


**SUPPLEMENTARY INFORMATION**
**Executive**
**3 March 2025**

Agenda Item Number	Page	Title	Officer Responsible	Reason Not Included with Original Agenda
6.	Pages 3 - 178	'A Banbury for the Future' Report Appendices 1, 2 and 3 to report	Cherwell Growth Area Lead, Banbury Area Lead,	Appendices published as a supplement to the main agenda pack to assist access due to size of documents

*If you need any further information about the meeting please contact Natasha Clark, Democratic and Elections [democracy@cherwell-dc.gov.uk](mailto:democracy@cherwell-dc.gov.uk), 01295 221534*

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# Banbury Vision 2050

Appendix 1

## Banbury BID Workshop

21<sup>st</sup> November 2023

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HemingwayDesign

**NEW** masterplanning

Agenda Item 6

## Introduction

With the help of the Banbury Business Improvement District team, a stakeholder workshop focusing on the issues relevant to town centre businesses was held on November 21st 2023. The workshop was held at 8am to maximise attendance from small businesses, and hosted by Tess Brilliant Bakes on Parsons Street.

The purpose was to present key findings and issues coming out of the survey to date and to have the invited guests discuss the findings in a workshop session, responding to a series of questions.

At the end of the workshop each group feedback to the larger audience to share their discussion points. This summary document contains the slides presented to the attendees and outcomes/responses to the questions as a summary of the event.

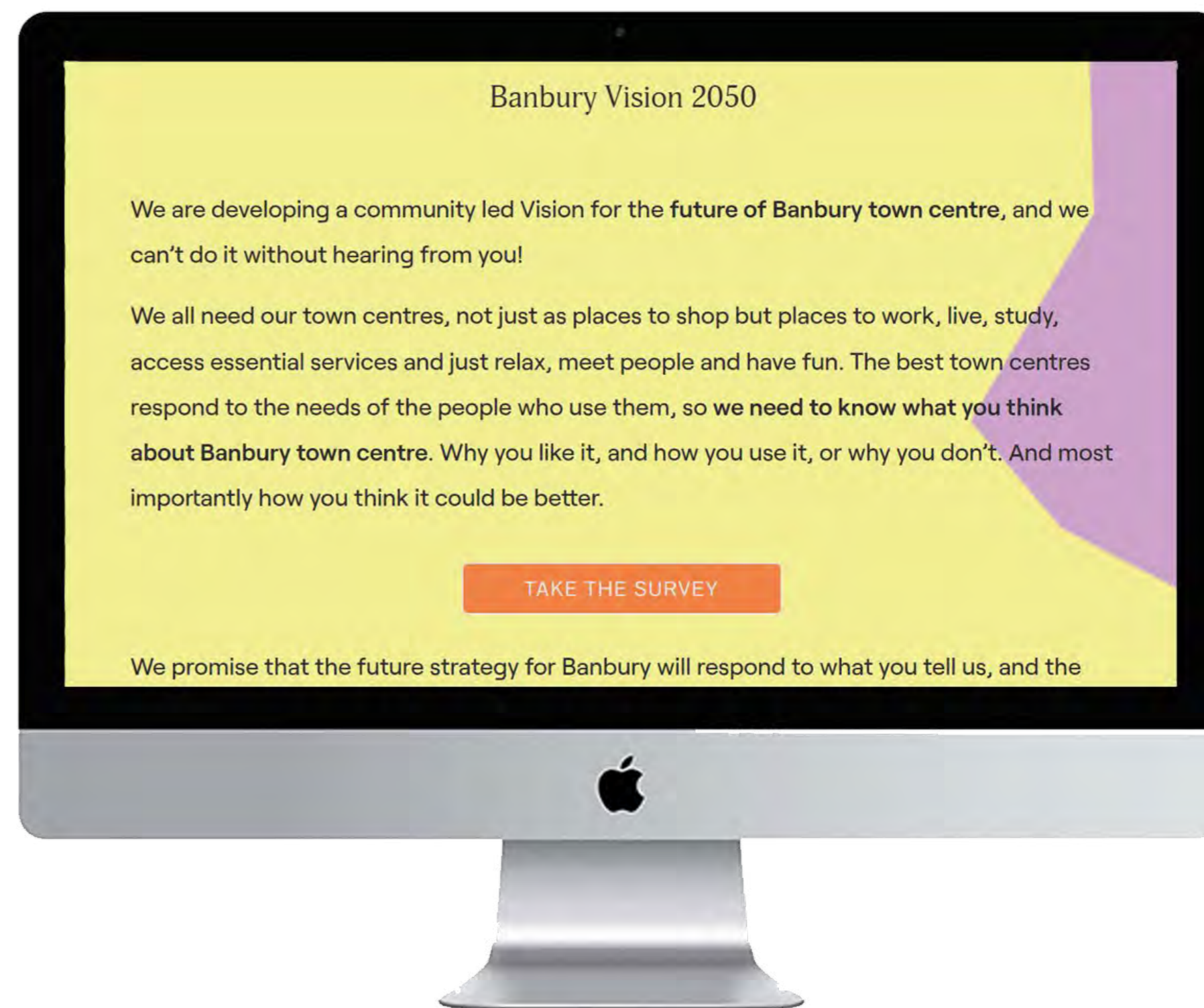


## Public Survey

Following introductions, stakeholders were presented with early findings from the public survey to date. (Extracted Monday 21st November - 1130 responses).

The verbal presentation highlighted to businesses the strength of Banbury in terms of the variety of reasons people visit the town. But it also highlighted concerns being expressed about the quality of the retail offer, and the number of people visiting the retail parks but not the town centre.

Businesses were also encouraged to promote the survey to their customers as only 4% of those completing the survey had identified themselves as visitors rather than living or working in Banbury.



## Workshop

Following the presentation, stakeholders were presented with a number of questions to discuss amongst their tables.

The workshop was based around the following key questions:

- 01\_** *What is good/strong about Banbury from a town centre business perspective?*
- 02\_** *Do stakeholders agree with the headline issues from the survey so far?*
- 03\_** *What would stakeholders like to see improved in Banbury?*
- 04\_** *Can we choose 3 words to describe the type of town we would like Banbury to be in 2050?*
- 05\_** *What are the key projects that can help deliver this change?*
- 06\_** *Are there any 'quick wins' that can generate momentum?*
- 07\_** *What are the best ways for stakeholders to be involved in delivering the Vision?*



## Table 2

Table 2 thought the 'mixed economic base' of Banbury town centre was a key strength, offices, retail, services, leisure etc. Variety of businesses and good transport and rail links.

The growing population and opportunities from the new housing was considered a strength. The heritage and listed buildings are a strength

The parks and green spaces on the edge are a strength as is the new canalside development. Expanded library and relocation of Council services also considered to bring benefits.

Would like to see more help for businesses to work together - and help each other. Town is lacking the draw of big retailers so how do they help independent businesses. There was also specific reference to the need to improve the sense of safety in the town centre, particularly in the evening and the poor quality and unsafe walking routes from car parks to the old town.

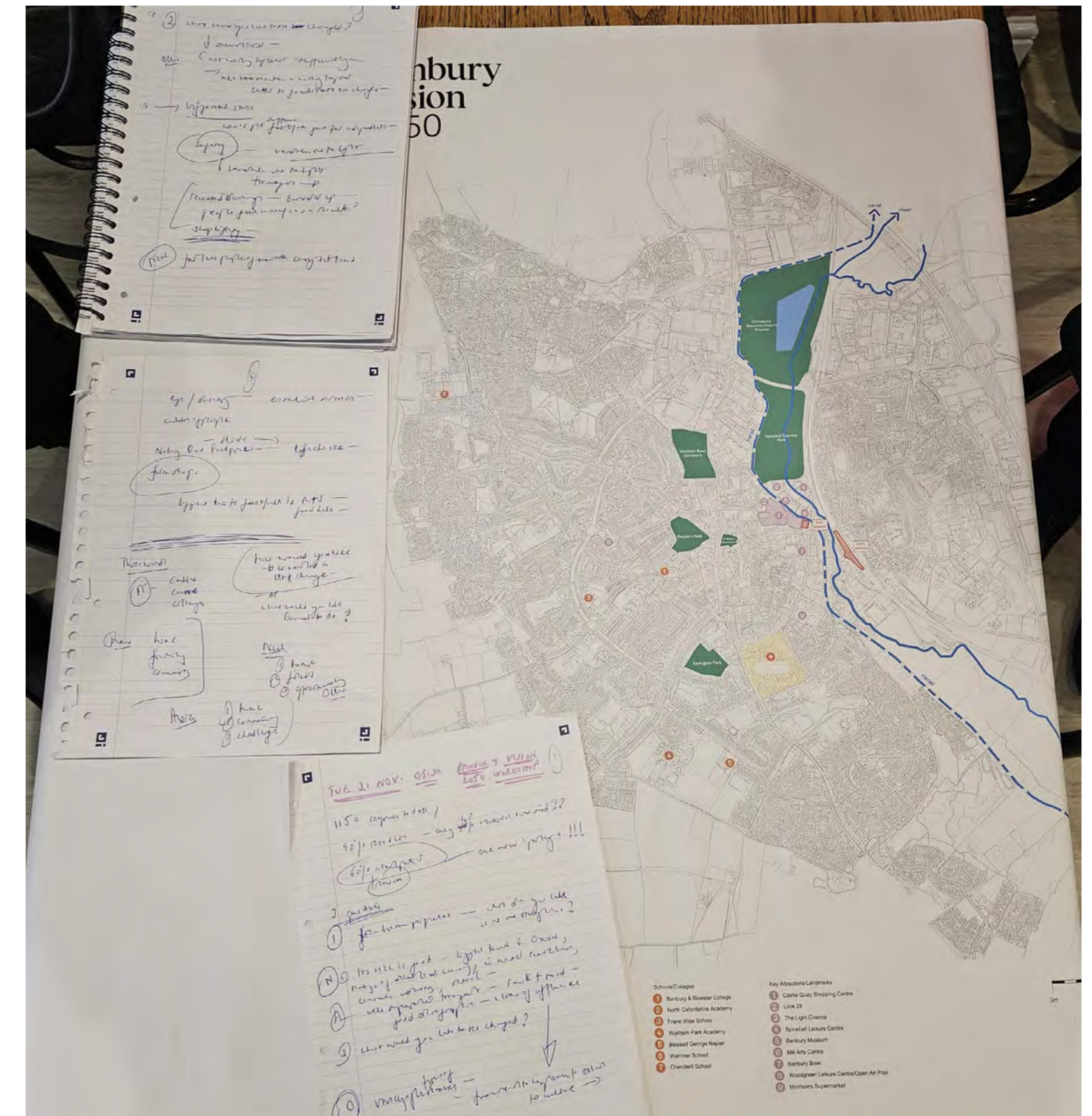


Table 3

Banbury's sense of community spirit was highlighted as a strength, alongside the walkability of the town centre during the day. Banbury is a heritage town and the canal and the museum are strengths as are the parks.

There was a suggestion that more help for 'vulnerable' people in the town might help address some of the concerns regarding safety.

Public transport to villages needs to be better to attract those communities into the town centre and safer walking routes at night. More emphasis on history and heritage to attract and retain visitors. More help for small businesses to work together and pool resources.

Key words included 'rooted', giving the town centre a clear sense of identity.

