

Banbury Vision 2050

Appendix 2

Public Survey Responses

March 2024



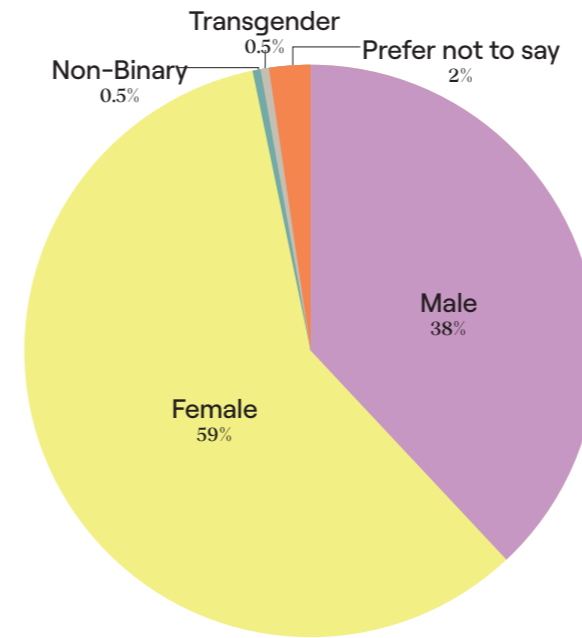
This document is an analysis of the responses from the public survey, which was open from the 9th November 2023 to the 15th January 2024, receiving 2729 responses.

Demographics

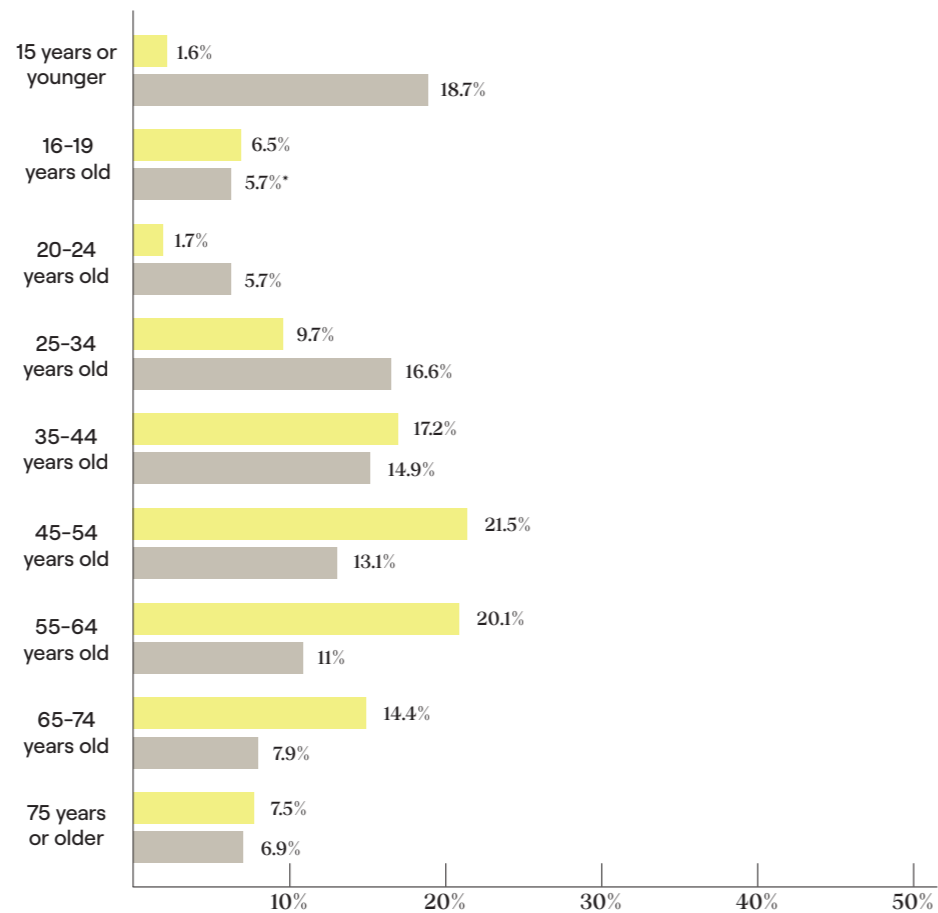
The survey received the greatest response from those aged between 45-64 years old. Under 25s make up 10% of responses.

59% of respondents are Female and 28% male.

87% respondents said they are local residents. 16% of responses are from owners or employee's of local businesses, and 5% are visitors.



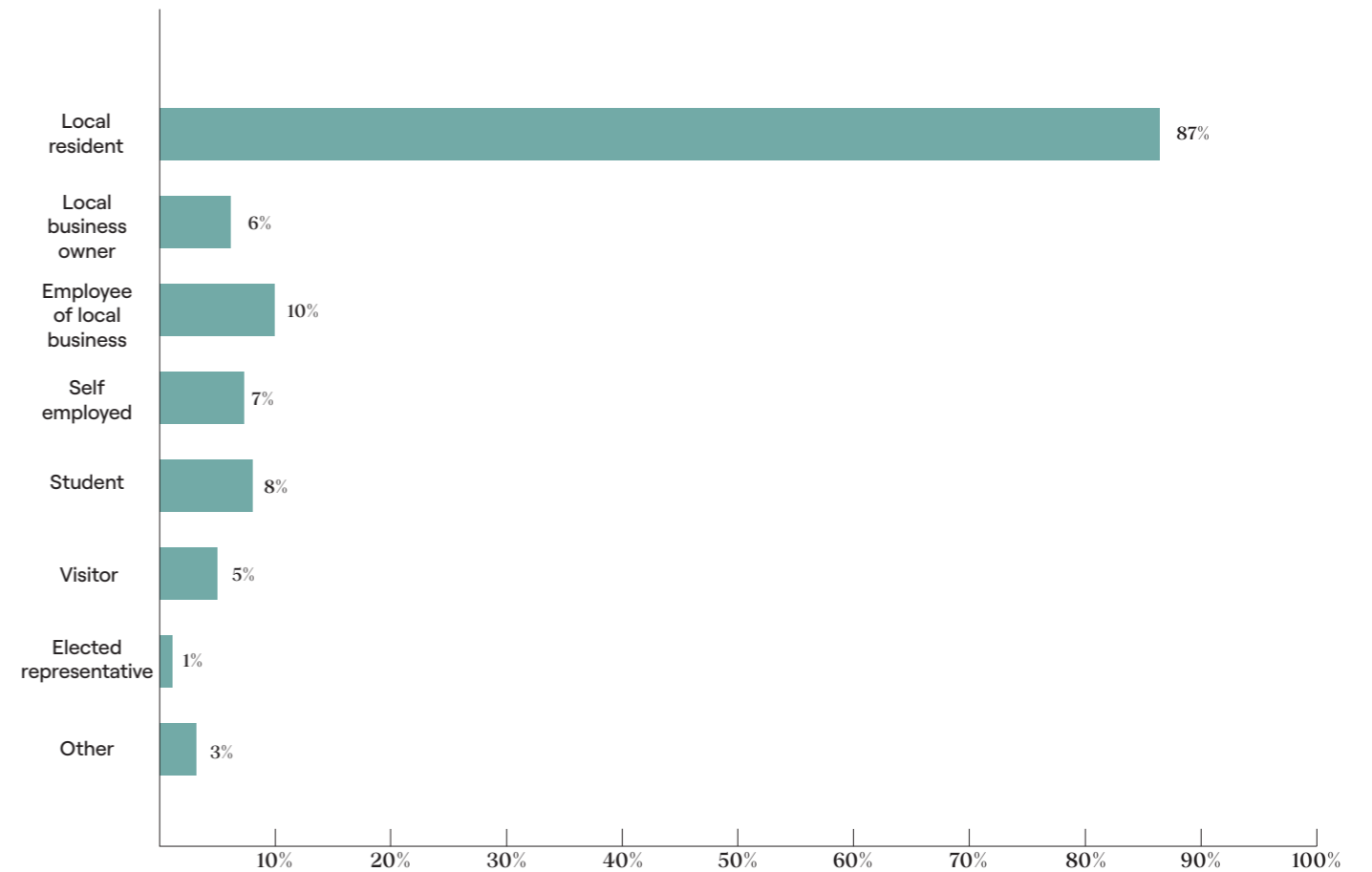
Gender
(2710 responses)



*Census age grouping 15-19

Survey responses Census (2021)

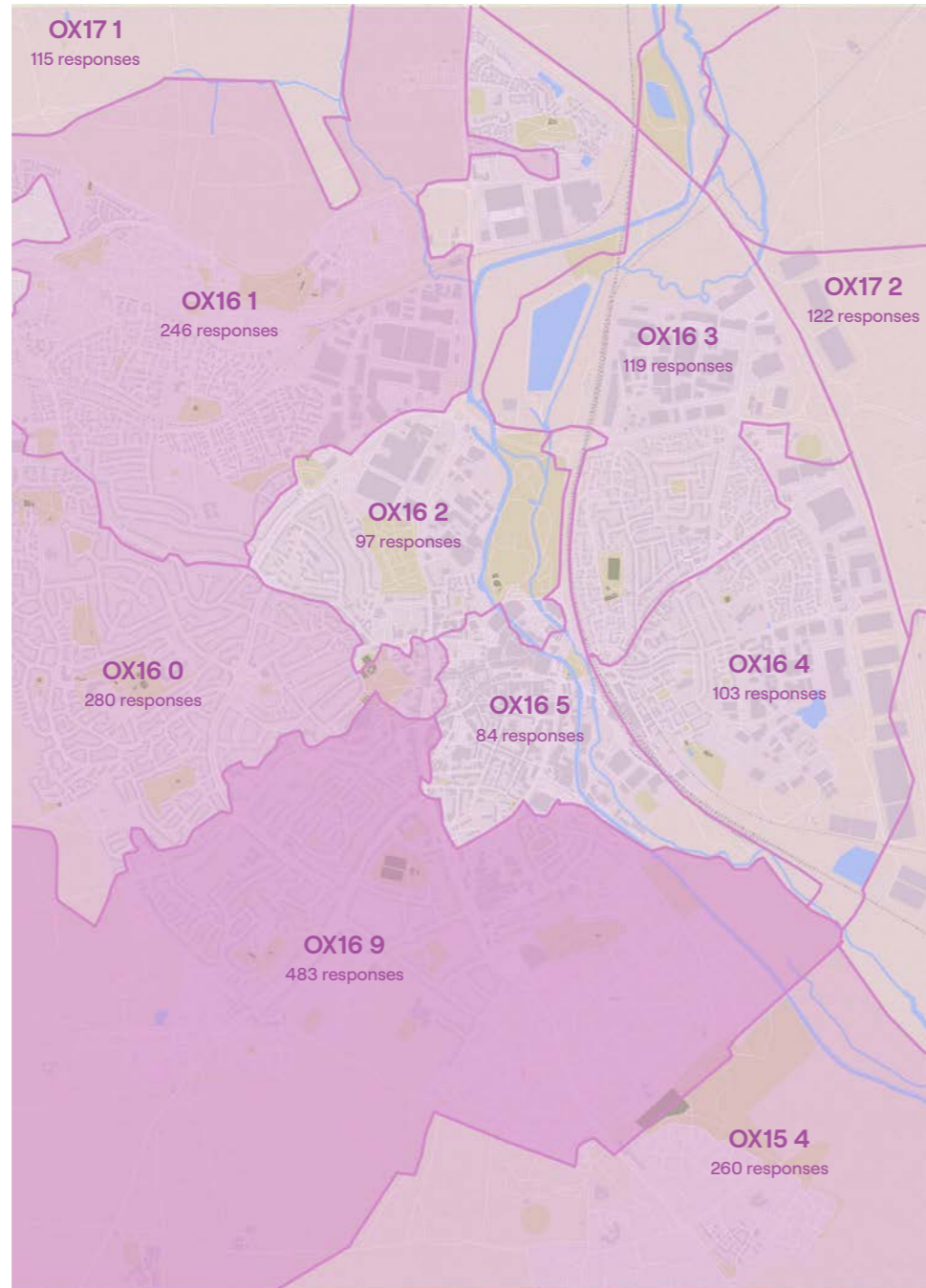
Age of respondents
(2708 responses)



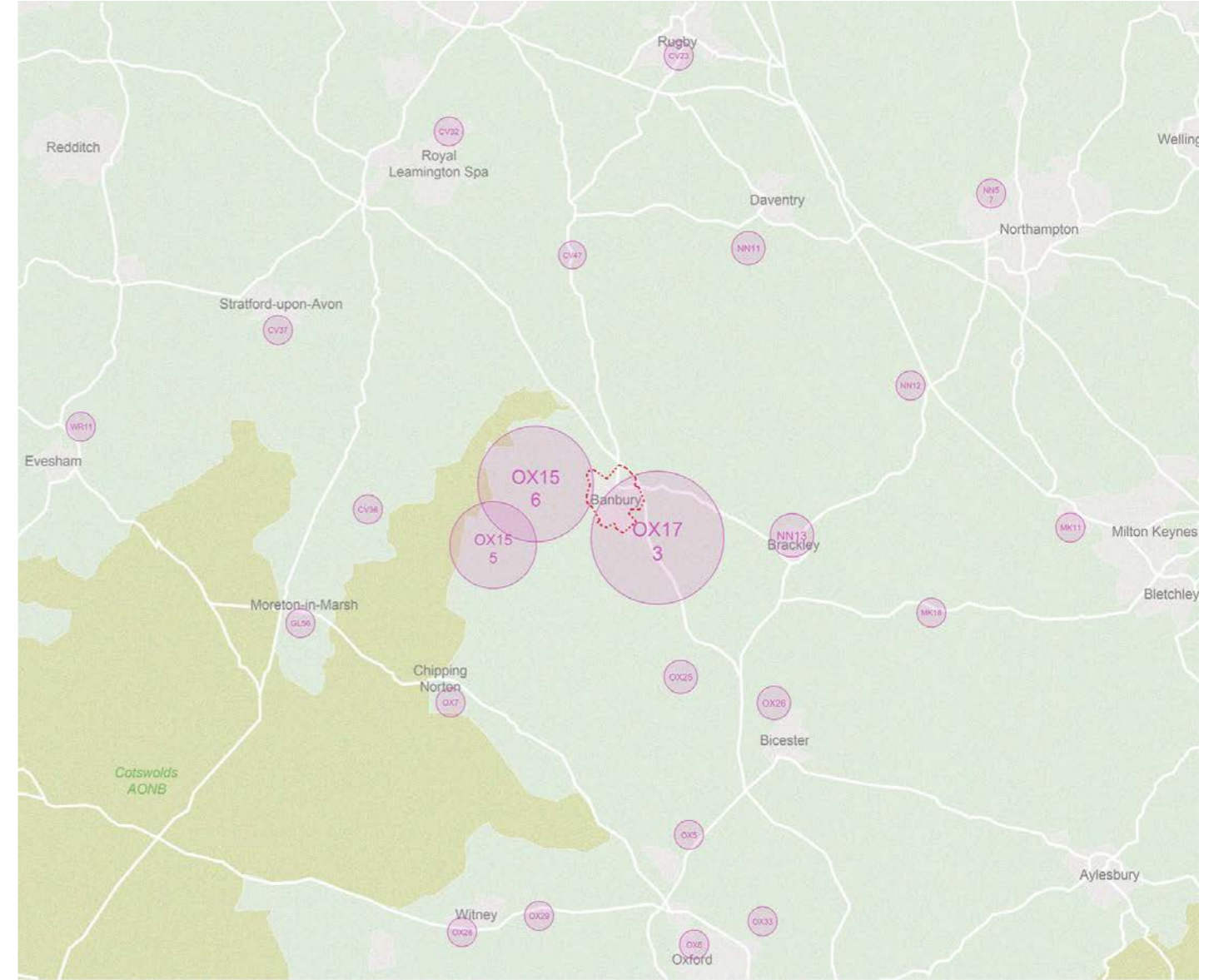
Relationship with Banbury
(2712 responses)

Residential Location

81% of those that identify as a local resident live in post code areas that fall within the 'urban area' of Banbury.



Local Residents - Urban Area



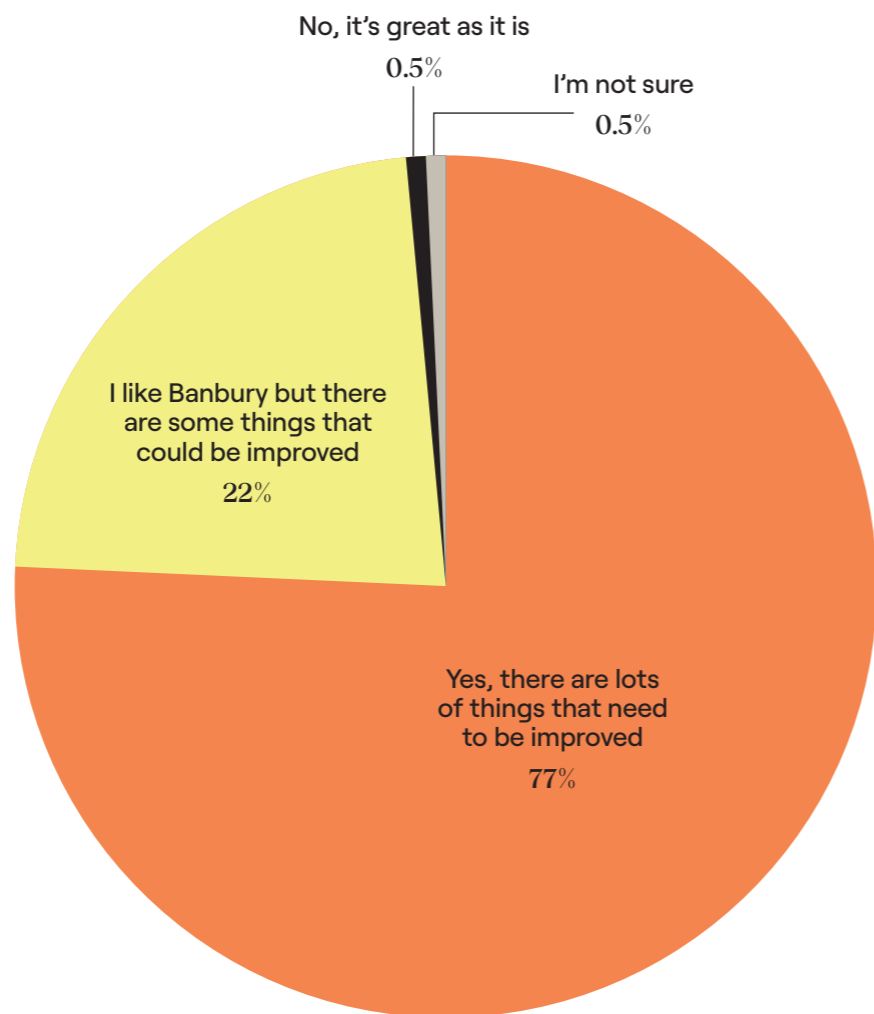
Visitors

The survey received relatively few responses from visitors, with the majority residing in rural areas and smaller towns and villages surrounding Banbury.

Perceptions

It is clear from the survey results that the people of Banbury want to see change. Over 99% of respondents would like to see improvements to Banbury town centre.

When asked to share the first things that spring to mind when thinking of Banbury the most recurring responses relate to empty shops, negative connotations regarding appearance, car parking, and historic assets.



Could Banbury town centre be better?

(2711 responses)



Tell us the first three things that spring to mind when you think of Banbury town centre? (size relates to number of mentions) (2691 responses)

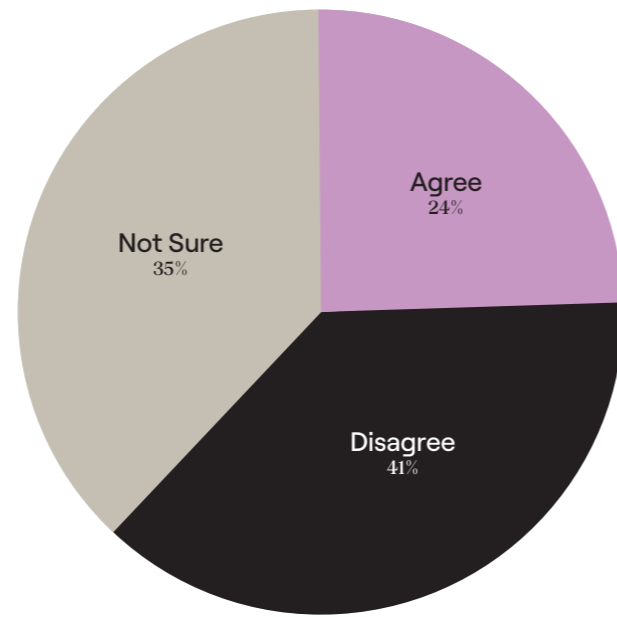
Perceptions

Banbury as a place to live.

24% of respondents agree that Banbury is good place to live, 41% disagree, and 35% are unsure.

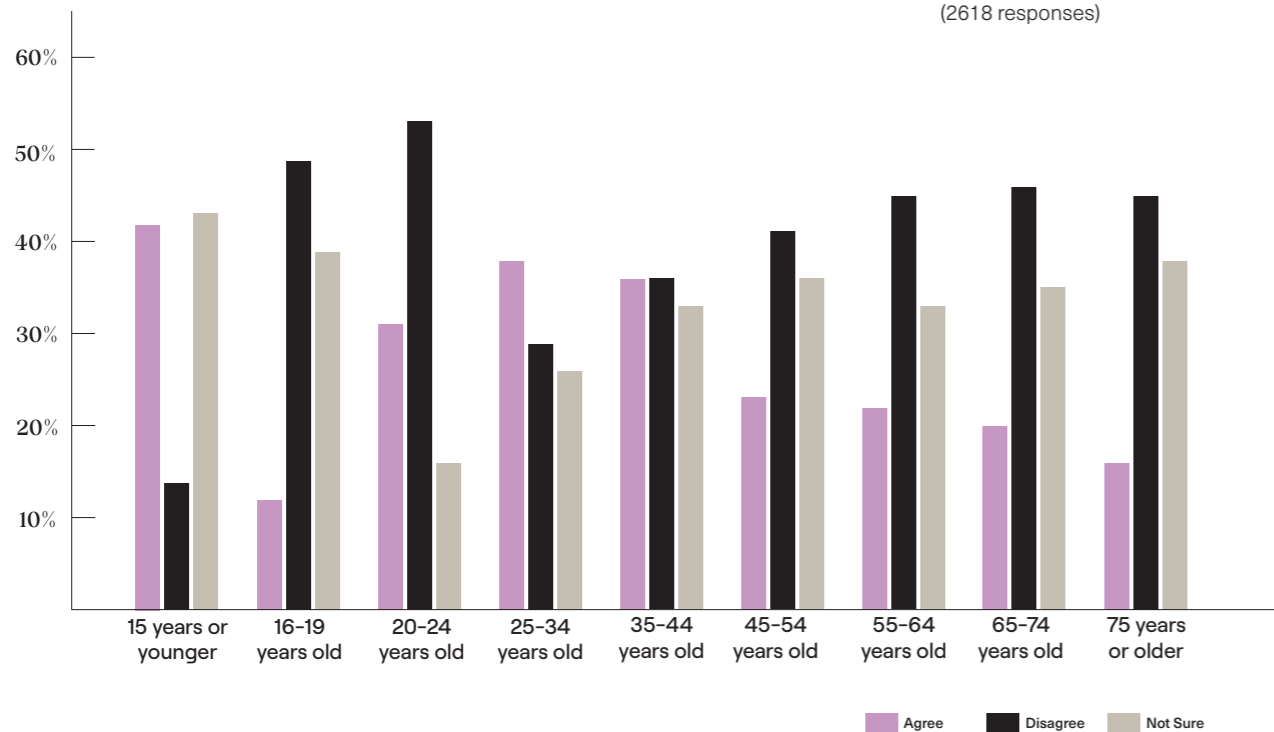
Its walkable nature, parks and green spaces, accessibility and connections to other towns/cities and surrounding countryside, alongside its friendly, community feel are what respondents like most about living in Banbury.

Cheaper or free parking, less traffic, fewer vacant shops, more opportunities and incentives for small businesses, and improved safety and appearance are the most common responses when respondents were asked what they think would make Banbury a better place to live.



Is Banbury a good place to live?

(2618 responses)



Is Banbury a good place to live? Age comparisons



What do you like about living in Banbury? (size relates to number of mentions)
(2142 responses)



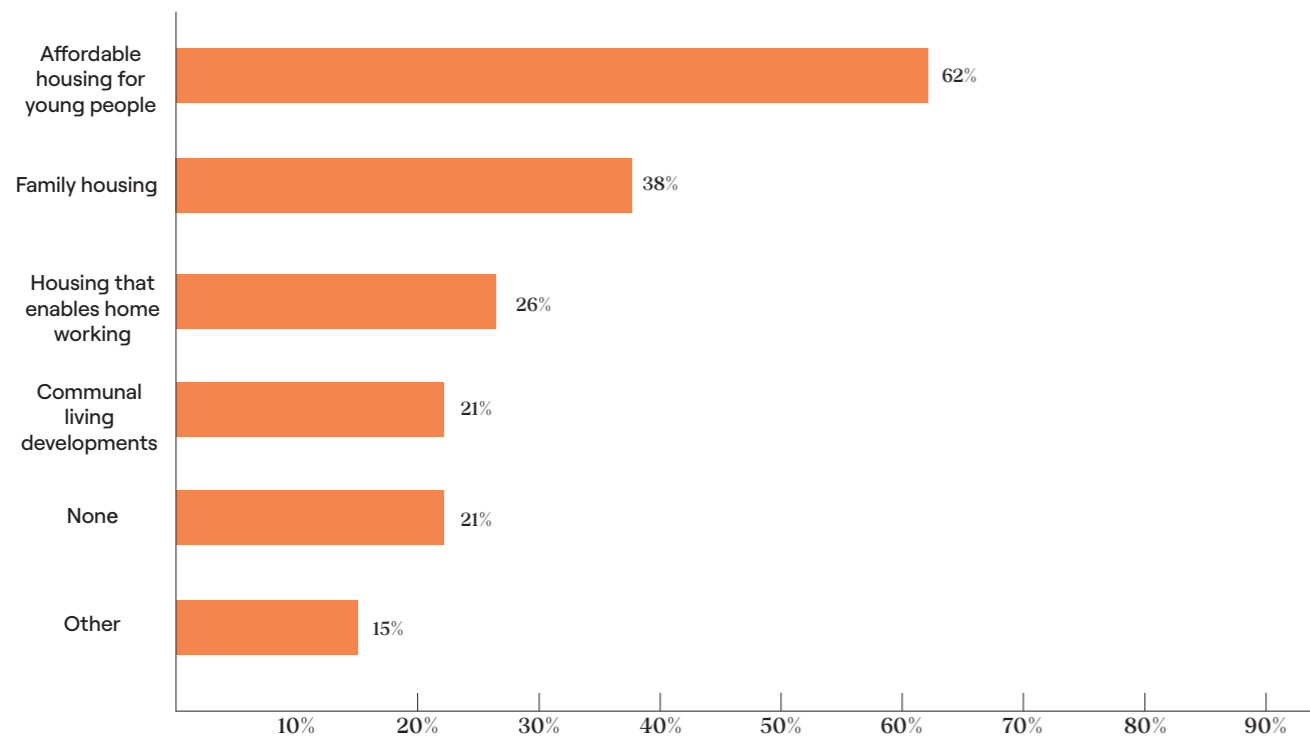
What do you think would make Banbury a better place to live? (size relates to number of mentions)
(2142 responses)

Perceptions

Banbury as a place to live.

