

BICESTER MARKET SQUARE

Public Realm Improvements
Landscape Strategy Document
Part 03 - Engagement

+

Prepared for



by



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Sketchbook 03 - Engagement

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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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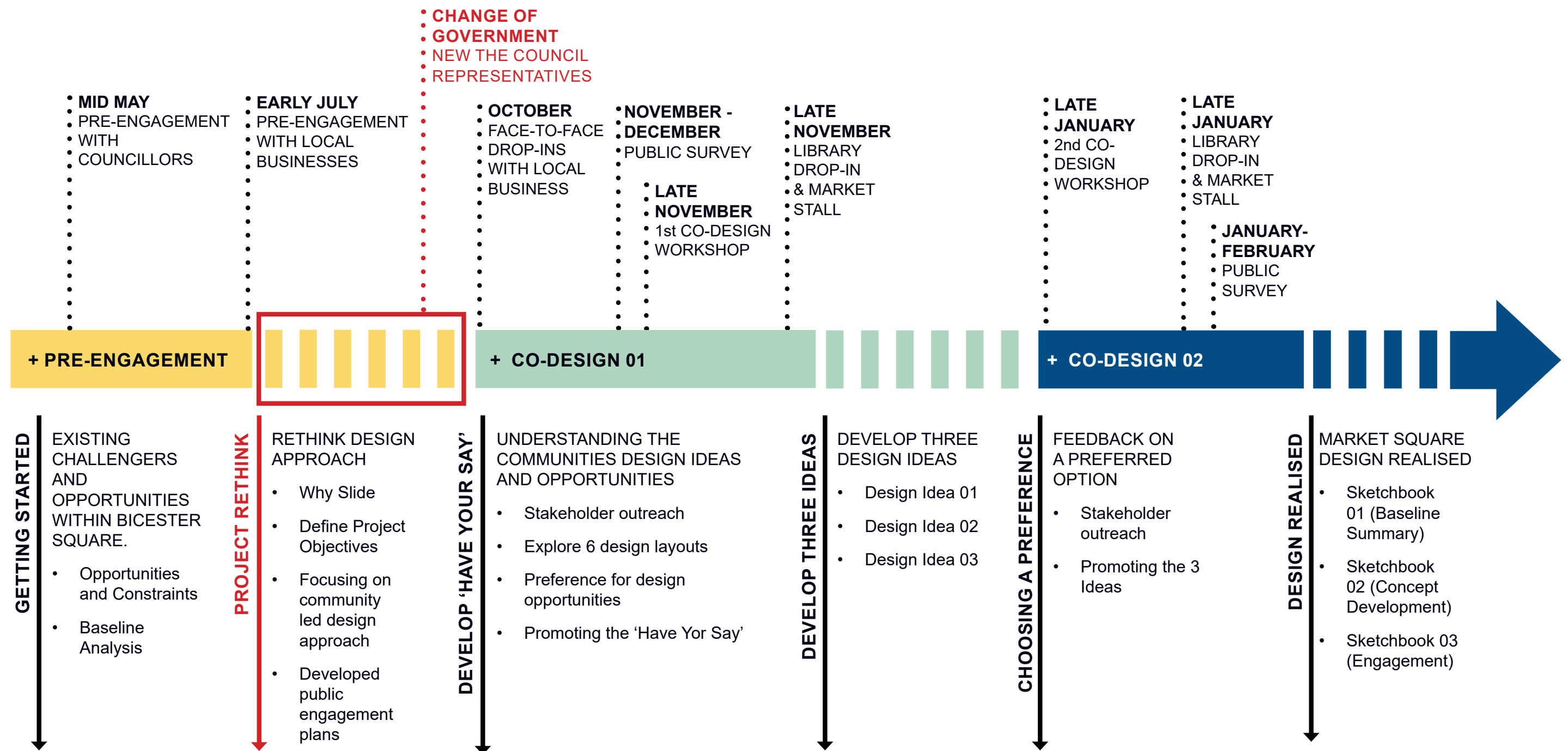




1.0 ENGAGEMENT

+ 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.



+ 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

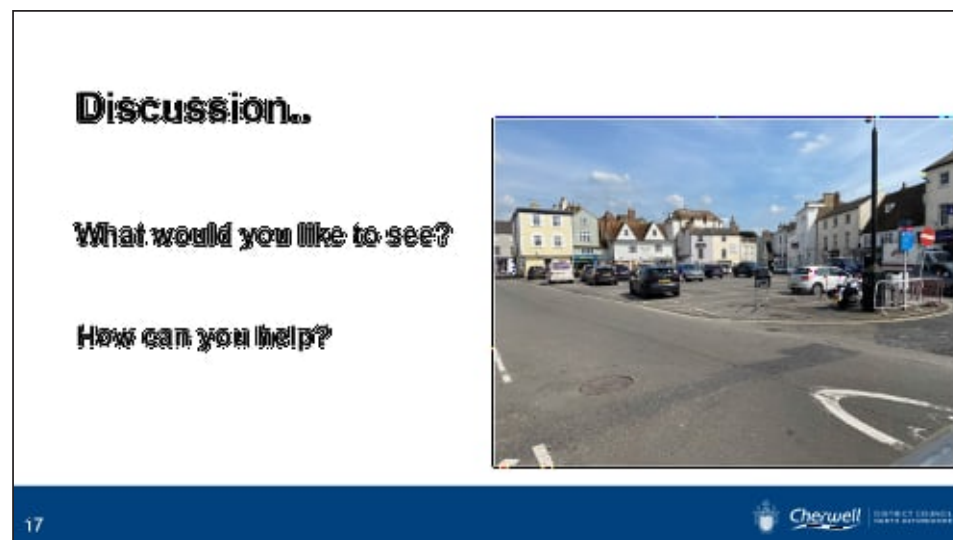
Key Discussions Points

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 Buisness event

1.3.2 WORKSHOP POST-IT NOTES

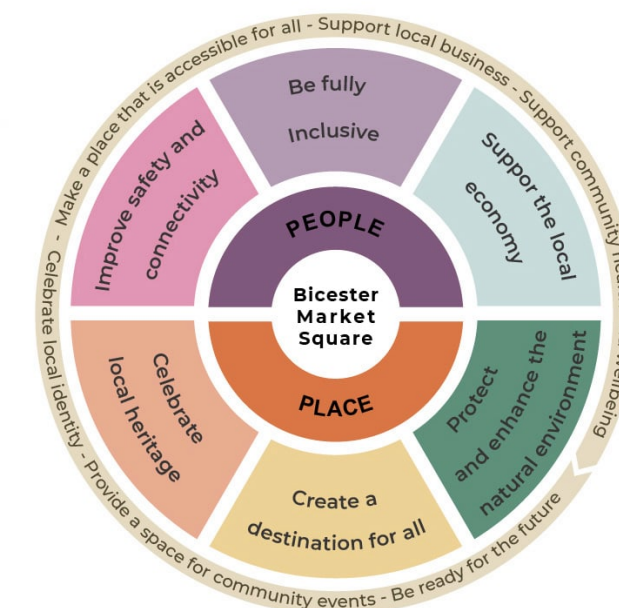
Handwritten post-it notes from the workshop, organized into two columns. The notes are color-coded: black for traffic and parking, and other colors for general business and community issues.

Column 1 (Left):

- MORE FOCUS NEEDS TO BE ON USABILITY RATHER THAN HOW IT LOOKS.
- Incentivise businesses to occupy empty units on ChapSt.
- Use Taxi Rank as use for a bus stop to serve Market Square
- Where will all the traffic go?
- How will future of level crossing on London Road affect town centre
- WHEN EVENTS HAPPEN IN THE MARKET SQUARE CURRENTLY BUSINESS DIES
- Money would be better spent on town as a whole. INVEST IN WHAT IS ALREADY THERE
- Correct street with Market Square to bring together town
- Jurk Rd. will bottle neck Hebe
- Level crossing
- Where can Youth go?
- People who visit Bicester Village will not visit town centre
- RESTRICTIONS TO DEVELOPMENT OF HAVING LISTED BUILDINGS
- Do not block out other + in fronted
- sometimes I want a quick trip to town. I can't park easily. I'll shop on estates & get in
- Drop-off points.
- Keep parking people want convenience + need short term easy parking
- Much better + continuing upkeep/maintenance
- Victorian drains need huge overall
- Contractors + clients need to pop quickly into taking agents to collect keys.
- Far too many collisions / near misses here.
- Level crossing
- HGVs / buses really struggle at this corner
- Wider paths.
- Standing water.
- fix ADS + pavements
- traffic is hard.
- Cost of parking.
- Temp not accessibly
- route to the his market
- Slow traffic
- Manage traffic.
- Small units business.
- Cost of parking.
- Temp not accessibly
- route to the his market
- Slow traffic
- Manage traffic.
- Nice street heritage?
- Brackley town.
- Get people to stay longer
- What can we not do online
- Mum Young narrow pavement
- Planting! keep seasonality
- DISABLED PARKING
- Flowers in the square.