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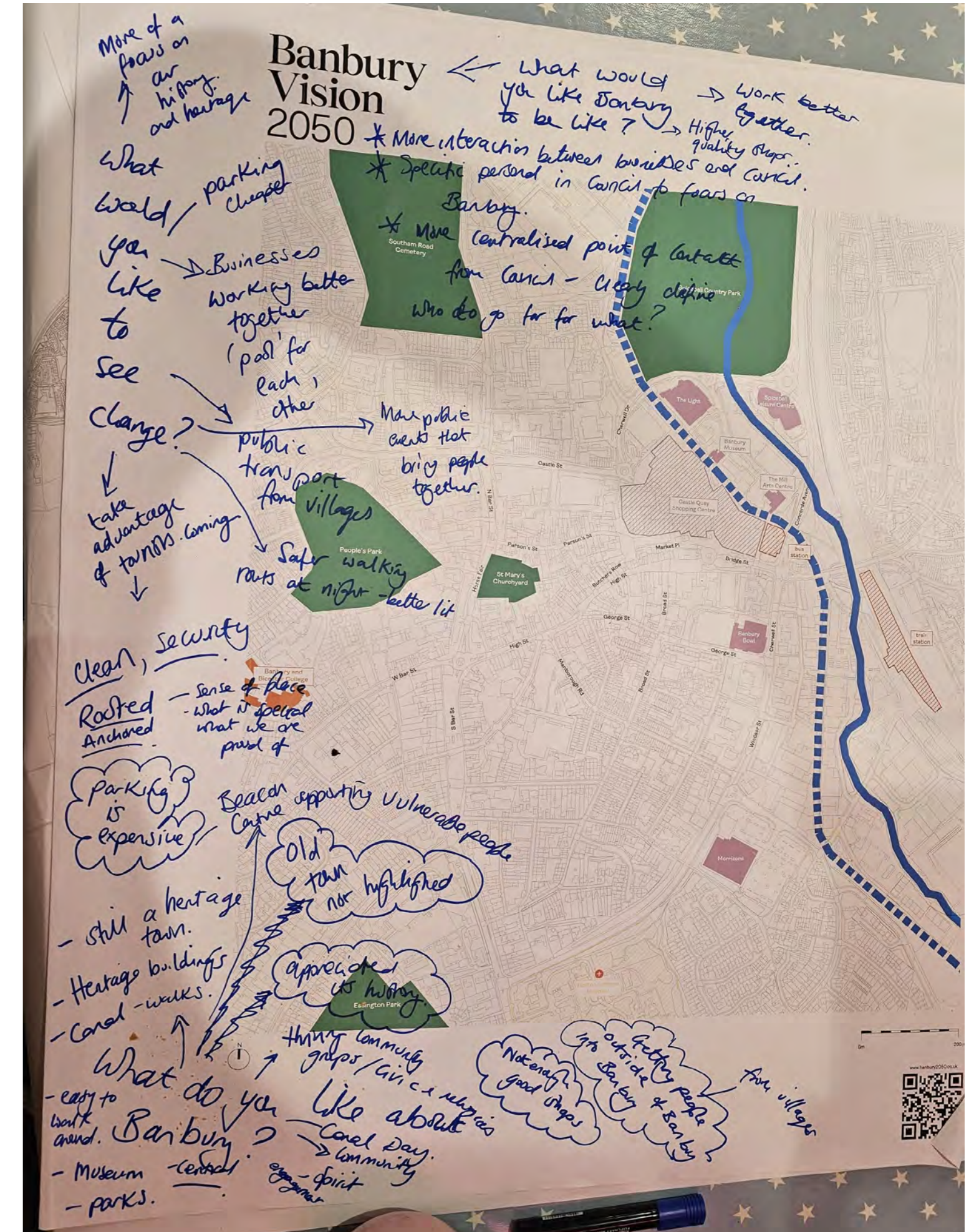


Table 4

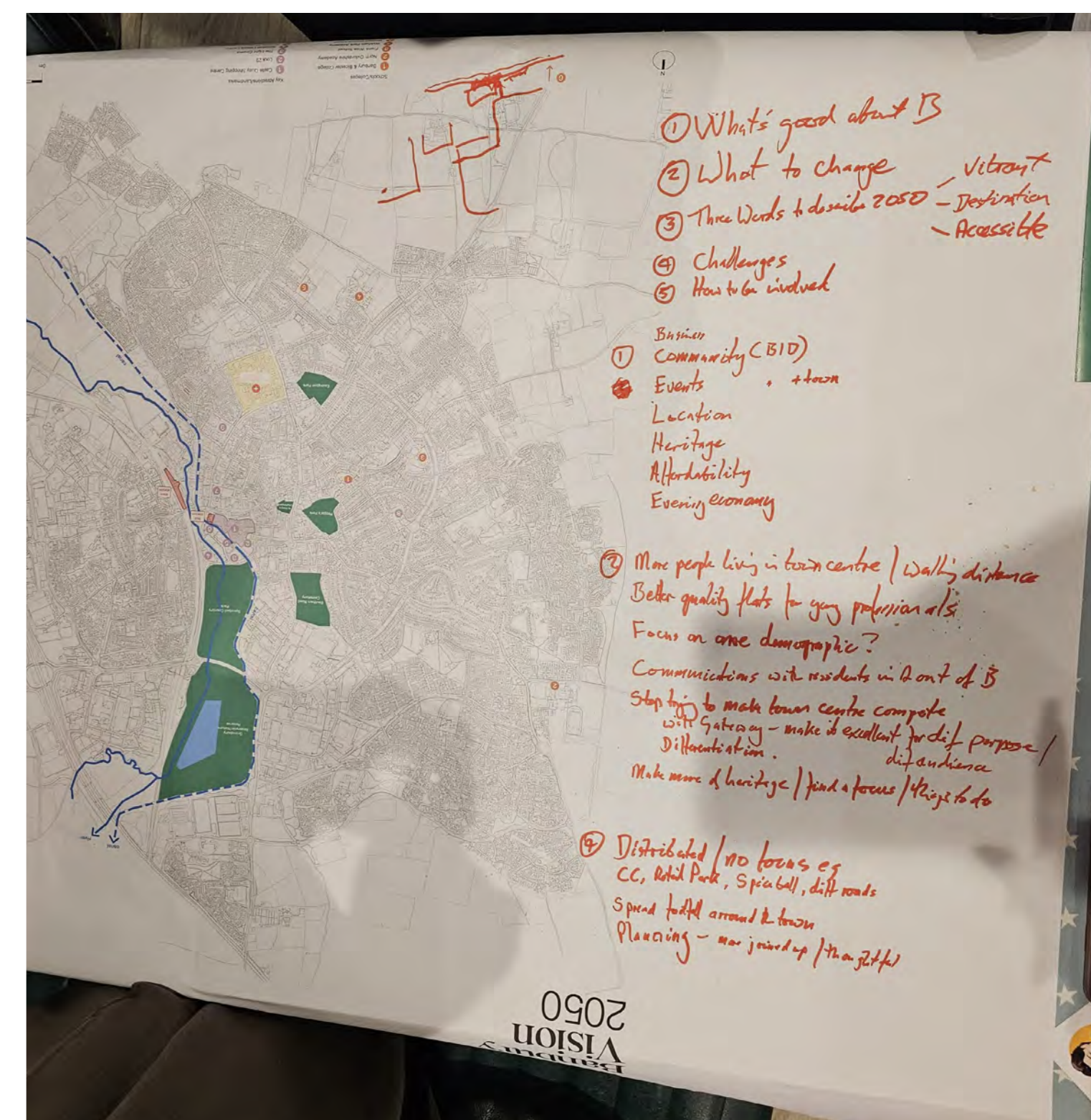
Table 4 highlighted the good work done by the BID and others in terms of events and activities to promote the town centre. Culture and the evening economy were also considered a strength in the town. Affordability of premises and housing relative to other parts of Oxfordshire is a strength but would like to see more people living in the town centre. Better quality flats to attract more young professionals.

Would like to see the town centre stop trying to compete with Gateway retail park in terms of main stream shopping. Have to differentiate and be more boutique and independent.

Would like to see better communication with businesses about what is happening in the town centre. And for decision making within the Council to be more 'joined up'.

Need to spread footfall around the town and make sure people visit all it has to offer.

And supported the previous messages to make more of the heritage. Need to understand more what people outside Banbury want from the town and make it a destination.