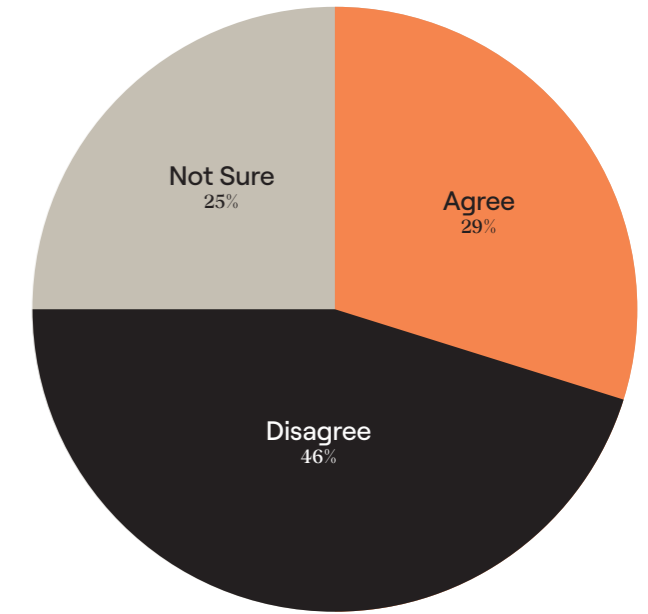
62% of respondents feel Banbury town centre needs more affordable housing for young people. 38% feel more family housing is needed.

Other responses include affordable homes for all ages, and sustainable housing prioritising the re-development of brownfield sites.

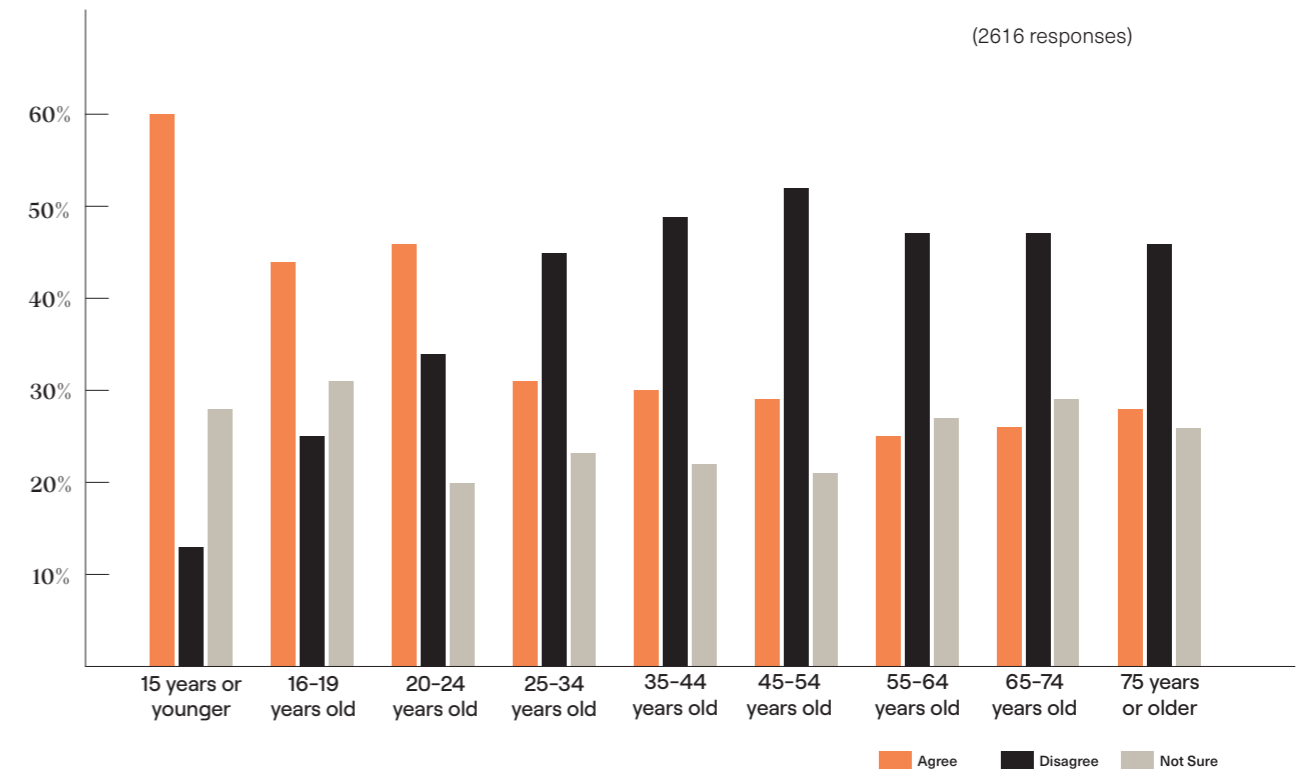


What type of new housing does Banbury town centre need? (2604 responses)

29% of respondents agree that Banbury town centre has good healthcare and community facilities. 46% disagree, and 25% are unsure.



Banbury town centre has good healthcare and community facilities?



Banbury town centre has good healthcare and community facilities? - Responses by age.

Perceptions

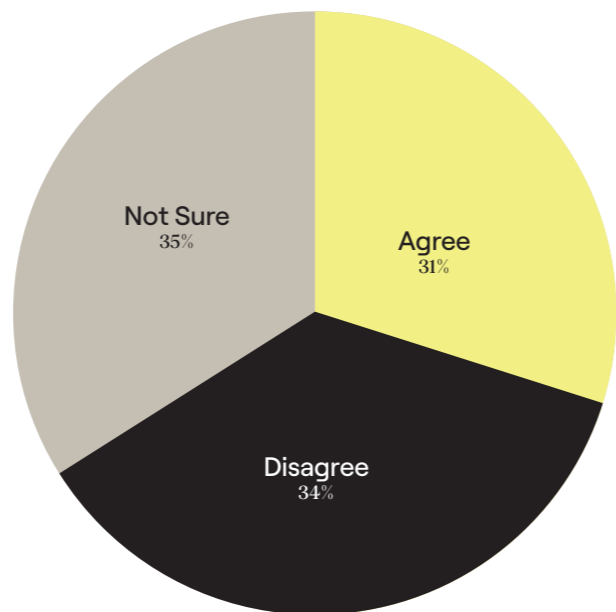
Families and Banbury.

31% of respondents agree Banbury is a good place for families, 34% disagree, and 35% are not sure.

The percentage of those that disagree increases amongst respondents aged 16-24 years old, and age groups who may be parents to teenagers/young adults, implying that there is work to do to make Banbury better for this age group.

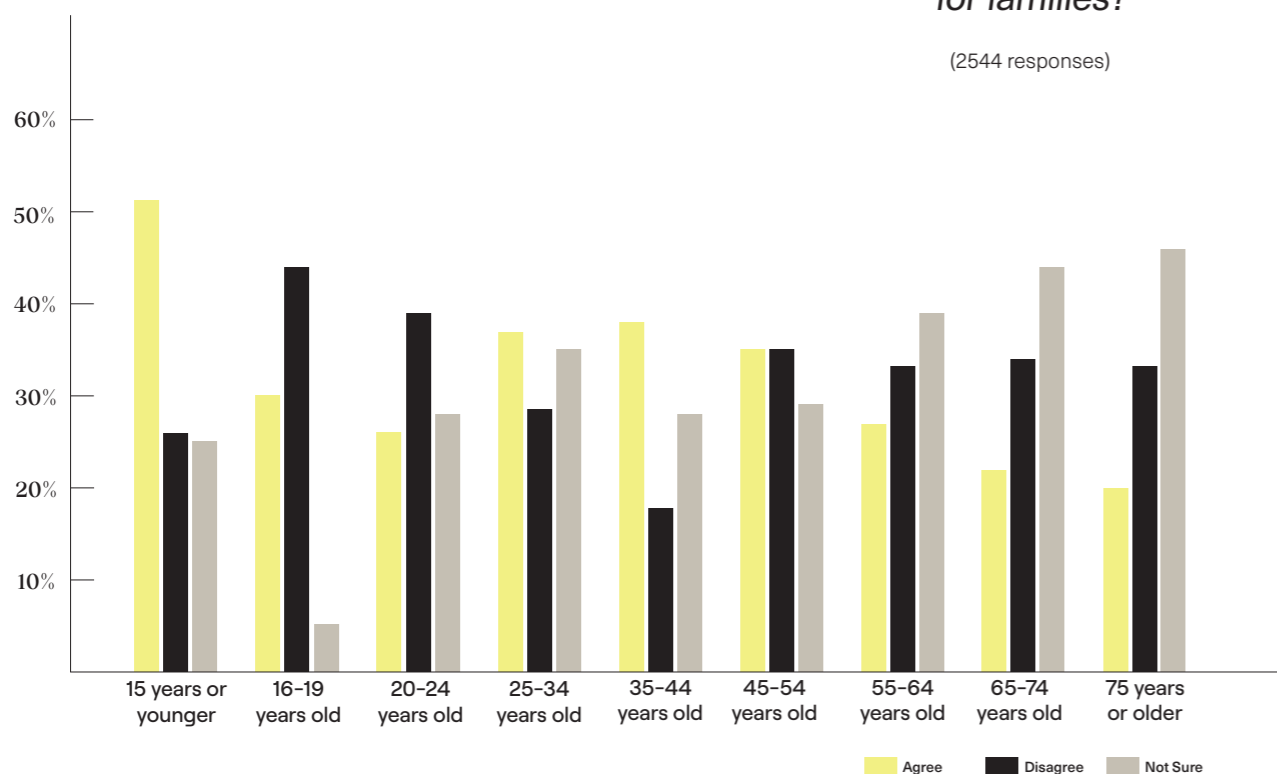
The parks and green spaces, leisure & entertainment venues, events, festivals and cultural activities are what respondents say are the best things about Banbury for families.

More, and a wider variety of shops, more facilities and activities for teenagers and young adults, reduced crime and anti-social behaviour, and improved safety are the most common responses when asked what would make Banbury better for families.



Banbury town centre is a good place for families?

(2544 responses)



Banbury town centre is a good place for families? - Responses by age.



What are the best things about Banbury for families? (size relates to number of mentions) (2035 responses)



What do you think would make Banbury better for families? (size relates to number of mentions) (2035 responses)

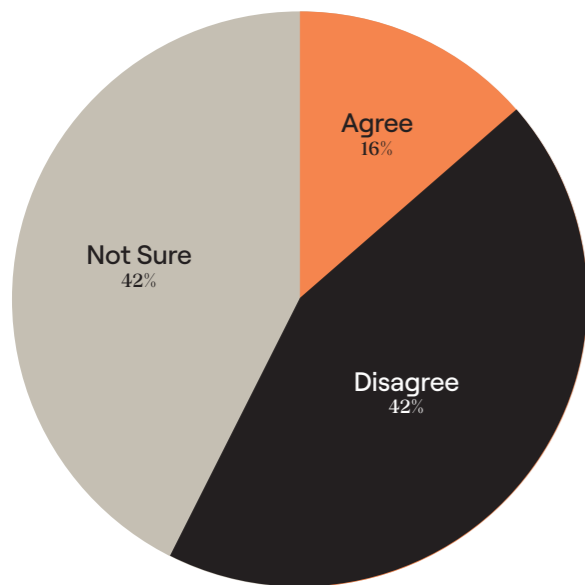
Perceptions

Young people and Banbury.

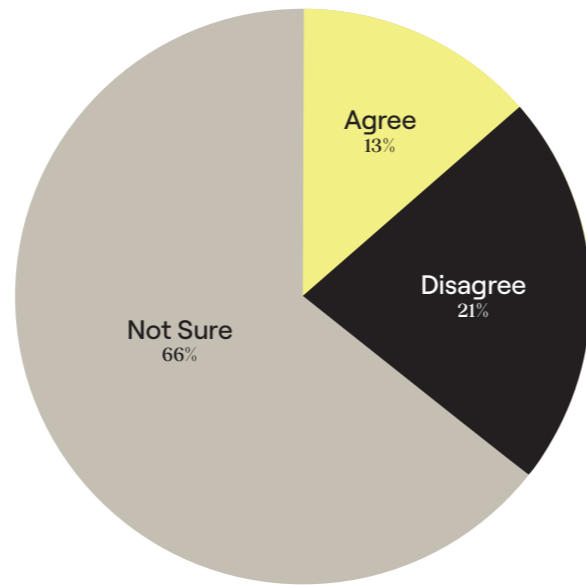
16% of respondents agree that Banbury is a good place for young people, 42% disagree. The percentage of respondents that disagree increases to 47% for those aged under 25 and to 51% for those aged 16-24 years.

Respondents under the age of 25 expressed that more welcoming, communal, and quiet spaces to study as well as improved library facilities would make Banbury a better place to study.

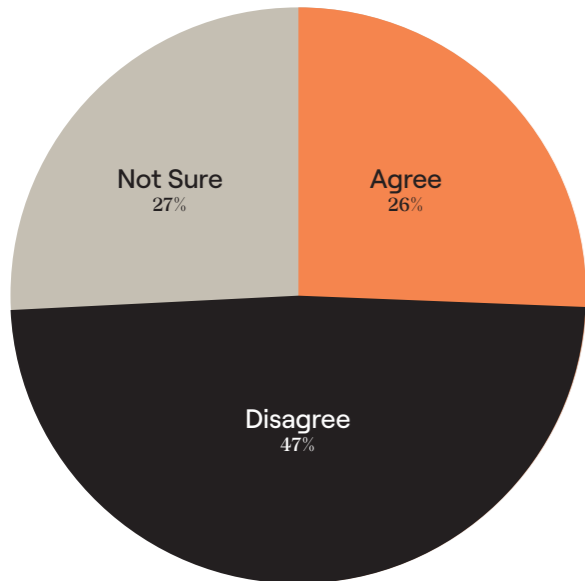
When asked what would make Banbury better for young people, the vast majority of responses centre around dedicated spaces for young people to hang out and socialise. Other responses include, more affordable entertainment and cultural activities such as live music, a safer environment, and more employment opportunities.



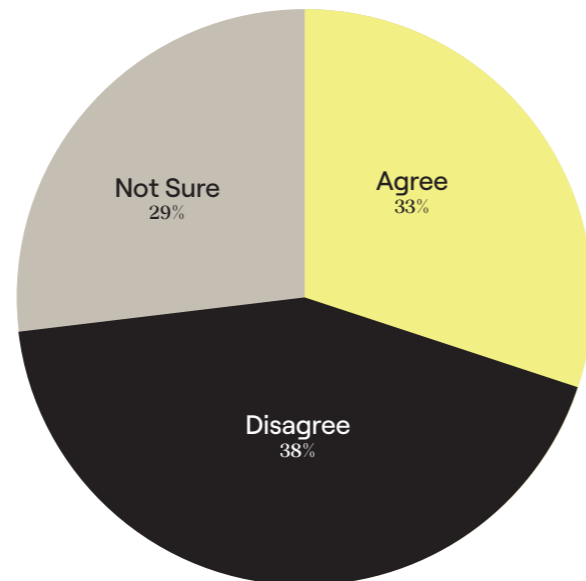
Banbury is a good place for young people?
All responses
(2525 responses)



Banbury town centre is a good place to study?
All responses
(2485 responses)



Banbury is a good place for young people?
U25's responses
(237 responses)



Banbury town centre is a good place to study?
U25's responses
(235 responses)

Safer environment

More Employment Opportunities

Dedicated youth spaces to hang out and socialise in

Improved sports facilities

Improved public transport - particularly in the evening, and active travel options

Affordable homes

Improved night-life including more live music events & venues

More affordable entertainment & cultural activities

What would make Banbury better for young people? (size relates to number of mentions)
(1824 responses)

Perceptions

Banbury as a place to work.

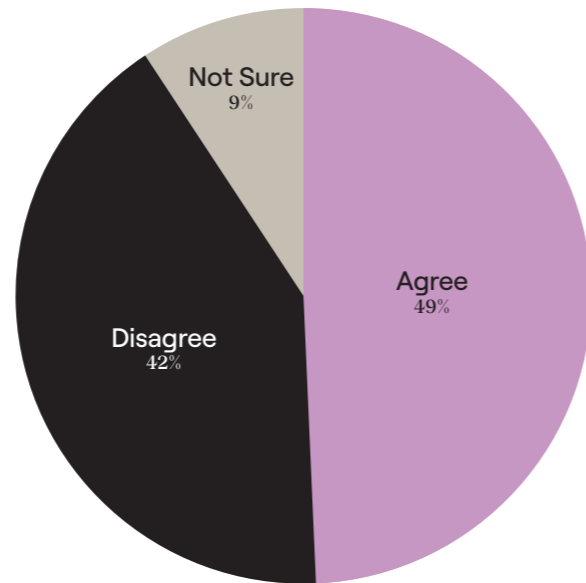
42% of those that work in Banbury, both in the town centre and outside of, disagree that Banbury is a good place to work.

Issues raised include:

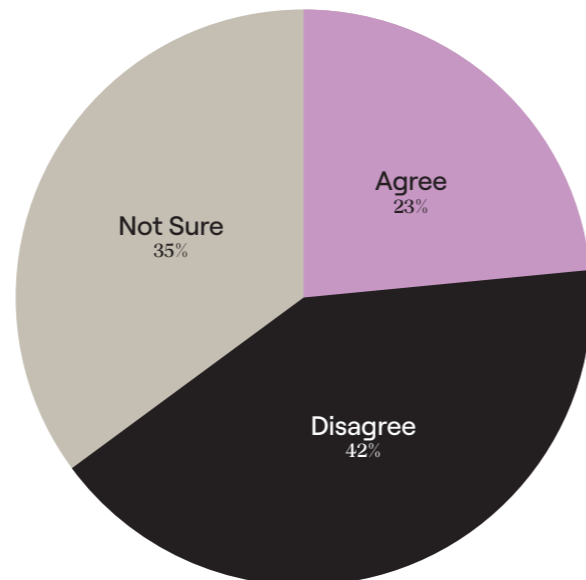
- Lack of town centre co-working and flexible workspaces
- Lack of small office spaces/units
- Lacking of meeting facilities
- Few employment opportunities
- Expensive parking
- Traffic/congestion making commuting difficult
- Poor public transport (particularly outside of normal working hours)
- Poor accessibility for pedestrians & cyclists
- Lack of places to go to eat & drink and socialise socialise makes it difficult to attract staff.
- Rates and rents too high
- Low town centre footfall / lack of shops to entice people in to the town centre

Banbury town centre is a good place to work?

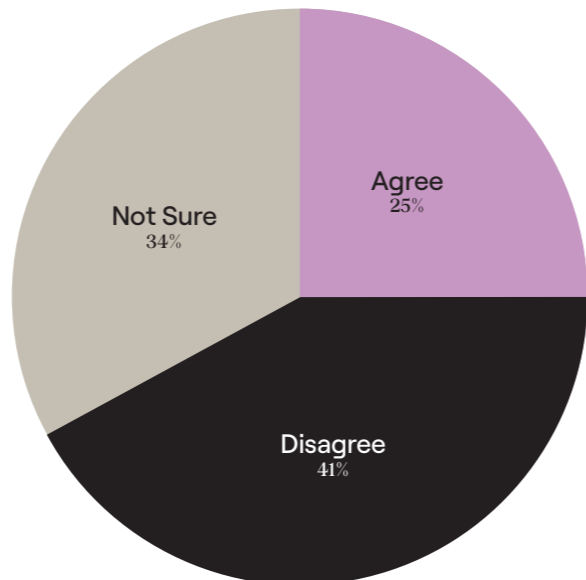
(2454 responses)



Works in the town centre



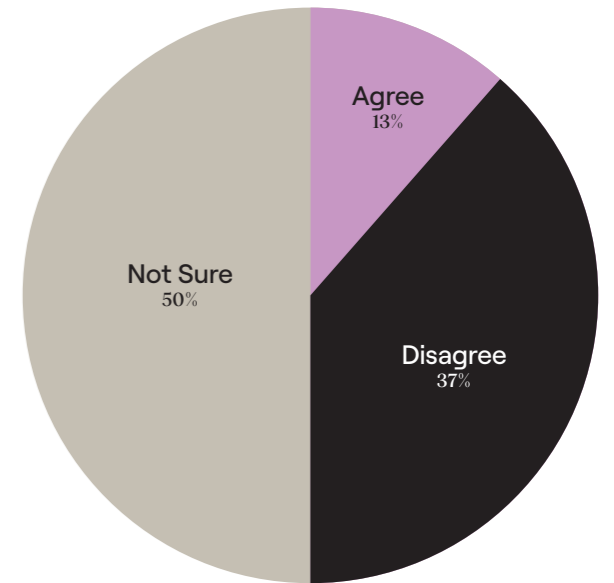
Works outside the town centre



Works from home

Banbury as a place to start a business.

13% of survey respondents agree that Banbury is a good place to start a business, 37% disagree, and 50% are unsure.



Banbury is a good place to start a business?

(2448 responses)

- Best things about Banbury as a good place to start a business
- What could be done to help new businesses?

Best things about Banbury as a good place to start a business:

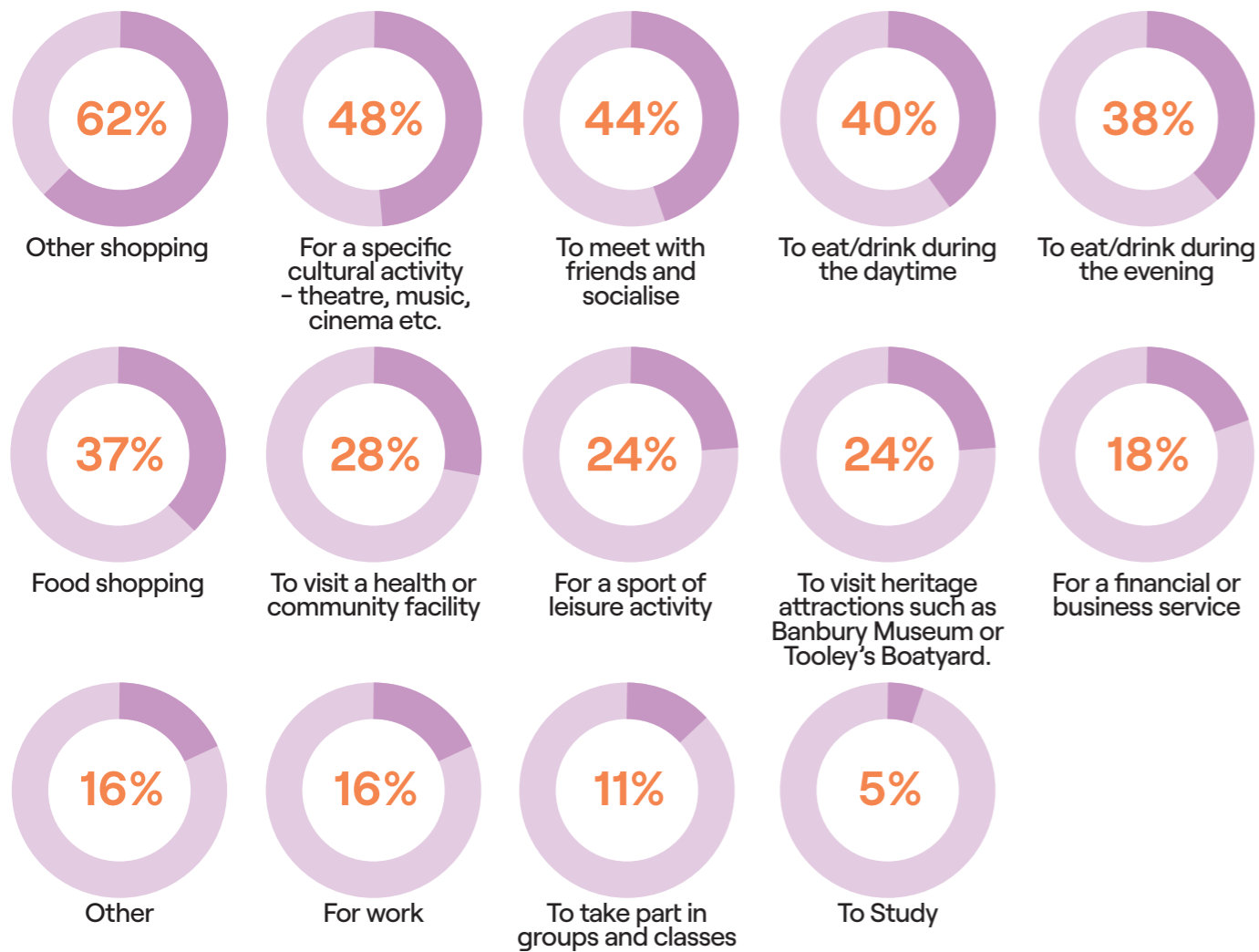
- More flexible/low risk retail opportunities such as pop-up's
- Affordable business premises and support for small businesses
- Free / cheaper parking
- Improved pedestrian access to the rail station
- Improve appearance of town centre (cleaner, improved shop fronts etc.)
- Utilise empty retail units for affordable workspace
- Encourage visitors/increase footfall through events and experiences
- It's central location/proximity to other large towns & cities, and good rail & motorway connections

Visiting Banbury town centre

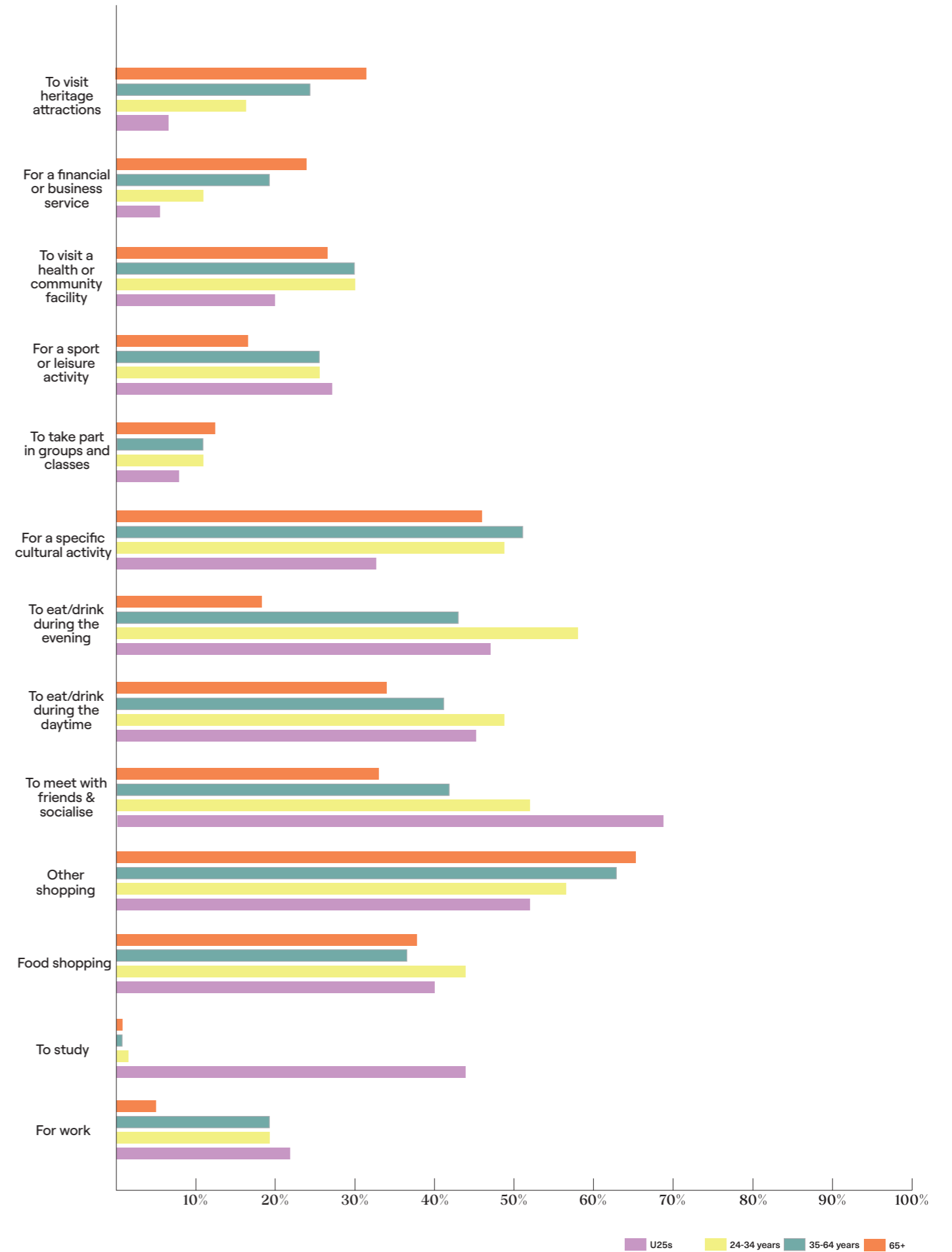
Survey responses show that people visit Banbury for a large variety of reasons. This is a key strength, and indicates a robust and resilient town centre.