Column 2 (Right):

- Remember Day parade
- Big Vehicle Buses Ant-Turn
- traffic in the carpark.
- Dampers near misses.
- lanes' Yorks
- People not slower.
- When it closes it works.
- Can't use the parking. restricted to business
- INDEPENDANT!
- overlap. Carling not shared.
- Light carpark.
- Who is going to gather?
- Pop in for the bank
- Visabotany on the screen.
- Noisy here!
- Small = Footfall options.
- Needs the improvements - cosmetic
- People park on double yellow lines
- Do NOT Remove the taxi station!
- Parking used by businesses
- Uneven kerbs -> with buggy
- Use the parking for delivery customers who are unable to go further
- Better traffic management
- Blue badge parking is irrelevant
- People can't get in/out of deep street buses get stuck
- The market square is fine as it is
- Disabled bays not help those without blue badges
- Bin storage - refuse for the business
- without access for business to do deliveries will Kelly business
- This development is cut off from the private property owner
- Keep the traffic flow & the parking at the back.
- Railway line is



*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



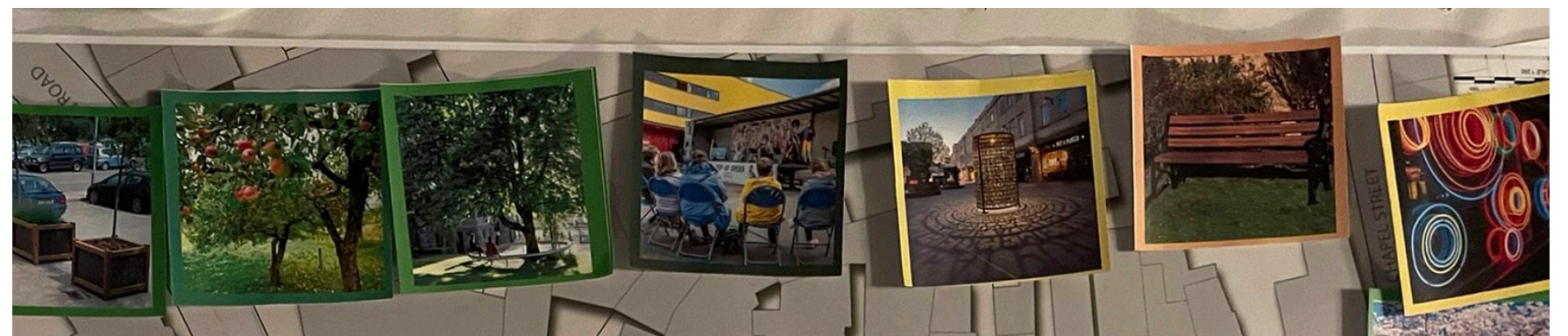
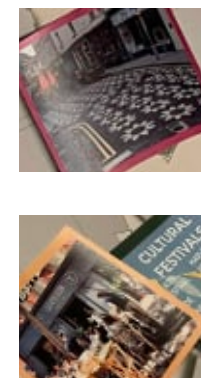
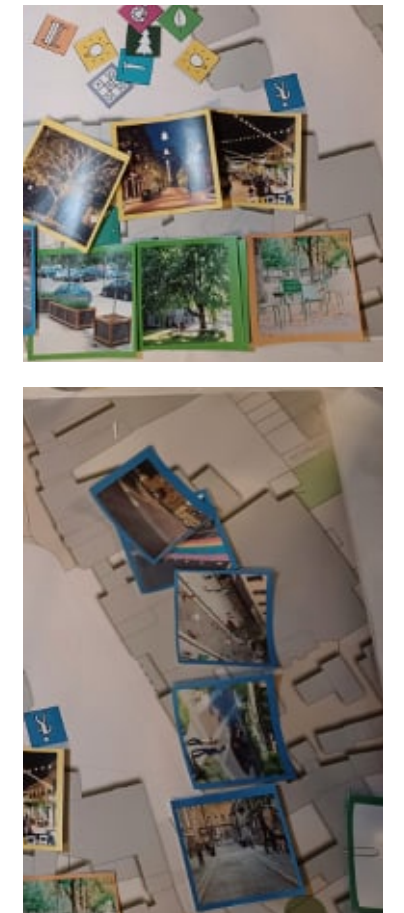
+ 1.4 | 1st Co-Design Workshop

