

**SUPPLEMENTARY INFORMATION****Executive****2 September 2025**

Agenda Item Number	Page	Title	Officer Responsible	Reason Not Included with Original Agenda
9.	Pages 3 - 122	Bicester Market Square Project	Head of Regeneration and Growth	Appendices published as a supplement to the agenda to assist access due to size of documents

If you need any further information about the meeting please contact Natasha Clark, Democratic and Elections democracy@cherwell-dc.gov.uk, 01295 221534

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Cherwell District Council

Executive

4 September 2023

Bicester Garden Town Programme - Market Square Project Business Need & Next Stages

Report of Assistant Director – Growth & Economy

This report is public

Purpose of report

- (i) to provide the Executive with the background and context for this capital project;
- (ii) to set out the business need for the Bicester Market Square enhancement proposals;
- (iii) to gain approval to appoint consultants to undertake feasibility studies, further design work and consultation with key stakeholders and the wider public.
- (iv) to provide the Executive with an understanding of the governance of the project and gateways to full scheme approval

1.0 Recommendations

The meeting is recommended:

- 1.1 to confirm the business need for transformational public realm improvements at Bicester Market Square
- 1.2 to approve the expenditure (up to a level of £180k) required for consultants to undertake detailed design through to planning permission and consultation with stakeholders; to include associated studies on;
 - the relocation of parking and wider impacts of parking within Bicester
 - traffic movement and flows through Market Square and around the Town Centre, including access for existing businesses/users

- a full design of the Market Square public realm improvement project with full business case for the capital expenditure and future revenue impact from changes to car parking income and any future costs
- 1.3 to note the governance of the project to monitor and review development of the full business case which will return to Executive for approval prior to delivery of the project.

2.0 Introduction

- 2.1 Bicester has grown significantly over the last two decades, most of this through residential and commercial development on the periphery of the settlement. The Town Centre has received some regeneration, including the £70m Pioneer Square development which opened in 2013. There are, however, limited opportunities to bring people together for events or experiential activities within the town centre, because appropriate spaces or locations for such events do not currently exist.
- 2.2 In 2019 a visioning workshop conducted with key stakeholders with Bill Grimsey (the renowned retail and town centre expert) identified the need to transform the market square into *'an inclusive 'cultural hub' as a multifunctional space for the arts and community.'* As a result of this workshop, an informal Town Centre task and finish group was established, consisting of Council members, officers, and key external stakeholders. This group subsequently formulated the *'Reimagining Bicester's Town Centre Outline Plan'* (see Appendix One). From this work the concept of creating a community hub which will transform the *'market square to become the vibrant epicentre of the town, meeting local need'* was reaffirmed. This area will provide a venue for events and cultural activities, with dedicated spaces for the community to enjoy a wide range of experiential activities.
- 2.3 There has been a long held desire for environmental enhancements to be delivered at the Market Square by the community and Council. Several projects have been promoted or designed in the past but these have not materialised.
- 2.4 Bicester is witnessing further sustained growth and changes. Given the significant attractions of Bicester Village and Bicester Heritage, combined with the growing residential population of the town; new commercial developments; and improvements to the town's rail infrastructure and services, there is the potential for Bicester's Town Centre footfall to be significantly increased and for the economic vitality of the town centre to be improved through targeted investment on public realm improvements.

- 2.5 During 2021, as a direct result of the Outline Plan, and focussing on the Community Hub key theme and foundation stone, OCC, in partnership with CDC, commissioned Wood consultants (now a part of WSP) to undertake some research and produce some concepts. Evidence from research into a range of recent public realm improvement schemes which reduced the dominance of motor vehicles shows that this has a beneficial effect on health, business prosperity and the economy. The research demonstrates that such schemes might have the potential to:
- Boost commercial trade by up to 40%
 - Improve retail sales and turnover by 15 - 25%
 - Improve retail footfall by 10-45%
 - Provide rental and capital value increases of between 15-20%
 - Achieve 20% decline in vacancy rates in areas with high quality public realm
- 2.6 Further research undertaken by Wood also indicates retailers have tended to over-estimate the importance of the car for customer travel, with many people coming to Bicester Market Square by walking, cycling or by bus.
- Local businesses believed:
- 63% of their customers arrived by car
 - 37% walked
- A survey of visitors revealed that actually:
- 20% arrived by car
 - 64% walked
- 2.7 The Government has also recognised that High Streets and Town Centres are changing and funding has recently been made available through the c.£1bn *Future High Streets Fund* for 72 towns to improve their town centres. (Members will recall that in March 2019 the Council made an unsuccessful Phase One Expression of Interest to the Ministry of Housing, Communities and Local Government (MHCLG)'s *Future High Streets Fund* for Bicester.) The aim of the Fund is to *renew and reshape town centres and high streets in a way that drives growth, improves experience and ensures future sustainability. It will do this by providing co-funding to successful applicants to support transformative and structural changes to overcome challenges in their area.* Many of the projects are focussed on market square regeneration and public realm enhancements and should offer a wealth of learning and guidance for Bicester's approach.
- 2.8 There is strong support and justification for the Bicester Market Square project through existing and emerging planning policy and the Corporate Business Plan. The current Cherwell Local Plan 2011-2031 acknowledges the need to 'support the viability and vitality of the existing town centre' and to 'improve the

character and appearance of the centre of Bicester and the public realm'. The emerging Local Plan (Cherwell Local Plan 2040 reg 18 Consultation – yet to be approved by members) states that there are specific areas of change identified for Bicester, with the Market Square being one of them;

Site 3 - Market Place (Square) - This area offers the opportunity to become a focal point of the Town Centre and a venue for periodic events that could drive interest and footfall in Bicester. Removal of car parking would facilitate improvements to the public realm, including widening of pavements, enable outside seating for the nearby food and beverage traders and create an attractive 'café culture' environment where visitors will want to spend more time. It is important this area provides a successful multi-functional space, enhanced landscaping and a high quality pedestrian environment.

3.0 Report Details - Business Case - Project Outline

- 3.1 Further consultation, engagement and research on various issues is now required to understand the full scope and implications of the project and to develop the concept ideas into a final design. Other factors such as the London Road Level Crossing requirements and whether vehicular traffic will be restricted here could influence the design ethos. It is important that this is considered and investigated, but that it does not define the Market Square project which may need to come forward ahead of any decision on this.

Table One: Pros and Cons of proceeding with the Bicester Market Square regeneration - summary

Pros	Cons
<ul style="list-style-type: none"> • Provides opportunity to build on previous Town Centre regeneration (Pioneer Square) creating something which is fit for purpose. • Will strengthen the visitor and resident attraction for the Town Centre - particularly linking to Bicester Village and the Station • Supports events and activities in the Town Centre • Supports additional footfall, dwell time and local enterprise in the Town Centre • Supports community cohesion and civic pride • Promotes higher utilisation of car parking assets across whole of town centre 	<ul style="list-style-type: none"> • Potential loss of some car parking revenue (£80-90k worst case scenario) • Loss of car parking in this area of the Town Centre • Temporary impact on businesses, shoppers and residents during construction phase

- Promotes active travel and sustainability agenda

3.2 Project Funding

- 3.2.1 In February 2023 Council approved £4.25m to be allocated towards this capital project and further funds of c.£880k may become available through OCC s106 town centre funding which could reduce resources required for this project or further resources could be requested depending on the agreed final project plan.
- 3.2.2 The concept work by Wood in 2021 estimated that, based on their feasibility work and the costing of the public realm improvements alone, the costs would be within the budget now available. However, this estimate does not include the ambition of transforming the Market Square into a multi-functional Community Hub and the cost of developing concepts to create this multi-functional space. Until further design work is completed and an outline business plan drafted it is impossible to quantify any risks in relation to operation and delivery and identify what their impact might be. Hence the need to undertake further design work and studies before requesting further approval to proceed with the project in its final form.
- 3.2.3 It is anticipated that a budget of up to 20% of the total project budget would be required to cover all professional fees for the entire project. An initial £180k is sought to undertake relevant feasibility studies, design work and consultation in order that officers can report back to members to achieve the required Gateway approvals through the Strategic Place Shaping Programme Board (SPSPB) and allow members to consider a full outline business case for the project. The design work will include extensive consultation and engagement with a wide range of stakeholders (including residents and businesses), as well as providing a draft business case for the operation of the assets which will be created and consideration as to where these assets should be vested. This would then allow members the opportunity to fully scrutinise the project before agreeing to let it proceed reducing the risk and maintaining oversight. There would be a risk that if the project did not proceed and be completed for any reason then the budget expended to that point would have to be converted back into revenue. The table below sets out the likely tasks and feasibility reports, and their overall potential costs, necessary before members consider the full business case and final design plans.

Table Two: Initial Project Tasks To Develop Fully Costed Business Plan

Task	Description	SPSPB/SOP/Exec	Cost
1.	Define project brief & principles	SPSPB	
2,	Feasibility - Car Parking Study and Strategy	Update to SPSPB	
3.	Feasibility - Impact from Traffic Modelling, Area Travel Plan & Active Travel – specific issues such as taxi rank and public transport	Update to SPSPB	
4.	Feasibility - Utilities studies, Topographical, services & stats, drainage, archaeological	Update to SPSPB	
5.	Design - Initial design options building on Wood concept designs	Review feasibility & material prior to public consultation- SPSPB	
6.	Consultation – Public Realm design proposals	Consider Consultation materials - SOP	
7.	Consultation – Community group activity		
8.	Consultation feedback & report	Consider consultation feedback - SOP	
9.	Design - Draft proposal (costed plan)	Consider Draft Proposals – SPSPB/SOP (Gateway 1)	
10.	Reconsult stakeholders/community		
11.	Outline Business Plan for Community Hub	Consider Final plans – SOP/SPSPB	
12.	Full Business Case	Executive approval for final design and Full Business Plan (Gateway 2)	>£180k
13.	Develop Planning Application		

3.4 Project Delivery and Next Steps

3.4.1 Governance of the project is proposed through a wide Project Team incorporating relevant Council and OCC officers, with senior officers involved through the Bicester Garden Town Officer Programme Board and full member engagement through the Bicester Garden Town Strategic Oversight Partnership (SOP). Regular reporting would also occur through the Council's Strategic Place Shaping Programme Board and Corporate Leadership Team as set out above.

3.4.2 The envisaged key stages of the project to achieve final designs and provide a fully costed business case for members to consider and approve are set out in table two above.

A significant amount of design work, feasibility studies and consultation will be required in order to progress the scheme to Gateway 2 at which point Executive will be able to assess the full implications of the final proposals before approving the next stage to develop a planning application for the project. Full scrutiny of the project up to this point will be provided through the governance arrangements set out above and at the milestones indicated.

3.4.3 Landownership being OCC and CDC means that OCC will work closely with the Council on the project board and with a S106 contribution potentially available from them (design not yet determined therefore unknown). OCC will also provide by virtue of partnership working, pre-planning advice through the officer project board.

3.4.3 The procurement of consultants to assist in the design and consultation process with stakeholders and the general public, therefore, should take place on approval of this recommendation through Executive. A further report summarising the conclusion of that work, the implications arising and recommendations on how to proceed will come back for member deliberation in due course.

4.0 Conclusion and Reasons for Recommendations

4.1 Significant resources (£4.25m) have been made available to progress this project through the Council's capital programme and officers are now seeking to bring forward more detailed plans in consultation with stakeholders and the public for members to approve.

4.2 Therefore, officers are seeking to have the business need for delivering this project at the market square in Bicester affirmed and for authorisation to expend up to £180k of the anticipated £900k professional fees on relevant studies, consultation and detailed design (to the point of planning application

submission) to enable a further report to members recommending approval for the final scheme and how it will be delivered.

5.0 Consultation

- 5.1 Significant consultation with key players has already taken place over a number of years and it is envisaged that an extensive consultation and engagement programme will commence shortly once the design and engagement consultants have been procured.

6.0 Alternative Options and Reasons for Rejection

- 6.1 Options would be evaluated as part of the consultation process

7.0 Implications

Financial and Resource Implications

- 7.1 There is a capital budget of £4.25m within the Capital Programme to fund this project.

No revenue impacts of the scheme were identified at the time of budget setting and so the 2023/24 budget and Medium Term Financial Strategy has not made provision for a loss of car parking income or ongoing revenue costs e.g. to maintain the “Community Hub”. The service should identify how the ongoing revenue impacts of this scheme will be addressed before it goes ahead.

As the report says, if any resource is spent on this project and it does not proceed then that will result in the costs becoming a revenue cost. Therefore, the minimum should be spent on this project to identify the ongoing revenue impacts so that they can be brought back for approval to continue with the scheme or not.

Michael Furness, Assistant Director – Finance (S151 Officer),
Michael.furness@cherwell-dc.gov.uk, 01295 221845

Legal Implications

- 7.2 This project requires a thorough business case. It needs an enforceable project agreement between the parties. It is necessary for project heads of terms to be developed. Once the business case and the project agreement/ heads of terms are in place then there should be scoping of services and works to be finalised. Need to ensure that Woods initial works can be carried forward so Intellectual Property rights, etc implications should be checked. There will also be a need for a development agreement depending on how this progressed. The

development agreement should be in two phases and should be procured (framework is an option subject to value for money via an independent QS /project manager role). First phase should be designed etc and the second phase to be construction. The risks associated with the project should be highlighted and how they will be mitigated.

Shiraz Sheikh, Assistant Director of Law and Governance and Democratic Services and MO, Shiraz.Sheikh@Cherwell-DC.gov.uk, 01295 221651

Risk Implications

7.3 There are various risks associated with the project and a detailed risk workshop and register will be created at the point of project initiation and mitigations considered. The key risks however are as follows:

- If the capital project does not for any reason proceed and is not completed, then the budget expended up until that point would have to be converted back to revenue.
- Cost inflation and Mission Creep – capital projects at the present time are subject to rapidly increased material and labour costs. It will be important to take account of this and provide adequate contingencies in order that the project does not have a cost overrun. It is suggested that in this current environment 20% contingency may possibly be required, but this will be evaluated and set out in the full business case. Equally the ambitions for the project should be kept realistic and within the budgets available and consultation/community engagement should not lead to mission creep and increased costs.
- Officer Resource – The project will require adequate officer resource and skill sets. For the construction phase there may be a case to employ a construction QS consultant to manage the contract with the main contractor.
- These and any further arising risks will be managed through the projects' risk register and will be escalated to the Leadership Risk Register as and when deemed necessary.

Celia Prado-Teeling, Performance and Insight Team Leader

Tel: 01295 221556 Celia.Prado-teeling@cherwell-dc.gov.uk

Equalities and Inclusion Implications

- 7.4 There are no immediate equalities nor inclusion implications associated directly with this report. Through the design process there will be a need to take account of groups with protected characteristics such as the elderly, young people and people with disabilities. This will be set out as a requirement to build this into the project as part of the consultant's brief. All proposals, changes and decisions are made taking careful consideration of the Council's commitments to equalities and inclusion as set out in the equalities framework, keeping those principles at the core of everything undertaken. An Equalities and Climate Impact Assessment (ECIA) will be undertaken and reviewed as part of this process and will provide mitigations for any impacts on groups with protected characteristics.

Celia Prado-Teeling, Performance and Insight Team Leader

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Sustainability Implications

- 7.5 The full implications for sustainability will need to be considered as part of the development of the detailed design plans, but in principle if the Market Square is enhanced to make Bicester Town Centre more appealing to visit and use, then the need for people to travel further afield for services and entertainment should be reduced. This would accord with the County Council's Area Travel Plan and Active Travel measures and align with Government's aim to reduce reliance on the motor vehicle and widen the use of other sustainable modes of travel. There would be a degree of carbon emissions generated by the construction process and there will also be the embedded carbon within the material being used within the Public Realm scheme. The sustainability credentials of the project will need to be evaluated and assessed against the wider economic, societal and environmental benefits of the scheme.

Jo Miskin, Climate Action Manager,

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8.0 Decision Information

Key Decision

Financial Threshold Met: Yes

Community Impact Threshold Met: Yes

Wards Affected

All

Links to Corporate Plan and Policy Framework

The Bicester Market Square aligns with the Council's Business Plan 2023 – 2024, in particular linking to the objective to “*Work with partners to promote the district as a visitor destination and attract investment in our town centres*”. The project also links to the Council's Annual Delivery Plan 2022 – 2024, particularly to the strategic aim of “*supporting the delivery of the garden town programme*”, of which the project is a key part, and “*design[ing] out/solutions based on healthy place shaping principles and using public art to best effect to develop distinctiveness and civic pride*” in relation to Public Realm.

Lead Councillor

Councillor Donna Ford - Portfolio Holder for Regeneration

Document Information

Appendix number and title

- One. Reimagining Bicester's Town Centre: Outline Plan

Background papers

None

Report Author and contact details

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BICESTER MARKET SQUARE

Public Realm Improvements
Sketchbook 02 - Concept Development
REV01 FEB 2025

+



Prepared for



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Sketchbook 02 - Concept Development

Document : 70121516_WSP_SK_LA_001

Revision : REV01 FEB 2025

This sketchbook has been prepared by WSP for the purpose of explaining the concept develop process, and to support the continual design development of for Bicester Market Square. **This document is to be shared internally only.**

This sketchbook document is part of a series of documents and should to be read in conjunction with:

- Sketchbook 01 - Baseline.
- Sketchbook 03 - Engagement.

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1.0 VISION

1.1	Strategic Context	6-7
1.2	Why Poster	8
1.3	Project Objectives	9

+ 1.1 | Strategic Context

1.1.1 BICESTER-WIDE IMPROVEMENT AREAS
















The following plan highlights the current improvement areas across the town. It pulls together a strategic plan to highlight how the Bicester Market Square is connected to the wider development of Bicester

This plan highlights the three main key connections which need to be consider in the development of Market Square:

1. Sheep Street, The Lanes of Crown Walk and Bure Place. This is the main pedestrian loop, with retail and commercial shops.
2. Direct corridor link to Bicester Village Railway Station and Bicester Village Shopping Village.
3. Leisure walking route past St Edburg's Church, the Dovecote and greenspace.

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KEY

-  Key Improvement Areas
-  Surrounding Community Assets
-  Sheep St / Lanes / Market Square Loop
-  Key Pedestrian Links
-  Commercial Areas
-  Public Carparks
-  Industrial Areas
-  Parks
-  Built-up Areas
-  Countryside
-  Waterways
-  Key Connecting Roads
-  Railway & Stations
-  Proposed Corridor Improvements
-  Proposed Walking Route Improvements



+ 1.1 | Strategic Context

1.1.2 A CONNECTED VISION WITH BICESTER VILLAGE

It is important that Bicester Market Square is connected to its surrounding context, and feeds into other town developments, such as Bicester Village.

The following plan has been developed by Bicester Vision (a key stakeholder and community interest group), and highlights key corridors and proposed improvements. This has been used as a reference as part of the design development to understand the how the Market Square connects to wider town development.

A connected vision



+ 1.2 | Why Poster

1.3.1 ANSWERING
THE QUESTION : WHY
ARE WE LOOKING TO
IMPROVE MARKET
SQUARE

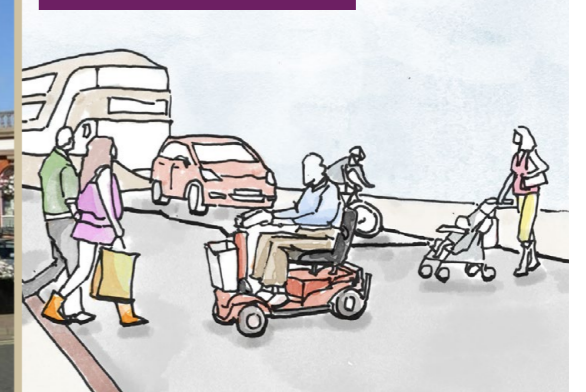
Bicester Market Square

Working together to...

Celebrate local
identity



Make a place that is
accessible for all



Support local
business



Support community
health and wellbeing



Provide a space for
community events

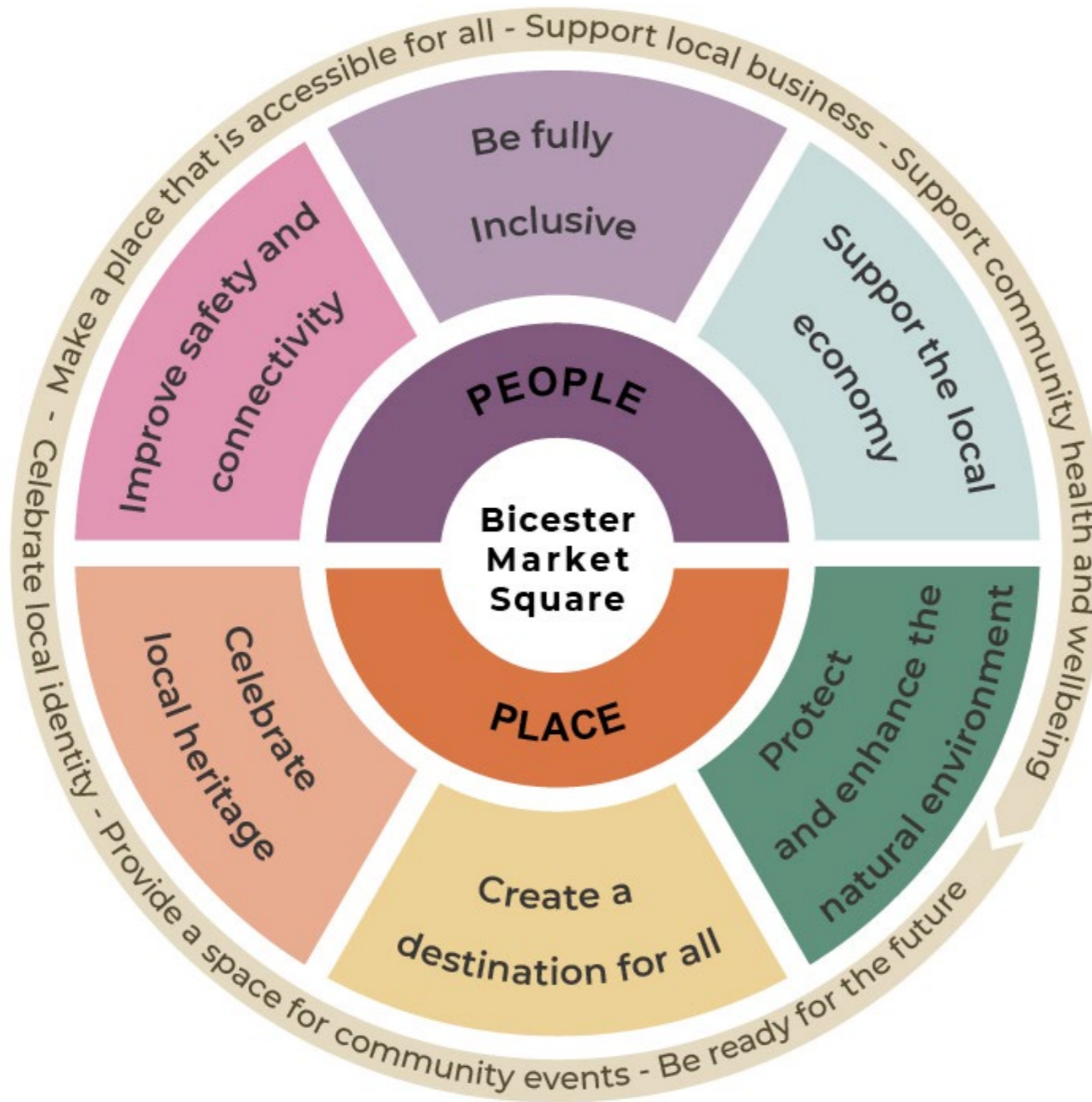


Be ready for
the future



+ 1.3 | Project Objectives

1.3.1 THE MARKET SQUARE CORE PROJECT OBJECTIVES



Be fully inclusive

- Promote and integrate walking, cycling, buses, taxis, and private vehicles.
- Provide for all ages, abilities and demographics.

Improve safety and connectivity

- Improve connectivity to surrounding lanes and car parks.
- Enhance links to the town centre, for example; Bicester Village, Bicester Avenue, Bicester Gateway, Bicester Motion and both railway stations.

Celebrate local heritage

- A sensitive heritage focused design that enhances Market Square.
- Consider opportunities for arts projects, including the potential for a war memorial.
- Ensure a consistent heritage look and feel within Bicester.

Create a destination for all

- Develop flexible spaces for the community to enjoy events and activities.
- Consider technology and how it can enhance visitor/user experience.
- Improve lighting and highlight focal points, to help improve night time experience.

Support the local economy

- Continue to develop both day-time and night-time economy.
- Consider current and future parking within the town centre to accommodate growth.
- Provide access and loading for local businesses.

Protect and enhance the natural environment

- Incorporate planted areas to create visually appealing and accessible green spaces which enhance the town centre and its buildings.
- Create shaded, protected and comfortable resting places.





2.0 CONCEPT DEVELOPMENT

2.1	Concept Idea	12-15
2.2	Arrangement and Key Moves	16-18
2.3	Design Options 01	19
2.4	Design Options 02	20
2.5	Design Options 03	21
2.6	Choosing a Preference	22-23

2.1 | Concept Idea

2.1.1 CONCEPT MESSAGE

We wanted to develop a clear design narrative for the Bicester Market Square project, one which pulls together and combines the objectives of the project, Bicester's existing initiatives and invites a narrative of the inclusive co-design approach.

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Together
we can

+ 2.1 | Concept Idea

2.1.2 CONCEPT IDEA

In developing the concept for Bicester Market Square, we looked to bring inspiration from two key ideas.

Firstly exploring the idea of a 'market square' and revealing an enhanced sense of place within the context of emphasising the history of the site. Secondly we wanted to tie into Bicester's Garden Town Plan and explore how the square can be greener and more welcoming in which to spend time.

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meet
at the **market**
Square

+

Grow
the **Garden**
town

+ 2.1 | Concept Idea

2.1.3 CONCEPT BRAIN STORM - MARKET SQUARE

The design concepts were explored through a word cloud brain storm approach. This method helps to explore and define what the design idea means, and help to reveal inspiration from which the design can draw upon.

Historically market squares were not just a location where the local farmers could sell their produce in the town, but it was a also significant place for socialising, getting news and gathering. The design will also look to take reference from the geometry of how markets were laid out.

KEY PRODUCE:

Wool, Skins, Barley

KEY TRADES:

Glove-making, saddle-making, tanning and malting. The clockworks, fuller, weaver, woolman, woollen draper, and clothier. Draper, linendrapen, collarmaker, fellmonger, cordwainer, joiner, bodicemaker, slatter, plumber, mason, chandler, hempdresser, mercer, grocer, grazier.

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Market stall Geometry



cattle and sheep market dating back to 1441

+ 2.1 | Concept Idea

2.1.4 CONCEPT BRAIN STORM - GARDEN TOWN

The emerging concepts look to also draw inspiration from the Garden City and English Garden movements, looking to enhance vistas within and through the site and create green areas which soften, surround and provide restful spots in which to take a break. The designs will also look at ensuring sustainability and healthy living is provided as an integral part of the place that is created.

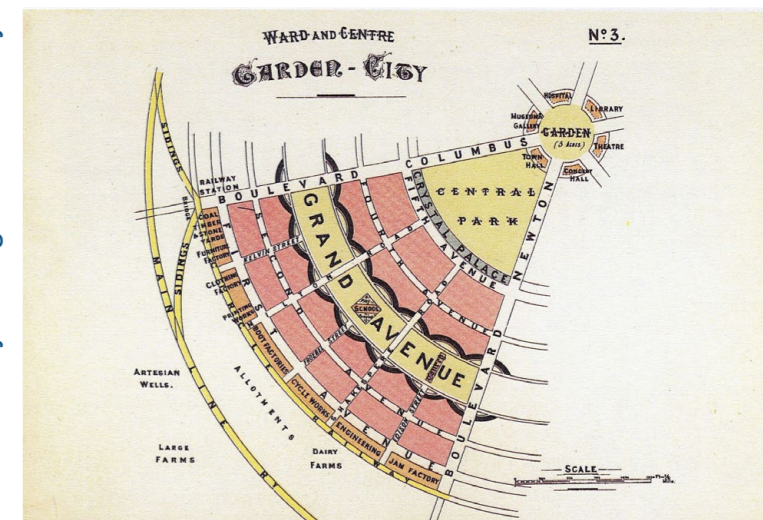


The garden city movement was a 20th century urban planning movement promoting satellite communities surrounding the central city and separated with greenbelts.