Under 25s are most likely to visit the town centre to meet with friends and socialise, but least likely to visit for a cultural activity.

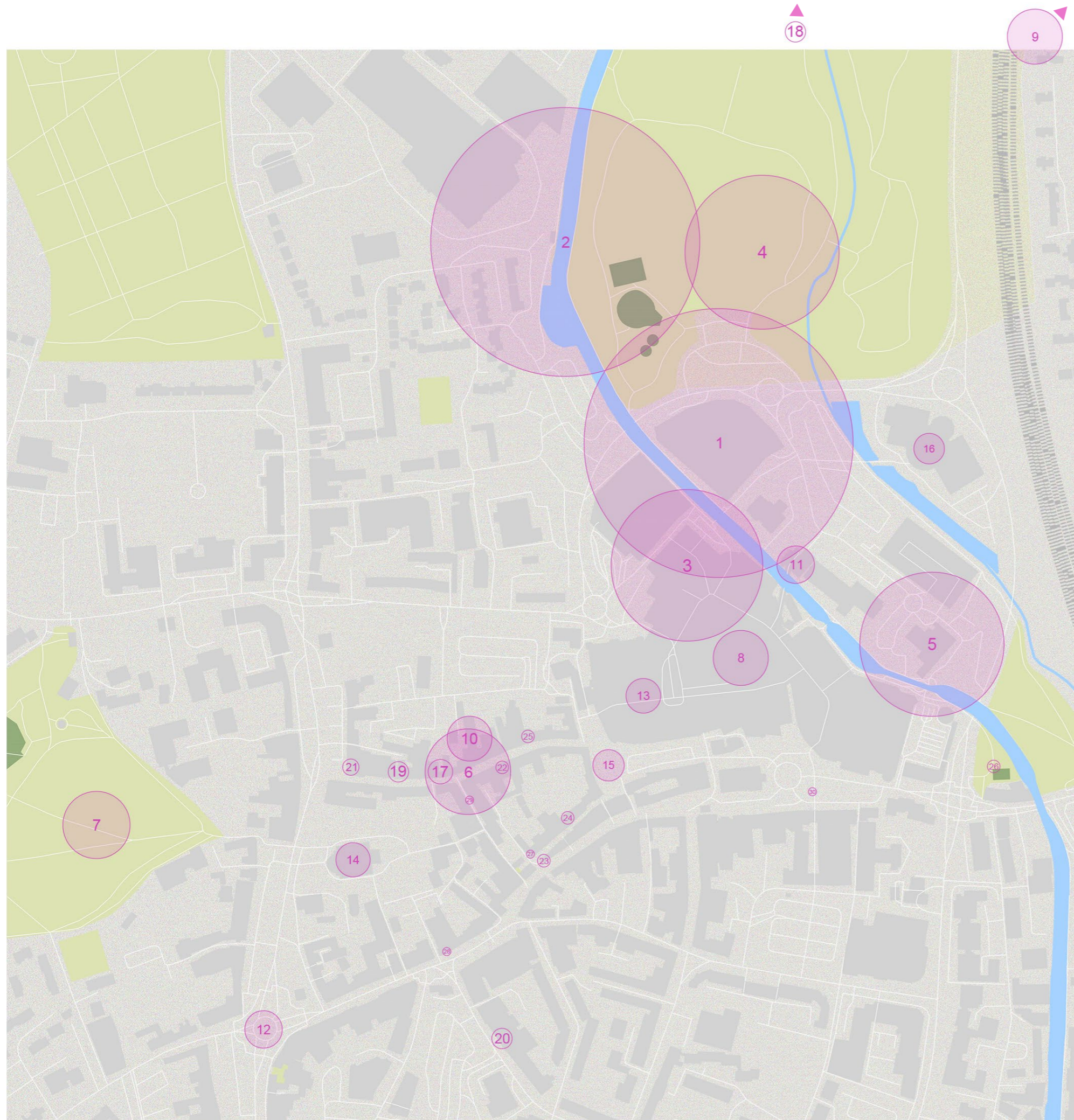
Favourite places (see diagram on pages 22-23) include leisure and entertainment venues such as The Light and Lock 29; green and blue spaces including Spiceball Park, People's Park, the canal and Grimsbury reservoir; cultural venues such as Mill Arts Centre and Banbury Museum; independent cafés, restaurants, pubs and bars; heritage assets particularly the historic core; Castle Quay shopping centre and retail parks.



What are your reasons for visiting Banbury town centre?
(2442 responses)



What are your reasons for visiting Banbury town centre? Age comparisons



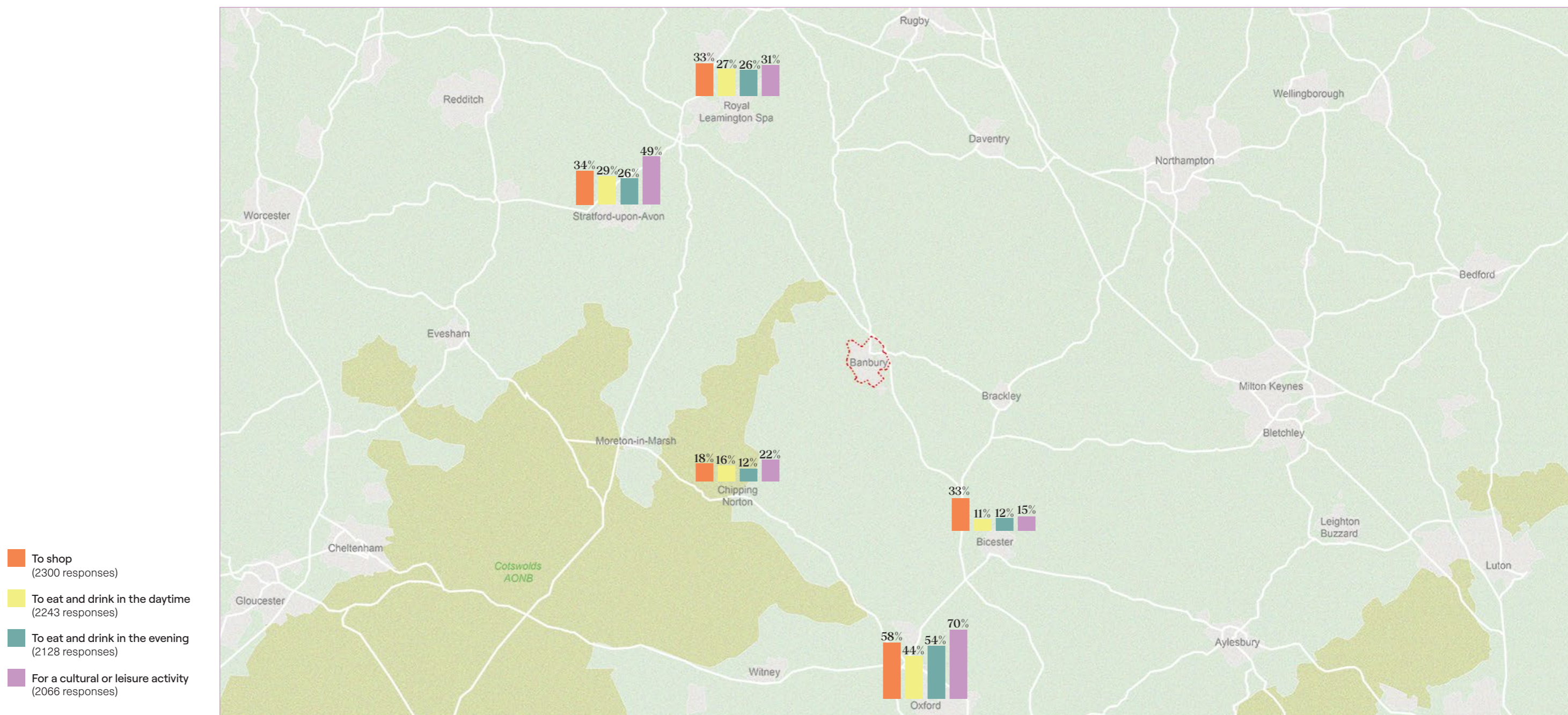
What are your favourite places in Banbury?

1	The Light	671 (mentions)
2	Canal	669
3	Lock 29	392
4	Spiceball Park	382
5	Mill Arts Centre	353
6	Parson's Street	212
7	Peoples Park	167
8	Castle Quay	139
9	Gateway Retail Park	135
10	Ye Old Reine Deer Inn	111
11	Banbury Museum	95
12	Banbury Cross	92
13	Nothing but footprints	86
14	St Mary's Church	83
15	Market Place	77
16	Spiceball Leisure centre	75
17	The Old Auctioneer	63
18	Grimsbury Reservoir	51
19	Pizza Calzone	50
20	Library	48
21	The White Horse	39
22	Zushi	36
23	Missing Bean	34
24	The Apothecary Tap	33
25	Tess' Brilliant Bakes	32
26	Bridge Street Community Garden	31
27	Orinoco	23
28	The Coach and Horses	23
29	Betts Butchers	19
30	Bridge Street	19

The Competition

For shopping, eating & drinking, and culture, the key competing town centres are Oxford, Stratford Upon Avon, and Leamington Spa.

To a lesser extent Banbury is facing competition from smaller, local market towns including Chipping Norton, Bicester, Witney and Morton in Marsh. The survey received a relatively low number of responses from people living in rural areas surrounding Banbury, who may be more likely to visit these towns for shopping, culture, eating & drinking.



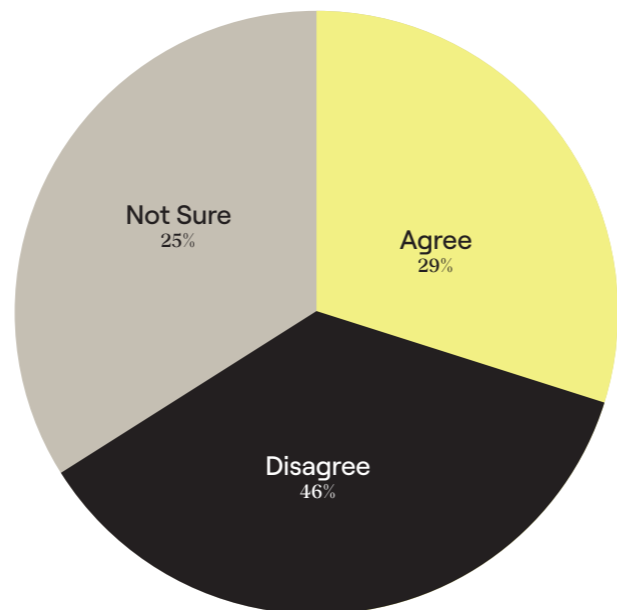
Shopping in Banbury

29% of respondents agree that Banbury is a town centre full of interesting shops. 46% disagree and 25% are not sure.

60% of respondents say they are likely to visit the retail parks to shop. 54% visit the Castle Quay Shopping Centre, and 43% visit the Historic Core.

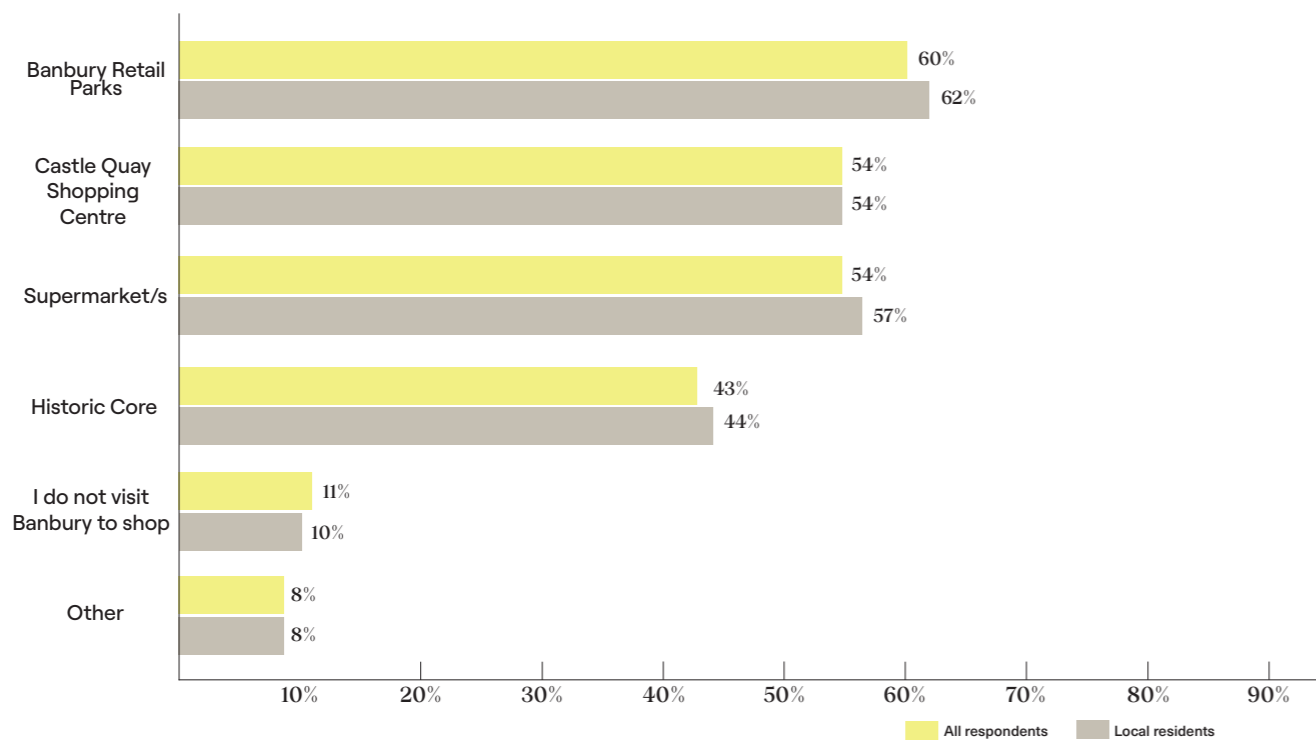
33% of local respondents say they do not visit the town centre (historic core and/or Castle Quay) to shop. Over 60% of these say they visit the retail parks.

10% of local respondents say they do not visit Banbury to shop at all.



Banbury is a town centre full of interesting shops?

(2391 responses)

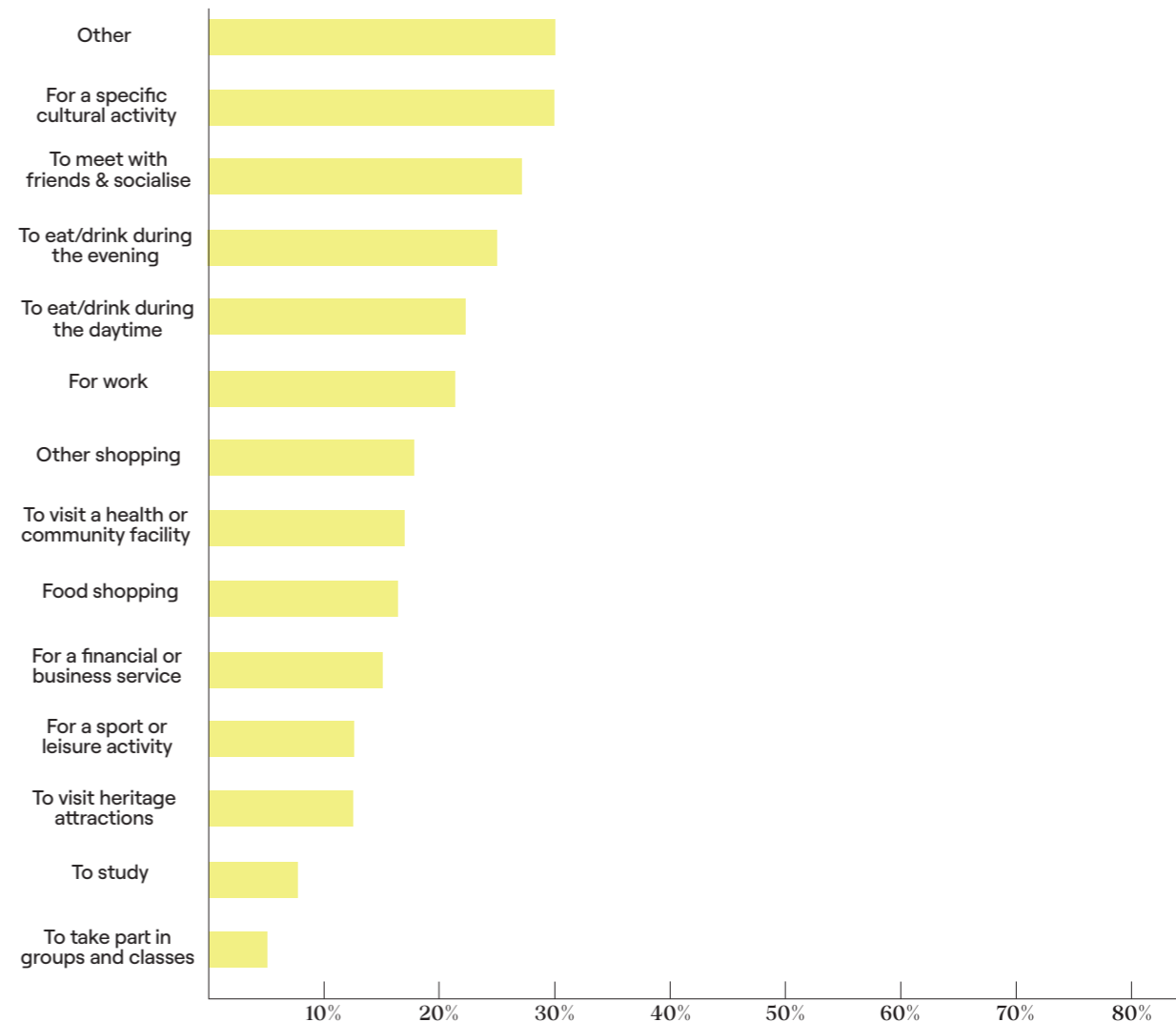


If you visit Banbury to shop, where are you likely to go?

(2385 responses)

For respondents that stated they do not visit Banbury to shop, the main reasons for visiting Banbury are for a specific cultural activity, to meet with friends and socialise, and to eat and drink in the evening.

Other responses include visiting friends and family, the library, for a hair or beauty treatment, to visit the dentist or optician, or simply do not visit the town centre at all.

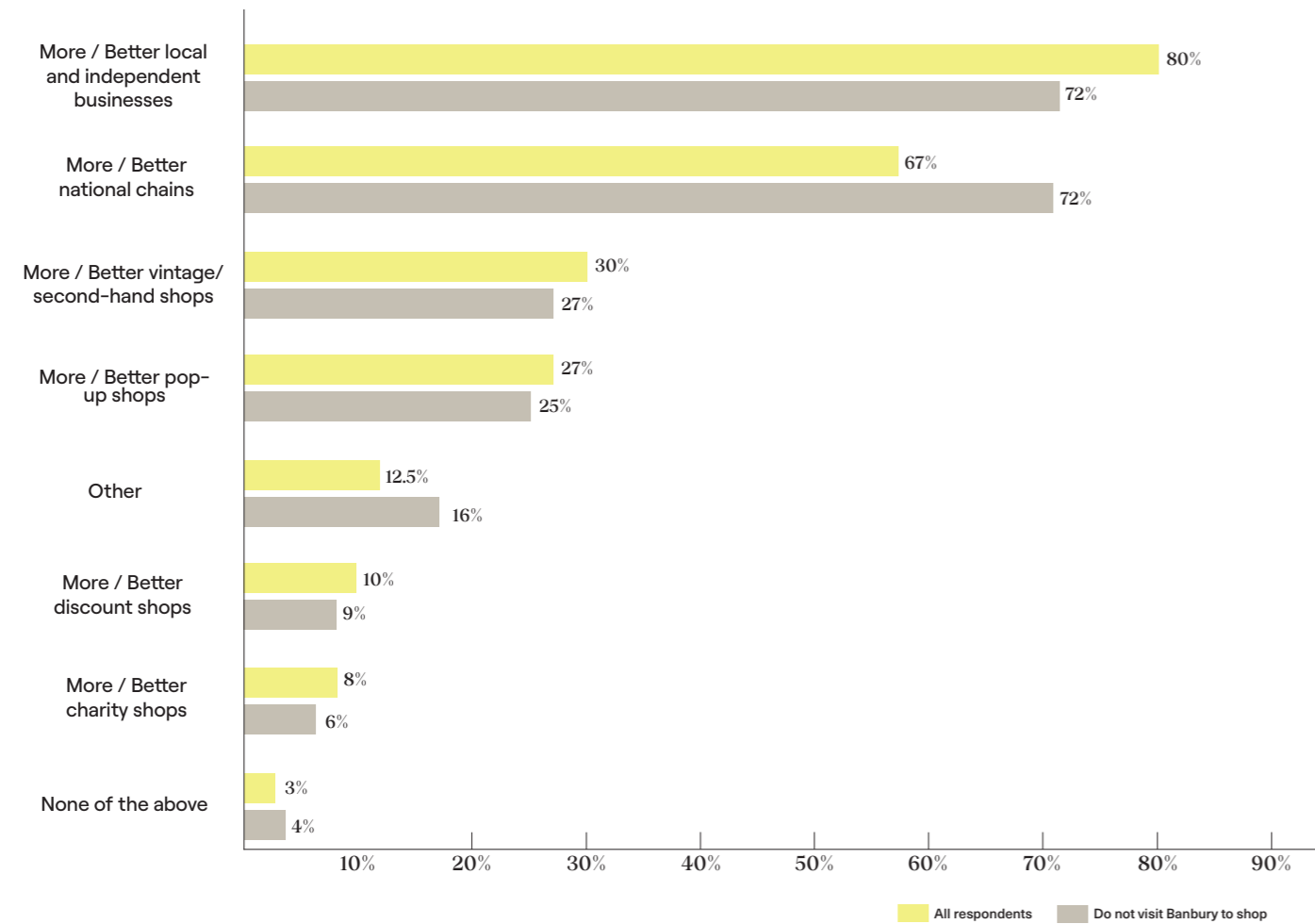


Reason for visiting Banbury - respondents who stated they don't visit to shop

(259 responses)

The main things that would encourage people to shop more often in Banbury are more independent and local businesses (80%), more national chains (67%), and a better variety and quality of market traders (63%).

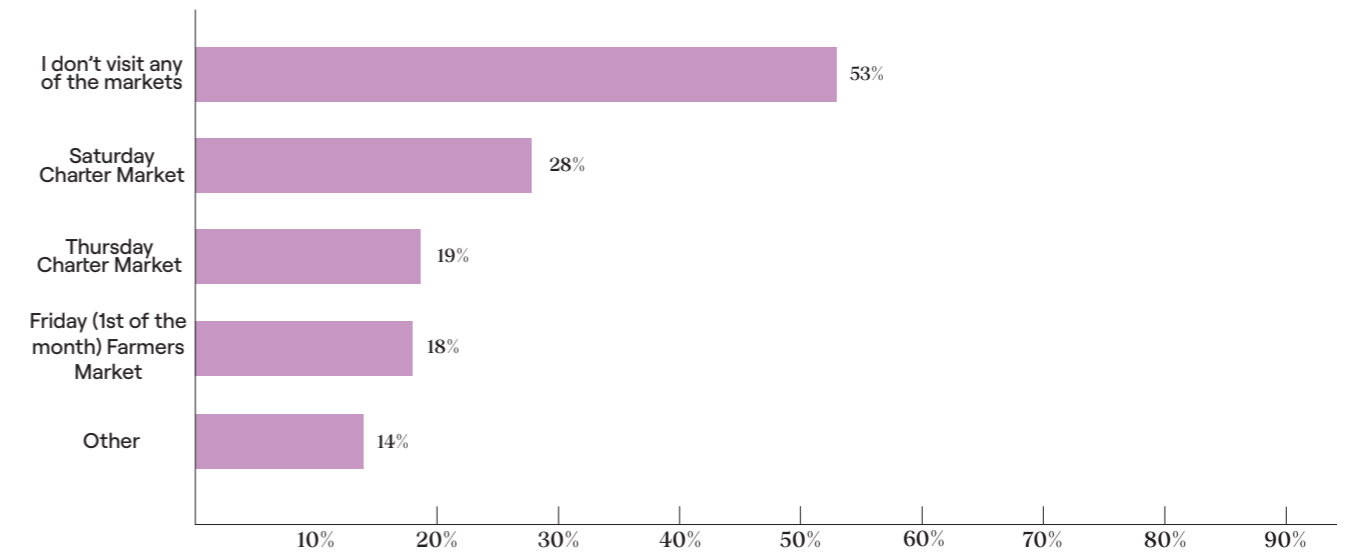
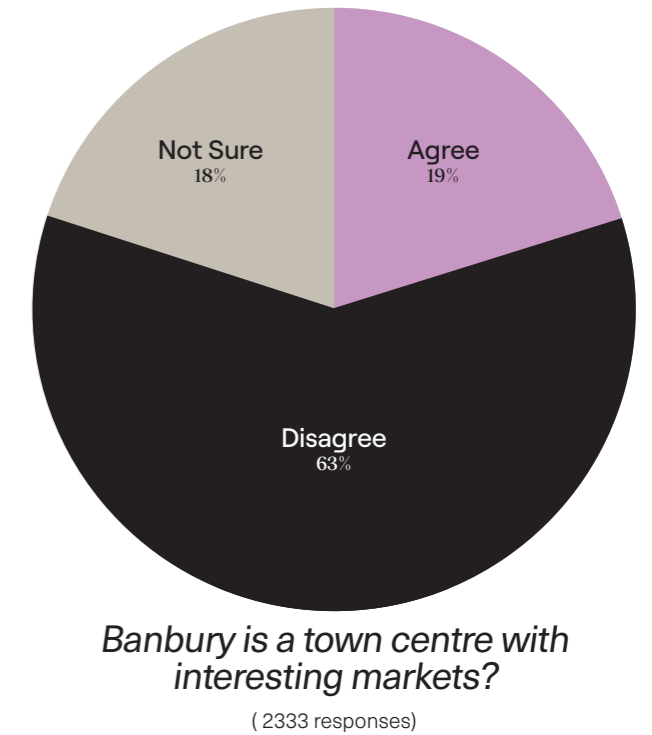
32% of respondents would like better vintage, second hand and charity shops, and 25% would like more pop-up shops, demonstrating the importance of these sectors.