# Banbury Vision 2050

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

Table 1

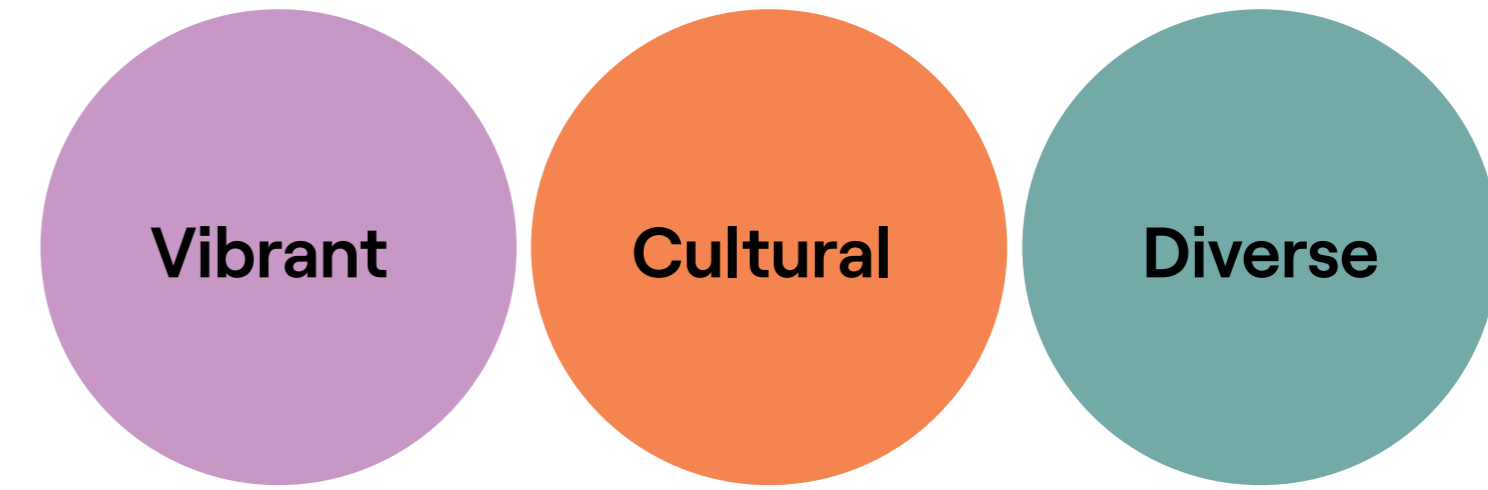


Table 2

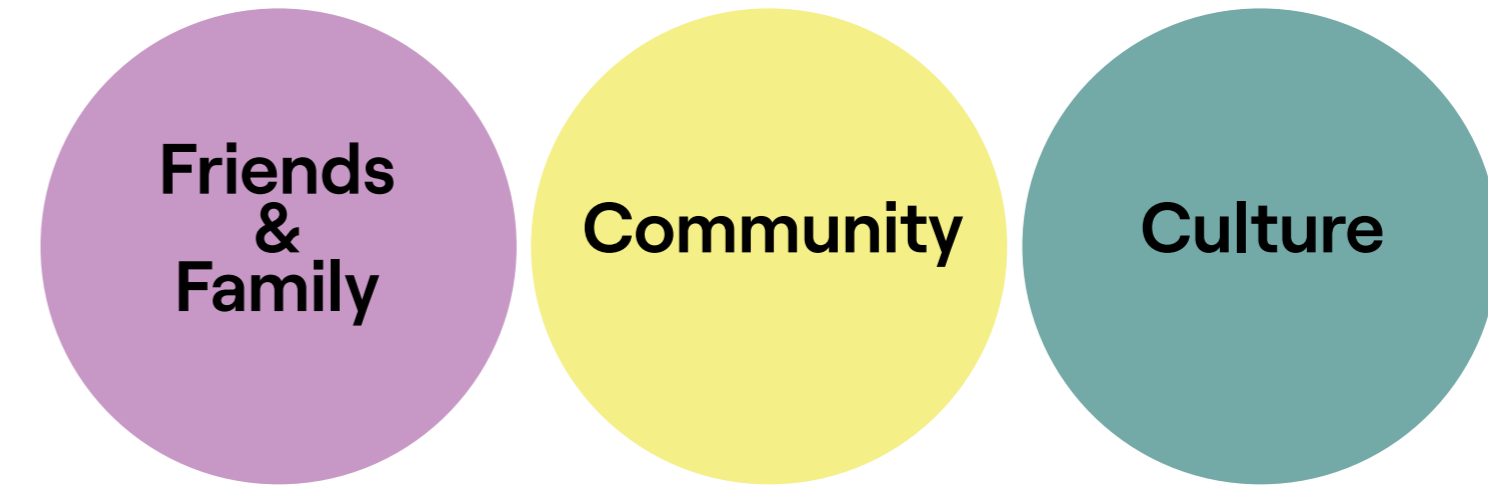


Table 3

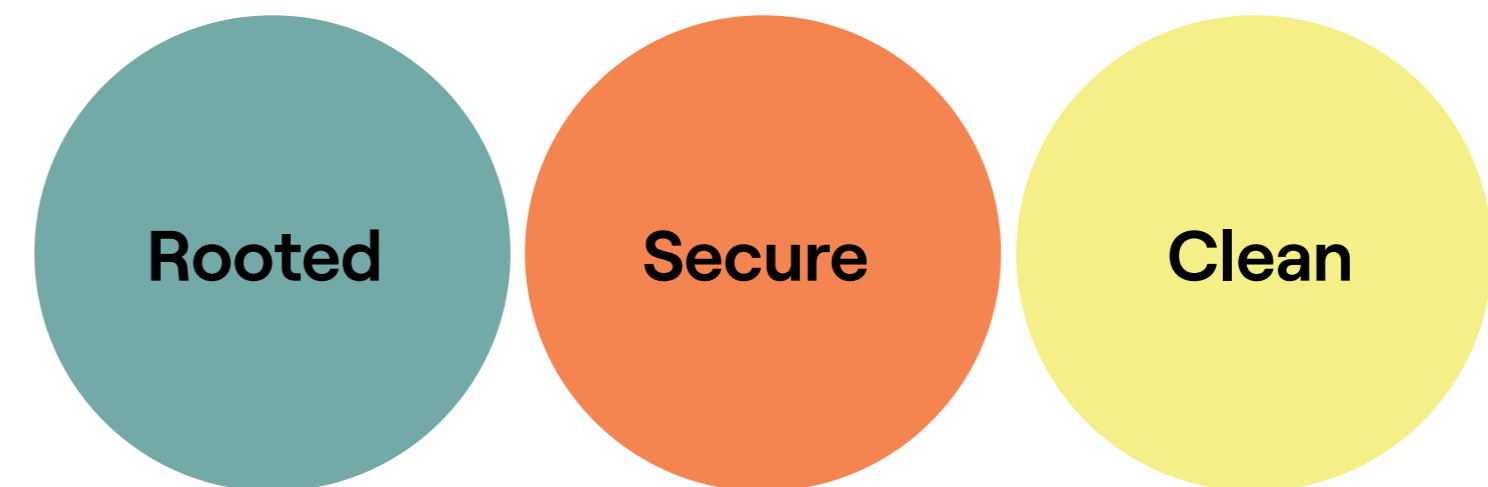
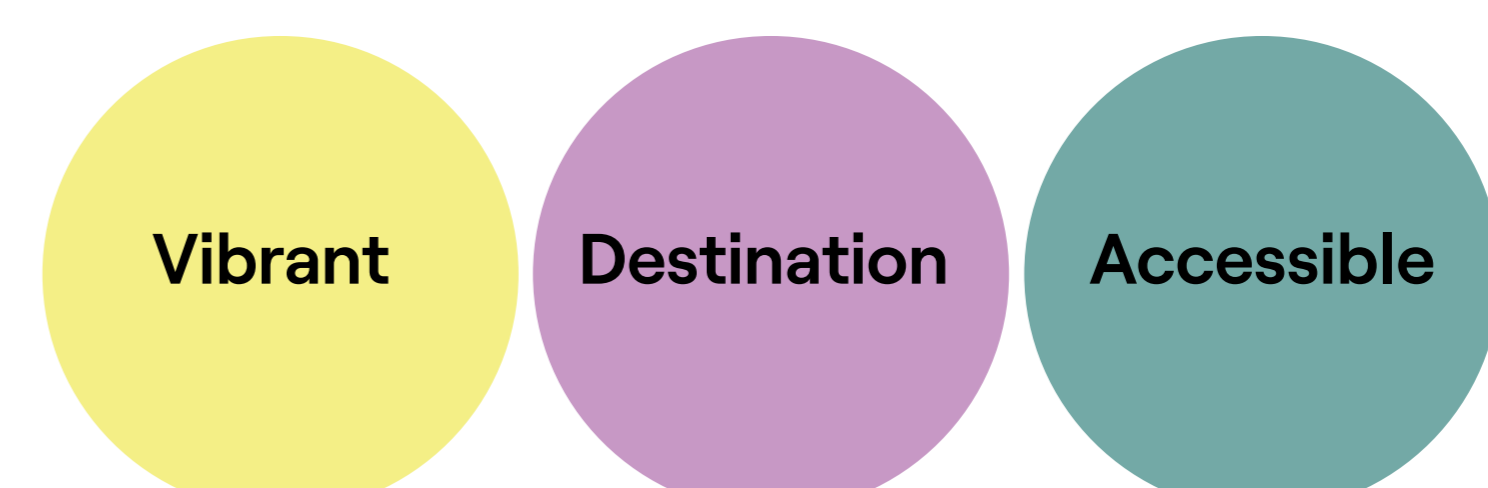


Table 4



# Banbury Vision 2050

Concluding the workshop, businesses were asked to help spread awareness of the public survey using their website and social media, and to display leaflets and posters in their premises to encourage more responses from people living outside Banbury.

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# We need you!

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# Banbury Vision 2050

**Thank you!**



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# Banbury Vision 2050

## Banbury Town Hall Workshop

10<sup>th</sup> January 2024

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**NEW** masterplanning

## Introduction

The final stakeholder workshop was held at Banbury Town Hall on 10th January 2024, bringing together a variety of civic, community and other stakeholders.

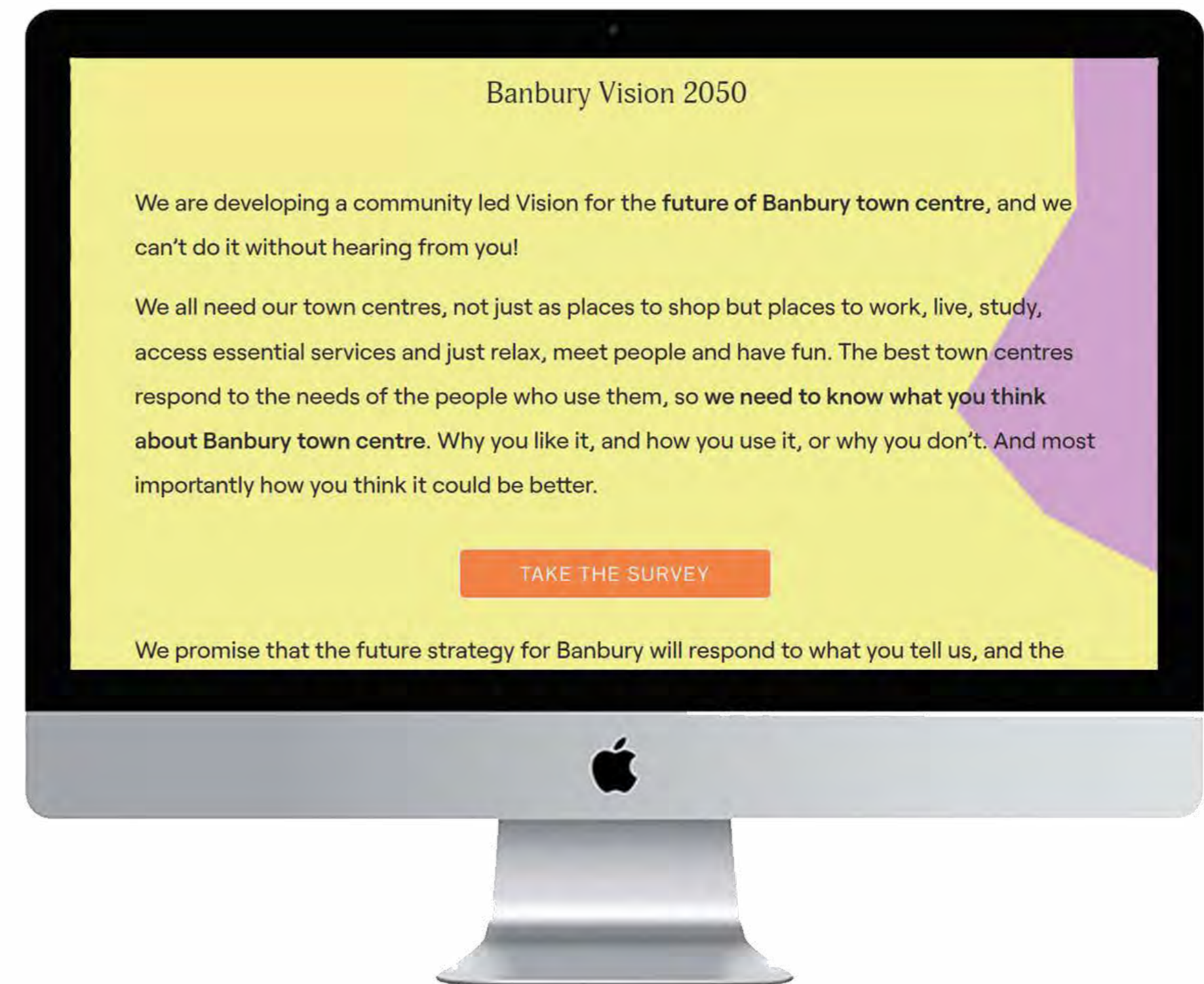
The purpose was to present key findings and issues coming out of the survey to date and to have the invited guests discuss the findings in a workshop session, responding to a series of questions.

At the end of the workshop each group fed back to the larger audience, sharing their discussion points. This summary document highlights the key issues raised by stakeholders and the outcomes/responses to the questions as a record of the event.



## Public Survey

Following introductions, stakeholders were presented with headline findings from the public survey to date. (Extracted Monday 8th January - 2290 responses).



## Workshop

Following the presentation, stakeholders were presented with a number of questions to discuss amongst their tables.

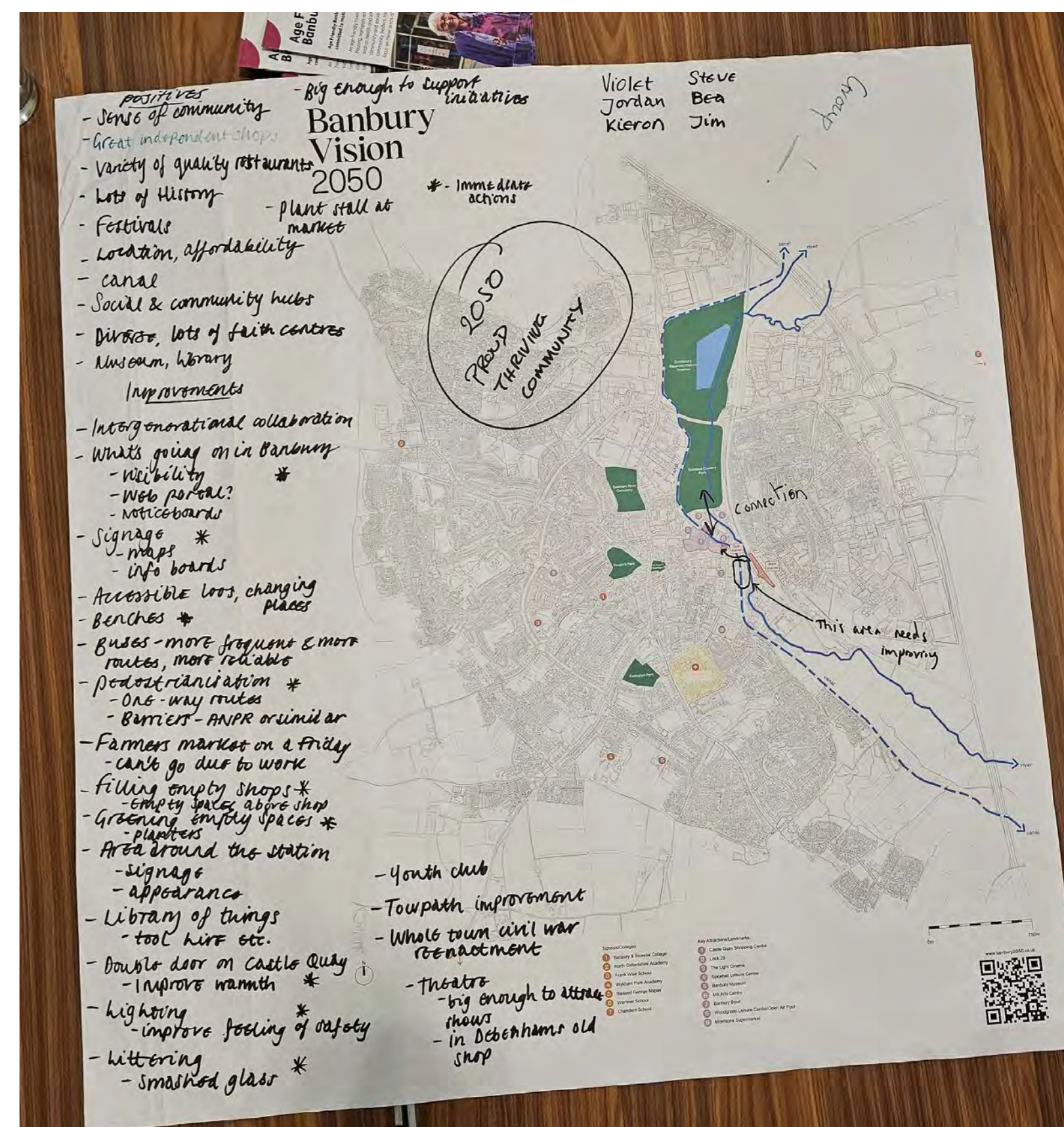
The workshop was based around the following key questions:

- 01\_** *What is good about Banbury?*
- 02\_** *What would you like to see improved?*
- 03\_** *What are the most important projects for Banbury?*
- 04\_** *What do you think could happen now to improve Banbury?*
- 05\_** *3 words to describe the Banbury you would like to see by 2050*

Table 1

Table 1 liked the 'sense of community' in Banbury, the social and community facilities, library, museum and the local history. They noted the canal area, the independent shops, variety of restaurants and festivals. It is an affordable place to live and good strategic location. Big enough to support a variety of facilities.

There was a long list of things to improve. 'Intergenerational collaboration' could be better. Better promotion of what is happening in Banbury. Signage could be much better, especially by rail station, and information boards. Accessible toilets. More places to sit and more planters - Market Square a big opportunity. More frequent buses and more reliable. Shouldn't have to check timetable but know there is a bus shortly. Parsons Street, pedestrianisation needs to be enforced. Farmers market is good but if it was Saturday then more people could go. More pop ups and arts events to fill empty shops. Shops for the community - like 'library of things'. Better lighting, less litter, places for young people not old enough to drink. Larger theatre that can attract bigger shows - maybe using Debenhams.