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



SIMILAR TO OPTION 03

GROUP 01



SIMILAR TO OPTION 03

GROUP 02



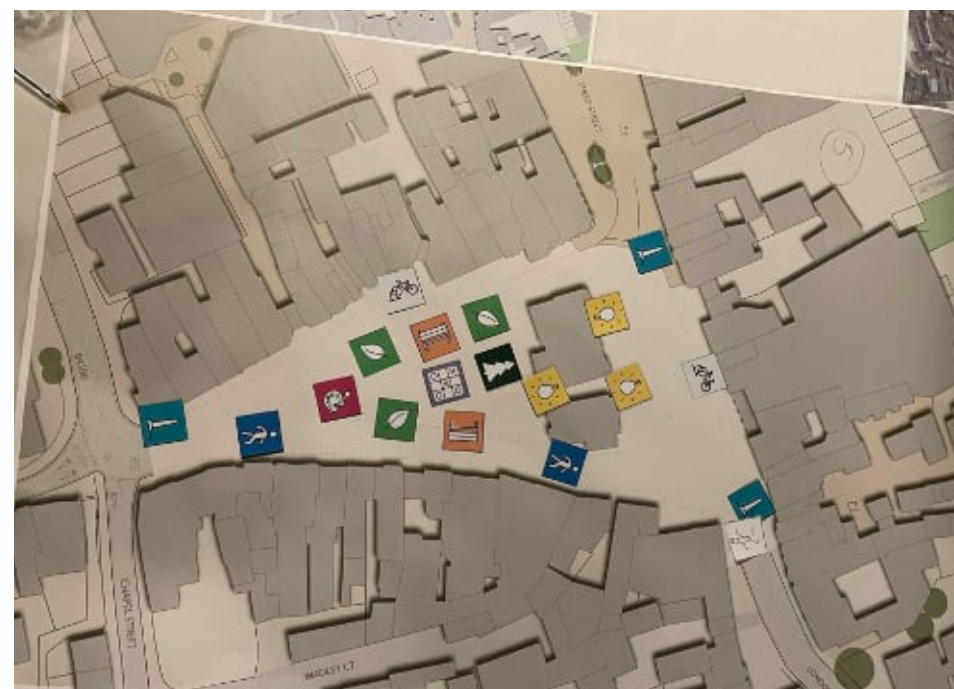
SIMILAR TO OPTION 03

GROUP 03



SIMILAR TO OPTION 03

GROUP 04



SIMILAR TO OPTION 03

GROUP 05



SIMILAR TO OPTION 01 / 03

GROUP 06

+ 1.4 | 1st Co-Design Workshop

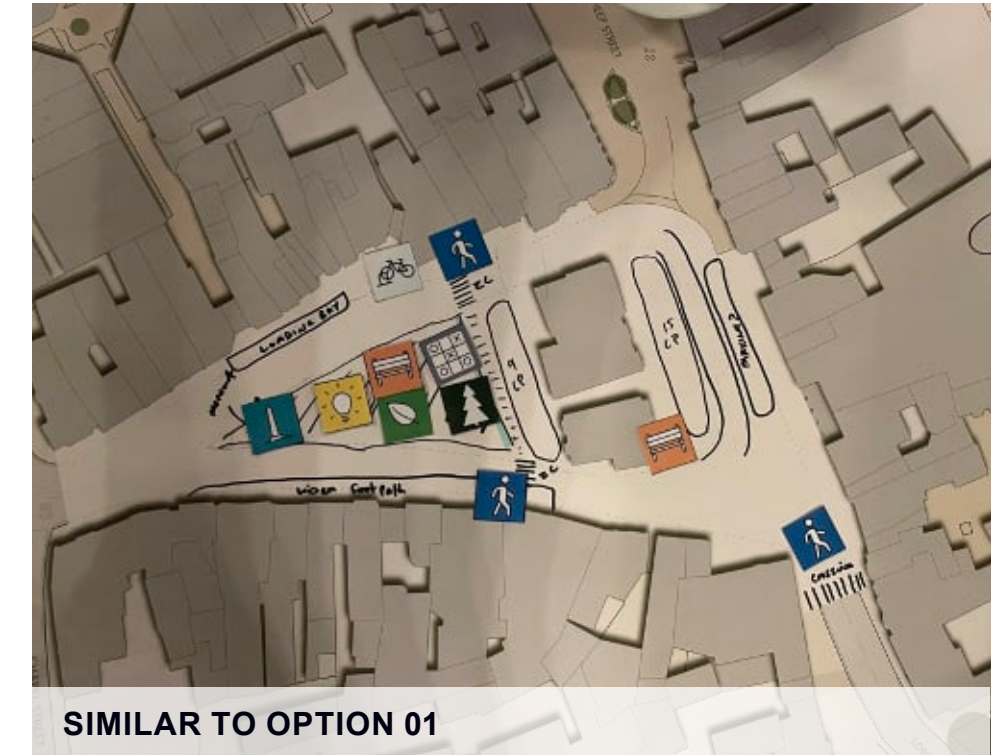
1.4.4 WORKSHOP DESIGN SKETCH OPTIONS



GROUP 07



GROUP 08



GROUP 09

WORKSHOP TASK 2 - MOST USED ICONS

Most used

Least used



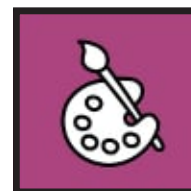
Lighting



Planting



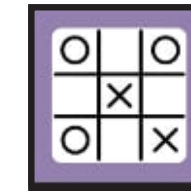
Seating



Public Art



Memorial/ Landmark



Play



Productive
THIS ICON WAS NOT
USED AT ALL



Cycle Parking



Seasonal Events



Crossing

+ 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.

3. 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.

4. 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

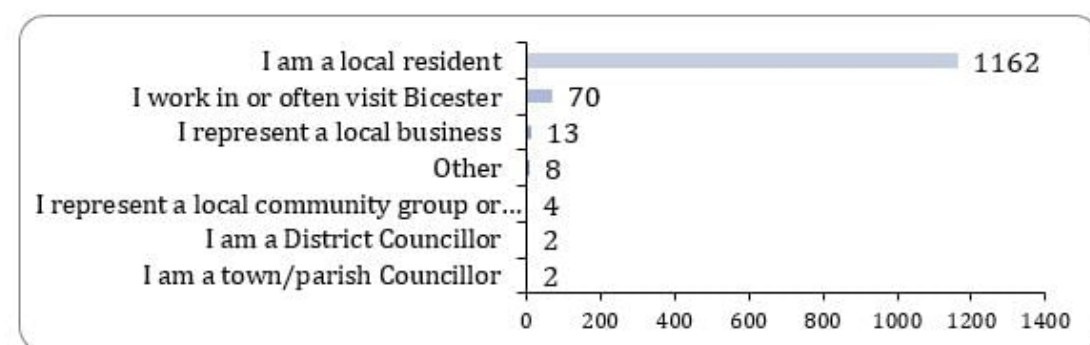
Collected 30 December 2024 from <https://cherwell.citizenspace.com/communications-strategy-and-insight/https-bicestermarketsquarepublicsurvey>. The activity ran from 20/11/2024 to 29/12/2024

Responses to this survey: 1261

Full Survey Information can be found in Appendix A

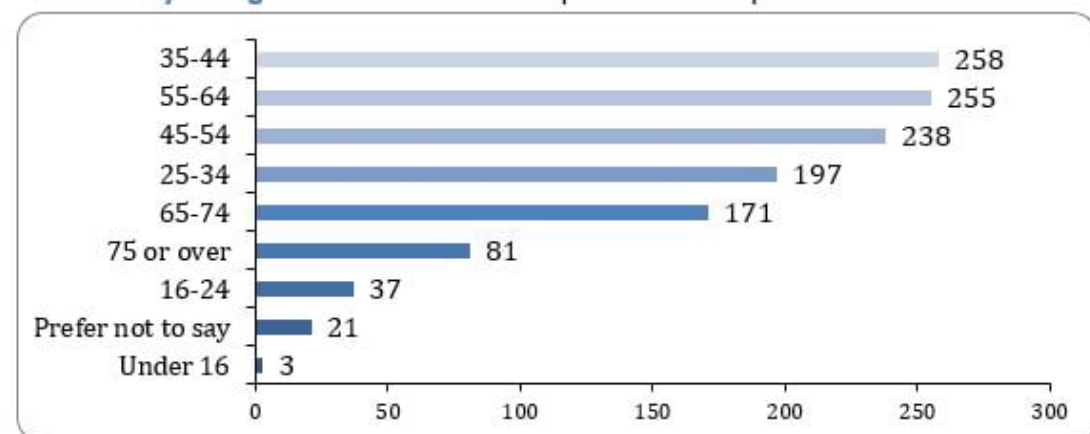
1: Who are you responding to this survey on behalf of?

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



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

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

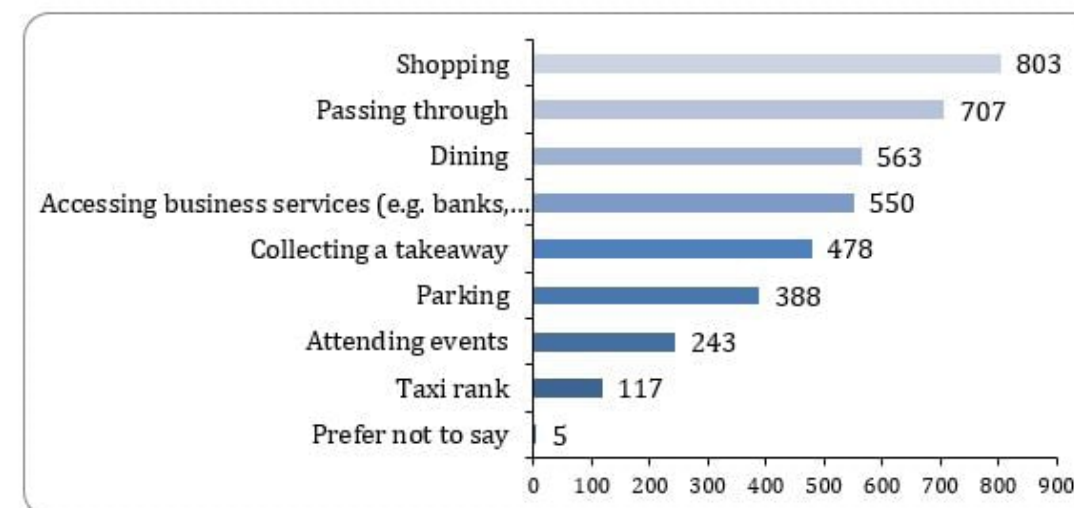


→ Highlights that the survey has captured responses from a mix of ages.

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).

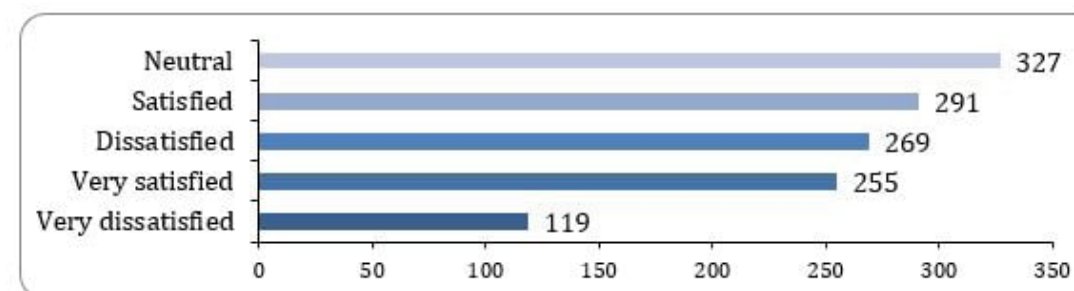
There were 1261 responses to this question.



→ 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).