What sort of shops would encourage you to visit Banbury more often?
(2376 responses)

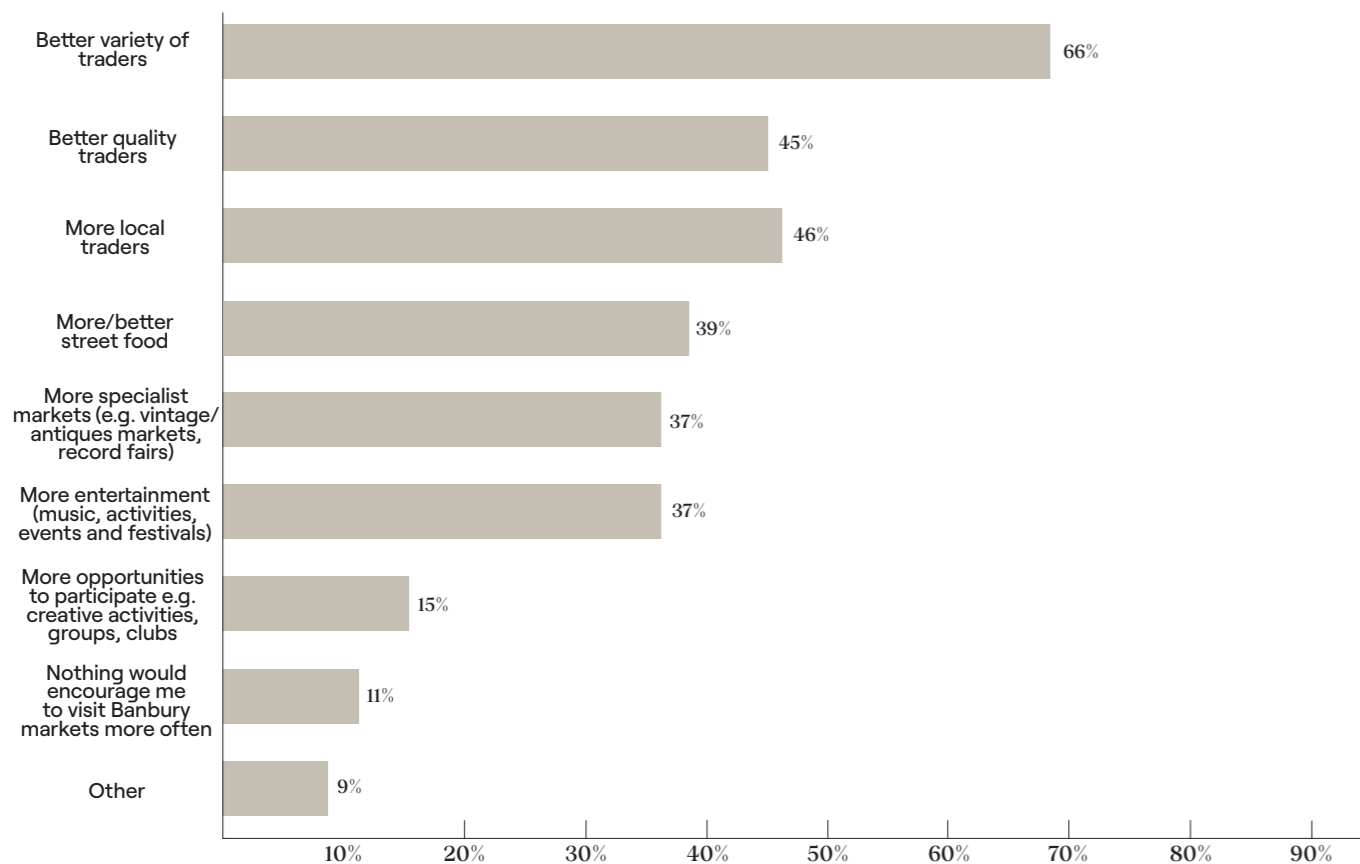
19% of respondents agree that Banbury is a town with interesting markets. 63% disagree. 18% are not sure.

Over 50% of respondents say they do not currently visit any of the markets in Banbury. 28% like to visit the Saturday Charter Market, 19% the Thursday Charter Market, 18% the Friday (1st of the month) Farmers Market, and 18% the Farmers Market.



Which markets in the town centre do you like to visit?
(2297 responses)

A better variety and quality of traders, more local traders, as well as better street food options, more specialist markets, and more entertainment are what respondents say would encourage them to visit markets in Banbury more often.



What would encourage you to visit Banbury markets more often?

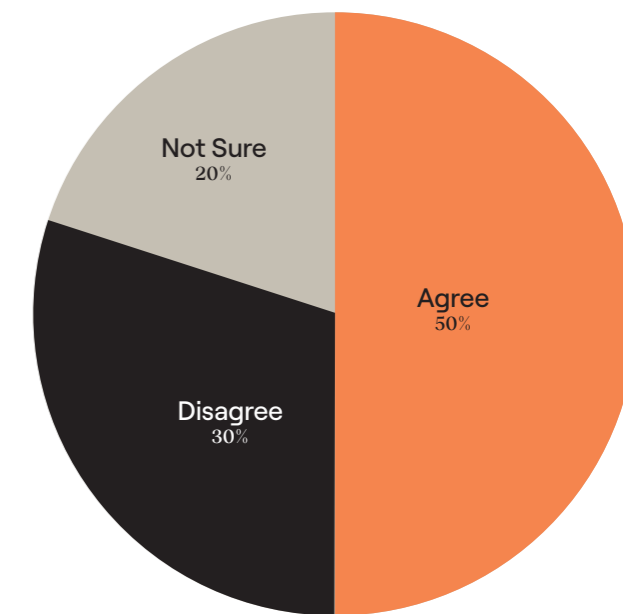
(2287 responses)

Eating & drinking in Banbury

50% respondents agree that Banbury is full of good places to eat and drink in the daytime, 30% disagree.

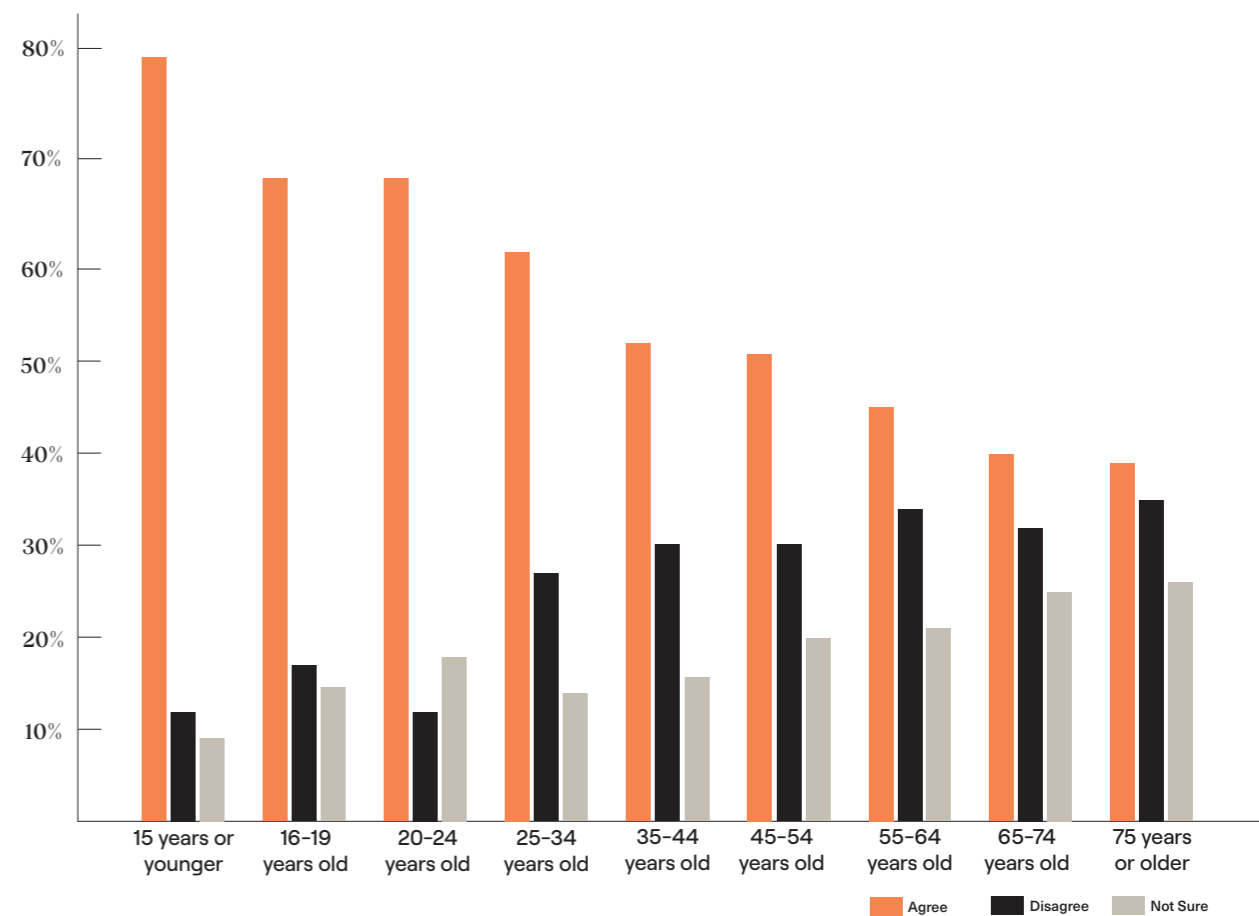
70% of respondents under the age of 25 agree that Banbury is a good place to eat and drink in the day time.

Only 17% of respondents said that Banbury is their favourite place to eat and drink in the daytime. 12% prefer visiting the retail parks, 8% prefer the pubs and cafés in local villages, 16% prefer Chipping Norton, and 12% Bicester. The main competition is Oxford (44%), Stratford on Avon (30%) and Leamington Spa (27%).



Banbury is a town centre full of good places to eat and drink in the daytime?

(2384 responses)



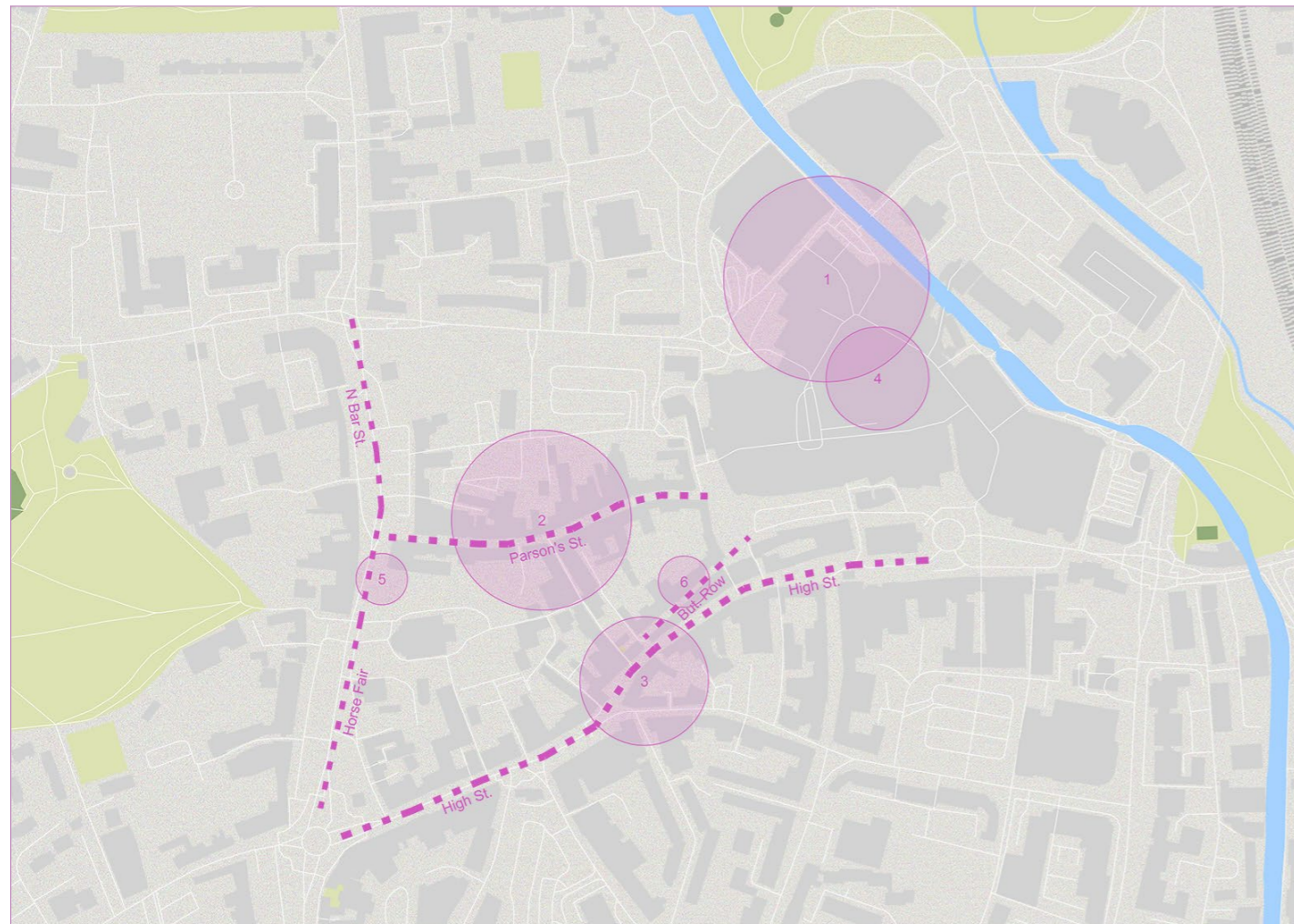
Banbury is a town centre full of good places to eat and drink in the daytime? - Responses by age.

To eat and drink during the daytime respondents are most likely to visit Lock 29, and cafés & restaurants on Parson's Street.

Other areas respondents are likely to visit includes cafés and restaurants along the canal, such as those in The Light complex, Museum cafe, and the Mill Art Centre.

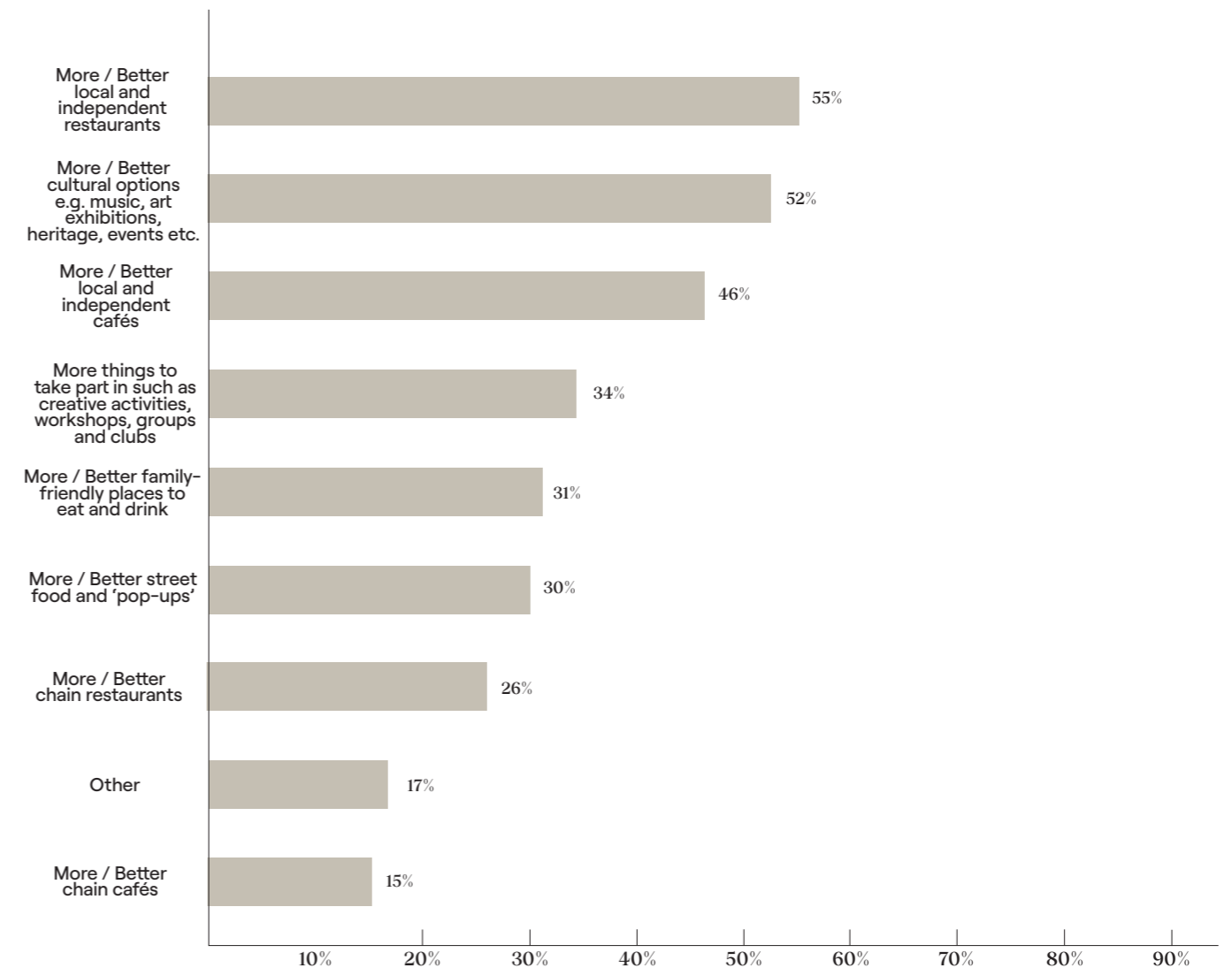
29% of local respondents say they do not visit Banbury to eat and drink in the daytime.

1.	Lock 29	42%
2.	Parson's Street	36%
3.	High Street	23%
4.	Castle Quay	22%
5.	North Bar Street/Horse Fair	9%
6.	Butchers Row	8.5%



Where are you likely to go to eat and drink in the daytime?
(2366 responses)

Respondents were asked what would encourage them to visit Banbury more often during the day time. The top five responses relate to local and independent places to eat and drink including pop-ups, and more cultural and creative activities.

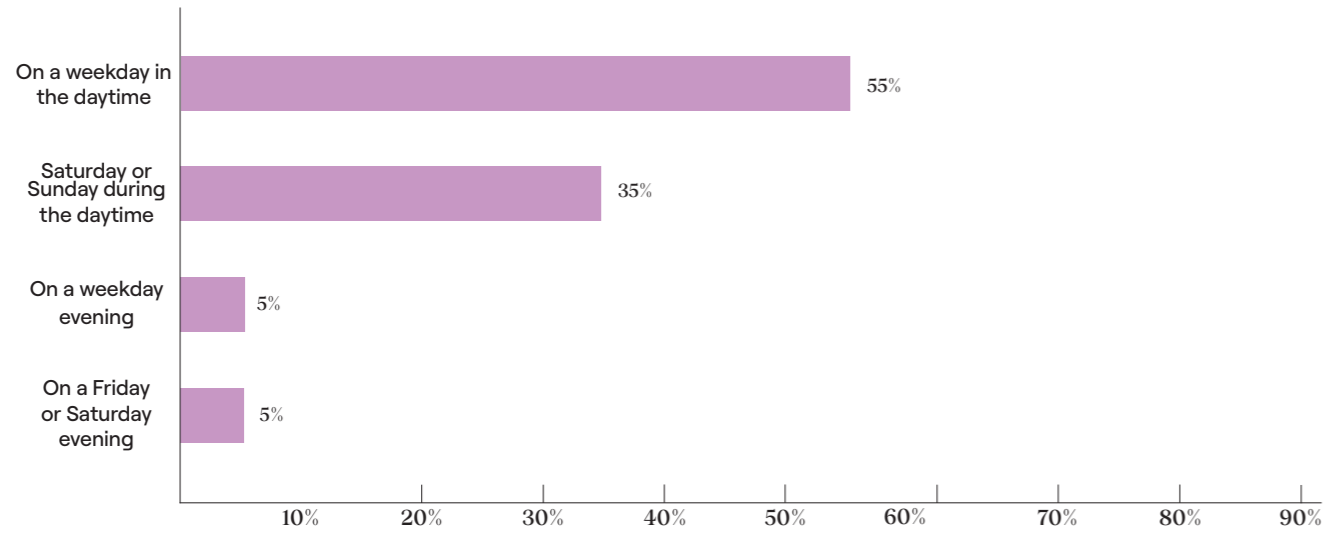


What would encourage you to visit Banbury more often during the daytime?
(2278 responses)

Evening economy in Banbury

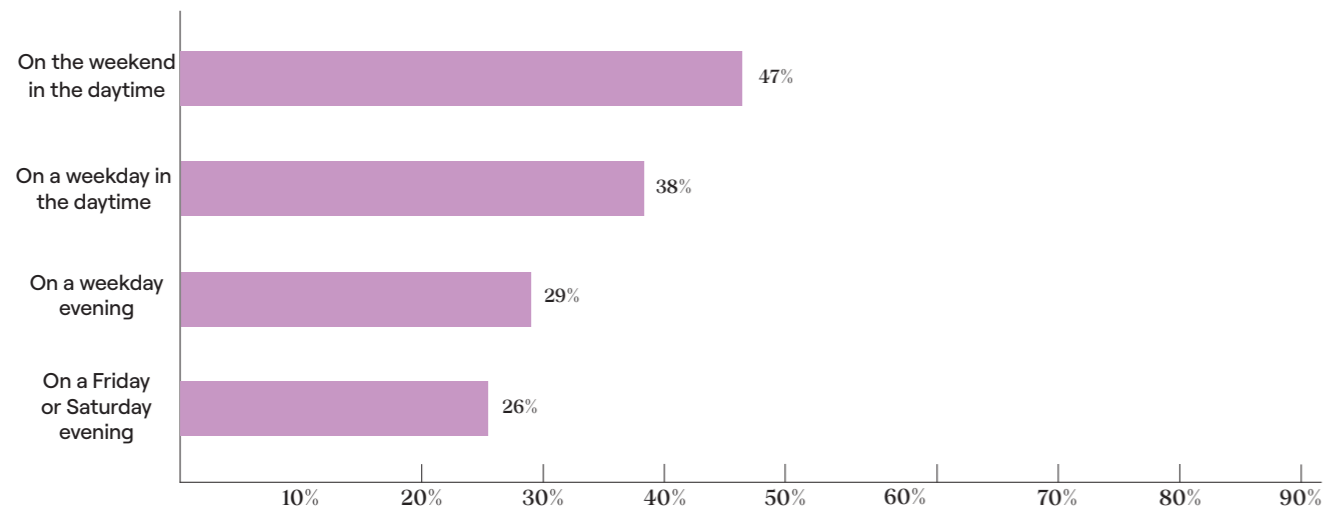
90% of respondents are most likely to visit Banbury town centre in the daytime and 10% in the evening. When asked when else they visit, 26% said weekday evening and 26% said weekend evening.

47% of respondents say they do not visit Banbury town centre in the evening.



When are you most likely to visit the town centre?

(2424 responses)



And what other times do you visit? (Multiple selections allowed)

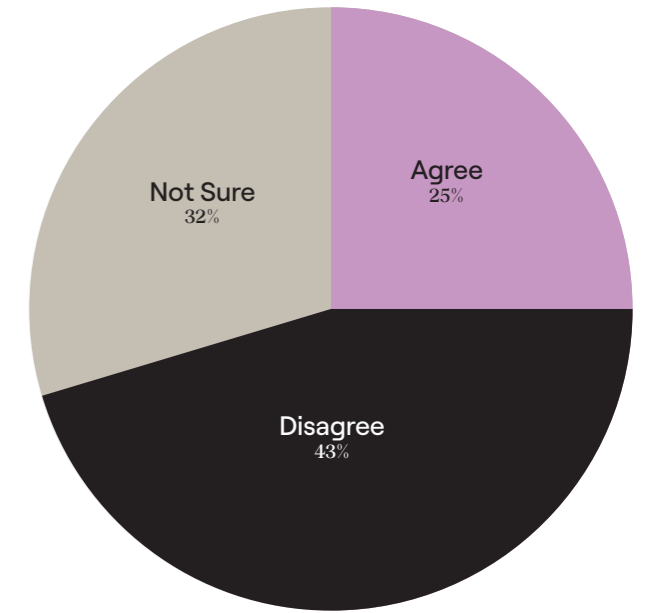
(2268 responses)

Only 25% of respondents think Banbury is full of good places to go in the evening. 32% are not sure and 43% disagree.

Of those that say they do not visit Banbury in the evening, 45% are not sure that the town centre has good places to go in the evening, and 51% disagree.

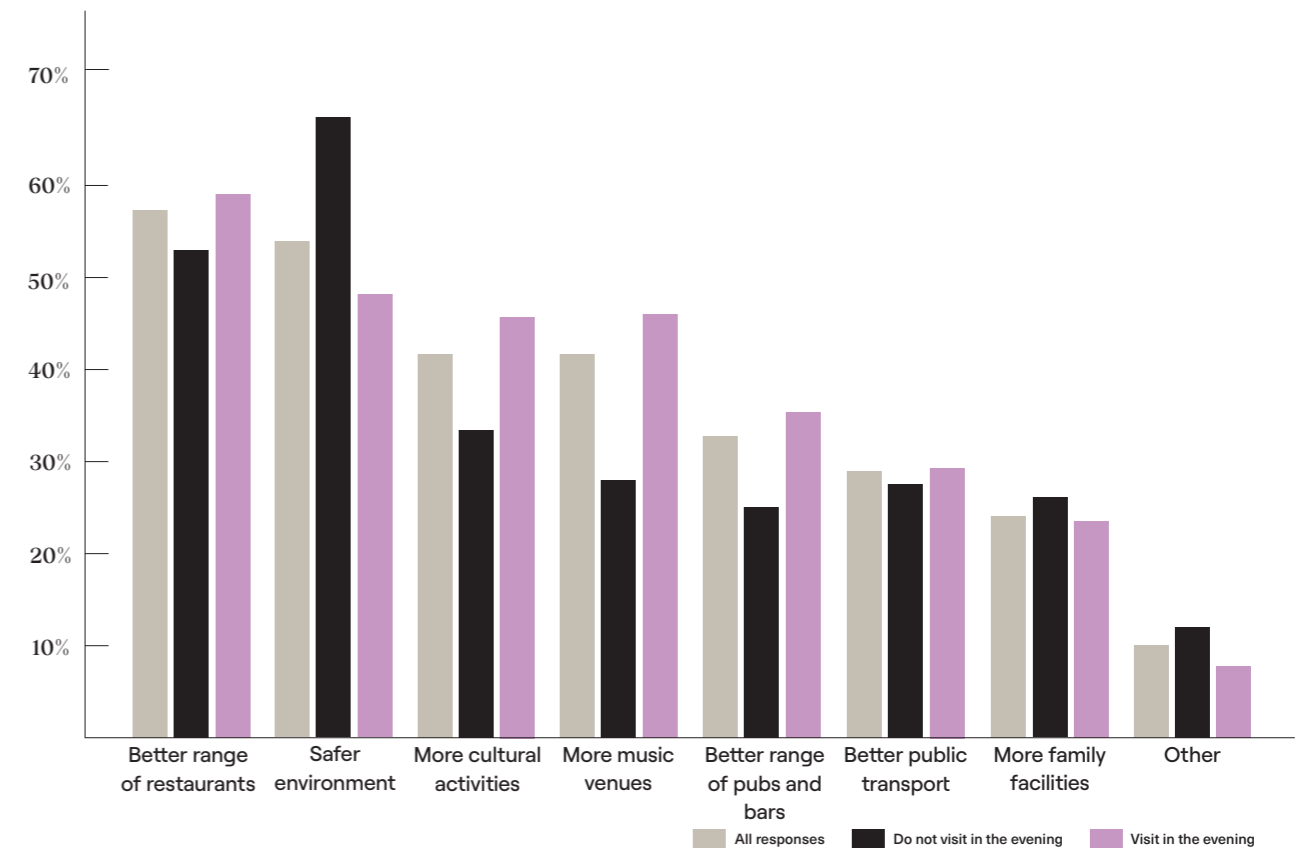
When asked what would encourage respondents to visit more often in the evening, 57% say a better range of restaurants, and 41% more music venues and cultural activities.

