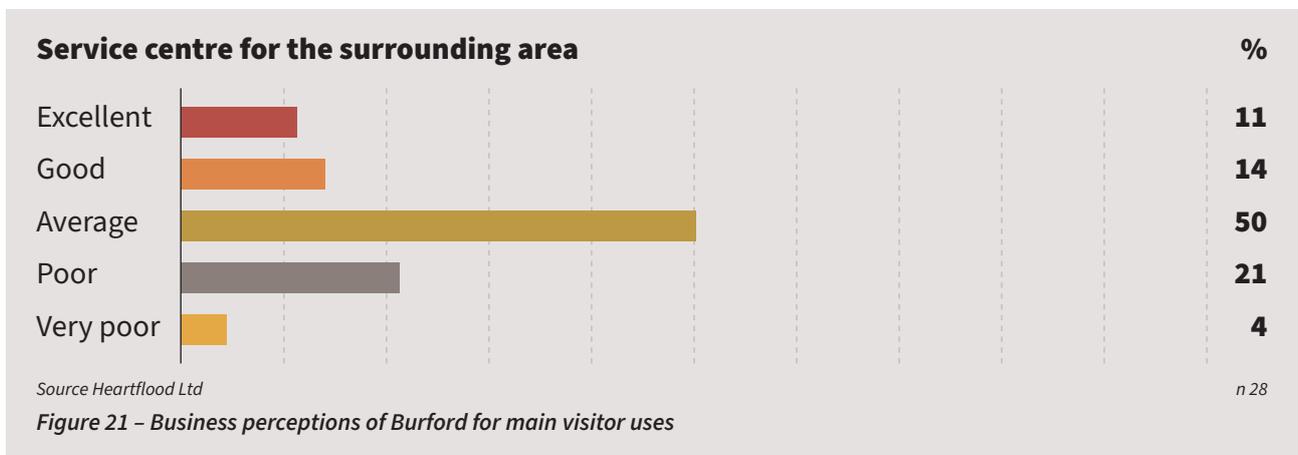
**Figure 15 – Main interventions identified by businesses for Burford**

## Business perceptions of Burford town centre

Based on the survey responses which rated it as either excellent or good, Burford is currently viewed by businesses most positively as a place for overnight stays and as a place for dining out. It is regarded well by businesses as a retail destination and a place for day trips, although less so as a leisure destination. It is viewed relatively negatively by businesses as a place which provides services to the surrounding area and very negatively as a hub for professional services, with the detailed analysis of the survey responses as follows:







## Business priorities for Burford town centre

The top three interventions identified by businesses for Burford are as follows:

Project	Indicative budget
1. Greater collaboration with tourism bodies to attract more visitors	<b>61</b>
2. New events to involve and promote food & drink venues	<b>46</b>
3. Schemes to save businesses money on their overheads	<b>29</b>

Figure 23 – Main interventions identified by businesses for Burford

n 28

## Burford stakeholder feedback

The project involved contact with a range of stakeholder organisations and this included an interview with Burford Chamber of Trade, with the feedback from this endorsing initiatives to make ongoing improvements to support local businesses, overall trading conditions and the visitor experience offered by the town.

## Priority projects to enact in Burford

The commission outlined a requirement to identify the top three proposed projects for each centre and based on the findings of both the consumer and business surveys, we would recommend that the following projects are taken forwards and a budgeted delivery plan is shown as Appendix 1:

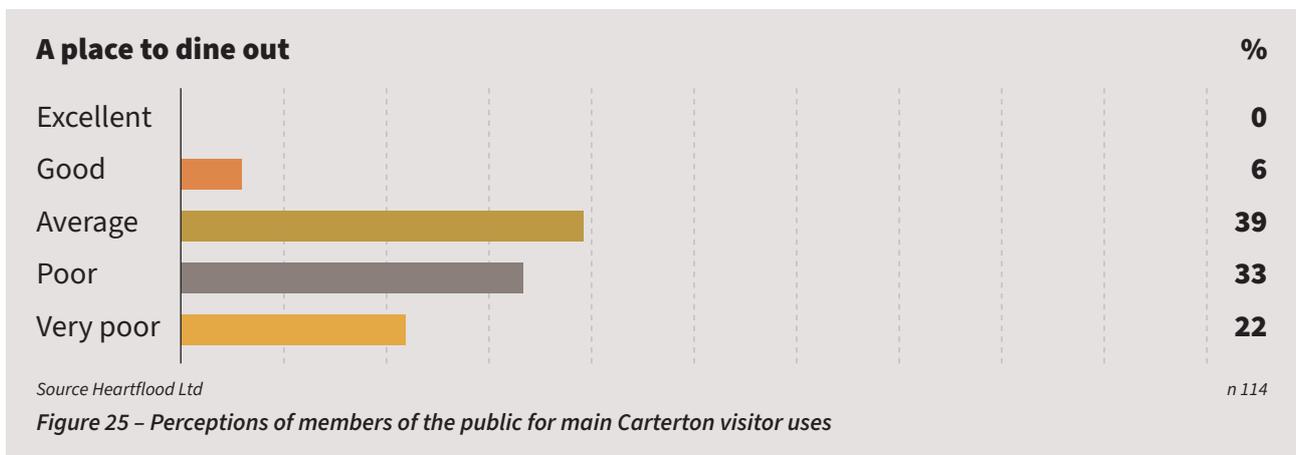
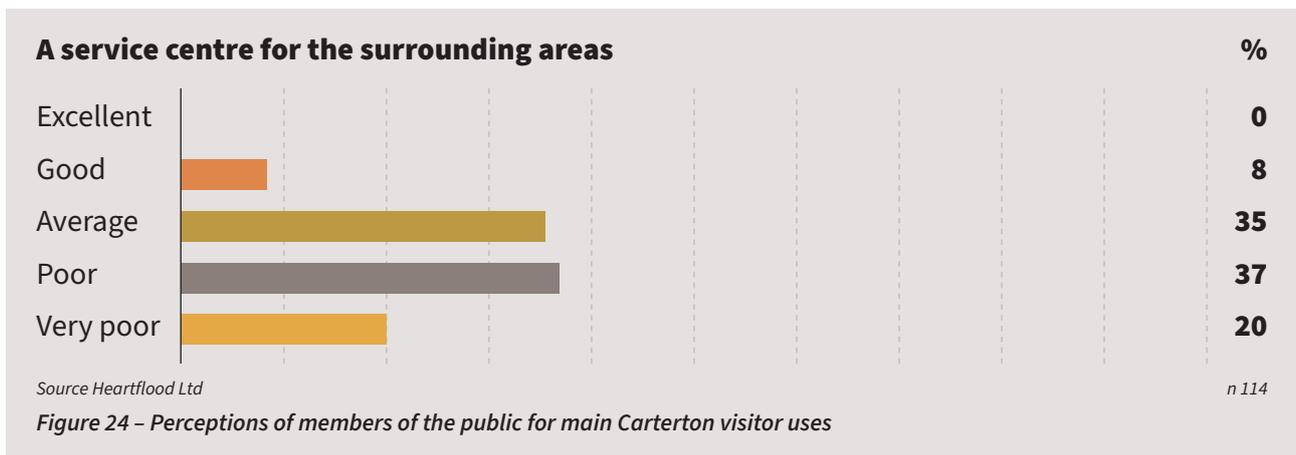
1. New events to involve and promote food & drink venues
2. Greater collaboration with tourism bodies to attract more visitors
3. Schemes to save businesses money on their overheads

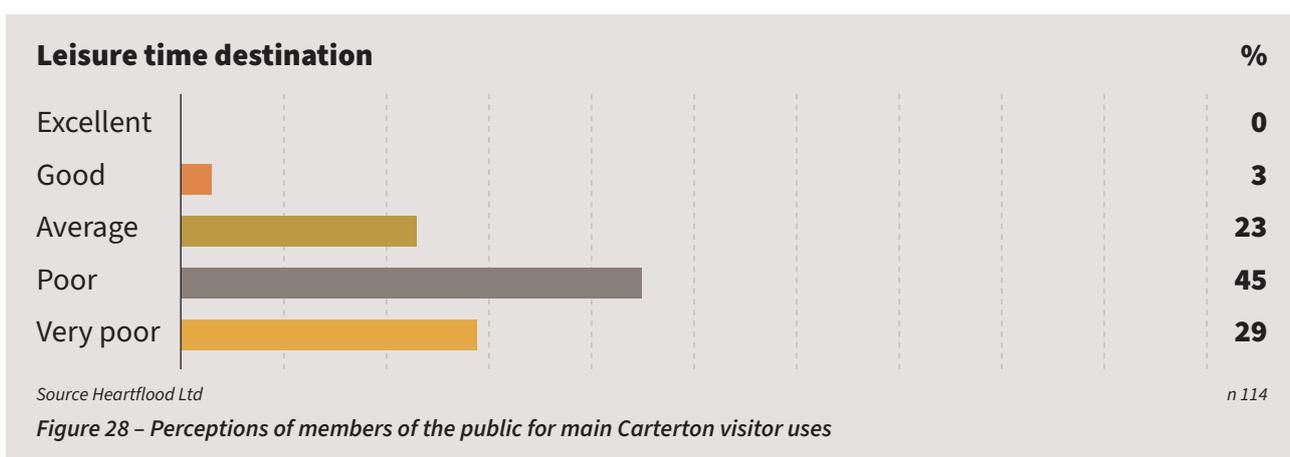
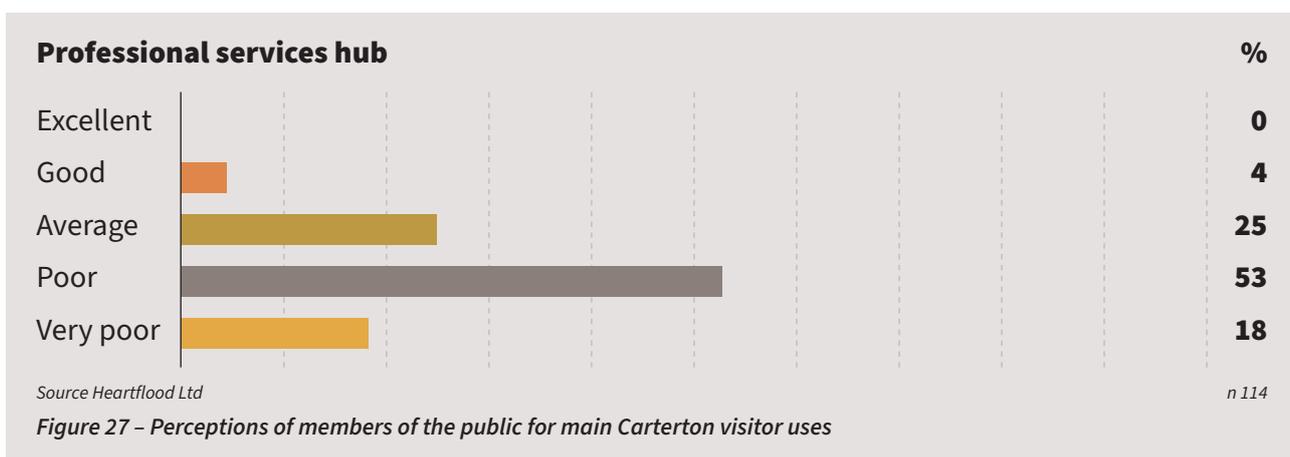
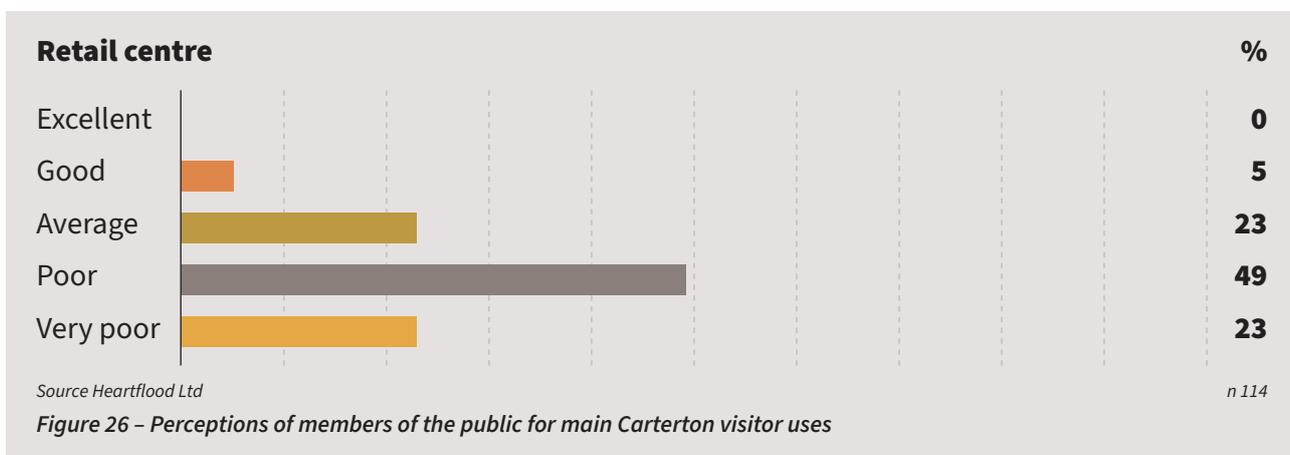
# Carterton survey analysis

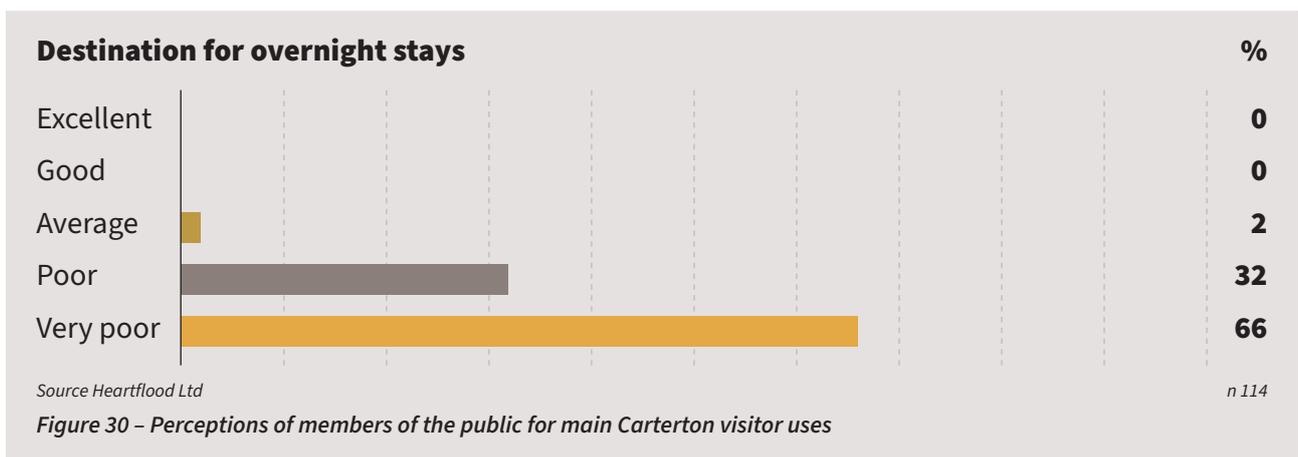
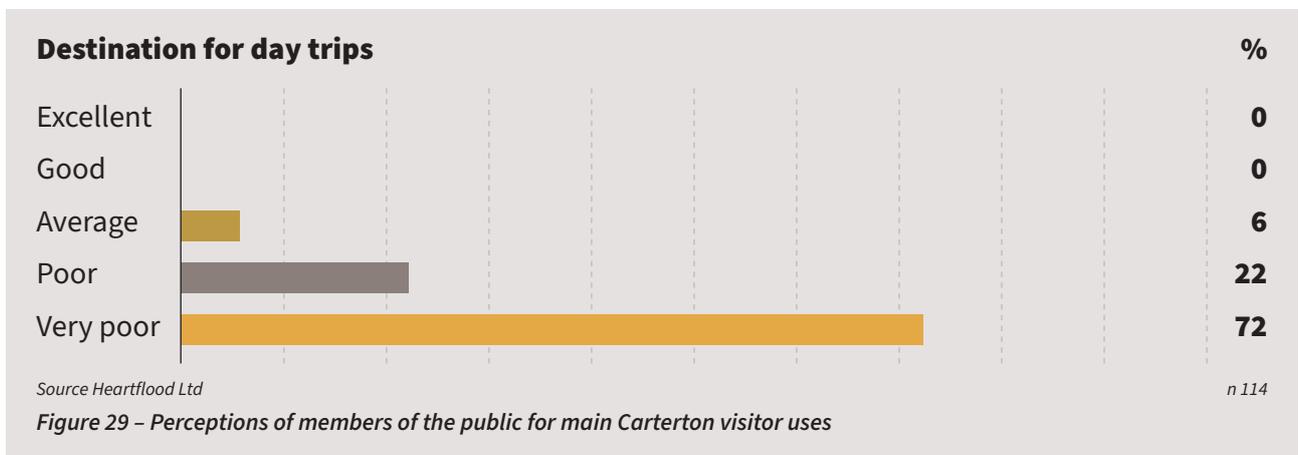
A total of 121 survey responses were received for Carterton and 7 of these were returned from businesses or organisations, with a further 114 being returned by members of the public.

## Consumer perceptions of Carterton town centre

Based on the survey responses which rated it as either excellent or good, Carterton is currently viewed by the public most positively as a place for day trips, as a leisure destination and a place for overnight stays. It is regarded well by consumers as a retail destination and a place for dining out, although less so as a place which provides services to the surrounding area. It is viewed relatively negatively by the public as a hub for professional services and the detailed analysis of the survey responses is as follows:







## Consumer priorities for Carterton town centre

The top three interventions identified by members of the public for Carterton are as follows:

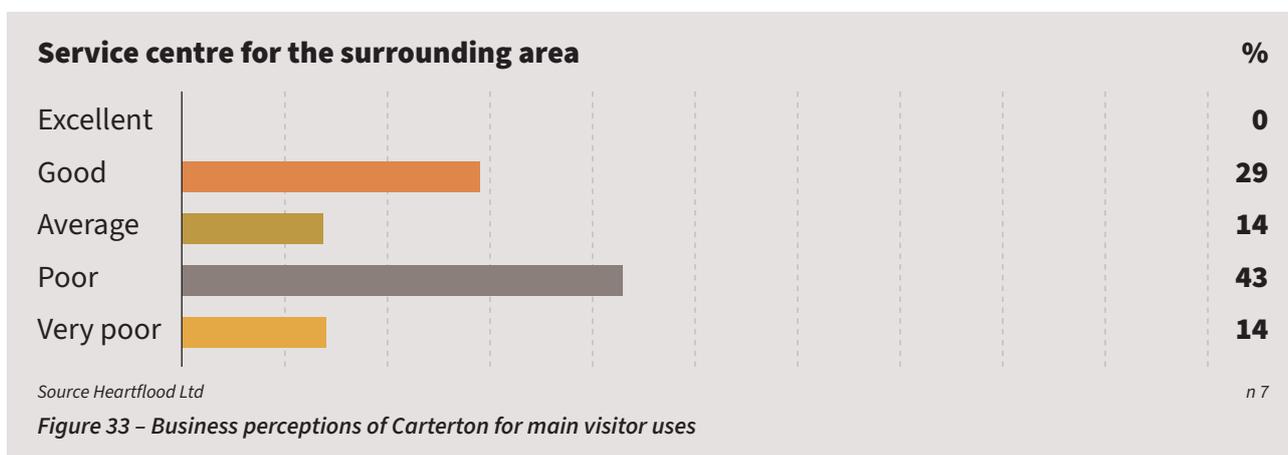
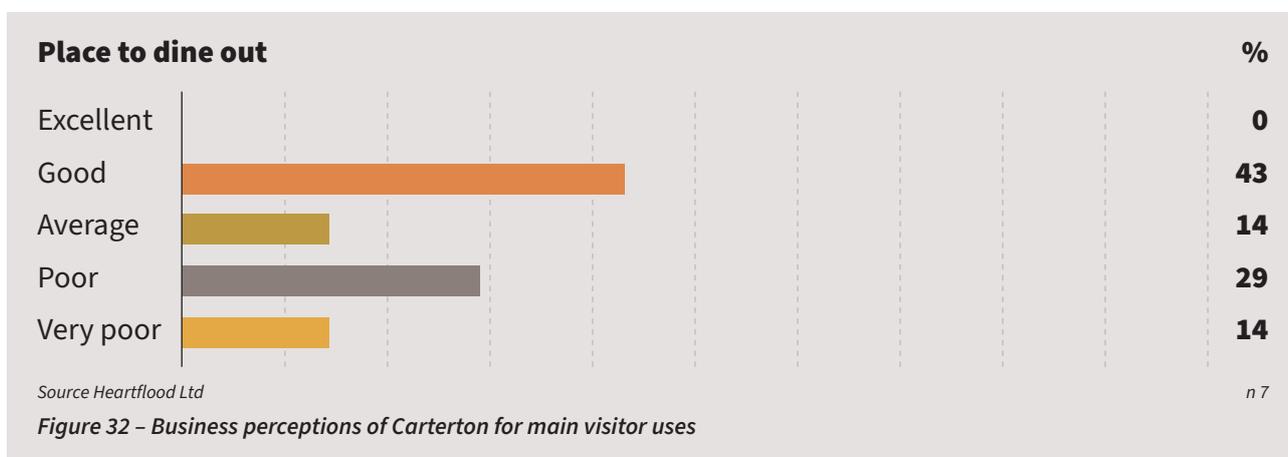
Project	% support from survey
1. Events to involve and promote food & drink venues	<b>57</b>
2. Greening and landscaping	<b>39</b>
3. More street markets	<b>18</b>

Figure 31 – Main interventions identified by consumers from Carterton

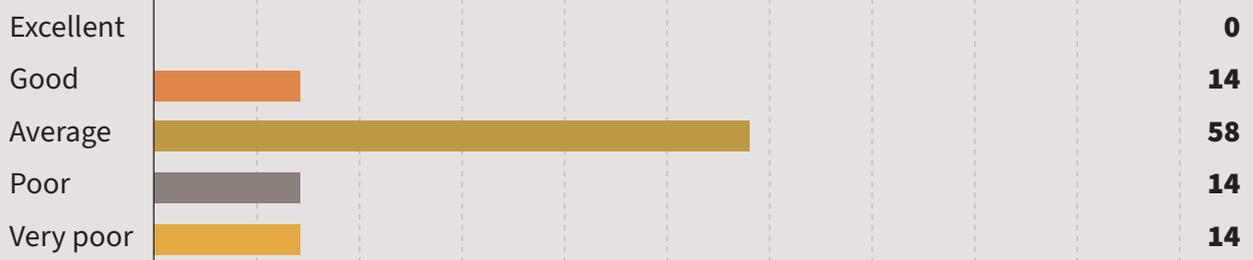
n 114

## Business perceptions for Carterton town centre

In overall terms, Carterton is not well regarded by businesses although, based on the survey responses which rated it as either excellent or good, Carterton is currently viewed by businesses most positively as a place for dining out and a place which provides services to the surrounding area. It is viewed reasonably well by businesses as a professional services hub and a leisure destination and viewed relatively negatively as a retail centre. It is viewed most negatively as a place for day trips, with the detailed analysis of the survey responses as follows:



### Professional services hub

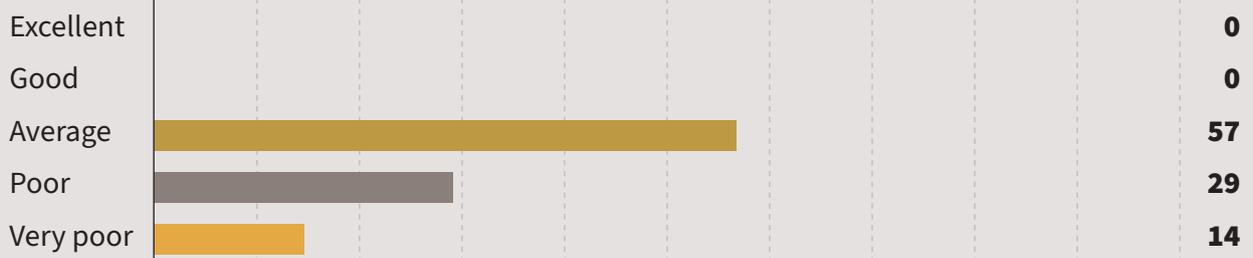


Source Heartflood Ltd

n 7

Figure 34 – Business perceptions of Carterton for main visitor uses

### Leisure time destination

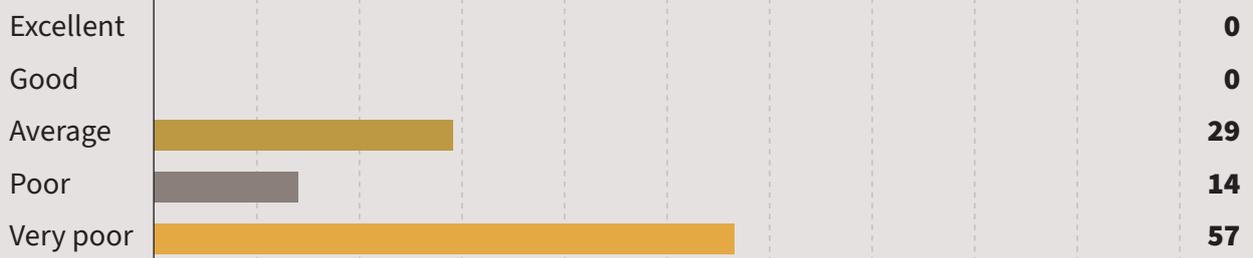


Source Heartflood Ltd

n 7

Figure 35 – Business perceptions of Carterton for main visitor uses

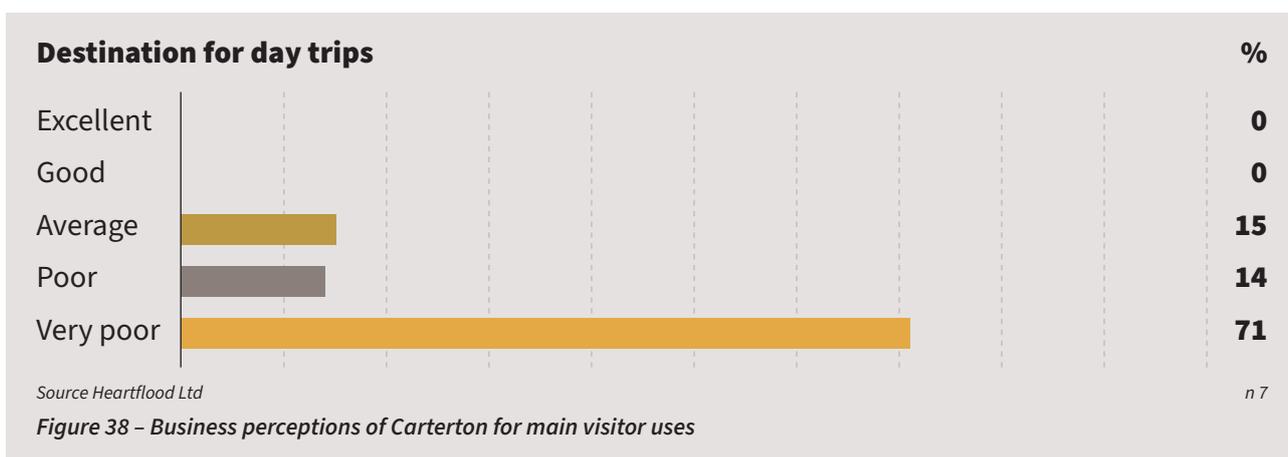
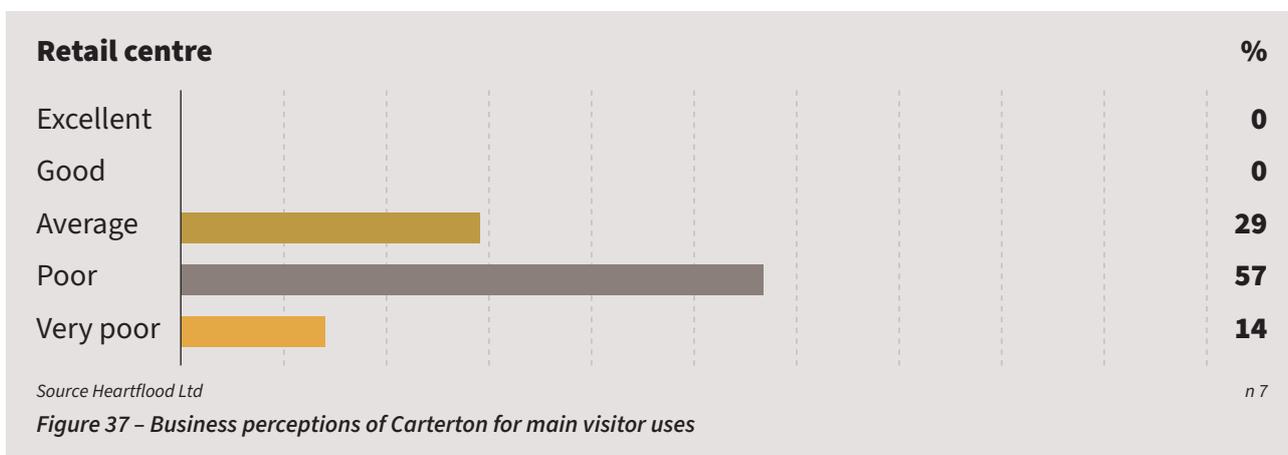
### Destination for overnight stays



Source Heartflood Ltd

n 7

Figure 36 – Business perceptions of Carterton for main visitor uses



### Business priorities for Carterton town centre

The top three interventions identified by businesses for Carterton are as follows:

Project	% support from survey
1. Events to involve and promote food & drink venues	58
2. Business to business communications, to include advice on business growth and support	57
3. Marketing and promotional campaigns, to include a visitor website	57

Figure 39 – Main interventions identified by businesses for Carterton

n 7

## **Carterton stakeholder feedback**

The project involved contact with a range of stakeholder organisations and, although organisations in Carterton were contacted to participate in the study, no interviews were able to take place during the period of consultation.