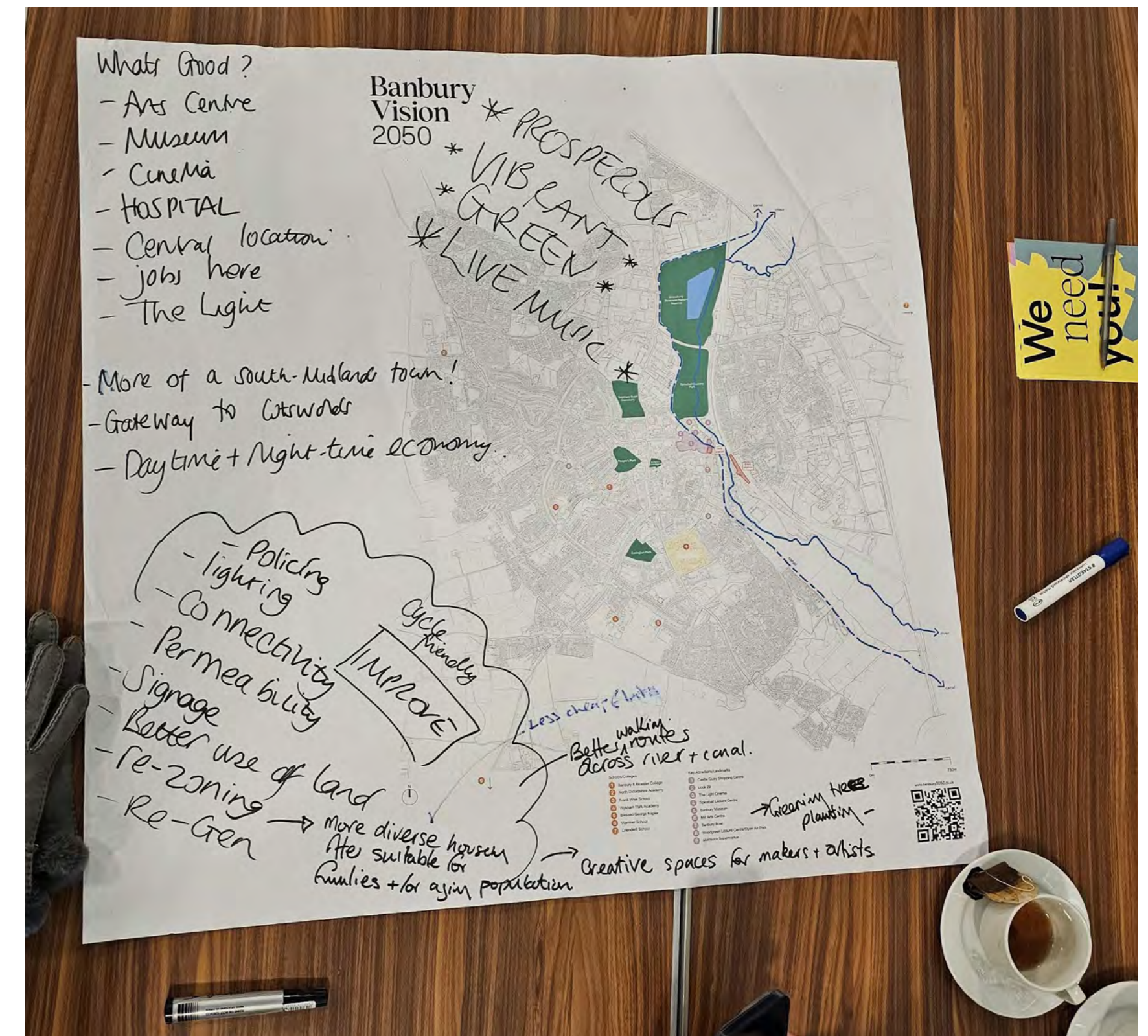
## Table 2

Group 2 commented that the Arts Centre, Museum and Cinema are all good features of Banbury. As are the hospital, central location and good number of jobs. Think it is a Midlands town not just an Oxfordshire town.

Would like to improve lighting (feeling of safety), connectivity (getting from Light to Old Town in the evening is not easy), permeability, crossing of canal, signage and 'day-to-day' policing.

Would like to see areas promoted for creative uses. More diverse housing, suitable for families and older people.

Would like to see more greenery and more live music.



## Table 3

Table 3 like the fact that Banbury is very accessible, particularly by rail from London. Means the town should be able to attract people if it gets the offer right.

There is a good community feel, and active community. Centre is flat and easy to get about. Good green spaces. Area between North Bar and South Bar is a lovely space.

Access through Castle Quay in the evening can be daunting - difficult to get back to car or to bus. Railway access needs improving. Spiceball Park is good but could be better connected to town centre - good quick win to bring more people into the town centre.

Banbury doesn't make enough of town centre heritage. Would like to see more use made of canal boats. Would like to see more in the evening other than pubs - for younger people.

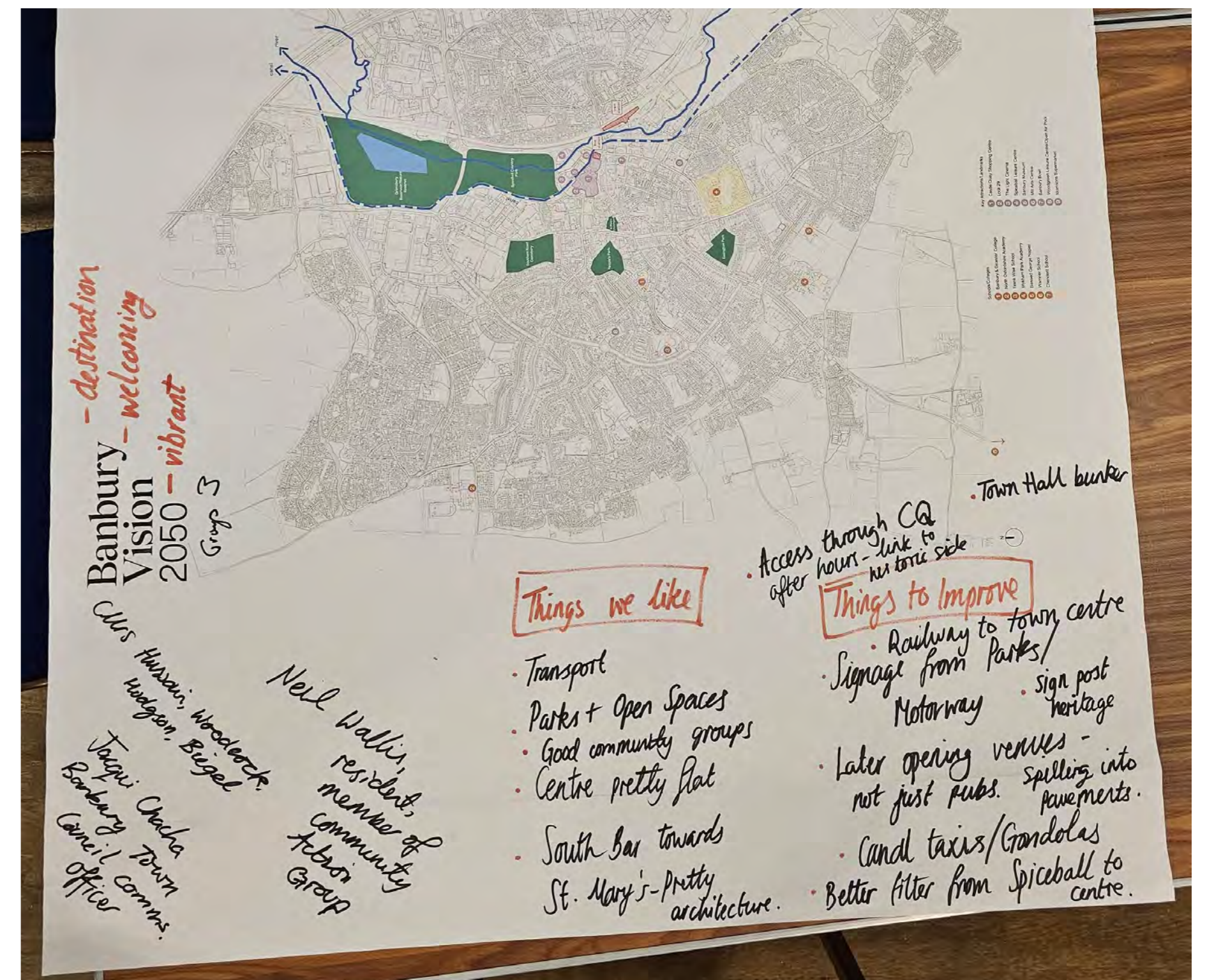


Table 4

Table 4 like the canal and associated attractions, Castle Quay 2 and The Light are major additions. Banbury Museum and Tooleys, and Lock 29 has boosted that area of the town centre.

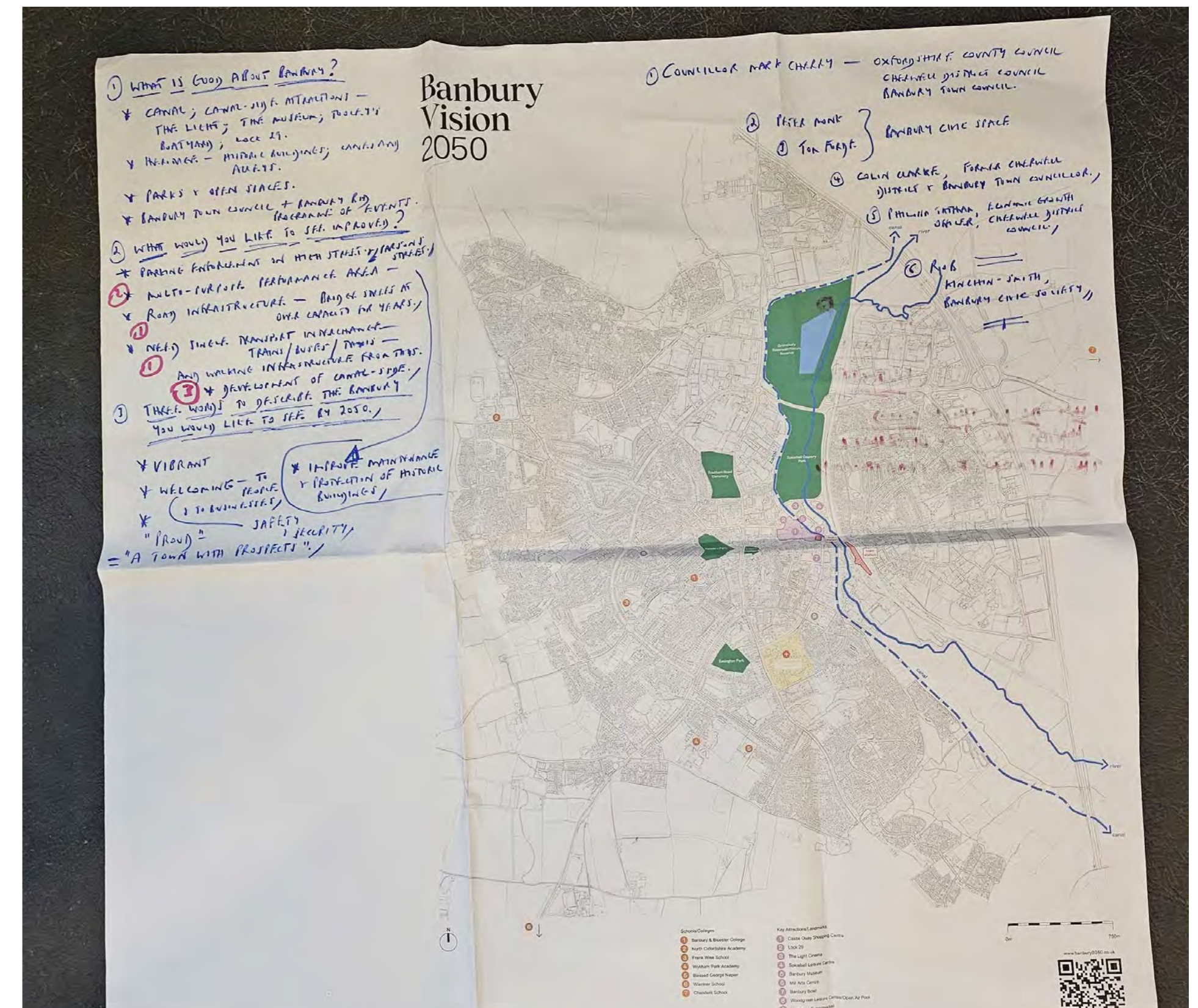
Historic buildings, lanes and alleyways are an attraction. Parks and open spaces are exceptional. Banbury Town Council events are exceptional.