Garden cities of Tomorrow

By Ebenezer Howard

Garden City Design / Geometry



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Healthy Places

Native Planting
Flowers

Seasonality

Grow

Act of Gardening

Mental &

Physical

Well-being

COMMUNITY

Nature recharge (forest bathing)

restful nature

Nature / Nurture

Social movement for improved
living conditions

Sustainability

Net Zero

1900s planting design

British Planting / Town planning movement

GREEN

Natural

Organic

Nature-based-placemaking

People + Nature Design

Blue + Green Infrastructure

SOLAR PUNK

Strolling
Vistas
Folly
Picturesque
Eye-catchers

inbedded within green

Meet Future &
Past Theories

Rousham House & Gardens



Picturesques - Folly





2.2.1 DESIGN 01 - EXISTING ROAD LAYOUT, MARKET SQUARE ENHANCED

After initial engagement with the local businesses and community, some wanted a design option which explored creating only a minimal change to the existing layout. Therefore design 01 provides a rationalisation of the current site conditions with the following key points:

- A reduction in parking, to provide safer pedestrian circulation around the parked cars.
- Narrowed vehicle routes to support traffic calming.
- Relocation of the taxi rank, to provide space for a pocket-park and community space.
- Footway widening and enhanced pedestrian spaces.
- Road closures still being required to hold events within the space.

This design is a culmination from a collection of designs drawn up in 1st Co-design (Refer to Sketchbook 03). The icons are used to show where certain opportunities could be placed in the arrangement of the space.

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KEY



Crossing points



Gateway Treatment



Opportunities

Road



Carparking

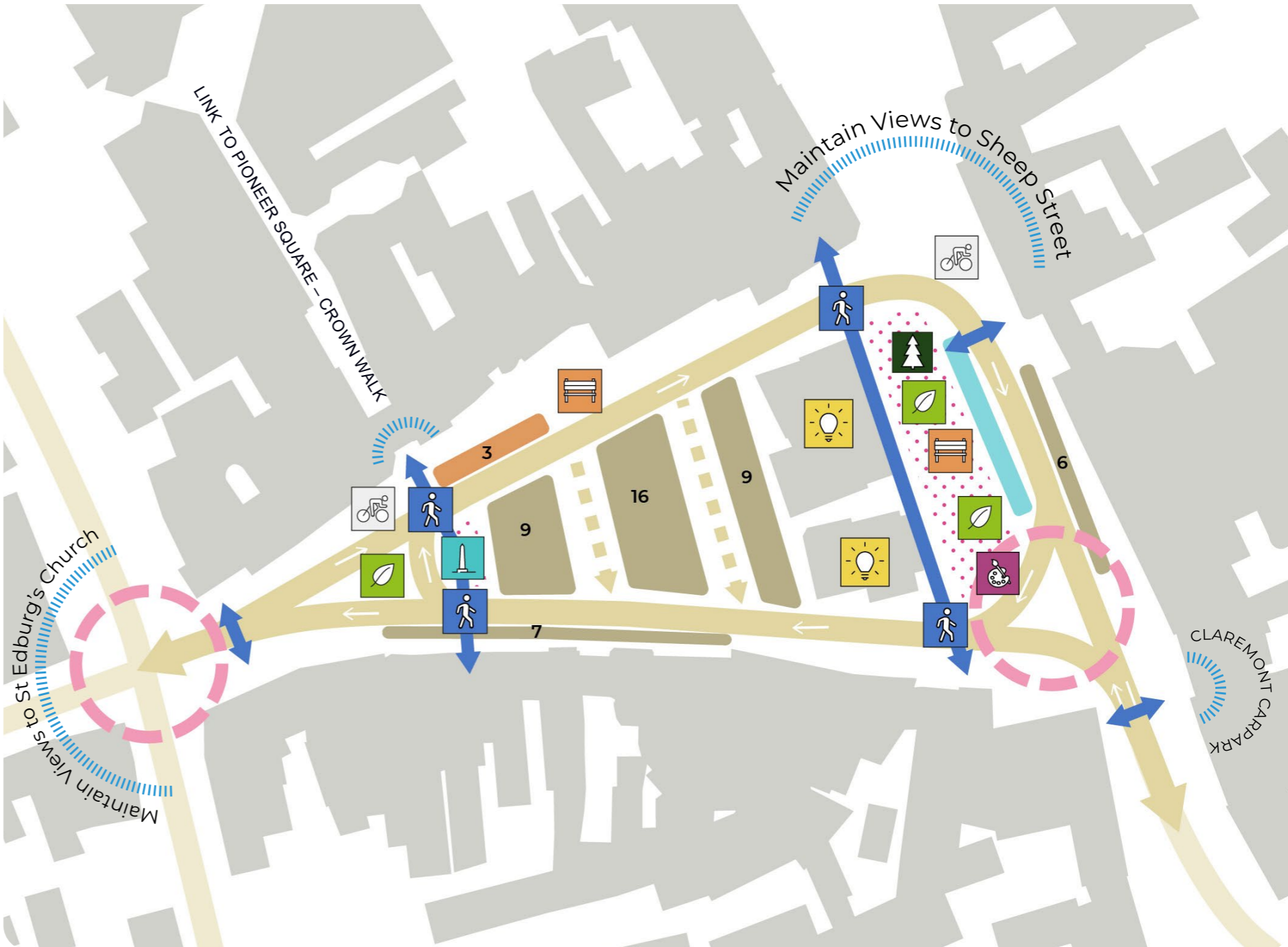


Service bay

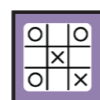


Taxi bay

*Note Carparking +/- 2 to include Blue Badge Parking



OPPORTUNITIES ICONS



Play



Landmarks



Public Art



Planting



Crossings



Seating



Lighting



Event Space



Cycle Stands

+ 2.2 | Arrangement and Key Moves








2.2.2 DESIGN 02 - 2-WAY ROAD AND MARKET SQUARE ENHANCED

After initial engagement with the local businesses and community, some wanted a design option where 2-way vehicle movement could be achieved on the southern side of the square, and parking was left within its current location. Therefore design 02, provides an arrangement of space with the following key points:

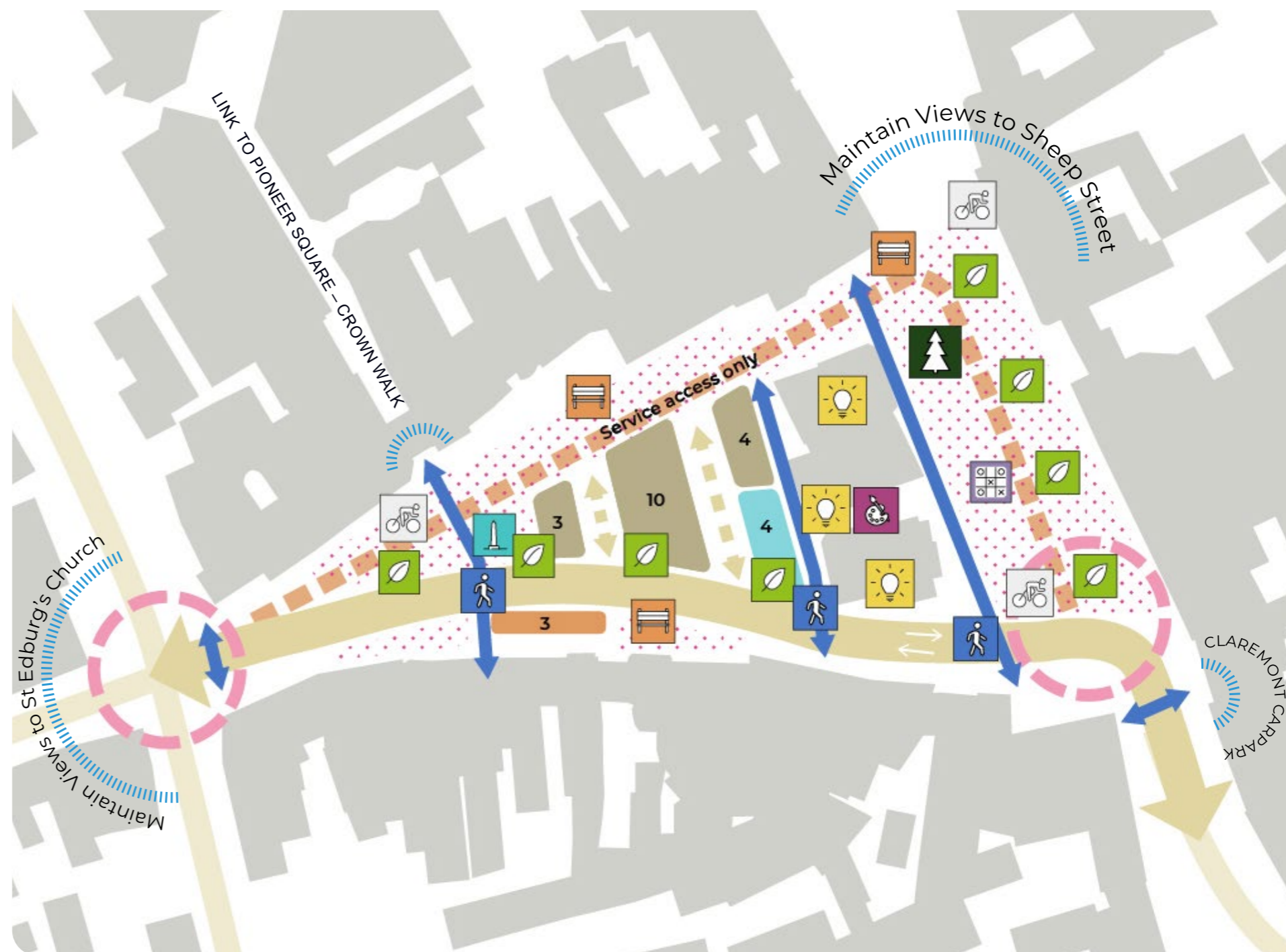
- Moderate reduction in parking, by retaining its existing location.
- Optimised traffic movement to support traffic calming.
- Opportunities for footway widening to the south and significantly enhanced pedestrian spaces.
- Extension of Sheep Street into the Market Square, providing a flexible linear green space.
- Ability to hold events without the need to close through traffic movement.

This design is a culmination from a collection of designs drawn up in 1st Co-design (Refer to Sketchbook 03). The icons are used to show where certain opportunities could be placed in the arrangement of space.

KEY

- | | |
|---|-------------------|
|  | Crossing points |
|  | Gateway Treatment |
|  | Opportunities |
|  | Road |
|  | Carparking |
|  | Service bay |
|  | Taxi bay |

*Note Carparking +/- 2 to include Blue Badge Parking



OPPORTUNITIES ICONS

- Play Landmarks Public Art Planting Crossings

Seating Lighting Event Space Cycle Stands



2.2.3 DESIGN 03 - 2-WAY ROAD, MARKET SQUARE ENHANCED, AND RELOCATED PARKING

After engagement with the local businesses and community, some wanted a design option where 2-way vehicle movement could be achieved on the southern side of the square, and parking could be moved to the eastern side. Therefore design 03, provides an arrangement of space with the following key points:

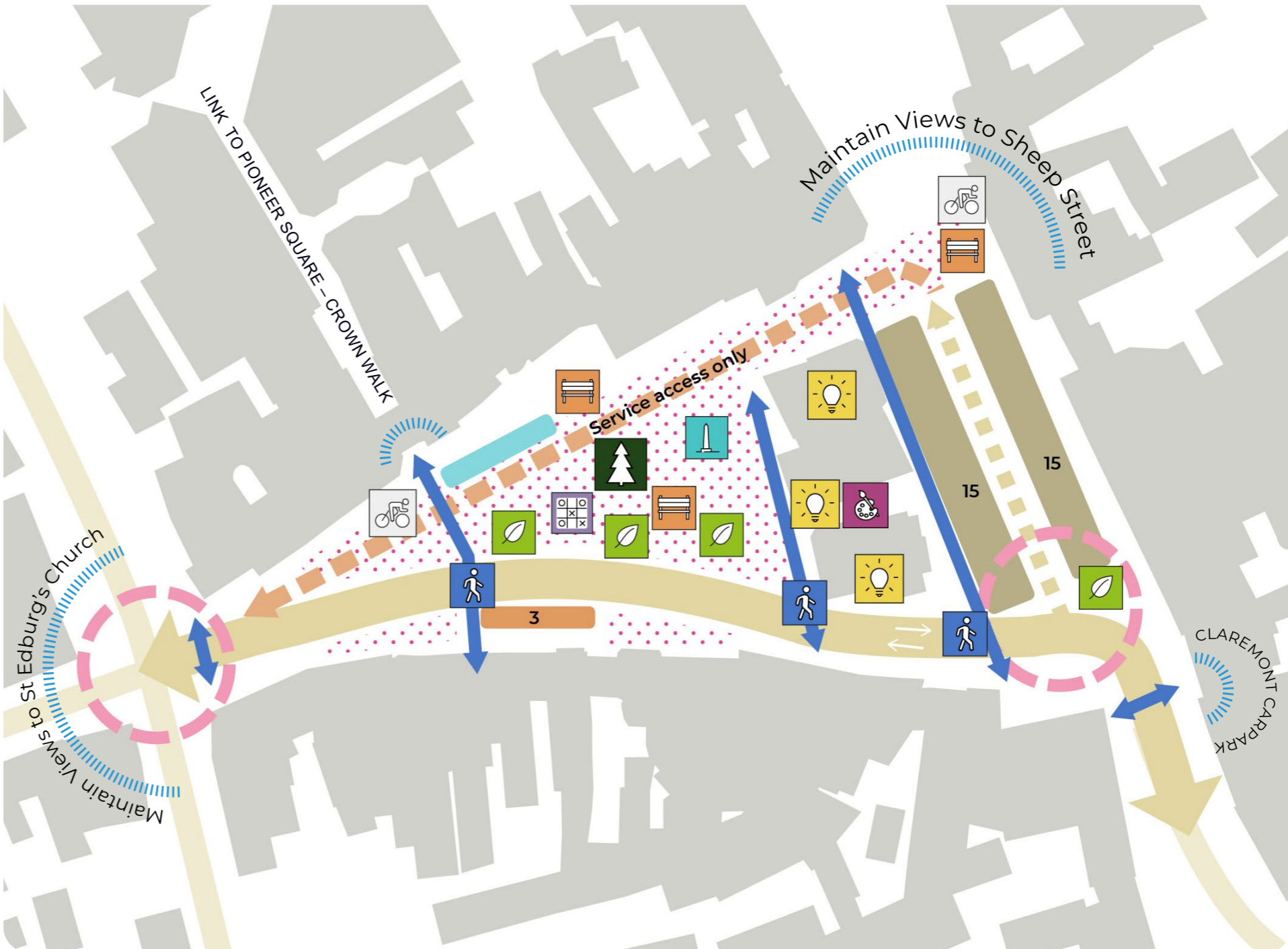
- Reduction in parking through localising parking to one side of the square.
- Optimised traffic movement to support traffic calming
- Opportunities for footway widening to the south and the creation of one large enhanced pedestrian space.
- Potential for the market to extend into the square, however car parking would need to be closed to achieve this.
- Ability to hold events without the need to close through traffic movement.

This design is a culmination from a collection of designs drawn up in 1st Co-design (Refer to Sketchbook 03). The icons are used to show where certain opportunities could be placed in the arrangement of space.

KEY

-  Crossing points
-  Gateway Treatment
-  Opportunities
-  Road
-  Carparking
-  Service bay
-  Taxi bay

*Note Carparking +/- 2 to include Blue Badge Parking



OPPORTUNITIES ICONS

- Play Landmarks Public Art Planting Crossings

Seating Lighting Event Space Cycle Stands



2.3.1 EXISTING ROAD LAYOUT, MARKET SQUARE ENHANCED

This design was developed from the initial Key Moves Design 01 and was presented during 2nd Co-design as a representation of the culmination of the engagement work undertaken and feedback received (Refer to Sketchbook 03).

KEY

- Improved Paved Footways
- Paved Carparking and Loadingbays
- Carriageway Accent Treatment (Gateway)
- Carriageway with Visual Narrowing Accent
- Pedestrian Crossing point
- Vehicle Crossovers
- Service Access
- Planting
- Trees
- Landmark Feature
- Outdoor Commercial Seating
- Street Furniture (Seats & Cycle Stands)
- Uplighting to Existing Buildings
- Christmas Tree / Event Space
- Public Art Opportunity
- Existing Public Realm
- Existing External Carparking Areas
- Existing Buildings
- Existing Trees
- Existing Phoneboxes

*Note Carparking +/- 2 to include Blue Badge Parking, location and number to be determined during Detailed Design Development. Tie in with landownership Boundaries are to be determined during Detailed Design.



2.4.1 2-WAY ROAD AND MARKET SQUARE ENHANCED

This design was developed from the initial Key Moves Design 02 and was presented during 2nd Co-design as a representation of the culmination of the engagement work undertaken and feedback received (Refer to Sketchbook 03)

KEY

- Improved Paved Footways
- Paved Carparking and Loadingbays
- Carriageway Accent Treatment (Gateway)
- Carriageway with Visual Narrowing Accent
- Pedestrian Crossing point
- Vehicle Crossovers
- Service Access
- Planting
- Trees
- Landmark Feature
- Outdoor Commercial Seating
- Street Furniture (Seats & Cycle Stands)
- Uplighting to Existing Buildings
- Christmas Tree / Event Space
- Public Art Opportunity
- Existing Public Realm
- Existing External Carparking Areas
- Existing Buildings
- Existing Trees
- Existing Phoneboxes

*Note Carparking +/- 2 to include Blue Badge Parking, location and number to be determined during Detailed Design Development. Tie in with landownership Boundaries are to be determined during Detailed Design.



2.5.1 2-WAY ROAD, MARKET SQUARE ENHANCED, AND RELOCATED PARKING

This design was developed from the initial Key Moves Design 03 and was presented during 2nd Co-design as a representation of the culmination of the engagement work undertaken and feedback received (Refer to Sketchbook 03).

KEY

- Improved Paved Footways
- Paved Carparking and Loadingbays
- Carriageway Accent Treatment (Gateway)
- Carriageway with Visual Narrowing Accent
- Pedestrian Crossing point
- Vehicle Crossovers
- Service Access
- Planting
- Trees
- Landmark Feature
- Outdoor Commercial Seating
- Street Furniture (Seats & Cycle Stands)
- Uplighting to Existing Buildings
- Christmas Tree / Event Space
- Public Art Opportunity
- Existing Public Realm
- Existing External Carparking Areas
- Existing Buildings
- Existing Trees
- Existing Phoneboxes

*Note Carparking +/- 2 to include Blue Badge Parking, location and number to be determined during Detailed Design Development. Tie in with landownership Boundaries are to be determined during Detailed Design.

+ 2.6 | Choosing a preference

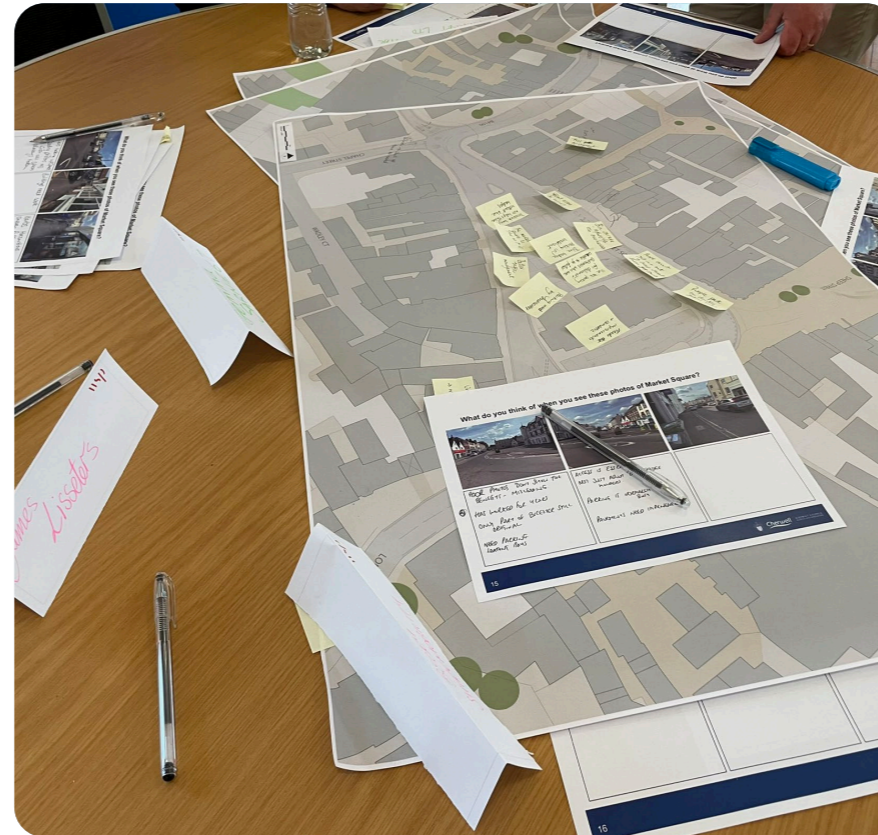
2.6.1 ENGAGEMENT RESPONSES

Collaboration and listening has been at the heart of this project. The final design has been developed by working hand-in-hand with locals, businesses, community groups, and councillors across a number of events, including:

- 'Have your say' Public Surveys with 1,542 responses.
- Feedback from over 400 people attending the the 1st Library and Market-day drop-in engagement.
- '3 ideas' survey' with over 250 people preferences captured from online feedback, and attendance at the 2nd Library and Market-day drop-in engagement.
- About 50 key stakeholders attending both co-design workshops.
- Countless conversations with local businesses, market stall operators and community groups.

The following stakeholders have been engaged during the co-design process of Bicester Market Square:

- Bicester BUG (Bicycle Users Group)
- Bicester Church
- Bicester Foodbank
- Bicester Friday Market Traders
- Bicester Local History Society
- Bicester Motion
- Bicester Social Cycle Group
- Bicester taxi drivers
- Bicester Village
- Bicester Vision
- Langford Village Community Association
- Local elected Councillors from; Oxfordshire County Council, Cherwell District Council and Bicester Town Council
- MyVision Oxfordshire
- Royal British Legion
- Shire Mobility
- Thames Valley Police
- Wheels for Wellbeing
- Local Residence
- Visitors to Bicester



+ 2.6 | Choosing a preference

2.6.2 ENGAGEMENT PREFERENCES

Through engagement with local businesses in Market Square, community groups, key stakeholders, and the wider public, a clear preference has emerged for Design Idea 02. This approach brings together key elements from both Design Idea 01 and Design Idea 03, bridging the gap between differing views. As a result, it delivers a well-balanced design that reflects the needs and aspirations of the community.

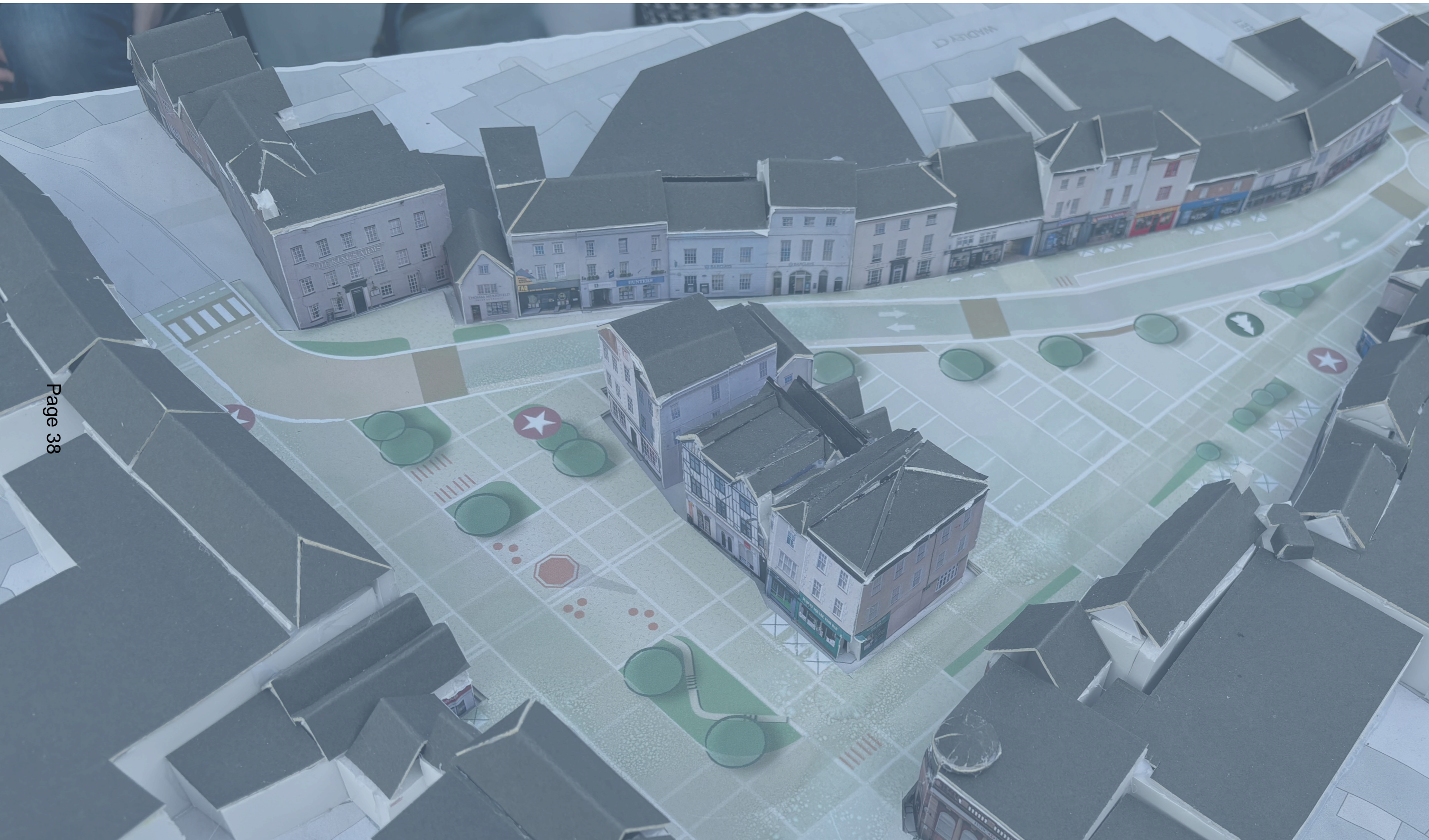
Through-out the engagement process there has been clear messages with :

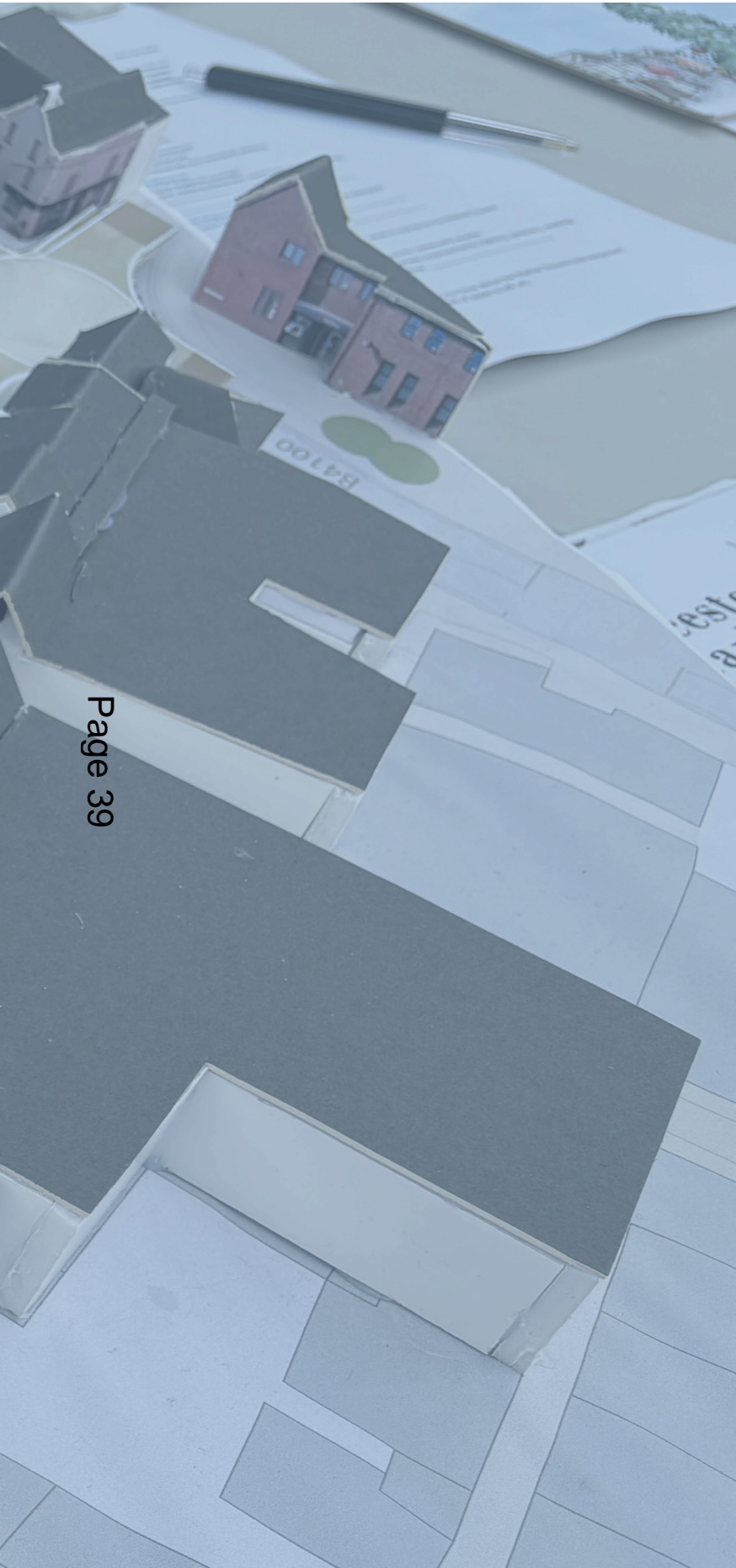
- The importance of supporting local businesses, residents and visitors
- The need to maintain accessible parking options to improve usability
- A strong and clear call for enhancing Market Square, while preserving its historic character.