52% of respondents say a safer environment would encourage more evening visits, this rises to 65% amongst those that say they do not currently visit in the evening. Whilst 29% of respondents say better public transport would encourage them to visit the town centre more often in the evening.



Banbury is a town centre full of good places to go in the evening?

(2358 responses)



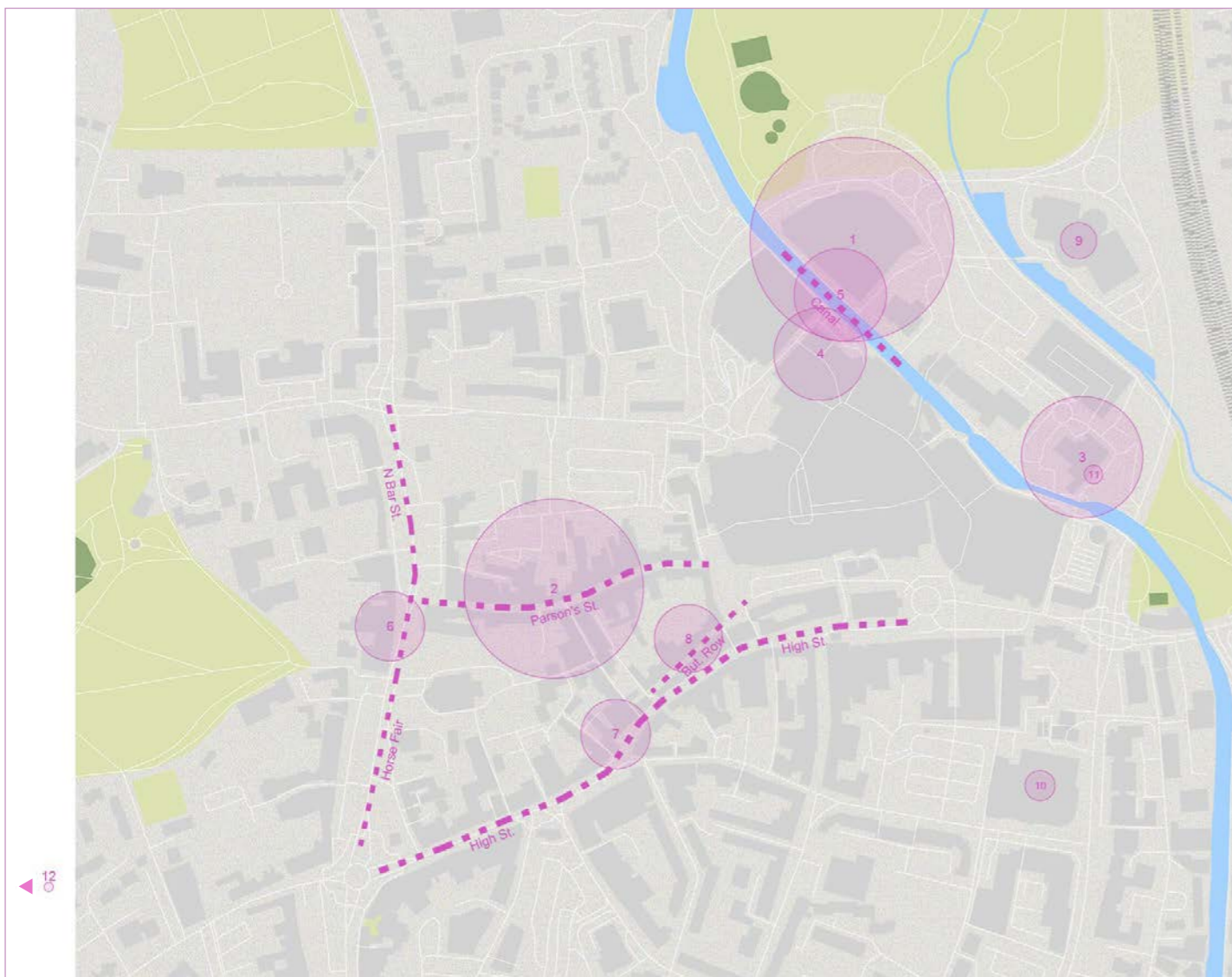
What would encourage you to visit Banbury more often in the evening?

(2271 responses)

Evening visits are split between cultural and leisure venues, restaurants and bars along the canal, and restaurants and bars in the town centre historic core.

41% of those that visit the The Light and/or Mill Arts Centre do not visit the Historic Core in an evening, highlighting a 'disconnect' between these two key areas of the town.

1.	The Light Cinema	43%
2.	Restaurants/Bars on Parson's Street	37%
3.	Mill Arts Centre	27%
4.	Lock 29	19%
5.	Restaurants/Bars on the Canal	19%
6.	Restaurants/Bars on North Bar Street/Horse Fair	15%
7.	Restaurants/Bars on High Street	15%
8.	Restaurants/Bars on Butchers Row	13%
9.	Spiceball Leisure Centre	8%
10.	Banbury Bowl	7%
11.	Banbury Cross Players Theatre	4%
12.	Banbury & Bicester College	2%

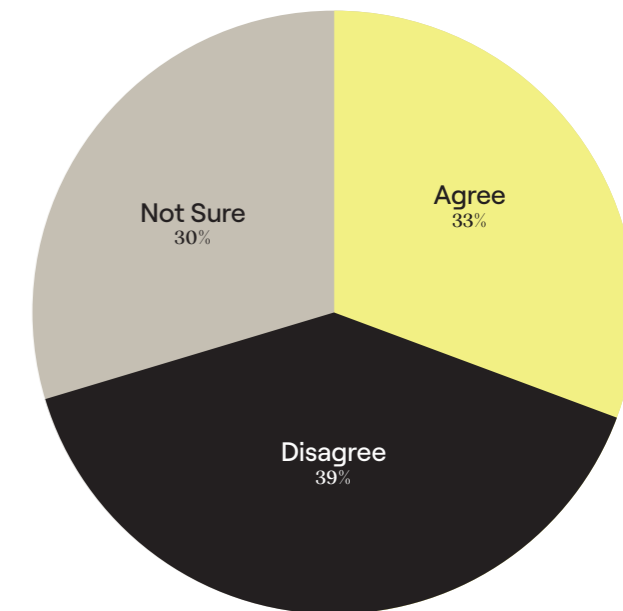


Where are you likely to visit in the evening?
(2268 responses)

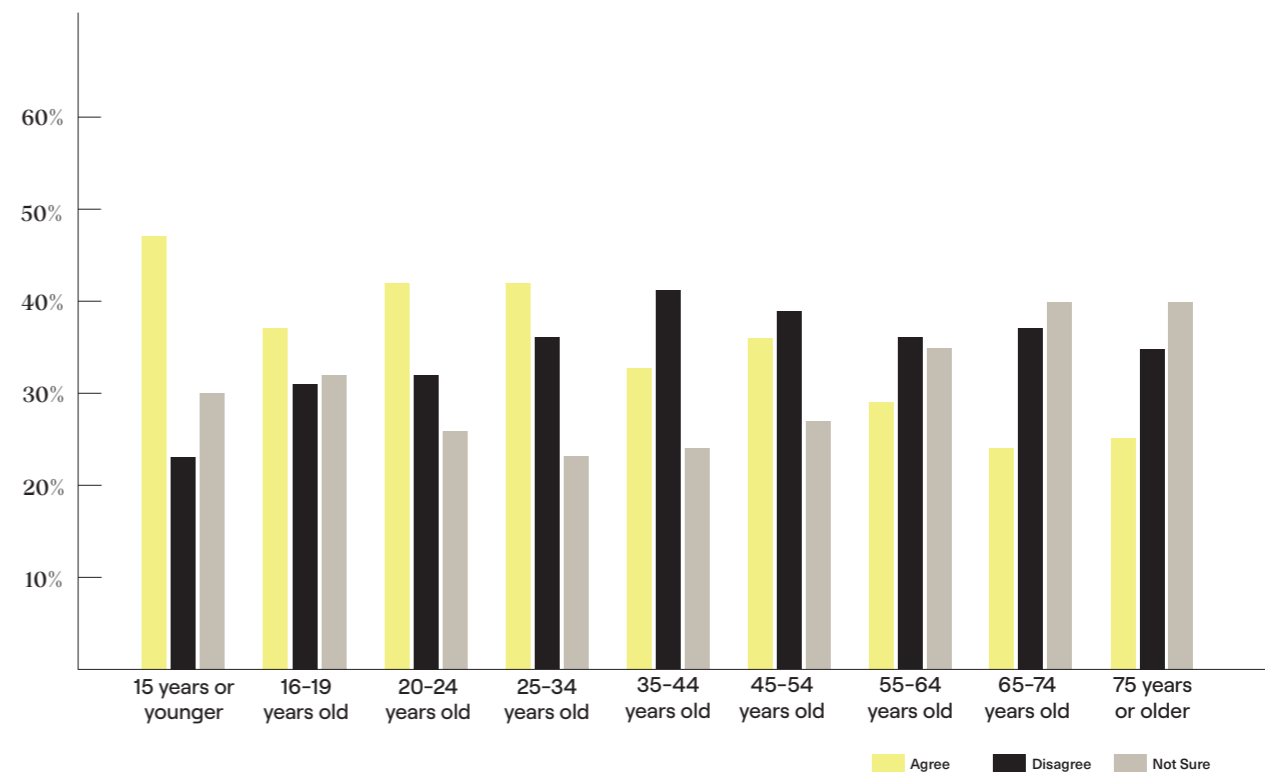
Cultural activity in Banbury

Survey responses show the importance of cultural activity, with 48% of respondents saying they are most likely to visit Banbury for a specific cultural activity (see page 20).

33% of respondents agree that Banbury is a town centre with good cultural and leisure facilities. 39% disagree and 30% are not sure.



Banbury is a town centre with good cultural and leisure facilities?
(2358 responses)



Banbury is a town centre with good cultural and leisure facilities? Responses by age.

To partake in cultural and leisure activities, respondents are most likely to visit attractions and facilities along the canal including The Light Cinema, Mill Arts Centre and Banbury Museum.

Respondents say they are more likely to visit Spiceball and Peoples Parks than Spiceball Leisure Centre.

Few respondents are likely to visit Banbury Cross Players Theatre which may indicate there is need for an improved theatre offer here.

1.	The Light Cinema	57%
2.	Mill Arts Centre	42%
3.	Spiceball Country Park	38%
4.	Banbury Museum	36%
5.	Peoples Park	31%
6.	Spiceball Leisure Centre	27%
7.	Woodgreen Leisure Centre/Open Air Pool	17%
8.	Banbury Cross Players Theatre	5%



Which places in the town centre do you like to visit for cultural and leisure activities?
(2279 responses)

52% of respondents said that more and better cultural activities would encourage them to visit more in the daytime. 59% of respondents said more cultural activities and/or more & better music venues would encourage them to visit more in the evening.

When asked what new cultural or leisure facilities would encourage respondents to visit Banbury more often, most common responses were more music venues and live music, more an improved theatre productions, and more cultural events and festivals.

More and better theatre shows/productions

Art galleries and exhibitions

Dance venues

Bigger, better theatre venue

More affordable cultural options

More family and children's cultural activities

More live music & music venue/s

Community events

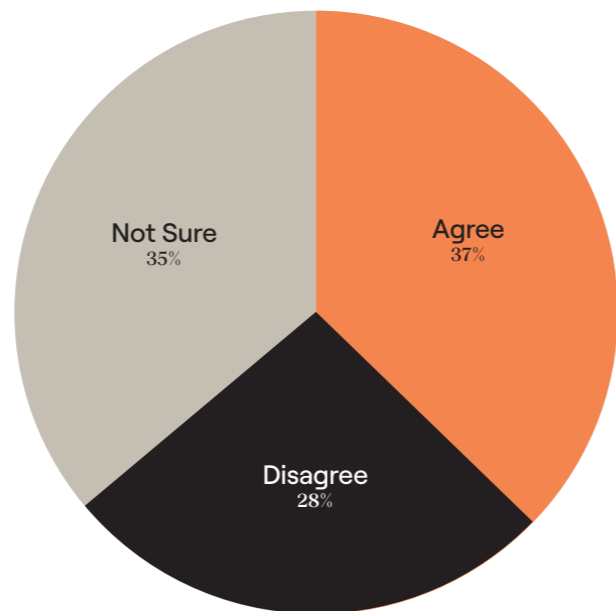
More cultural events & festivals

What new cultural or leisure facilities would encourage you to visit Banbury more often?
(size relates to number of mentions)
(1464 responses)

Events & Festivals

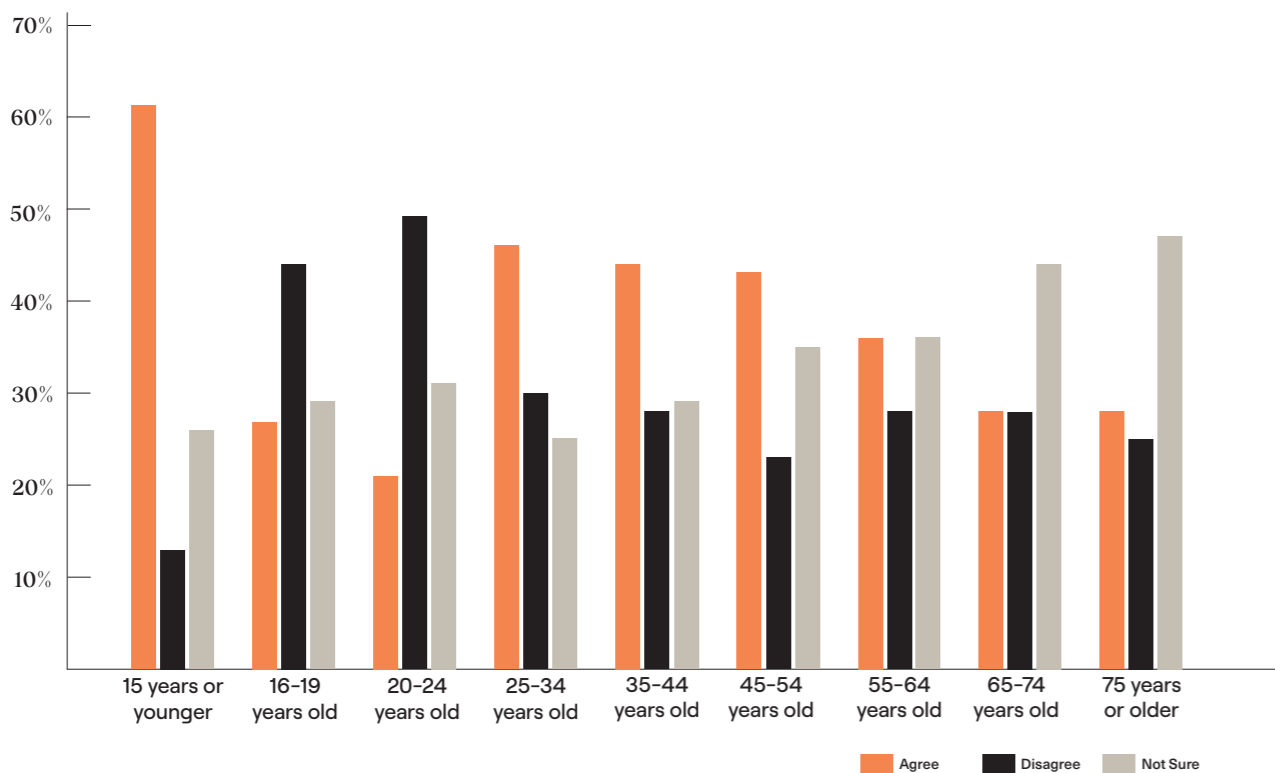
37% of respondents agree that Banbury is a town centre with a good range of events and festivals, 28% disagree, and 35% are not sure.

45% of respondents aged 16-24 disagree which may suggest there is under provision of events and festivals for older teenagers and young adults.



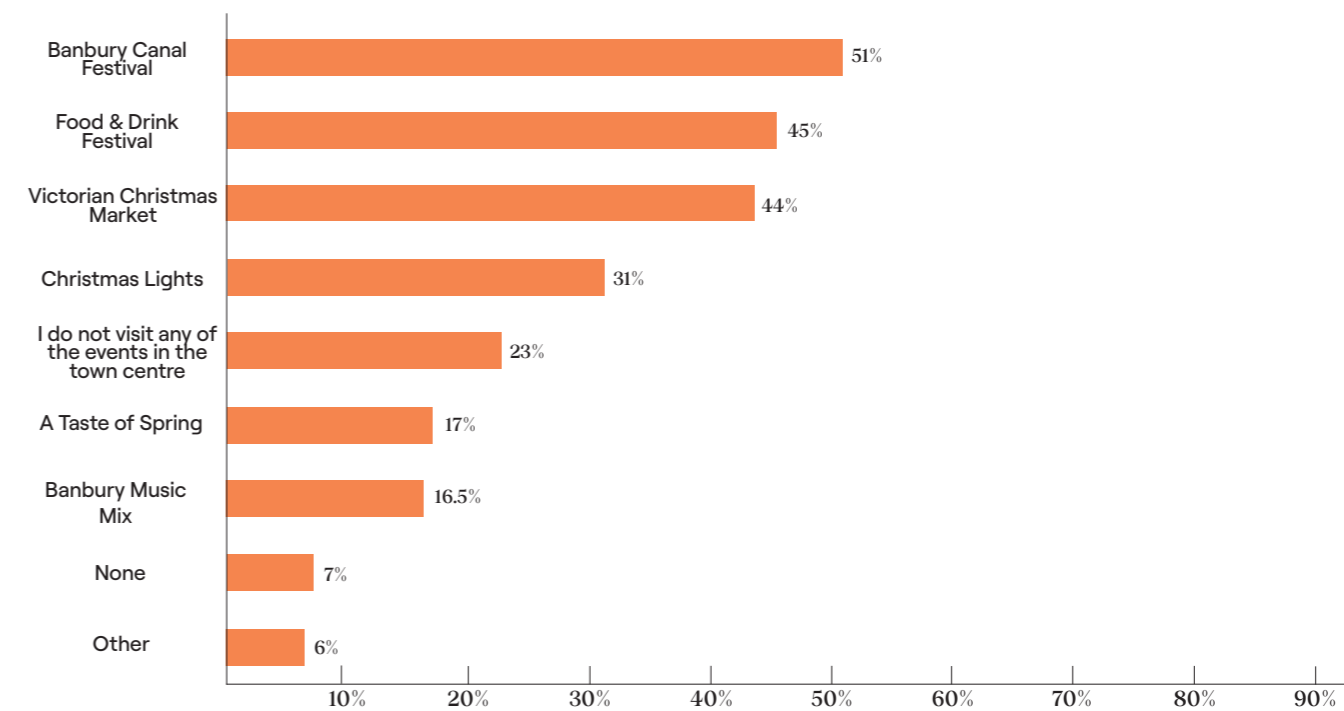
Banbury is a town centre with a good range of events and festivals?

(2268 responses)



Banbury is a town centre with a good range of events and festivals? Responses by age.

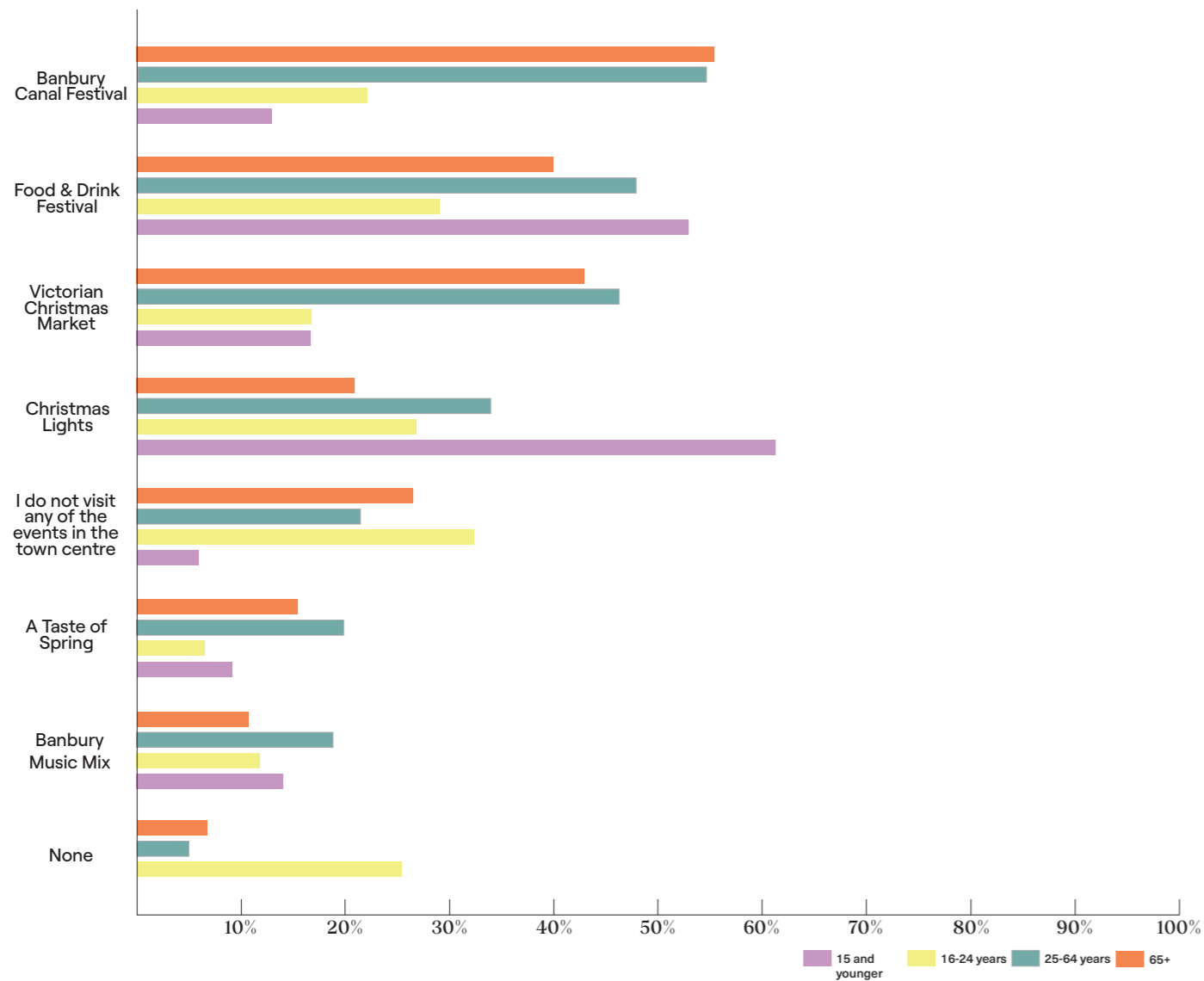
Banbury Canal Festival, Food & Drink Festival and the Victorian Christmas Market are the most well attended events in the town centre amongst respondents.



Which events in the town centre do you like to visit?

(2226 responses)

Respondents aged 16-24 are significantly less likely to attend events in Banbury than other age groups.



Which events in the town centre do you like to visit? Age comparisons

Respondents would like to see more music, food, and multi-arts events in the town centre. Music is of particular priority for respondents aged 16-24.

Music

Community Sustainability & Environment

Food

Family Multi-arts

Theatre & performance

Folk Literature & Poetry Vintage & antiques

What type of events and festivals would encourage you to visit the town centre more often?
 (size relates to number of mentions)
 (1261 responses)

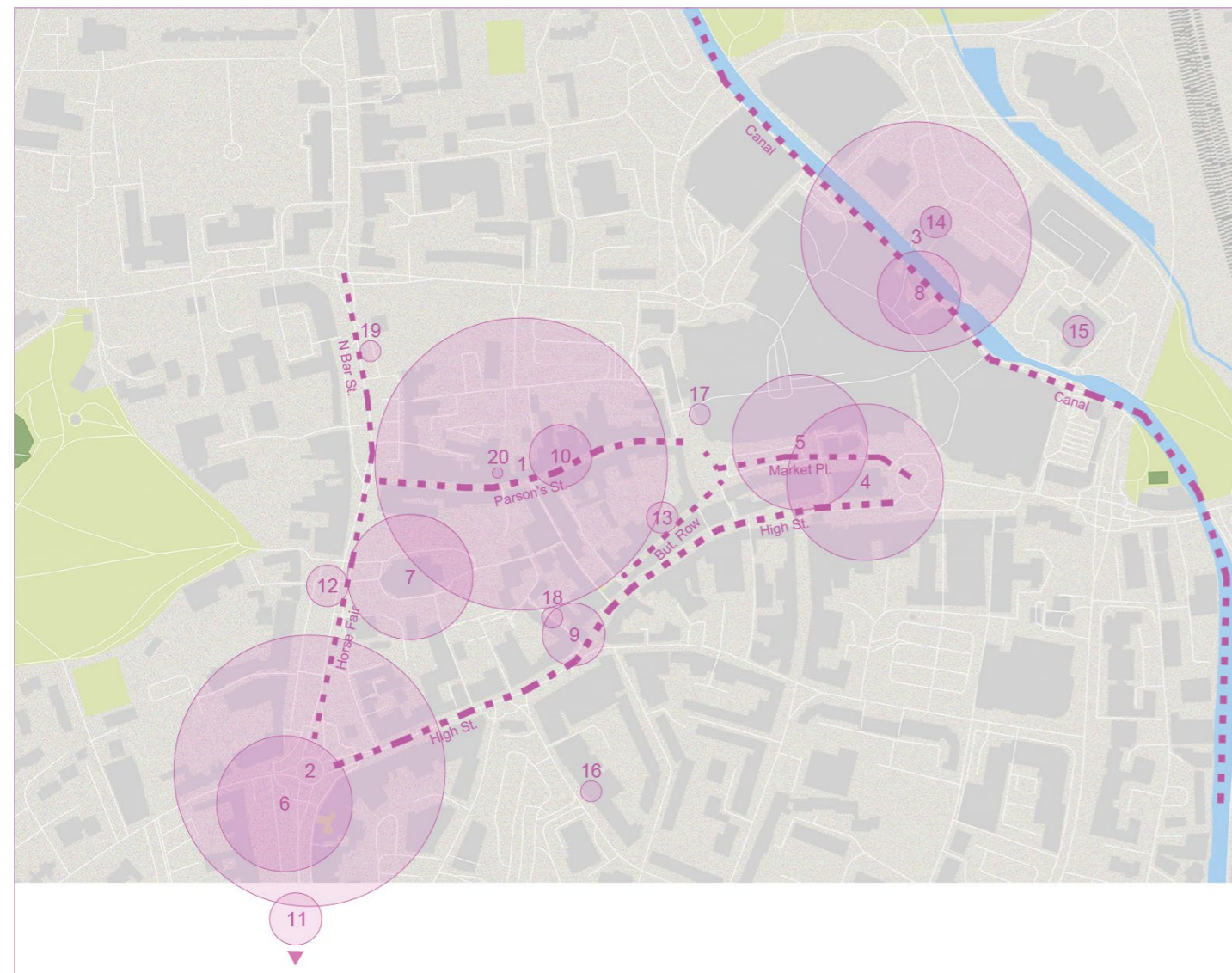
Heritage in Banbury

19% of respondents agree that Banbury makes the most of its historic streets and buildings, 67% disagree and 14% are not sure.