Would like to see parking / servicing enforcement of High Street and Parsons Street - should be pedestrian way for most of the day. 'Multi-purpose' entertainment and performance area - use of Market Square. Market itself needs to be larger.

Transport infrastructure needs improving to cope with housing growth. Bridge Street in particular should be a priority.

Pedestrian routes/walking infrastructure and signage from rail station needs improving. Bus station not large enough. Single transport interchange - bus, rail, taxi - would be beneficial.

Development of canalside should be a priority. Lower Cherwell Street in particular needs improving. Think Banbury is a 'town with prospects'.



# Banbury Vision 2050

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

Table 1

<b>Proud</b>	<b>Thriving</b>	<b>Community</b>
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Table 2

<b>Prosperous</b>	<b>Vibrant</b>	<b>Green</b>
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Table 3

<b>Vibrant</b>	<b>Welcoming</b>	<b>Destination</b>
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Table 4

<b>Vibrant</b>	<b>Welcoming</b>	<b>Proud</b>
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Concluding the workshop, stakeholders were asked to help spread awareness of the public survey before it closes in less than a week.

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# Banbury Vision 2050

Thank you!

# Banbury Vision 2050

## Chamber of Commerce Employer Workshop

30<sup>th</sup> November 2023

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## Introduction

With the help of Banbury Chamber of Commerce, a stakeholder workshop focusing on issues of relevance to businesses and employers was held on November 30th 2023. The event was hosted by Karcher.

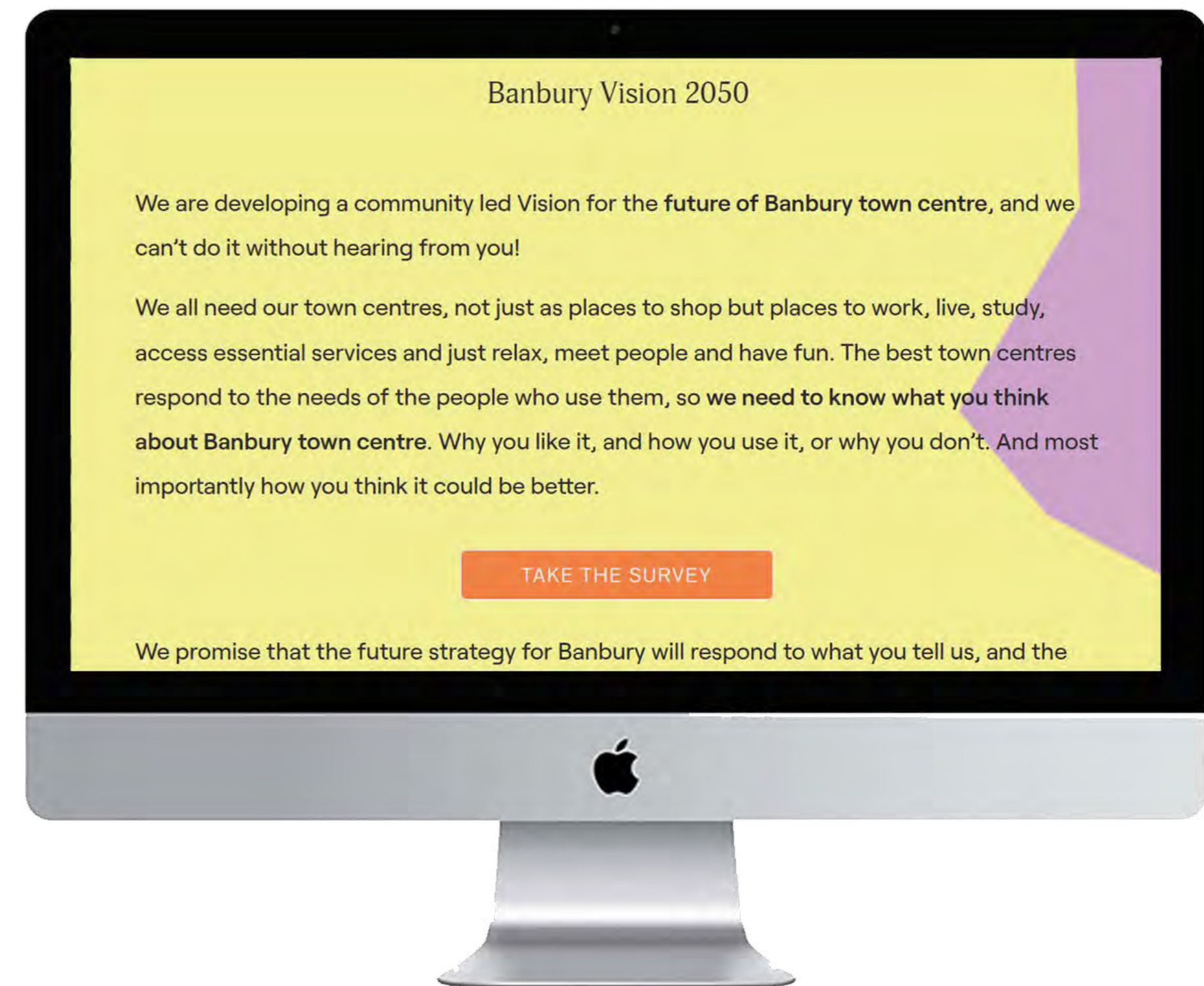
The purpose was to present key findings and issues coming out of the survey to date and to have the invited guests discuss the findings in a workshop session, responding to a series of questions.

At the end of the workshop each group feedback to the larger audience to share their discussion points. This summary document highlights the key issues raised by stakeholders and the outcomes/responses to the questions as a record of the event.



## Public Survey

Following introductions, stakeholders were presented with headline findings from the public survey to date. (Extracted Wednesday 29th November - 1551 responses).



## Workshop

Following the presentation, stakeholders were presented with a number of questions to discuss amongst their tables.

The workshop was based around the following key questions:

- 01\_** *What is good/strong about Banbury from a business/ employer perspective?*
- 02\_** *Do stakeholders agree with the headline issues from the survey so far?*
- 03\_** *What would stakeholders like to see improved in Banbury?*
- 04\_** *Can we choose 3 words to describe the type of town we would like Banbury to be in 2050?*
- 05\_** *What are the key projects that can help deliver this change?*
- 06\_** *Are there any 'quick wins' that can generate momentum?*
- 07\_** *What are the best ways for stakeholders to be involved in delivering the Vision?*

### Table 1:

Steve Gold  
Lisa Mallier  
Nav Dey  
Richard Buckley

### Table 2:

Oliver Wren (Castle Quay)  
Emma McGregor (Bloxham Mill)  
Derek Hestenbach (Renewables Ltd)  
Mike Hirons (Produce Warriors)  
Phillipa Tatham (CDC)

### Table 3:

Charlie and Natasha (Michael Jones)  
Kelly (Banbury Chamber of Commerce)  
John (IT)  
Rebecca (Activate Learning)

### Table 4:

Neil Wild (Banbury Chamber and Wild Property Consultancy)  
David and Harriett Hughes (Horsefair business)  
Peter Kohn (Calthorpe St business)  
Ian Calvert (Coventry based)

## Table 1

Table 1 liked the 'community feel' of Banbury, a 'nice sized' town with a village feel but well located close to the M40. The affordability of housing (relative to rest of Oxfordshire) is also a strength bringing new families to Banbury.

Lock 29 and The Light are major assets - but still with lots of potential to improve.

Would like Banbury to promote its heritage and history better to visitors. And to make more of its retail offer and address the disjointed nature of the town. All towns are facing similar challenges and Banbury needs to make more of its local and independent retailers to differentiate itself from the retail parks - and to find a way to make people who visit the retail park for the 'big' retailers more aware of what the town centre has to offer. Help independent businesses market themselves more effectively by coordinating their efforts.

Would like Banbury to be more connected - in a local way. And to become a destination - so that people in Leamington or Stratford have a reason to come to Banbury and know what that is. Table 1's big suggestion was to build a castle.

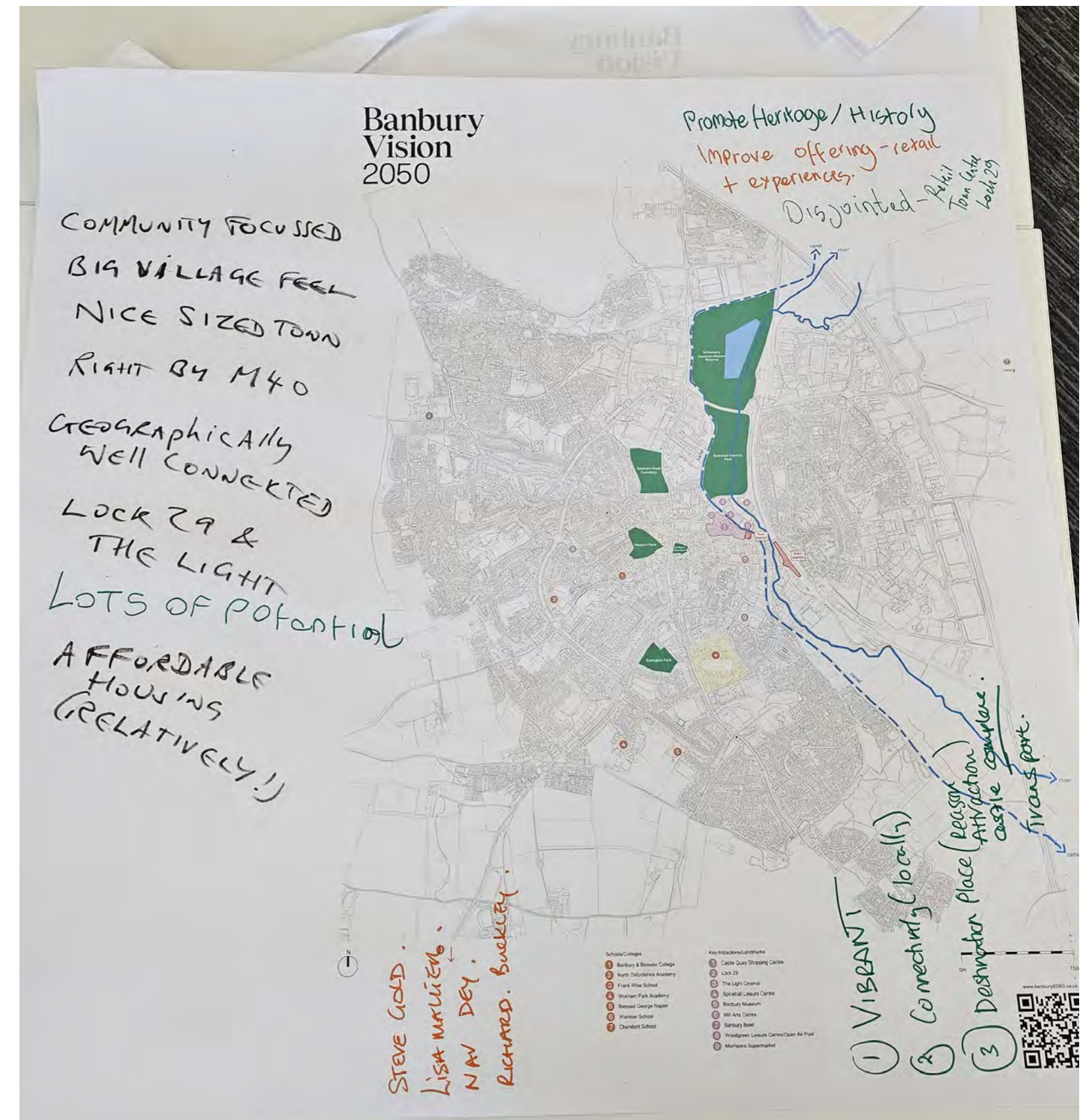


Table 2

New development has improved footfall which is good. The retail offer is not bad but is too spread out. Banbury is reasonably accessible on the major routes.

Heritage attractions are good, Mill, Museum, Tooleys Boatyard and canal generally is good. Decent eating and drinking offer. Lots of employment opportunities.

Need to improve security and safety of the community. Concern regarding prevalence of drugs.

Want to make things better for pedestrians and cyclists but also make sure that we are not excluding less mobile people. Need to give young people opportunities to socialise with other young people.