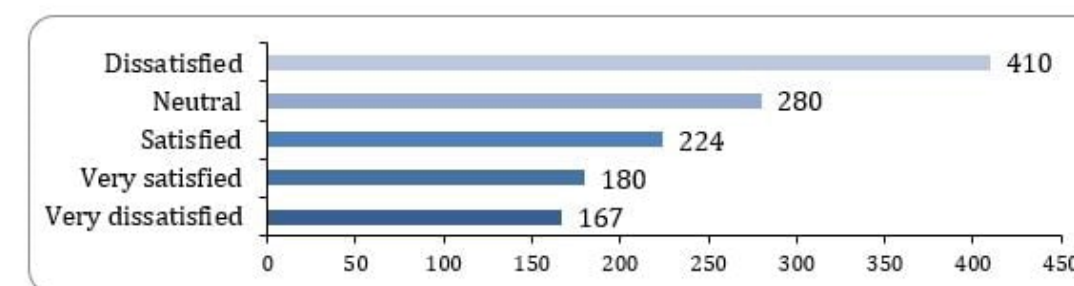
- I am: There were 1261 responses to this question.



→ 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

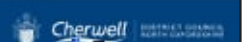


2-way road and Market Square entrance



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.

1.6.3 WORKSHOP DESIGNS ALIGNING TO DESIGN IDEA 02



PREFERENCE FOR IDEA 02

GROUP 01



PREFERENCE FOR IDEA 02

GROUP 02

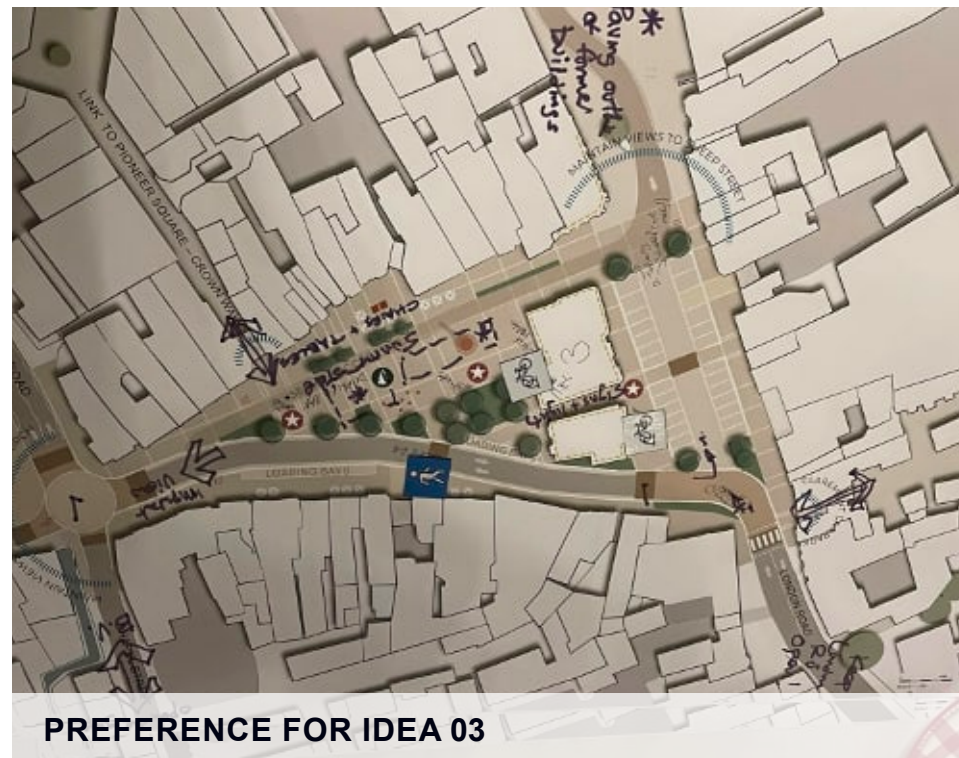


PREFERENCE FOR IDEA 02

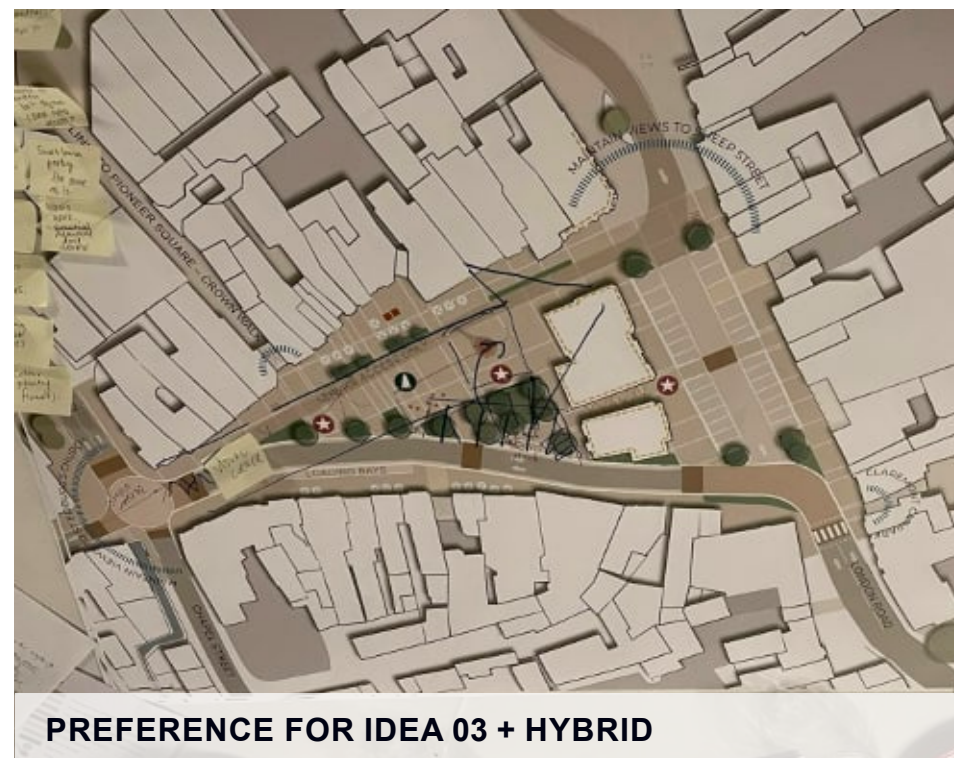
GROUP 03

+ 1.6 | 2nd Co-Design Workshop

1.6.4 WORKSHOP DESIGNS ALIGNING TO DESIGN IDEA 02