## **Priority projects to enact in Carterton**

Based on the findings of both the consumer and business surveys, we would recommend that the following projects are taken forwards and a budgeted delivery plan is shown as Appendix 1:

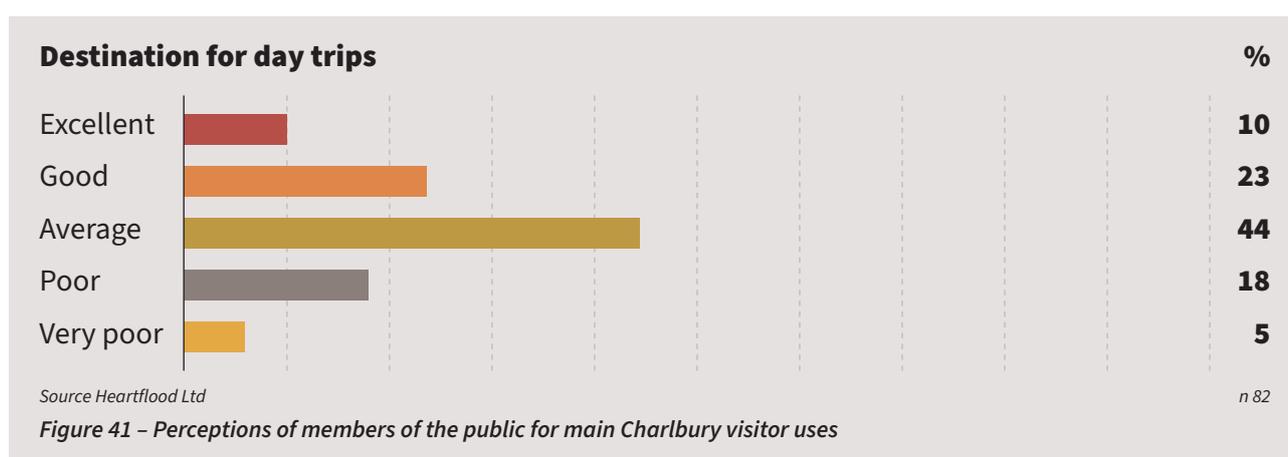
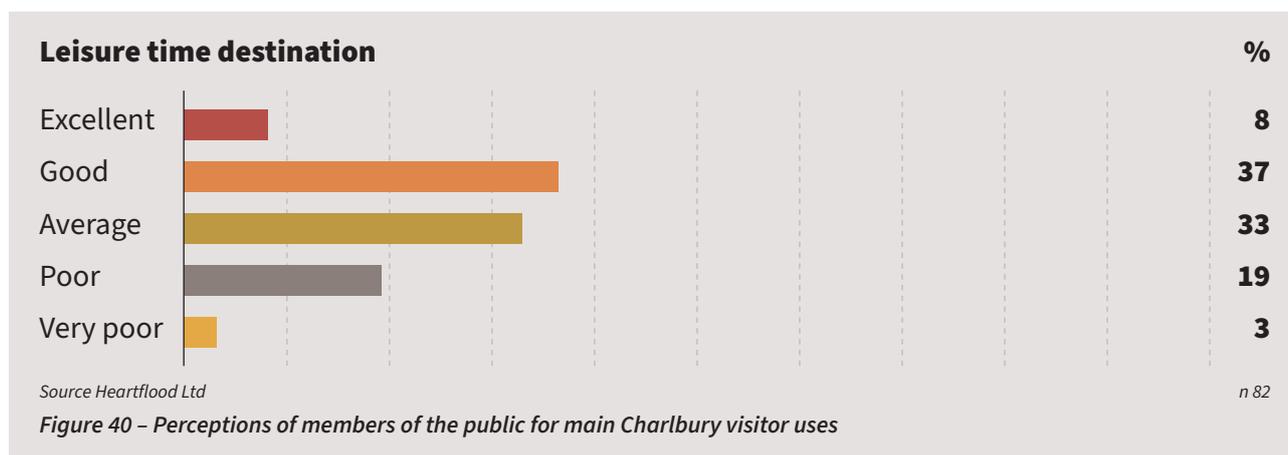
1. New events to involve and promote food & drink venues
2. Business to business communications, to include advice on business growth and support
3. Marketing and promotional campaigns, to include a visitor website

## Charlbury survey analysis

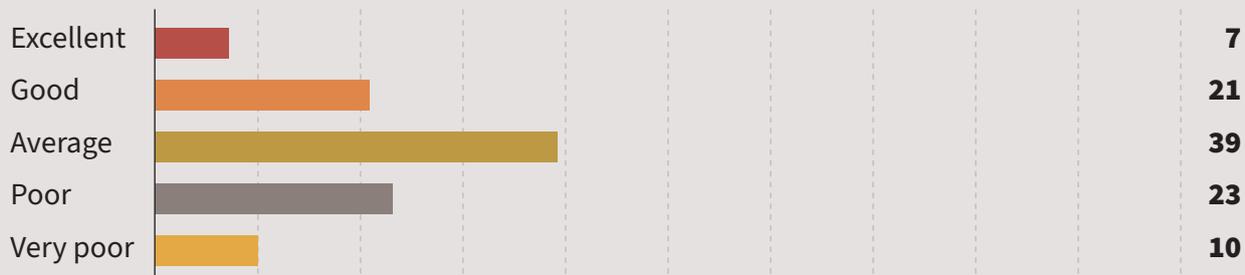
A total of 90 survey responses were received for Charlbury and 8 of these were returned from businesses or organisations, with a further 82 being returned by members of the public.

### Consumer perceptions of Charlbury town centre

Based on the survey responses which rated it as either excellent or good, Charlbury is currently viewed by the public most positively as a leisure destination and a destination for day trips. It is regarded less positively by consumers as a place for overnight stays and a service centre for the surrounding area and relatively negatively by the public as a place to dine out, as a retail centre and as a hub for professional services. The detailed analysis of the survey responses is as follows:



### Destination for overnight stays

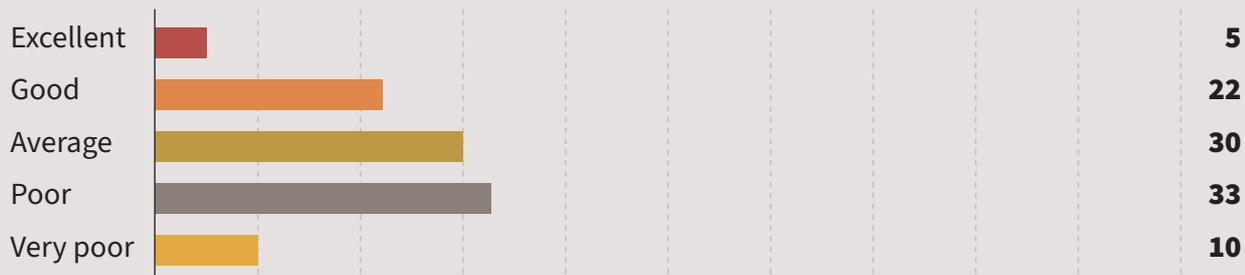


Source Heartflood Ltd

n 82

Figure 42 – Perceptions of members of the public for main Charlbury visitor uses

### A service centre for the surrounding area

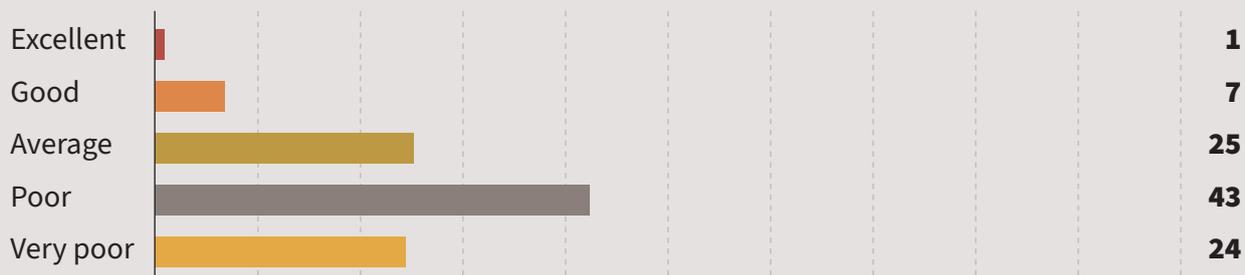


Source Heartflood Ltd

n 82

Figure 43 – Perceptions of members of the public for main Charlbury visitor uses

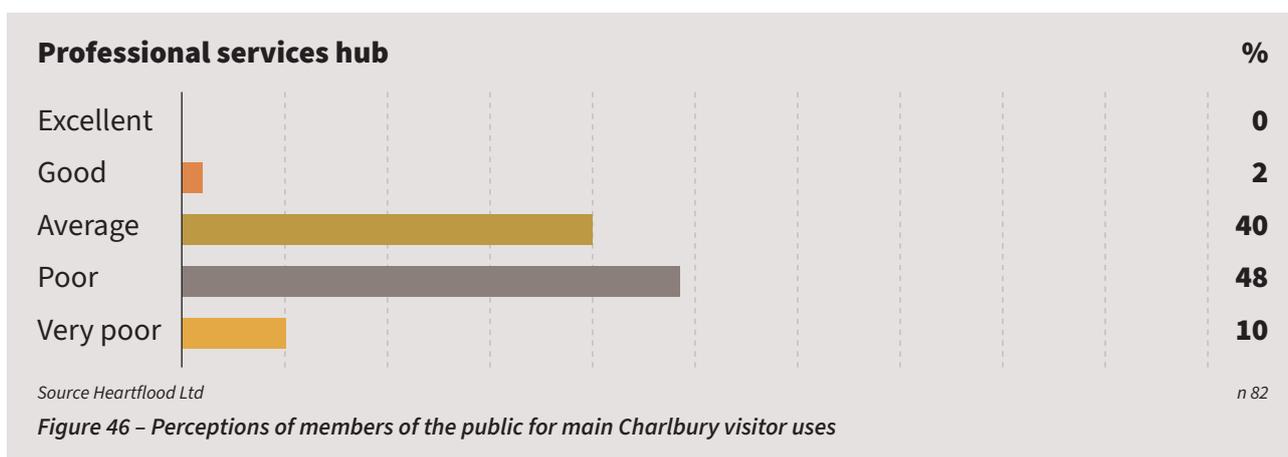
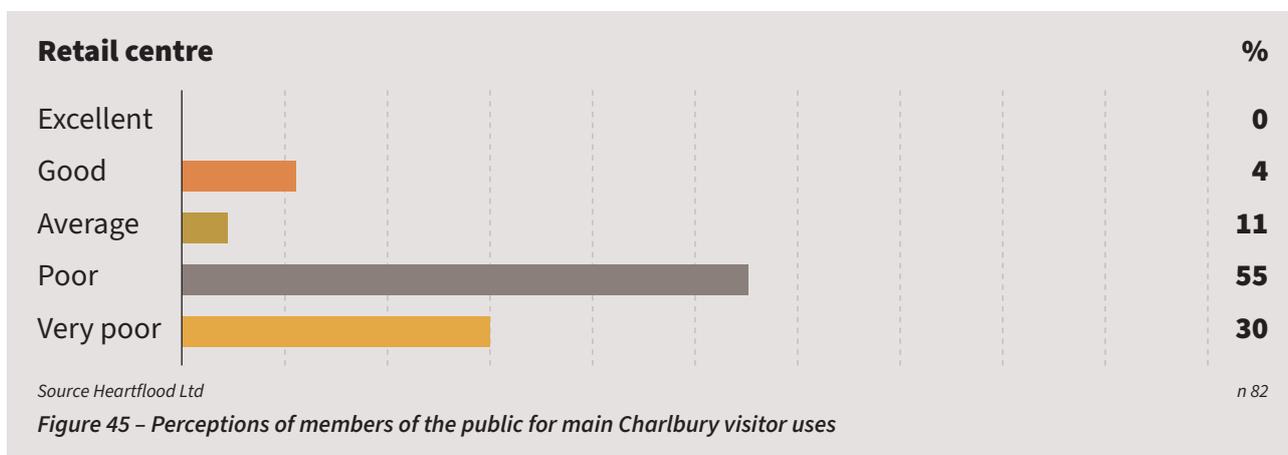
### A place to dine out



Source Heartflood Ltd

n 82

Figure 44 – Perceptions of members of the public for main Charlbury visitor uses



### Consumer priorities for Charlbury town centre

The top three interventions identified by members of the public for Charlbury are as follows:

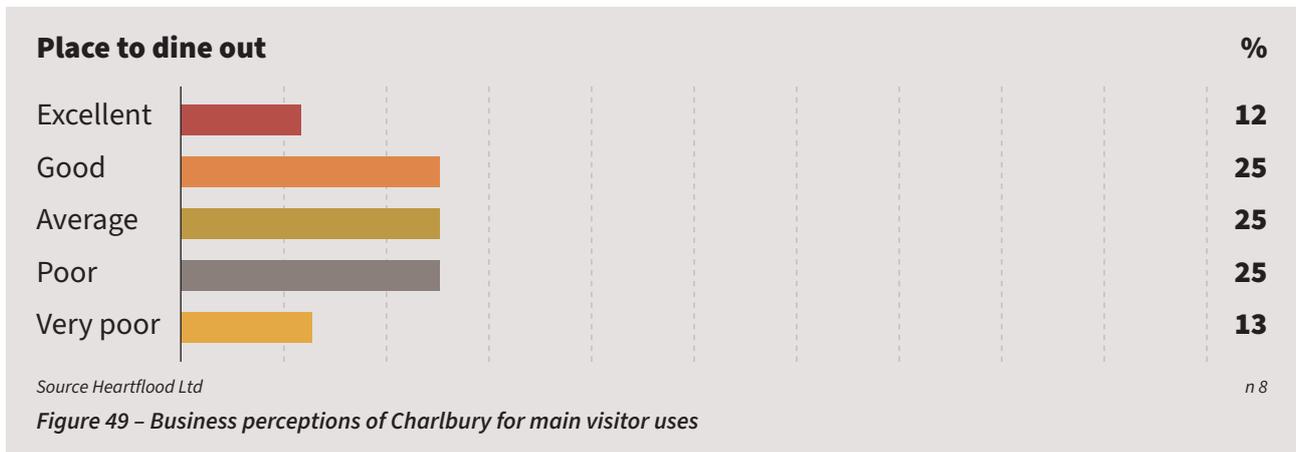
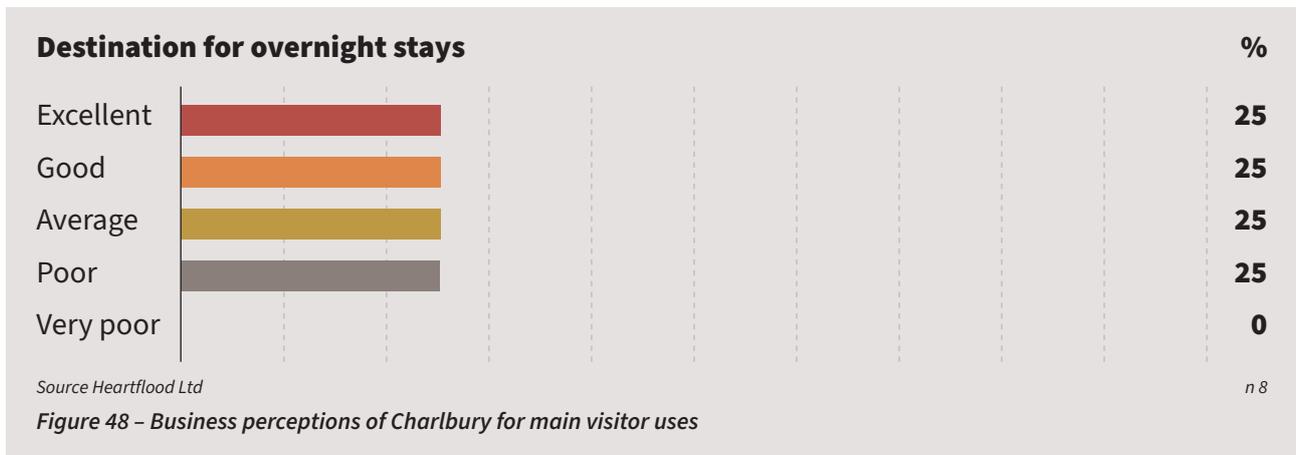
Project	% support from survey
1. Events to involve and promote food & drink venues	<b>52</b>
2. Better pedestrian signage and wayfinding, such as fingerposts	<b>22</b>
3. More street markets	<b>13</b>

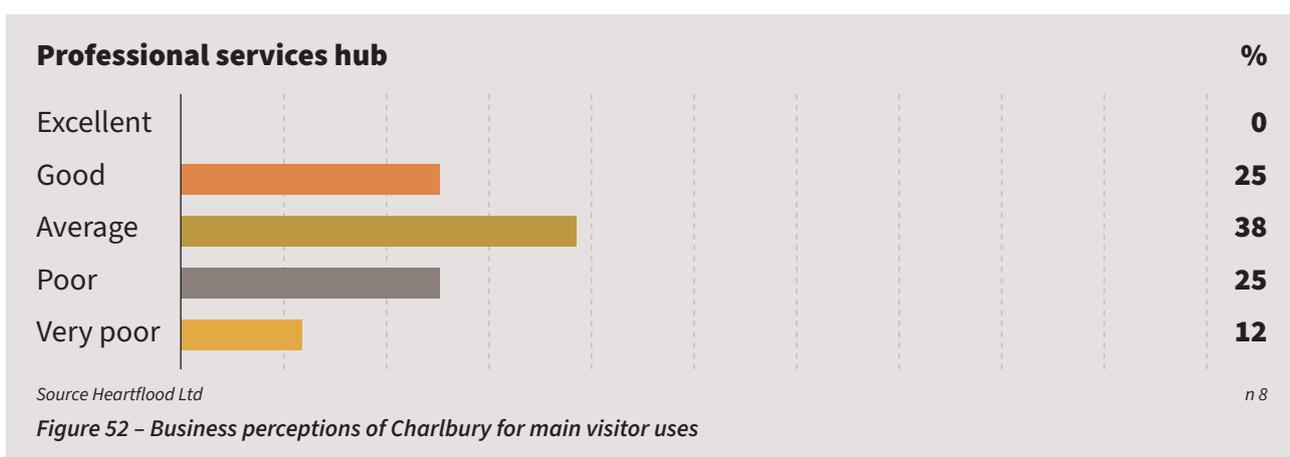
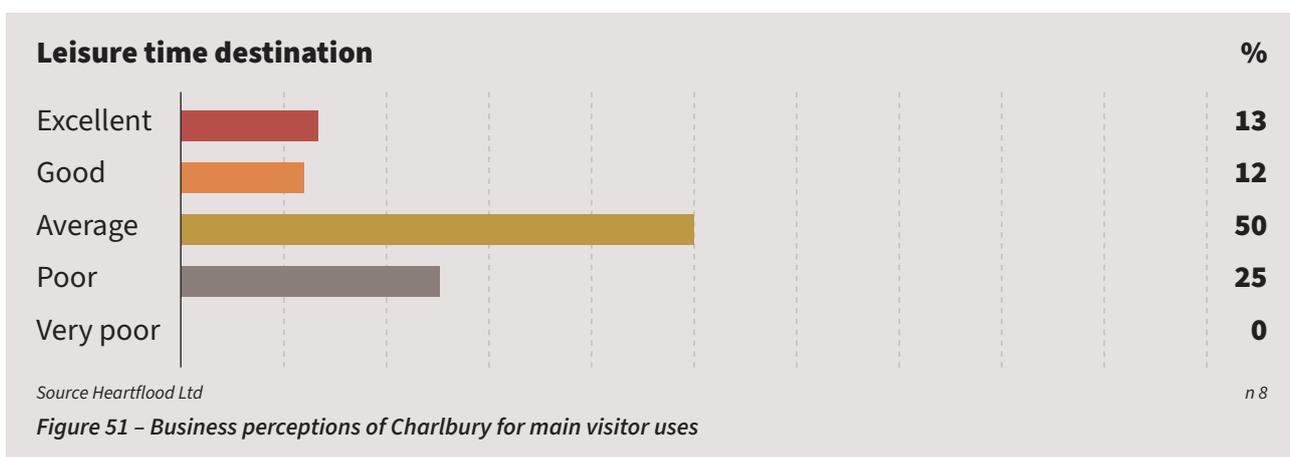
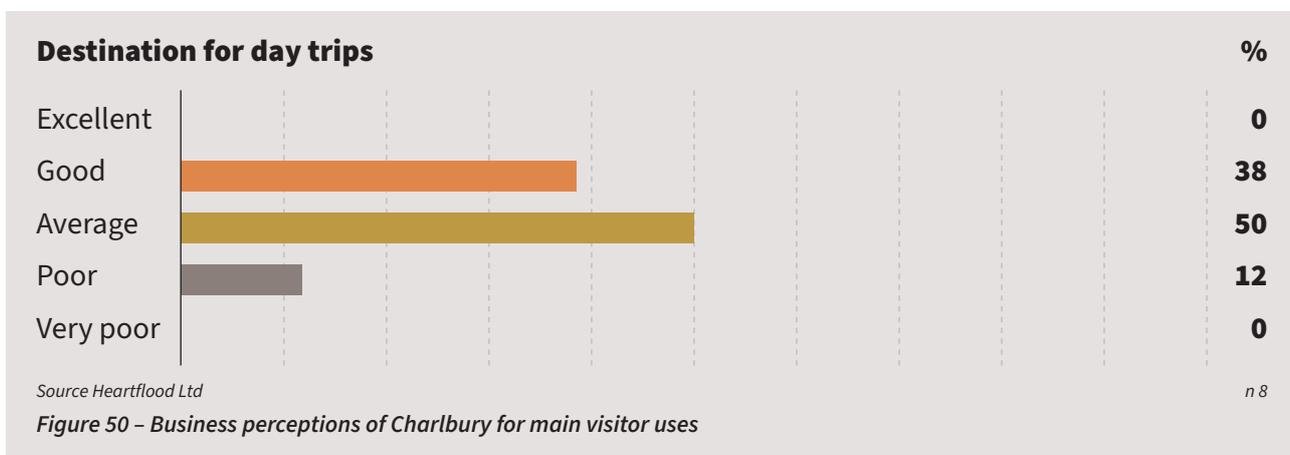
n 82

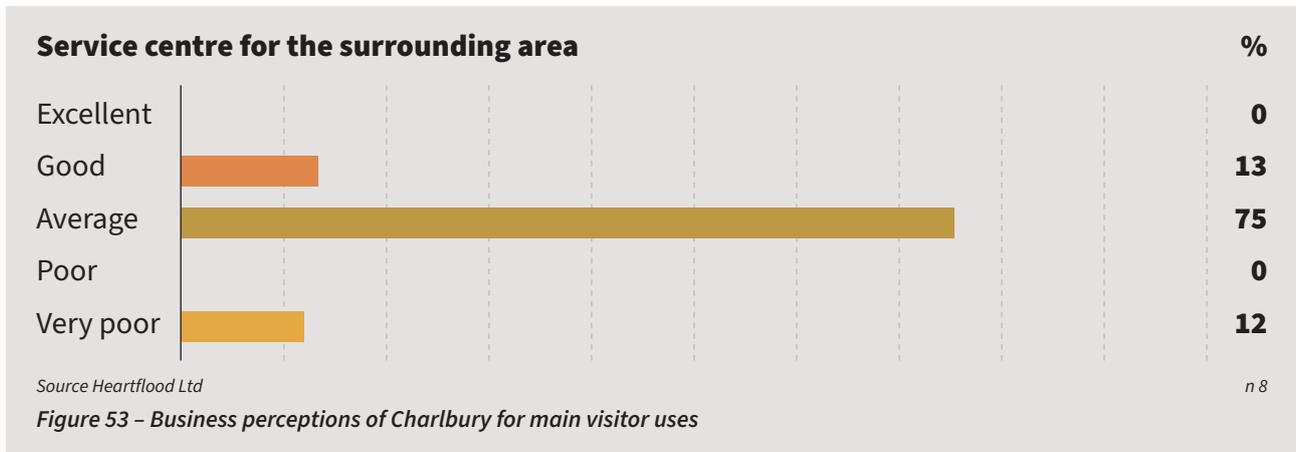
Figure 47 – Main interventions identified by consumers for Charlbury

## Business perceptions of Charlbury town centre

In overall terms, businesses have relatively mixed views regarding Charlbury although, based on the survey responses which rated it as either excellent or good, Charlbury is currently viewed by businesses most positively as a place for overnight stays and a place to dine out. It is viewed reasonably well by businesses as a place for day trips and a leisure time destination and viewed least positively as a professional services hub and a service centre for the surrounding area. The detailed analysis of the survey responses is as follows:







## Business priorities for Charlbury town centre

The top three interventions identified by businesses for Charlbury are as follows:

Project	% support from survey
1. More street markets	50
2. Schemes to save businesses money on their overheads	50
3. Greater collaboration with tourism bodies	49

Figure 54 – Main interventions identified by businesses for Charlbury

n 8

## Charlbury stakeholder feedback

The project involved contact with a range of stakeholder organisations and this included an interview with Charlbury Town Council, with the feedback from this endorsing initiatives to make ongoing improvements to support local businesses, overall trading conditions and the visitor experience offered by the town.