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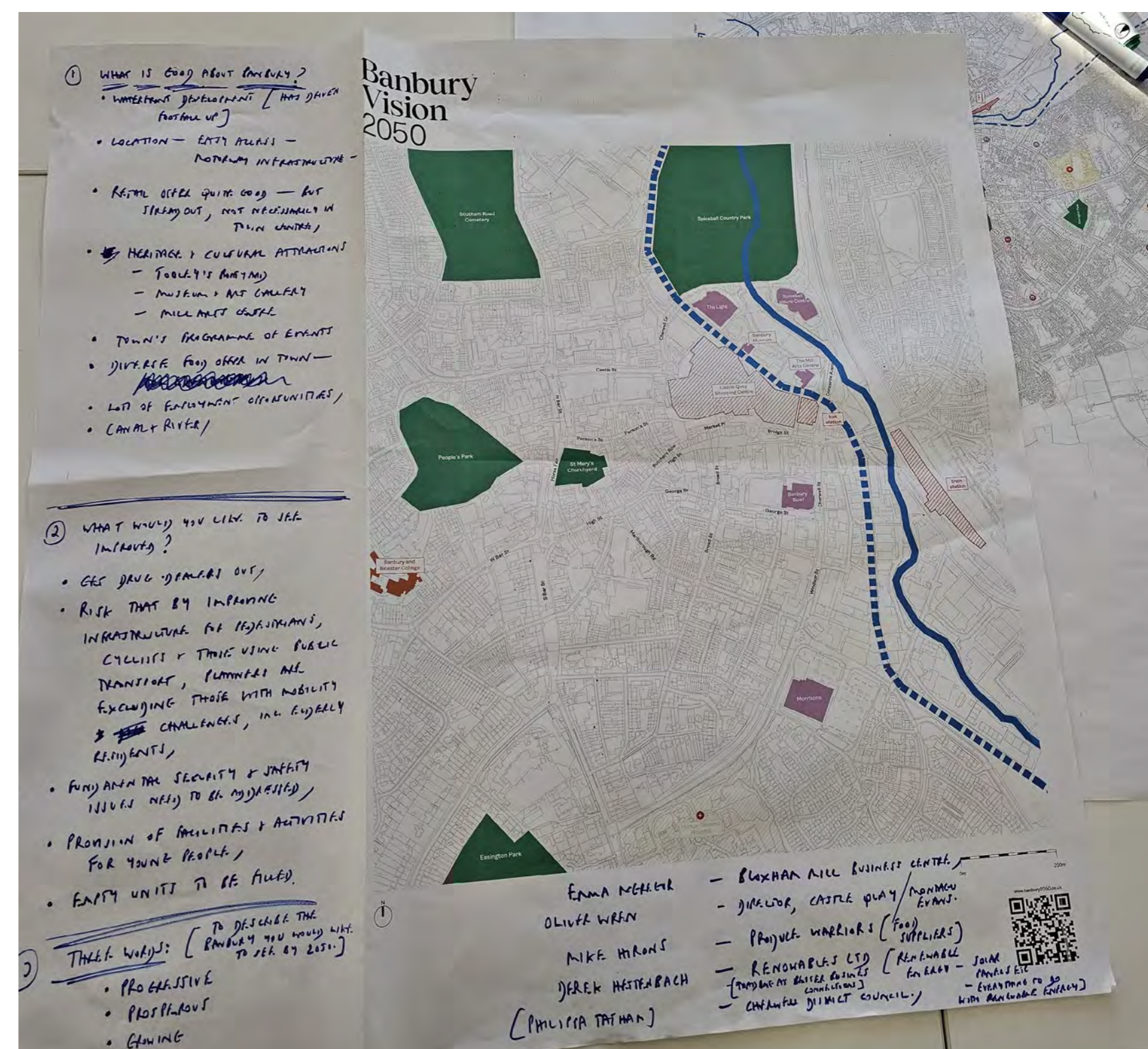


Table 3

Heritage and architecture are strengths - but could be improved. Good employment opportunities. relative affordability of housing.

Lock 29, The Light and restaurants are good, as is Spiceball although maybe a little expensive. Retail parks are ok but slightly generic.

Town centre needs to be a safe space. Want to improve the visitor economy - activities such as ice rinks. Theatre and concert hall - need a larger venue. Support independent shops.

Is it a good idea to concentrate everything in a smaller area (eg moving library) or should we be working out how to integrate the spread out attractions more effectively?

Think parking is expensive and traffic congestion is an issue.

Want the town to be innovative - and emphasised forward-thinking. Resilient meaning able to cope with whatever changes are happening by 2050.

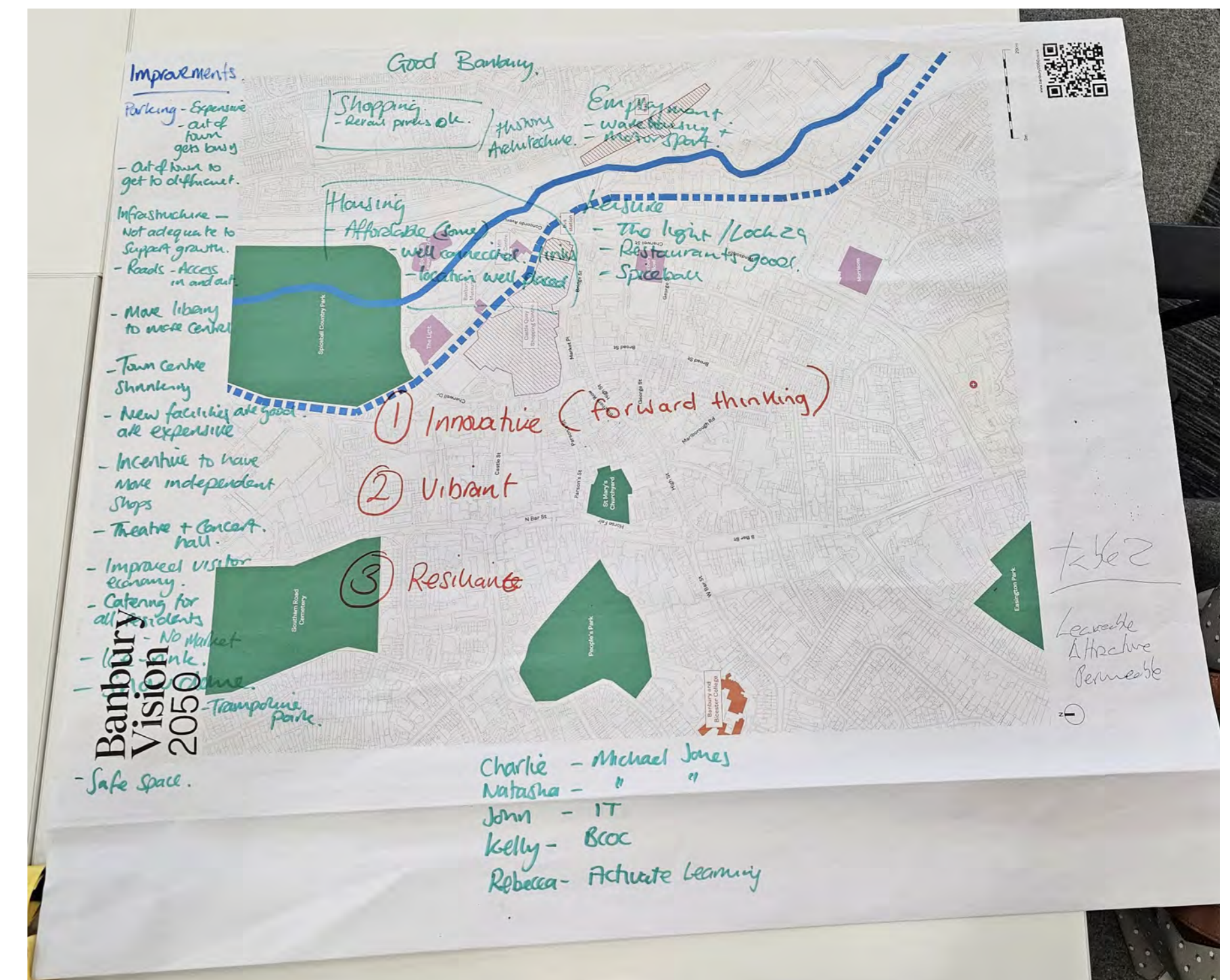


Table 4

Banbury is bigger than people think - second biggest town in Oxfordshire and shouldn't maybe compare it with smaller market towns such as Brackley.

Want to see unloved areas improved. Routes to the football club and rail station. BT phone boxes that are unused.

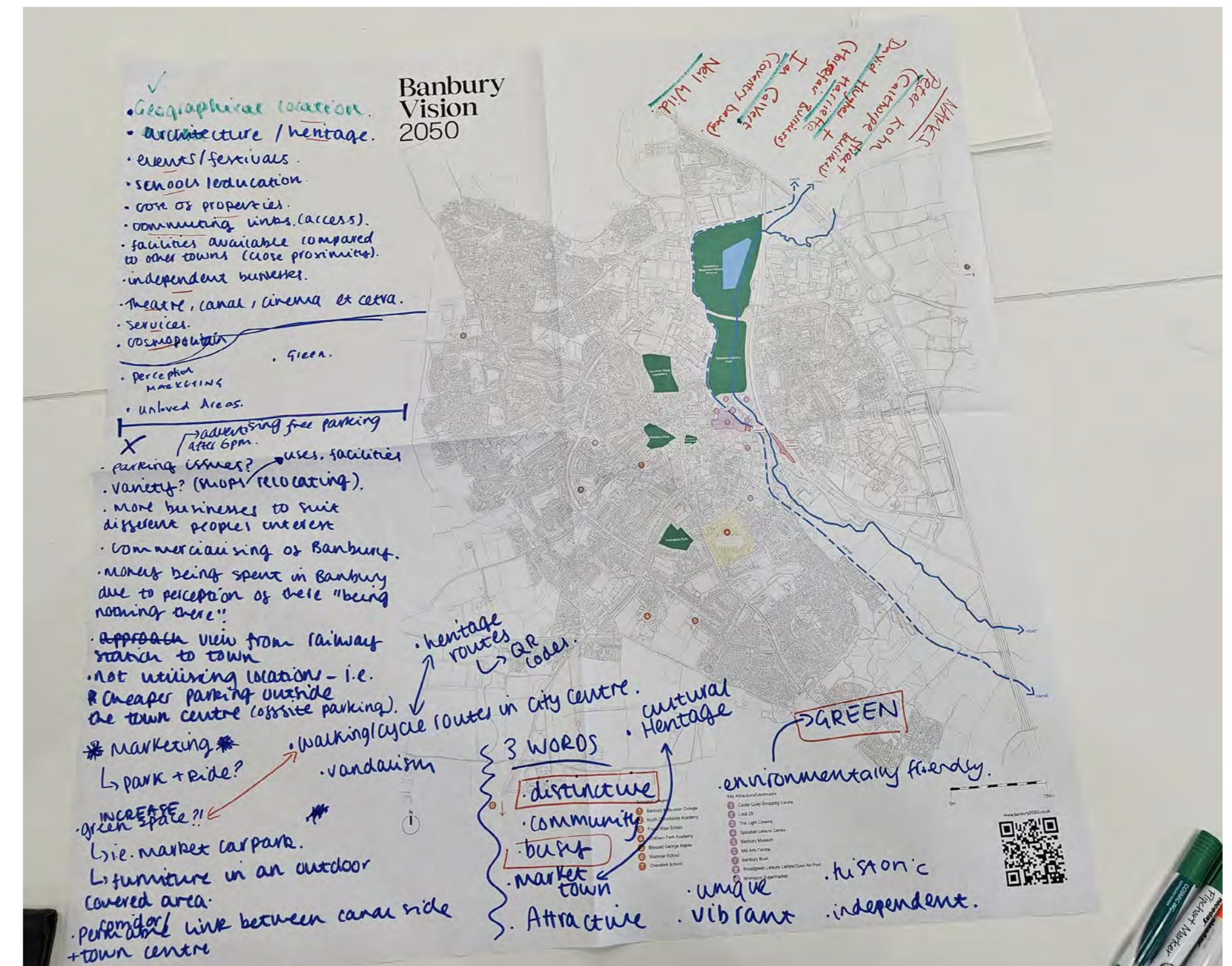
Problem with perception of the town - people think there is nothing in the town centre - but there is a problem with communication. eg people complain that there isn't free parking after 6pm but there actually is.

Better information - e.g. on where parking spaces are available.

What is the brand? Is Banbury a market town any more? What is Banbury? People struggle to define what the town is and haven't got to grips yet with its size and how to market it.

Distinctive is key. Differentiating Banbury.

Green is important - what is going to happen over next 25 years. People will want to live differently - will need and want to walk and cycle and use the bus so need to make this attractive for them. Need to think about green economy and circular economy.



# Banbury Vision 2050

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

Table 1

<b>Vibrant</b>	<b>Connected</b>	<b>Destination</b>
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Table 2

<b>Progressive</b>	<b>Prosperous</b>	<b>Growing</b>
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Table 3

<b>Innovative</b>	<b>Vibrant</b>	<b>Resilient</b>
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Table 4

<b>Distinctive</b>	<b>Busy</b>	<b>Green</b>
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Concluding the workshop,  
stakeholders were asked to help  
spread awareness of the public  
survey.

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# Banbury Vision 2050

**Thank you!**

# Banbury Vision 2050

## Cultural Workshop

28<sup>th</sup> November 2023

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**NEW** masterplanning

## Introduction

Working with Art\_Reach, a stakeholder workshop focusing on the issues relevant to cultural and creative organisations was held on November 28th 2023. The workshop was held from 12-3pm, and hosted by the Mill Arts Centre.

The purpose was to present key findings and issues coming out of the survey to date and to have the invited guests discuss the findings in a workshop session, responding to a series of questions.