GROUP 04



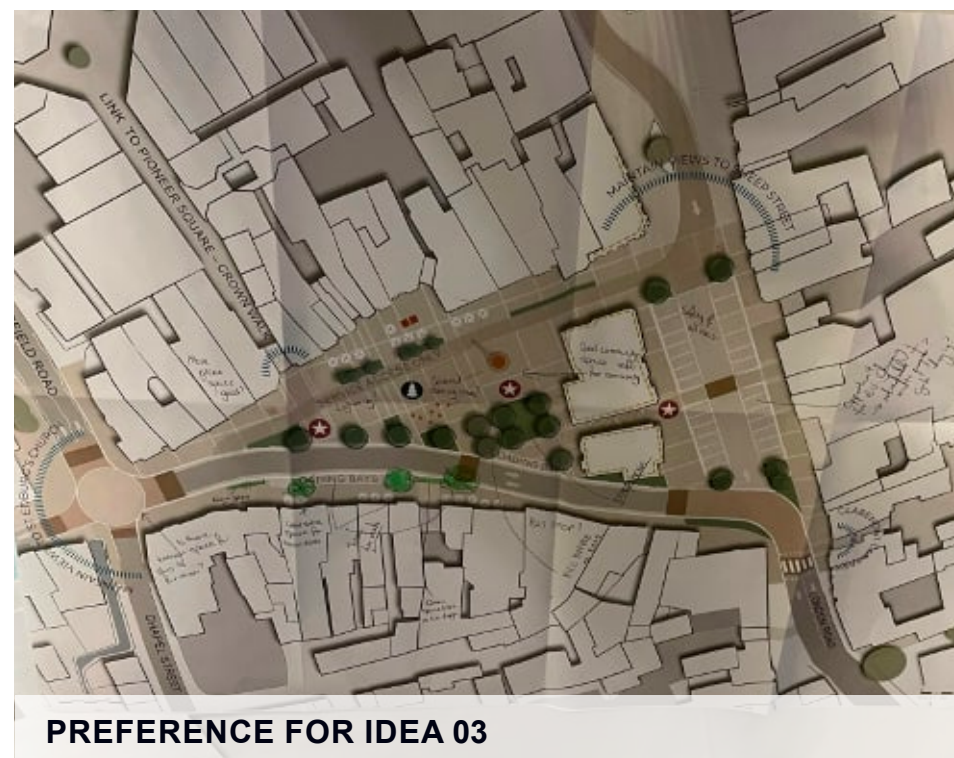
GROUP 05



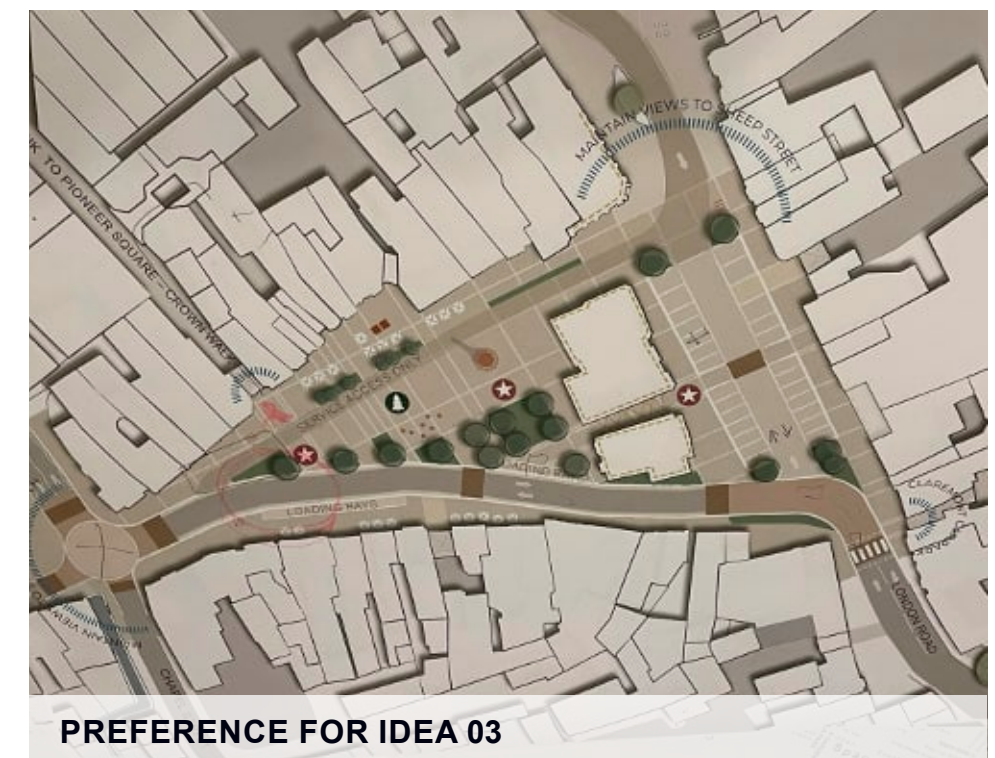
GROUP 06



GROUP 07



GROUP 08



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 | 3 Ideas Public Survey

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.

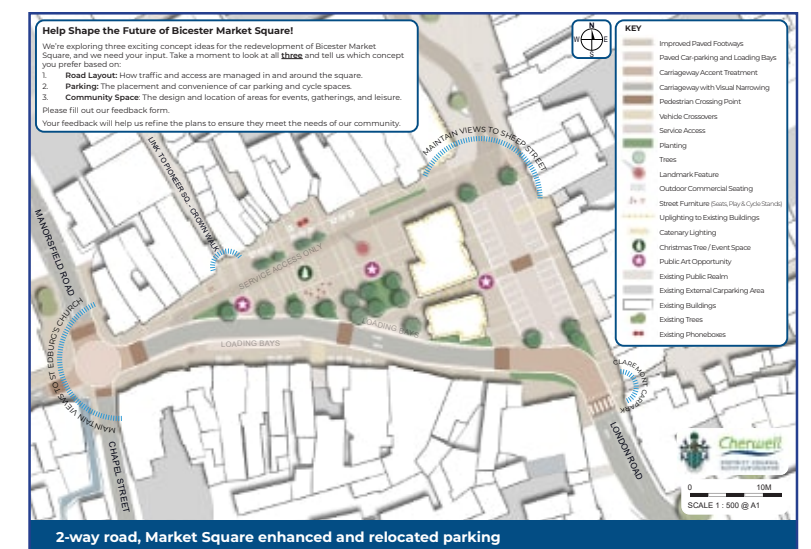
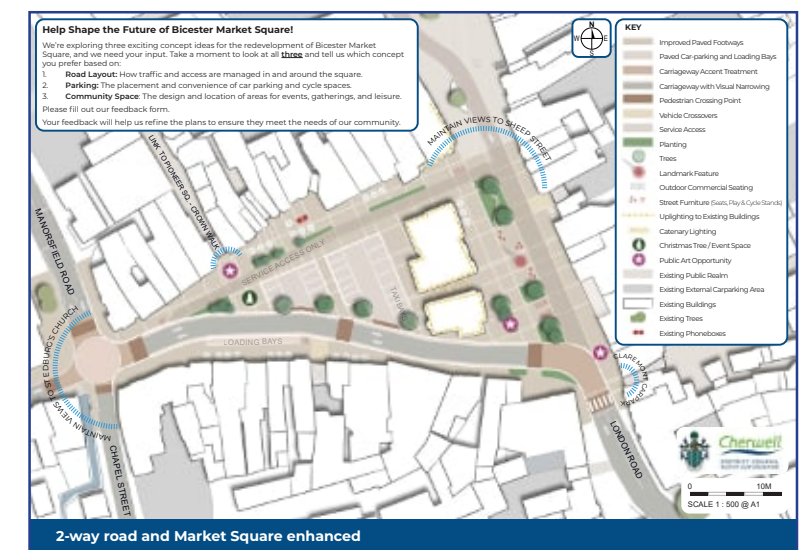
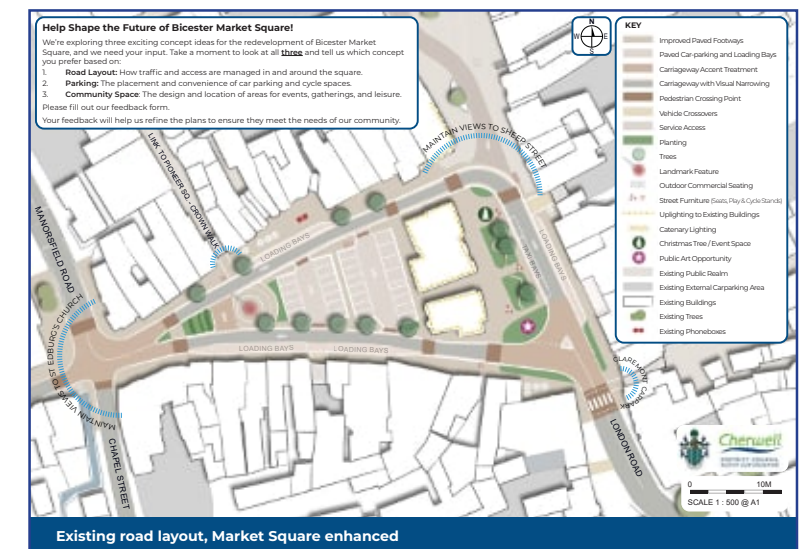
We're exploring three exciting concept ideas for Market Square, and we need your input. Take a moment to look at all three and tell us which concept you prefer based on:

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.