## Priority projects to enact in Charlbury

Based on the findings of both the consumer and business surveys, we would recommend that the following projects are taken forwards and a budgeted delivery plan is shown as Appendix 1:

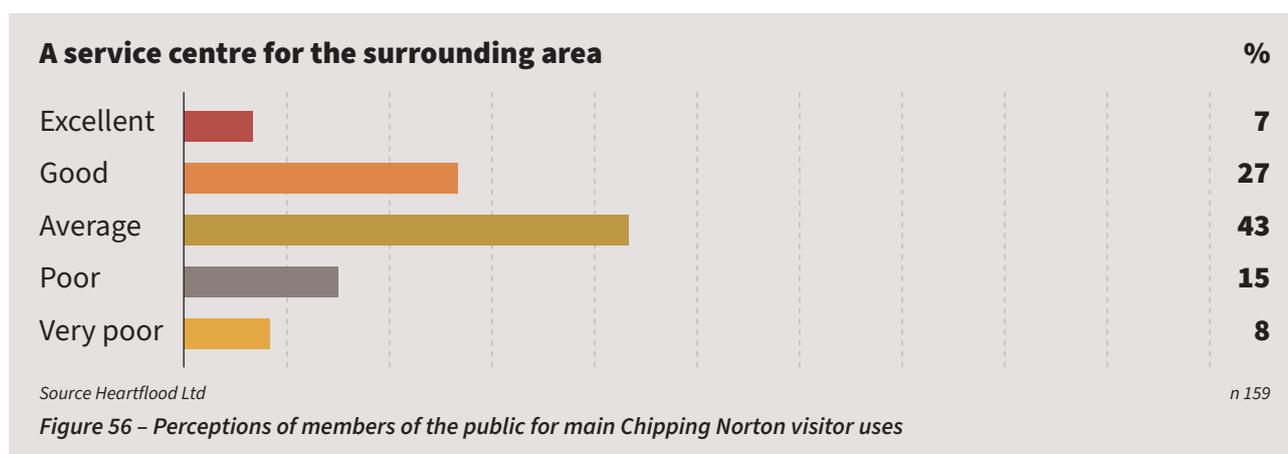
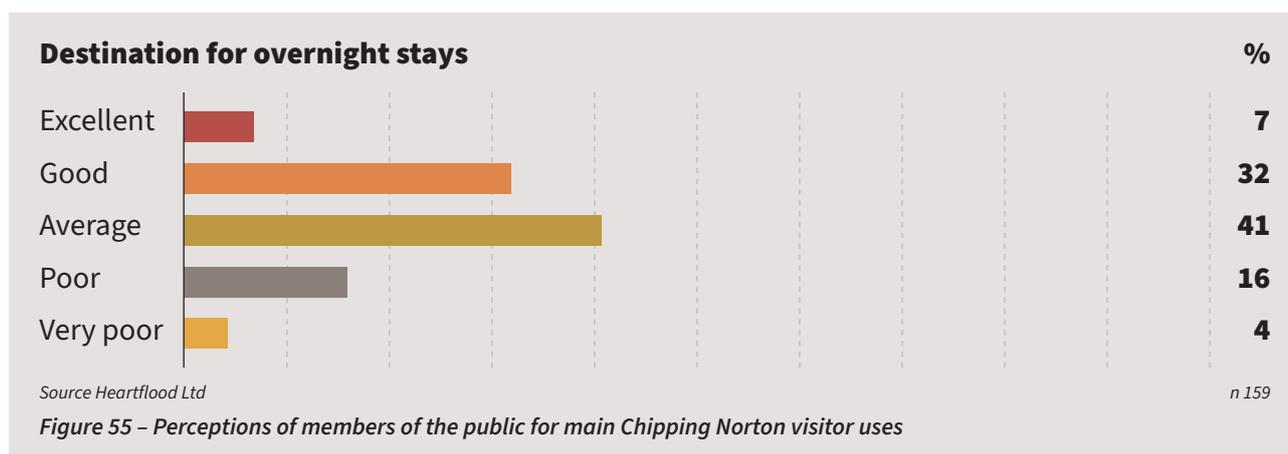
1. Events to involve and promote food & drink venues
2. More street markets
3. Schemes to save businesses money on their overheads

## Chipping Norton survey analysis

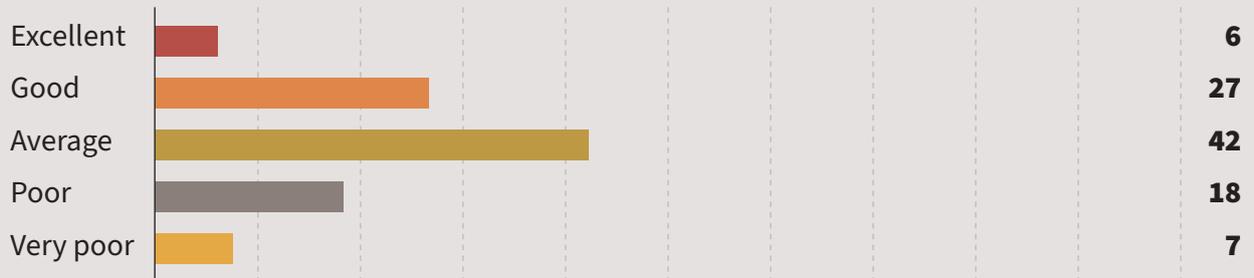
A total of 192 survey responses were received for Chipping Norton and 33 of these were returned from businesses or organisations, with a further 159 being returned by members of the public.

### Consumer perceptions of Chipping Norton town centre

Based on the survey responses which rated it as either excellent or good, Chipping Norton is currently viewed by the public most positively as a destination for overnight stays and a service centre for the surrounding area. It is regarded less positively by consumers as a place to dine out and a destination for day trips and relatively negatively by the public as a retail centre, a leisure time destination and as a hub for professional services. The detailed analysis of the survey responses is as follows:



### A place to dine out

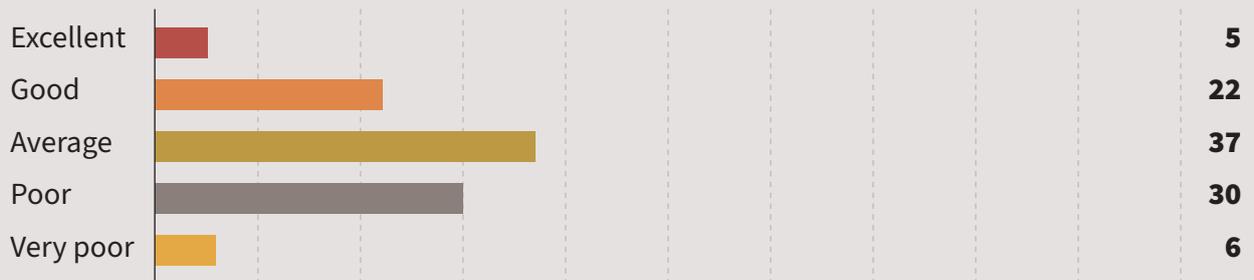


Source Heartflood Ltd

n 159

Figure 57 – Perceptions of members of the public for main Chipping Norton visitor uses

### Destination for day trips

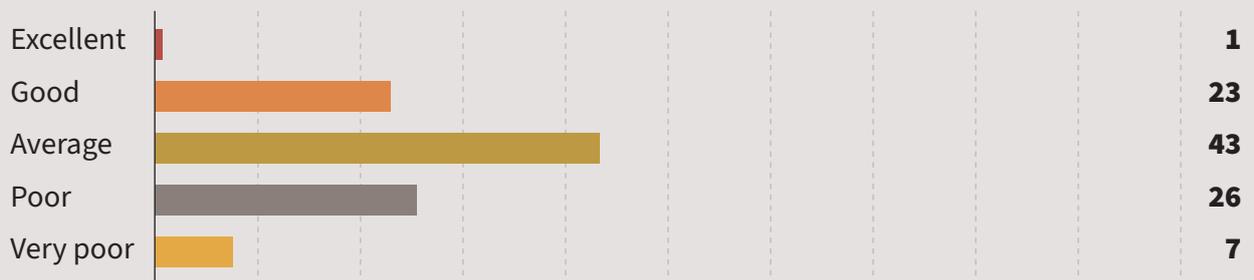


Source Heartflood Ltd

n 159

Figure 58 – Perceptions of members of the public for main Chipping Norton visitor uses

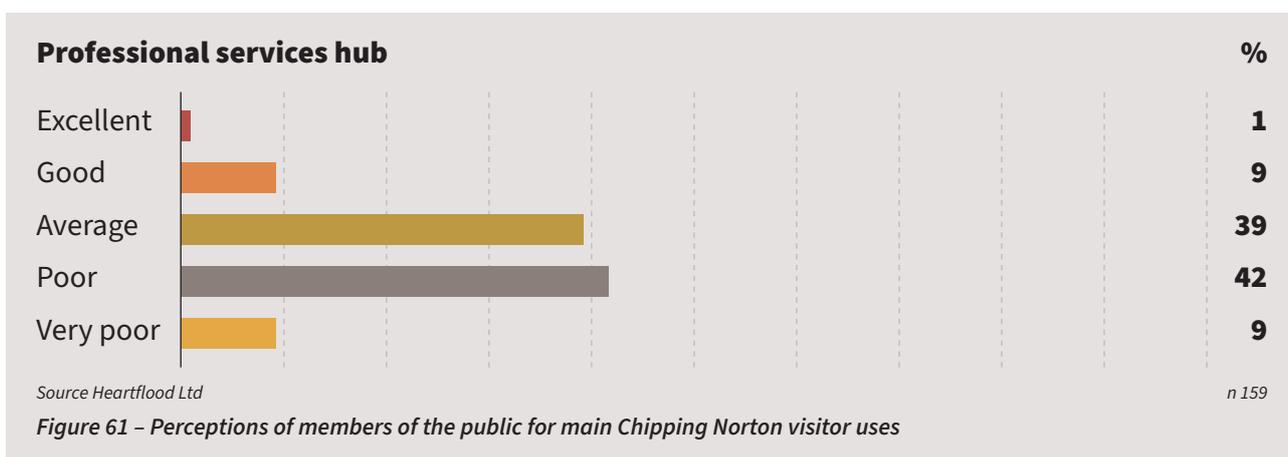
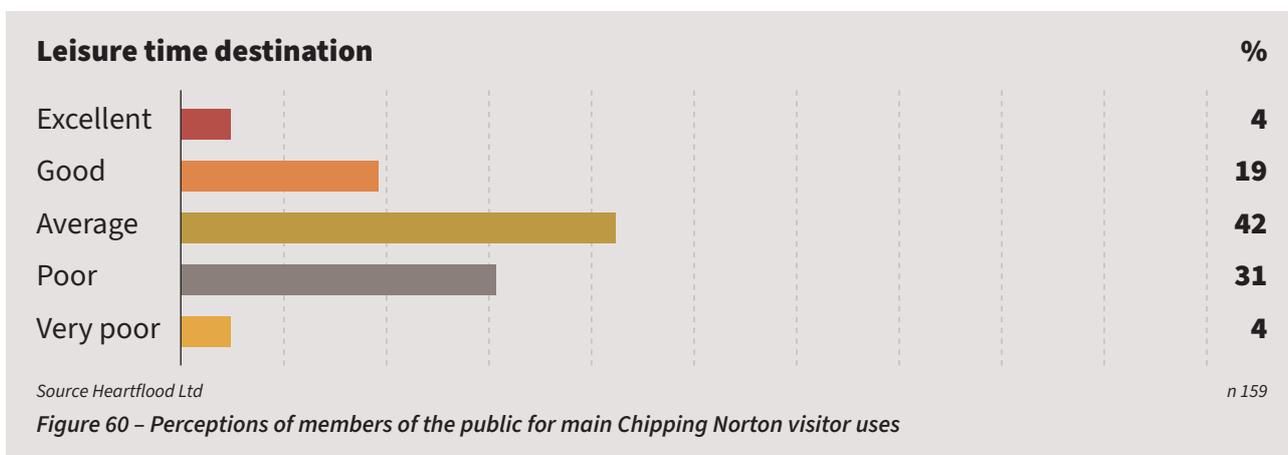
### Retail centre



Source Heartflood Ltd

n 159

Figure 59 – Perceptions of members of the public for main Chipping Norton visitor uses



### Consumer priorities for Chipping Norton town centre

The top three interventions identified by members of the public for Chipping Norton are as follows:

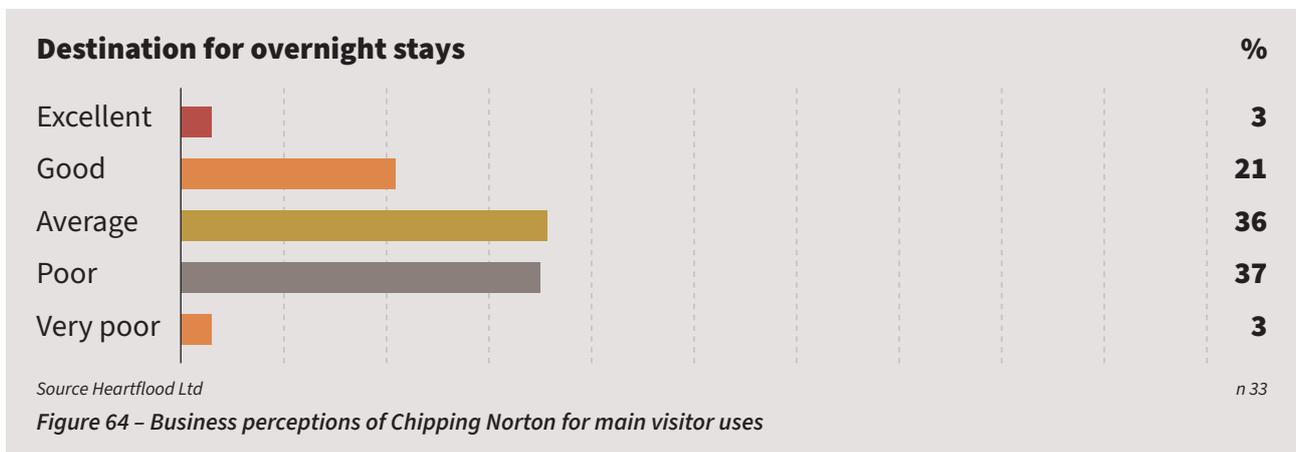
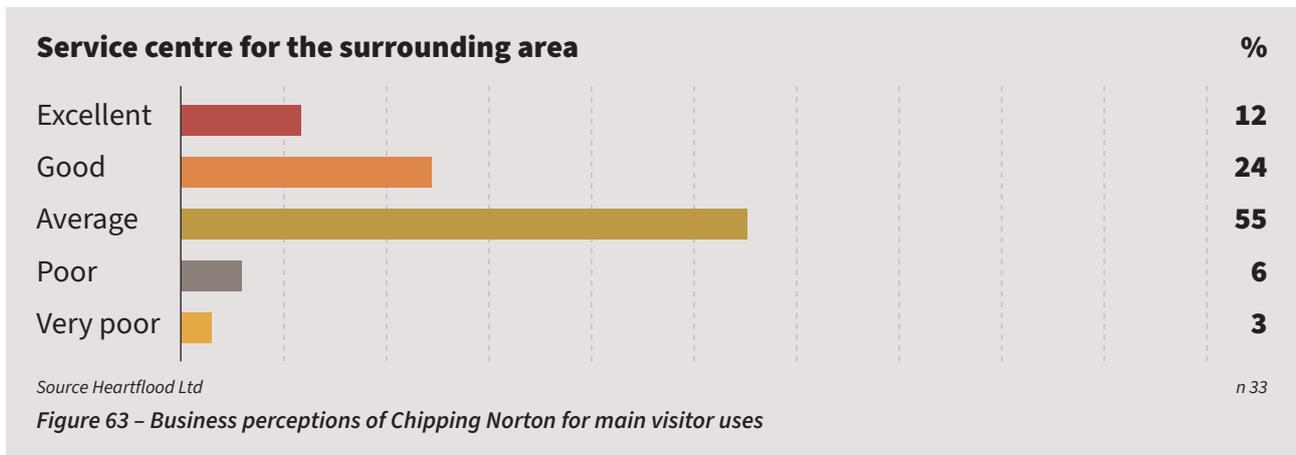
Project	% support from survey
1. Events to involve and promote food & drink venues	<b>53</b>
2. Greening and landscaping improvements	<b>36</b>
3. Better pedestrian signage and wayfinding, such as fingerposts	<b>27</b>

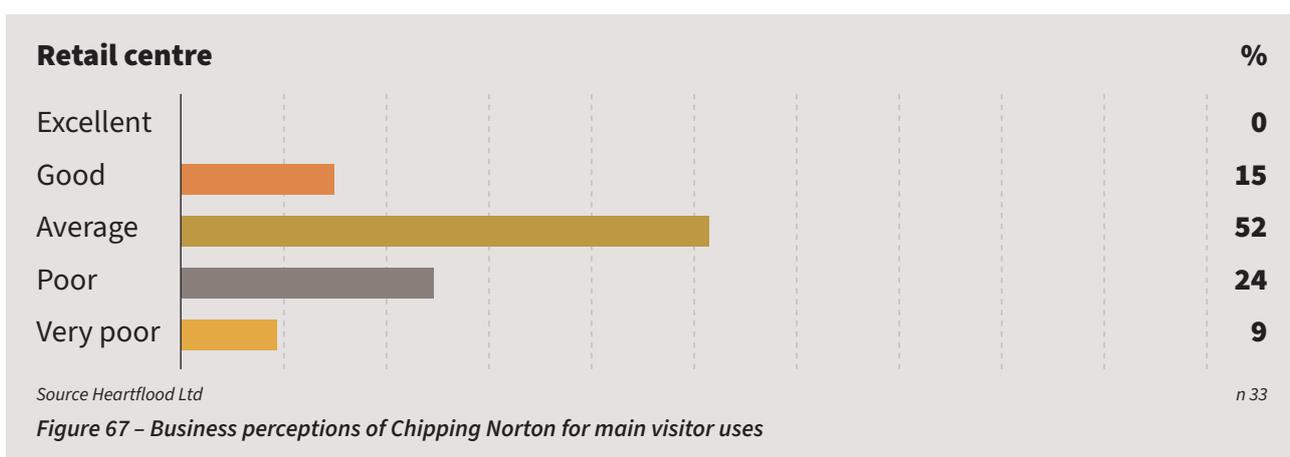
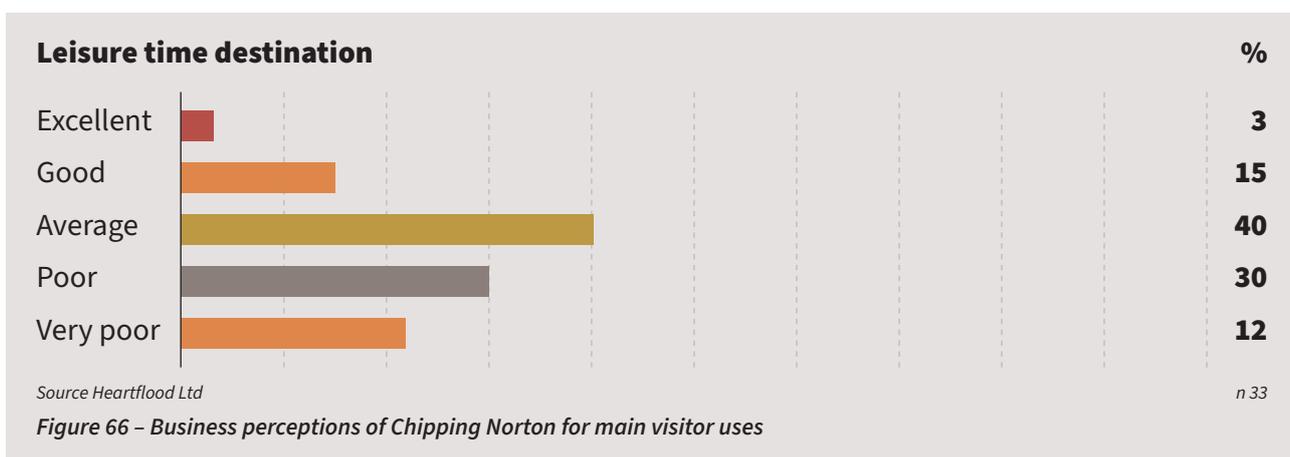
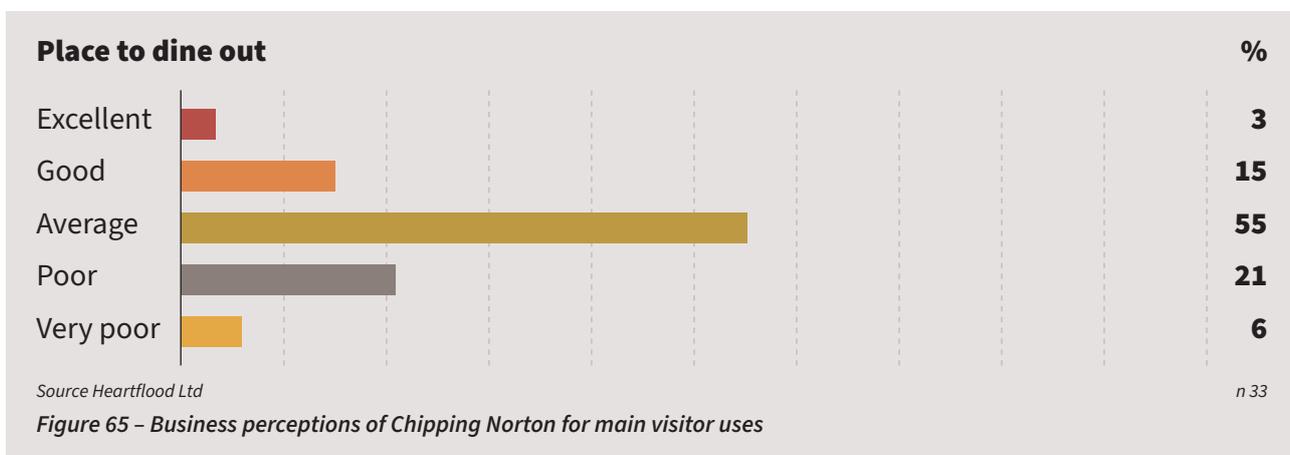
Figure 62 – Main interventions identified by consumers for Chipping Norton

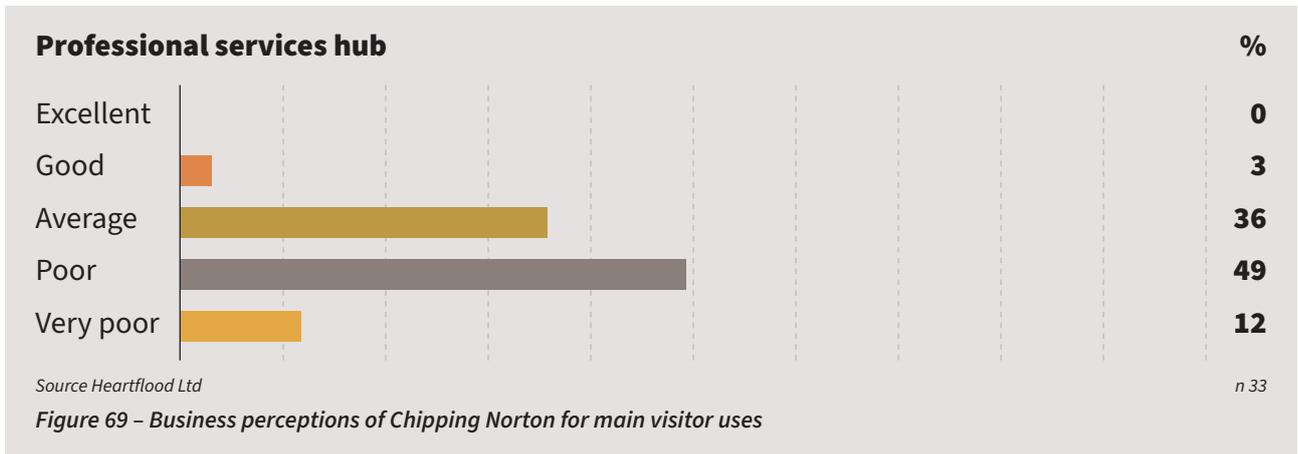
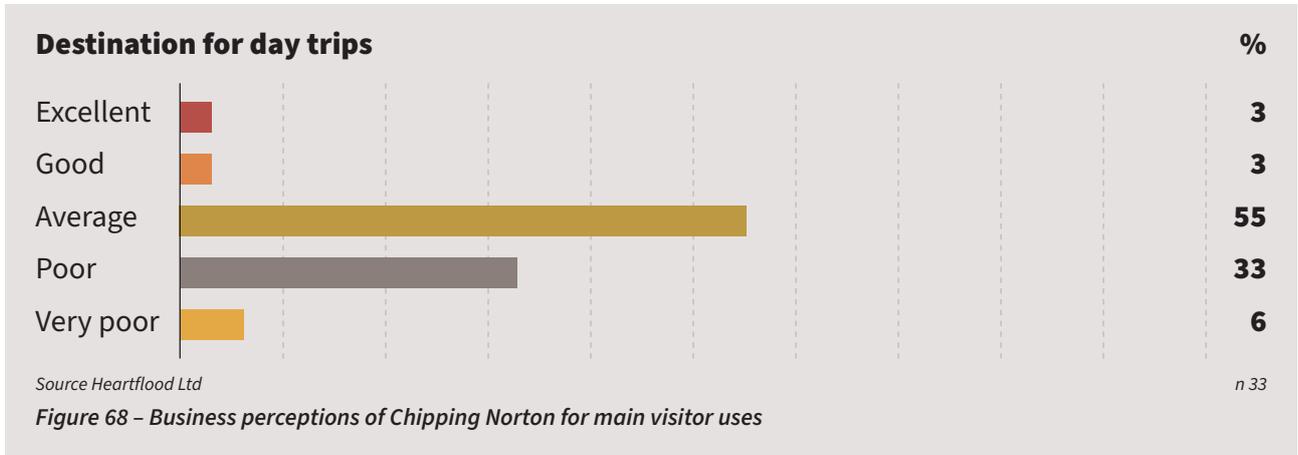
n 159

## Business perceptions of Chipping Norton town centre

In overall terms, businesses have relatively mixed views regarding Chipping Norton although, based on the survey responses which rated it as either excellent or good, Chipping Norton is currently viewed by businesses most positively as a service area for the surrounding area and a destination for overnight stays. It is viewed reasonably well by businesses as a place to dine out, as a leisure time destination and as a retail centre. It is viewed least positively as a destination for day trips and as a professional services hub, with the detailed analysis of the survey responses being as follows:







## Business priorities for Chipping Norton town centre

The top three interventions identified by businesses for Chipping Norton are as follows:

Project	% support from survey
1. Better marketing and promotion of the town	<b>52</b>
2. Greater collaboration with tourism bodies	<b>52</b>
3. Events to involve and promote food & drink venues	<b>45</b>

Figure 70 – Main interventions identified by businesses for Chipping Norton

n 33

## Chipping Norton stakeholder feedback

The project involved contact with a range of stakeholder organisations and this included interviews with both Chipping Norton News and Chipping Norton Town Council, with the feedback from this endorsing initiatives to make ongoing improvements to support local businesses, overall trading conditions and the visitor experience offered by the town. Specific and pronounced feedback was also received around the following matters:

- There is a very strong feeling from local stakeholders that the peripheral location of the town within the local authority district has fostered a feeling of relative isolation and relative neglect
- There is strong support for the creation of a Town Centre Partnership, or similar structure, in order to build more productive relationships and to drive forward improvements for the town

## Priority projects to enact in Chipping Norton

Based on the findings of both the consumer and business surveys, we would recommend that the following projects are taken forwards and a budgeted delivery plan is shown as Appendix 1:

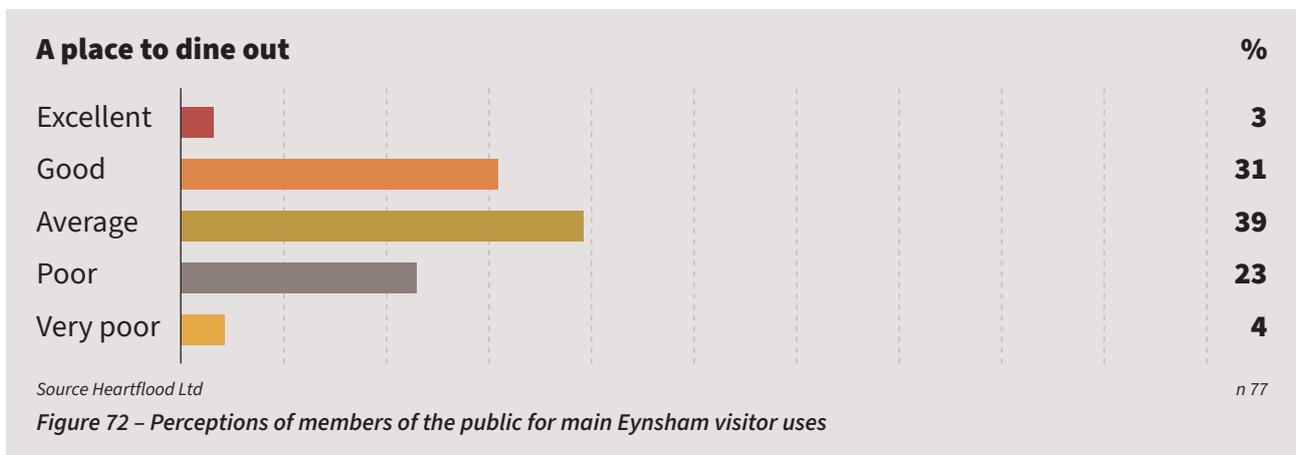
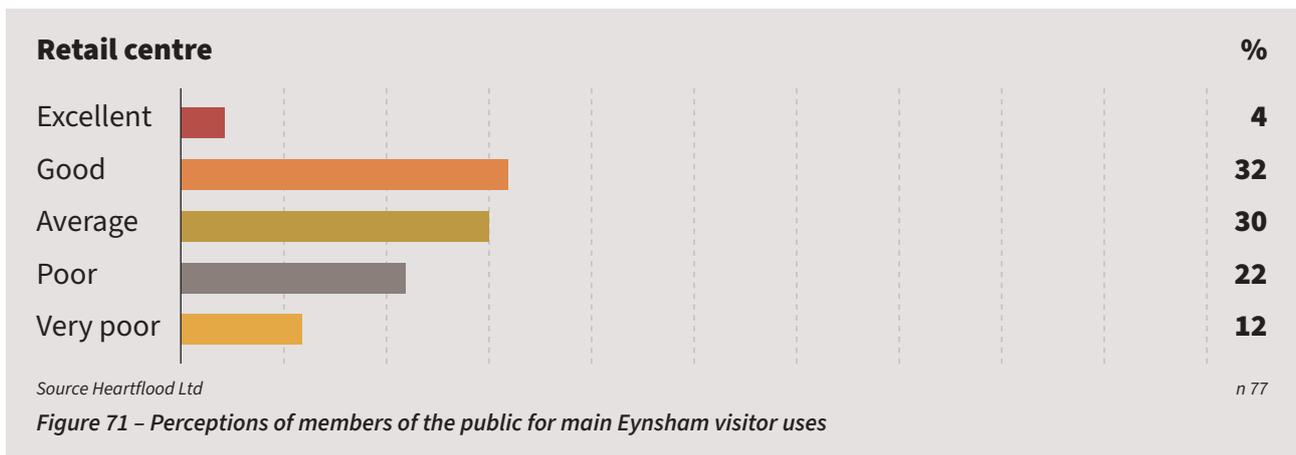
1. Events to involve and promote food & drink venues
2. Better marketing and promotion of the town
3. Greater collaboration with tourism bodies