		DESIGN IDEA 01 Existing road layout, Market Square enhanced	DESIGN IDEA 02 2-way road and Market Square enhanced	DESIGN IDEA 03 2-way road, Market Square enhanced and relocated parking
1st Co-Design Workshop Preference				
2nd Co-Design Workshop Preference				
Bicester Local Businesses Preference				
Market stall traders Preference				
Bicester Bug Preference				
Public Feedback Survey - (Library & Market Stall) Preference				
Professional Analysis	Safety for pedestrian (when considering Road Layout / Traffic)			
	Carparking Places <i>*Subject to revision in Detail Design</i>			
	Space available for Community			
	Space available for Planting <i>*Note without underground surveys the location and number of planting might change</i>			
Budget Considerations	<i>*Note this would require confirmation from a Cost specialist</i>	Could be achieved	Would need additional funding and require a phased approach	Would need additional funding and require a phased approach

	Colour
Most Preferred	
Mid Preferred	
Least Preferred	

Reviewing the responses from the public, local businesses, community groups and the co-design workshops, it is recognised that there emerges a preference for Design Idea 02.





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3.0 MARKET SQUARE DESIGN

3.1	Preferred Option	26-27
3.1	We Listened	28
3.2	Next Steps	29

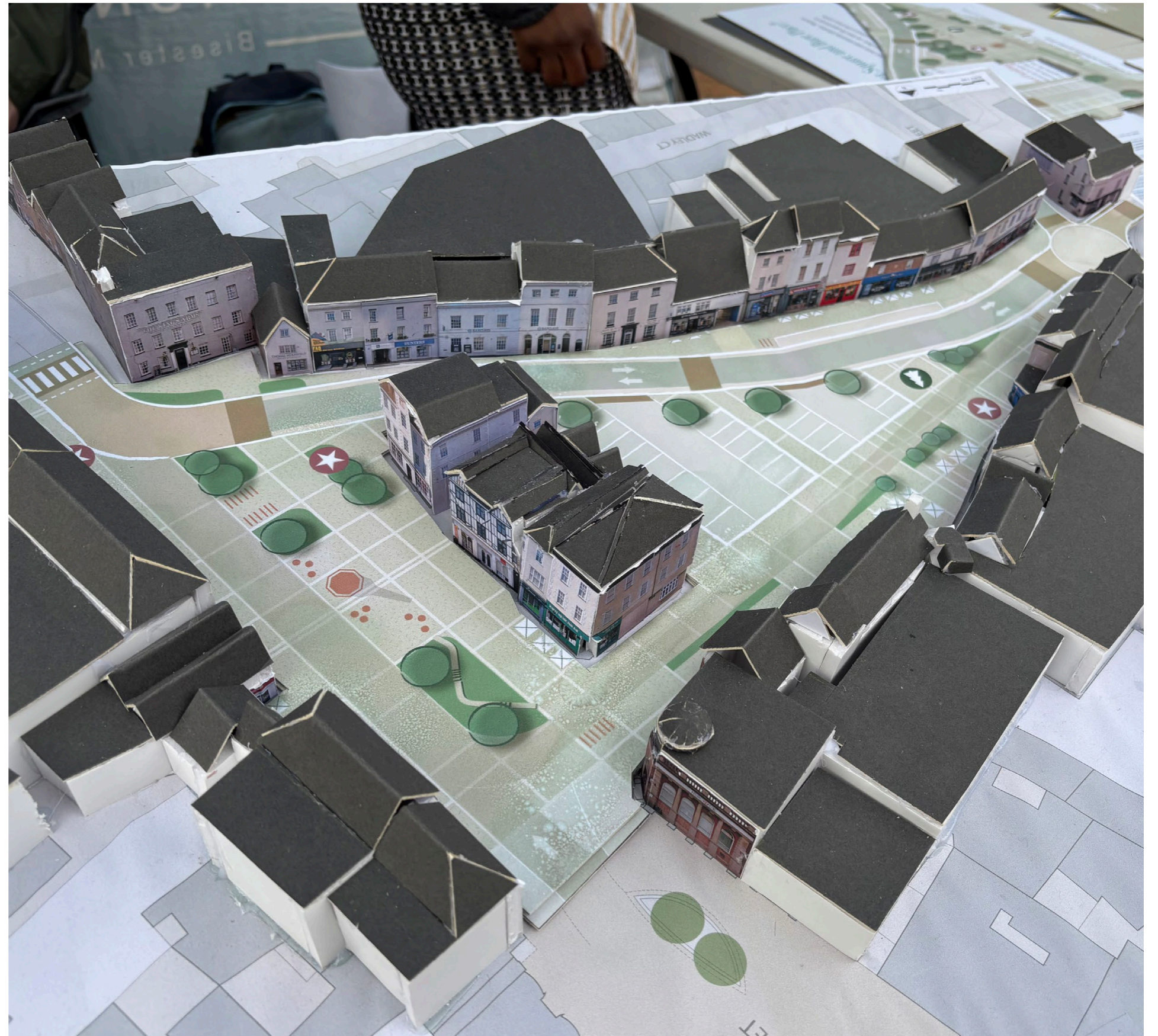
+ 3.1 | Preferred Option

3.1.2 MARKET SQUARE DESIGN

A preferred design option has been developed following feedback and insight received from all the engagement activities including the Co-Design workshops, public surveys, face-to-face meeting with local community groups and businesses and public drop-in events with at the farmers markets and in the library (See Sketchbook 03 - Engagement).

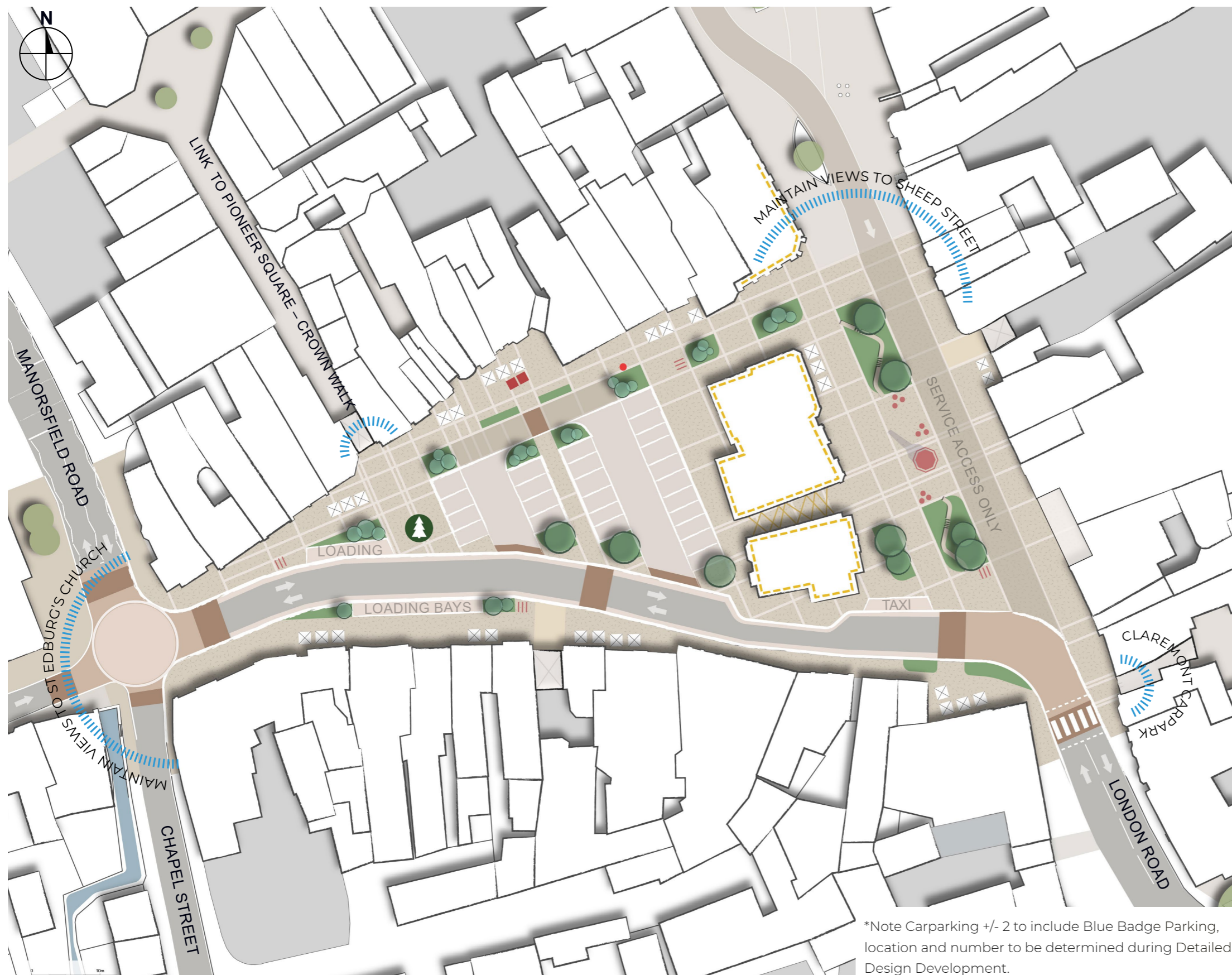
This level of engagement allowed the design team to finalise one design, primarily based on Design 02 with some refinements that responded to additional feedback received, such as:

- Maximising planting areas
- Look at parking circulation and reduction of the need for a service access only route in the north.
- Create a localised narrowing point
- Taxi drop-off on the eastern-side



+ 3.1 | Preferred Option

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3.1.2 MARKET SQUARE DESIGN

This design combines the communities need to provide more greenspace, community space, more footway whilst still remaining the two-way traffic and essential parking for surrounding businesses. By focusing the parking to the western side of Market square, this allows the continuation of sheep street, providing more spaces for the community, for events and extends the market into the Market Square.

KEY

- Improved Paved Footways
- Paved Car-parking and Loading Bays
- Carriageway Accent Treatment
- Carriageway with Visual Narrowing
- Pedestrian Crossing Point
- Vehicle Crossovers
- Service Access
- Planting
- Trees
- Landmark Feature
- Outdoor Commercial Seating
- Street Furniture (Seats, Play & Cycle Stands)
- Uplighting to Existing Buildings
- Catenary Lighting
- Christmas Tree / Event Space
- Existing Public Realm
- Existing External Carparking Area
- Existing Buildings
- Existing Trees
- Existing Phoneboxes
- Existing Postbox



This diagram highlights how the final design delivers the project objectives.

Be fully inclusive

- ## Improve safety and connectivity

- ## Celebrate local heritage

- ## Create a destination for all

- ### Support the local economy

- ## Protect and enhance the natural environment

- Incorporate planted areas to create visually appealing and accessible green spaces which enhance the town centre and its buildings.
- Create shaded, protected and comfortable resting places..

+ 3.2 | Next Steps

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3.2.1 FURTHER STUDIES NEEDED

The following notes outline the main technical studies and input needed to develop the design towards creating a finalised design. These will be carried out during the next stage of design development.

- ① Highway and Traffic Engineers to review and input into junction area re-designs.
- ② Survey requirements for better understanding loading, public parking and servicing access.
- ③ Car parking spatial requirements to be developed in greater detail, including locations for blue badge parking and taxi bays.
- ④ Car parking circulation study.
- ⑤ Designing the localised pinch-point and give way arrangements in greater detail by Highway Engineers and potential impacts on movements reviewed by Traffic Engineers.
- ⑥ A detailed review of potential issues related to underground structures, including investigation of cellars and foundations of removed building.
- ⑦ Consultation with the local heritage group and local community for any new landmark or memorial design and location.
- ⑧ Viability of tree planting location with underground investigations and visibility studies.
- ⑨ Review landownership
- ⑩ Thorough coordination with all key design disciplines, including Highways Lighting, Drainage, Heritage, Traffic etc.





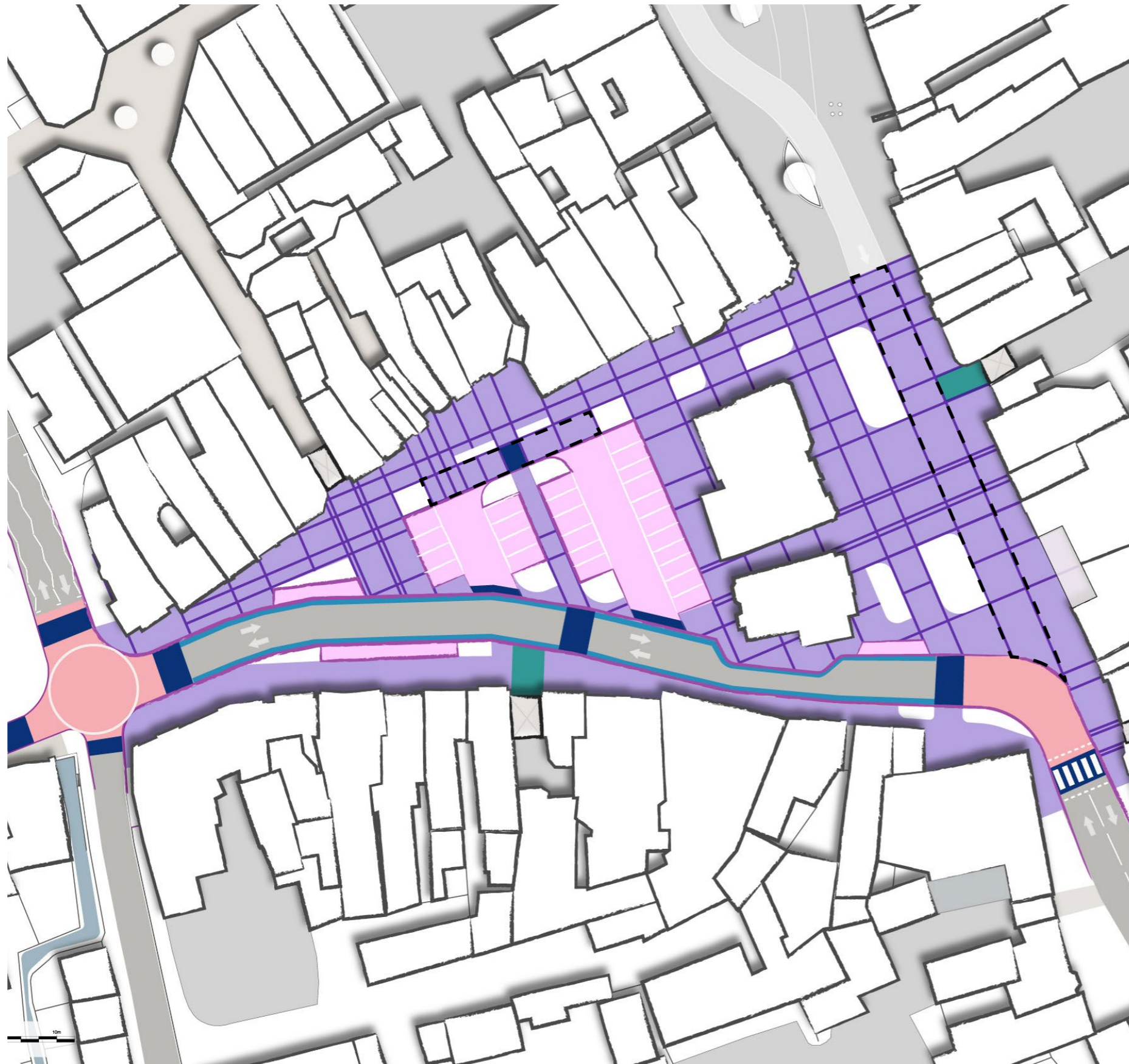
4.0

DESIGN PALETTE

4.1	Surface Materials Opportunities	32-35
4.2	Lighting Opportunities	36-37
4.3	Planting Opportunities	38-39
4.4	Seating Opportunities	40-41
4.5	Street Furniture Opportunities	42-43
4.6	Placemaking Opportunities	44-45

+ 4.1 | Surface Materials Opportunities

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4.1.1 SURFACE MATERIAL CONCEPT DESIGN - YORKSTONE OPTION.

The following highlights the suggested surface materials as located on the preferred design.

Materials have been selected to reflect on its context as a historical town centre, with materials that are durable due to expected high usage. The material options suggested are preliminary only to provide an initial idea of the potential look and feel that can be created.

The final selection, types, location, colour specification etc. will be confirmed during the next design stages and will respond to further engagement as well as considerations related to budget and deliverability.

KEY

-  Improved paved footways with accent bands (image 01 and 02)
-  Paved carparking and loading bays (Image 04)
-  Carriageway accent treatment (Gateway)
-  Carriageway with visual narrowing accent (06)
-  Pedestrian crossing point
-  Vehicle crossovers (Image 04)
-  Kerbs
-  Accent bands (image 02)
-  Service access - paving will require specification for heavy loading (deep construction)

+ 4.1 | Surface Materials Opportunities - Yorkstone



(01) Improved footways, using Yorkstone flag paving to match with style used in Sheep Street.



(02) Accent bands with yorkstone setts



(03) Vehicle crossovers, mixed colour granite pavers. Ensure deep construction to allow for vehicle overrun.



(04) Carparking pavement with small Yorkstone blocks, ensure deep construction to allow for vehicle overrun.



(05) Granite Kerbs



(06) Carriageway with visual narrowing using accent paving on each side of the street

+ 4.1 | Surface Materials Opportunities - Granite



(01) Improved Paved footways, natural stone - Elara Granite Mix.



(02) Accent bands with contrasting mixed granite setts



(03) Vehicle crossovers, mixed colour granite pavers. Ensure deep construction to allow for vehicle overrun.



(04) Carparking pavement with small granite cobblestones, ensure deep construction to allow for vehicle overrun.



(05) Granite Kerbs

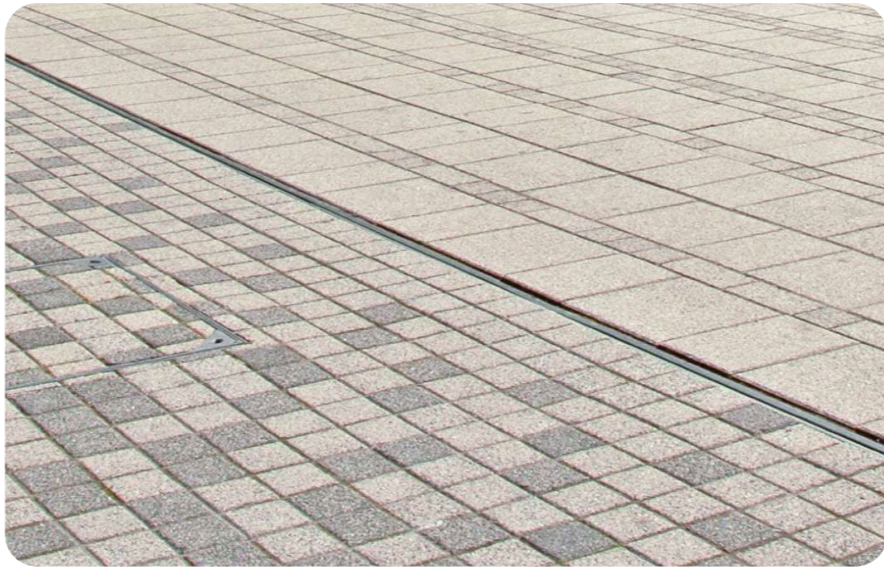


(06) Carriageway with visual narrowing using accent paving on each side of the street

+ 4.1 | Surface Materials Opportunities - Man made



(01) Improved paved footways using manmade stone aggregate concrete flag pavers.



(02) Accent bands with contrasting mixed concrete aggregate setts.



(03) Vehicle crossovers, mixed colour stone aggregate concrete flags. Ensure deep construction to allow for vehicle overrun.



(04) Carparking pavement, concrete aggregate small pavers, with deep construction to allow for vehicle overrun.

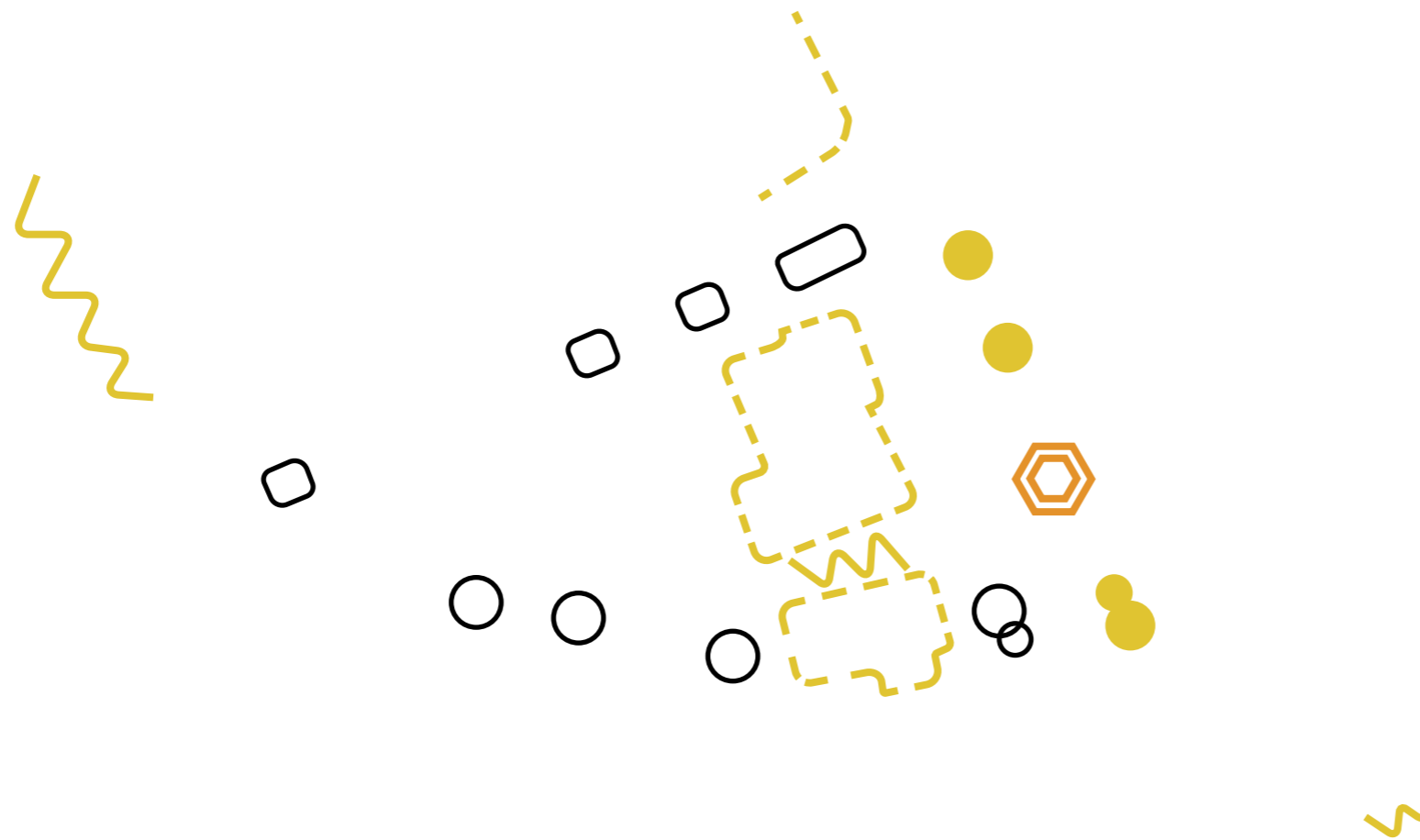


(05) Granite Kerbs



(06) Carriageway with visual narrowing using accent paving on each side of the street

+ 4.2 | Lighting Opportunities








4.2.1 LIGHTING CONCEPT DESIGN

The following highlights the potential lighting opportunities that can be integrated within the preferred design.

Across market square, a creative approach to integrating lighting within the design would be provided through mixed lighting types, where illumination is provided from a range of different sources. This will help to activate the square, create interest and improve safety at night.

Locations on the plan are preliminary to provide an idea of look and feel, final locations will be confirmed during the next design stages in collaboration with a specialist Lighting Engineer.

KEY

-  Up-lighting to existing heritage buildings. (Image 01)
-  Catenary lighting between buildings. (Image 02)
-  Feature lighting in trees (Image 03)
-  Up-lighting of trees and planting areas (Image 04)
-  Landmark with integrated lighting (Image 05).

+ 4.2 | Lighting Opportunities



(01) Up-lighting of key feature buildings can be programmed to change colour to match seasonal events.



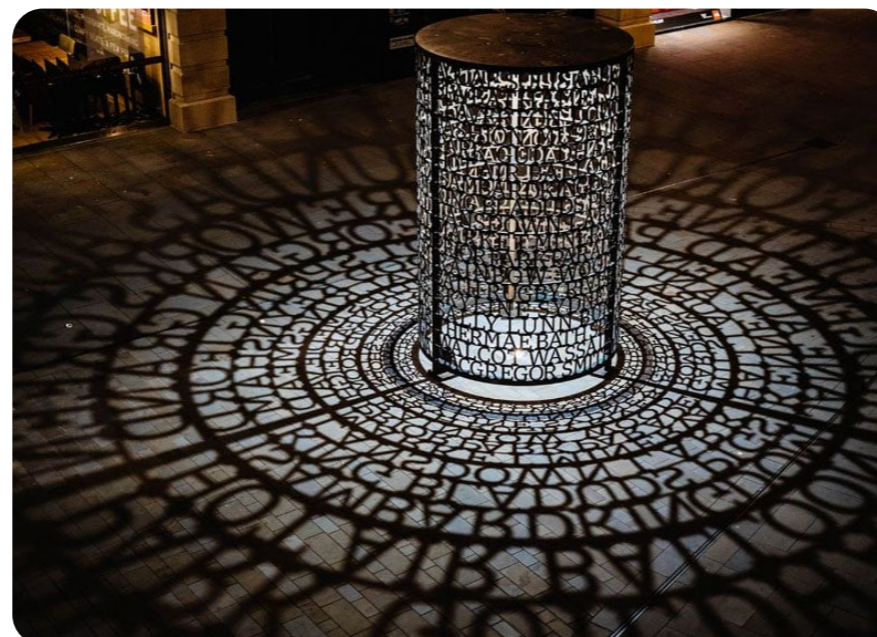
(02) Opportunity for catenary lighting to activate spaces inbetween buildings.