+ 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

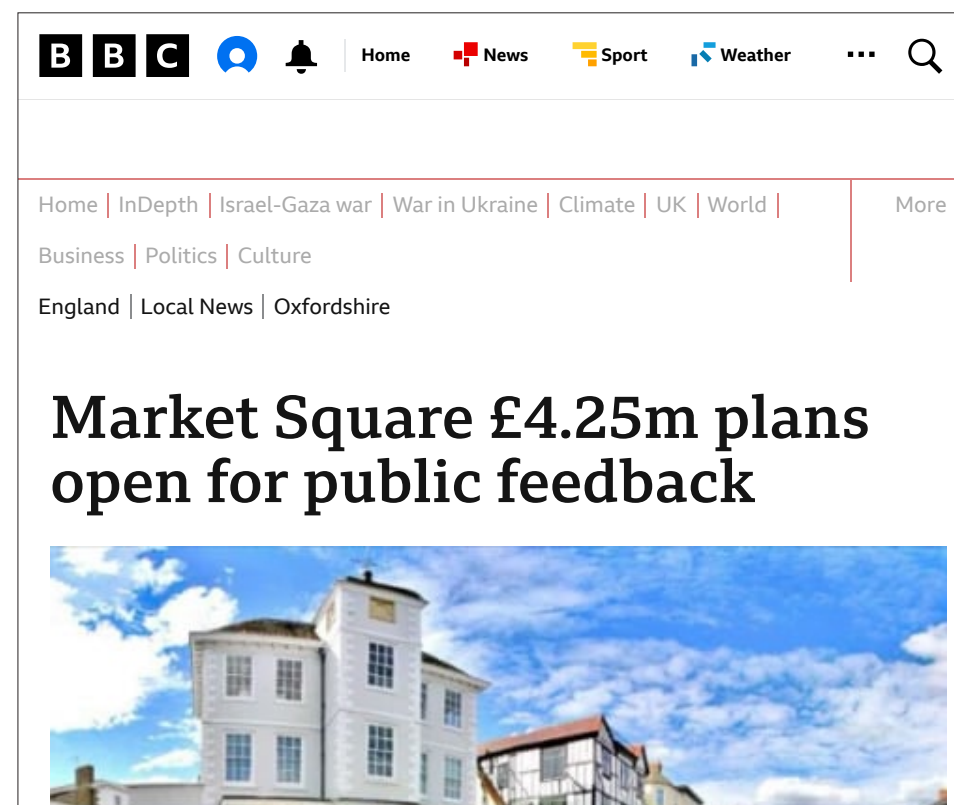


+ 1.8 | Public Drop-in Sessions

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

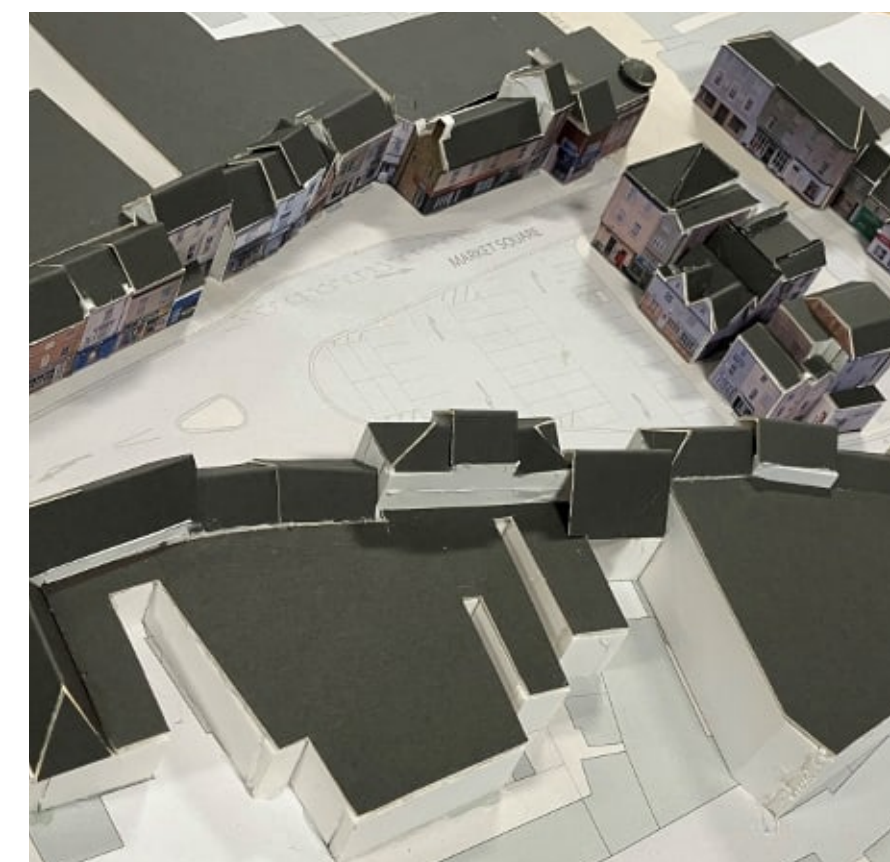
1.9.1 THE MODEL

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

Appendix A | Public Survey

- ☐ 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

Appendix A | Public Survey

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"/>

Appendix A | Public Survey

(Required) 1 2 3 4 5

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.

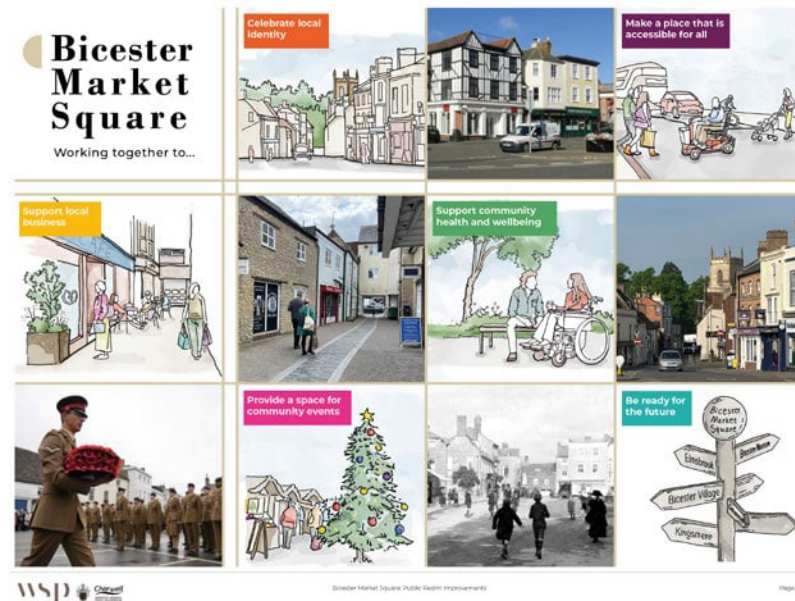
Email bicester@cherwell-dc.gov.uk with your feedback on which option you prefer:

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.



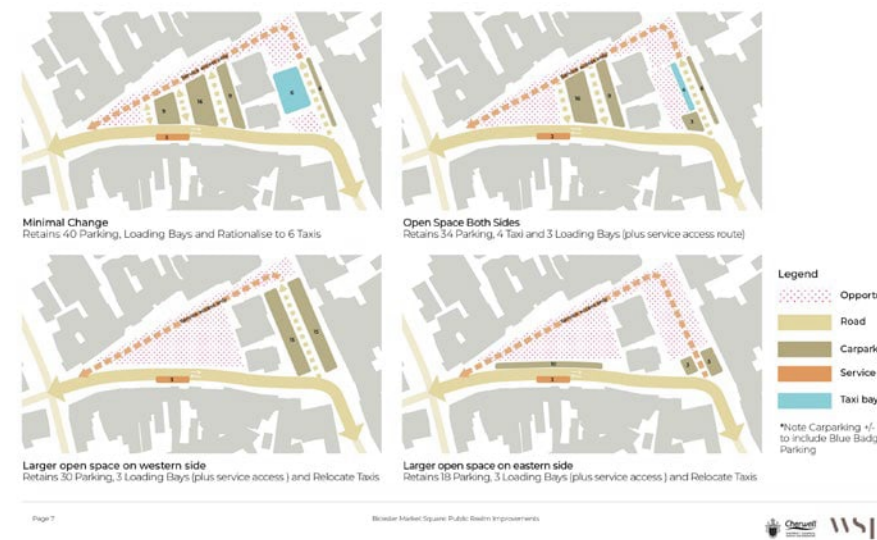
+ Appendix C | 1st Co-Design Workshop Materials