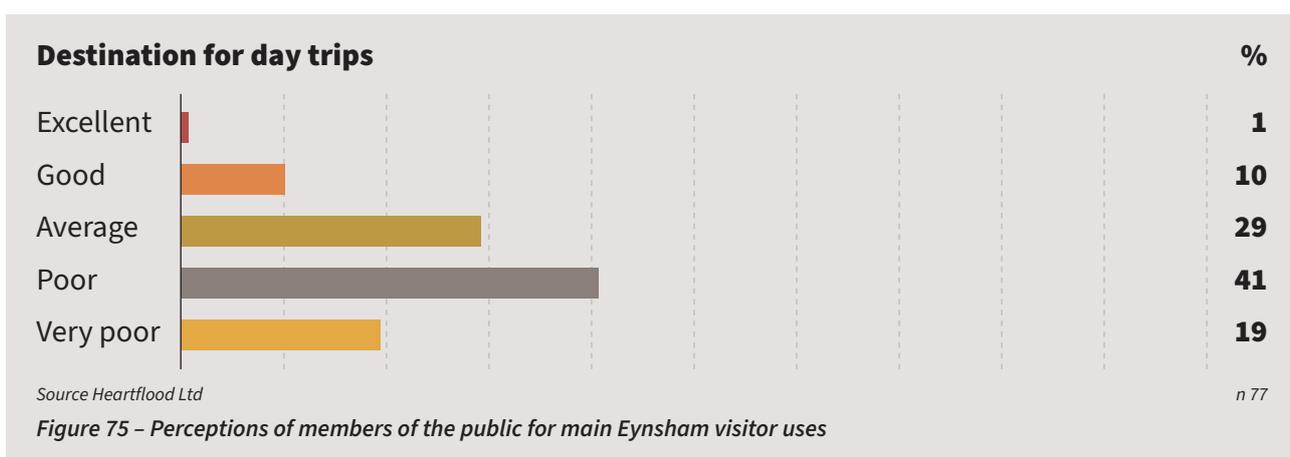
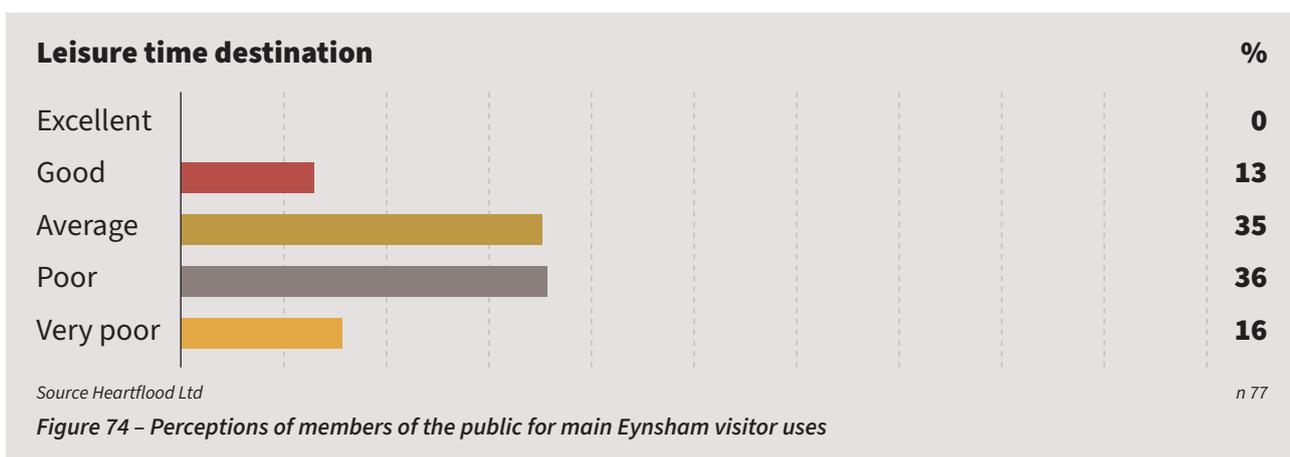
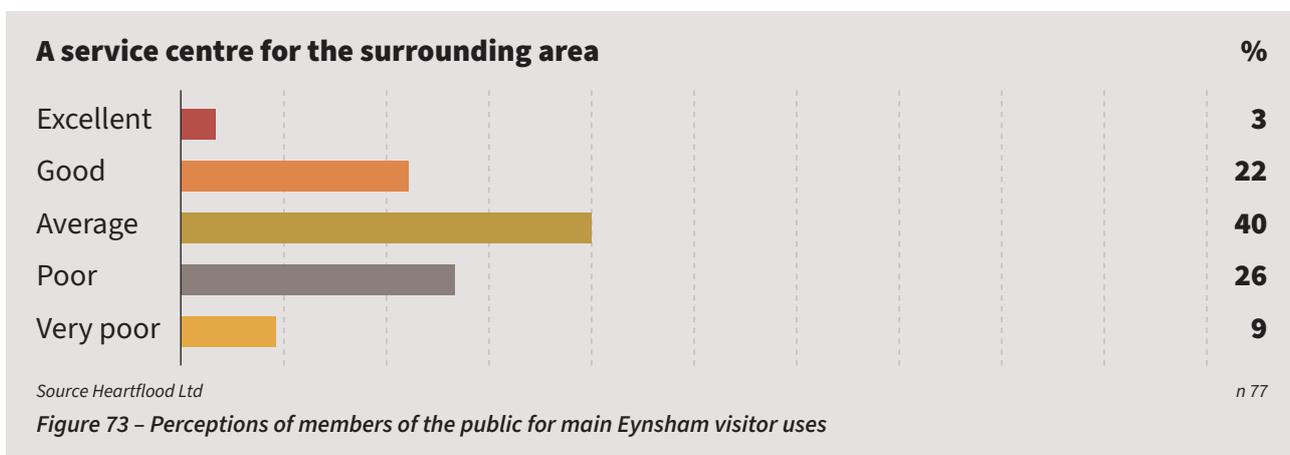
# Eynsham survey analysis

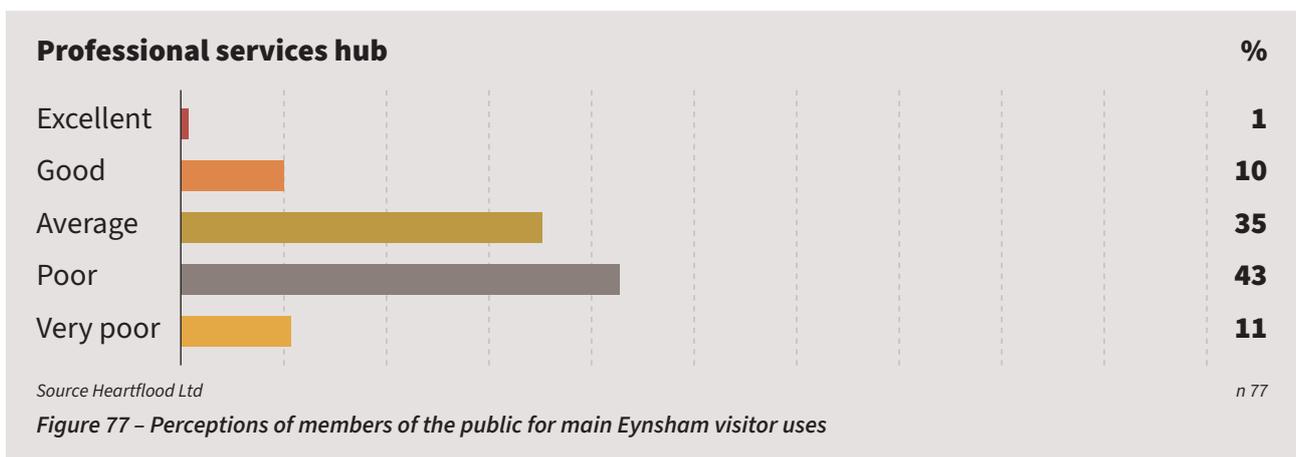
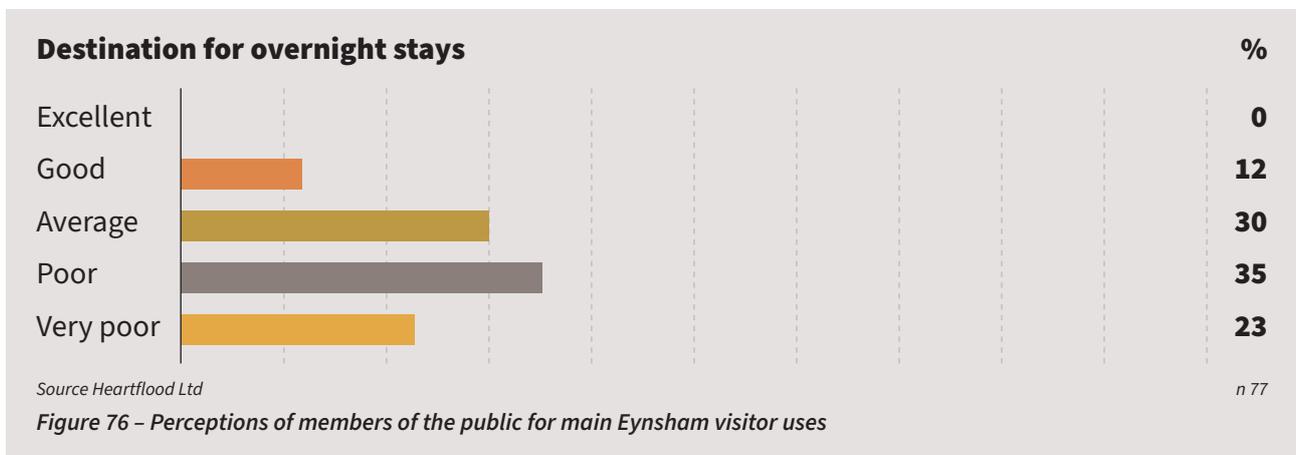
A total of 83 survey responses were received for Eynsham and of these were returned from 6 businesses or organisations, with a further 77 being returned by members of the public.

## Consumer perceptions of Eynsham town centre

Based on the survey responses which rated it as either excellent or good, Eynsham is currently viewed by the public most positively as a retail centre and a place to dine out. It is regarded less positively by consumers as a service centre for the surrounding area, as a leisure time destination and as a destination for day trips and relatively negatively by the public as a place for day trips, a place for overnight stays and as a hub for professional services. The detailed analysis of the survey responses is as follows:







## Consumer priorities for Eynsham town centre

The top three interventions identified by members of the public for Eynsham are as follows:

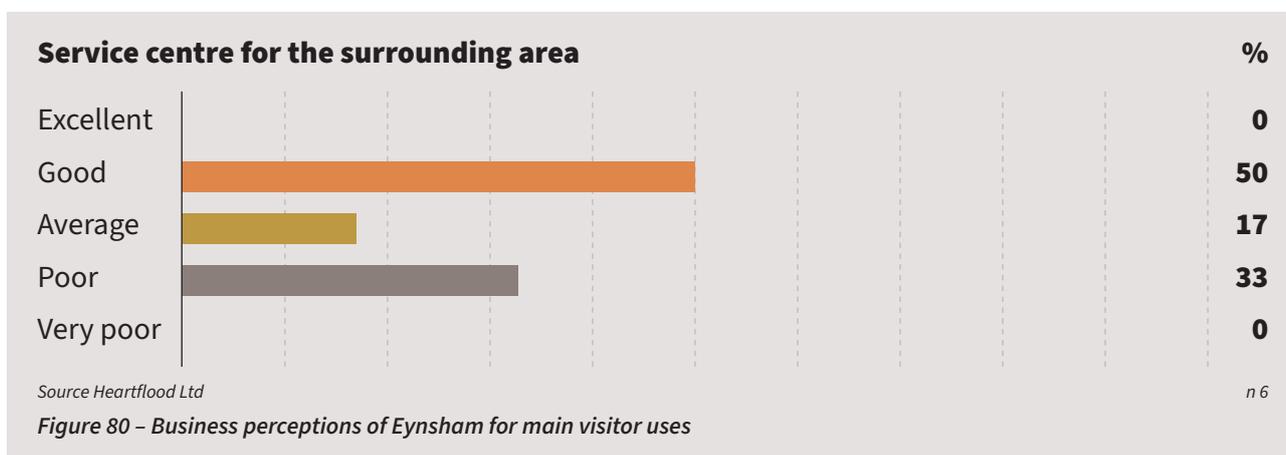
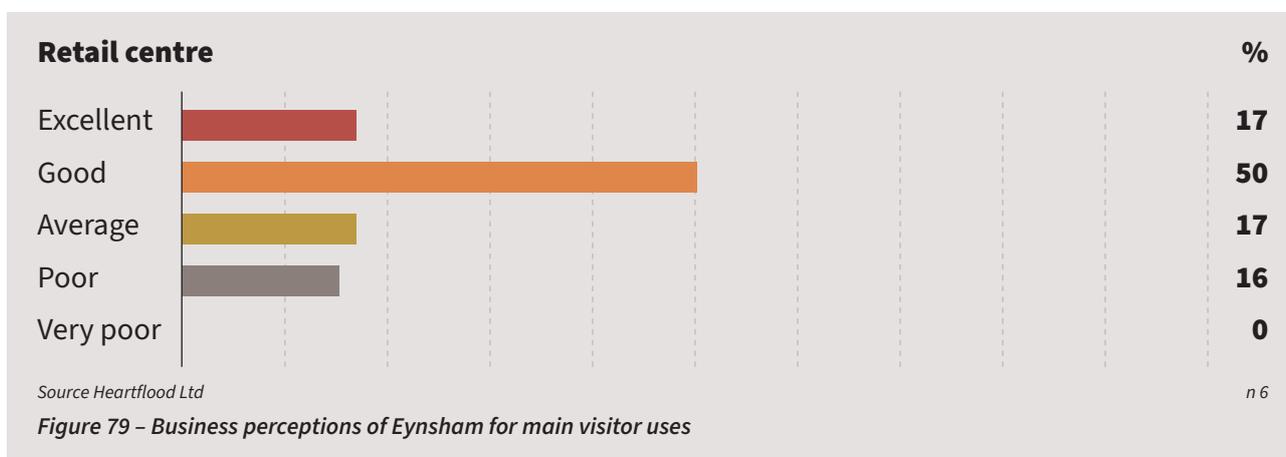
Project	% support from survey
1. Events to involve and promote food & drink venues	<b>62</b>
2. Greening and landscaping improvements	<b>30</b>
3. Better pedestrian signage and wayfinding, such as fingerposts	<b>25</b>

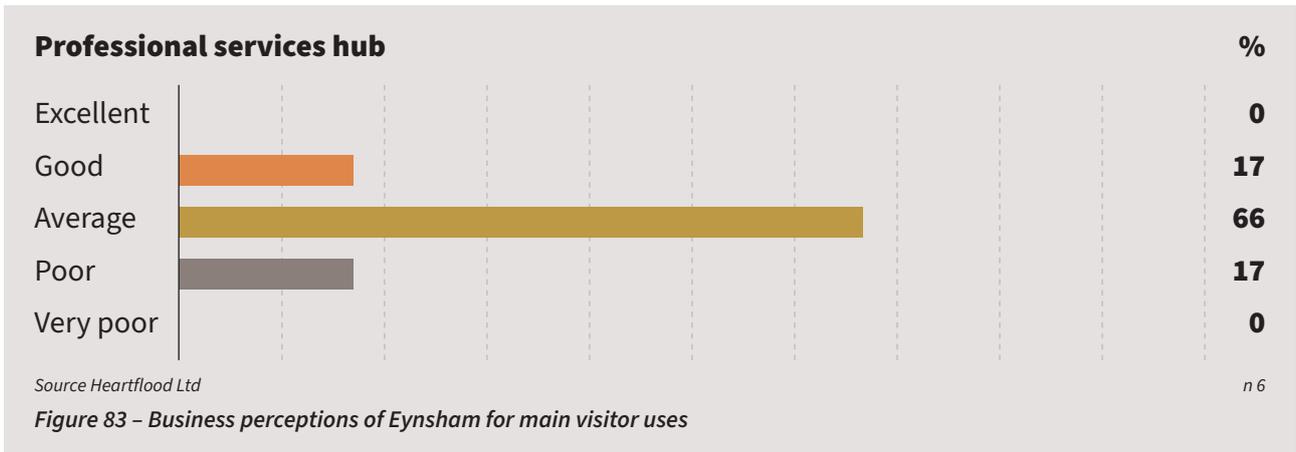
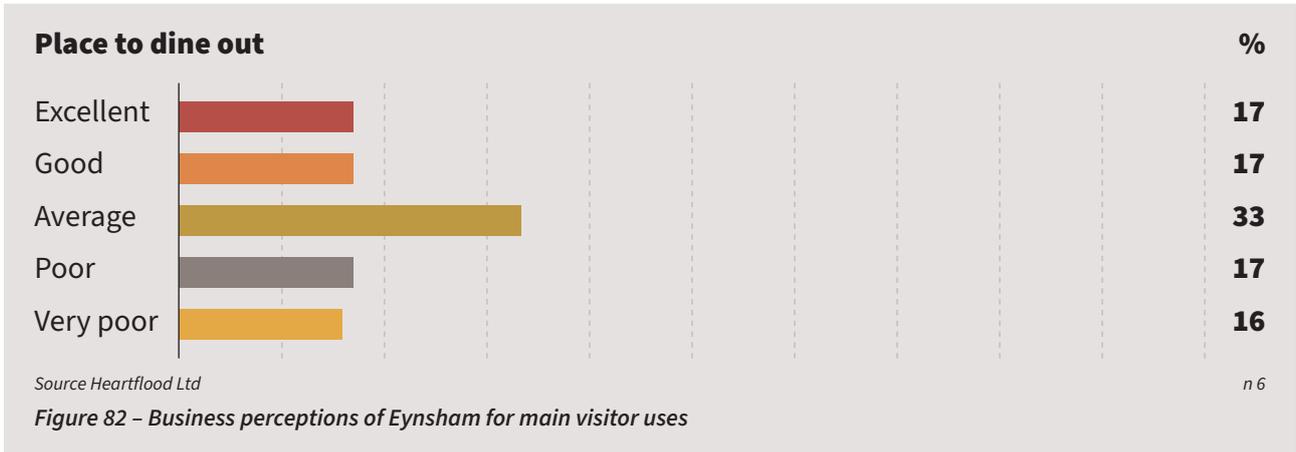
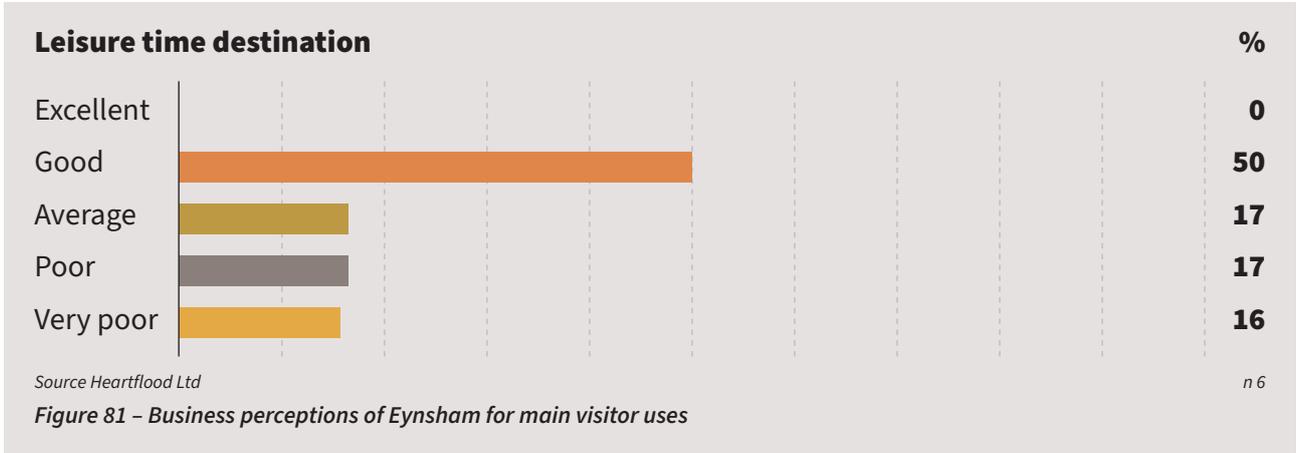
Figure 78 – Main interventions identified by consumers for Eynsham

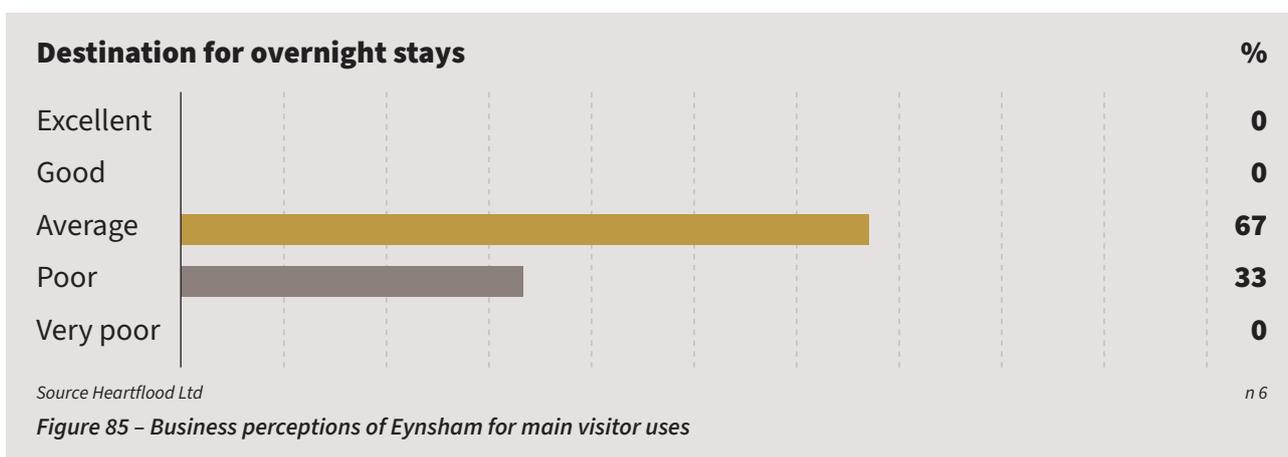
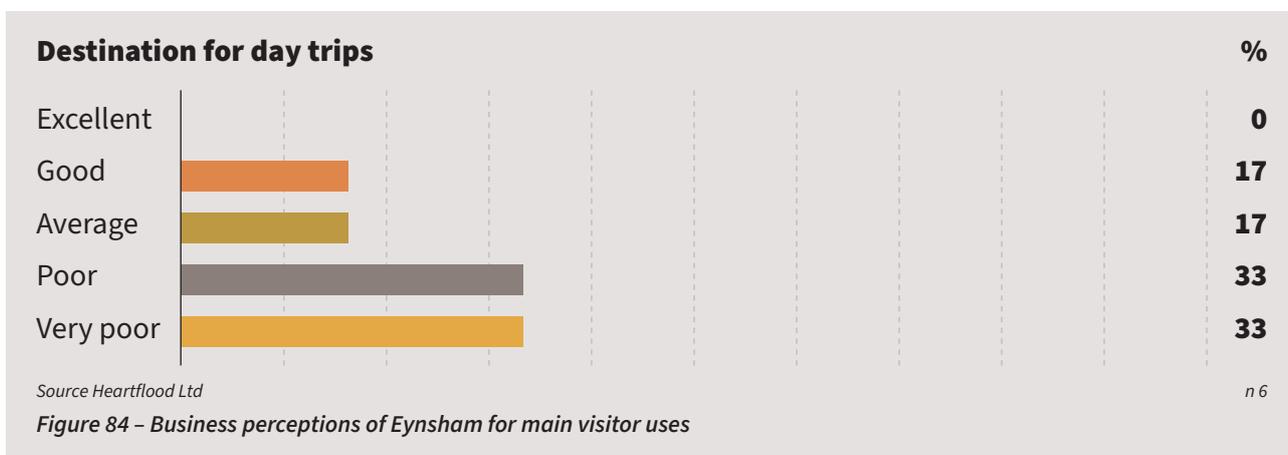
n 77

## Business perceptions of Eynsham town centre

In overall terms, businesses have relatively mixed views regarding Eynsham although, based on the survey responses which rated it as either excellent or good, Eynsham is currently viewed by businesses most positively as a retail centre and a service area for the surrounding area. It is viewed reasonably well by businesses as a leisure time destination and as a place to dine out. It is viewed least positively as a hub for professional services, as a destination for day trips and for overnight stays, with the detailed analysis of the survey responses being as follows:







### Business priorities for Eynsham town centre

The top three interventions identified by businesses for Eynsham are as follows:

Project	% support from survey
1. Better marketing and promotion of the town	50
2. Events to involve and promote food & drink venues	50
3. Schemes to save businesses money on their overheads	49

Figure 86 – Main interventions identified by businesses for Eynsham

n 6

## **Eynsham stakeholder feedback**

The project involved contact with a range of stakeholder organisations and, although organisations in Eynsham were contacted to participate in the study, no interviews were able to take place during the period of consultation.