(03) Incorporating feature lighting within trees would help to draw people into the space and spend time



(04) Create secondary mood lighting, by uplighting trees, planting beds and seats.

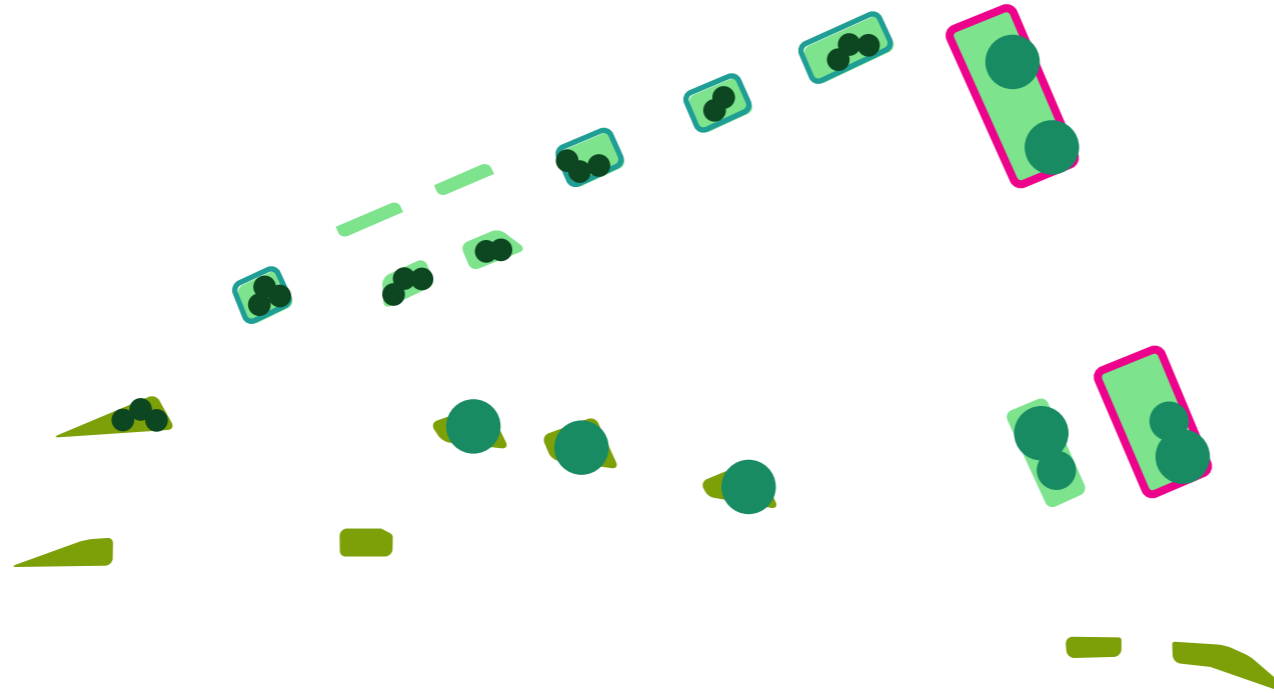


(05) Opportunity for integrated lighting with landmark structure helping to draw people into the space at night



(06) Provide opportunities for hanging of Christmas lights

+ 4.3 | Planting Opportunities



4.3.1 PLANTING CONCEPT DESIGN

The following highlights the potential planting opportunities that can be integrated within the preferred design

Across market square, planting should look to improve the health and well-being of people using the square. This would be achieved through creating shaded seating areas and low temperatures for summer months, improving biodiversity, infiltrating water run-off and improving local air quality, whilst also providing visual amenity.

Locations on the plan are preliminary to provide an idea of look and feel, final locations will be confirmed during the next design stages through a review of underground surveys and in collaboration with a specialist Landscape Architect.

KEY

- Proposed Trees (Image 02)
- Ornamental Shrubs (Image 03)
- Inground Planting areas (Image 04)
- Planting along the carriageway (Image 05)
- Opportunities for SuDS (Image 06)
- Opportunities for green rooms (Image 01)



(01) Green rooms, provide rich and diverse planting areas which immerses people within greenery, providing restful and comfortable spaces. These spaces can be more interactive through the integration of opportunities for seating, informal play and paths.

+ 4.3| Planting Opportunities



(02) Opportunities to provide trees within Market Square. Trees are to be selected with an open canopy so as to create spaces with dappled shade to sit under, and ensure open views across the square are maintained.



(03) Ornamental beds with seasonal interest, inspired by English gardens with native planting mixes.



(04) Inground planting provides green and visually attractive areas within the square whilst keeping views open.



(05) Planting along the carriageway and integrated with car parking areas will help to create an attractive buffer between pedestrian and vehicle uses that are safer and more pleasant to linger within.



(06) Opportunities for Sustainable urban Drainage Systems (SuDS) to be integrated within the scheme. Ensuring Bicester is future ready, by capturing water during heavy rains and helping to reduce localised floods.



Opportunities to foster public ownership, by looking to incorporating the community into planting and maintenance of a community garden in the square.

+ 4.4 | Seating Opportunities

4.4.1 SEATING CONCEPT DESIGN

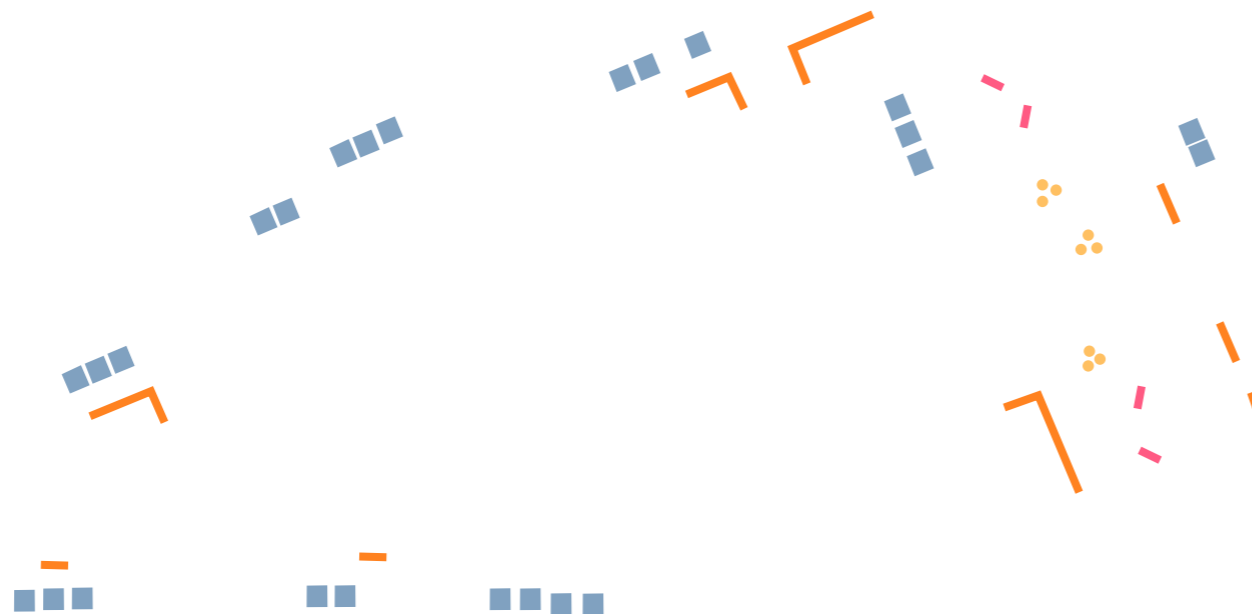
The following highlights the potential seating opportunities that can be integrated within the preferred design.

Throughout market square, the street furniture should be selected so that it has a similar design, colour and look, to create a more cohesive design.

Locations on the plan are preliminary to provide an idea of look and feel, final locations will be confirmed during the next design stages.

KEY

- Opportunity for seating (Image 01 & 02)
- Integrated seating (Image 03)
- Play seating (Image 04)
- Space for commercial spill-out (Image 05)
- Seating with protection (Image 06)



+ 4.4 | Seating Opportunities



(01) Choose modular seating to create a variety of seating arrangements in a cohesive palette, for a mix of small to large groups..



(02) Seating to wrap edges of planting beds, providing places to dwell next to green.



(03) Opportunities to provide seating nooks integrated within planting beds



(04) Opportunities to incorporate feature seating which could also act as play.



(05) Space for outdoor dinning areas and commercial spill out. Helping to support local businesses, improve safety and social interaction within the square.



(06) Where required square seating blocks can be used, acting like bollard protection.

+ 4.5 | Street Furniture Opportunities





4.5.1 STREET FURNITURE CONCEPT DESIGN

The following highlights the potential street furniture opportunities that can be integrated within the preferred design.

Throughout market square, the street furniture should be selected so that it has a similar design, colour and look, to create a more cohesive design.

Locations on the plan are preliminary to provide an idea of look and feel, final locations will be confirmed during the next design stages.

KEY

-  Cycle storage (Image 01)
-  Option for contained cycle storage (Image 02)
-  Litter bins (Image 03)
-  Wayfinding (Image 04)

+ 4.5 | Street Furniture Opportunities



(01) Cycle stands grouped in 3's, throughout the Market Square, final style to be confirmed, though opportunity to match overall furniture palette.



(02) Opportunities to provide a larger cycle storage with a green roof.



(03) Litter bins with recycling facilities.



(04) Variety of wayfinding to be used across the site, to better connect people.

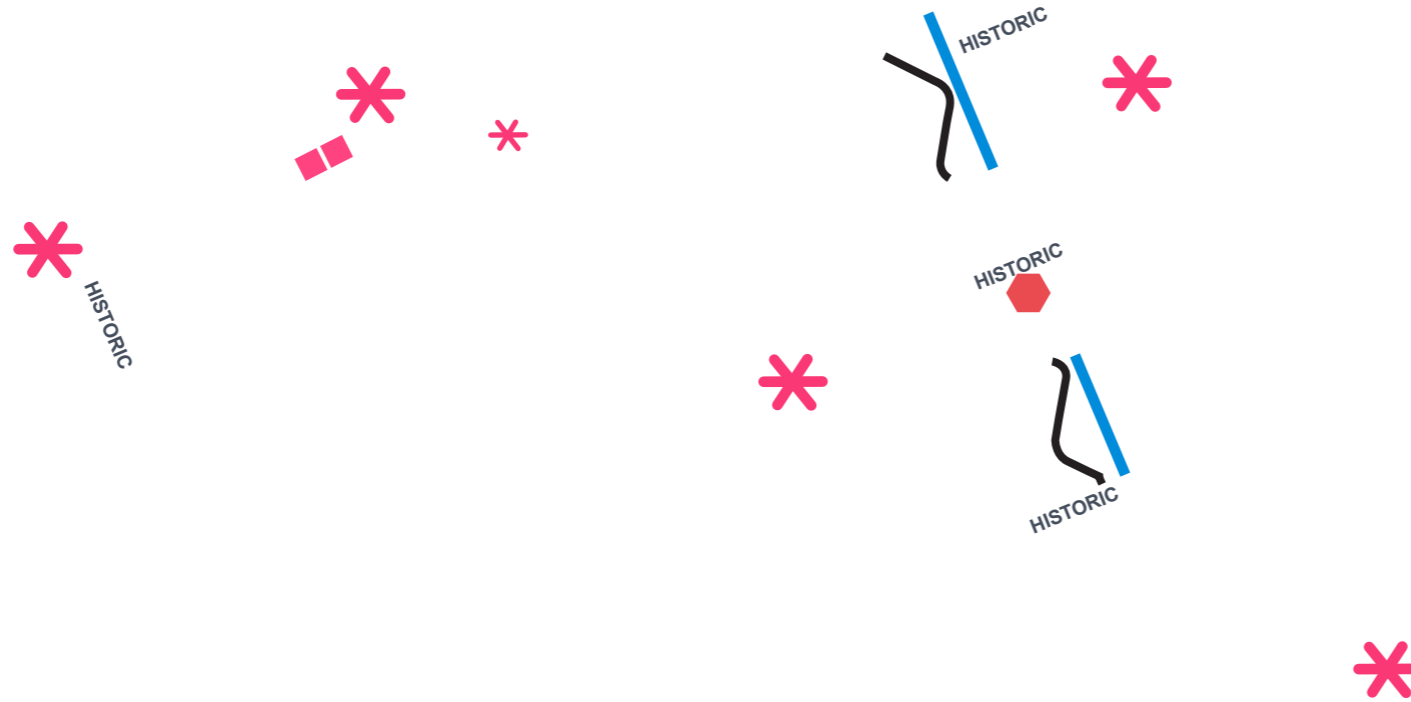


(05) Bollard colour and style in keeping with the Market Square furniture palette.



(06) Opportunity to include a drinking fountain. Location to be confirmed during the next design stages.

+ 4.6 | Placemaking Opportunities






4.6.1 PLACEMAKING CONCEPT DESIGN

The following highlights the potential placemaking opportunities (feature elements which help to create a unique place) that can be integrated within the preferred design.

Throughout market square, the placemaking opportunities will look to explore ways to introduce elements which foster community engagement, are fun, reflect Bicester's local history and helps celebrate the uniqueness of the Market Square.

Locations on the plan are preliminary to provide an idea of look and feel, final locations will be confirmed during the next design stages.

KEY

-  Opportunity for memorial or landmark (Image 01)
-  Opportunity for Community led art project (Image 02)
-  Re-use existing assets (Image 03)

HISTORIC Artistic feature pavement (Image 04)

 Integrated play (Image 05)

 Water feature (Image 06)



(01) Opportunities for memorial or landmark sculpture. Location helps to draw people down Sheep Street and up London Road.

+ 4.6 | Placemaking Opportunities



(02) Opportunities to involve local artist to help create vibrant spaces.



(03) Opportunities to re-use the existing phone boxes as alternative community assets, like a library or cafe.



(04) Reference historical buildings and history with etched pavement inserts or brass inserts.

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(05) Opportunities to incorporate steps and paths through planted areas, providing more interaction and informal play within the square.



(06) Opportunity to incorporate a water feature.



(07) Opportunities to incorporate artistic biodiversity elements, such as insect hotels, bird boxes or living willow sculptures.

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Bicester Market Square - Granite paving option

Client	Cherwell District Council	
Project	Bicester Market Square	
Title	Granite paving option	
Project Number	70121516	
Date	28 May 2025	
Revision	1	
Prepared By	Tom Gray	Staff Grade P01
Checked By	David Grey	Staff Grade P04
Approved By	John Caygill	Staff Grade P05



Index

Item Description
1.1 Estimate History
2.1 Document Register
3.1 Notes
4.1 Cost Summary
5.1 Cost Estimate

1.1 Estimate History

Notes / Variations	Date Issued
1.1 Initial cost estimate	28 May 2025

2.1 Document Register

Document Title	Document Reference	Revision	Format	Date
Bicester Market Square Improvements - Preferred Design	70121516-WSP-BMS-SK- Bicester Market Square Preferred Design	1	PDF	

3.1 Notes

Pricing Notes

Estimates have been based upon drawing numbers as scheduled on the attached and viewing on Google maps

Exclusions

Legal issues

VAT

Land take / CPO

Planning and approval changes

Taxes and levies

Licenses and all associated costs and fees

Changes in legislation and any form of applicable standards

Costs associated with invasive and/or protected species

Speed cameras, as design progresses will be included

Public artwork

Inflation

Assumptions

All assumptions are included within the estimate

4.1 Cost Summary

Item Description	
Direct Construction Costs	
Base Construction Cost	£1,652,627
Indirect Construction Costs	
Contingency	£165,263
Main Contractor Preliminaries, and Traffic Management	£636,261
Overheads	£228,889
Contractor Fees	£125,889
Fees	£750,000
Utilities	£250,000
Land	£0
Total excl. Risk and Inflation	£3,808,929
Risk	£981,660
Inflation	£239,050
Total	£1,220,711
Total cost	£5,029,640



Item Description	Notes / Assumptions	Quantity	Unit	Rate	Total
Series 200: Site Clearance					
General site clearance		0.65	ha	£8,868.52	£5,765
Kerb removal		350	m	£20.00	£7,000
Bollard to be taken up and tipped off site		1	no	£51.24	£51
Lighting column to be taken down and tipped off site		1	no	£243.18	£243
Existing planters to be taken up and tipped off site		4	no	£32.50	£130
Existing post planters to be taken up and tipped off site		6	no	£57.71	£346
Existing bin to be taken up and tipped off site		5	no	£29.17	£146
Existing traffic signs to be taken up and tipped off site		10	no	£57.71	£577
Existing parking meter to be taken up and tipped off site		1	no	£108.84	£109
Allowance for site clearance items not identified at this stage		1	item	£30,000.00	£30,000
Series 500: Drainage					
Allowance for drainage		1	item	£50,000.00	£50,000
Series 600: Earthworks					
Excavation					
Excavation of material	Paved section	1,524	m3	£16.13	£24,587
Excavation of material	Carriageway section	488	m3	£16.13	£7,873
Excavation of material	Landscaping requirements	185	m3	£16.13	£2,985
Hard material					
Extra over for hard material	Paved section	381	m3	£23.66	£9,014
Extra over for hard material	Carriageway section	122	m3	£23.66	£2,887
Extra over for hard material	Landscaping requirements	47	m3	£23.66	£1,112
Disposal					
Disposal		2,197	m3	£10.00	£21,970
Transport to tip	Assume 10km to nearest tip	21,970	m3/km	£4.12	£90,538
Series 700: Pavements					
Binder course					
60mm binder course	Full carriageway reinstatement	500	m2	£28.88	£14,438
60mm binder course	Coloured surfacing reinstatement	475	m2	£28.88	£13,716
Surface course					
40mm surface course	Full carriageway reinstatement	500	m2	£30.43	£15,217
Coloured surface course	Coloured surfacing reinstatement	475	m2	£60.00	£28,500
Accent paving	Edge of carriageway for narrowing	100	m2	£125.00	£12,500
Sub-base					
250mm subbase	Full carriageway reinstatement	500	m2	£21.66	£10,829
250mm subbase	Coloured surfacing reinstatement	475	m2	£21.66	£10,288
Base Course					
150mm base course	Full carriageway reinstatement	500	m2	£73.91	£36,953
150mm base course	Coloured surfacing reinstatement	475	m2	£73.91	£35,105
Tack coat					
Tack coat		2,925	m2	£1.65	£4,815
Series 1100: Kerbs, footways and paved areas					
Kerbing					
Kerb - Granite kerbing		287	m	£246.12	£70,636
Kerb - Granite BN kerb		42	m	£216.69	£9,101
Yorkstone Paving Option 1					
Granite paving flags varying lengths		3,048	m2	£190.00	£579,120
Granite paving setts accent strips to footways		318	m2	£150.00	£47,700
Granite cobblestones for car parking area		97	m2	£120.00	£11,640
Granite pavers for vehicle crossovers		53	m2	£190.00	£10,070
Sub-base					
Sub-base for pavings		1,410	m3	£40.90	£57,669
Series 1200: Traffic signs and road markings					
Road markings					
Allowance for road marking		1	item	£4,000.00	£4,000
Road signs					
Allowance for signage		1	item	£20,000.00	£20,000
Traffic signal installations					
Allowance for potential signalised crossing		1	item	£50,000.00	£50,000
Street furniture					
Street furniture		1	item	£150,000.00	£150,000
Series 3000: Landscape and ecology					
Landscaping					
Raingarden/SUDS planting		1	item	£40,000.00	£40,000
Planting areas		1	item	£15,000.00	£15,000
Proposed trees		1	item	£50,000.00	£50,000

Item Description	Notes / Assumptions	Quantity	Unit	Rate	Total
Lighting					
Allowance for lighting requirements across site - Up-lighting, catenary, mood lighting etc		1	item	£100,000.00	£100,000
				Direct Costs	£1,652,627
	Contingency			10%	£165,263
				sub-total	£1,817,890
	Main Contractor Preliminaries, and Traffic Management			35%	£636,261
				sub-total	£2,454,151
	Overheads			10%	£228,889
				sub-total	£2,683,040
	Contractor Fees			5%	£125,889
				sub-total	£2,808,929
	Fees				£750,000
				sub-total	£3,558,929
	Utilites				£250,000
				sub-total	£3,808,929
	Land				£0
				sub-total	£3,808,929
	Risk			40%	£981,660
				sub-total	£4,790,589
	Inflation			4.99%	£239,050
				sub-total	£5,029,640
Total Indicative Estimate				Total	£5,029,640

Bicester Market Square - Manmade paving option

Client	Cherwell District Council	
Project	Bicester Market Square	
Title	Manmade paving option	
Project Number	70121516	
Date	28 May 2025	
Revision	1	
Prepared By	Tom Gray	Staff Grade P01
Checked By	David Grey	Staff Grade P04
Approved By	John Caygill	Staff Grade P05



Index

Item Description
1.1 Estimate History
2.1 Document Register
3.1 Notes
4.1 Cost Summary
5.1 Cost Estimate

1.1 Estimate History

Notes / Variations	Date Issued
1.1 Initial cost estimate	28 May 2025

2.1 Document Register

Document Title	Document Reference	Revision	Format	Date
Bicester Market Square Improvements - Preferred Design	70121516-WSP-BMS-SK- Bicester Market Square Preferred Design	1	PDF	

3.1 Notes

Pricing Notes

Estimates have been based upon drawing numbers as scheduled on the attached and viewing on Google maps

Exclusions

Legal issues

VAT

Land take / CPO

Planning and approval changes

Taxes and levies

Licenses and all associated costs and fees

Changes in legislation and any form of applicable standards

Costs associated with invasive and/or protected species

Speed cameras, as design progresses will be included

Public artwork

Inflation

Assumptions

All assumptions are included within the estimate

4.1 Cost Summary

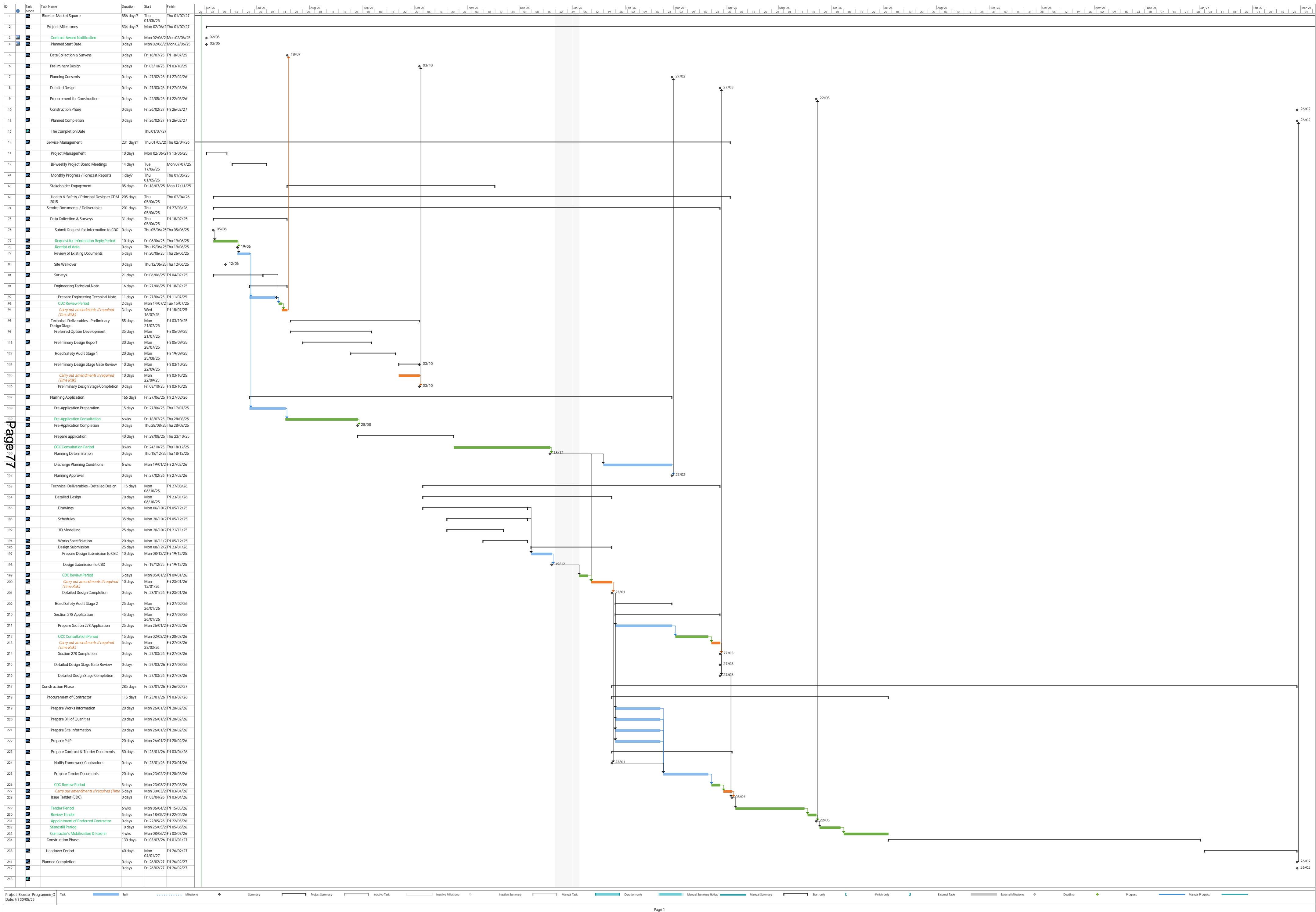
Item Description	
Direct Construction Costs	
Base Construction Cost	£1,432,467
Indirect Construction Costs	
Contingency	£143,247
Main Contractor Preliminaries, and Traffic Management	£551,500
Overheads	£198,397
Contractor Fees	£109,118
Fees	£750,000
Utilities	£250,000
Land	£0
Total excl. Risk and Inflation	£3,434,729
Risk	£850,885
Inflation	£213,852
Total	£1,064,738
Total cost	£4,499,466



Item Description	Notes / Assumptions	Quantity	Unit	Rate	Total
Series 200: Site Clearance					
General site clearance		0.65	ha	£8,868.52	£5,765
Kerb removal		350	m	£20.00	£7,000
Bollard to be taken up and tipped off site		1	no	£51.24	£51
Lighting column to be taken down and tipped off site		1	no	£243.18	£243
Existing planters to be taken up and tipped off site		4	no	£32.50	£130
Existing post planters to be taken up and tipped off site		6	no	£57.71	£346
Existing bin to be taken up and tipped off site		5	no	£29.17	£146
Existing traffic signs to be taken up and tipped off site		10	no	£57.71	£577
Existing parking meter to be taken up and tipped off site		1	no	£108.84	£109
Allowance for site clearance items not identified at this stage		1	item	£30,000.00	£30,000
Series 500: Drainage					
Allowance for drainage		1	item	£50,000.00	£50,000
Series 600: Earthworks					
Excavation					
Excavation of material	Paved section	1,524	m3	£16.13	£24,587
Excavation of material	Carriageway section	488	m3	£16.13	£7,873
Excavation of material	Landscaping requirements	185	m3	£16.13	£2,985
Hard material					
Extra over for hard material	Paved section	381	m3	£23.66	£9,014
Extra over for hard material	Carriageway section	122	m3	£23.66	£2,887
Extra over for hard material	Landscaping requirements	47	m3	£23.66	£1,112
Disposal					
Disposal		2,197	m3	£10.00	£21,970
Transport to tip	Assume 10km to nearest tip	21,970	m3/km	£4.12	£90,538
Series 700: Pavements					
Binder course					
60mm binder course	Full carriageway reinstatement	500	m2	£28.88	£14,438
60mm binder course	Coloured surfacing reinstatement	475	m2	£28.88	£13,716
Surface course					
40mm surface course	Full carriageway reinstatement	500	m2	£30.43	£15,217
Coloured surface course	Coloured surfacing reinstatement	475	m2	£60.00	£28,500
Accent paving	Edge of carriageway for narrowing	100	m2	£125.00	£12,500
Sub-base					
250mm subbase	Full carriageway reinstatement	500	m2	£21.66	£10,829
250mm subbase	Coloured surfacing reinstatement	475	m2	£21.66	£10,288
Base Course					
150mm base course	Full carriageway reinstatement	500	m2	£73.91	£36,953
150mm base course	Coloured surfacing reinstatement	475	m2	£73.91	£35,105
Tack coat					
Tack coat		2,925	m2	£1.65	£4,815
Series 1100: Kerbs, footways and paved areas					
Kerbing					
Kerb - Granite kerbing		287	m	£246.12	£70,636
Kerb - Granite BN kerb		42	m	£216.69	£9,101
Manmade concrete Paving Option 3					
Stone aggregate concrete paving flags varying lengths		3,048	m2	£125.00	£381,000
Stone aggregate concrete paving flags paving setts accent strips to footways		318	m2	£90.00	£28,620
Stone aggregate concrete paving flags blocks for car parking area		97	m2	£125.00	£12,125
Mixed colour, Stone aggregate concrete paving flags pavers for vehicle crossovers		53	m2	£125.00	£6,625
Sub-base					
Sub-base for pavings		1,410	m3	£40.90	£57,669
Series 1200: Traffic signs and road markings					
Road markings					
Allowance for road marking		1	item	£4,000.00	£4,000
Road signs					
Allowance for signage		1	item	£20,000.00	£20,000
Traffic signal installations					
Allowance for potential signalised crossing		1	item	£50,000.00	£50,000
Street furniture					
Street furniture		1	item	£150,000.00	£150,000
Series 3000: Landscape and ecology					
Landscaping					
Raingarden/SUDS planting		1	item	£40,000.00	£40,000
Planting areas		1	item	£15,000.00	£15,000
Proposed trees		1	item	£50,000.00	£50,000



Item Description	Notes / Assumptions	Quantity	Unit	Rate	Total
Lighting					
Allowance for lighting requirements across site - Up-lighting, catenary, mood lighting etc		1	item	£100,000.00	£100,000
				Direct Costs	£1,432,467
	Contingency			10%	£143,247
				sub-total	£1,575,714
	Main Contractor Preliminaries, and Traffic Management			35%	£551,500
				sub-total	£2,127,214
	Overheads			10%	£198,397
				sub-total	£2,325,610
	Contractor Fees			5%	£109,118
				sub-total	£2,434,729
	Fees				£750,000
				sub-total	£3,184,729
	Utilities				£250,000
				sub-total	£3,434,729
	Land				£0
				sub-total	£3,434,729
	Risk			40%	£850,885
				sub-total	£4,285,614
	Inflation			4.99%	£213,852
				sub-total	£4,499,466
Total Indicative Estimate				Total	£4,499,466



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BICESTER MARKET SQUARE

Public Realm Improvements
Landscape Strategy Document
Part 03 - Engagement

+

Prepared for



by



Birmingham (Queens Drive)
Level 2 - The Mailbox
100 Wharfside Street
Birmingham UK
B1 1RT

Page 80

Sketchbook 03 - Engagement

Document : 70121516_WSP_SK_LA_003

Revision : REV01 MAR 2025

This sketchbook has been prepared by WSP for the purpose of explaining the Co-Design process, and to support the continual design development of for Bicester Market Square. **This document is to be shared internally only.**

This sketchbook document is part of a series of documents and should to be read in conjunction with:

- Sketchbook 01 - Baseline.
- Sketchbook 02 - Concept Development.