At the end of the workshop each group feedback to the larger audience to share their discussion points. This summary document contains the slides presented to the attendees and outcomes/responses to the questions as a summary of the event.



## Public Survey

Following introductions, stakeholders were presented with the findings from the public survey to date. (Extracted Friday 24th November - 1342 responses).

The presentation outlined the process of engagement and how the Vision process ties in with the more detailed Cultural Strategy being prepared by Art\_Reach.

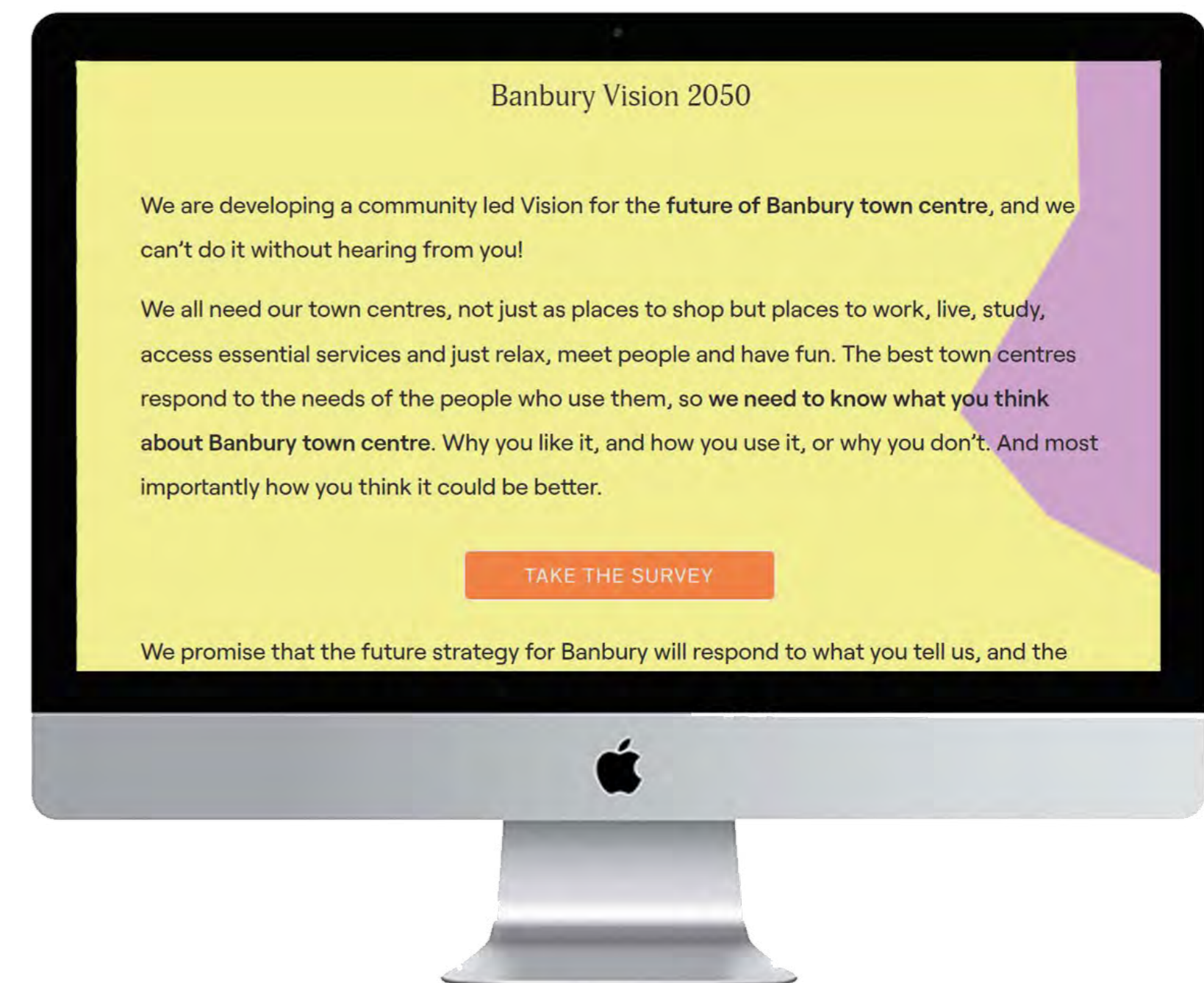
Organisations were encouraged to promote the survey to visitors as only 4% of those completing the survey had identified themselves as visitors rather than living or working in Banbury.

The presentation then highlighted the strength of Banbury in terms of the variety of reasons people visit the town. But it also highlighted concerns

being expressed about the quality of the retail offer, and the number of people visiting the retail parks but not the town centre. It highlighted the relative strength of the cultural sector as a draw for Banbury, as well as the events, but noted that people still wanted to see it improved and that this would encourage them to visit Banbury more often.

The survey results showed the importance of The Light, Mill Arts Centre and The Museum as cultural attractions and evening destinations. The old town also provided a second destination, particularly in the evening.

The parks and green spaces were identified as strengths and as important elements in the town's cultural and leisure offer.



## Workshop

Following the presentation, stakeholders were presented with a number of questions to discuss amongst their tables.

The workshop was based around the following key questions:

- 01\_** *What is good/strong about Banbury from a cultural, creative and leisure perspective?*
- 02\_** *Do stakeholders agree with the headline issues from the survey so far?*
- 03\_** *What would stakeholders like to see improved in Banbury?*
- 04\_** *Can we choose 3 words to describe the type of town we would like Banbury to be in 2050?*
- 05\_** *What are the key projects that can help deliver this change?*
- 06\_** *Are there any 'quick wins' that can generate momentum?*
- 07\_** *What are the best ways for stakeholders to be involved in delivering the Vision?*

### Table 1:

Simon (Community Album)  
Sarah and Serina (St Mary's church)  
Joanne (Wood Green Community Centre Library)  
Paula CDC (Outreach)

### Table 2:

Banbury Cross Players  
Banbury Operatic Society  
Banbury Museum  
Banbury Folk Club  
Odyssey Theatrical

### Table 3:

Andrew Lister (The Mill)  
Simon Townsend (Banbury Museum)  
Chris Duxbury (Banbury Town Council)  
Helen Forde, (Banbury Historical Society)  
Oliver Wren (Castle Quay)  
Phillipa Tatham (CDC)

### Table 4:

Lesley (Experience Oxfordshire)  
Yasmin (Banbury Mosque)  
Kelly (Banbury BID)

### Table 5:

Ash (Bakers World)  
Lynda (Community Action Group)  
Val (Milltown Singers)  
Bobbie (Cherwell Choral Society)  
Helen (Age UK)

### Table 6:

Marie and Jane (Banbury Choral Society)  
Nicky and Debs (Cherwell Theatre Company)  
Barbara (The Mill)



## Table 2

Table 2 thought there was a need to improve communication between groups, avoiding clashes and coordinating events and programmes.

They love the Mill performance space but there is a need for larger space (although St Mary's representatives highlighted that they have larger capacity for events). Banbury should aspire to a theatre space for 400 which brings in different companies (professional) and different scale of events. Heard the rumour about the theatre moving into Debenhams and would support that.

Parking is important and they welcomed the fact that it was free to park after 6pm (which you don't always get in other larger towns). But public transport in the evening needs to be improved and although Banbury is fortunate to have a railway station so close to the town centre the route from the rail station to the Mill is very poor.

There is significant population growth in the estates surrounding Banbury - and the town needs to make sure the new young people want to come to Banbury. Mustn't be a town centre just for older people. So it needs to be 'eclectic' and provide a variety of cultural activity and attractions that will appeal to different audiences.

Banbury needs to be 'authentic' - no point trying to ape Leamington or Stratford but needs to be true to itself.

Need to keep sharing data and proposals with the public to involve them in delivering the Vision.

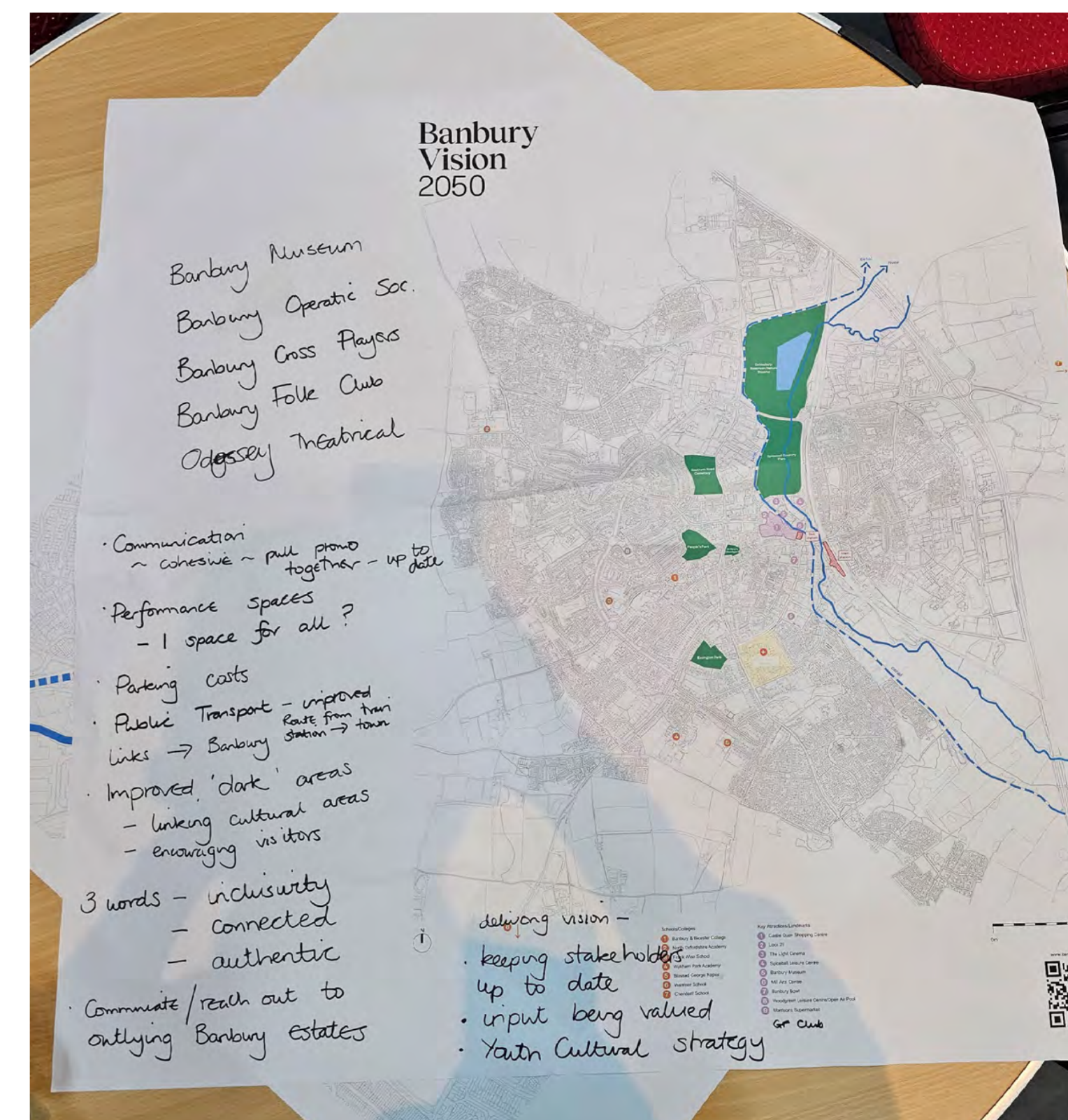




Table 4

Table 4 found the survey results interesting and generally agreed. Table said the canal, Light, Museum, Mill, Tooleys are all strong. Would like to see a larger venue - perhaps by reusing a venue (the church noted that they are the largest venue and can hold 700 people).

Like the idea of the library becoming more central. Good annual events and pop up community events. Think some of the walking trails are good and that a historical route map being prepared.