## **Priority projects to enact in Eynsham**

Based on the findings of both the consumer and business surveys, we would recommend that the following projects are taken forwards and a budgeted delivery plan is shown as Appendix 1:

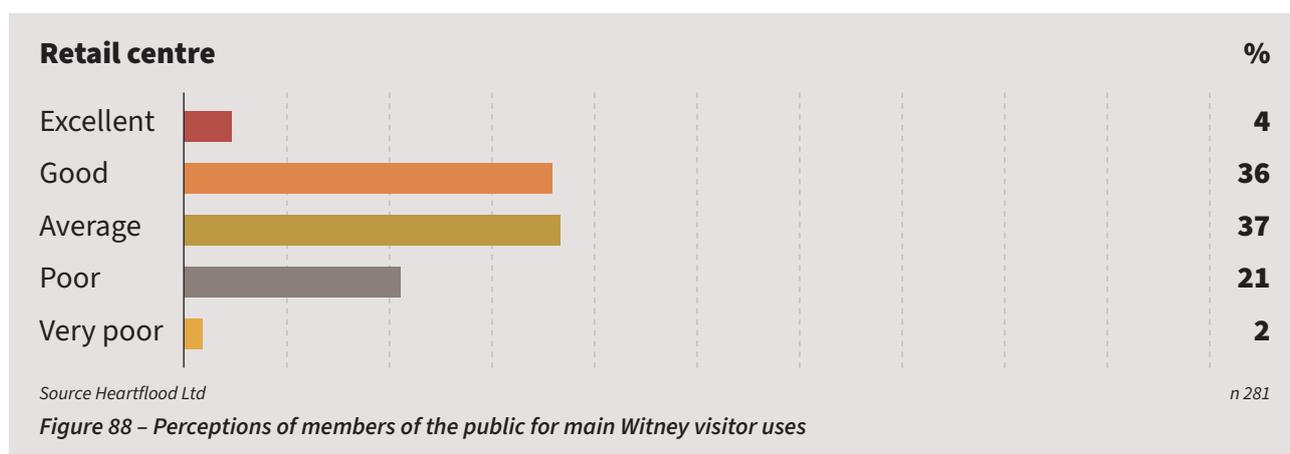
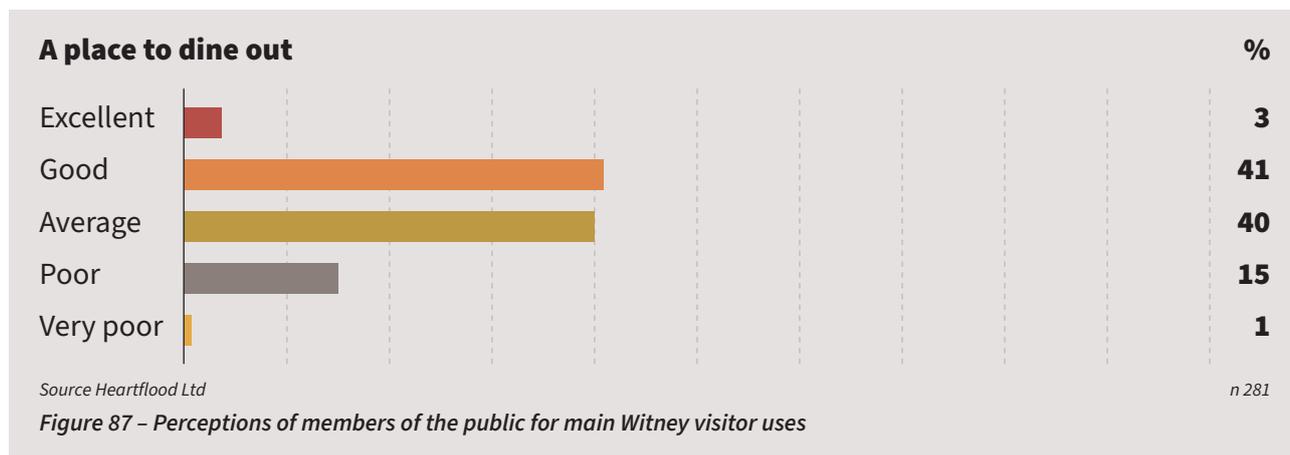
1. Events to involve and promote food & drink venues
2. Better marketing and promotion of the town
3. Schemes to save businesses money on their overheads

# Witney survey analysis

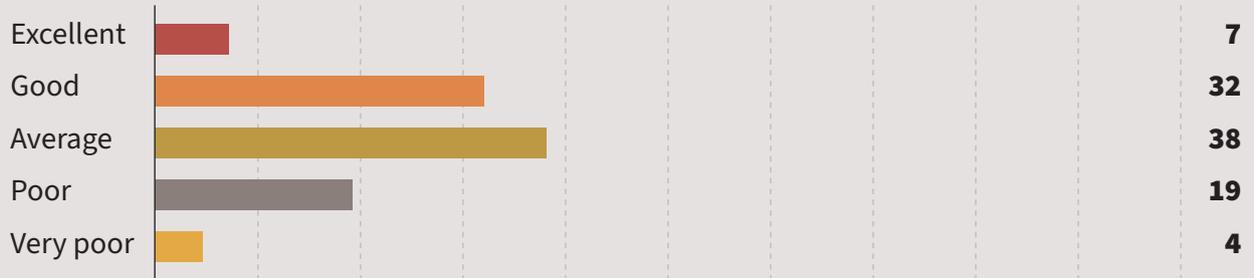
A total of 324 survey responses were received for Witney and of these 43 were returned from businesses or organisations, with a further being 281 returned by members of the public.

## Consumer perceptions of Witney town centre

Based on the survey responses which rated it as either excellent or good, Witney is currently viewed by the public most positively as a place to dine out and as a retail centre. It is regarded less positively by consumers as a service centre for the surrounding area, as a hub for professional services and as a place for overnight stays and relatively negatively by the public as leisure destination and as a place for day trips. The detailed analysis of the survey responses is as follows:



### A service centre for the surrounding area

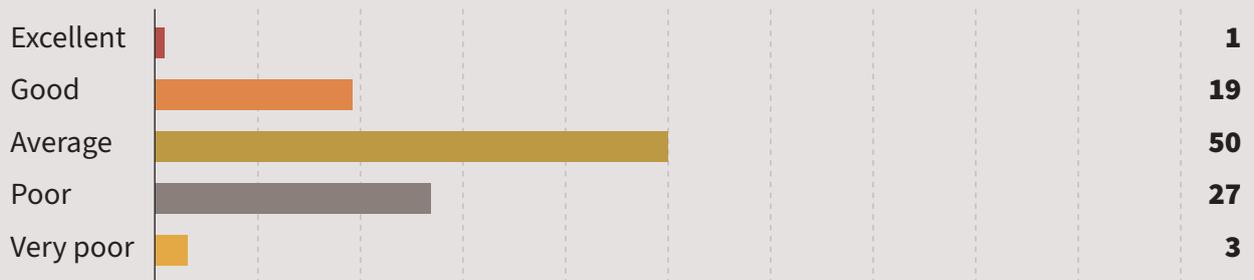


Source Heartflood Ltd

n 281

Figure 89 – Perceptions of members of the public for main Witney visitor uses

### Professional services hub

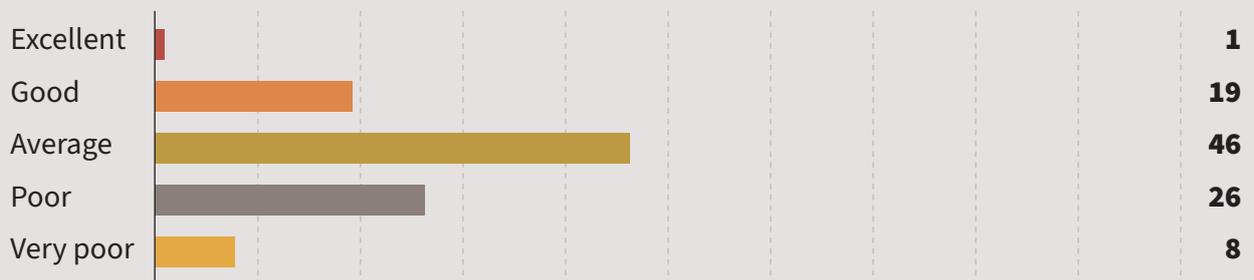


Source Heartflood Ltd

n 281

Figure 90 – Perceptions of members of the public for main Witney visitor uses

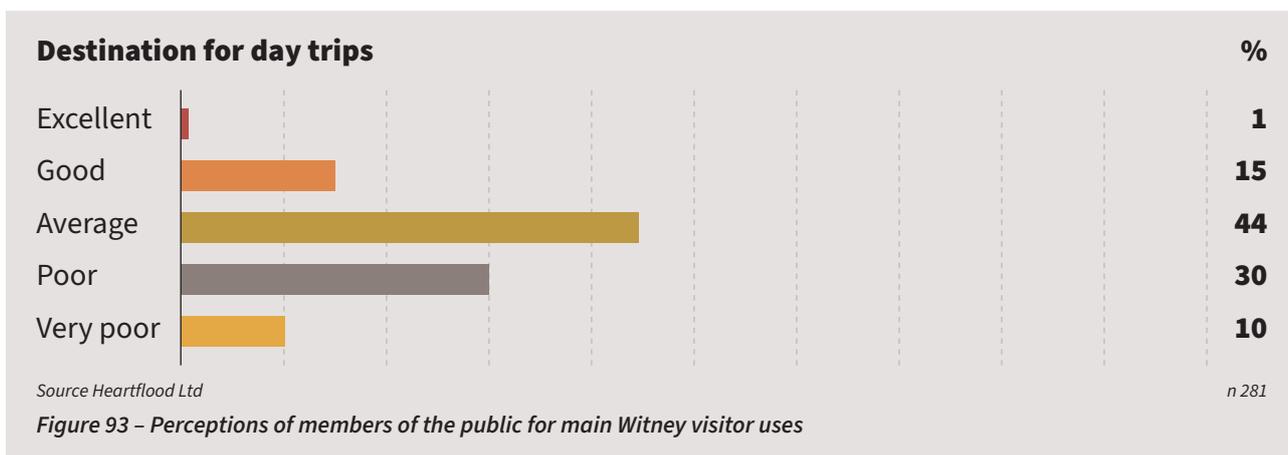
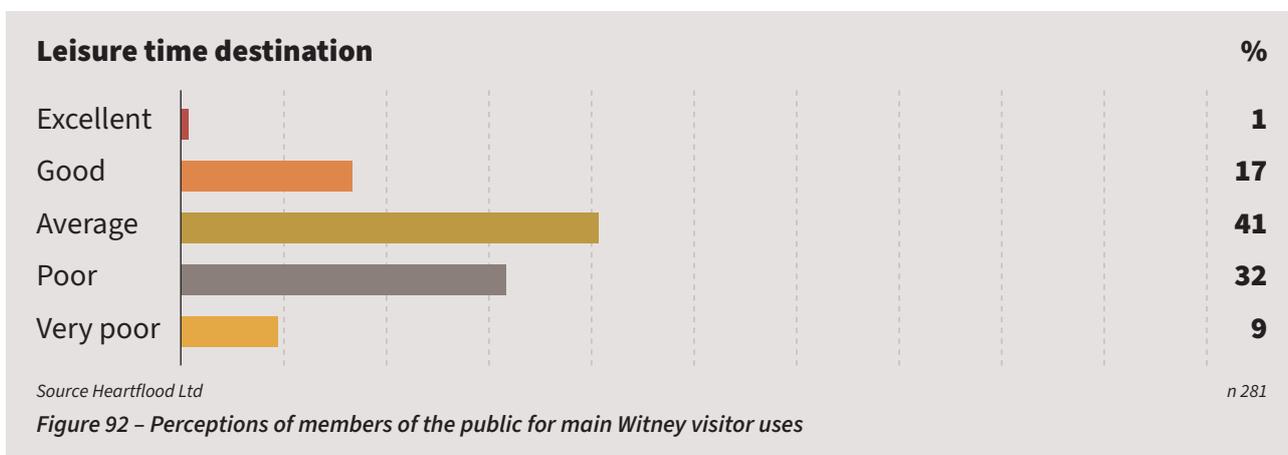
### Destination for overnight stays



Source Heartflood Ltd

n 281

Figure 91 – Perceptions of members of the public for main Witney visitor uses



### Consumer priorities for Witney town centre

The top three interventions identified by members of the public for Witney are as follows:

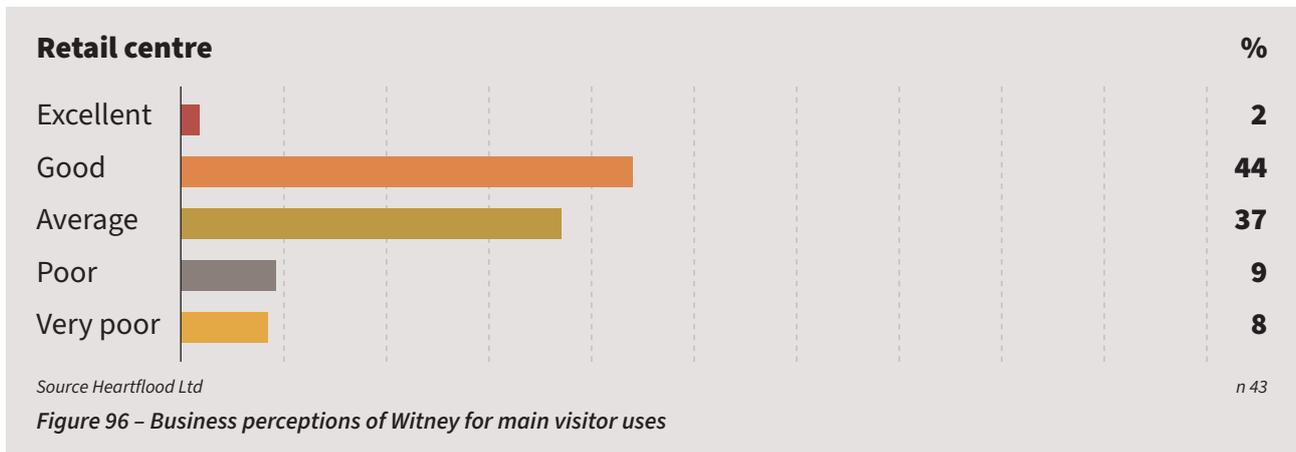
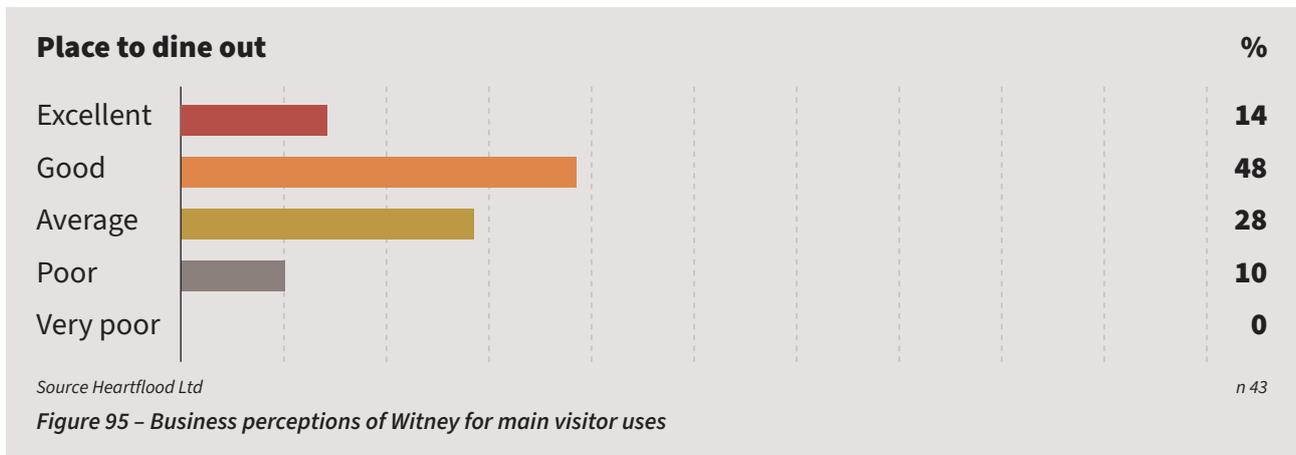
Project	% support from survey
1. Events to involve and promote food & drink venues	<b>53</b>
2. Greening and landscaping improvements	<b>30</b>
3. Better pedestrian signage and wayfinding, such as fingerposts	<b>21</b>

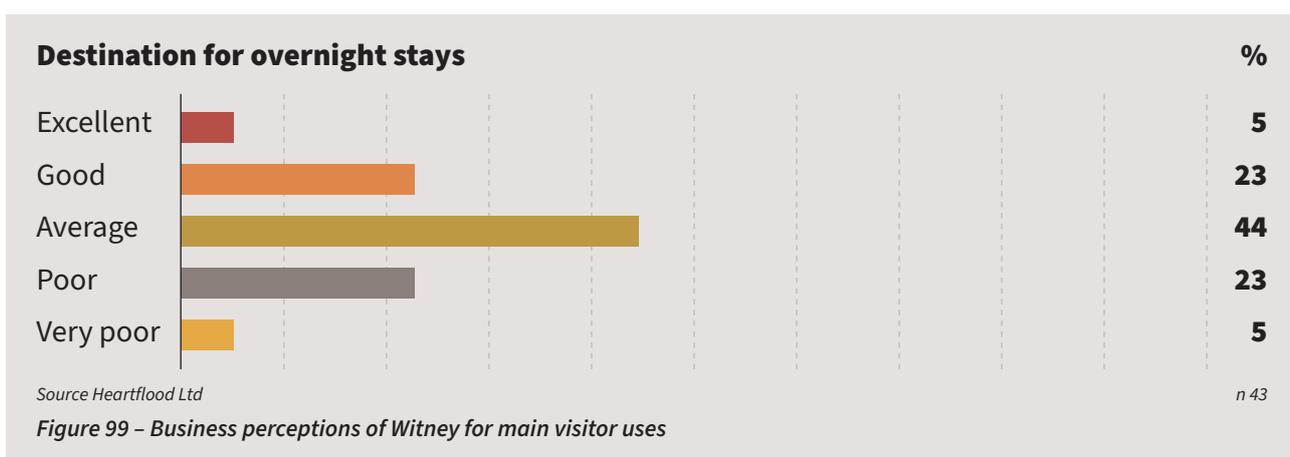
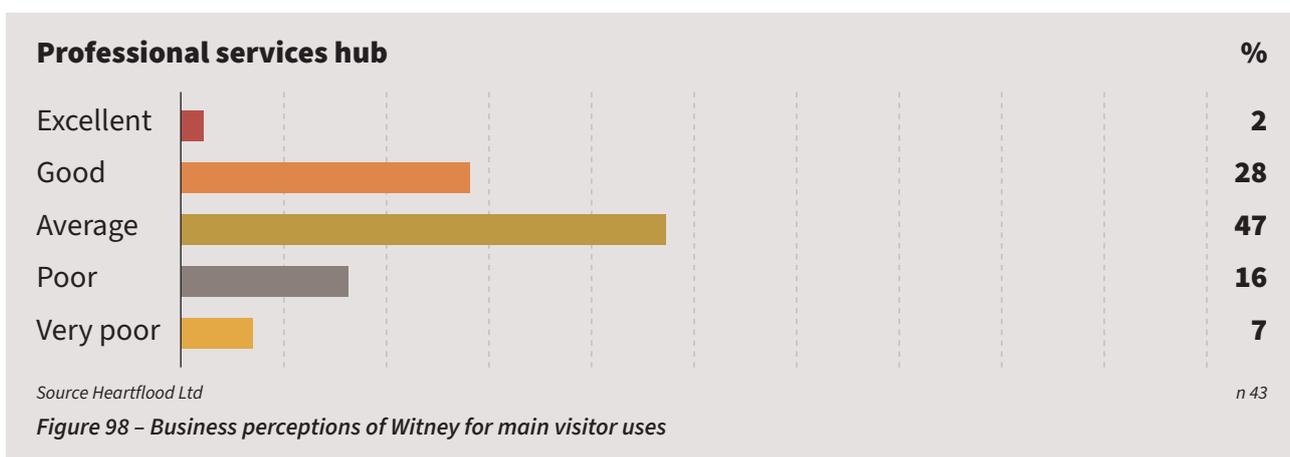
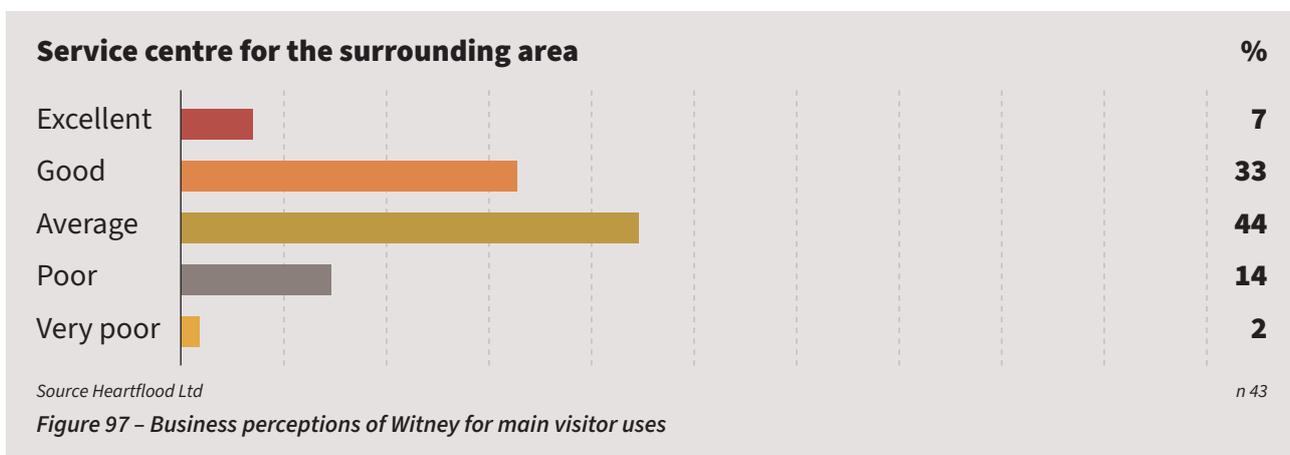
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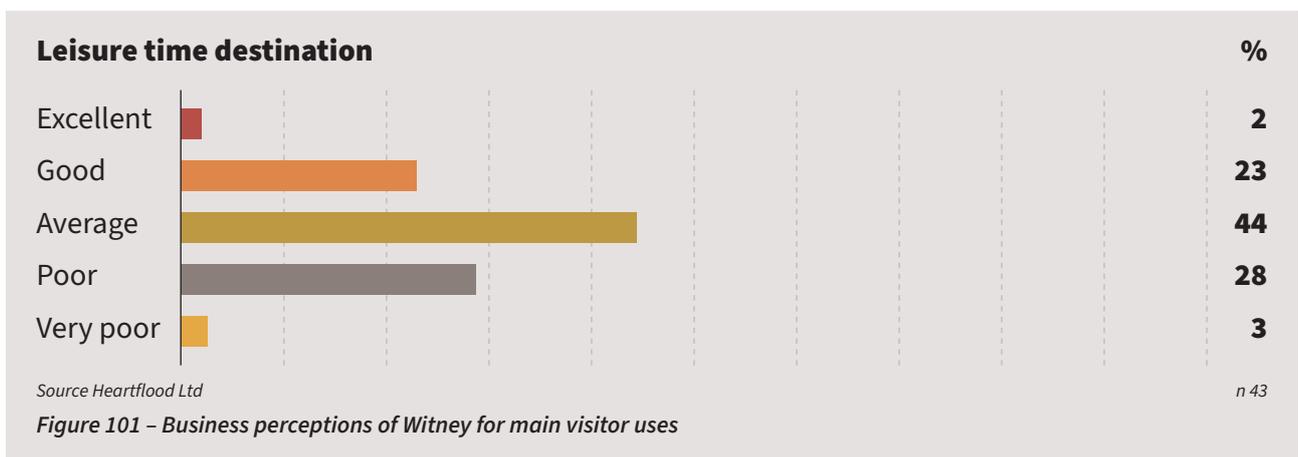
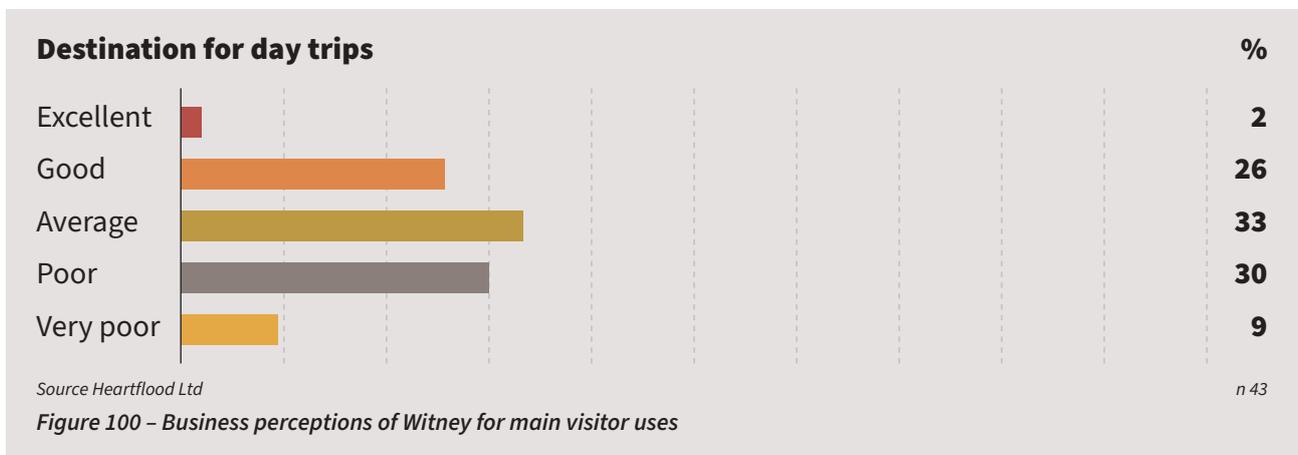
Figure 94 – Main interventions identified by consumers for Witney

## Business perceptions of Witney town centre

In overall terms, businesses have relatively mixed views regarding Witney although, based on the survey responses which rated it as either excellent or good, Witney is currently viewed by businesses most positively as a retail centre and a service area for the surrounding area. It is viewed reasonably well by businesses as a leisure time destination and as a place to dine out. It is viewed least positively as a hub for professional services, as a destination for day trips and for overnight stays, with the detailed analysis of the survey responses being as follows:







## Business priorities for Witney town centre

The top three interventions identified by businesses for Witney are as follows:

Project	% support from survey
1. Events to involve and promote food & drink venues	<b>63</b>
2. Better pedestrian signage and wayfinding	<b>28</b>
3. Business growth advice and support	<b>21</b>

Figure 102 – Main interventions identified by businesses for Witney

n 43

## Witney stakeholder feedback

The project involved contact with a range of stakeholder organisations and this included interviews with Marriotts Walk Shopping Centre, Witney Chamber of Commerce, Witney Town Council and Woolgate Shopping Centre, with the feedback from this supporting initiatives to make ongoing improvements to support local businesses, overall trading conditions and the visitor experience offered by the town. Specific and pronounced feedback was also received around the following matters:

- There is a very strong feeling from local stakeholders that traffic issues, specifically the recent alterations to the road layout within the central area, are impacting upon the vitality of the town centre
- There is strong support for the creation of a Town Centre Partnership, or similar structure, in order to build more productive relationships and to drive forward improvements for the town

## Priority projects to enact in Witney

Based on the findings of both the consumer and business surveys, we would recommend that the following projects are taken forwards and a budgeted delivery plan is shown as Appendix 1:

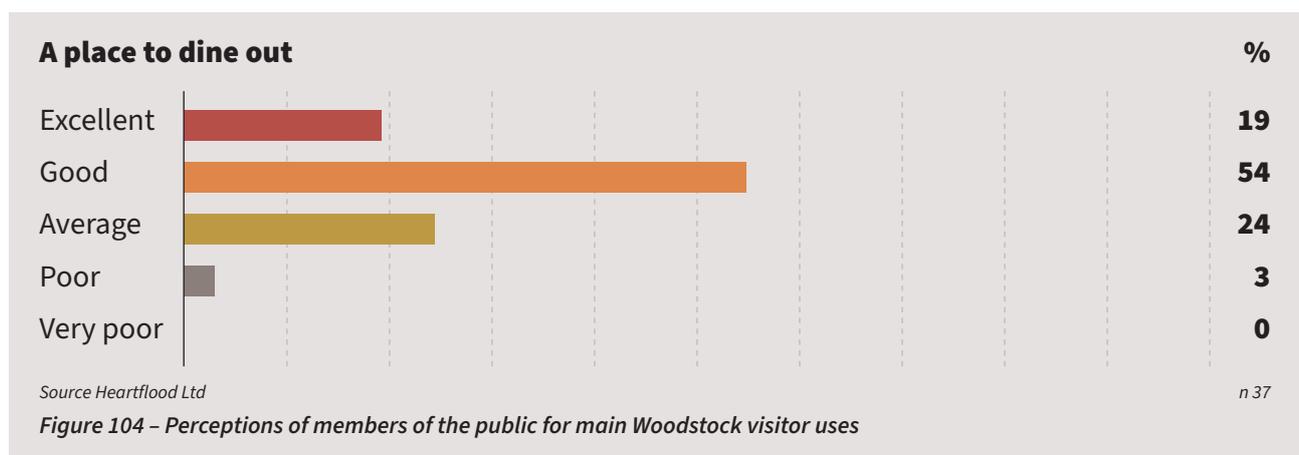
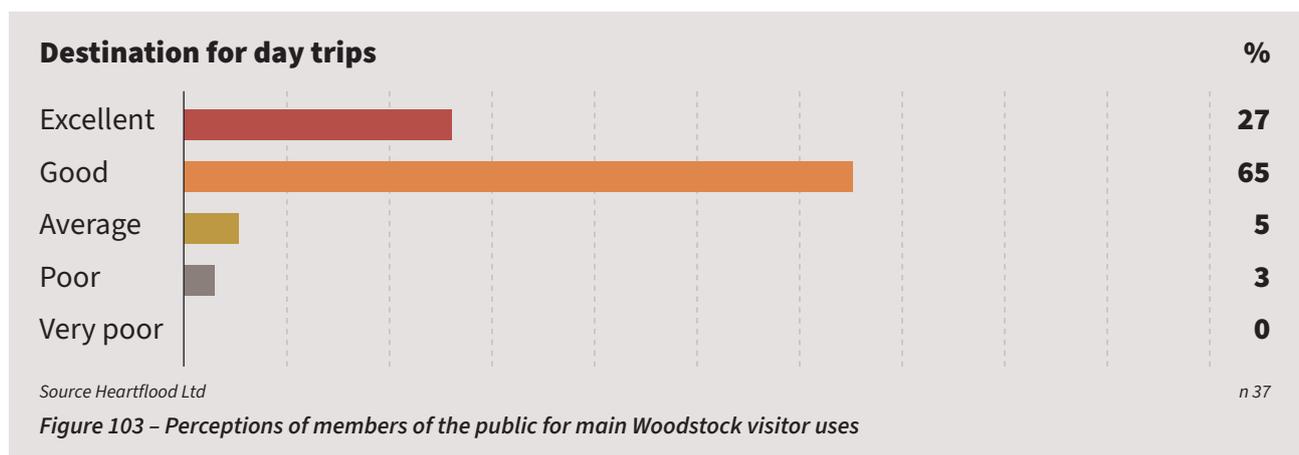
1. Events to involve and promote food & drink venues
2. Greening and landscaping improvements
3. Better pedestrian signage and wayfinding