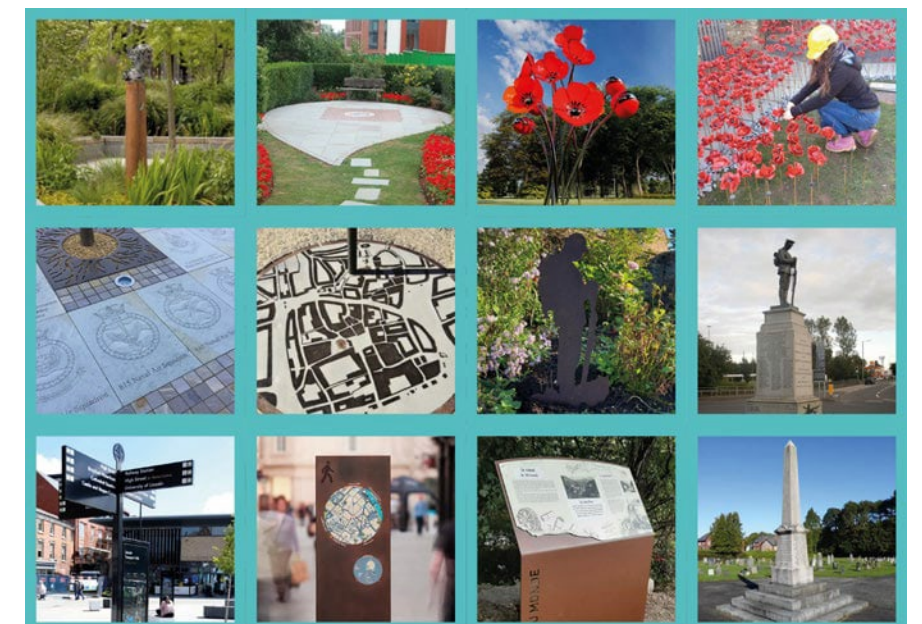
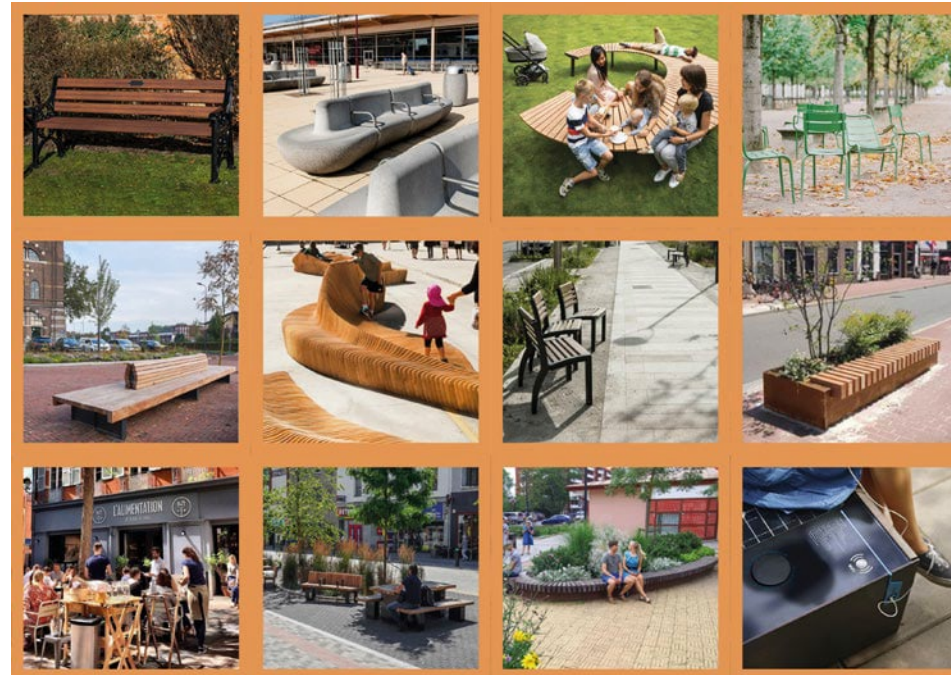
Exploring the art of the possible - movement and use



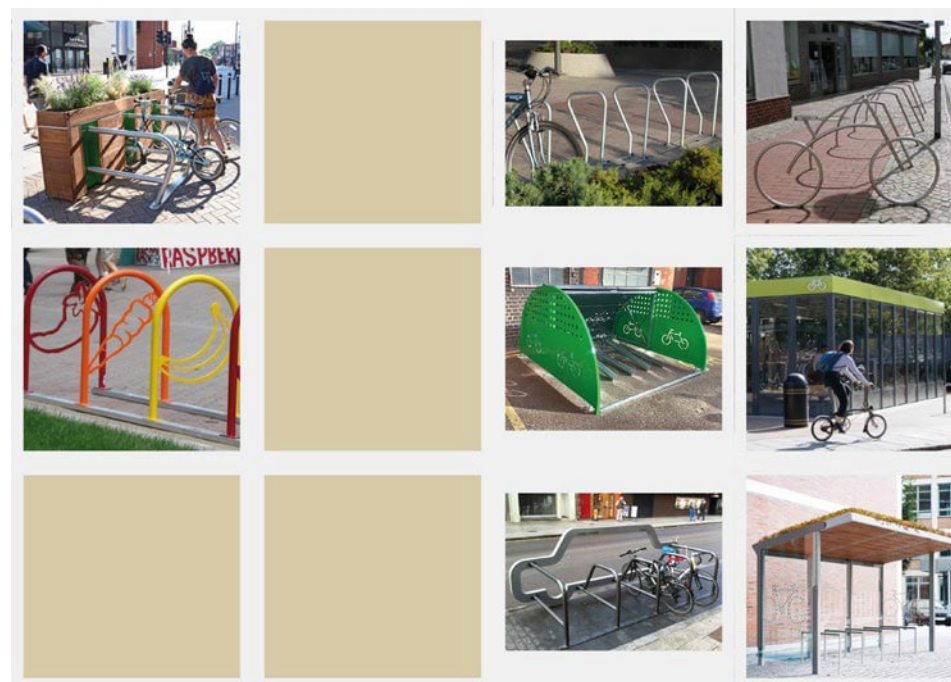
Exploring the art of the possible - movement and use



+ Appendix C | 1st Co-Design Workshop Materials

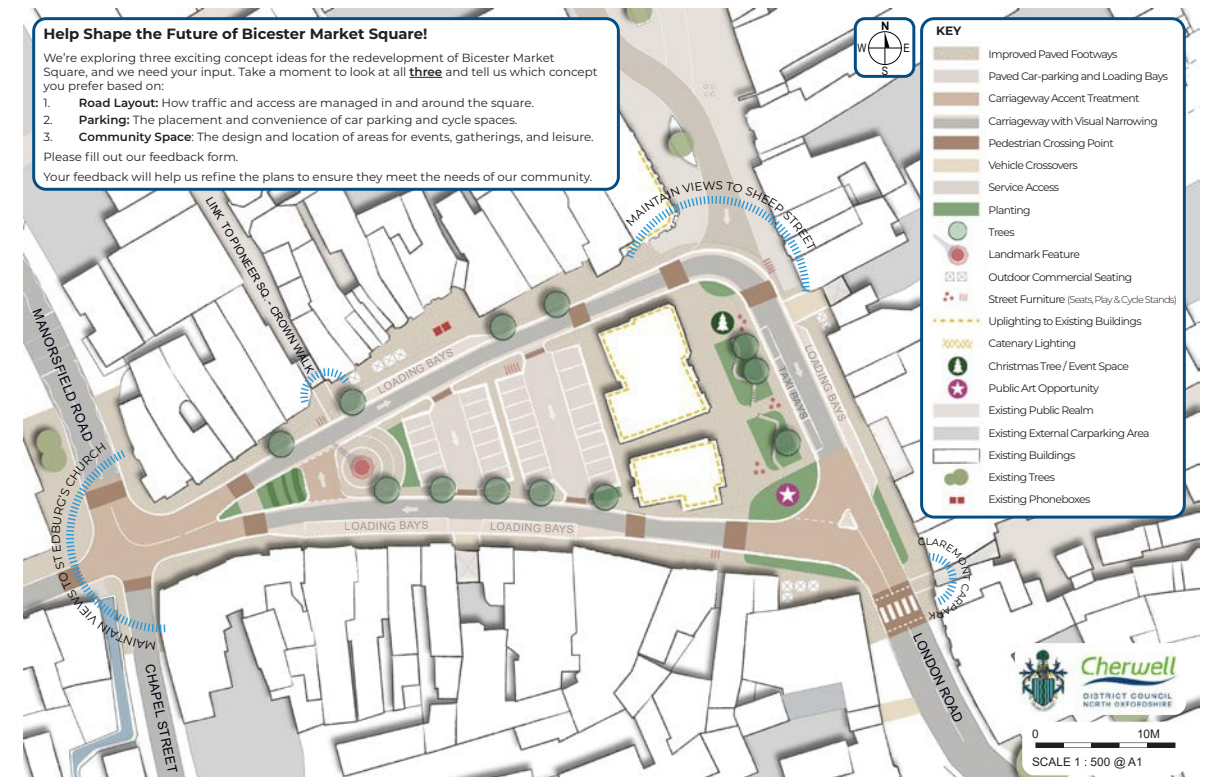
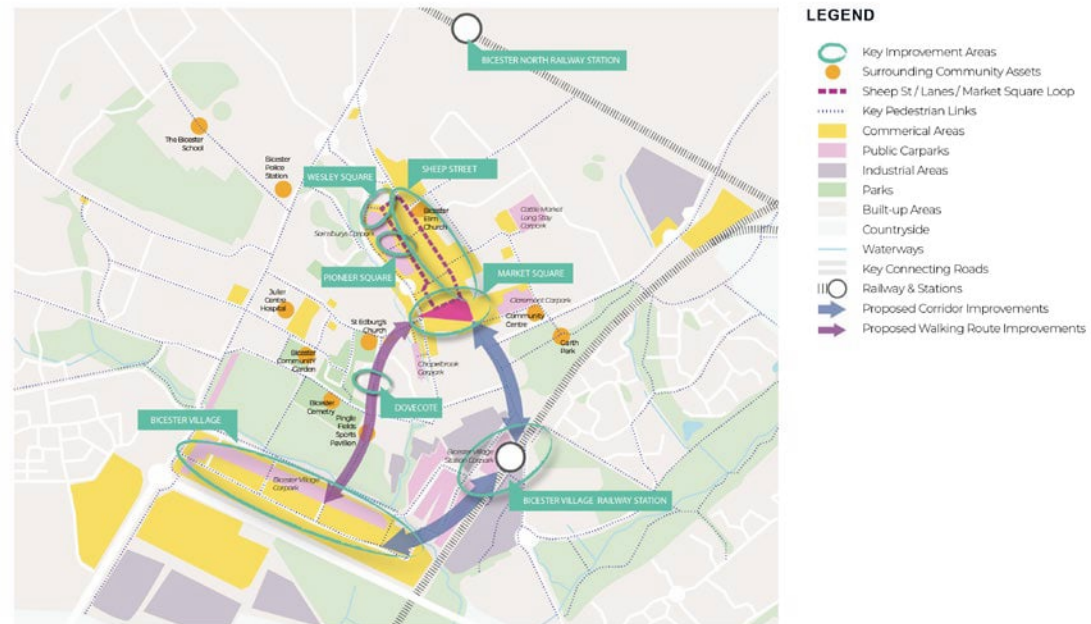