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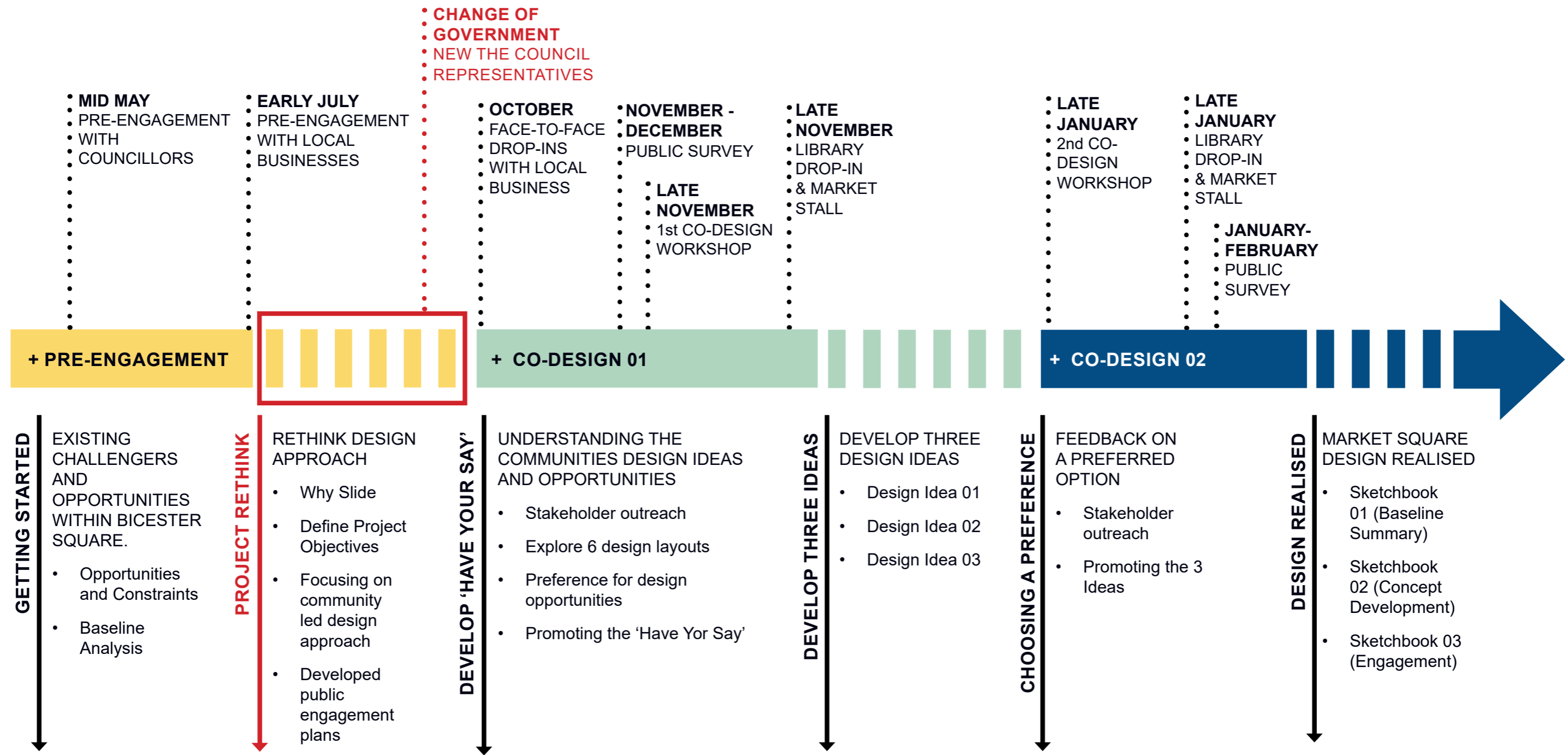


1.0 ENGAGEMENT

+ 1.1 | Project Timeline

The following timeline provides the project breakdown and process to reach the final concept design. It highlights the moment in which there was a project rethink, catalysis by early pre-engagement responses and the change in government, this led the project to formalise key project objectives and focus on a more community led, Co-Design approach.

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+ 1.2 | Pre-Engagement Councillors Events



EVENT : Pre-Engagement Councillors Events

TIME : Mid-May 2024

STAKEHOLDERS PRESENT:

- Cherwell District Council Councillors Officers
- Oxfordshire County Council Councillors Officers

Key Discussions Points

Overarching Comments

- A clear vision is needed for what we are looking to achieve on the project – Engagement needed to establish this.
- Building a strong narrative on the plans and how the designs have been developed.
- Money available for the improvements and managing the costs to deliver.
- Utilities – what is underground and the limitations this will create to the scheme.
- Quality – if its not of highest quality (natural stone) we miss a clear opportunity.
- Needs to be a scheme that is safe and overseen.
- Memorial in the square – local feeling for need of this, however potential conflicting priorities as well as issues related to including due to program for delivery.
- Timescale and peoples appetite for quality – need to manage expectations.
- Potential communication issues – need to be clear and concise
- Maintenance and operational requirements – getting it right – cleansing etc.
- Quality of utility improvement reinstatements.
- Competing issues internally between council department priorities and aspirations.

Key Points on Parking

- Managing concerns regarding potential changes/reductions in car parking. Need to pro actively identify where they are going.
- Creating issues if there is a displacement/reduction of drop off/ ultra short stay bays as it operates at the moment.
- Potential £80-90k income loss if Market Place parking is lost. – potential to be less if parking in lower cost car parks.
- Access for businesses & ensuring this is maintained - Support for Local Businesses.
- Parking is a hot topic. Work around behaviour change and signage improvements.



+ 1.2 | Pre-Engagement Councillors Events



1.2.2 CONSTRAINTS

A list of constraints identified during a workshop discussion.

- 1 Christmas tree located in the market place.
- 2 Heritage and conservation – setting of building and within conservation area.
- 3 Archaeology – potential issues if tree planting proposed.
- 4 The Market place is on a bus route.
- 5 Demands of street and roadside activities.
- 6 Delivering and servicing access.
- 7 Taxis – legal status needs to be established (hackney carriage & minicabs).
- 8 Uber eats in pedestrianised town centres – pick up demands from businesses. – need to incorporate scooter parking.
- 9 Enforcement is non existent.
- 10 Signage clutter – simplification needed.
- 11 Structural integrity of the space – constructions – moving kerbs
- 12 Local residents living on/ very close to the Market Place – day/night economy, noise limitation requirements and limits this place of activities and events.

+ 1.2 | Pre-Engagement Councillors Events



1.2.3 OPPORTUNITIES

Opportunities identified during a workshop discussion.

- 1 Create an iconic space and community meeting place.
- 2 Street greening.
- 3 Informal play within the space
- 4 Create a bus stop within the square
- 5 Provide seating in good locations
- 6 Incorporate cycle parking that is secure.
- 7 Capture heritage and history of the place – signage/ boards/ digitally
- 8 Play on the military connection for Bicester.
- 9 Improve connectivity between Sheep Street and Market Place.
- 10 Lighting key features and buildings including colour and potential temporary interventions and events.
- 11 Provide a modern suite of furniture that compliment the heritage and historic setting.
- 12 Introduce a drinking water station.
- 13 Safe pedestrian and cycling access.

+ 1.3 | Pre-Engagement Buisness event

1.3.1 WORKSHOP DISCUSSION AND PLANS

EVENT : Pre-Engagement Buisness event

TIME : Early July 2024

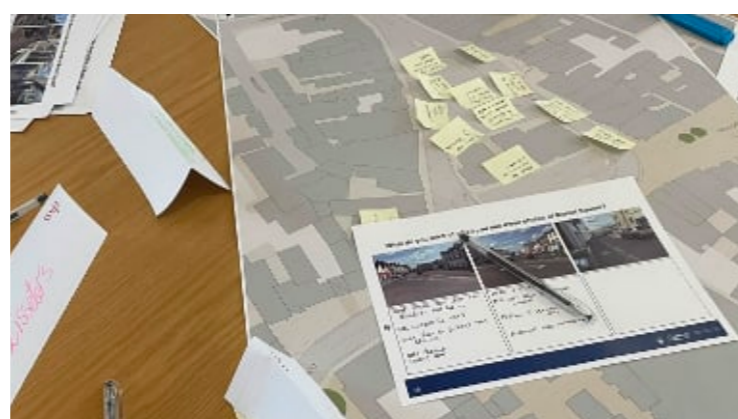
STAKEHOLDERS PRESENT: Local buisness representatives

Top 5 Takeaways from the engagement:

1. Businesses will be very wary of any proposal to reduce parking or current level of servicing access
2. Businesses consider main priority to maintain and improve what is there – their business models have been built around what they have and consider any significant change as a threat to their survival
3. Careful consideration will need to be made of construction impacts, to minimise business impact
4. Perception that there will be a combined negative impact of London Road closure and any further change within the town centre
5. It may help to provide evidence to businesses of the positive impact that improvements can have on business trading – perhaps heightening the qualities of their distinctive offer as opposed to trying to match / compete with out of town?

Misconceptions to address in future communications / group engagements sessions :

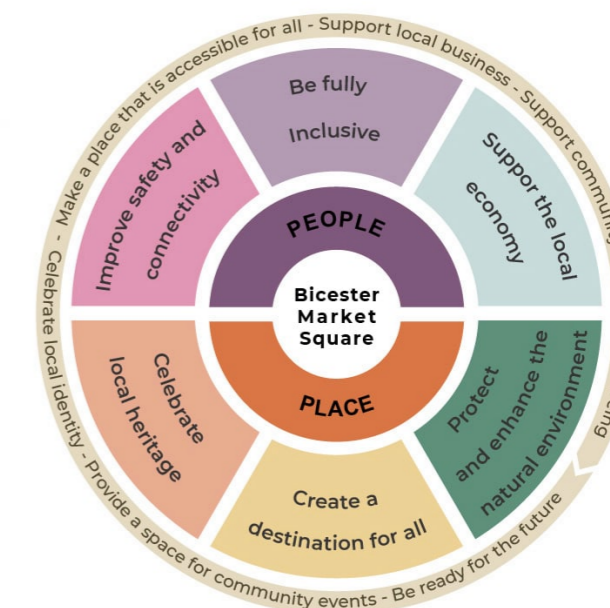
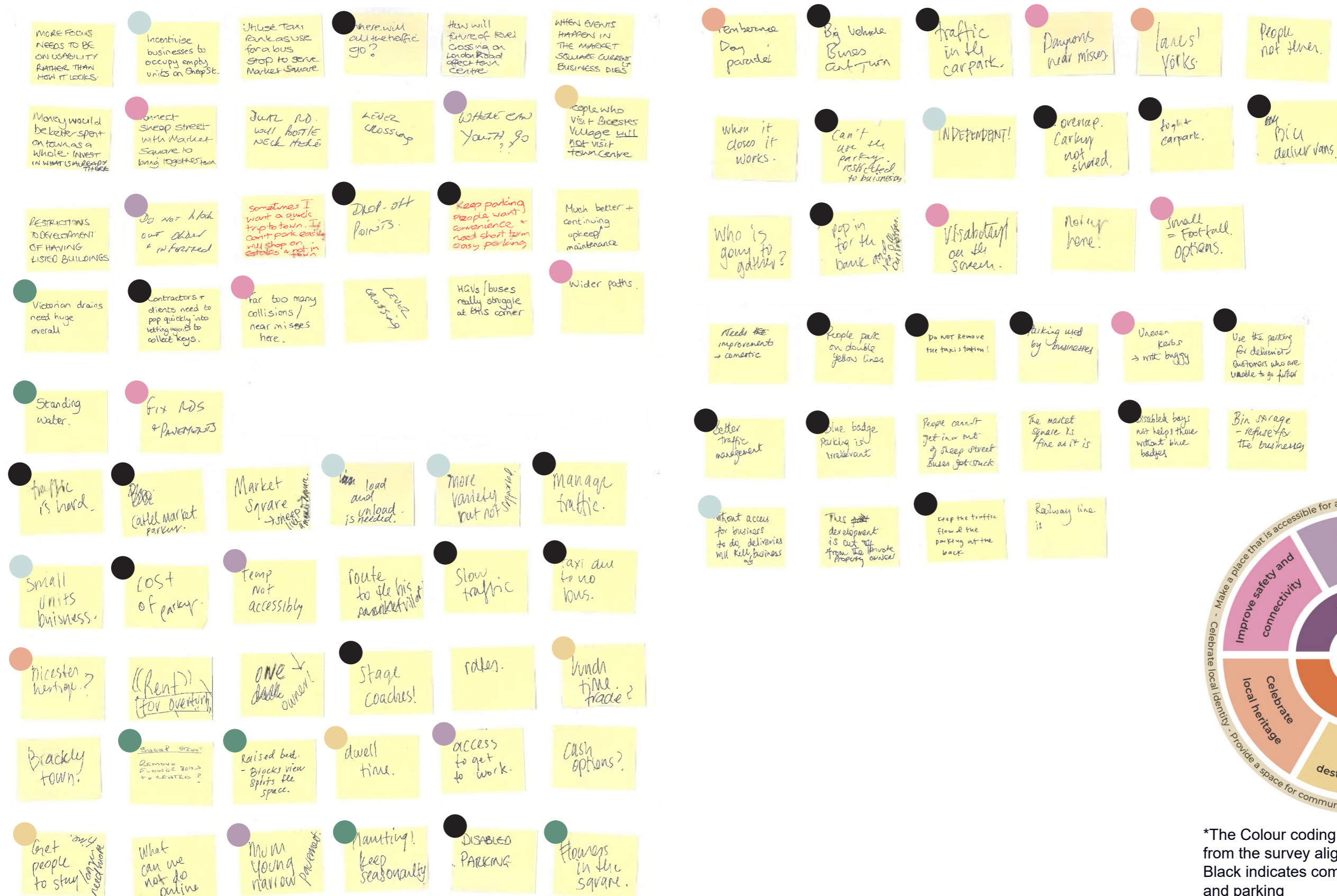
- There is no predetermined plan
- Whatever is proposed the square will still have through traffic and some parking
- The aim is to enhance / improve / evolve what's there



+ 1.3 | Pre-Engagement Business event

1.3.2 WORKSHOP POST-IT NOTES

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*The Colour coding is to reflect how results from the survey align to the project objectives. Black indicates comments which refer to traffic and parking

+ 1.4 | 1st Co-Design Workshop

1.4.1 1ST CO-DESIGN WORKSHOP PRESENTATION

EVENT : 1st Co-Design Workshop Event

TIME : Late November 2024

STAKEHOLDERS PRESENT: 50 key stakeholders attending Mix of local community groups, local businesses and councillors:

- Bicester BUG (Bicycle Users Group)
- Bicester Church
- Bicester Foodbank
- Bicester Friday Market Traders
- Bicester Local History Society
- Bicester Motion
- Bicester Social Cycle Group
- Bicester taxi drivers
- Bicester Village
- Bicester Vision
- Langford Village Community Association
- Local elected Councillors from; Oxfordshire County Council, Cherwell District Council and Bicester Town Council
- MyVision Oxfordshire
- Royal British Legion
- Shire Mobility
- Thames Valley Police
- Wheels for Wellbeing

ACTIVITIES :

1. How do you get to and use the Market Square?
2. What improvements would you like to see that would mean you would spend time there? (Explored by reviewing the opportunity images)
3. How can the layout of the street be improved to provide space for your improvements? (Explored the designs by drawing and placing opportunity element icons on designs)



Bicester Market Square Public Realm Project

Co-design Workshop
25th November 2024



3. Purpose of the Co-design

Ensure We...

- Bring together lived experience, lived expertise and professional experience to learn from each other
- Improve everyone's understanding of the project and what can be achieved
- Listen to and value everyone's opinions and ideas regarding what is wanted/needed
- Identify and consider all potential design ideas/options
- Create a vibrant, connected, and thriving Market Square that benefits everyone in Bicester



8



Improving the Street Layout

Exploring the art of the possible - movement and use



18



+ 1.4 | 1st Co-Design Workshop

1.4.2 WORKSHOP DISCUSSION NOTES

*This word cloud collects the words and phrases compiles from participants in the 1st Co-design workshop on material, plan notes and facilitator notes. This highlights the key aspirations and talking points from the workshop












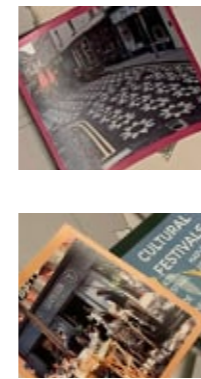
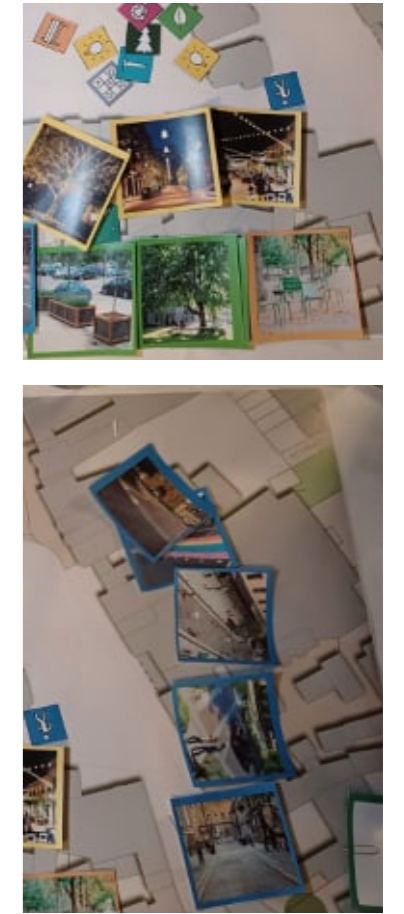
+ 1.4 | 1st Co-Design Workshop

1.4.3 SELECTED OPPORTUNITIES

The following images were taken during the 1st Co-Design event and highlight the participants preference for types of opportunities to be included in the design.

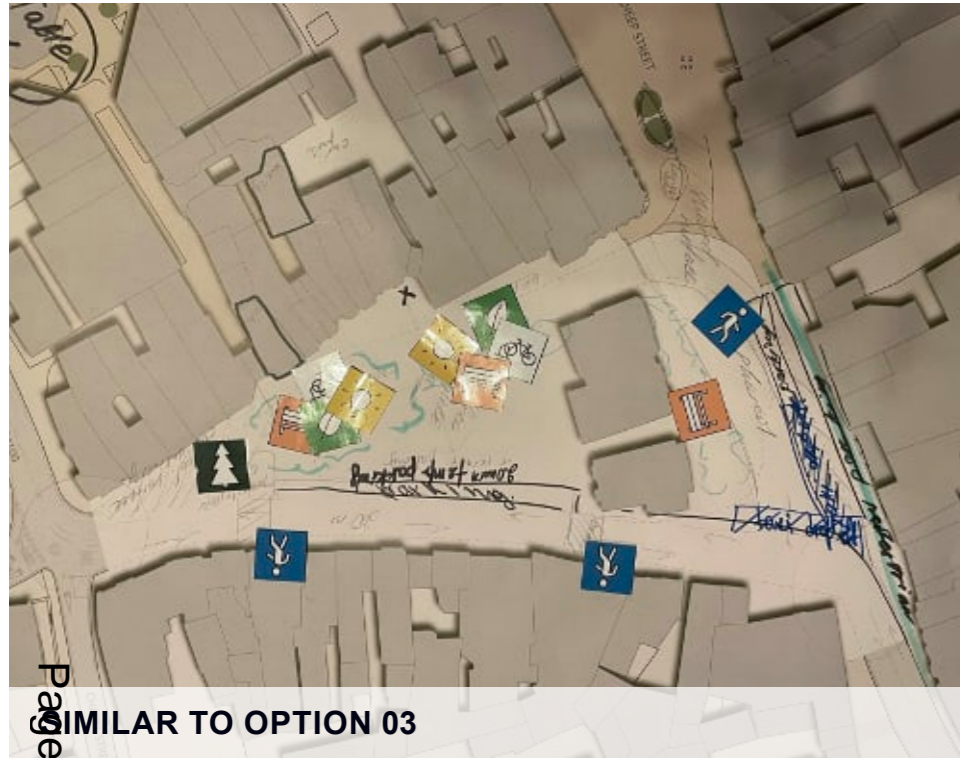
The colours of the opportunities related to the 10 element icons (colours shown below).

	Lighting		Public Art		Surface
	Planting		Events		Seating
	Cycle stands		Landmark		Play
			Productive		