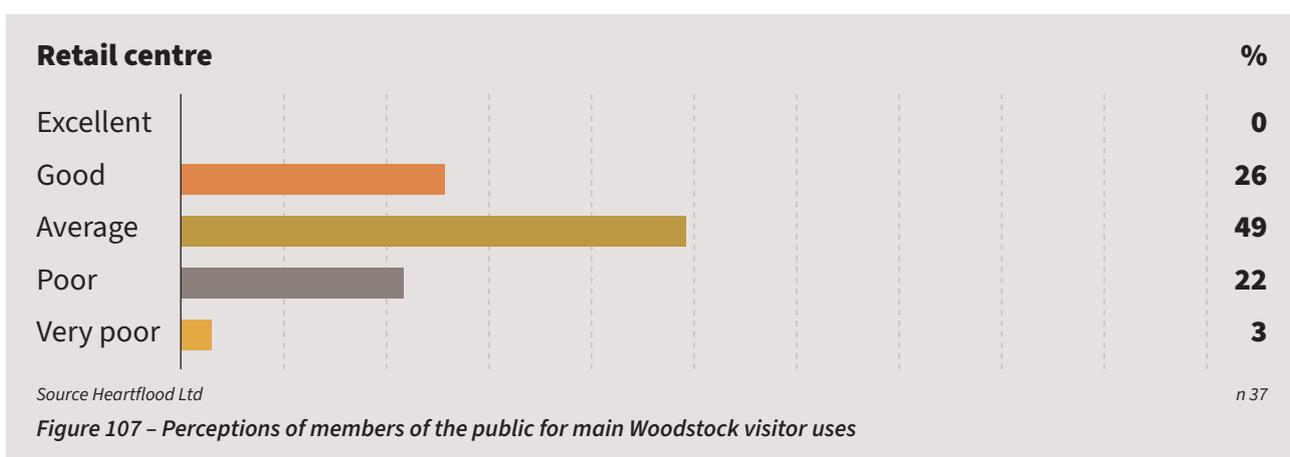
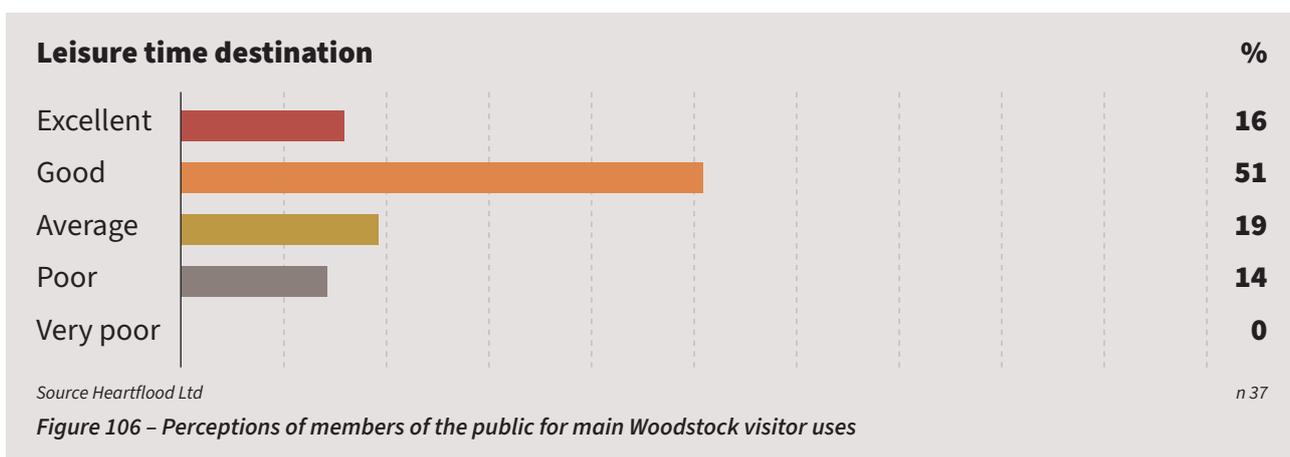
# Woodstock survey analysis

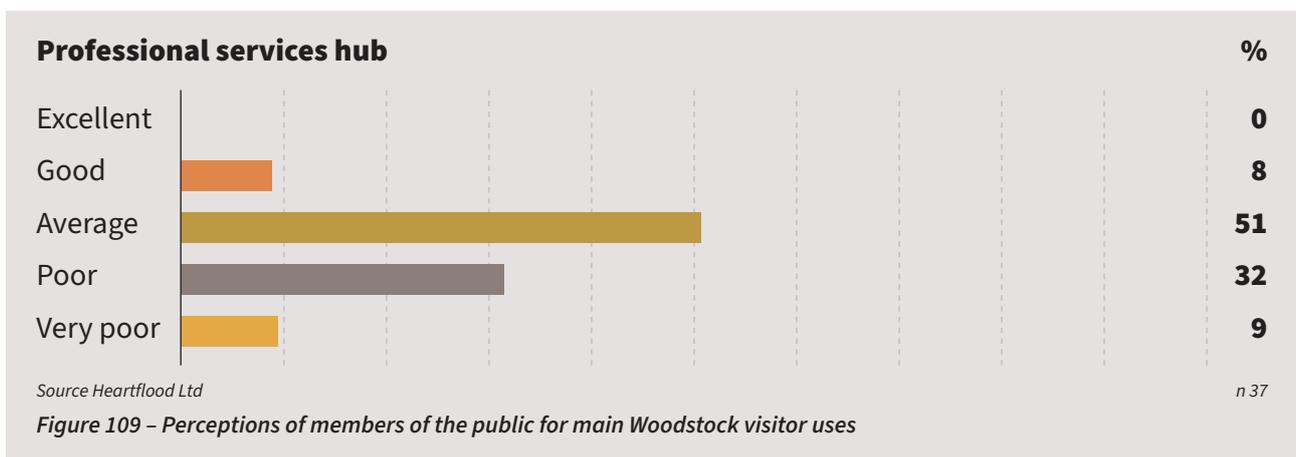
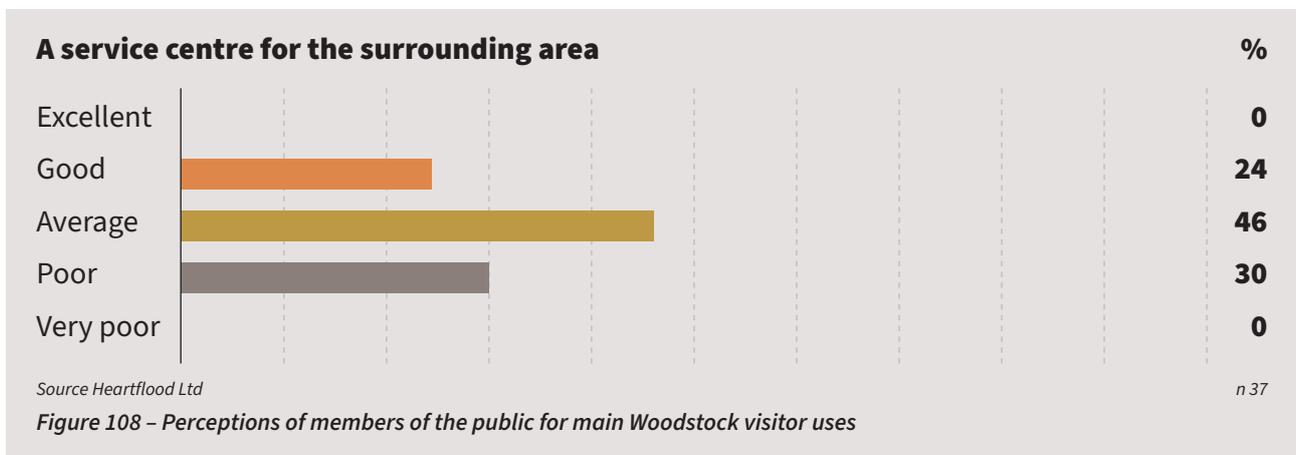
A total of 44 survey responses were received for Woodstock and 7 of these were returned from businesses or organisations, with a further 37 being returned by members of the public.

## Consumer perceptions of Woodstock town centre

Based on the survey responses which rated it as either excellent or good, Woodstock is currently viewed by the public most positively as a place for day trips and to dine out. It is regarded less positively by consumers as a place for overnight stays, as a leisure destination and as a retail centre and relatively negatively by the public as a service centre for the surrounding area and as a hub for professional services. The detailed analysis of the survey responses is as follows:







## Consumer priorities for Woodstock town centre

The top three interventions identified by members of the public for Woodstock are as follows:

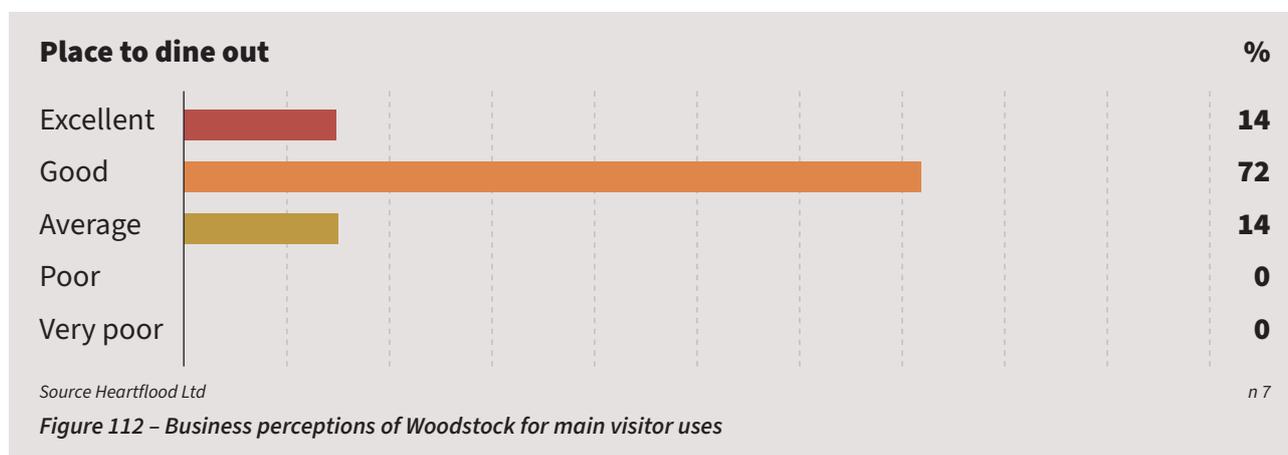
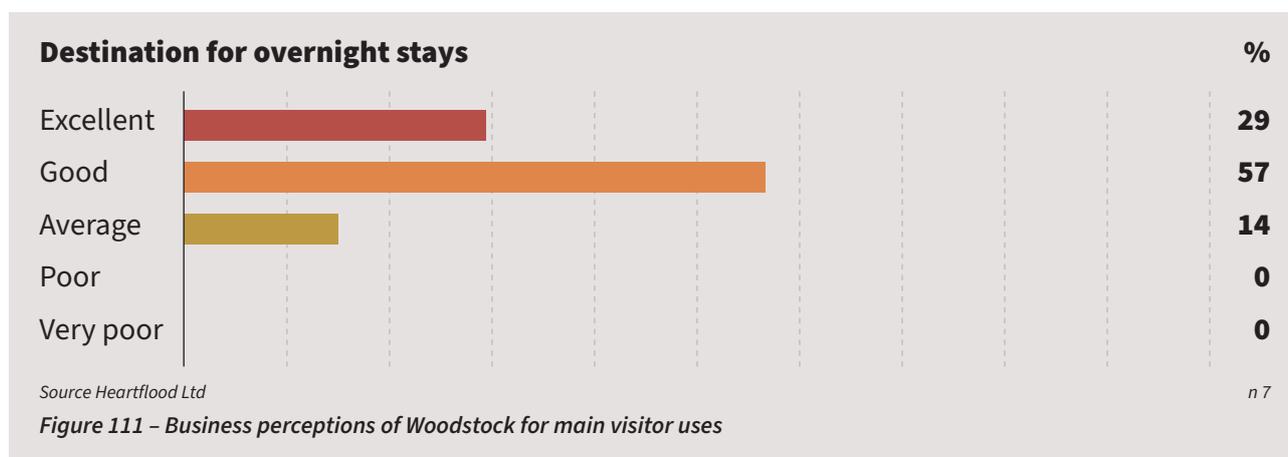
Project	% support from survey
1. Events to involve and promote food & drink venues	<b>35</b>
2. Better pedestrian signage and wayfinding	<b>32</b>
3. More street markets	<b>24</b>

Figure 110 – Main interventions identified by consumers for Woodstock

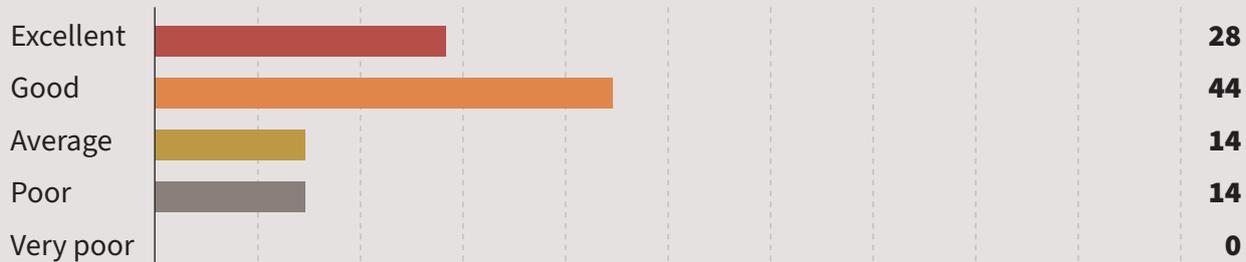
n 37

## Business perceptions of Woodstock town centre

In overall terms, businesses have relatively mixed views regarding Woodstock although, based on the survey responses which rated it as either excellent or good, Woodstock is currently viewed by businesses most positively as a place for overnight stays and as a place to dine out. It is viewed reasonably well by businesses as place for day trips and as a leisure time destination. It is viewed least positively as a retail centre, as a hub for professional services and as a service centre for the surrounding area , with the detailed analysis of the survey responses being as follows:



### Destination for day trips

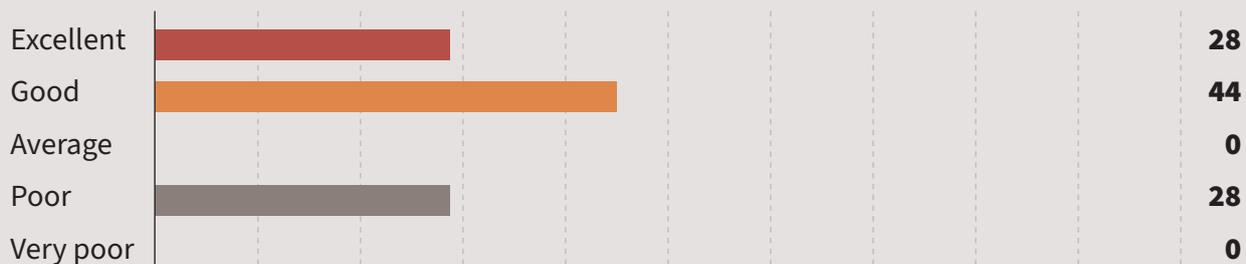


Source Heartflood Ltd

n 7

Figure 113 – Business perceptions of Woodstock for main visitor uses

### Leisure time destination

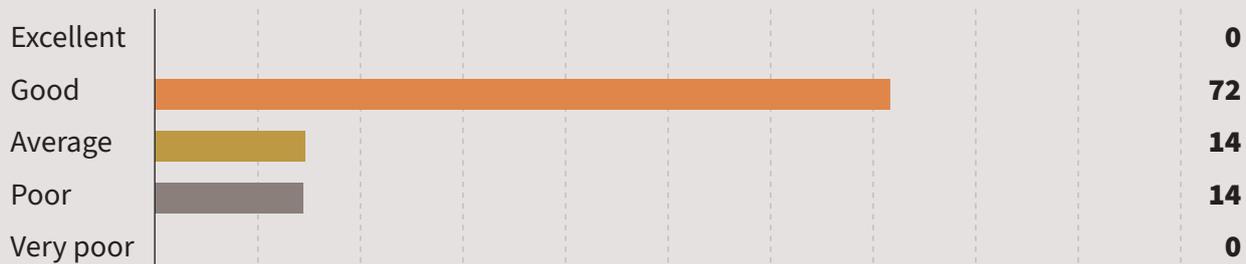


Source Heartflood Ltd

n 7

Figure 114 – Business perceptions of Woodstock for main visitor uses

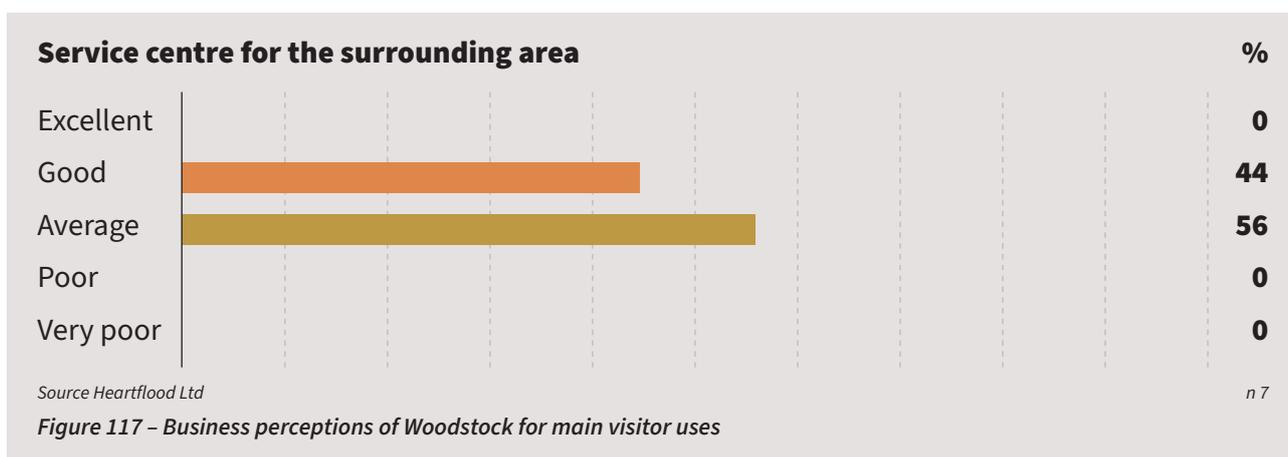
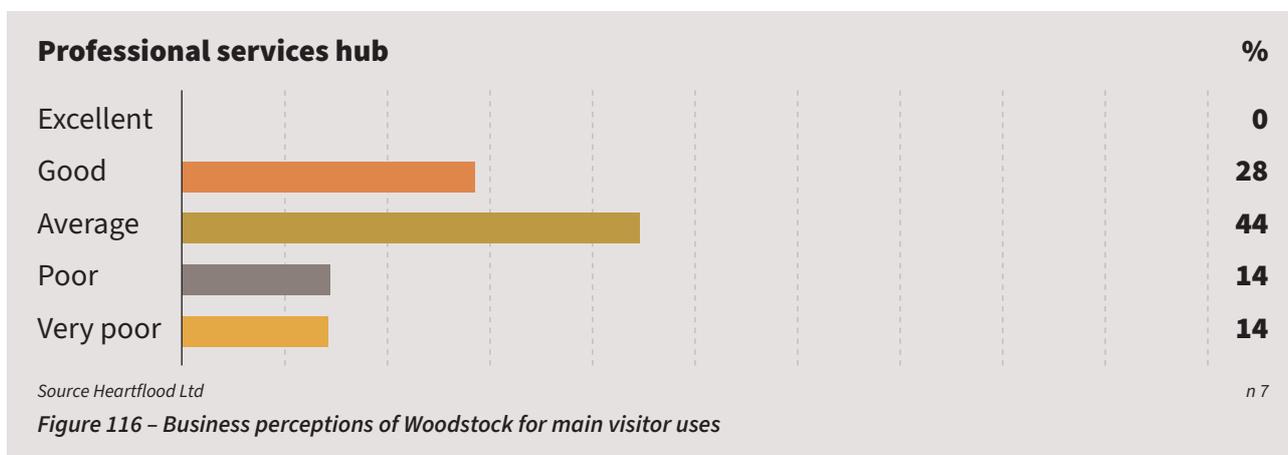
### Retail centre



Source Heartflood Ltd

n 7

Figure 115 – Business perceptions of Woodstock for main visitor uses



## Business priorities for Woodstock town centre

The top three interventions identified by businesses for Woodstock are as follows:

Project	% support from survey
1. Better pedestrian signage and wayfinding	<b>43</b>
2. Greater collaboration with tourism bodies	<b>43</b>
3. Events to involve and promote food & drink venues	<b>28</b>

n 7

**Figure 118 – Main interventions identified by businesses for Woodstock**

## **Woodstock stakeholder feedback**

The project involved contact with a range of stakeholder organisations and, although organisations in Woodstock were contacted to participate in the study, no interviews were able to take place during the period of consultation.

## **Priority projects to enact in Woodstock**

Based on the findings of both the consumer and business surveys, we would recommend that the following projects are taken forwards and a budgeted delivery plan is shown as Appendix 1:

1. Better pedestrian signage and wayfinding
2. Greater collaboration with tourism bodies
3. Events to involve and promote food & drink venues

## Appendix 4: Comments received from survey respondents

### Burford

#### In which ways does Burford need to improve?

- Increased parking facilities, ATM, better signage
- Car charging points that deliver between 22kw & 50kw. But not below 22kw
- More Car Parking, Electric car charging points
- more parking
- Better car parking
- Burford needs to go for a more upmarket visitor as it used to get. The day trippers are of little use as they have very little spending power. With the overheads of premises in Burford one needs a discriminating customer
- Try to get more places to eat, hair salons, etc?
- parking needs to be addressed
- More car parking
- Marked parking areas in bays. More parking
- More parking, less HGV's, car park walls raised so it doesnt flood!
- Improve the parking and flow of traffic
- A Visitor Information Centre (just like it used to have)
- We need more parking as that is what our customers are asking for
- More car parking facilities to prevent gridlock

#### Which of the following projects, relating to the public realm, do you think would most enhance Burford?

- Bunting in Marlow has played an important part in attracting visitors
- Repaired pavements in centre of town, more residents trained in defibrillator use and first aid
- The pavement from 101 High Street to 121 High Street is falling apart, and washes away in heavy rain, it really does need redoing entirely and not patching with mismatched tarmac!
- See above (VIC)
- Regulation of signage and removal of A boards from the pavement and make Burford a more "classy destination"
- Pavements are a severe trip hazard
- HGV and general traffic management
- Stop heavy large vehicles in high street. Stop vehicles paking on zig zag area by pelucan crossing. It is a danger to cross the high street
- marked parking bays and timed parking on both side of high st
- Removal of coach parking, pavement repairs , road repairs
- Parking!! Please extend the car parking

### **Which of the following projects do you think would most enhance Burford?**

- General promotion of existing events, festival and musical etc.
- See above (VIC)
- none of the above froth....need more parking
- Parking
- Improved pavements, more parking in central car park, improved facilities e.g public toilets

### **Which of the following would help your business?**

- Restriction on Air B&B - or at least increase taxes on landlords
- Business rates review
- Easier and increased parking
- Networking meetings and events
- See above (VIC)
- Traffic management and parking
- Longer stays for coaches with tourists

### **Which are the best ways to attract more visitors?**

- Burford needs more overseas visitors, especially American
- Parking made easier. Customers choose between high street visit or burford garden center for a day out. High dtreet lises out because parking too difficult and high street heavy vehicle traffic unpleasant
- See above (VIC)
- We get the visitors but allowing them to get out of vehicles and stay is the problem.
- more parking and improvement of existing parking
- more parking

### **Please outline below any further information that you would like us to consider.**

- Burford needs a focussed marketing drive to raise the town's prominence across all channels (online, social, print etc.) in conjunction with a programme of events that give people a reason to visit. On-street parking is a major issue which could be helped greatly by extension and/or better signage to the car park.
- Please note that having asked many people the question, burgord garden center is a day out in itself with easy access and parking. Visitors don't do both that and high street in a day. High Street parking and traffic is so unpleasant that many 'give up' and go to tge garden center
- Burford is world renown and has a High Street full of active shops and businesses but it has inadequate peripheral facilities owing partly to its setting in an AONB and restrictive and contradictory planning policies
- The parking issue is why people do not come to burford they only go to the garden centre or daylesford as they have a lot of parking burford would be the greatest town ever if we could get parking
- Tour buses give very limited time to Burford compared to other cotswolds villages. Burford is the gateway to the cotswolds and should be given more time to show that off.