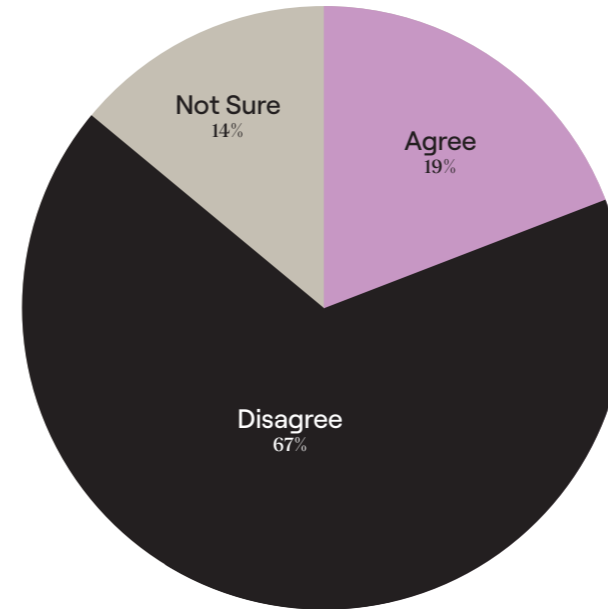
Favourite historic features include Banbury Cross and Fine Lady Statues, buildings within the town centre historic core particularly those on Parson's Street and Market Place, St Mary's Church and the Town Hall.

Respondents feel that buildings within the historic core in general need to be looked after better, specifically those on the High Street and Market Place.

1.	Buildings Parson's Street	285 mentions
2.	Banbury Cross	263
3.	Canalside (town centre)	222
4.	Town Hall	151
5.	Buildings on Market Place	133
6.	Fine Lady Statue (on white horse)	132
7.	St Mary's Church	124
8.	Tooley's Boatyard	78
9.	Buildings on High Street	59
10.	The Reindeer Inn	55
11.	Buildings on South Bar	47
12.	Horsefair	40
13.	Buildings on Butchers Row	34
14.	The Museum	32
15.	The Mill	25
16.	Library	23
17.	Castle Quay (historic façade)	18
18.	Lion Walk	16
19.	Buildings on North Bar	15
20.	The Old Auctioneer	11

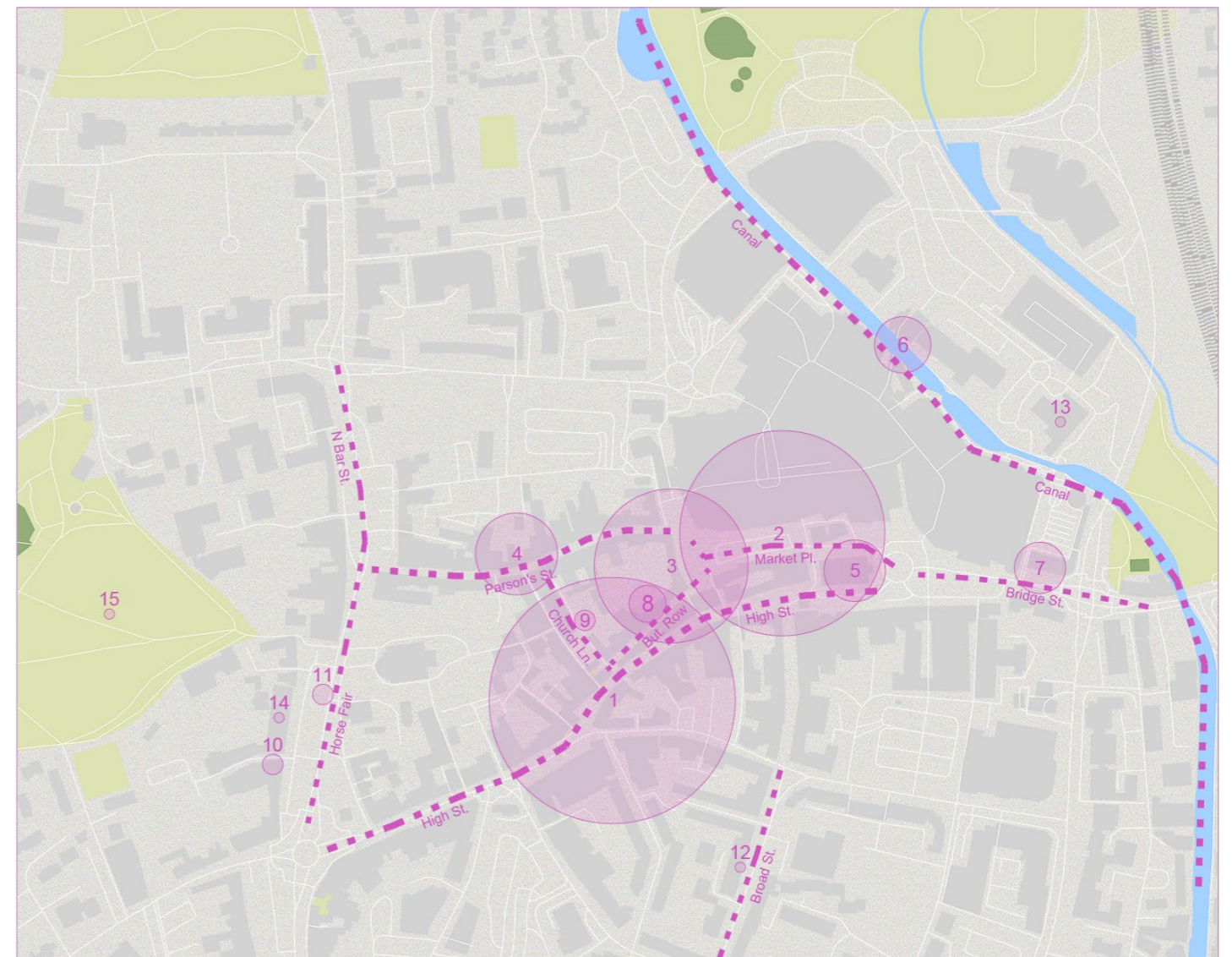


Please list your favourite historic features of/in Banbury



Banbury town centre makes the most of its historic streets and buildings?
(2189 responses)

1.	Buildings on High Street	233 mentions
2.	Buildings on Market Place	207
3.	The Unicorn Inn	148
4.	Buildings on Parson's Street	81
5.	Town Hall	62
6.	Canal	56
7.	Buildings on Bridge Street	52
8.	Buildings on Butchers Row	35
9.	Church Lane	19
10.	Old Cinema Building	17
11.	Horse Fair	16
12.	Broad Street	11
13.	The Mill	9
14.	Whatley Hall	8
15.	Peoples Park	8



Which areas or buildings do you feel need to be looked after better?

Green spaces in Banbury

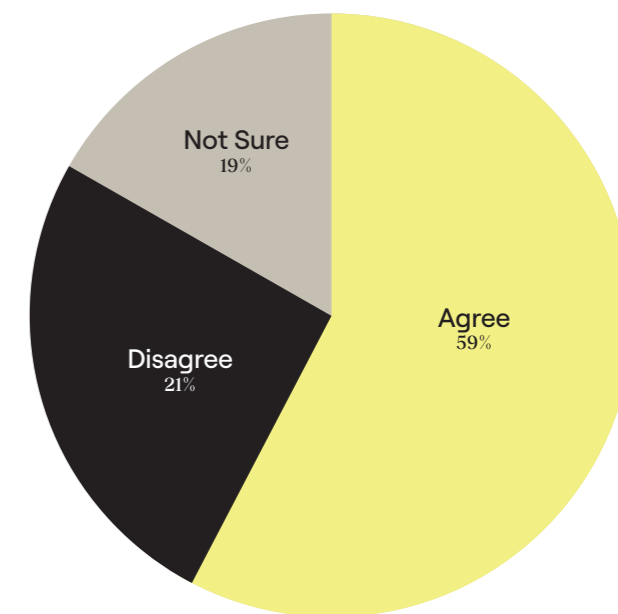


Which (green) places in the town centre do you like to visit?
(2030 responses)

59% of respondents agree that Banbury is a town centre with good parks and green spaces, 21% disagree and 19% are not sure.

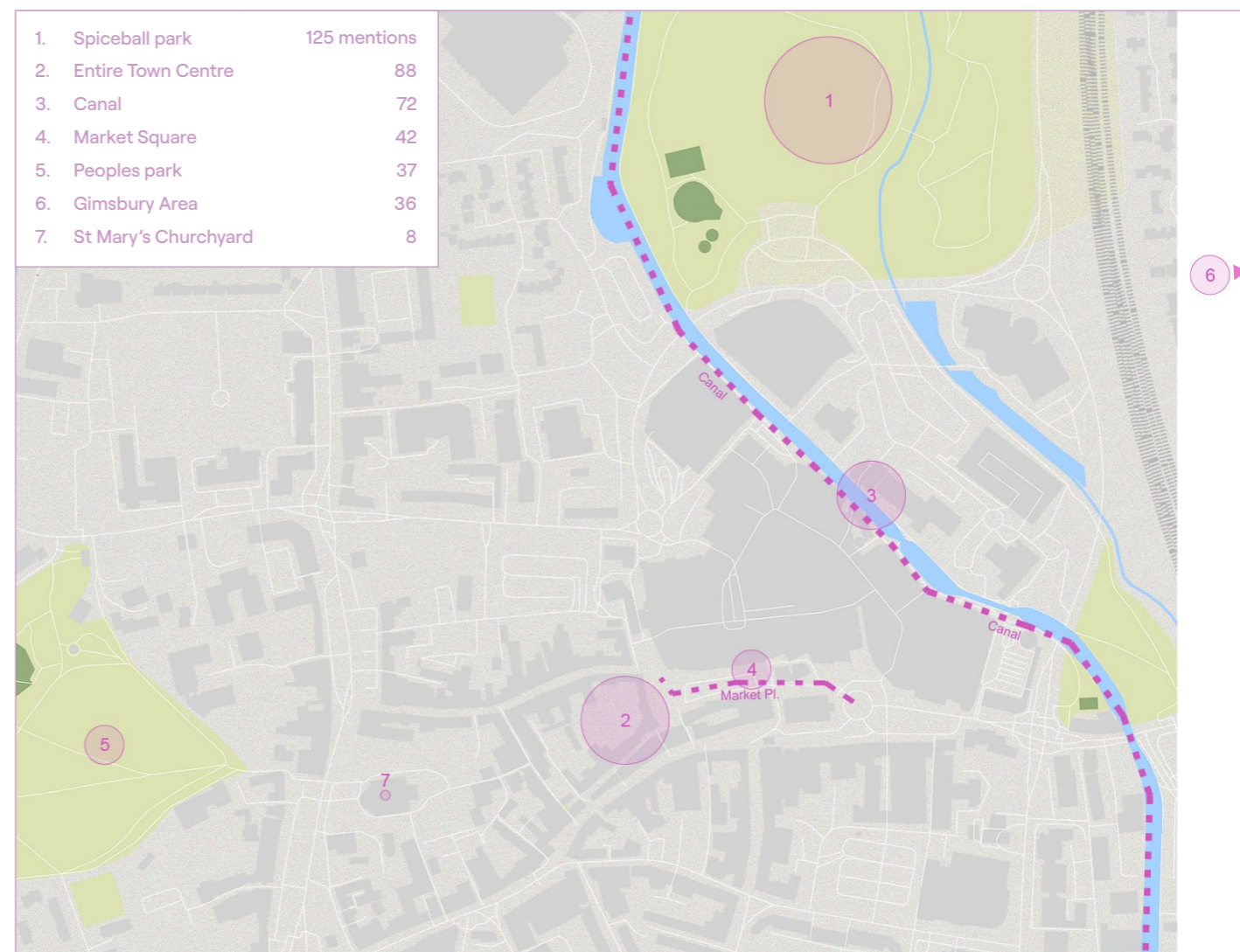
Favourite places to visit include the canal, Spiceball Park, People's Park, Grimsbury Reservoir & Nature Reserve, and St. Mary's Churchyard.

When asked what areas could be better common responses include: improved play, inclusion of a cafe and toilets, and increased biodiversity at Spiceball park; more greenery and planting throughout the entire town centre; improved safety and play equipment at People's Park; more seating, greenery and better maintenance along the Canal; and fewer cars and more trees and greenery in Market Place. A number of respondents also expressed a need for more green spaces in the Grimsbury area/ward.



Banbury is a town centre with good parks and green spaces?

(2190 responses)



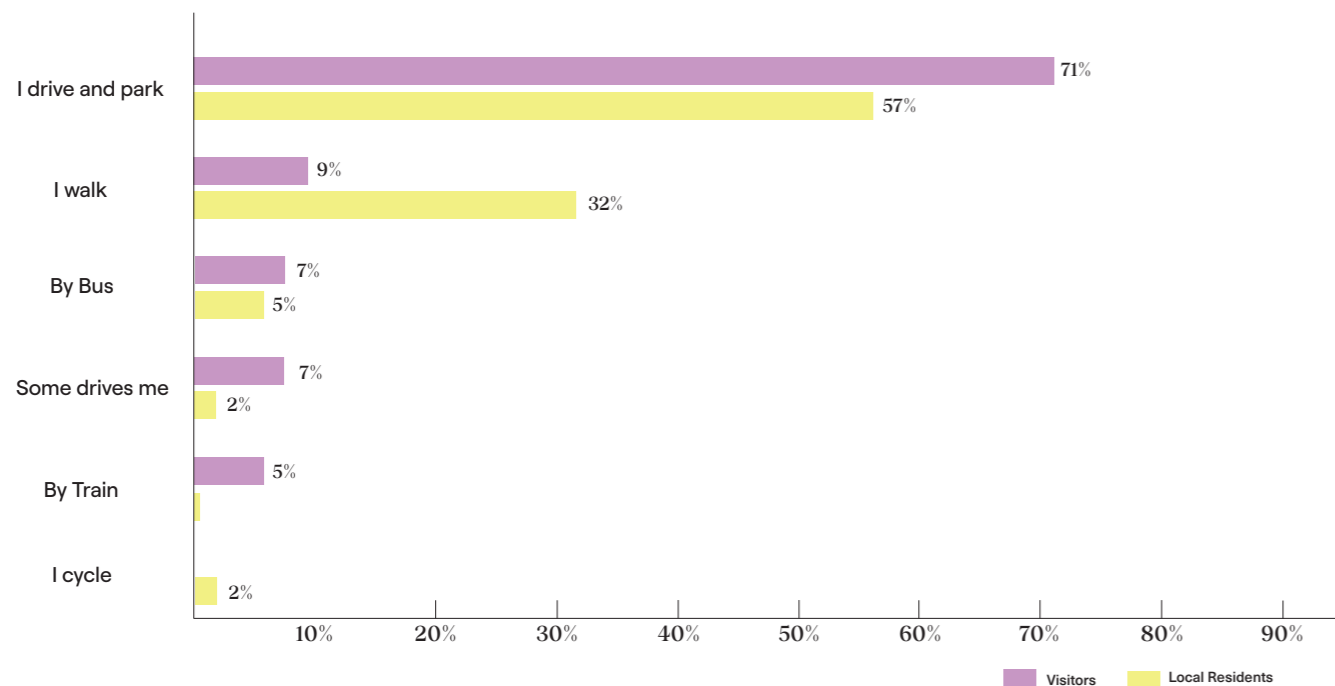
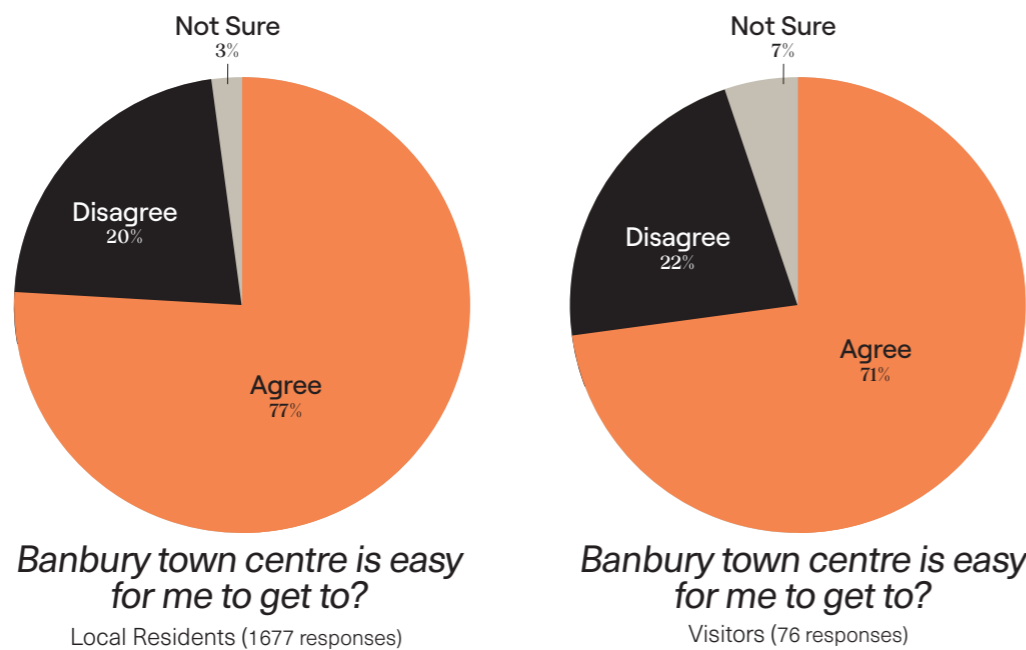
Are there are any areas of Banbury that you think need more or improved green spaces?

Travelling to Banbury town centre

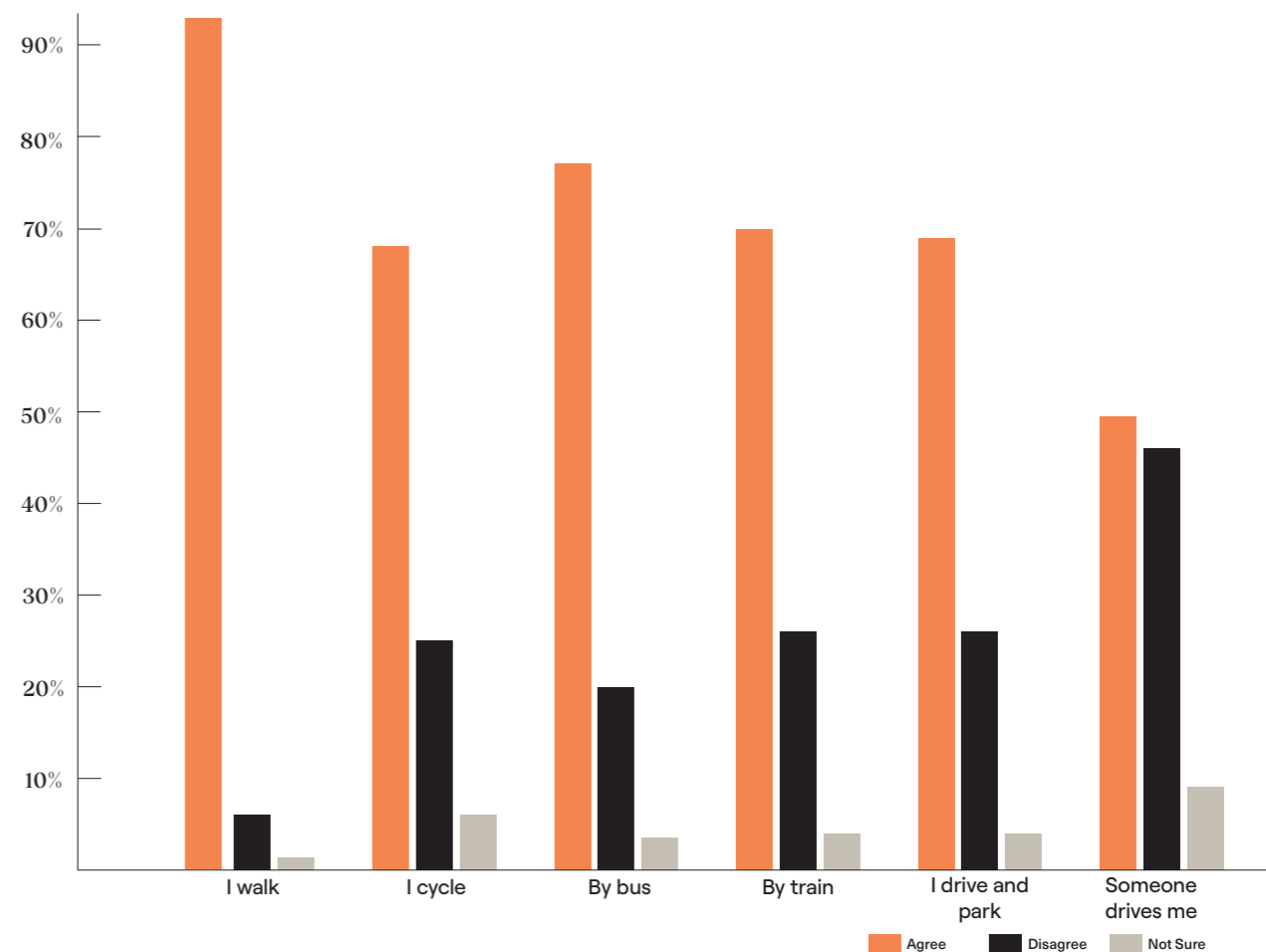
Over 70% of respondents agree that Banbury town centre is easy to get to. Approximately 20% disagree.

Respondents aged between 25-64 are least likely to use public transport to travel the town centre. Car usage is also highest amongst this age range. Young people under 19 are more likely to walk to the town centre than other age demographic.

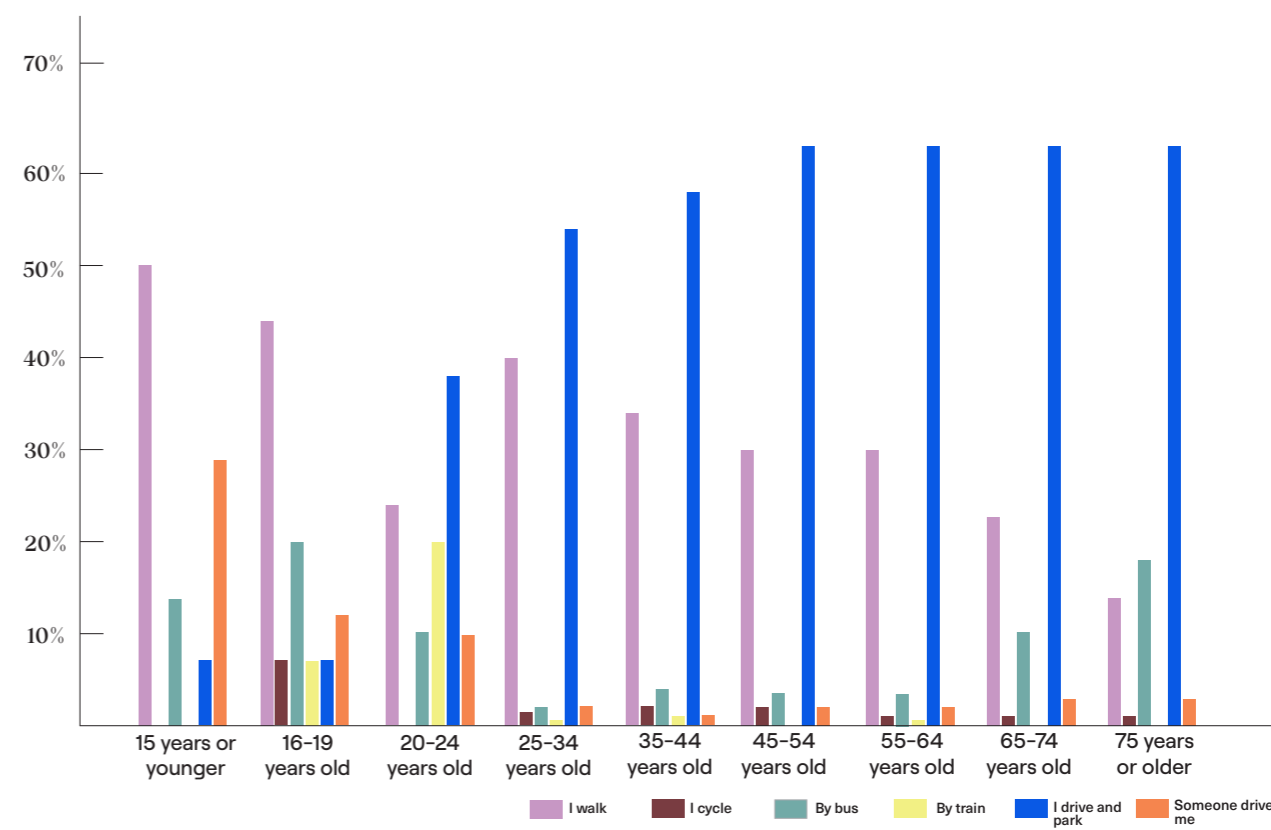
The majority of respondents travel to the town centre via car. 57% of local respondents drive and park, whilst 32% walk. Only 5% of local respondents use public transport to travel to the town centre, and very few respondents currently cycle to the town centre.



How do you usually travel to the town centre? (1890 responses)



Banbury town centre is easy for me to get to? Mode of travel (1892 responses)



How do you usually travel to the town centre? Responses by age

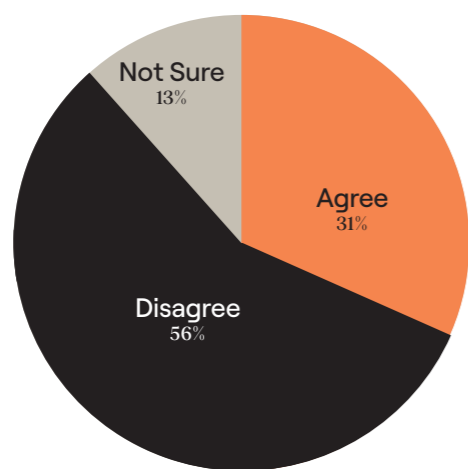
Travelling to Banbury town centre

56% of local respondents, and 59% of visitors, feel there are currently no attractive alternative ways to travel into Banbury so that they don't have to travel by car.

The majority of car users who say nothing would encourage them to leave their car at home, are aged between 35-64 years old.

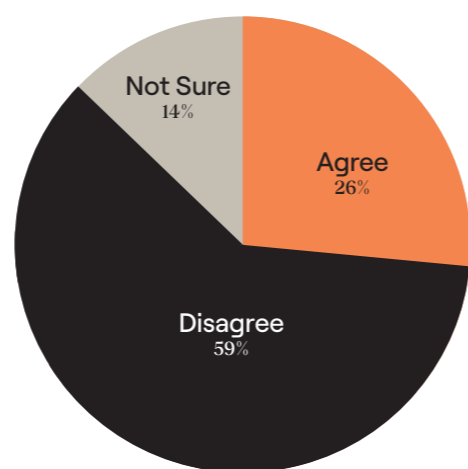
More frequent and cheaper bus and/or rail services would be the main incentives for car users to leave their cars at home. Just over 20% of local respondents would be encouraged to leave their car at home if walking and cycling routes to the town centre were safer.