+ 1.4 | 1st Co-Design Workshop

1.4.4 WORKSHOP DESIGN SKETCH OPTIONS



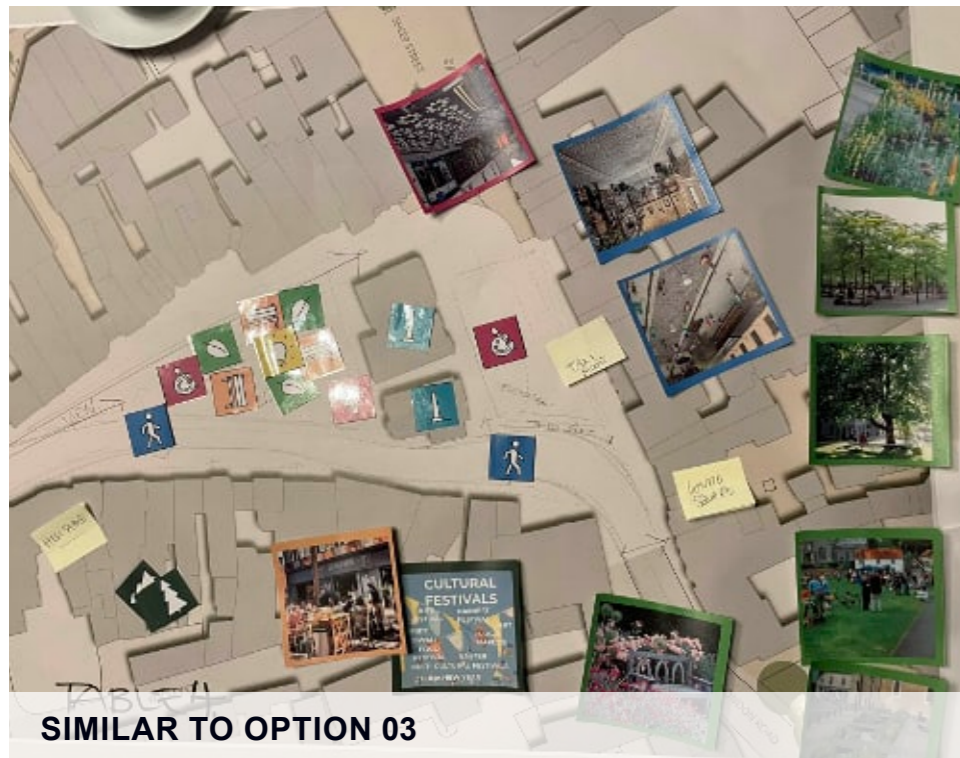
GROUP 01



GROUP 02



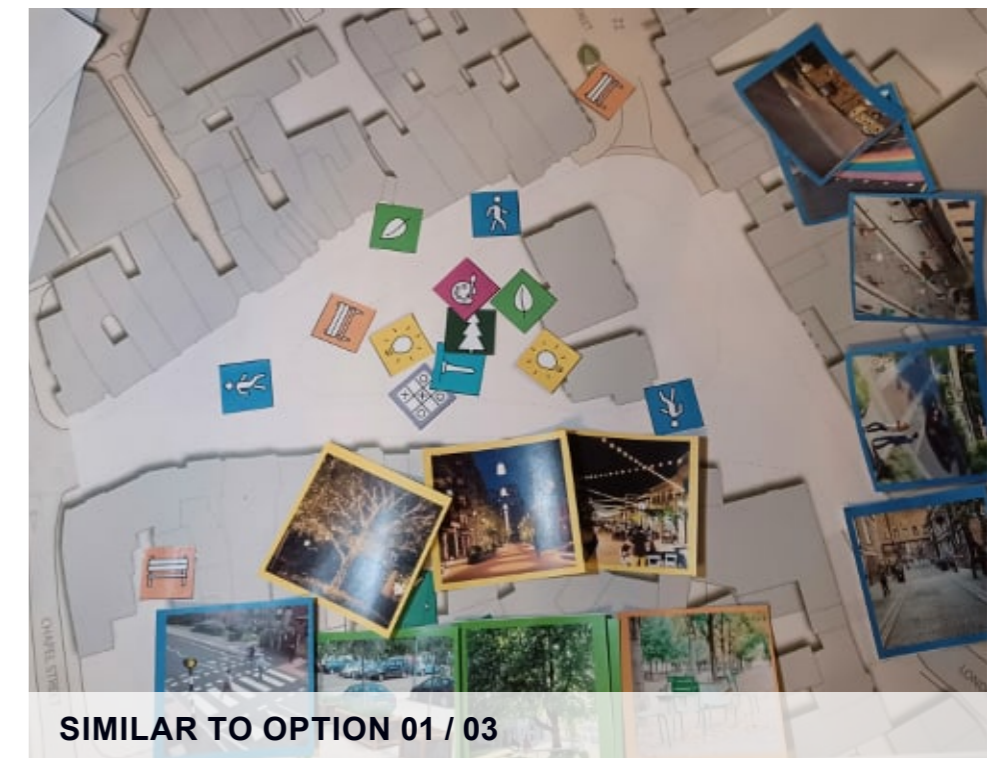
GROUP 03



GROUP 04



GROUP 05



GROUP 06

+ 1.4 | 1st Co-Design Workshop

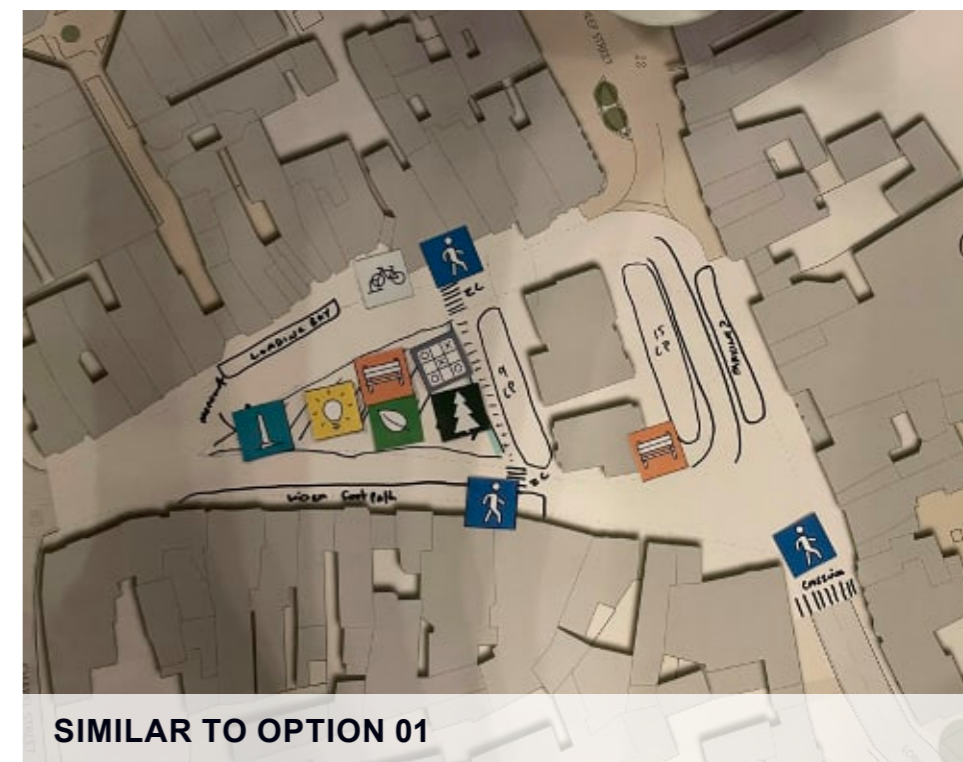
1.4.4 WORKSHOP DESIGN SKETCH OPTIONS



GROUP 07

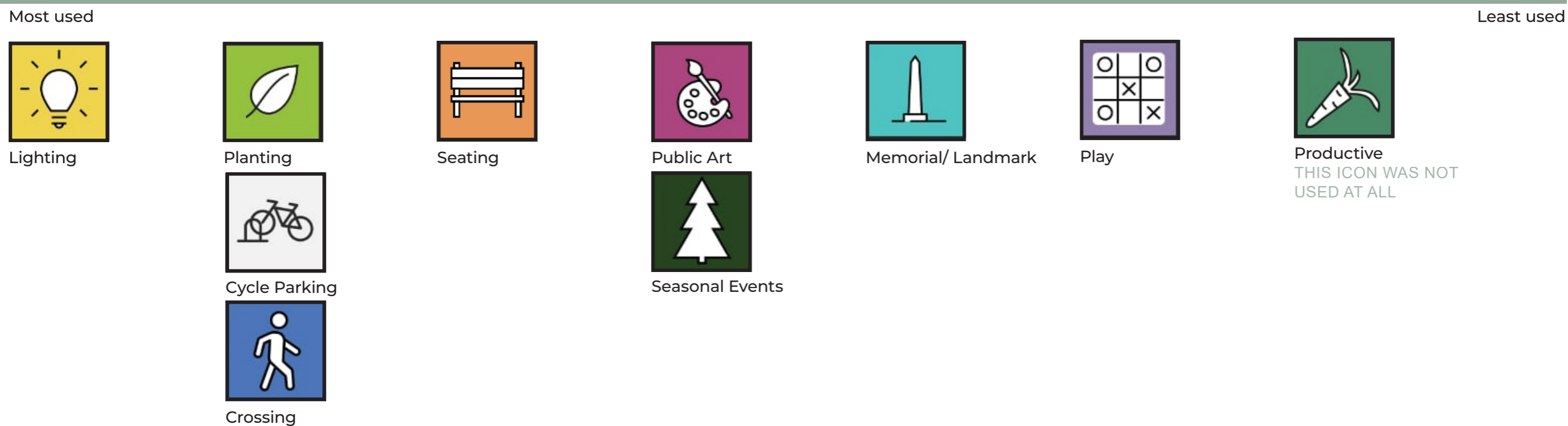


GROUP 08



GROUP 09

WORKSHOP TASK 2 - MOST USED ICONS



+ 1.5 | 'Have Your Say' Public Survey

1.5.1 PUBLIC SURVEY

EVENT : Online 'Have Your Say' Public Survey

TIME : 14 November 2024 running until 29th December 2024

Over 1542 responses to 'Have your say' Public Survey.

1.5.2 SURVEY SUMMARY

Regarding the future of Bicester's Market Square based on the feedback collected (refer to Appendix A for 'have your say' survey):

- Diverse Retail Options:** There is a strong demand for a wider variety of shops, particularly independent retailers, which would reduce the current dominance of barbers, charity shops, and cafés.
 - Pedestrianisation Concerns:** Many residents oppose fully pedestrianizing Market Square, fearing it would reduce accessibility for vehicles, cause traffic congestion elsewhere, and negatively impact local businesses.
 - Community Events:** There is a desire for Market Square to function as a community hub, hosting more events, markets, and cultural activities to enhance local engagement.
 - Aesthetic Improvements:** Feedback indicates a need for enhanced aesthetics, including greenery, better landscaping, seating areas, and overall maintenance to create a more inviting environment.
 - Parking Accessibility:** Retaining and improving parking options is seen as crucial to ensure convenient access for shoppers, particularly for those with mobility challenges.
 - Safety and Cleanliness:** Calls for improved safety measures and cleanliness in the area are prominent, with suggestions for better lighting, increased policing, and regular maintenance of public spaces.
- Support for Local Businesses:** Residents emphasize the importance of initiatives that support local businesses, including potential rent reductions, to encourage a thriving retail environment.
 - Traffic Management:** There are mixed feelings about traffic flow; while some support reducing vehicle presence for safety, others highlight the need to maintain access for cars to avoid commercial decline.

- Community Engagement:** Frustration exists over perceived insufficient consultation by the local council, with residents wishing for greater involvement in the decision-making process regarding town planning.
- Historical Preservation:** Residents express a desire to enhance and preserve the historical character of Market Square while integrating modern amenities suited for today's needs.

Most desired improvement options in Bicester are for:

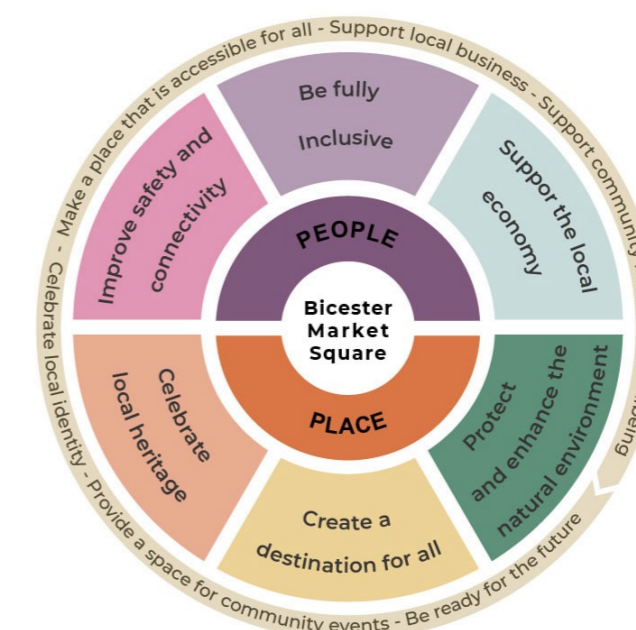
- Sheep Street or Garth Park to remain the preference, rather than the Market Square, as Sheep Street is already pedestrianised and more suitable for such activities.
- Events**, types include:
 - Music events, with a strong interest in live music, concerts, music festivals, and street music.
 - Markets, such as antique fairs, vintage markets, street food events, and seasonal markets (especially Christmas markets).
 - Community Events outdoors, charity events, and health and wellbeing events.
 - Entertainment preferences include open-air concerts, theatre performances, buskers and street performances.
 - Sporting Events**, with suggestions for street sports or other sporting activities.
- The council to cater to different demographics, including family-friendly activities and events that support local businesses.
- Focus on functional areas for parking and traffic flow in the Market Square and caution against disrupting this balance when an event is on and its space.
- Mostly requests for high-quality, well-presented events that can attract shoppers and visitors, while also contributing to a vibrant town atmosphere.
- Whilst, in opposition, a segment of feedback expresses a strong preference for maintaining the current state of things without any events, preferring a focus on shops and businesses rather than community activities.
- Although, there is a common ground when it comes to environmental and aesthetic improvements, like landscaping, seating areas, and other aesthetic enhancements to create a more inviting atmosphere for any potential events.

Key Concerns:

- Preservation of current structures
- Traffic security and accessibility
- Pedestrianisation concerns which may inflict hinder to businesses
- Need for enhanced parking solutions
- Emphasis on local business support
- Use of other Areas for events
- Aesthetic improvements overhaul
- Community input and consultation validity
- Comparison with other towns, and
- Safety and crime upkeep concerns

Overall, while there is enthusiasm for more events, there is considerable debate over the right spaces for them and a strong desire to balance event activities with essential parking and accessibility needs, not forgetting support to businesses.

These points collectively reflect a vision for transforming Market Square into a vibrant, accessible space that balances the needs of local businesses, residents, and visitors, while fostering community spirit and engagement.



*The Colour coding is to reflect how results from the survey align to the project objectives.

+ 1.5 | 'Have Your Say' Public Survey

1.5.3 5 KEY SURVEY HIGHLIGHTS

NEW Bicester Market Square Public Survey 2024

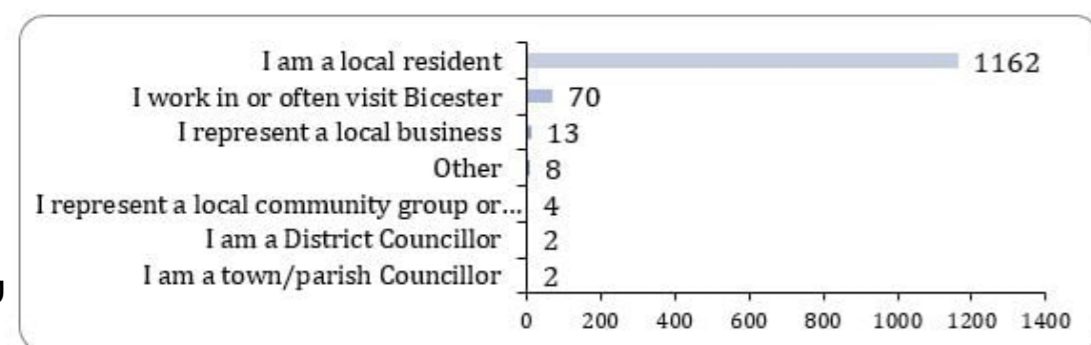
Collected 30 December 2024 from <https://cherwell.citizenspace.com/communications-strategy-and-insight/https-bicestermarketsquarepublicsurvey>. The activity ran from 20/11/2024 to 29/12/2024

Responses to this survey: 1261

Full Survey Information can be found in Appendix A

1: Who are you responding to this survey on behalf of?

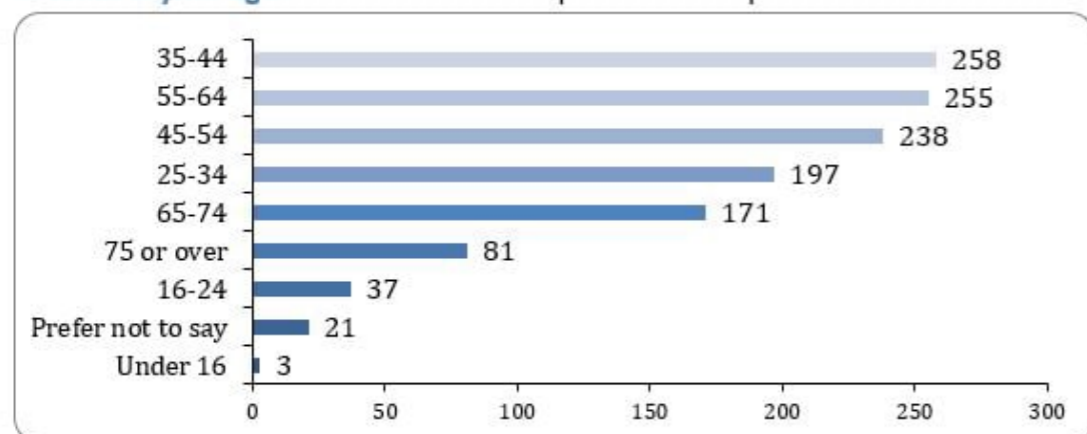
Please choose one option: There were 1261 responses to this question.



Page 96

Highlights that the survey has captured responses predominately from local residences.

4: What is your age? There were 1261 responses to this question.

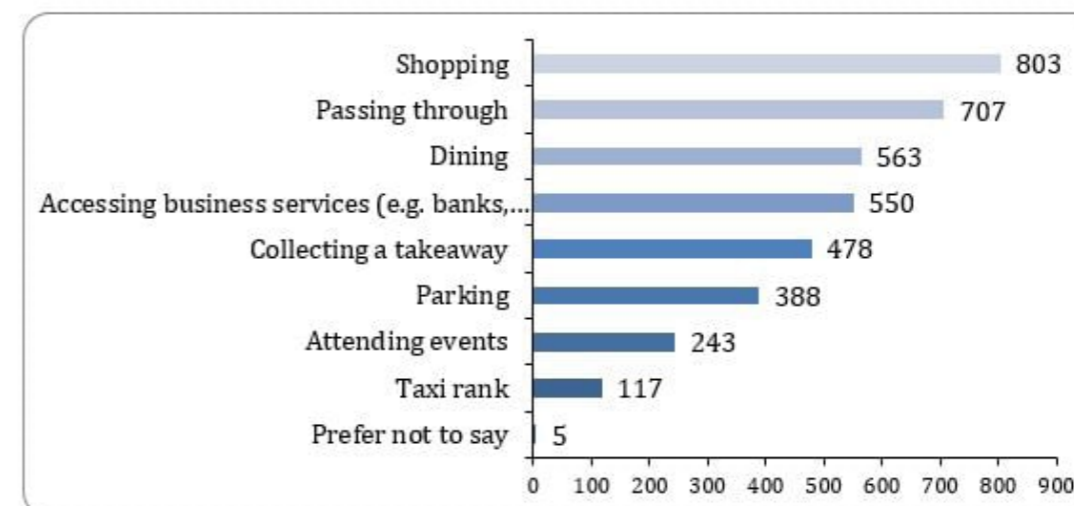


Highlights that the survey has captured responses from a mix of ages.

There is potentially a risk in understanding the preference and needs from younger and elderly demographics, therefore designs and results could under represent these groups. Designs need to make sure there is a way we can include these needs within the developing design.

13: What is the main reason for you to go to Bicester Market Square? - (Please select all that apply).

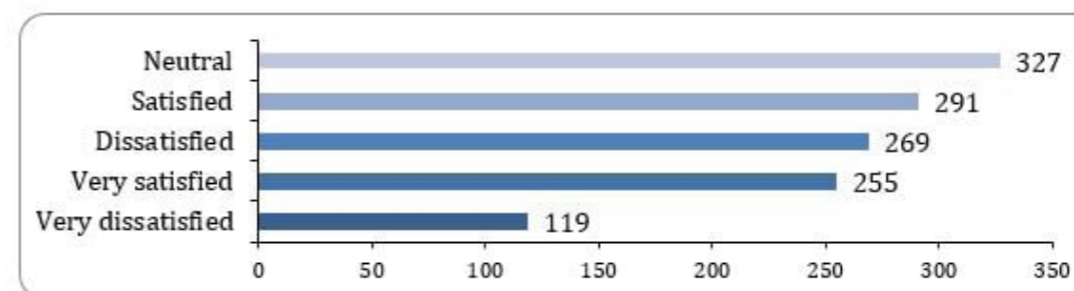
There were 1261 responses to this question.



Highlights that the main reason for visitors to Bicester Market Square are for retail (shops, dining and services). Designs must therefore look to retain access for these uses and look to enhance the experience of the people visiting for retail? In additional, It highlights, can there be a better way to encourage people to stop and stay that are passing through?

14: How satisfied are you with the current layout and design of the square? (Please select the nearest).

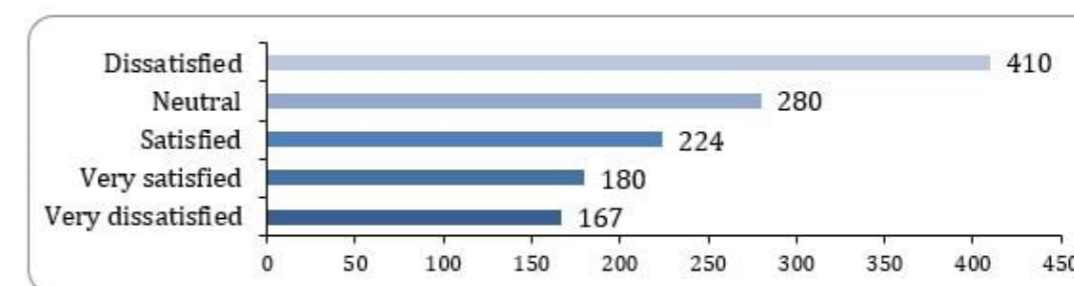
- I am: There were 1261 responses to this question.



Clearly shows a mix satisfaction with the current layout and design of Market Square.

15: How satisfied are you with the current look and feel of the square? (Please select the nearest).

- I am: There were 1261 responses to this question.



Clearly shows a strong dissatisfaction with the current look and feel of the square.

If we look at answers from Q14 & Q15, it is obvious, that while some people are very happy with the current layout and functionality of the square, there is a clear need from the community to improvement the area, this could be both aesthetically and with better accessibility. Clearly there are things that currently work within the square which the community would like to keep and room for improvement.

+ 1.6 | 2nd Co-Design Workshop

1.6.1 1ST CO-DESIGN WORKSHOP PRESENTATION

EVENT : 2nd Co-Design Workshop Event

TIME : Late January 2025

STAKEHOLDERS PRESENT: 50 key stakeholders attending Mix of local community groups, local businesses and councillors:

- Bicester BUG (Bicycle Users Group)
- Bicester Church
- Bicester Foodbank
- Bicester Friday Market Traders
- Bicester Local History Society
- Bicester Motion
- Bicester Social Cycle Group
- Bicester taxi drivers
- Bicester Village
- Bicester Vision
- Langford Village Community Association
- Local elected Councillors from; Oxfordshire County Council, Cherwell District Council and Bicester Town Council
- MyVision Oxfordshire
- Royal British Legion
- Shire Mobility
- Thames Valley Police
- Wheels for Wellbeing

ACTIVITIES :

1. Review the ideas presented to you and share your thoughts and opinions regarding each one.
2. Decide which design you like the most. Discuss and agree on any elements from the other designs you would like to see included.



Bicester Market Square Public Realm Project

Co-design Workshop II
27th January 2025



Purpose of today's workshop

- Present our initial thoughts and ideas on the designs
- Check we are still meeting the original objectives
- Listen to your thoughts and feedback
- Decide on a preferred option that can be taken forward
- Enable us to create a design that best suits the needs of Bicester and the local community

13



2. Concept Ideas



Existing road layout, Market Square entrance



2-way road and Market Square entrance



2-way road, Market Square entrance and enhanced and elevated parking

19



+ 1.6 | 2nd Co-Design Workshop

1.6.2 WORKSHOP DESIGNS SUMMARY

The 2nd Co-Design Workshop was huge success with a range of stakeholders inputting and expressing a preference for a preferred design. During the event it was clear that opinions were split between Design Idea 02 and Design 03. The following summaries the preferred design from each group and key comments made to take forward into the next design stage.

It was clear that through-out the engagement process there has been clear messages with everyone, of :

- The importance of supporting local businesses, residents and visitors.
- The need to maintain accessible parking options to improve usability.
- A strong and clear call for enhancing Market Square, while preserving its historic character.