- Resurfacing lower High St parking areas, disgraceful - was better in 1900! Redo bodged pavement repairs such as stone replaced with concrete or wrong colour tarmac.
- Promotion of the town as a whole - excellent shopping, hotels, food and drink, visitor attractions and history
- More visitor car parking would benefit Burford enormously
- This is not a very carefully constructed survey
- We desperately need more car parking space
- more car parking FREE

#### **In which areas does Burford need to improve?**

- Replace 30 year old playground with new equipment; Tennis courts as there are none; one day a week have as a Market day; have a bypass to pedestrianise the town
- Ban HGVs again, but permanently. Repair and widen bridge.
- an urgent need for a car park extension
- Better play facilities for children. Improved roads and pavements, better parking,
- New coach park as current one impossible and dangerous
- Parking. Services for the elderly. Dementia friendly
- More green spaces and encouragement of people travelling by bus or cycle
- Potholes
- Less traffic: heavy vehicles are shaking the town to bits. Disgrace.
- Non-tourist services (e.g. a dentist)
- Parking
- More parking
- I think Burford is a great little town, great independent shops, pubs etc. The pavements could do with some work.
- Increased car parking capacity
- parking spaces are an issue in busy times and heavy traffic through the highstreet is also an issue
- 20mph speed limit would be helpful

#### **Which of the following public realm projects do you think would most enhance Burford?**

- New Playground
- A regular traffic-warden
- Better play facilities for children. Improved roads and pavements, better parking,
- More car parking capacity
- Pavements very uneven
- More car parkingh
- Not having HGV's through the town

#### **Which of the following projects do you think would most enhance Burford?**

- Improve leisure facilities on the Recreation ground

- The town already holds very good events
- less traffic
- It's great as it is
- Increase Parking provision
- Burford should be quiet and graceful not stuffed to the gunnels with traffic

## **Carterton**

### **In which ways does Carterton need to improve?**

- cheaper retail rental opportunities especially at the crossroads

### **Which of the following projects, relating to the public realm, do you think would most enhance Carterton?**

- Something to actually visit for

### **Which are the best ways to attract more visitors?**

- Something to visit

### **Please outline below any further information that you would like us to consider.**

- being able to use signage on buildings and streets for free to promote our charity and improve business.
- Improved services to local community and support of local community groups
- More shops and a reason to visit Carterton.
- Shop rental costs too high

### **In which areas does Carterton need to improve?**

- New pavilion on recreation ground
- A plan for the town centre and how to encourage footfall
- Improve the roads, and the parking
- Improve roads (pot holes) , harshness of speed bumps. Reduce shop rents to entice more shops into the town. Reduce youth crime.
- The town needs to look back at its Masterplan and the minutes of the public meeting that was held in September 2017 which Giles Hughes attended and has the survey of that evening !! That should give an indication to what the residents wanted !
- more diverse shops we have too many barbers and takeaways
- Filling of empty shops and building of town market
- Carterton needs pulling together
- Improvements to parks and things to do for children & teens
- To many to mention
- Banking facilities/ATMs
- it needs a variety of shops thst sell clothes and shoes for all . we dont need more coffee shops or

charity shops

- Less damaging shops such as betting or vape stores.
- More variety of shops. Not just supermarkets, estate agents and takeaways
- Bring the big, proper market back
- More pubs on new estate
- Many more green spaces / litter collected / pedestrianisation areas
- More accessible public space/ more retail and leisure/pedestrianised areas
- More retail shops, such as clothing and shoes, less betting shops and estate agents, no need for yet another Pizza shop for example.
- Improved Town Centre
- Better selection of retail outlets
- Generally make it a bit more appealing - a Waitrose to go or M&S
- Dementia friendly. Banks
- Better shops not takeaways/estate agents
- Shops
- No building on the recreation ground
- Parks to be open and maintained
- Improve all the roads
- More diverse shops with lower rates
- To get on with development and to stop being in the past.
- More small businesses
- Encourage major retailers to develop on the outskirts and not in the centre as traffic is a nightmare
- Facilities available
- Rent for shops is too high preventing businesses from moving into the area
- More shops other than supermarkets and estate agents
- More shops
- So much of on street parking despite the existence of driveways
- More health centres and pharmacies. Better roads (maintenance)
- More compelling reasons to visit
- More shops, nhs dentist in the town, better medical facilities and more activities for kids

**Which of the following public realm projects do you think would most enhance Carterton?**

- Once again I go back to looking at the Carterton Masterplan
- Make the town more friendly and safer, there is one local bar and it is unsafe and 2 of my friends were spiked
- Places for kids to hang out instead of causing problems
- Get rid of the potholes
- A visible bust of William Carter with information as to when he built the town and why. Also street weed removal and improved public toilet facilities.
- Do not introduce 20 mph limits on the arterial road network

- Adding a history of William carter founding Carterton
- Potholes
- Tackling youth crimes and dog poo
- An assessment of businesses and attracting missing businesses to the area
- Make grass verges on Shilton park half the size for safer parking
- More things for families to do - eating out, weekend activities/ events, repairing play parks
- Filling potholes and empty shops
- less grafitti art in the lane outside the pub where they have been allowed to have garish painting on walls
- More community friendly retail. Safer park spaces with less broken glass and intimidating teenagers - more youth support. Better policing so it feels safer in the evening to go out.
- Sponsored sport activities and social activities, not a sport hall

#### **Which of the following projects do you think would most enhance Carterton?**

- Make it more touristy
- needto encourage more leisure activities / bars and restaurants to open
- Farmers market
- Revitalise the once-great weekly market
- Carterton in Bloom
- Better weekly market with more choice
- Better shops
- More families orientated events but not funfairs!
- there used to be an excellent market
- The town wants a total regeneration so until that is achieved none of the above would help !
- They all seem the same? Maybe more sporting events or childrens events.
- Just better upkeep of verges and grassed areas.
- Carterton has 3 main events a year - Save the Children, Carterton Carnival and Carterton Xmas Lights. Jublilee and coronation events were well attended so a music festival or food and drink festival might also be welcome involving food & drink venues as well as those cottage industries in the town. Music and alcohol always seem to be a big draw for the town.
- Something like the range
- A new pavilion for a centre point of events and sports

#### **Charlbury**

##### **In which ways does Charlbury need to improve?**

- allow the true town centre to be used for more events and not just have things in that god awful Community Centre carpark !
- Better shops and eateries
- Fewer holiday homes and more local amenities

- More environmentally friendly businesses and environment

**Which of the following projects, relating to the public realm, do you think would most enhance Charlbury?**

- Fixing potholes; speed camera on The Slade; reopen train station
- More parking, somehow!

**Which of the following projects do you think would most enhance Charlbury?**

- viable and affordable local businesses
- anything as long as it is the town centre !
- Charlbury runs many events

**Which of the following would help your business?**

- Funds to help renovate the crumbling Scout and Guide Hut in town
- anything to bring footfall into the town centre !

**Which are the best ways to attract more visitors?**

- Provide Sunday opening hours at local eateries and businesses

**Please outline below any further information that you would like us to consider.**

- Charlbury is a wonderful place to live and work. We all love it. It is let down by: the condition of the roads and public places being very poor, as is the lack of repair of the distinctive cobbles that border the pavements (many are loose or have disappeared) and most of the ironwork bollards, fences and signs have not been painted or repaired since I moved here 17 years ago. The green spaces are barely maintained (I do my bit by managing the station garden and weeding pavements around the town). I am happy to do more but the list is endless, especially for one person. The one intractable problem for Charlbury is parking, it has always been a major problem, there simply isn't enough for homeowners or for businesses to thrive. Finding a solution to this along with repairing the crumbling roads needs to happen (in my view) to encourage visitors and businesses to come here.
- stop events being held in the carpark allow more things to be done in Church st, market st that will bring footfall into the town centre make closing off a street much easier for markets etc

**In which areas does Charlbury need to improve?**

- More opportunity for small business (retail etc)
- Planning support to prevent more retail properties falling into residential use
- Help and support for small independent shops & eateries
- More shops
- Shops
- Activities for children especially in holidays
- Better buses, including late at night. More parking and electric charging
- More youth focused activities, almost everything is aimed at pensioners.

- Better pedestrian connectivity, completion of the 4 new / renewed catering facilities
- Pubs serving food and pub/hotel reopening will be an improvement
- More places to eat
- Some more shops would be good.
- Nature recovery and hugely improved access to surrounding countryside
- Support from planners to resist asset stripping of shops and similar assets
- Improved parking for those living on the edge of town, or a community bus service
- Retail, pubs and restaurants
- More hotel and restaurant facilities
- More space for small businesses
- More shops and businesses
- More shops and services
- reviving retail, gallery to showcase our many artists and artisans
- There just isn't much here currently
- More facilities for shopping and dining out and leisure for youths.
- More shops
- Public transport that is affordable, frequent and runs on Sundays too (including mornings!). Also cycle paths in town to key amenities, like the school, community centre, surgery, etc
- more shops and dining
- Have restaurants for the locals, not the Soho/Bamford crowds
- V careful consid of further planning permissions & car parking restrictions. Thye Twon Council is now heavily biased to reducing car access following a whole group committed to cycling. 20mph limits are one thing but halting pressure to unnecessarily restrict cars full-stop will hinder the extremely fragile business economy. 2/3 pubs are closed and there is very limited shopping apart from the Coop. Further restriction will impact by closing what little there is left in a town largely middle class-outsider-retired.
- I would like to see the town centre providing more retail opportunities
- A better range of shops and restaurants, and also more parking
- A wider range of businesses and services
- more efficient services
- Sort traffic and parking issues

**Which of the following public realm projects do you think would most enhance Charlbury?**

- Resurfacing of poor roads
- Improvements to roads (mending potholes) and uneven pavements
- Charlbury is a cycling destination as well as a walking one – needs more cycling provision including highway improvements
- Better information for visitors arriving at the train station in particular
- pothole repair
- CCTV to eradicate antisocial behaviour such as car scratching and antisocial cycling on urban

footpaths

- More facilities for shopping and dining out and leisure for youths.
- Repair and enhancement of the station building, including the ticket office. A station taxi rank. Also better signage at the station to the centre of town.
- Electric vehicle charging
- Workspace
- Dead leaves removal
- Road maintenance, car hire service (local zip car style)
- Safe cycle paths in and out of town as well as in town
- Instead of tarding up empty shops we should be encouraging businesses to fill them.
- not just the “appearance” but incentives and other programs to support retail in empty shops, support for retail pop-up initiatives, etc
- Bring back some retail to empty businesses. Bring back an Eating Establishment.
- Road repairs, especially kerbs.
- A couple of traffic lights for pedestrian safety
- None its okay as it is
- More car parks

#### **Which of the following projects do you think would most enhance Charlbury?**

- Youth focused events (as above)
- I said poor for food as 2 pubs currently closed - but they will open, as will 2 new F&B businesses which is exciting - they will need all the help they can get to survive and thrive .
- more retail outlets and parking facilities
- Free activities for families/children in holidays
- A regular market would be lovely - currently the market is quarterly (not ideal for regular shopping) and whilst nice not THAT useful.
- More shops and places to eat. Corner house and bookshop open in afternoons.
- Building safe cycle routes and walkways to encourage people, especially children, to be more active
- There are already regular street events. WODC should be careful to remember that further street events do NOT support LOCAL biz; they bring in market traders from a long way away.
- More facilities for shopping and dining out and leisure for youths.
- Not really a project, but what Charlbury really needs is a reliable dining pub. There are currently two pubs being renovated, both for quite niche markets: The Bull is being renovated by a London company and seems to be appealing to the Soho Farmhouse market; The Bell is being renovated by the Bamfords and is set to be an outpost of Daylesford.
- Daytime activities at the weekends for kids
- We have enough of these
- We have all these, we need improved access by walking as pavements are so narrow and dangerous, or a rethink about parking

## **Chipping Norton**

### **In which ways does Chipping Norton need to improve?**

- A serious marketing study leading to an action plan, developing the business and social case for developing Chippy area as an 'active adventure' leisure/recreation destination. (scope to incubate many small enterprises here)
- Police presence or town cctv
- High Street Bank
- More parking spaces around the town.
- Offer rent and rate incentives to get new small business to locate into Chippy
- The roads are horrendous, parking is horrendous. Embarrassing...
- Fill vacant shops with independents ( biggest problem) lazy landlords are not relinquishing property and lazy agents are not dropping rental price
- road safty and crossings
- More coordination between businesses and organisations and a ring road to stop the lorries ruining this beautiful town
- Enhance shop fronts -pavements- public areas-weeding-planters-a general tidy up
- Less empty units
- bring back recycling option in carpark
- It needs better restaurants and a top notch hotel
- More shopping options or things that keep people here for workshops or sessions

### **Which of the following projects, relating to the public realm, do you think would most enhance Chipping Norton?**

- Low cost development of nature-based amenity attractions, with associated interpretation materials and activities (like visitor trails, but one location and themed around local 'nature treasures')
- More information of the towns History
- pedestrian crossing particularly from west st to market st in front of sainsburys
- Safe crossing points
- As almost every visitor is going to arrive by car, make Chippy car friendly which will increase the viability of retail outlets.
- Police presence or town cctv for on-going theft
- Mail you pavements and bollards. Also improving the appearance of vacant shops is not addressing the root cause - filling them with businesses is a much better idea.

### **Which of the following projects do you think would most enhance Chipping Norton?**

- Develop a strong 'nature and people' theme within the annual July Chippy Festival
- Money into long term solutions, not events that require future funding into order to continue
- A 'no empty shops' policy and fully support positive planning applications
- The market is a disgrace here. Everyone agrees and it is embarrassing for tourists

- A GENERAL CLEAN AND TIDY UP

#### **Which of the following would help your business?**

- Create a 'regenerative enterprise hub' to incubate new nature-and-people-friendly enterprises
- Point of contact in west ox for businesses
- We are pretty well catered for in all these areas
- car parking on west st needs to be increased from 1/2 hr to 1 hour
- Faster broadband

#### **Which are the best ways to attract more visitors?**

- Create online and printed maps that emphasise themes of interest, e.g. Heritage, Nature, Outdoor adventure, Cycling/walking. These clearly can overlap so design an integrated suite so they can be 'layered' in chosen combinations.
- Make the town car friendly
- Activities to make Chipping Norton a destination rather than a stop over for short time
- none of the above
- Getting a better class of hotel/restaurants that pull the crowds in
- Sort out the vacant shops otherwise there is nothing for people to come for. Put a charge on landlords who have a vacant property and they will soon drop the price !

#### **Please outline below any further information that you would like us to consider.**

- The town council is excellent. Festivals and events are excellent - but the deeper problem is the daily offer to the community. The market needs to be addressed urgently. The empty shops ( which are largely owned by one family) is a travesty here. When I came to look around my shop with a view to renting it , I was one of 7 interested businesses. I am explaining this just to illustrate the demand for the property. There is a sign in the window of one of the empty shops saying , 'Being refurbished' - it has been there for 5 years. The stagnation only affects the community - who are ready and willing to support local business. Very happy for you to contact me for any more info or to be on an interested panel. As you can see I have lots of thoughts! Thank you.
- We recently applied to have solar panels fitted to our office roof and we were declined and told that there was nothing we could do to appeal. Although our property is Grade II listed the roof in question is on the newer part of the building at the back and does not face the high street or any other properties. I find it incredible that in these current times when we should all be looking to reduce the use of fossil fuels, WODC would not even come out to look at our property, and discuss the project in more detail. If the application had been accepted we would have also have qualified for a grant for 25% of the solar panel costs. Instead we are now struggling with all time high electric bills.
- simply, more reasonable parking is needed. Ideally the old electricity building across the road from the old police station (huge area totally under utilised) also the free car parks ,new st, and albion st be limited to 3 hours between 9a.m. and 5p.m. mon thru saturday. This will curb people who work out of chipping norton taking parking spaces all day then catching a bus to their place of work. Large waste bins deep in the ground for glass, paper, plastic, and general waste as they do in france. This eliminates a sea of waste bins littering our streets.

- Too many Oxfordshire towns are becoming increasingly anti car, spending huge sums on pedestrian, cyclists and buses users. Most tourists visiting West Ox arrive by car It would benefit Chippy if it retained its car parks and enhanced services to low carbon vehicles. As an example, Oxford city centre will die in the next decade, if not sooner if the attitude to visitors in cars is not changed.
- Emma Phillips arriving at my shop is a great start, bravo! However, the town is a mess, weeding/ cleaning and waste management is sparse at best, parking for businesses owners is restrictive. There should be no empty shops in Chipping Norton; let alone the largest, most prominent building (The Old Bank), encourage business, positive development and growth; and reap the rewards..
- Chipping Norton is surrounded by affluence - we have many 'destinations businesses' around us. We would like to join this group and be a destination town rather than a drive through. Money must be spent on aesthetics, signage and marketing. Empty shops must be filled and encouraged to be let out.
- Transition Chipping Norton is already working on many of the areas suggested here, and would love to discuss further on what is strategically of interest and how to start making positive 'next steps' to realise these
- More frequent use of the Town Hall for social events that are regular such a live music. Events that will make Chipping Norton a destination, last years Christmas market was great
- Improving general appearance of town eg replacing broken bollards, clean signage etc. also slowing traffic down maby with speed bumps?
- There's too much theft in the town centre for all retailers, more needs to be done to protect the town and people in it.
- The high street needs to be developed and planners need to stop rejecting proposals on the basis of not enough parking.
- The overall appearance of the town need a huge makeover. I'm sure lots of people would be willing to help.
- the town is currently looking tired and dilapidated-in need of a major clean/tidy/and beautifying
- our main issue is public road safty, there is very limited crossing points and its a busy town
- Parking is a really big problem,traffic wardens put visitors from coming back again!
- cars and lorries make pedestrians second class citizens here. It needs to change
- Allow the shop owners to have parking permits to use within working hours.
- THE TOWN IS TIRED, DIRTY, CLOSED SHOPS, LACK OF INVESTMENT IN THE TOWN
- Community Advertising & road signage
- Fix the roads. Fix the parking.

#### **In which areas does Chipping Norton need to improve?**

- 1. Cctv to stop town centre shoplifting and asb. 2. New visitor/ heritage/ museum/ library/ cafe and welcome place as a destination for visitors 3. Banking hub with better cash facilities 4. Better visitor signage 5 replaced and or cleaned street name signs 6. Tranformed street and market place la dscaping with green space and more seating space without cars and noise
- Improved public transport especially links to the rail network

- Recycling area is desperately needed
- better communication between local authorities and between them and residents
- “Chippy” is about to lose its last main Bank and the High St area is starting to look “boarded up”. A large area of car parking by Sainsbury’s is still closed and needs re-opening. Although the A44 runs through the middle of the Town there is still plenty of scope for all sorts of street events. However, WODC needs to be very mindful that the current weekly street market brings in traders from a long way away and this actually undermines the existing shops. It is finding that Balance which is crucial. “Chippy” is ‘on the slide’ and it needs support to arrest before it is too late.
- More Eco focus, less plastics in the shops, recycling and nature community events
- Fill the high street back up. Too many empty buildings
- reinstatement of lowerside car park. Give Diddysquat planning as its best thing that has happened for trade here. tourist spend money in local shops also
- More green space/nature/ pedestrianised areas/support for retail and leisure businesses
- CCTV and Police
- All of the banks have closed, or will close in Chipping Norton leaving quite prominent empty spaces within the Town Centre. It would be great if these empty shops were contacted to ask if community groups or exhibitions could use the space. Chipping Norton also has had a recent spate of shoplifting in the town centre, leading shopkeepers to feel disheartened and impacting their ability to stay in business.
- There are empty shops and no banks. Also, better public transport is needed.
- Extra parking to allow part of the town centre car park to be converted to car free.
- traffic issues
- Ameliorate the traffic problems on the A44 and on West Street!
- More restaurants and shops
- Sort out the roads, the parking
- The above section is rubbish - I have NO idea if Chippy is a good place for professional services so answered based on the number of coffee shops where people work on laptops. Need somewhere that sells tea towels and postcards open all day. And a town trail , paper based , that ppl can pick up in the cafes (as no TIC) with a town trail. I have an old leaflet for one but it’s a bit dull. I have ideas....
- More shops, this is slowly happening but needs more
- More opportunity for businesses!
- Farmers market needs reinstating. Not good how it has been marginalised.
- Green spaces
- There are too many shops empty, particularly top row
- CCTV along the high street should be a priority,
- Reduced traffic through the town
- There are a lot of empty shops on the high street including banks . This has a negative impact on the feel of the town. More cctv is needed on the high street to keep our residents and business people safe.
- Fewer lorries

- Parking infrastructure improved
- Best shops and restaurants
- More green spaces less traffic
- More diverse retail provision and leisure activities
- Traffic congestion, air quality, lack of frequent public transport
- Improve market and farmer's market
- The high street has too many empty shops , the town centre used to be buzzing but it looks depressed.
- Reduce traffic/lorries passing through the town centre
- Less traffic coming through the town
- Better shops no more cafes coffee shops hairdressing etc
- No heavy goods vehicles thundering through the town centre
- less through traffic
- More local and sustainable farm to table options. Seems a huge miss with so many farms in the area. And seems like an active avoidance to offer these options.
- Climate and environmental education and action - where is the climate emergency plan?
- Improved traffic management through town - junction at High Street, New Street & Market Place particularly dangerous for pedestrians and drivers alike.
- Retail has just turned into coffee shops.
- Less empty shops and banks on our high street
- More free parking
- Traffic management - especially at the junction by the Town Hall / Sainsbury's
- A bank hub
- Traffic control
- Stop shop lifting please.
- More shops selling clothes - independent retailers like the wonderful shoe shop it used to have. Nutmeg and Gills especially are fantastic they should be promoted and protected.

**Which of the following public realm projects do you think would most enhance Chipping Norton?**

- Cctv...plus refurbished and new street name signs. But your list is on the button.....years of neglect and no spending by wdc
- Grass verges need sorting especially Over Norton road
- HGV traffic is too heavy. Keep verges cut, tidy flower beds. Better kerb appeal
- Please don't use plastic plants or plastic decor and get rid of the environmental horror discount store the council approved!
- Repair and maintenance of pavements. They are a dreadful hazard
- The fingerpointing in the town centre needs to be updated, as it points to the Tourist Information Centre which no longer exists. More signage is needed pointing visitors from Albion Car Park and New St Car Park to the town centre. As mentioned above, empty shops in the town centre give the

impression of a dying High Street. More could be done to encourage landowners to beautify these spaces (with murals) or use them as temporary, pop-up shops or spaces for community groups to meet.

- Reduce traffic going through the town centre particularly HGVs
- More shops
- improve biodiversity around the car parking areas, seats for a mindful moment
- more police
- HGVs cutting through are the worst thing
- Improvements to the common
- Information Centre
- Car park signs to politely remind people to stop engine idling - ppl don't realise it's polluting the air and wasting fuel
- Cycle safe routes
- A44 /heavy traffic
- Better public transport
- More car parking spaces
- More bins to eliminate the overflowing ones we currently have, filled with rubbish and dog mess.
- Removal of double mini roundabout and better road markings
- better control of through traffic
- Parking times
- Parking on paths
- The Town desperately needs a ban on HGV traffic. It is quite dangerous to walk through Horsefair and also to cross the road opposite Sainsbury's.
- Support and funding to keep farms in working order so they aren't sold to retail developers to destroy the areas natural beauty.
- Reduction of heavy traffic and increased safety at the junction between Sainsbury's and Town Hall

#### **Which of the following projects do you think would most enhance Chipping Norton?**

- Fill the empty shops
- reinstatement of farmers market lost due to car park closure. Also Barclays Bank should be used as a hub for all banks
- Not MORE street markets - but improve the ones we have.
- WODC could try and promote a weekly shared mobile Bank which may also bring people into a town which is starting to die.
- Link more with The Theatre Chipping Norton to put on events in and around the town :)
- Better market
- Very successful small town events happen in Italy. A good role model.
- Sell local organic produce and handicrafts like European markets
- Definitely CCTV needed
- New destination place for visitor info/ heritage and history/library/soft play/visitor facilities/

etc....buy the derelict old hospital site.right in the town centre..use it for all this and residential affordable flats. Property landowner has sat on it for 15 years. Tried to sell.for 2 million. Still sitting on it. Planning permission would be easy. Great investment oppotunity for wodc ....£2m from capital fund with pfi partnership. Would be tranformational for Chippy Town Centre. Look at it!! Do a rapid feasibilitybstudy. County County could sell their undersized out of date library site and join the project with a stake. Time for some ambitious joined up thinking. Talk to Cll Geoff Saul or any of us.

- Better facilities at the recreation ground or other public spaces
- Better public transport
- Chipping Norton is a market town, meaning that the Farmer’s Markets and Saturday Markets have been a focal point in the town and drawing visitors from out-of-town. These are now a shadow of what they used to be, with dwindling stall holders and enthusiasm. A big problem is The Branch development, which takes up a huge portion of Market Square and only leaves space for a few stalls. It would be great if the markets could be moved to the other side of the street (Topside) while these works take place and the current Market Square is retained for parking. Additionally, the market opening hours do not cater to the modern working lifestyle, as it closes before 9-5 workers will have time to visit. A great option would be to have shifted hours to cater to more people in Chipping Norton. Another option might be to have “Twilight shopping” markets in the Town Centre during the summer while the nights are light and people enjoy being out in the evening. If nothing is done about the Farmer’s Markets I fear that they will disappear completely from Chipping Norton as they will no longer be profitable for stall holders to attend.
- Grow your own event, pop up cafe to use food that might otherwise be wasted.
- Traffic calming
- Education events about the climate and biodiversity crisis
- Better shops ie clothing but affordable to locals .
- Decent retails not just estate agents and tiring charity shops
- Quality Shops
- Better car parking
- The Christmas market was great.
- Attracting/encouraging more businesses/prosperity to the area, and enhancing the publicly accessible environment
- Sustainability events
- More shops

## Eynsham

### **Which of the following projects, relating to the public realm, do you think would most enhance Eynsham?**

- We currently have no floral planting other than some containers in The Square. Having some around the village would be beneficial. Spareacre Lane shops needs focussed improvement to the streetscene. Such as improved footpath/car parking surface, installation of benches, public art and street trees. Eynsham PC would like to be involved in such a project that we know would be appreciated by residents.

**Which of the following projects do you think would most enhance Eynsham?**

- Eynsham is a very 'arty' and pro-environment village. Therefore, anything to improve the streetscene of Mill Street, Spareacre Lane and the village centre would be welcomed.

**Which of the following would help your business?**

- Partnership working and funding on community projects.

**Which are the best ways to attract more visitors?**

- Provide support to Eynsham Museum & Heritage Centre who now lease the Parish Council's Bartholomew Room in The Square because Eynsham's history and surrounding countryside attracts visitors.

**Please outline below any further information that you would like us to consider.**

- Eynsham is only a village and as such a lot of the above does not apply to Eynsham Country Market. However we are always grateful for funding to run the Market as being outside we are always challenged to keep our equipment looking smart. A lot of the above would apply to the Parish Council or Eynsham On - line, as a lot of it is out of our control
- The Parish Council's replacement Sports Pavilion project needs financial support. Costs are currently estimated at £1.5m + and we are waiting to hear if S106 funding is likely to be successful.
- Cleaner streets, flowers and hanging baskets and flowers on roundabouts.
- Traffic control of large lorries Parking on the square

**In which areas does Eynsham need to improve?**

- Fill in the pot holes
- Empty the public bins. Fix the potholes and make the roads safer with speed bumps.
- Road surfaces
- More dining options
- Activities/parks for children
- Less antisocial behaviour
- More focus on trees/greenery - reinstatement of litter bins
- More police presence.
- Cycle routes improved to surrounding areas ie botley, hanborough, standlake
- needs a bigger supermarket most people go elsewhere
- More outlets for small businesses, perhaps shared spaces
- Village already ruined due to construction of housing estates over the past 10 years.
- it is OK as it is
- More facilities for public health: Upgrade the outdoor pool to be year-round; outdoor gym equipment in parks; speed bumps & safe cycling lanes
- Build on the 20mph scheme with signage (the smiley face light-up kind) and move to Stage 2 to make Harris's crossroads safer (High St/AcreEnd/Lombard/Mill St crossroads. The reopening of Conduit Lane has seriously improved the pedestrian/walk to school situation and it would be

great to build on this. Building on the Heritage Day last year would also be helpful - Eynsham's history as a very important ecclesiastical centre in the early Middle Ages, more significant than Oxford!

- Bus lane on A40, cycle lane on B4044
- A campsite or similar to allow travellers the opportunity to stay nearby and enjoy the village
- improved medical centre capacity
- Improved parks and facilities like public toilets
- The playparks do not cater for older children eg in Dovehouse Park the older children's area has been taken down and not replaced.
- Better pedestrian access to the Thames / Eynsham Lock / recreation area
- It's lovely as it is... except for the terrible state of the roads and dare i say it, all the pot holes!
- Don't change something which is good already
- limit parking eg. around square and enforce restrictions

**Which of the following public realm projects do you think would most enhance Eynsham?**

- Tidying up and repairing pedestrian routes throughout the village and policing or cameras around the skate park and other druggy areas.
- Enforcement of picking up dog poo, which is a real issue in the village
- Fixing footpaths and potholes so it doesn't look scruffy
- The litter issue is mostly in the walks out of the village eg along Cassington road
- Remove some of so-called street furniture such as 'A great place to belong' entrance signs and stupid speed indication signs that make the village look like an amusement park.
- The new lights are awful and don't light up the streets at night very well. Not so good for seeing your way around at night time where i live.
- Fill in Pot holes
- Sign to stop lorries going down mill st onto acre end street and getting stuck and destroying the jolly sportsman
- more street events and street music
- More facilities for public health: Upgrade the outdoor pool to be year-round; outdoor gym equipment in parks; speed bumps & safe cycling lanes
- Better (use of) arts venues
- Cycle routes are key all the above are ok in Eynsham

**Which of the following projects do you think would most enhance Eynsham?**

- Family events kid friendly
- traffic & parking management
- Leisure activities
- Eynsham has some good sports facilities - an emphasis on this for residents should be pushed forward
- Incentivise our remaining pubs to stay open. We have lost two ancient pubs in Newland Street and one in Queen Street in recent times. So provision of support for small, characterful pubs which

attract visitors and strengthen community life.