To help improve travel to the town centre priorities for local residents include; more frequent bus services (49%); more places to park their car or bike (48%); and less traffic on the roads (45%). Whilst almost a third would like to see better cycle routes to the town centre



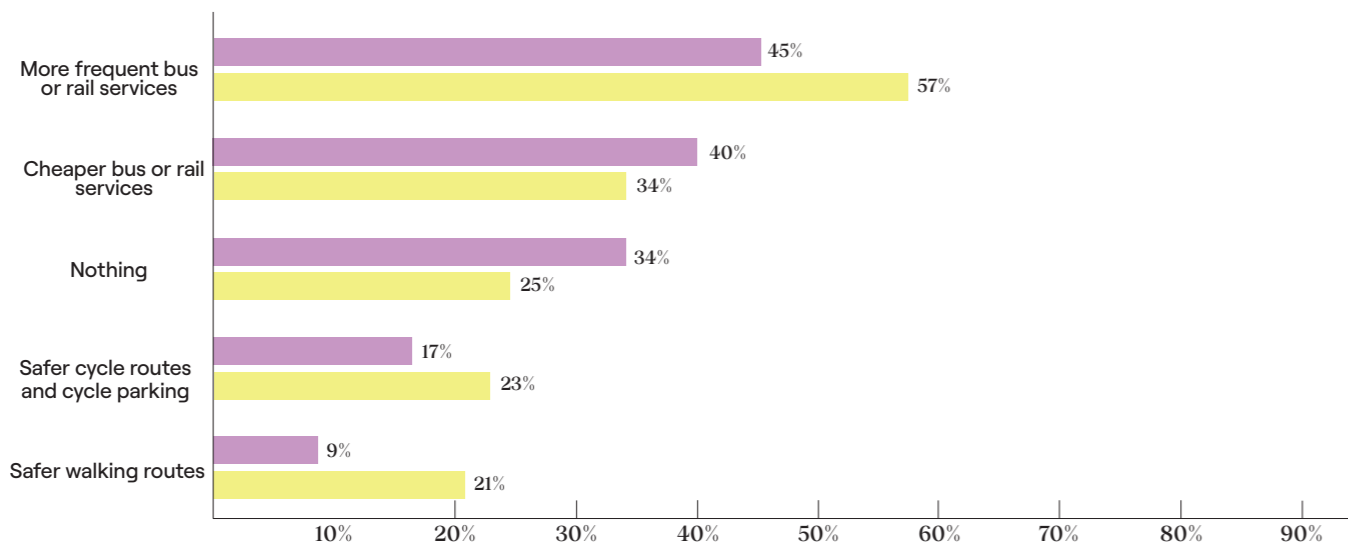
There are attractive alternative ways for me to travel into Banbury, so I don't have to travel

Local Residents (1659 responses)



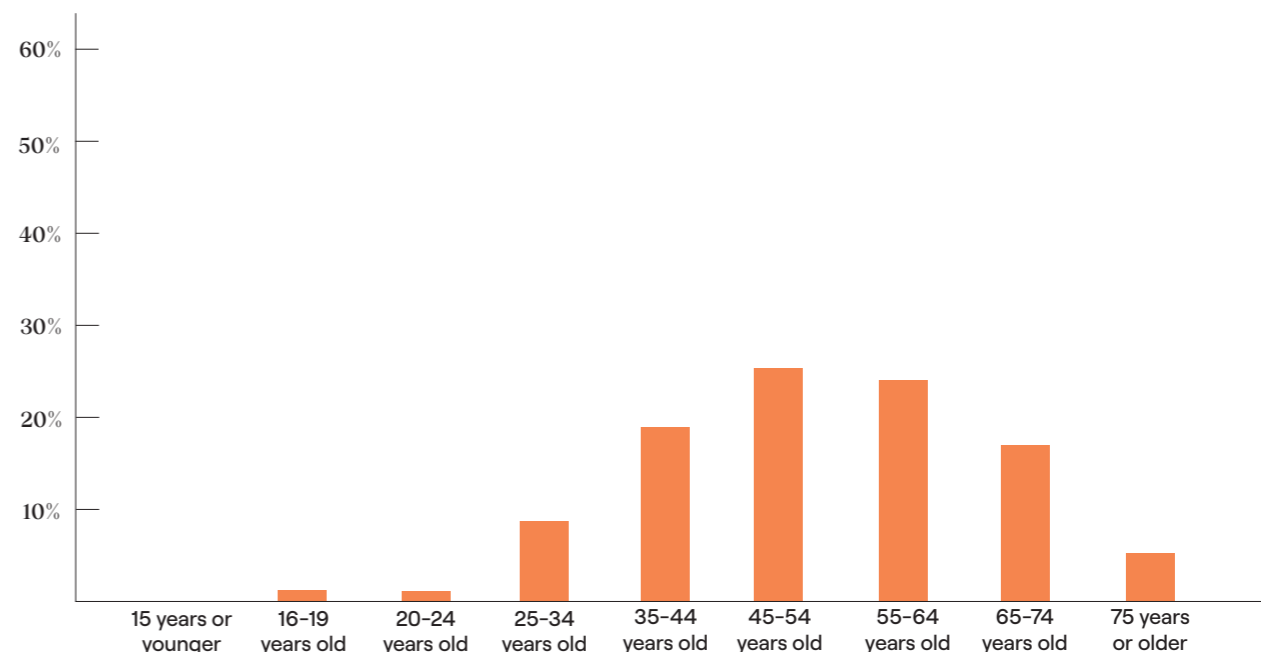
There are attractive alternative ways for me to travel into Banbury, so I don't have to travel

Visitors (76 responses)

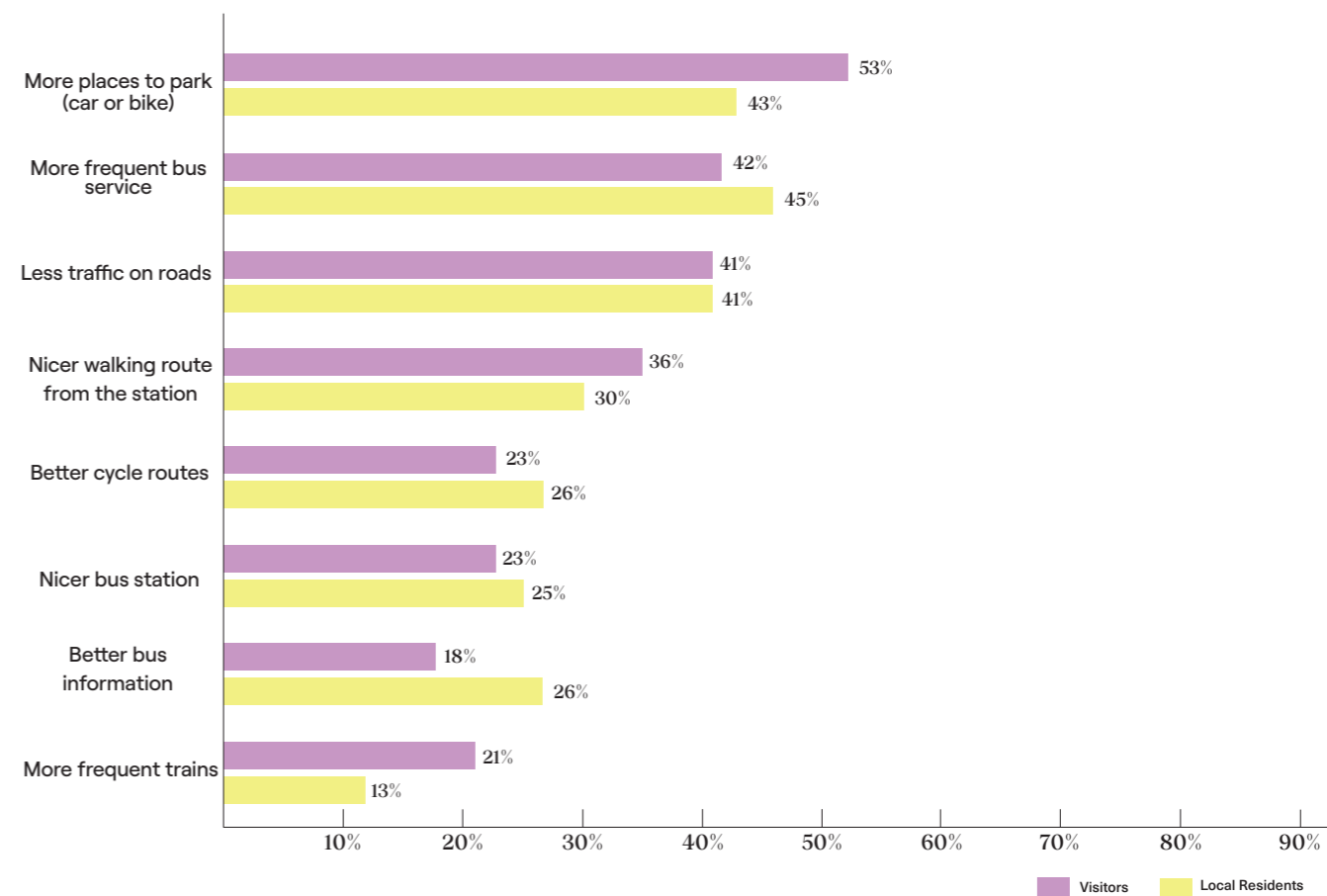


What would help you leave your car at home?
Question for car users only (1061 responses)

Visitors Local Residents



Age of respondents who say nothing would persuade them to leave their car home.



What would help you travel to the town centre?
(1774 responses)

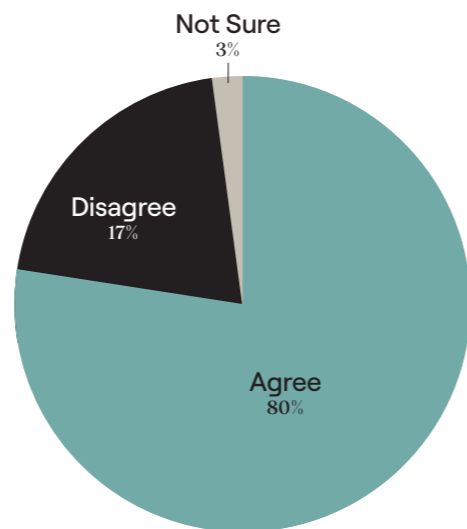
Visitors Local Residents

Travelling to Banbury town centre

Local responses

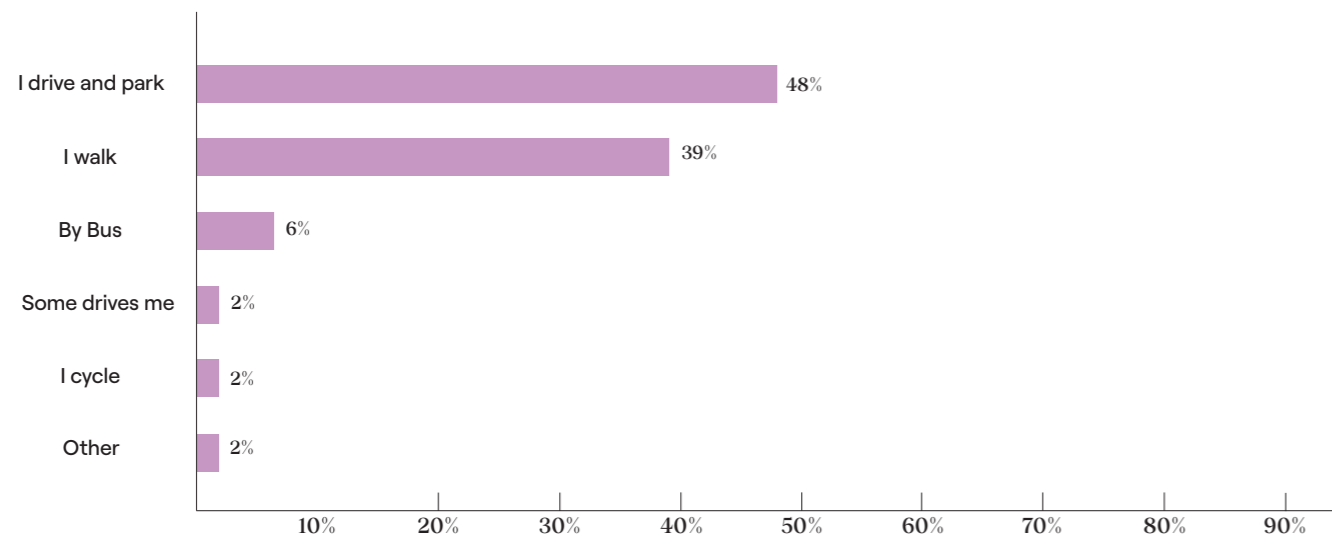
80% of respondents residing in post code areas that fall within the 'urban area' of Banbury say that the town centre is easy for them to get to.

48% usually travel to the town centre by car, 39% walk, and 6% take the bus.

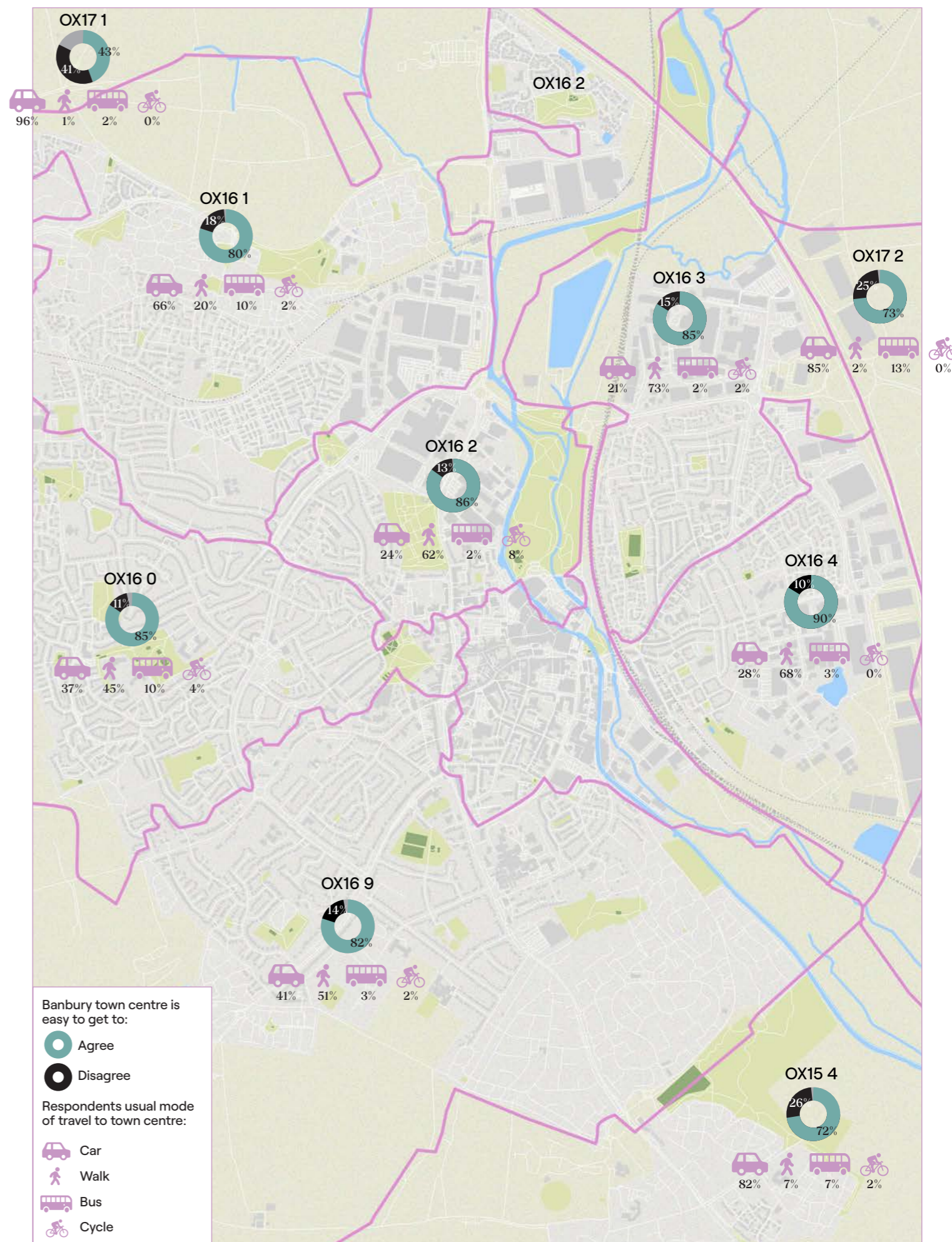


Banbury town centre is easy for me to get to?

Postcodes within town centre wards



How do you usually travel to the town centre? Postcodes within town centre wards



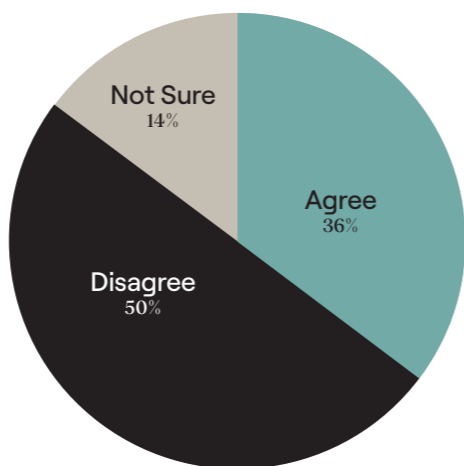
Travelling to Banbury town centre

Local responses

50% of local respondents disagree that there attractive alternative ways to travel into the town centre other than by car. 36% agree, and 14% are unsure.

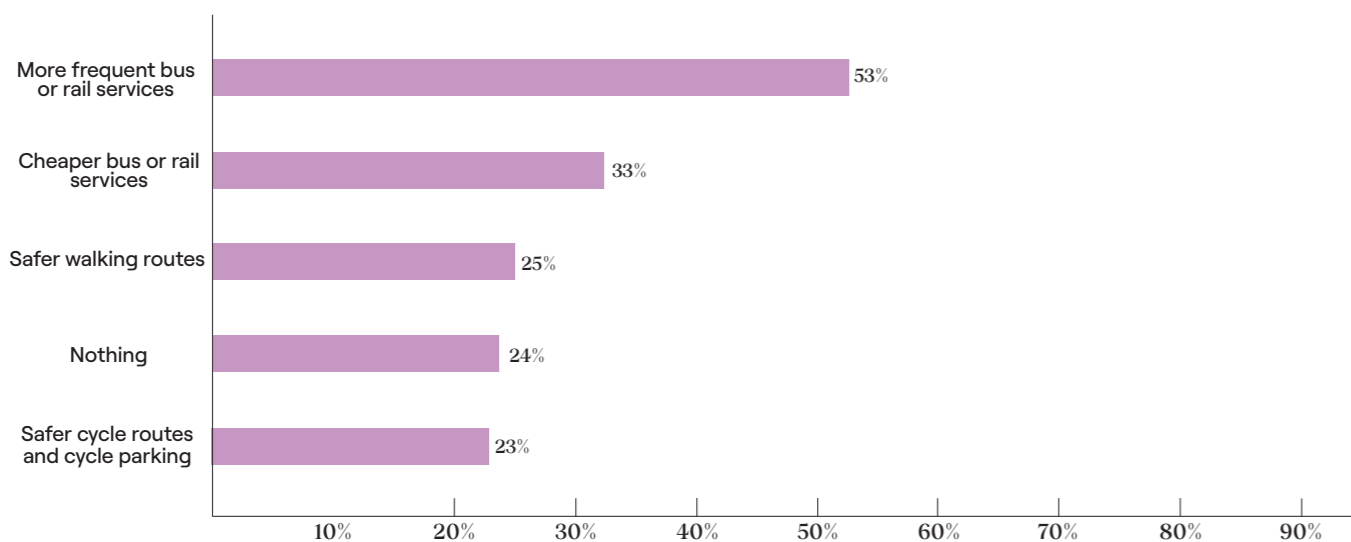
53% and 33% of local respondents say that more frequent and cheaper bus services would help them to leave their car at home.

A quarter of local respondents say that safer walking and cycle routes would help them leave their car at home when visiting the town centre.

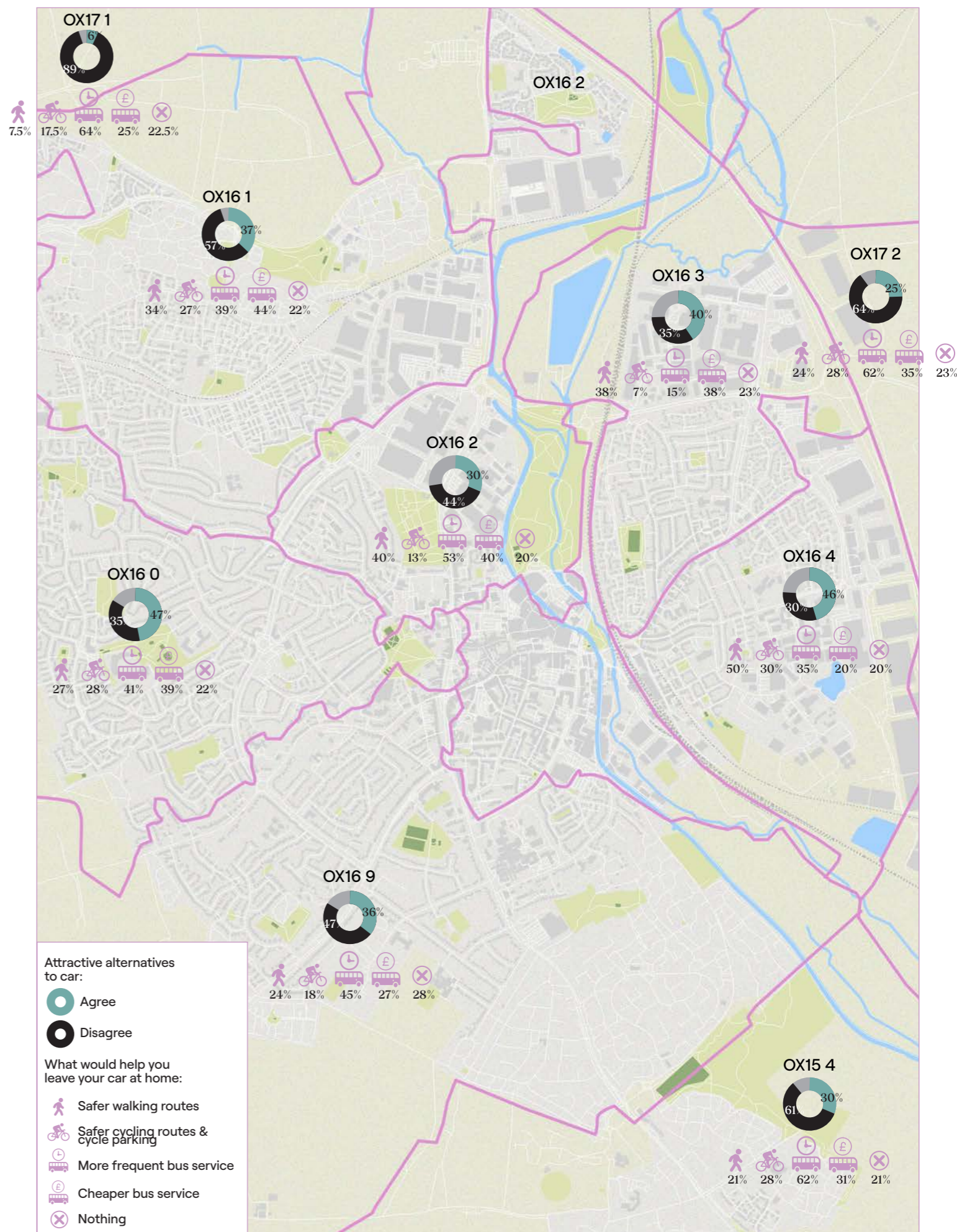


There are attractive alternative ways for me to travel into Banbury so I don't have to travel by car?

Postcodes within town centre wards



What would help you leave your car at home? - Postcodes within town centre wards
Question for car users only

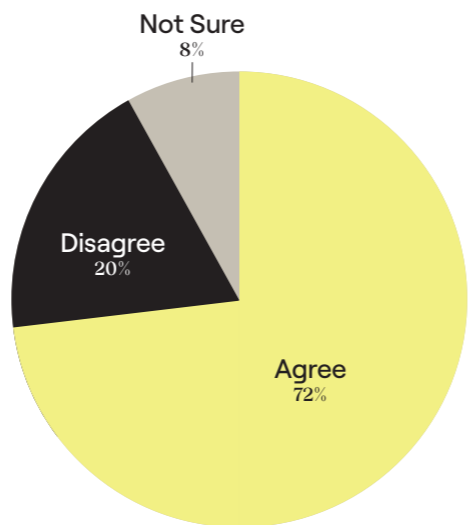


Travelling within Banbury town centre

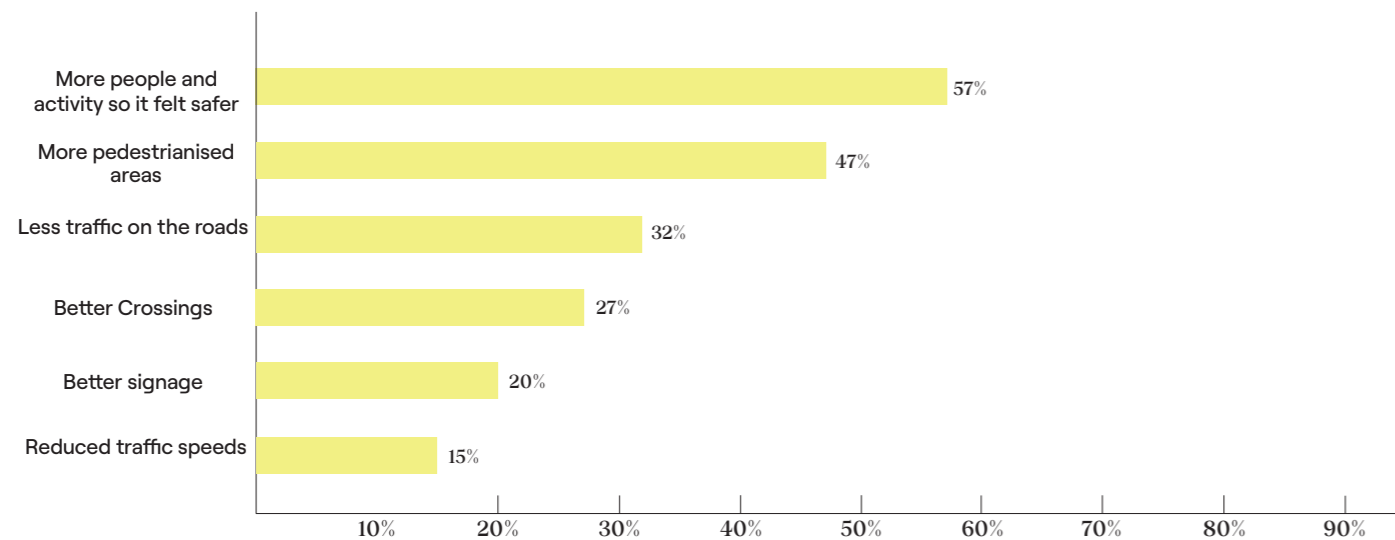
72% of respondents agree that the centre of Banbury is easy and comfortable to walk around, 20% disagree.

More people and activity so that the town centre felt safer, more pedestrianised areas, and less traffic on the roads are what respondents feel are a priority in order to make Banbury town centre better to walk around.