Page 98 1.6.3 WORKSHOP DESIGNS ALIGNING TO DESIGN IDEA 02



PREFERENCE FOR IDEA 02

GROUP 01



PREFERENCE FOR IDEA 02

GROUP 02

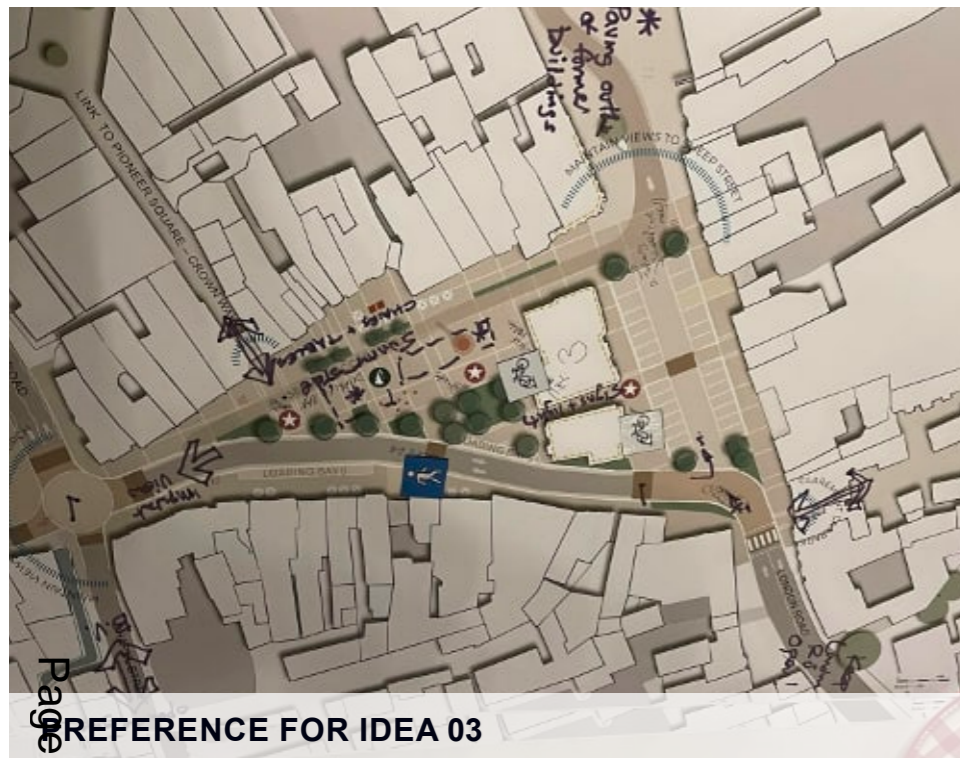


PREFERENCE FOR IDEA 02

GROUP 03

+ 1.6 | 2nd Co-Design Workshop

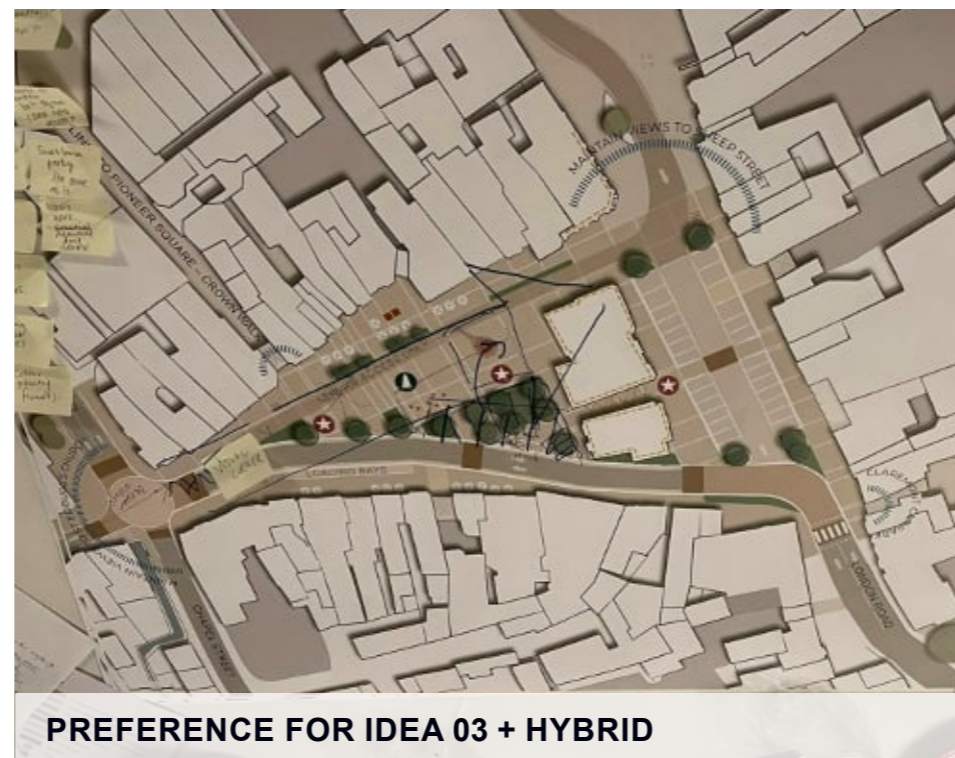
1.6.4 WORKSHOP DESIGNS ALIGNING TO DESIGN IDEA 02



Page 99

PREFERENCE FOR IDEA 03

GROUP 04



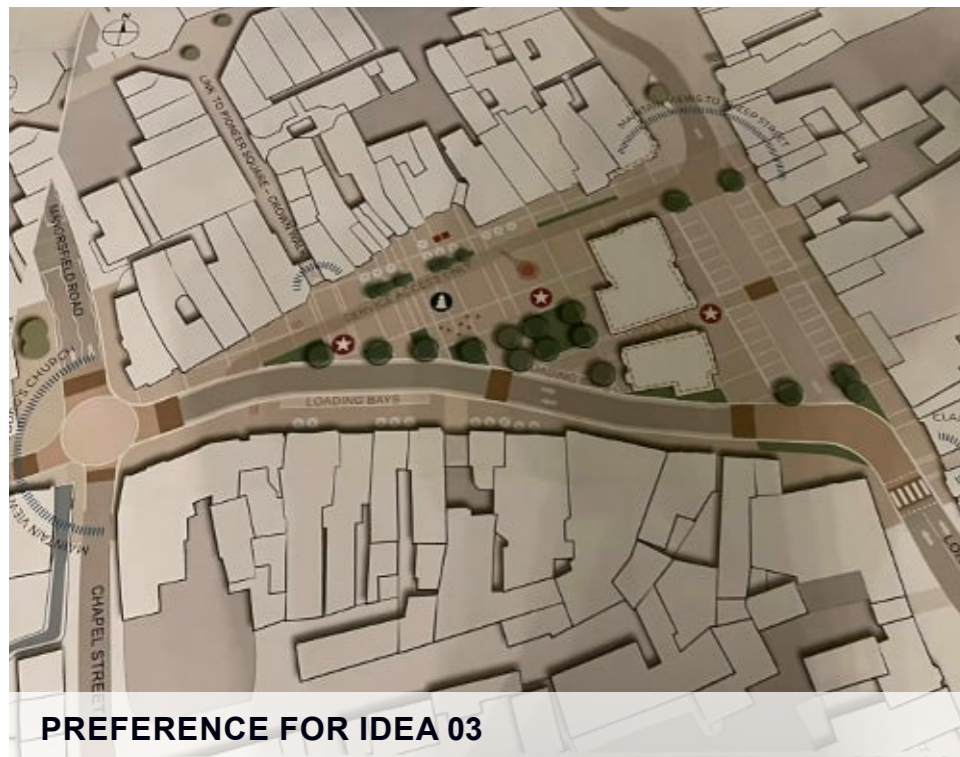
PREFERENCE FOR IDEA 03 + HYBRID

GROUP 05



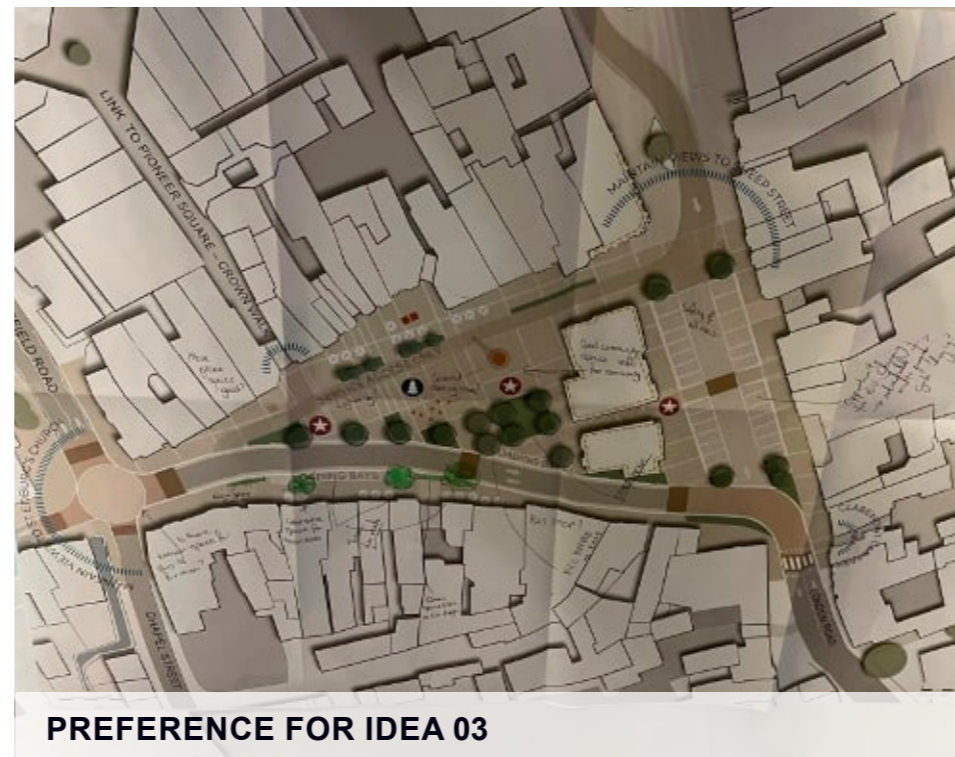
PREFERENCE FOR IDEA 03

GROUP 06



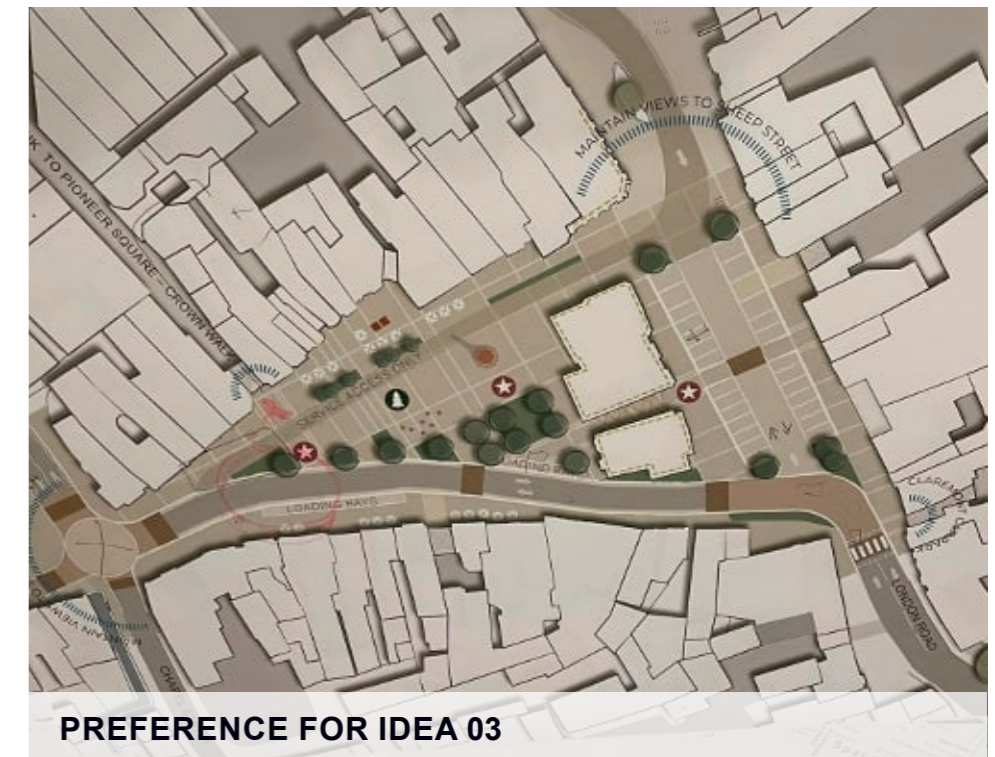
PREFERENCE FOR IDEA 03

GROUP 07



PREFERENCE FOR IDEA 03

GROUP 08



PREFERENCE FOR IDEA 03

GROUP 09

1.6.3 SUMMARY OF WORKSHOP COMMENTS

Road Arrangement

- Preference for 2way traffic in the south as much safer for people to across the whole area.
- To check that two-way traffic flow could be accommodated at the 'London Road' bend.
- The roundel idea was liked, this junction is not great for pedestrians trying to cross.
- The lack of centre-line and edge treatment to visually narrow the carriageway of the road section was liked by the Bike Group.
- Potential to reduce the width of the exit route from Sheep Street.
- Proposed a raising bollard/traffic light system could control access during events.
- Avoid changes in level/kerbs, that create accessibility problems and trip hazards. But conflicts will need to be keep ped/vehicle segregation, shared surfaces can also be dangerous for those with sight issues – avoid clutter.
- Concerns about creating dead-ends, want to maintain the hustle and bustle currently within the carparking.

Parking

- Some felt that the parking location in Idea 2 was preferable – if designed in such a way that when the parking area is not in use it looked like quality public realm, then it would provide the ideal area to be cleared and closed for larger events. 'Car park during weekdays (when people have less time and prioritise convenience), event space at weekends (when people have more time and prioritise recreation)'.
- Split views on whether the area to the east of the island buildings was best for parking or for permanent public space.
- Questioned the need for the service lane across the north of the square – the parking bays allow close enough access to the shops for servicing from the front.

- Questioned the need for servicing bays along the southern side of the square – only 2 or 3 shops rely on servicing from the front – perhaps provide fewer and ensure that they are located where needed.
- Question of how the island buildings fronting the Sheep Street / London Road side would be serviced (eg how would the owner / tenant that parks their car in the gap between the shops access the space).
- Business owners (especially barber) greatly concerned that removal of parking would impact business, customers would simply go elsewhere. All agreed there needs to be some parking but would accept flexible use of space for events, as during remembrance.
- Pedestrian access to/from Claremont car park is too hidden and not great for accessible.
- Food delivery drivers and customers picking up from takeaways and restaurants is a huge issue – dominates parking and promotes illegal parking especially during evenings. Good revenue for business owners so reluctant to tackle problem.
- All agreed lack of any parking enforcement by authorities/police has created a free for all and regular nuisance parking.
- Unsure why taxi rank needed in era of ride hailing services. Don't want drivers hanging round running engines awaiting next job anyway – air quality.
- Access for deliveries needs to be maintained. Some restriction on timing could be considered.
- Parking divisive issue, but if it has to be a car park then use high quality surfaces and finishes to make it a high-quality carpark, and high-quality space when devoid of cars for events.
- Having some taxi presence at the eastern end, possibly in some allocated parking spaces, was suggested, to support the night-time economy and encourage the use of empty units on Market Hill and opposite.
- The mobility store highlighted the need for parking close by shops, particularly for people who have reduced mobility but do not have a blue badge.

Community Space

- Like ideas where you can see what is happening in the square when you drive past. What will be the first impression of the square to visitors.
- Public seating – benches, investigate moveable not fixed, not the concrete fixed type.
- Like ideas for art, play, activities but nothing fixed ie not a permanent play area or art installation, flexible uses.
- The larger main square space being given to people was welcomed.
- The advantage of the area to the east of the island buildings being used for public space was that it could accommodate permanent features without compromising the ability to use the larger space for bigger events.
- The public space as proposed in this option could act as a natural extension to the market activity in Sheep Street.
- Liked the concept of the event space on the east side of the island buildings, but felt the indicative design was a bit 'busy'. Perhaps a simpler approach to provide more use options?

Greening

- Provide areas where you can sit under a tree.
- Options with maximised planting areas was favoured.
- Keen on flexibility – so planters and trees but moveable when needed (by forklift if necessary).

1.7.1 PUBLIC ONLINE FEEDBACK

The 3 Ideas Public Survey, was used to allow the public to provide feedback on the three design which were developed from previous engagement and the 1st Co-Design Workshop.

The public was asked to focus on three key aspects:

1. Road Layout : How traffic and access are managed in and around the square.
2. Parking : The placement and convenience of carparking and cycle spaces.
3. Community Space : The design and location of areas for events, gathering and leisure.

gov.uk/info/260/bicester-garden-town/1084/enhancing-bicester-town-centre

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE

Search this site

Your input matters - Concept proposals, feedback and engagement

This is your opportunity to tell us what you'd like to see in Market Square. Share your ideas to help shape the future of this cherished space.

We're exploring three exciting concept ideas for Market Square, and we need your input. Take a moment to look at all three and tell us which concept you prefer based on:

1. Road Layout: How traffic and access are managed in and around the square.
2. Parking: The placement and convenience of car parking and cycle spaces.
3. Community Space: The design and location of areas for events, gatherings, and leisure.

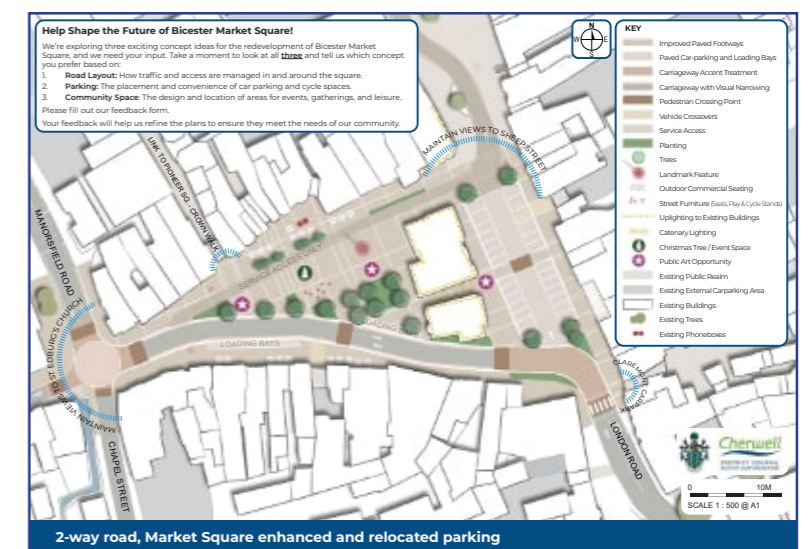
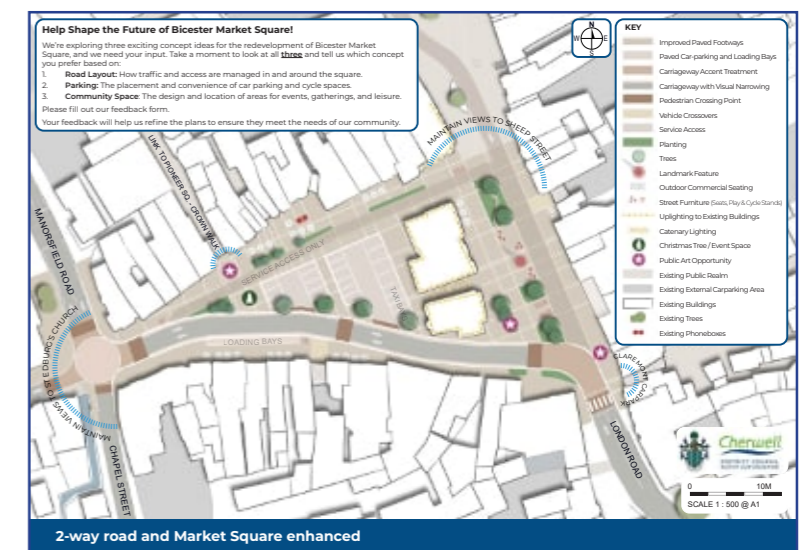
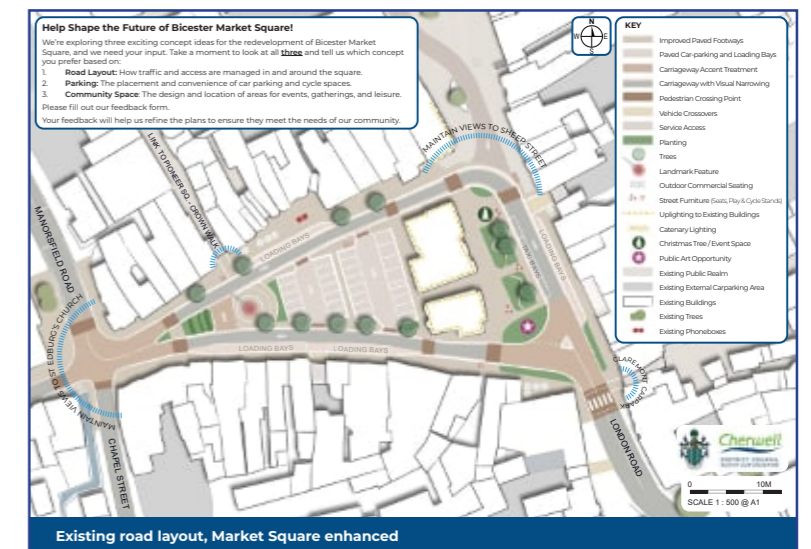
Email bicester@cherwell-dc.gov.uk with your feedback on which option you prefer:

1. Existing road layout, Market Square enhanced
2. 2-way road and Market Square enhanced
3. 2-way road, Market Square enhanced and relocated parking

Please comment on your preference and suggestions for improvements.

KEY

- Improved Paved Footways
- Paved Car parking and Loading Bays
- Carriageway Accent Treatment
- Carriageway with Visual Narrowing
- Pedestrian Crossing Point
- Vehicle Crossovers
- Service Access
- Planting
- Trees
- Landmark Feature
- Outdoor Commercial Seating
- Street Furniture (Bench, Play & Cycle Bundles)
- Lighting to Existing Buildings
- Catenary Lighting
- Christmas Tree / Event Space
- Public Art Opportunity
- Existing Public Realm
- Existing External Carparking Area
- Existing Buildings
- Existing Trees
- Existing Phoneboxes



+ 1.8 | Public Drop-in Sessions

1.8.1 PUBLIC DROP-IN SESSIONS

‘HAVE YOUR SAY’

EVENT : Bicester library drop-in opportunity (promoting the ‘Have Your Say’ survey)

TIME : 26 November 2024

STAKEHOLDERS PRESENT: Over 100 people attended, a mix of local residents and visitors.

EVENT : Bicester Friday Market Community Stall (promoting the ‘Have Your Say’ survey)

TIME : 29 November 2024

STAKEHOLDERS PRESENT: Over 400 people attended, a mix of local residents and visitors.

Feedback responses can be found in appendix A and on page 17 of this report.

3 IDEAS

EVENT : Bicester library drop-in opportunity (promoting the 3 Ideas survey)

TIME : 29 January 2025

STAKEHOLDERS PRESENT: Up to 100 people attended with 50+ paper surveys ultimately returned from a mix of local residents and visitors.

EVENT : Bicester Friday Market Community Stall (promoting the 3 Ideas survey)

TIME : 29 January 2025

STAKEHOLDERS PRESENT: Over 200 surveys collected, from a mix of local residents and visitors.

Results from ‘3 Ideas’ responses (refer to Appendix B for survey):

- Idea 1 = (19%).
- Idea 2 = (23%)
- Idea 3 = (58%)

LIBRARY



MARKET

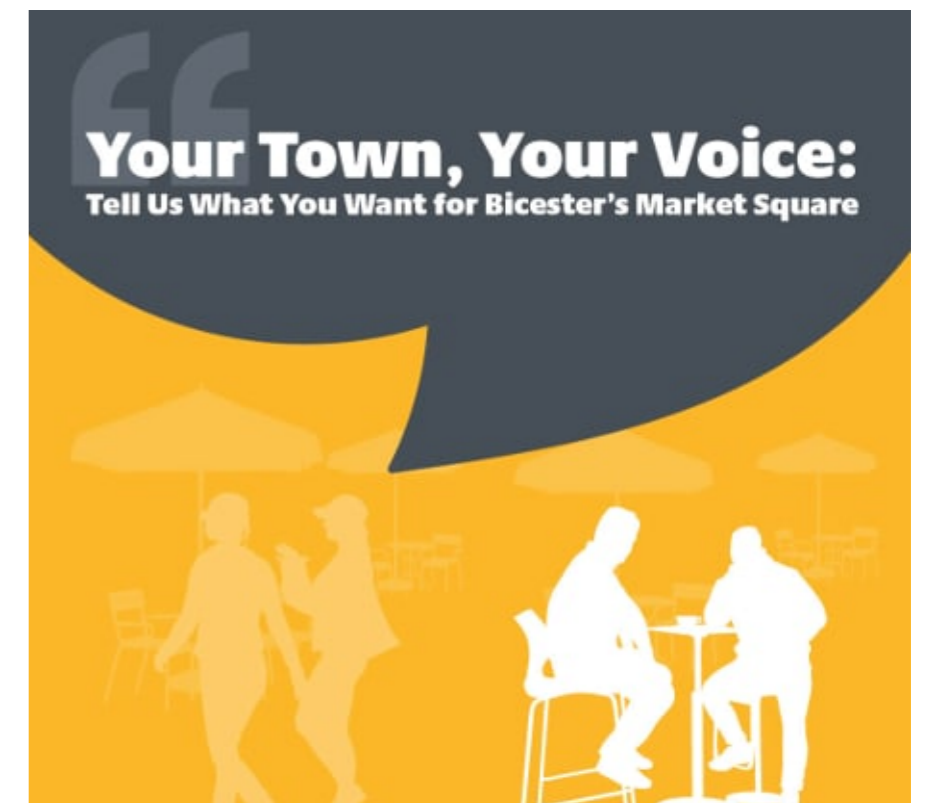
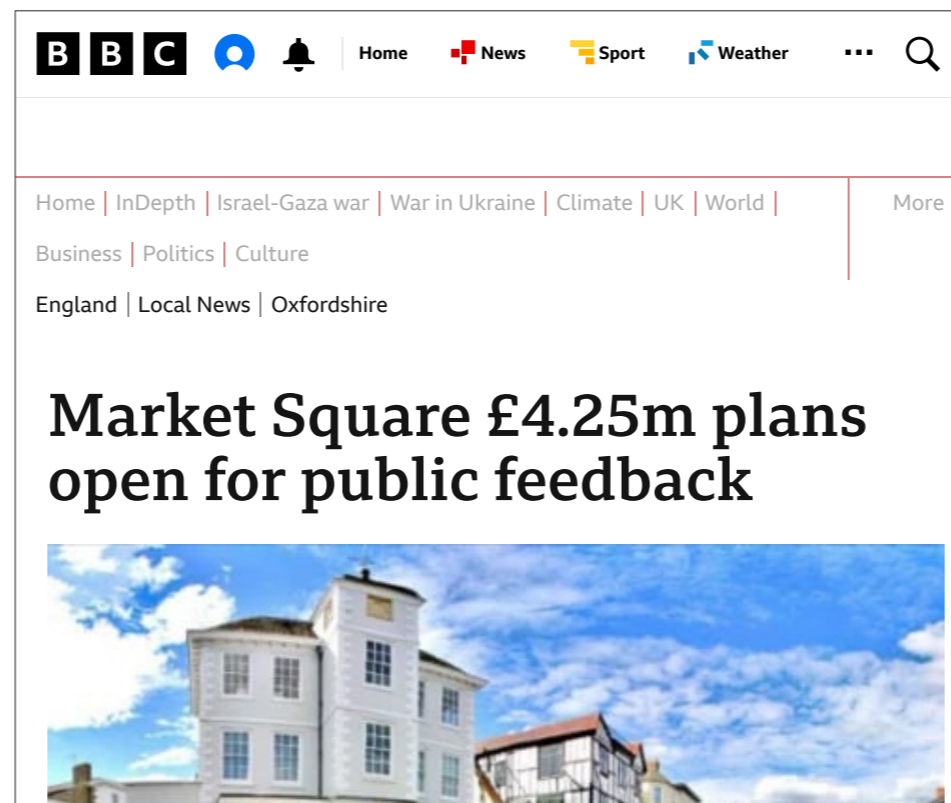


+ 1.8 | Public Drop-in Sessions

1.8.2 PUBLIC ONLINE FEEDBACK

Public engagement and the need for transparency was deeply appreciated by the team, the Cherwell Council team regularly updated and informed the public on the progress of the Co-Design. They did this by updating their website and social media accounts, informing the public on the proposal and providing ways to collect feedback.

The success of the engagement events is evidenced by the positive news coverage across the Oxford Mail and BBC.



+ 1.9 | Market Square Model

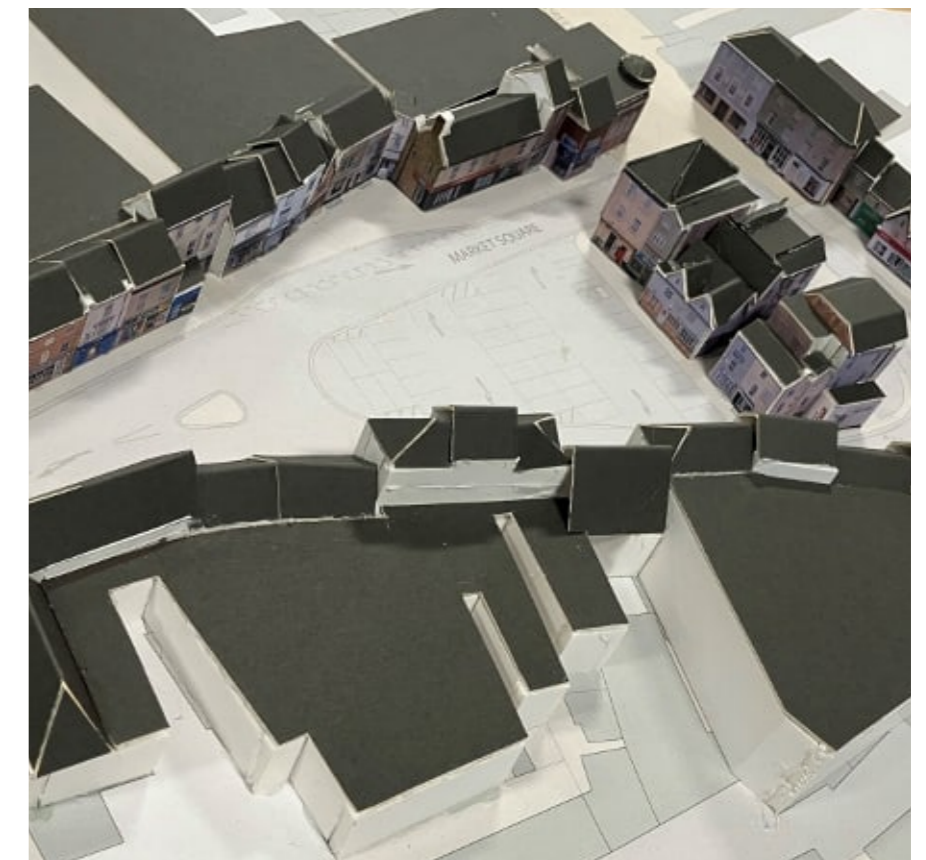
1.9.1 THE MODEL

A model was used in all the engagement events and became a key tool that helped successfully engage with people during the events. The model provided more accessibility for the public to understand scale and proposition of the Market Square. It provided an improved engagement experience, particularly for people who are unfamiliar with looking at design plans.

This was particularly notable during the '3 Ideas' Market Stalls, where the three design options were cut-out and could be easily placed within the Market Square.

The interactive aspect of the model helped to foster a sense of heightened engagement with the public, where they could physically make comments on designs and imagine possibilities.

The model was created at a scale of 1:250mm



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APPENDIX

A	Public Survey	iv
B	Paper and Online Feedback Form	ix
C	1st Co-Design Workshop Materials	xi
D	2nd Co-Design Workshop Materials	xiv

Appendix A | Public Survey

Your rights:

The data we are collecting is your personal data, and you have considerable say over what happens to it.

You have the right to request:

- information about how your personal data is processed.
- a copy of the personal data you submitted in an accessible format.
- that anything inaccurate in your personal data is corrected immediately.
- that any incomplete personal data are completed, including by means of a supplementary statement.
- that your personal data are erased if there is no longer a justification for them to be processed.

in certain circumstances (for example, where accuracy is contested) that the processing of your personal data is restricted.

You can also:

- object to the processing of your personal data where it is processed for direct marketing purposes.
- lodge a complaint with the independent Information Commissioner (ICO) if you think we are not handling your data fairly or in accordance with the law.

Changes to this notice:

We may modify or amend this privacy notice at our discretion at any time, and reserve the right to review, and if necessary, reverse any decision if information identified, at initial decision, is deemed incorrect.

When we make changes to this notice, the last modified date at the top of this page will be updated.

Any modification or amendment to this privacy notice will be applied to you and your data as of that revision date.

If these changes affect how your personal data is processed, the Service or Team will take reasonable steps to make sure you know.

How to contact us:

Customer Focus Department

Performance and Insight Team

Our offices are open 9:00am to 5:15pm Monday to Friday.

Our address: is Bodicote House, Bodicote, Banbury, Oxon, OX15 4AA.

Email: Consultations at consultation@cherwell-dc.gov.uk

Phone: 01295 227 001- via customer services

Please take a few minutes to share your views, and follow the procedures below:

1. ensure you have chosen the nearest option to your intended response.
2. ensure the comments are brief and to the point.
3. please avoid wording that would be deemed unacceptable, as these can nullify your participation.

Survey Questions:

1. Who are you responding to this survey on behalf of? (Required)

- ☐ I am a local resident
- ☐ I work in or often visit Bicester
- ☐ I am a County Councillor
- ☐ I am a District Councillor
- ☐ I am a town/parish Councillor
- ☐ I represent a local business
- ☐ I represent a local community group or charity
- ☐ I represent a Residents Association
- ☐ Other

Responding as

2. Please specify the organisation, business, or group you are representing.

Add brief information here:

Section 1 - About you

3. Please provide the first 4 digits of your postcode (e.g. OX26 3) (Required):

(e.g., OX26 3) _____

4. What is your age? (Required)

- ☐ Under 16
- ☐ 16-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65-74

- ☐

75 or over
- ☐

Prefer not to say

5. Gender - Are you...? (Required)

- ☐

Female
- ☐

Male
- ☐

Prefer not to say

6. What is your ethnic group? (Required)

- ☐

Asian or Asian British (Indian, Pakistani, Bangladeshi or any other Asian background)
- ☐

Black or Black British (Caribbean, African, or any other Black background)
- ☐

Chinese Mixed (White and Black Caribbean, White and Black African, White and Asian and any other mixed background)
- ☐

White (British, English, Irish, Scottish or any other white background)
- ☐

Prefer not to say
- ☐

Other, ethnic group

If other, please add here (optional):

7. What is your current religion, if any? (Required)

- ☐

Buddhist
- ☐

Christian (including Church of England, Catholic, Protestant and all other Christian denominations)
- ☐

Hindu
- ☐

Jewish
- ☐

Muslim
- ☐

Sikh
- ☐

Prefer not to say
- ☐

Other

If other, please add here (optional):

8. Are you married or in a civil partnership? (Required)

- ☐

Yes
- ☐

No

- ☐

Prefer not to say

9. Sexual Orientation - Are you...? (Required)

- ☐

Bisexual
- ☐

Gay or Lesbian
- ☐

Straight/Heterosexual
- ☐

Prefer not to say
- ☐

Another sexual orientation

If another, please add it here (optional):

Section 2 - Your habits and views of Bicester Market Square

10. How often do you visit Bicester Market Square? (Required)

- ☐

Daily
- ☐

Weekly
- ☐

Monthly
- ☐

Rarely
- ☐

Never
- ☐

Other
- ☐

Prefer not to say

11. How do you get to and from the Market Square? (Required) (Please select all that apply)

- ☐

I walk
- ☐

I cycle
- ☐

I take a taxi
- ☐

I take a bus
- ☐

I drive to Market Square
- ☐

I park elsewhere in town and walk to Market Square
- ☐

Prefer not to say

12.