- Its only a village and the carnival could be better supported
- Street festival's eg Carnival were extremely successful but over the years has been ruined due to extreme Health and Safety rules and local council regulations
- Support for existing community-led events and more policing.
- As above - more information about heritage (with pedestrian access) perhaps in conjunction with the new museum in the Bartholomew Room
- Community path - B4044 Eyn - Oxf and Community path to Hanborough Rail / VAS to reduce traffic speeds H'borough Rd and Oxford Rd
- More facilities for public health: Upgrade the outdoor pool to be year-round; outdoor gym equipment in parks; speed bumps & safe cycling lanes
- None, Eynsham is already a vibrant destination thanks to local people committed to the village
- Comprehensive implementation to the footways and cycleways
- Reduce street furniture and unwanted signs (eg 20mph signs and ridiculous 'A great place to belong' entrance signs.
- We have a lot of those already, its parks that need money

## Witney

### In which ways does Witney need to improve?

- a clear definition of areas of pedestrianisation
- More choice for evening and late night economy
- Re- Open the High Street
- Need to provide Coach Parking without which no tour operator will include Witney on their tours to Blenheim, Stratford, Bicester etc.
- More stuff for families and teenagers to do
- as above which includes re assessment of the high street closure;
- The town is being stifled by red tape and an anti business approach by the council, late night trading is particularly suffering mainly because of the pressure and restrictions being put on it. In order to thrive the town needs to serve all its population NOT just the over 40's and there is a shrinking amount of options for the younger generations to do.
- Attention to Welch Way and High Street and congestion in Corn Street
- A) Re-Open the High Street, and return 'the bustle' B) Introduce visitor signage C) Re-open the visitor Information facility in the WODC town centre shop D) introduce a pedestrian walk from the High Street to the Marriotts Walk shopping centre.
- A link road for through traffic; reopen High Street and Market Square to all local traffic
- Re-open the High Street to traffic again. The closure was meant to be a temporary measure during Covid. Now it's the worst of all worlds as there is still some traffic allowed, like buses and taxis, but no private vehicles.
- Advertising of businesses cheaper rates and more reasonable rent prices. places for children to feel safe in town.

- Removal of 20 mph reopen high st
- Witney needs a railway station
- pot holes?????
- More facilities for young people
- Open the main high street up for vehicles
- Scrapping of the 20 mile limit and other anti car policies
- Road surfacing is poor on many roads, as are some of the road name signs
- Restore the traditional High Street, at least on non-market days, and end the blanket 20mph speed limit, provide more worker hours parking and tackle the shop closures problem with realistically priced stores - so affordable commercial overheads

**Which of the following projects, relating to the public realm, do you think would most enhance Witney?**

- A bandstand on the Green!
- Opening up the high street to cars again as this has taken away footfall to many shops which have closed on the high street
- Maps and info stations at points of interest. Signage that stands out. no more black fingerpost signs.
- more promotion of non high street businesses
- pavement repairs
- Take away the huge, ugly planters that are closing off the High Street
- A) Re-Open the High Street, and return 'the bustle' B) Visitor signage )Re-open the visitor Information facility in the WODC town centre shop D) introduce a pedestrian walk from the High Street to the Marriotts Walk shopping centre.
- Attention to High Street Welch Way and congestion in Corn Street
- Reduce rent business rates
- remove high street restrictions to traffic
- The umbrellas on marrots walk are a really nice touch and bring lots of colour need more like those.
- Bring back the tourist centre shop
- The basics need to be improved. the road quality needs to be looked at. If people can visit Witney without getting a puncture, you can then move on to the nicer things.
- FIX the roads so they are drivable, increase parking provision to attract people to the town and improve traffic flows by re-opening closed routes and ensuring people can flow around the town whether walking, cycling or driving
- Keep free parking pave over hight street remove pinch places on corn street
- Less empty shops

**Which of the following projects do you think would most enhance Witney?**

- All of the above plus anything that uses promotes placemaking outside of established daytime retail offer

- more outdoor/street dining
- Continue with free parking, huge asset
- WODC looked at having more markets, A French market, German Market etc. to make Witney a better destination for people from miles around to attend.
- Make use of market square on non-market days; visitor map and wool heritage trail to tie Cogges Manor Farm to town
- forget street music just encourages people to stay out of the pubs and restaurants
- A) Re-Open the High Street, and return 'the bustle' B) Introduce visitor signage C) Re-open the visitor Information facility in the WODC town centre shop D) introduce a pedestrian walk from the High Street to the Marriotts Walk shopping centre.

#### **Which of the following would help your business?**

- Jobs fairs and apprenticeships awareness. Help local business support careers in retail, leisure and F&B
- parking permits for staff, to allow them to park for the entirety of their working day.
- Marketing help
- A) Re-Open the High Street, and return 'the bustle' B) Introduce visitor signage C) Re-open the visitor Information facility in the WODC town centre shop D) introduce a pedestrian walk from the High Street to the Marriotts Walk shopping centre.
- Keep the free parking, which is fantastic, and re-open the High Street to private vehicles
- Opening up the high street again - since it was closed off many shops have closed
- More volunteers (corporate or individual); tie Witney Chamber in with new Town website
- increased footfall
- N/A
- Re-opening the high street fully to car
- A more collaborative approach by the council between business and residents which is even handed as opposed to the firmly resident based approach being applied now
- easy parking for business owners
- More car parking in town centre

#### **Which are the best ways to attract more visitors?**

- Coach park facilities. Make it easier for tour providers to package Witney into Cotswolds tour.
- better hotels
- The free parking is essential. No potholes would also be a novelty..
- A) Re-Open the High Street, and return 'the bustle' B) Introduce visitor signage C) Re-open the visitor Information facility in the WODC town centre shop D) introduce a pedestrian walk from the High Street to the Marriotts Walk shopping centre.
- Alternatives to online information for those members of society who don't have online access
- More events, shops
- roll witney back 15 years, a very busy tourist destination, councils need to lower business taxes especially in hospitality

- Bring back the parking along the High Street, which is very handy for people not able to walk far who need to pop to one of the shops there or the market
- More shops/Places to do things other than just cafes and shopping eg. VR Experiences

**Please outline below any further information that you would like us to consider.**

- I know that I have mentioned the quality of the roads a few times. This is a real issue in my eyes. Our roads are dangerous for all who use them. Cyclists swerve to avoid potholes, as do motorists. Attention is on the road surface, and not on the surroundings. There is currently a manhole cover on the road outside our business property, which I am convinced will fall through soon. It makes such a racket every time a car goes over it. The problem is that patching these things up is just a short term solution. And it is very very short term in many cases. More long term solutions need to be looked at. Also, the state of the river is awful. I'm sure if this didn't have sewage in it, and was a beautiful clear chalk stream, as it used to be, Witney would attract people for the fishing, which would also boost tourism. The street name signs for Burwell, and Colwell Drive are awful. Rusty, and falling apart. If there is no pride in an area, the people living there will lose heart, and not take pride in their own property appearance.
- Many people have limited mobility that isn't serious enough to get a disabled badge but makes walking any distance very difficult. Many of these people are being put off shopping along the High Street or going to the market as they can no longer park there. Also a huge amount of money was spent putting the cycle lane along Corn Street but I've rarely seen a cyclist use it. A Shared Space Scheme would work far better along the High Street and Corn Street. I'd love to see all the trees around Witney being watered, particularly in the summer and more trees planted.
- Witney is attracting no tourism of any scale at all. Therefore, businesses are wholly reliant on a relatively fixed pool of local customers. The town does have the amenity to bring tourists in (sufficient parking, historic landmarks, scope for events etc.) but a multi-channel marketing campaign is needed in conjunction with strong coordination of events to do this.
- Consider a review into means of public transport to and from Witney. Building evening economy is likely to stall or fail if bus routes between Witney at local villages/towns continue to be cut. Cutting back on private car use should be a priority anyway, but is essential when trying to promote business that relies on sale of alcohol to be sustainable.
- I might be too specific, but Pokemon is a worldwide brand that does well for a lot of gamer/collectors, I've seen first hand in Japan how much this affects local traffic, little statues, posters, videos all across town. There was even a path you can follow and search for statues hidden in a shopping center, which brings you all around the area.
- To improve tourism in Witney the Tourist information office should be reinstated as soon as possible with more focus on Witney town attractions A final decision on the High Street needs to be made and action taken as soon as possible Empty shops should be used for advertising other businesses in the town or as pop up shops
- There needs to be a plan for the town which delivers for ALL its population, there is no support or collaborative approach to businesses that are trying to provide something for the younger generations to do and if this continues that generation will go elsewhere and the town will die
- A) Re-Open the High Street, and return 'the bustle' B) Introduce visitor signage C) Re-open the visitor Information facility in the WODC town centre shop D) introduce a pedestrian walk from the High Street to the Marriotts Walk shopping centre.

- Traffic is very bad with the closure of the main high street. There is the ability to have a one way system in place to allow traffic to flow. Either reopen the Main Street or evolve the traffic system as this is not working in the current form.
- help for small businesses to thrive, as rates and rents are unrealistic. As a small business hit from covid we have struggled to make ends meet, trying to advertise. we are hoping to move but not having much success with locations.
- I am concerned about the undemocratic imposition of major changes to Witney - and the disregard for public consultation outcomes that don't suit the prevailing political agendas. It's not okay.
- Remove the intolerant road closures on the Market Square and High Street before everyone forgets what we have as a georgian Market Town. Do contact us for further details and input.
- open the high st, make it more user friendly where possible, remove the 20MPH, accept motor vehicles are still necessary and STOP penalising them
- Witney has always been a busy market town but congestion due to confusion at the top of Market Square has caused chaos.
- Coach parking; reopen tourist information offices and showcase local attractions i.e. Cogges Manor Farm
- cheaper rental units to help keep shops full and open and making Witney a place worth visiting
- Please reopen the high street making it pedestrian only has significantly reduced footfall.
- Witney needs to be put on the Cotswold tourism route, to bring more visitors to the town.
- Dont forget about supporting the small businesses outside the town centre
- Paving of high street ....easy parking for access for business owners
- Promoting free parking, one of our biggest assets.
- General safety aspects of bridges and footpaths
- Open the road on the main high street

### **In which areas does Witney need to improve?**

- more things for older people to do, too much foreign food
- Embrace the blanket history of the town and create more tourist activities
- Lower rents for shops/open up the high street/GET RID OF THE 20MPH ITS RIDICULOUS WHAT A WASTE OF MONEY!
- more independent shops and café's rather than chain
- Better facilities and shops
- nice shops,
- Dementia friendly. Day services for the elderly
- more organised entertainment, keep banks & atm's open
- More car calming measures - espeically with all of the new houses being built of late. Actual, well-maintained cycle tracks around the whole town to encourage a more active way to travel. More crossings to keep elderly and children safe - especially around Deer Park Road and Thorney Leys roundabout. And fine people for leaving dog poo - catch them on Ring doorbells and prosecute please!!!

- Places to stay
- More diverse entertainment/leisure provision
- FIX POTHOLE!
- Improving retail and social activities
- Children activities, new retail stores, more fast food restaurants
- Businesses occupying the empty retail units
- More green spaces / pedestrianised area needs improving
- Places for children to go such as a bowling alley with a cheap cafe & other activities such as air hockey, that opens later would be so beneficial. There is only a cinema, which is expensive & a visit doesn't last long
- More independent shops ,enlarge the street markwr
- Pedestrianise the High Street
- Less restrictions. Open High Street and get rid of rediculois 20 mph speed limits on main entry roads
- more independent shops
- need a night club
- Reversal of the 20mph speed limits back to 30mph. The evidence base for the change is questionable at best.
- Improved provision of sporting amenities
- The pedestrianisation of the High Street should be done properly, with trees and planting. If there is a surplus of High Street shops, they can be used imaginatively, offered to small businesses etc
- A sports shop and a KFC
- Cut the grass and keep the place well kept
- More pedestrianised areas and better and more cycle paths
- better use of the empty retail spaces that cater to the younger communities in the town - also improving the quality of, and expanding, existing green spaces where people can enjoy their time and not have to spend money to do so. Also I think providing retail/community services around the new build areas such as the Colwell Green area and Windrush Place. The amount of housing means services in those local areas, such as a local shop, bakery, cafe & even pharmacy, should be introduced - this will help relieve traffic in the town centre and improve the sense of community in those areas.
- More Europe outside seating from catering establishments, closure to traffic on the high street and fines for idling engines and littering.
- better / more retail variety
- Reduced business rates to allow shops to thrive
- OPEN THE HIGH STREET
- Listen to the public and don't be dictated to by the County Coucil on matters such as 20mph speed limits
- Fill up empty shop units and more choice of restaurants
- The councils ongoing fascination with removing people from cars in response to the climate emergency is going to kill this town. We are a rural market town, yes if we could have public

transport links like a rail line etc then you could argue to reduce car dependency but this is a 10yr + plan and in the short term 1. National and international agreements will be the only thing which makes a dent in this issue and 2. 75% of the population are dependent on cars to visit Witney from the surrounding area SO re-open the high street, improve traffic flow around the town by addressing the parking issues on corn street (6 years I have been here and people still flout the law) and increase parking provision so people are attracted to the town AND keep free parking, Oxford will lose trade to Witney because of the now excessive parking charges!

- More entertainment to go with the cinema, like Bowling
- In particular, more activities to integrate residents with refugees and make them feel welcome
- Better infrastructure
- More variety
- Shops that people want i.e Home bargains etc.....
- More children's events/activities especially in school holidays
- Reopen the town centre and take control of parking as it will be charged for under the new management
- Transport links. Open up the High Street to traffic again - tell the County Council to pull their finger out and do the improvements they said would happen when the High Street traffic was restricted. The council have ignored the wishes of the locals
- Better accessibility for all modes of transport
- The old Debenhams store needs a face-lift and a major retailer
- Boost in retail, food and fun activities business such as putt shack etc.
- Better road traffic flows, traffic approaching the town centre during peak hours tails back a long way in both directions, better bus links with local towns should be investigated to reduce car traffic eg Faringdon
- If someone messages and reports something, don't just fob people off with unknown ownership information. Take responsibility and refer it to the County or town if needed but do better when people report things
- Remove the pedestrianisation of the high street
- fix the potholes
- Need a sports shop
- More shops, better traffic flow at peak times and proper bike lanes, rethink the 20 mph in some areas
- If the market square is to remain closed there should be something better done with it that some planters on wheels
- Bandstand on Church Green & Woodgreen
- Facilities such as restaurants, better shopping, etc.
- allow traffic back up the high street to facilitate businesses
- More family leisure facilities including Gyms, Bowling/Soft play, family friendly restaurant chains etc
- Reopen the High Street to cars.
- Redistribution of private capital.

- Support for teenagers.
- Better bus services from surrounding villages to reduce traffic in town centre
- Independent book shop/woodwork gift shop
- Facilities like youth club buildings, more community centres, climbing, karting, laser quest, bowling
- Re-opening of shops in the centre
- more entertainment facilities, like Bowling and an affordable Cinema
- Improvement of shop windows and less charity shops. More life after 5pm in a more European way
- Open the High Street as is dangerous as it is making cars go on wrong side going round pathetic flower stands
- A tourist information centre. Re open the high street. Railway line to Oxford
- I think Witney is fine as it is. I think people struggle with the parking restrictions - can't drop off bags to charity shop etc . I carry them but it is a struggle.
- GET THE F\*\*\*\*\* HIGH STREET REOPENED (NOT THAT I WILL EVER COMPLY TO NOT BEING ABLE TO DRIVE UP IT.
- The closure of the High St to traffic has been detrimental to the town centre.
- Street cleaning, enforcement of through-traffic in Market Square, enforcement of 20mph
- Better traffic Management, scrap some of the new 20mph zones in areas where they are not sensible or appropriate
- The LTN has killed the centre
- Restore the pre-COVID road speed limits and access
- More retail and leisure facilities
- More shops rather than empty units
- Open the High Street
- Stop the unnecessary pedestrianisation in the town centre as it is killing the High Street
- Better market e.g Cirencester. Less chain stores more independent s. More diverse offering, so many coffee shops and hairdressers
- Better shops, access, meaningful events. Tangible training for professionals, More unique areas to dine out, and affordable accommodation if staying.
- Less negativity from retailers and endless politicised whining about things that really don't matter
- Opening the high street to cars to relieve corn street
- Occupied shops
- Lower rent and business rates allowing retail stores to last and remain long term in witney
- more public leisure facilities
- Too many shops closed in the centre
- A better market and more work to enhance the pedestrian area
- Better local services for people like sport and leisure facilities
- Better independent shops
- The basics are very good but the town requires some solid decisions to be made. The high street is closed off to some cars but should be pedestrianised and focus made of that central location. Also

the area by the cinema feels disjointed from the rest of the town.

- Get rid of the 20mph. Reduce the rates for business. Encourage more business, not charity shops & cafe
- Re-open the High street. Get rid of 20mph driving
- reduce number of empty retail units, provide public toilets
- Pole holes!! speed limits to low on main roads!! poor leisure centre
- Traffic
- The High Street needs the funding to complete its pedestrianisation. I think Witney could probably sustain a music festival.
- A good sports shop needed plus an indoor play area!
- Maintain free parking.
- We have to increase access to the town, it's been more than 10 years since Cogges link road was opposed and in that time nothing has been done to create more routes in to town while the houses are being built. But now there's plans to reduce traffic coming in from Woodgreen! Madness. No wonder our town is dying under this anti-car, anti-business coalition.
- More sports facilities for young people. Our leisure centre is small, outdated and not enough parking available

#### **Which of the following public realm projects do you think would most enhance Witney?**

- more seating and more comfortable ones, put pictures in empty shop windows, Tourist Information office, Residents Hub
- Could an empty retail unit be used as a place for teenagers to go? They could decorate it, maybe graffiti style (so it's cool & appealing) and have some kind of amusements, like table football, air hockey, other games that are popular with teenagers maybe snooker or pool.
- A families hub that provides parent/child and youth meeting spaces. No more bins road signs or ugly communications street furniture. It doesn't look nice. There are far too many bins. Adding more doesn't mean they get used more. They just sit and rust
- Keep the car parks FREE to use and not be dictated to by others!!
- More pretty benches like the one by Halifax, floral planting in Welch Way by police/Fire Station, resident hub, tourist information office
- Operational Tourist Information and resident Support Hub
- Pedestrianise the High Street
- more long stay parking and better hotels
- More needs to be done to stop drug dealing in public parks
- better bus connections & services, more things for older people to do, more resident support, support hub, more community builders for residents
- I consider it is very important to keep free parking in Witney to support local businesses
- A proper Tourist Information centre. We had one in the building which is now used by WODC, but Tourist Information has gone. It was very good - promoting local events etc.
- Fixing pot holes. Retaining free parking. Removal of 20mph limit.
- Fixing pot holes and listening to residents instead of ignoring them

- some pathways around town eg outside oxfam and the High Street Methodist Church on Wesley Walk are uneven and trip hazards for those with mobility aids and scooters, seen a number of children fall over as well as the elderly
- More bins and public toilets and facilities!
- Cleaning the pavements.
- The temporary LTN furniture is shabby & half hearted: remove pl
- cycle safe routes and options
- Better support for businesses (i.e. lower rates) to minimise empty shops. Add lighting to the path from Newlands to Madley Park.
- Public toilets & signage for them
- Pedestrianise the High Street
- more visitor maps, open tourist office
- FIX POTHOLE
- Perhaps a visitor trail about the woollen industry in Witney would be possible. I am not usually in Witney in the evening so don't know about lighting levels but these are important for pedestrian confidence.
- Pot holes !!!
- Reduction in street furniture
- Better lighting for pathways connecting West Witney (including Colwell Green/Downs Road) to town centre
- You need to pave the pedestrianised bit of the High Street to make it more attractive and walkable, just like many continental small towns. It will make the town centre more of a pleasant place to be and increase business. I'm surprised this isn't on your list!
- Anarchist bookfair. Social center.
- Create a lovely pedestrian zone on the high street with outside cafes and seating areas a bit like you find in many pedestrianised town in Europe
- Better shops
- must retain free parking
- Ending the undemocratic imposition of traffic restrictions and speed limits
- more work to enhance pedestrian areas
- Make the market square into more of a piazza during the better weather. It was really nice when this was partially done during the latter stages of lockdown
- More wheelchair friendly FLAT pavements, drop kerbs and wheelchair accessible walks into countryside and along the Windrush
- Full commitment to bikes and cycling
- Fix the roads
- Again, I think it is fine really apart from empty shops. Needs a sports shoe shop!
- More pedestrianised areas and better and more cycle paths.
- Regular places to sit and rest. And a train station.
- Roads, too many pot holes! We don't need more cosmetic projects that offer no return or value to the tax payer!

- Potholes
- Road surfacing
- Create more attractions for tourists
- Resident support hub
- no more coffee shops or charity shops. need to attract better mix of shops
- Enforcement of no cycling or skateboards
- Need a sports shop. bowling alley would be great.
- Include parts of the town which are not in the pedestrianised area, the high street towards bridge street is never included in town activities or improvements
- Provide a free space and activities for teenagers. In the hope to reduce, antisocial behaviour, drug and sexual exploitation for vulnerable young people going through poverty
- More arts facilities, less vacant shops, more diverse market stalls
- fixing the potholes
- remove the pedestrianisation which stops passing trade and ruins our town
- Open High Street
- Need to attract business to fill empty shops
- fewer cafes and more retail shops
- Nothing here will help businesses stay open in witney nor make it easier for people to get into witney. Reduce business council tax for shops. Build new ways to get to town. Open the high street.
- Shores Green completion.
- Filling pot holes
- Scrap the pathetic 20mph again ive never complied, never will
- Condition of roads js
- Better car access and reduced rates for businesses to open bigger brand stores no more coffee shops

#### **Which of the following projects do you think would most enhance Witney?**

- More sports and leisure facilities. Current leisure centre is poor and expensive
- Improve parking for businesses so they can function without restriction
- Improve the roads and make the town centre feel more safe,
- Pop up street food event
- Greater range of street food vans etc on the weekends... There are some really high quality, diverse cuisine food vans these days, but there's currently just the burger van on the corner of Welch Way and the kebab van in the car park. Would be good to get some different options on the weekends on the high st or market sq, or even on Church Green.
- Kids events
- Open high street and get rid of 20mph
- More outside areas to eat/drink
- Re open the football field on the Leys

- A bandstand for the town band and youth bands
- fill empty shops and
- Maybe not more markets but fuller markets with more stores. Definitely should be encouraging local crafts and businesses to trade in the markets - there is such a wealth of expertise and craft locally - it would be good to see this celebrated.
- more on Church Green / Market Square
- Events for children
- Remove the pedestrianisation of the high street
- Cancel Brexit
- Ensuring that the Town, District and County Councils do NOT impose politically-motived restrictions without FULL resident consultation - and respecting the consultees' views!
- Signage would help connect one end of witney to the other for visitors, it feels quite split from Waitrose end to Marks and Spencer's end. And filling the shops down the Marks and Spencer's end would help. We need a sports shop.
- While it would be great to promote food and drink venues the council also needs to address its bias against drink venues, the towns nightlife has died since the pandemic and the council has done ZERO to help those businesses trying to reinvigorate it, the options to go out late in Witney are limited because accommodation has been approved next to late opening venues which then result in these venues being targeted for causing a nuisance, young kids want and need somewhere to go out and if Witney doesn't provide it they will go elsewhere and this is a massive % of the market which will help the town become vibrant again!!!
- fixing the potholes
- Fill the empty shops , encourage the healthy type shops ie fruit shops, fishmongers, bakeries
- Something to engage with businesses and prove that the majority reject the couple of noisy, negative Tories doing the town down
- Build the infrastructure correctly, open Witney for business instead of being snobbish of whom can start a business
- Community Picnic, Trade Fairs
- Re open the Tourist Information centre
- Seasonal events, perhaps free shop space which hosts pop up shops, sole traders and more, on a monthly basis. Something new to visit, explore and learn about.
- Take a look at winchester
- Better Christmas Market
- Opening up the High Street for vehicles again, limit to 10mph but make available the parking again.
- certainly not festivals,street music or any more cafes
- Need a sports shop
- Open up High Street
- more/better street markets
- Reduce business rates and fill empty retail premises.
- Expropriation of all private land.

- Witney is a vibrant dormitory town; don't over complicate
- Opportunities for vulnerable teenagers to have a safe space to be themselves without being judged and be supported by safe and qualified youth workers.
- more things for older people to do
- Music. Also SPF is supposed to mitigate loss of EU funding, so are you thinking too small? EU funding used to make arts centres, youth hubs and green energy installations and nature areas etc.
- better shops
- Witney already has all this
- Heritage trail
- visible security around retail areas to reduce shoplifters (cameras or personnel)
- being able to drive through the town centre
- Anything which encourages customers to visit local businesses.
- None
- community events that encourage community spirit and support each other
- Enhance cycle and mobility scooter parking, especially with more secure parking and ideally undercover.
- Free parking, nice shops
- Infrastructure is needed not silly events. If you can't support businesses and visitors don't expect them to stay/come.
- A revived, reopened high street
- Removing the high street blockade for cars
- Condition of roads is poor

## **Woodstock**

### **In which ways does Woodstock need to improve?**

- Keep free parking
- Stop the charging coming in for parking
- Proper car park instead of empty police building
- Better Parking
- Parking improvement

### **Which of the following projects, relating to the public realm, do you think would most enhance Woodstock?**

- Car park to accommodate visitors
- infrastructure of parking and more spaces to encourage people to stop and shop

### **Which of the following projects do you think would most enhance Woodstock?**

- Car park to accommodate visitors
- better parking facilities

- More free public car park

**Which of the following would help your business?**

- Car Park to attract visitors
- Parking facilities
- Improve local public transport

**Which are the best ways to attract more visitors?**

- Car park to allow them to stop rather than drive through
- a considered approach to parking

**Please outline below any further information that you would like us to consider.**

- Parking Meters and signage is contrary to the image of this historical and pretty town. Double decker buses use the town as a roundabout which is a major detraction from the towns vibe
- The biggest single turn off for visitors of all types is lack of parking spaces.
- Look at local needs rather than political ideology
- PARKING AND PARKING

**In which areas does Woodstock need to improve?**

- Woodstock has Wake up to Woodstock but it could gain by working with others and the Council. I am a member of WUTW and was Chair until recently.
- more cycle safe spaces
- make more use of the schools leisure facilities in evenings/weekends.
- Fix the roads and save our car's suspensions
- Parking
- Woodstock house renovation is a blight that has gone on 6 years causing a great deal of mess. Building Contractors use up all available parking,
- More housing would be better as the footfall is increasing around Woodstock
- More affordable options for locals. All of the pubs and restaurants are now catering for tourist traffic from Blenheim and everything is extortionate. The new car parking scheme they're introducing is also ridiculous.
- Parking is very difficult
- Parking
- Don't introduce parking charges
- Free parking facilities and no more new homes
- a reduction in car traffic in the main town which will be combatted to some extent by new parking measures

**Which of the following public realm projects do you think would most enhance Woodstock?**

- Less cars in centre
- Plant a couple of trees on town square and also in the car park at the back of the bear hotel.

- Clear the bushes and sign boards on roundabouts to improve visibility
- No parking charges
- FREE PARKING
- Better roads would be much appreciated
- Removal of bins left semi permanently on street contrary to Env Prot Act
- more car parking spaces
- Don't introduce parking charges

**Which of the following projects do you think would most enhance Woodstock?**

- FREE PARKING
- Provide/promote leisure/activity facilities
- Better roads
- Reduction/removal of traffic in High St/Market St/Park St
- Parking
- Removal of paid parking and return to free parking
- Tidy up Cockpit Close, and the area at the back of the Bear hotel. Both a complete mess now.
- Don't introduce parking charges
- Keep free kerbside parking to encourage use of public facilities eg Museum and to support local shopping

## Appendix 5: Sample town centre partnership action plan

### 1. **Events & vibrancy**

- Co-ordinate a programme of events, music and street entertainment
- Develop a major new event
- Establish and promote a central Heritage Trail
- Work with partners so that businesses benefit more from existing events

### 2. **Marketing & promotion**

- Create Support Local campaigns to promote all business sectors
- Establish & expand a library of high-quality photographic images of the centre
- Work with local tourism bodies to promote our offer to a wider audience
- Develop a new website and carry out focused social media activities
- Establish a new customer loyalty scheme and implement a gift card project

### 3. **Streetscene improvements**

- Organise an annual Tidy Day to address key areas identified by businesses
- Arrange for street decoration to improve the ambience of the town
- Enact additional and improved floral planting & landscaping
- Improve street furniture and arrange for additional flower planters
- Remove redundant signage and introduce an attractive new signage scheme
- Introduce new street art features
- Create attractive new areas to encourage people to dwell for longer

### 4. **Supporting businesses**

- Provide staff training opportunities to develop key business skills
- Provide regular business newsletters and updates
- Offer business benefits as part of a collaboration with local training providers
- Ensure that all projects reflect business priorities

### 5. **Management**

- Employ a Part-Time Manager to help deliver a range of improvement projects
- Organise robust & transparent governance processes
- Maintain strong leadership via a Steering Group and a business membership scheme
- Arrange all necessary financial filing & returns, supported by professional advisors

### 6. **Other projects**

- Other projects will include Lobbying by representing businesses on key groups & bodies, Communicating through ongoing business visits & surveys and Demonstrating success via measures such as footfall monitoring and vacant shops rates



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