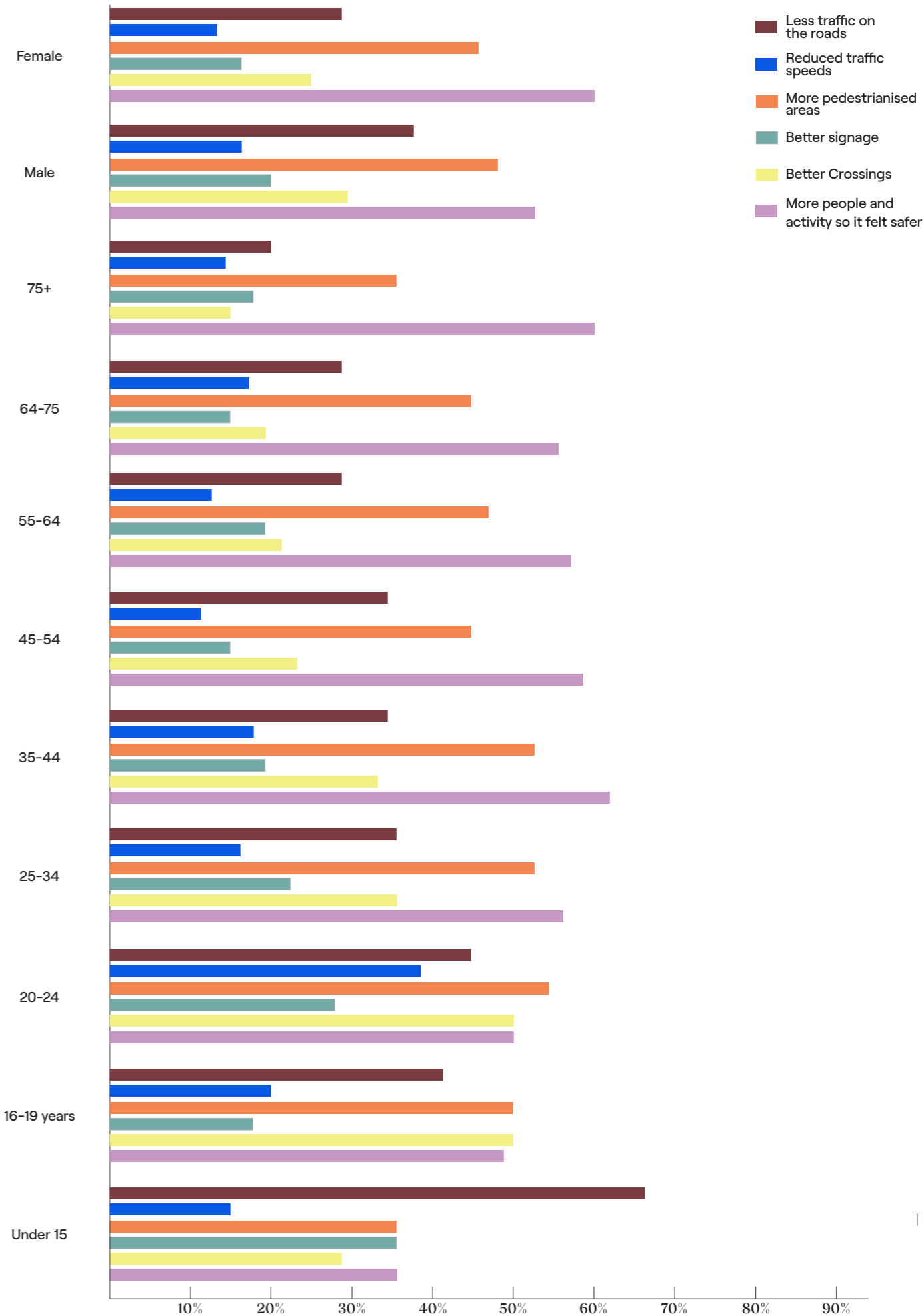
Less traffic on the roads is of higher priority amongst U25s.



The centre of Banbury is easy and comfortable for me to walk around?
(1861 responses)



What would make Banbury town centre better to walk around?
(1603 responses)



What would make Banbury town centre better to walk around? Age & gender comparisons

Future of Banbury town centre

Imagine now that you're responsible for improving Banbury town centre. What would you do?

1766 responses were received, common themes (in no particular order) include:

- Reduced traffic & pollution, and more areas of pedestrianisation
- Safer walking and cycle routes to the town centre to discourage car use
- Improved public transport service (more frequent and better services to more rural areas)
- Free parking
- Cleaner streets and better maintained buildings/shopfronts
- More greenery, trees and planting
- Improved public realm, including more seating and opportunities for socialising
- Better maintenance and promotion of historic assets
- Reduced rents and business rates to encourage/enable smaller independent businesses to open in the town centre and reducing the number of vacant retail units
- Incentives for businesses to open in the town centre rather than on out of town retail parks
- More activities and facilities for teenagers, young adults, and families with young children
- Improved safety
- Improved market offer and setting
- More events and cultural activity

Better and more shops in the older part of town especially ones which would benefit from the beautiful, unusual buildings e.g. gift shops, antique centres, craft shops, an available pop-up shop for local charities and causes.

I would pedestrianise a lot of the town centre, remove the car parks and build cycle lanes. I would reconfigure the big Bridge Street / Cherwell Drive junction so that it was safer for pedestrians and presented a more attractive entrance into town.

Free parking, but remove parking from the Market Place.

Improve the town centre signage for pedestrians, particularly from the rail station into the town & generally make the town more welcoming. Sort the road infrastructure, some areas really are at over capacity. Need single transport interchange for buses/trains/taxis. Need to improve connectivity between different areas of the town, e.g. The Light to the Old Town, so that the town 'flows', rather than being distinct different areas. Maintain and protect the historic buildings.

Decrease pollution, less traffic, more green spaces, more community events and festivals, more venues for socialising for all ages including music venues, more independent shops, a Creative Quarter, brightly painted buildings, recycling points and water refill stations, highlight historical areas- better signposting, update library.

I would find ways of attracting better shops, this needs to involve attracting more people to support these businesses. Better bus services to surrounding villages, free car parking. More events to get people to come in. Festivals, pop up stores.

Better public transport (more frequent and covering more parts of the town), safe cycling and walking routes and places to park the bike, more green spaces (and not only lawn but wildflower meadows), more access to a cleaner river and canal, better connection between the town centre/bus station and the railway station - making the immediate surroundings of the railway station greener and more welcoming.

Invest in improving Spiceball Park, the Museum, and fill the empty lots in town and in Castle Quay. Perhaps reduce the cost which is limiting independent businesses from setting up. Maybe create a public co-working space or move the library into Castle Quay as was planned at some point I believe!

Attract small businesses. Take advantage of what it is well known for. Market and history. Put some more seating in spice ball. Don't build another retail park please.

Banbury is so well placed to be a "destination" town to encourage visitors and residents alike. I chose to move to the town centre in 1990 because of the market and the mix of chain and independent shops. We need to get that back and encourage people to use the town not the out-of-town shopping.

Stop building more roads and car parks, and provide for public transport, walking and cycling instead. Encourage more independent businesses so the town centre has some character instead of being dominated by the same predictable brands that dominate most towns. Clean up the green spaces and waterways so nature has somewhere relatively clean and safe to live, and people can enjoy it and relax there. More zebra crossings. Lower speed limits in residential areas and the town centre.

Encourage independent businesses into the town centre. Have it a real hub for independents. Make more of the canal. Tidy up bridge street as for anyone getting off a train it gives a bad first impression.

Talk to teenagers & get their ideas for what they need, invest in the youth. Create more clubs. Reach out to groups already established. Help the disabled & elderly to feel more included.

Encourage independent traders into the beautiful old historic parts of the town. Encourage more nightlife, entertainment around Lock29 and The Light. Use the High Street and Lock 29 for those remaining chain shops, cafés etc. Get some greenery into Market Place.

Get more people living, working, and spending there. Develop more of the canalside for leisure, including walking and cycling.

I'd make more of a feature of the Canal, opening up the view if it.

Build more housing, apartments in town centre; canalside, by the rail station - so there are more local people who care about the town centre because they live there.

Have free parking. More family-friendly outdoor spaces for seating and relaxing. Scrap business rates for the first 6 months to encourage new businesses/shops.

Create a sense of community. Encourage youngsters to stay and move here. Make it unique. Make more of the canal feature.

Find ways to incentivise businesses that are different from the present offering. Make the retail park next to the M40 (which is a soulless and terrible place that I go out of my way to avoid) more expensive compared to the town centre, so businesses are incentivised to move. Retail predicated on everybody driving there is horrible for the town and the environment. Most of all: build a theatre!

Invest in the town centre, not out of town developments. Build or create homes through conversion of historic buildings, attract local businesses and independent restaurants and create attractive outdoor spaces that are easy to access via active and public transport. Make is a destination that people want to visit and use regularly.

The town centre is a pedestrian town centre but there are far too many cars travelling down the high street. Pavements are in poor unsafe conditions. Allow outdoor seating for all cafés and restaurants on the high street during dry weather and use the bandstand make the area feel more of a bistro area we know retail won't come back.

Please do everything possible to encourage businesses into Castle Quay in turn bringing more people back into the town. Incentives have to be given to encourage businesses.

Encourage footfall through better/more shops and cafés. Fill empty stores in Castle Quay and get anchor store such as John Lewis. Remove parking from market place and create gathering space. Redesign route from train station into centre with less traffic and more green space. Make all car parking free.

Find creative and useful ways to use empty shops - perhaps pop ups, indoor market stalls etc. Attract a wider range of retailers and restaurants in an ideal world, but I am aware that shopping habits have changed so this is difficult, and without the footfall or the economic climate being right, restaurants would struggle. Not easy!

I am not a town planner but I think the space taken up with the premier inn is a huge waste of canal side that could have been more eateries atmosphere and places to pull people to- instead it is mostly empty and ugly. Create atmosphere and people will come/ - give people incentives to start small businesses independent shops eateries wine bars/ festivals traditions greenery and most importantly SAFETY

Add a youth centre!

I would look at the traffic issue. Clean up the streets and try to put more greenery in the main town area. Make some use of the historic features and try to use them as points of interest e.g. activities based around them or art/attractions related.

More pedestrian areas. Better junctions for traffic flow. Green EV bus transport. Parking at edge of town. Build a Banbury Identity / brand that we can all feel proud of. Look at signage to shop fronts- make it suitable to the country town we are. Embrace the fact that we are a commuter town. Improve the station. Make a statement entrance at each entrance / road. Make the housing surrounding the town more eco friendly - like Bicester. Tidy up the area by the old Debenhams and across from it. The entrance from the car park needs to be inspiring and welcoming.

More green spaces and wildlife areas. Clean and organised pedestrian routes through town. Revive the Thursday and Saturday markets. Clean and spruce it up to look loved again! Add quality homes for older and younger people in the centre of town to bring life back. MAKE PARKING FREE!

Focus on Banbury's strengths - its location, character and history. (It's a historic place, very well located and close to the Cotswolds.) The Canalside and town centre are attractive but main access routes (from the Motorway and train station) are very ugly. Out of town retail parks detract from the town centre and add to car dependency. The town is increasingly choked with traffic. I'd focus on making the central area more coherent, attractive and easier to access without a car. I think Banbury would benefit from investment in art and cultural activities adjacent to the centre/ canal around the museum and current Arts Centre area. Encourage people to use their cars less so that Banbury can become less of a giant car park and more of the place for human to live and breathe.

We need to energize the centre and win visits back from the big retail parks on the outskirts. We need to win flexible office space from Oxford, Warwick and further afield. Free car parking for two hours (or alternatively free if you spend more than x amount in the centre) Free or very heavily discounted rent for independent businesses (shops and restaurants) to create unique shopping experiences that big chains cannot copy Revitalise the whole station area so arriving by train is pleasurable and there is a beautiful, safe walk along a nice canal to Castle Quay and the historic centre. Combine it with flexible office space where all the warehouses are along the canal so businesses can offer hot desk space or satellite offices for home workers.

Make the town centre more of a cultural hub. Online shopping is clearly the future. We need to accept that physical shops will struggle and think of alternatives. We need more zero waste shops, but not just focused in the town centre. We need much better public transport. It should be cheaper, easier and more direct (meaning more routes) so it becomes a better choice than driving.

Encourage more local businesses to set up. Make more of Church Walk/Church Lane/Parsons St - make it a restaurant district with outside eating.

A difficult question as many of the answers such as more shops, bars and restaurants rely on people to then use those facilities, and in times of austerity, high interest rates those facilities become less viable. But that aside I would suggest encouraging business that people want to frequent, and that would retain them in the town centre throughout the day through to evening, as the town is dead from 4pm. Much of this is due to the perception and genuine presence of anti-social behaviour, large groups of homeless and drink/ drug users on the high street and groups of youths loitering / causing issues. A safer / easier to navigate route from the train station into town would benefit greatly. As well as a greener more attractive town centre.

I would make it more affordable for businesses to open up on the high street and I would be more discerning as to what those businesses were to provide variety and interest. Once that happened I would assume that the high street would become a more desirable place to visit for locals and tourists alike. This would then make me consider a permanent pop up market showcasing independent businesses. I would make the town centre more appealing to the look at, more plants, lights, attraction that appeals to the eye. I would think about how I could make it a place of culture, improve the theatre, music and art scene, improve the youth culture. I would address my concerns with the homelessness and drug problem, help these people who are clearly in need of it.

Better transport and cycle facilities. Better buses. Reverse the drift to edge of town malls.

I would love to be able to cycle and spend time in pleasant green parts of town; the current cycling provision is appalling, and I would not feel safe cycling on any of the roads in the town centre. The traffic is so bad that I avoid Banbury at any times outside of weekday mornings and later in the evenings. The bus provision is good in terms of number of buses, but they take so long to get to their destination! I would use a street car scheme. I would love to have more independent shops that sell things I like, such as art, craft materials, bakeries, artisan foods etc.

Attract more independent and national businesses by offering reduced rent / rates. Add cycle and walking routes into Banbury from surrounding housing estates and villages to encourage more families. Add secure cycle parking. Hold more family days and music events. Encourage more market traders to bring the market back to the size it used to be.

Encourage new independent shops and businesses, improve bus service to villages and cycling routes, improve the markets so they attract more people.

Reduce traffic speeds. Pedestrianise and green up the Market Place. Improve the walking route between the rail station and the town centre. Add more secure cycle parking. Create designated cycle routes. Add more benches. Link buses to the rail station. Reduce the wait time at all signalled-controlled pedestrian crossings.

Prioritise community hubs and spaces, like the library, youth clubs. Traffic is a huge problem that all people visiting Banbury are shocked by. It definitely puts people off so that needs to be solved somehow. Student bus passes, more buses more frequent trains that are cheaper too. We want people to get to Banbury and not get stuck in traffic.

Link up canal and bankside to town - walking / cycling/ Better links to flood alleviation less empty shops redesign take inspirations from Leamington - better signage and welcome from train station - links from retail park to town - cycle / walking routes. Theatre.

Encourage business in Castle Quay. Although there are new businesses opening the empty shops give it a bad feeling. Lower rent to encourage business.

More activities for the young and old. Youth clubs. Cheaper parking. More reliable buses. Encourage more shops into Banbury, not on retail parks.

Provide free parking for up to 3 hours in South Bar, Calthorpe Street, North Bar and Horsehair. Visitors would then walk to Castle Quay past shops and cafés in High Street, Parsons Street and Church Lane area creating greater footfall for independent shops.

Address the issue of Castle Quay - it either needs to be full or re-purposed. Being 2/3 empty doesn't attract anyone to the town.

Encourage retailers back from the retail parks and into the town centre. Encourage more restaurants and bars to open up on parsons street or canal side and make these strong night life areas, the canal side being more family orientated. Make a cycle network from the outskirts to the centre of town where cyclists are clearly separated from road traffic with a curb or something more substantial.

Put a clean and safe environment at the front of decision-making, reducing traffic (and emissions) maximising green space, valuing what is there by way of the character of the town (including his-historic buildings), supporting those making a difference (all the community groups and services such as the library, the Mill and Museum, the churches and faith groups, etc.).

Improve area around train station. First impression for anyone arriving by train is a seedy dump! More trees in town. Interesting vibrant shops. Key shops are all leaving for Gateway and other out of town shopping areas - forcing you to travel by car to malls like America. I preferred to shop and walk in town centre where you could do a vast array of things in one space.

Better roads and routes. Slower traffic. Less buses through quiet villages - every 30 minutes is too much! Electric buses Better nurseries and schools Better hospitals Full maternity hospital Less new builds More green spaces More family friendly activities More arts, theatre, music. Less pollution.

Create high quality accommodation, utilise the feature of the canal more, make Castle Quay more connected to the Old Town by opening up the exterior so it is not inward looking, create an USP so that it becomes a destination (Like Hay with its books or Frome with its artisan makers market).

Make more of the Market Place as a centre for Cafe culture rather than a car park.

Banbury made a mistake when they build Castle Quay with its back to the canal and now that development separates old town from the light and sports centre. Given a chance to change this when the light was built the planners plonked a supermarket on the last piece of open space and separated the town from its river. Knock down part of Castle Quay. Open up a dialogue between Market Place and the canal. Create a green park that connects, Market Place, canal, Mill Arts & museum) - train station / bus station. Force landlords who are land banking important landmark and beautiful properties / buildings on bridge street. Allow these prime spots to be developed into flats with excellent connectivity to train station. Add hot desk offices below. Create a vintage market and upcycling fashion venue into old pizza building like with wrap and Banbury College. Make Banbury a venue again but for something new rather than trying to revisit our past.

Make the Market Place into a creative space, bringing people together through music, games, art. Create a green space in the Market Place benefiting people and Wildlife. Make Bridge Street more attractive and decrease traffic around that area. Infrastructure for cycling/'walking. Community spaces to bring people together, especially making use of the empty shops for pop ups helping to showcase local talent/skills. Make better use of historic buildings, especially those standing empty. More trees and Community gardening spaces. Community Larder helping people struggling because of the cost-of-living crisis. Community Fridge in town. Community hub, not just for leaflets/info but for a wide variety of activities, community groups. More theatres/places for the arts. More places for families. Ice skating, the library being modernised for this, perhaps using a Debenhams/Marks and Spencer's for this offering accessible activities for families with a cafe. Bring the District Council into the town Centre.

Make it more pleasant generally to visit (and stay for the day). This would mean a significant reduction in traffic (more pedestrianised areas) and significantly more tree planting to provide shade / natural benefits (human wellbeing). There is a real issue with car parking machines not working (and parking fines issued incorrectly) which put people off visiting areas in the outskirts of the centre. I would adapt and improve industrial areas and move them away from the centre to create a more attractive environment. Personally I wouldn't consider cycling in the centre as there is far too much traffic so significantly more cycling routes would be a huge advantage. Improved and significantly more cultural events targeted at families and markets with a focus would draw people in. Improving walking routes (tree lined streets with cafés etc.) between the centre and the retail parks would reduce reliance on cars. Generally significant traffic reduction and increases in walking and cycling routes are the only ways of significantly improving the centre.

I would build new homes on a couple of the car parks to increase density and increase the number of people living in the centre. I would regenerate the industrial area between the centre and the station (build units for the businesses elsewhere in town) and have mixed use developments of mid-rise housing, restaurants and maybe some commerce (white collar), and a green corridor beside the Cherwell. I would reduce business rates and rents to encourage more smaller businesses to set up shop. I would dramatically reduce rates in Castle Quay to attract independents businesses and maybe even introduce pop-up galleries, bars, restaurants and music venues and theatres if it can't be filled with shops. Personally I would bulldoze Banbury Gateway and bring back the bigger shops, but there needs to be incentives for independent businesses to thrive. Increase the bus network - Hanwell Fields needs a decent service! Pedestrianise more streets, create more and better cycle lanes - 20mph throughout the centre is also needed: Horse Fair/ North Street does not need to be 30 for instance. Hold more events in the market square

Banbury is a beautiful town with real potential. I would invest in festivals of different types (music, food, literature, open air theatre in the parks for eg) to attract people to the town centre. Consider lowering/capping the rent on shops so the empty ones can be filled with local businesses and consider each application so that it benefits the town - for example, there are plenty of barber shops and charity shops but no independent bookshops. There are nice restaurants but few independent brunch spots. I would consider the signage on shops to ensure it's in keeping with the beautiful architecture and make sure that there are a mix of spaces so that young people especially feel as if they have somewhere to go and be with their friends. It would be great to advertise the town more on social media to show why people should make the trip for the weekend. I love living in Banbury and think it has fantastic potential!

Future of Banbury town centre

Please tell us in your own words, how you think we can make Banbury town centre a better place for everyone to enjoy in the future?

(1616 responses received)

Less cars, more walking and cycling. More community activities for sports and arts. Create greener spaces. People need to feel ownership, so they are proud and respect where they live. Local democracy needs encouraging so people can have a say and feel part of the decision making.

Make town more vibrant - no closed shops, more independent shops (reduce rent?), improve market (reduce rent?), more activities for all (Bridge Street Garden is a good example - more like this). Encourage bigger shops to return, (Gateway is soulless and very difficult to find parking space) Promote Banbury's history and develop events to do this.

Although I don't now use it, the reduction of the market is a sad loss. Losing major retail stores to the out-of-town shopping has left Banbury a shadow of its former self. A reinvention with independent shopping, cafés, cheaper parking along with a developed and featured historic quarter would do much to improve the hollow centre that exists at the moment.

Encourage independent shops and restaurants around the market square. Improve the Saturday market to have more local produce (move farmers market to Saturday so working people can go).

Make changes for the younger generations as they are the future - more things to do for the teenagers etc.

Make it easier to get into the centre by non-car means. Make it feel like a safe environment for all. Have more recreational activities for younger people.

I really love Banbury. I moved here a year ago and it's a lovely town with lots of things to do. I do think the streets could be safer at night and the pedestrianised areas kept strictly pedestrian.

Keep climate change and community cohesion at the forefront when making planning decisions

Making it a safer, easier to navigate town that focuses on local independent shops within the historical heart, and a bustling shopping centre that hosts shops other than cheap tat, a defunct job centre and a pound shop. a bright well-lit and signposted town centre with a variety of music, arts and cultural centres to attract people of all back grounds. A robust and stable selection of amenities such as Doctors, Dentists, Pharmacies, and a hospital that's supported.

Invest in infrastructure, make it more convenient and economically sustainable for shops to stay in town centre (i.e. in Castle Quay shopping centre), enforce Planning Policy measures to control amount of out-of-town retail. More needs to be done to tackle anti-social behaviour.

Please improve the walk from town to the station - it doesn't feel safe in the dark and looks as if it's not looked after. Please consider the affordability of rent on shops and offices as this will block local business from booming. Please consider shops that bring a benefit to the town. There is so much potential!

Reduce traffic significantly and pedestrianise lots of areas and adapt industrial areas to create a sense of place. Significantly increase green infrastructure with pleasant walking and cycling routes (more tree planting and nature)! A focus on out-of-town parking. More independent shops and cafés to offer an alternative to internet shopping!

Supporting young indie businesses. Making it feel much safer and cleaner. Making much more of the beautiful old buildings. A total regeneration and town planning rethink from scratch. It is currently not somewhere I would choose to go and spend time except for the Light Cinema and Lock 29. Improve the station and build affordable and aesthetically attractive housing and it could become a London commuter town and attract more interesting and creative businesses and people.

The Market Place is a car park. It should be completely pedestrianised and a focal point.

Would like it to be more inviting if an evening, less dark corners and more lighting.

Be more proactive in supporting the needs of those in need in the area. Create more opportunities for communities to work together. Make more of the heritage. Make it easier and safer to walk around at night.

Encourage higher value activity in the town centre. Make the whole of the centre coherent in terms of pedestrianisation and walkways. Link to the residential areas and the villages with better cycle routes and public transport.

Free parking and greatly improved rural bus services to entice shoppers back from online and out of town retail parks. Support independent businesses. Take a fresh look at town planning to make navigation easier for tourists. Promote our heritage to bring tourists here from nearby towns like Stratford and Leamington.

Stop large warehouses on outskirts and replace the coffee factory with eco housing. Limit the identikit developers concreting over the fields outside. Discourage car use - the ring roads are too congested already. Cycling, subsidised public transport will help.

The best time I had in Banbury was with some friends recently. We took a bit of a pub crawl (Old Reindeer, Auctioneer, Pinto, Three Pigeons - Banbury is very good for bars and pubs) and then went to the Light for some bowling and golf. We got a taxi home, but had we timed it right we could have got the S4. It was a great evening. Planners need to accept that everyday retail and food shopping is now being done online or at retail parks. This means the town centre will serve a different purpose. The busy places are the good pubs/restaurants/cafés. Look at the places that thrive and the ones that close and work out what the difference is. Make more of the library - it's a great place. Don't rely on and small gift and nknak shops - unless you're a tourist town then they just won't survive. Don't try for Banbury to be something it isn't - it's not a tourist town, it's not on the tourist route. Give locals a reason to visit. We have two young children, and we are always on the lookout for something that will kill a few hours easily and affordably (especially in the rain!). There are A LOT of families with young children - the Spiceball playground is old and naff. Really there's not a lot in town that will entertain kids for very long. Ask yourselves, what will keep people in town for longer? A cafe lasts an hour. A walk along the canal lasts half an hour. Castle Quay doesn't offer much other than Lock 29. But you can't keep going to restaurants and cafes all day! Work with businesses on what will make them survive and thrive.

Reinvent - reconnect - renovate. Make sure you don't lose some of those wonderful pubs and restaurants, shops like white stuff and nothing but footprints. Protect with all our might the museum and mill. Be bold and knock down part of castle quay - open the town back up and reconnect its best parts.

We need to attract visitors from a wider area, ideally without using their cars. There needs to be an adequate heritage/tourist interest to make them choose to visit Banbury over other local towns. There should be a wide array of shops, both local independent and chain stores to meet the needs of residents, without having to go to the large retail parks. Banbury needs to re-assert its position as an interesting and historic market town, surrounded by beautiful countryside. Not a neglected town centre strangled by warehouses and retail parks.

Multi-use town centre, a more mixed economy; making room for creativity, The Arts and community-engagement through learning and greater social interaction. Look at the success of the Christmas Market a few years ago - a real triumph (imperfect, sure) but a chance for local talent and businesses to shine. Banbury has a lot to offer but it really needs to shout about the local, successful talent it already has - rather than dissipating its success through the allure of outside consultancy. The Totnes Pound has been a fantastic way of creating a more circular economy, encouraging local money to be spent locally, I know Banbury Town Council has made some fantastic steps towards this and I would like to see more of this for Banbury. I feel the traditional business models have not served long term community goals well, creative thinking and interacting more with artists and creatives is a chance of doing things differently with a focus on human interaction and sustainable community engagement. This, I believe creates this highly-sought after 'vibe' that gives a town character and encourages people to visit. The success of Banbury Canalside Festival is drawing bus loads of visitors from across the country! Banbury is a unique town, let's celebrate what makes it interesting and creative and different from every other homogeneous shopping experience.

What 3 words would you use to describe the town centre you would like Banbury to be in 2050?

Variety

Cultural

Independent

Creative

Green

Modern

Busy

Destination

Sustainable

Flourishing

Connected

Cosmopolitan

Bright

Innovative

Vibrant

Fun

Diverse

Unique

Alive

Interesting

Welcoming

Tidy

Safe

Open

Social

Affordable

Lively

Bustling

Nice

Community

Attractive

Prosperous

Historical

Inclusive

Beautiful

Buzzing

Pleasant

Clean

Colourful

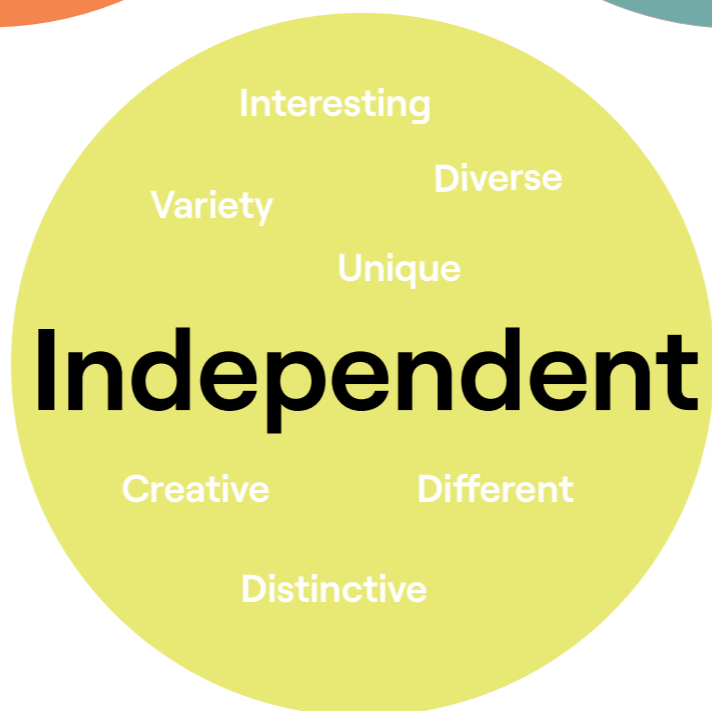
Friendly

Accessible

What 3 words would you use to describe the town centre you would like Banbury to be in 2050?

Emerging Vision Values

(shown in no particular order)



Banbury Vision 2050

Thank you!