Please rate what you like most about Bicester Market Square, ranking each option from 1 (like the most) to 5 (like the least).

(Required)	1	2	3	4	5
The shops and variety of businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cafes and restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility (e.g. tax,)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community events and atmosphere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic features and architecture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience (e.g. cashpoint)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor seating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Short stay parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic levels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness and maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Greenery (e.g. plants, trees)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Required)	1	2	3	4	5
Noise levels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility for people with disabilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. What are your main reasons for visiting Bicester Market Square? (Please select all that apply)

- ☐ Shopping
- ☐ Accessing business services (e.g. banks, solicitors, accountants)
- ☐ Dining
- ☐ Collecting a takeaway
- ☐ Attending events
- ☐ Passing through
- ☐ Parking
- ☐ Taxi rank
- ☐ Prefer not to say

Section 3 - Your satisfaction and preferences about Bicester Square Market

14. How satisfied are you with the current layout and design of the square? (Required)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
I am	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. How satisfied are you with the current look and feel of the square? (Required)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
I am		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Appendix A | Public Survey

16. We have listened to your suggestions for improvements for Market Square, from the ideas below, please rate each option in their importance (from 1 as more important to 5 as least important):

(Required)	1	2	3	4	5
Wider pavements, tactile paving, and dropped kerbs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More or better crossing points	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More protection for people cycling, especially where they are most vulnerable (e.g. uphill)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Introduce a bus stop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More disabled on-street parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintain on-street car parking in addition to the nearby car parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More cycle parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More priority for buses, school transport, and taxis over private cars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reduced levels of traffic (but maintain vehicle access to businesses and homes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintain goods and loading arrangements for businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More planting (e.g. trees and flowers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More heritage and cultural features (e.g. artwork, signage, storytelling)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

More places to stop and rest (e.g. benches)

☐☐☐☐☐

17. What would make you visit Bicester Market Square more often? (Required)

Add your comments here:

18. Thinking about a future Market Square, please rate the importance of each feature below, with 1 being most important and 5 being least important.

(Required)	1	2	3	4	5
A gateway to the town with quality signage and connections to other destinations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A pleasant and beautiful space that people enjoy spending time in.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A thriving place for businesses, shops, and cafés.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A safe place for people of all ages walking to and from nearby destinations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is inclusive and accessible for everyone, including those with a mobility scooter, in a wheelchair, or pushing a pram.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A quieter area with lower vehicle speeds.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Required)

12345

A regular, reliable, safe, and pleasant public transport services with good connections to nearby towns and destinations.

☐☐☐☐☐

19. To what extent do you agree or disagree with the following statements?

(Required)	Completely agree	Agree	Don't agree nor disagree	Disagree	Completely disagree
Change is needed to improve Bicester Market Square for all users.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People would spend more time in Bicester Market Square if it was improved.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People would feel safer when walking, cycling, or taking public transport if Bicester Market Square was improved.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. What type of events would you like to see more? (Please tick all that apply) (Required)

Farmers' markets Food festivals Art and craft fairs Family-friendly events Cultural or heritage events Other

If other, please describe the event here:

Final Comments

21. Any additional comments?

Please share any other ideas, improvements, or features that would make Market Square a more enjoyable and functional space for you.

22. Please let us know your name (Optional)

Add your name here:

23. Please add your email address (Optional)

Please add email here:

Thank you for taking the time to complete our survey.

+ Appendix A | Public Survey



Bicester Market Square Public Survey

We are inviting local communities, businesses, and visitors to join the conversation on revitalising Bicester's Market Square. This survey offers you a chance to shape proposals that reflect the needs and aspirations of everyone who uses the square.

We do not have any specific proposals for Market Square at this time, but in this survey, you can:

- Share how you use Market Square
- Offer your ideas for its future
- Prioritise outcomes that matter to you
- Suggest improvements.

We will use the information you provide to inform the next stages of the project development and to create draft proposals for the square. This survey closes on **Sunday 29 December 2024**.

If you prefer to complete it online please visit cherwell.gov.uk/bicester-market-square-survey

Why your views matter

How we use the information gathered:

The information gathered will be used by the Service or Team in considering implementing changes that contribute to a more effective and fit for purpose service.

This privacy notice sets out:

- how we process your personal data when you respond to our consultations.
- the rights you have under the General Data Protection Regulation (GDPR).

Your data – Purpose:

We collect your personal data as part of the consultation process:

- so that we can contact you regarding your response or related matters.
- for statistical data, for example the types of individuals and groups participating.

The data we may collect:

We may collect and process the following personal data:

- your name.
- your email or postal address.
- depending on the topic of the consultation, other personal data such as your postcode or employment status.
- any personal data you volunteer by way of evidence or example in your response to the consultation.
- If you respond online, we will also collect:
 - your Internet Protocol (IP) address, and details of which version of web browser you used.
 - information on how you used the site, provided by cookies and page tagging techniques.

Legal basis for processing your personal data:

The legal basis for processing your personal data is to perform a task carried out in the public interest, that of consulting the public.

Under the Data Protection Act 2018, Cherwell District Council have a legal duty to protect any personal information we collect from you, and we are committed to be open. This may include quoting 'extracts' from your consultation response into our reports.

Why we need it:

We may collect your name and email or postal address, it is so that we:

- know you are a real person and,
- can respond to your comments, if offered or requested.

We also collect data to:

- gather information about the types of individuals and groups participating.

Accessibility:

If you would like a printed copy of the questionnaire or have any questions about the standards or the consultation, please email the Bicester Project Team at bicester@cherwell-dc.gov.uk or contact them via phone: 01295 221 863.

If you would like more information on the Council's privacy policy, please take a look here: <https://www.cherwell.gov.uk/info/5/your-council/367/privacy-and-cookies>

What we do with your data:

We may share your data with other organisations which have a direct interest in the policy on which we are consulting: for example, partners organisations and communities. If we plan to share responses with other bodies, we will make that clear on the consultation description above.

We will not:

- sell or rent your data to third parties.
- share your data with third parties for marketing purposes.

We will share your data if we must do so by law, for example by court order, or to prevent fraud or other crime.

How long we keep your data:

We will only retain your personal data for as long as:

- it is needed for the purposes of the consultation.
- the law requires us to.

In general, this means that we will only hold your personal data for a minimum of 1 year and a maximum of 7 years.

Appendix B | Paper and Online Feedback Forms

Help Shape the Future of Bicester Market Square!

We're exploring three exciting concept ideas for Bicester Market Square, and we need your input.

Take a moment to look at all **three** and tell us which concept you prefer based on:

1. Road Layout: How traffic and access are managed in and around the square.
2. Parking: The placement and convenience of car parking and cycle spaces.
3. Community Space: The design and location of areas for events, gatherings, and leisure.

Your feedback will help us refine the plans to ensure they meet the needs of our community.

Feedback Form

1. Your Preferred Concept

Which concept do you prefer? (Please tick one)

- ☐ Existing road layout, Market Square enhanced
- ☐ 2-way road and Market Square enhanced
- ☐ 2-way road, Market Square enhanced and relocated parking

2. Comments on Your Preference

What do you like about your preferred concept?
(For example: road layout, parking placement, community space features)

3. Suggestions for Improvement

Is there anything you'd like to see added or changed in the designs?

4. What's Important to You?

What are the most important factors for you when it comes to the Market Square redevelopment? (Tick as many as apply)

- ☐ Ease of access and parking
- ☐ Spaces for community events
- ☐ Pedestrian-friendly design
- ☐ Aesthetic improvements (lighting, greenery, seating)
- ☐ Traffic management
- ☐ Other: _____

5. Additional Comments

Share any other thoughts or ideas you have about the Market Square redevelopment.
(Please use other side of this sheet of paper to tell us)

Your input matters – Concept proposals, feedback and engagement

This is your opportunity to tell us what you'd like to see in Market Square. Share your ideas to help shape the future of this cherished space.

We're exploring three exciting concept ideas for Market Square, and we need your input. Take a moment to look at all **three** and tell us which concept you prefer based on:

1. Road Layout: How traffic and access are managed in and around the square.
2. Parking: The placement and convenience of car parking and cycle spaces.
3. Community Space: The design and location of areas for events, gatherings, and leisure.

Email bicester@cherwell-dc.gov.uk with your feedback on which option you prefer:

1. Existing road layout, Market Square enhanced
2. 2-way road and Market Square enhanced
3. 2-way road, Market Square enhanced and relocated parking

Please comment on your preference and suggestions for improvements.



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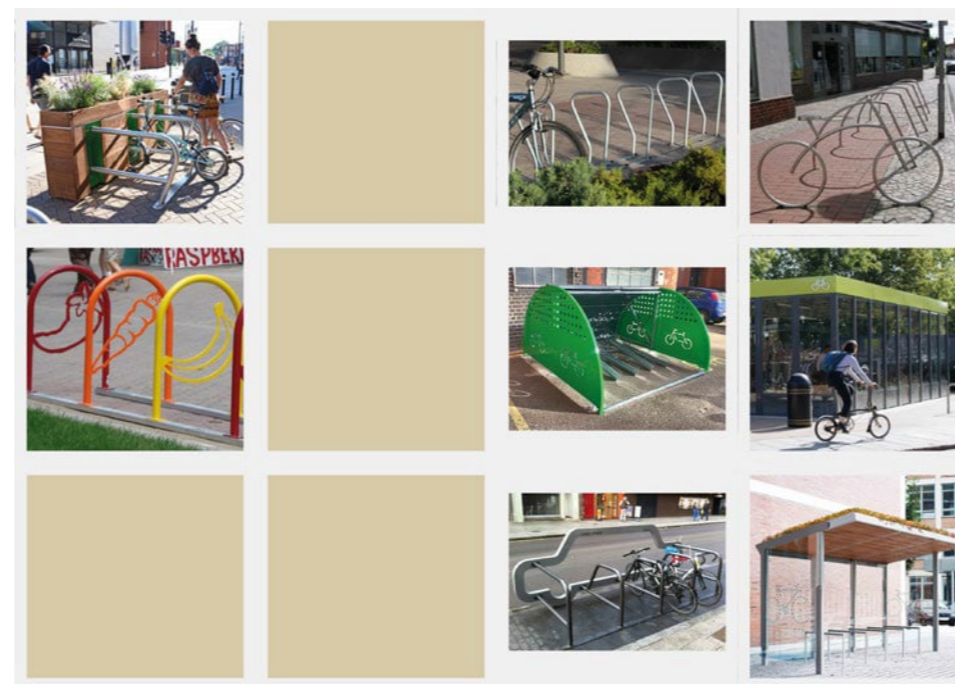
WSP | Oxford Market Square Public Realm Improvements | Page 6

Page 7 Boulder Market Square Public Realm Improvements
 

Appendix C | 1st Co-Design Workshop Materials



+ Appendix C | 1st Co-Design Workshop Materials



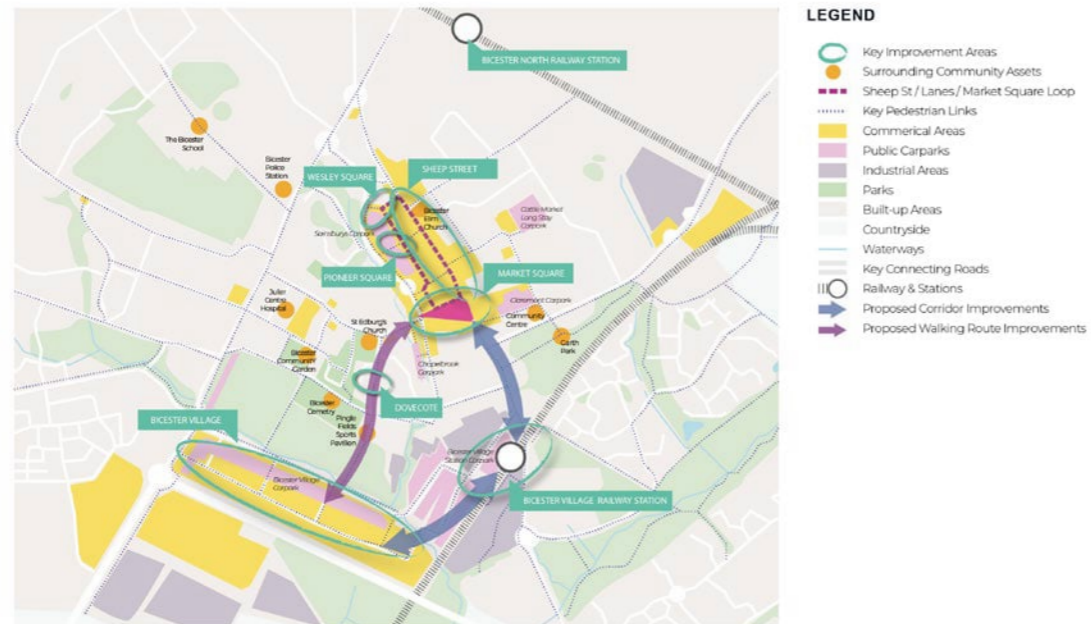
Page 117



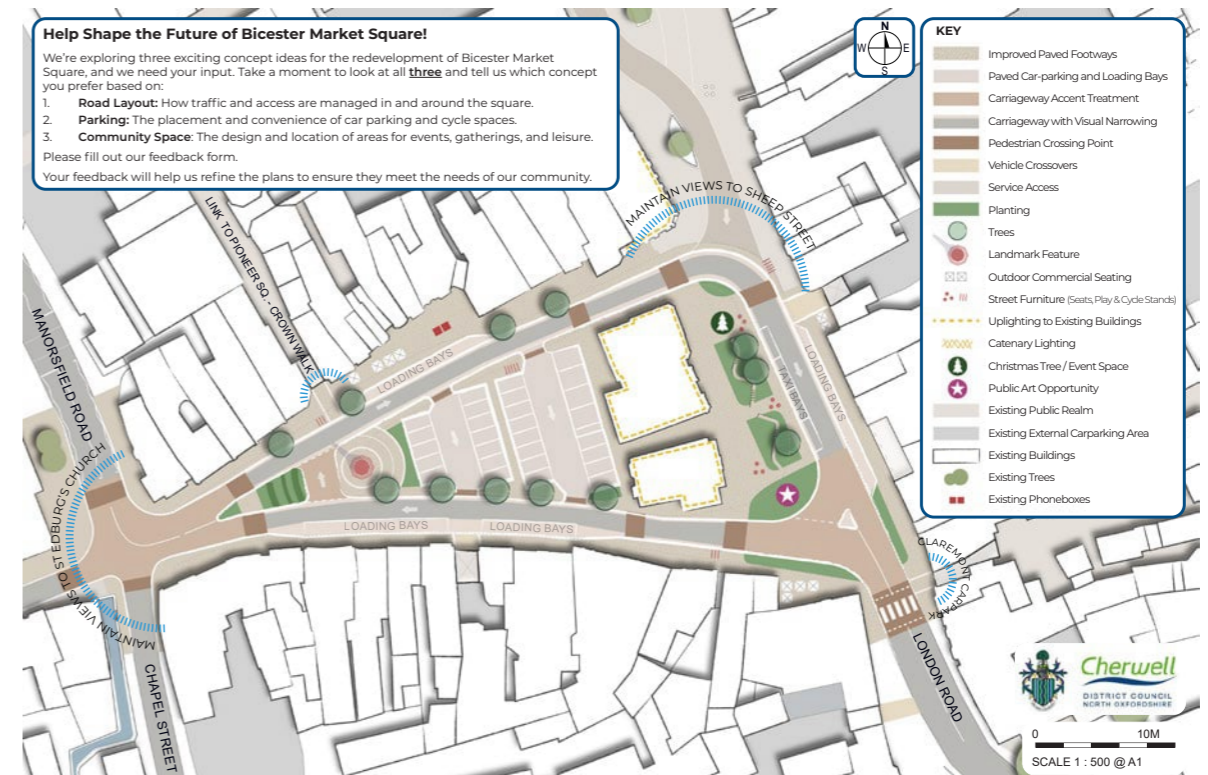
+ Appendix D | 2nd Co-Design Workshop Materials

+ Concept Development | Context

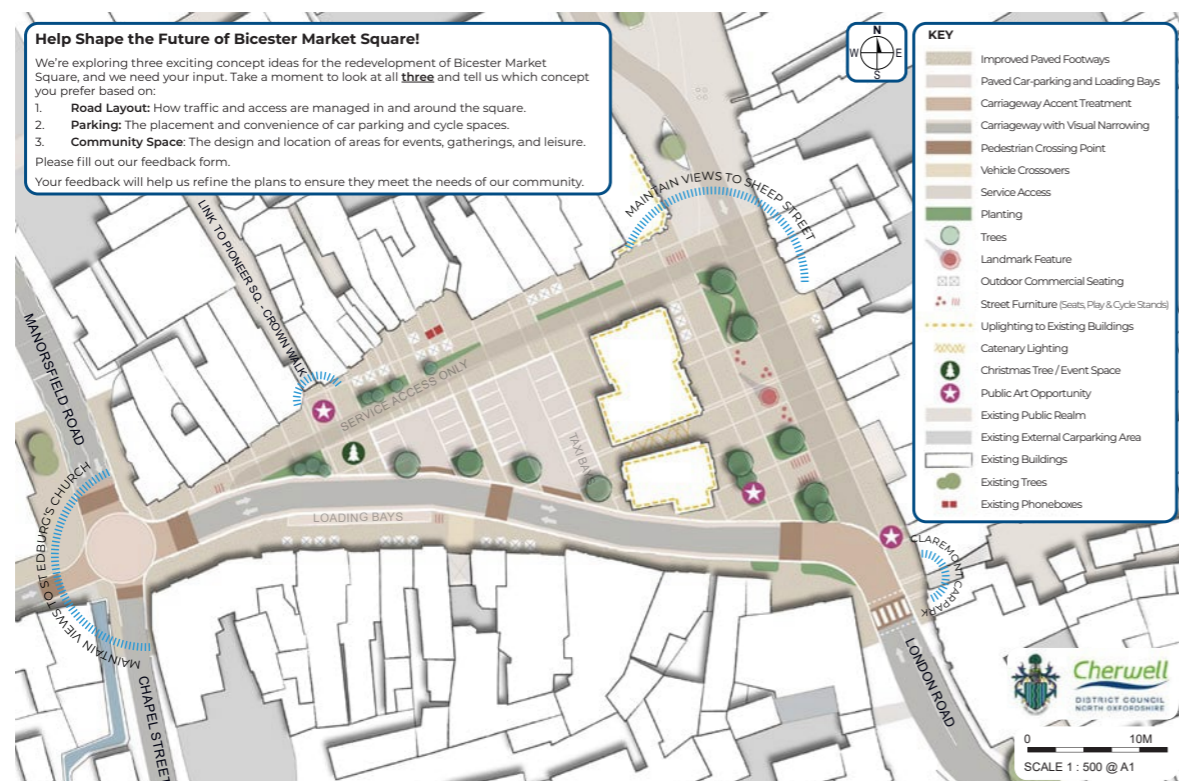
BICESTER WIDE KEY IMPROVEMENT AREAS



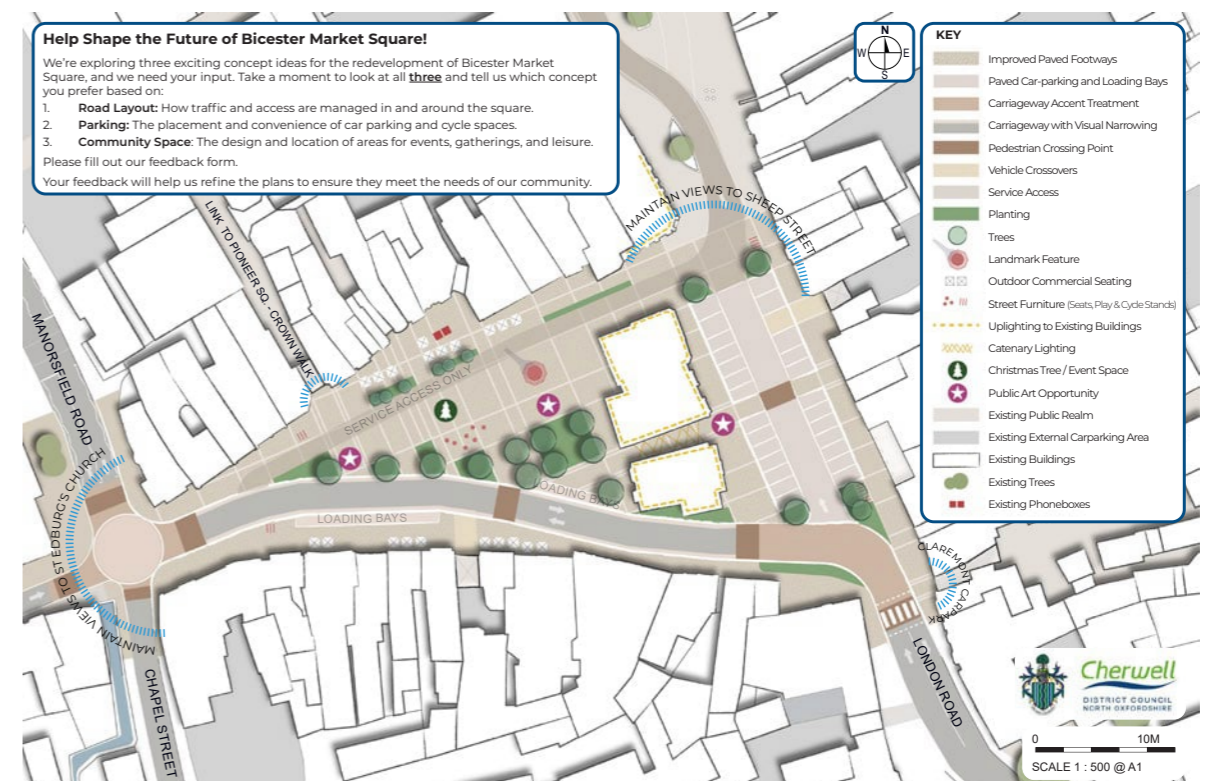
WSP | Cherwell | Bicester Market Square Public Realm Improvements - Landscape Strategy | Page 20



Existing road layout, Market Square enhanced



2-way road and Market Square enhanced



2-way road, Market Square enhanced and relocated parking

Appendix 5a

Communications and Engagement Summary for Market Square

Background

Cherwell District Council commissioned a communications-led engagement campaign to support the Bicester Market Square regeneration project. A dedicated communications and engagement specialist worked alongside the project team to raise awareness, engage stakeholders, and build trust across the community. The campaign aimed to shift early negative sentiment and ensure widespread participation in shaping the future of Market Square.

The engagement ran from November 2024 to January 2025 and included a mix of both online and in-person activities and events. It was supported by a strategic communications plan involving multiple media channels, stakeholder outreach, and creative marketing tools.

Objectives

The communications and engagement strategy aimed to:

- Build awareness of the Market Square regeneration project and encourage participation across local stakeholder groups
- Generate 800–1,000 meaningful interactions with the community through outreach, workshops, public engagement events and the survey.
- Drive significant survey traffic, targeting over 1,500 unique visitors from those living, working, studying, or frequently visiting Bicester town centre
- Encourage public participation in engagement activities and promote transparency and collaboration
- Build community confidence in the engagement process through consistent, positive and visible communication.

Approach

The campaign adopted a phased approach, coordinated with key project milestones.

Communications activities included:

- Targeted digital advertising via the Google Display Network (GDN), Meta (Facebook and Instagram) and programmatic channels
- Press engagement with local and regional media including Bicester Advertiser, Oxford Mail, 3Bs Radio, BBC Oxford Radio and BBC News Online.
- Posters and roller banners in prominent community locations such as the library, shops in Market Square and surrounding areas and at the local Friday market
- Direct outreach to councillors, schools, businesses, and community groups
- Use of stakeholder networks to amplify the campaign and distribute content.

Physical displays were installed at Bicester Library throughout the engagement period and the design concepts were also placed in a café within Market Square. Event engagement was supplemented with on-site materials and QR codes linking to the survey.

Channels and Tactics

Channel/Tool	Description
Digital Advertising	£5,000 allocated to geo-targeted programmatic ads via Meta and GDN
Social Media	Multiple campaign-related posts published on Meta; key posts reached up to 2,000 users
Press Releases	2 press releases issued; coverage secured in regional print, radio, and online (including BBC News Online and BBC Oxford Radio)
Posters and Banners	A4 and A5 posters; roller banners for events and community venues
Community Amplification	Support from the town council, local councillors, businesses, community groups, schools and local media to spread campaign reach
Events and Drop-ins	Two business/councillor workshops, two public drop-ins, two market stall events

Results and Impact

Metric	Value/Outcome
Survey Responses	1,542 total responses
In-Person Participants	Over 400 attendees across engagement events
Social Media Reach	Multiple campaign-related posts published on Meta; key posts reached up to 2,000 users
Campaign Impressions	403,877 digital impressions (Nov–Dec 2024) across Meta and GDN platforms
Campaign Interactions	9,213 total interactions (clicks, post engagements, QR scans, etc.)
Clicks to Survey Page	4,688 recorded clicks on links to the survey page
Public Sentiment	Shift from scepticism to collaboration observed in event and online feedback
Stakeholder Engagement	Relationships built with local councillors, businesses, community groups and local and regional press

Supporting Visuals



Fig. 1

Bicester Market Square: Have Your say

Help us shape the future of Market Square by telling us what matters most to you. Your feedback will go directly into shaping the proposals for Market Square. Visit our exhibition in Bicester Library and pick up a paper copy of the survey. Meet the project team:

- Tuesday 26 November at Bicester Library from 10 am – 4 pm
- Friday 29 November at Friday Market from 9 am – 3 pm

Take the Survey Now! Visit
<https://bicestermarketsquarepublicsurvey>

Survey closes on Sunday 29 December 2024.

or scan the QR code

Support community health and wellbeing

Celebrate local identity

Make a place that is accessible for all

Support local business

Take 10 Minutes to Share Your Ideas for Market Square

Boost

Time is ticking! There are just two weeks left to share your t...
December 17, 2024, 3:30 PM
ID: 993999679431111

Interactions

1 reaction 9 comments 2 shares

Overview Performance Feed preview

Performance

Overview			
Views 1	Reach 1	Interactions 1	Link clicks 1
3,185	2,001	7	5

Fig. 2
Fig. 4

Fig. 3

[Community urged to have say on Bicester Market Square | Oxford Mail](#)

[Bicester Market Square multi-million pound scheme explained | Oxford Mail](#)

[Bicester Market Square plans open for public feedback - BBC News](#)

Fig. 5

Cherwell District Council - Bicester Market Square Consultation - Nov-Dec 2024

No data

Campaign overview

Impressions

Clicks

Interactions

Reach Max

Spend

403,877

4,688

9,213

15,404

0

Campaign Objective | Drive engagement with Bicester Market Square Consultation



Figure	Description	Format	Notes
Fig. 1	Digital ad creative from Meta/GDN campaign	Ad graphic	Used in programmatic campaign
Fig. 2	A4 Poster and roller banner	Print graphic	Displayed in library, shops, schools
Fig. 3	"Take 10 Minutes to Share" campaign post (17 Dec 2024)	Screenshot	Reached 2,001 users, 7 interactions, 5 link clicks
Fig. 4	Media coverage in <i>Oxford Mail</i> , <i>Bicester Advertiser</i> , BBC Online	Link	Coverage of public engagement and events - online and print in the Bicester Advertiser
Fig. 5	Campaign media tracker	Screenshot	Delivery of posts and ad placements

Note: "Impressions" refers to the number of times content was displayed to users. "Interactions" include link clicks, social reactions, QR code scans, and other forms of direct engagement with campaign content.

Recommendation

Based on the outcomes of this campaign, it is recommended that future regeneration and engagement-led projects within the district embed a dedicated communications and engagement lead from the outset. Strategic communications played a vital role in shifting public sentiment, securing participation, and building trust - all of which were essential to the delivery and legitimacy of the Market Square engagement process.