Appendix One – Reimagining Bicester's Town Centre: Outline Plan

Reimagining Bicester's Town Centre

Outline plan

Strategic vision

Bicester: An authentic market town with strong ambitions for a bright economic future. A safe and happy place for the next generation to grow up in a thriving, resilient and well-connected community. A town ready to embrace positive change for the future while taking care to preserve and enhance the landscape and heritage of its past.
To be the pride of Oxfordshire and the UK.

Six key themes
for transformation

Outline plan

Heritage

- Maximise heritage assets and ensure historic buildings are well maintained and remain in creative use
- Design an atmospheric lighting scheme to make the town more appealing, particularly at night.
- Develop the heritage trail further and use technology (such as augmented reality) to make it more accessible to visitors and the community

Community Hub

- Transform market square to become the vibrant epicentre of the town, meeting local need
- Diversify town centre uses to encourage live/work spaces for 2020 and beyond.
- Pursue opportunities to develop 'meanwhile activities' in the town centre providing flexible space for occupancy to encourage diverse uses
- Ensure the provision and use of community spaces is welcoming to all

Events and Cultural Activities

- Develop dedicated spaces for the community to enjoy a wide range of events and experiential activities
- Curate and promote an entertainment programme with broad appeal
- Establish and maintain an easily accessible centralised box office and dedicated events website
- Use digital signage and appropriate virtual platforms to showcase and promote forthcoming events

Foundation stones

- Single Delivery Vehicle • Investment
- Strategic Spine • Community Hub
- Communication and Brand Identity
- Planning Policies

inclusivity
connectivity
health & wellbeing
sustainability
technology & innovation

Townscape and Landscape

- To maintain an attractive and pleasant environment that encourages all the community to visit and enjoy
- Ensure new development is of high quality and respects the design of the existing town
- Redesign planted areas to create visually appealing and accessible green spaces which enhance the town centre and its buildings
- Enhance and upgrade as appropriate all links to the town centre, or example; Bicester Village, Bicester Avenue, Bicester Gateway, Bicester Motion and both railway stations
- Maintain and enrich areas of natural beauty around the town including rivers, streams, pathways etc
- Seek recognised and credible accreditation and awards to reinforce Bicester as an attractive visitor destination, such as Bicester in Bloom.

Retail and Town Centre

- Continue to develop the night-time economy
- Establish a 'destination' food quarter
- Create a culture of cleanliness and pride within the town
- Curate a compelling retail offer
- Stimulate demand for more local and independent businesses by exploring and developing imaginative solutions which could include flexible use of space
- Ensure the provision of event spaces which are fit for purpose, accessible and welcoming for all
- Establish a landlord forum to bring together the key property owners in the town to discuss and find solutions to matters of a mutual concern
- Engender a culture of environmentally friendly behaviours

Arts and Culture

- Develop an inclusive 'cultural hub' as a multifunctional space for the arts and community
- Listen to the community and incorporate the views of the young, old and vulnerable
- Create an all-encompassing cultural programme
- Grow the burgeoning festival culture including food, arts, music.
- Promote and enhance key indoor and outdoor cultural venues
- Make connections and encourage engagement between existing and new communities
- Establish an aspirational town centre market programme

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Outline plan

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Cross Cutting Values

Every project will embed the following values into community life in Bicester:

Inclusive Community
Residents and visitors feel safe, respected, and comfortable in being themselves. Established and new communities blend successfully with a shared sense of identity and belonging.

Connectivity and Access
Destinations linked by sustainable and effective transport and transit routes. A town that embraces new technology and enables residents and visitors to easily gain access to it.

Technology and Innovation
Utilise new technology such as augmented reality to establish effective wayfinding and display town information. Employ technology to better understand how the town is used by residents and visitors.
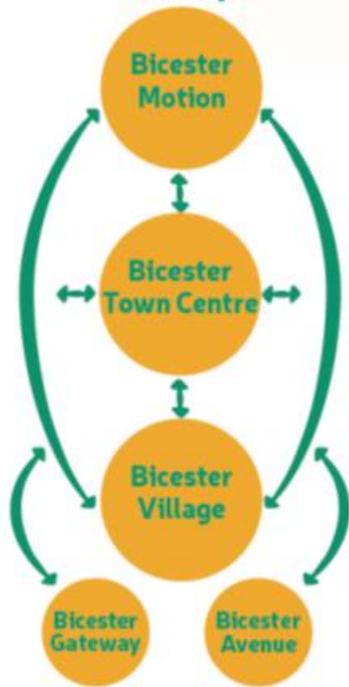
Sustainability
In line with the climate emergency and target for a carbon neutral district by 2030, sustainability needs to underpin all project elements.

Health & Wellbeing
Ensuring health and wellbeing is at the very heart of reshaping the town to ensure continued prioritisation of healthy and active living, travel and work, creating better outcomes across the whole Bicester community.

Strategic spine network

Concept

- Bicester Motion
- Bicester Town Centre
- Bicester Village
- Bicester Gateway
- Bicester Avenue

Now (pre-COVID)

- Bicester Motion
- Bicester Town Centre
- Bicester Village
- Bicester Gateway
- Bicester Avenue

Circles are representative of visitor numbers (but not drawn to accurate scale).

Future

- Bicester Motion
- Bicester Town Centre
- Bicester Village
- Bicester Gateway
- Bicester Avenue