+ Appendix C | 1st Co-Design Workshop Materials

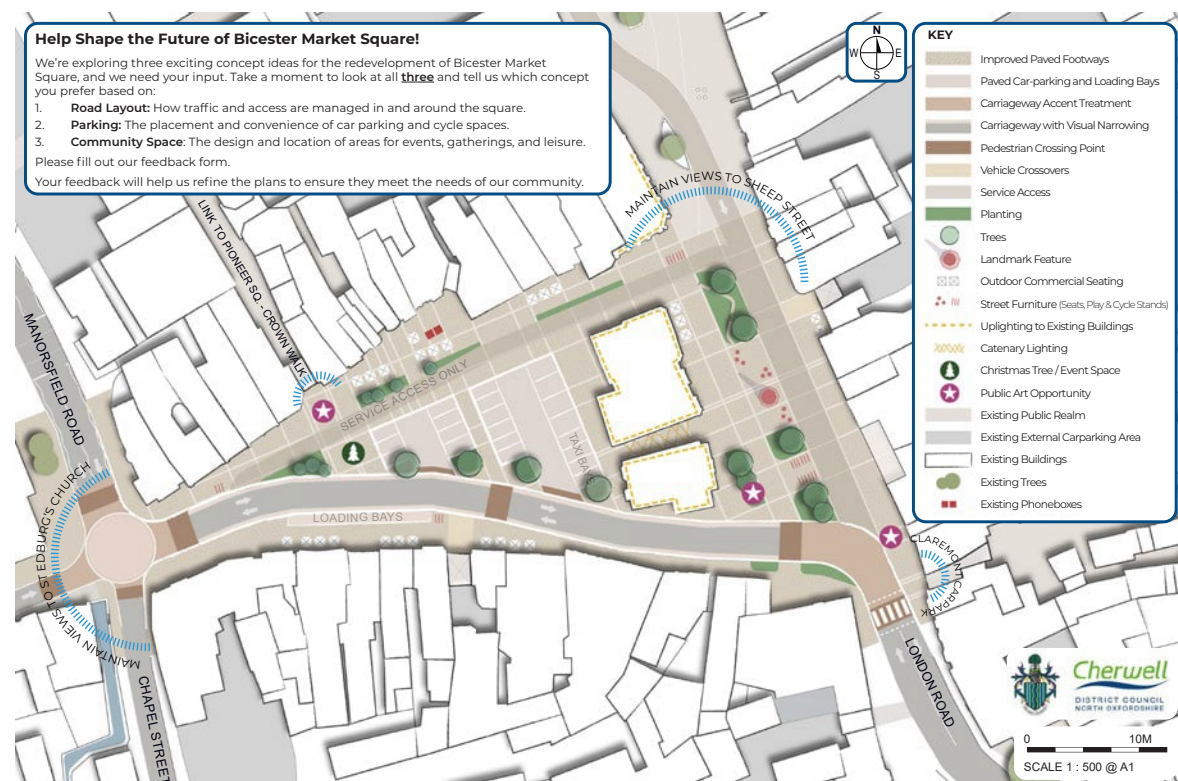


+ Appendix D | 2nd Co-Design Workshop Materials

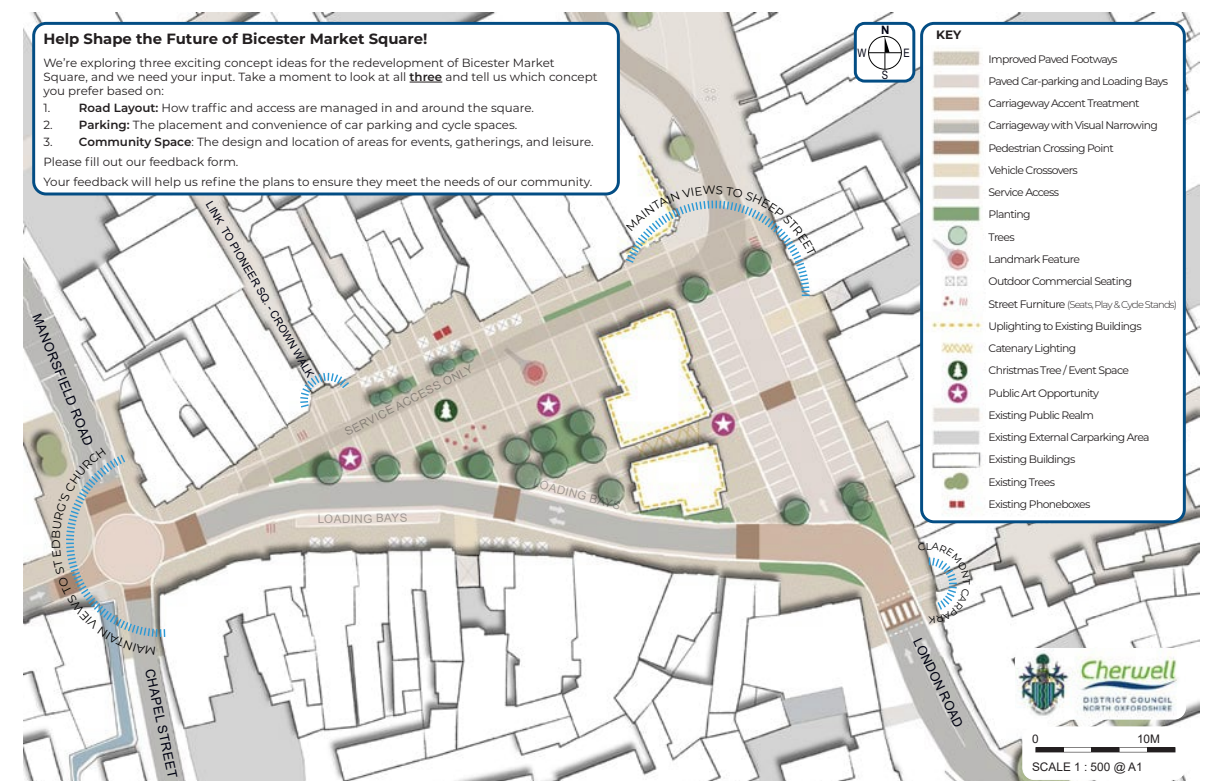
+ Concept Development | Context BICESTER WIDE KEY IMPROVEMENT AREAS



Existing road layout, Market Square enhanced



2-way road and Market Square enhanced



2-way road, Market Square enhanced and relocated parking