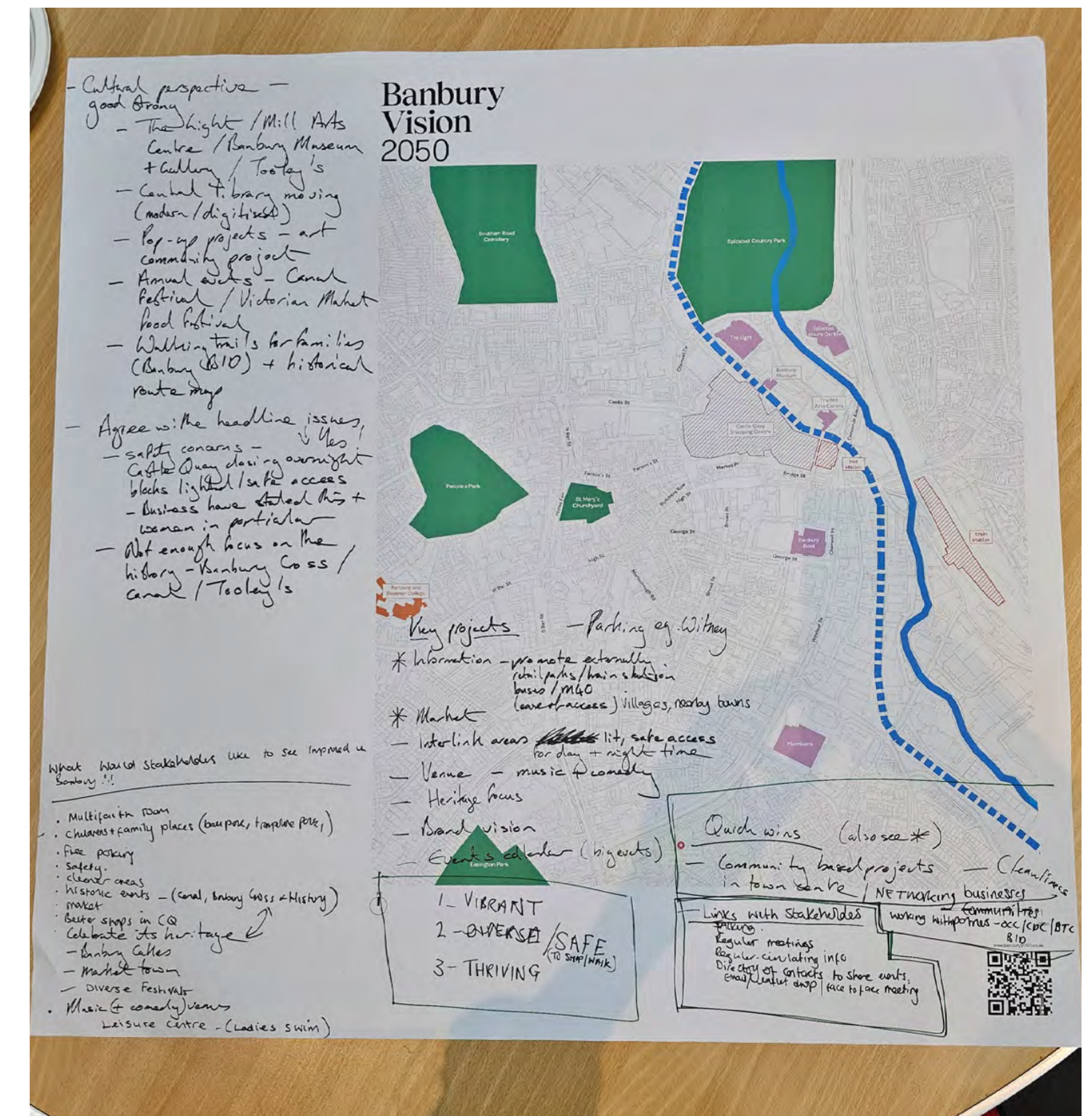
Banbury has great access - road network, bus and rail station and need to get information out about that. Need to improve connectivity with the retail parks - complementary approach.

Agree that safety and cleanliness is an issue - even if it is perceptions rather than actual crime. Need more emphasis on heritage of Banbury - Banbury Cross and maybe Banbury Cakes?

Would like to see free parking (referenced Witney), multi-faith room, better provision for children and families. The market needs improving (it is a market town!) and markets are a big draw for other towns celebrating local producers. The range of shops in Castle Quay needs addressing.

Would like to see a strong brand as part of the Vision. And a coordinated even calendar, and more information and a directory of contacts.

Need to think about the flow of people around the town. Highlighted the issue in the evening when Castle Quay is closed and the difficult walking routes from car parks (particularly for women).



## Table 5

Banbury has a good number of musical organisations. Mill, Museum and canalside area, including community garden are good assets, as is the community space in Castle Quay. Wondered if the town needs a large attraction to draw people in, including larger venue. Would like to see better use of empty units in Castle Quay for cultural activity.

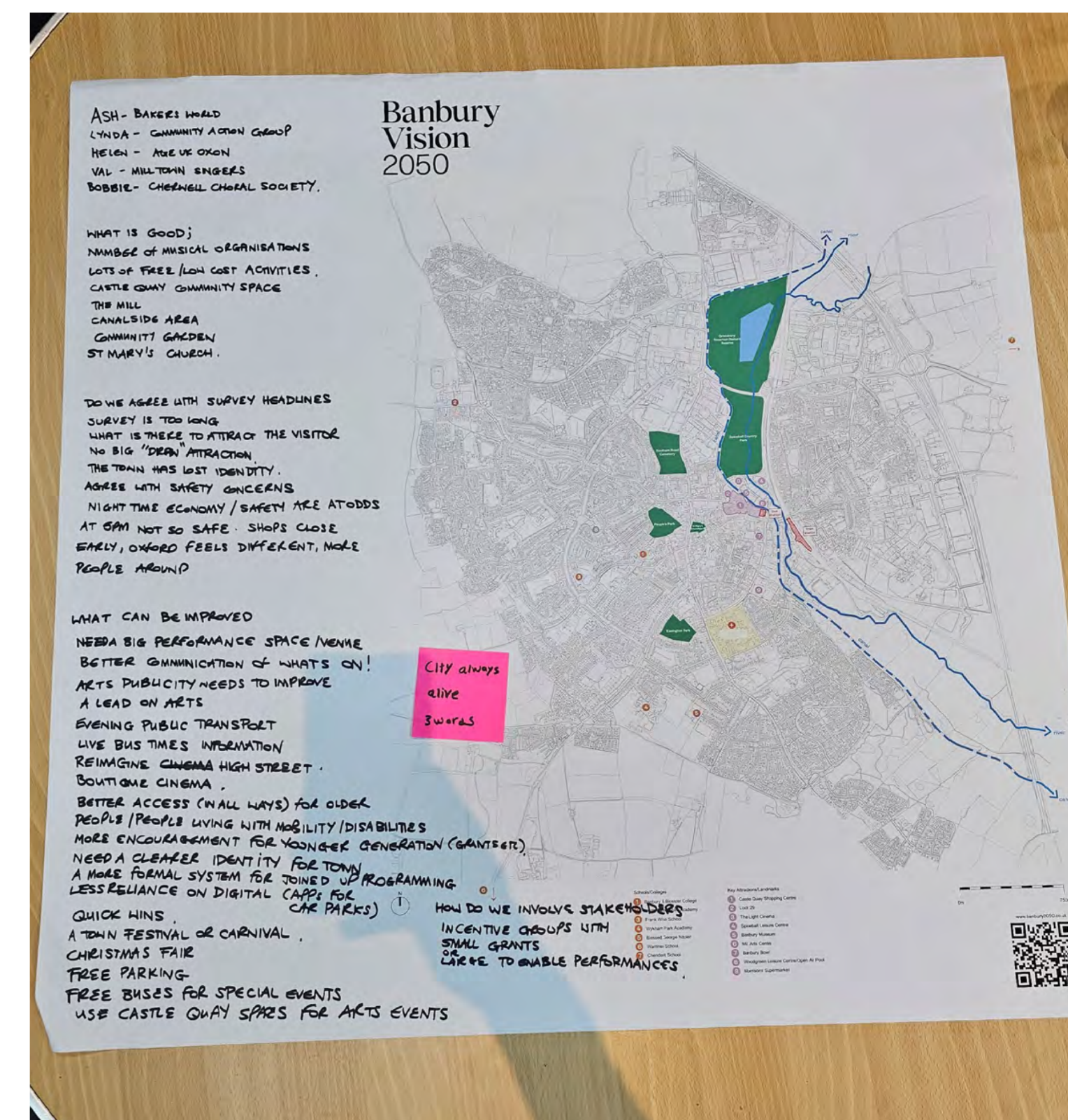
Banbury needs stronger identity.

Agree with safety concerns, particularly in relation to the evening economy. If shops could stay open a bit later it might help it feel safer.

Would like to see better publicity and coordination for cultural events. Maybe a single body to oversee this and provide information. And more encouragement to young people to enable them to participate in arts and culture.

Better live time bus information and better services in the evening. And better access for people with mobility issues. Need to retain non-digital access for parking payments.

Would like to see free bus services for special events (maybe shuttle buses) and free parking at times (was reference to the fact that there is free parking at certain times but not always well known).





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

Table 1

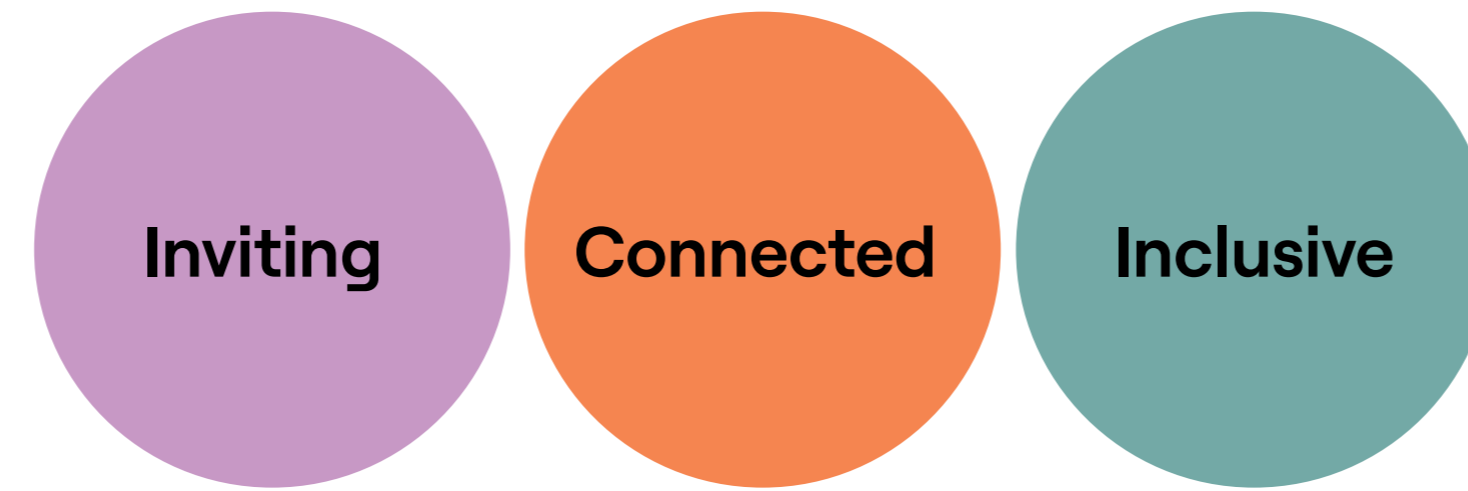


Table 4

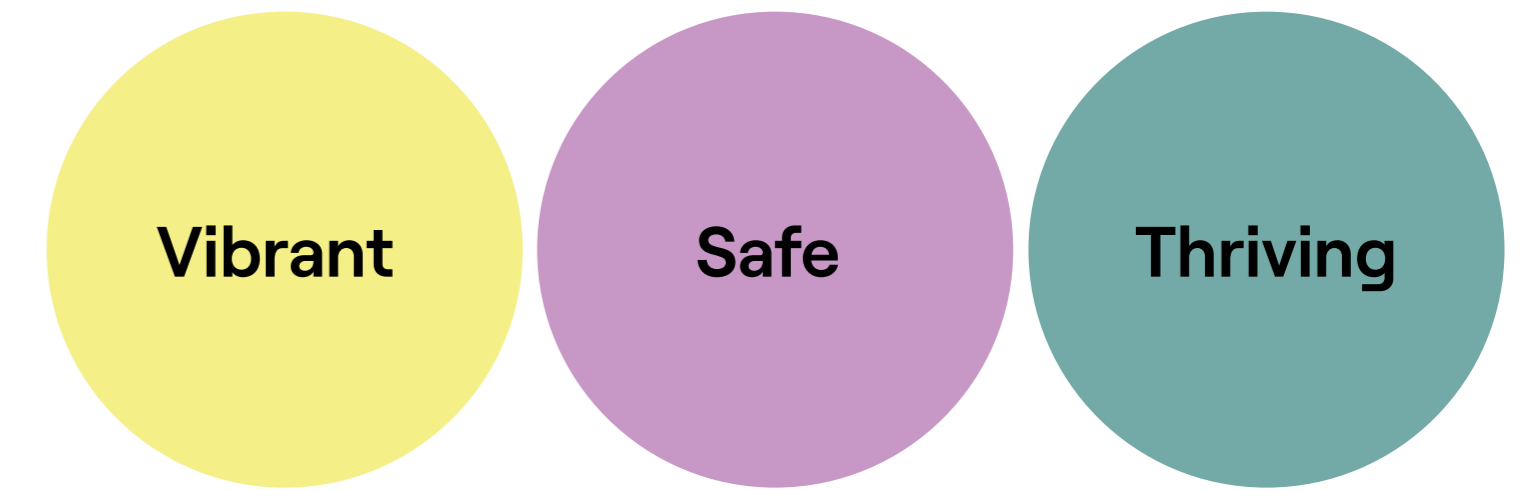


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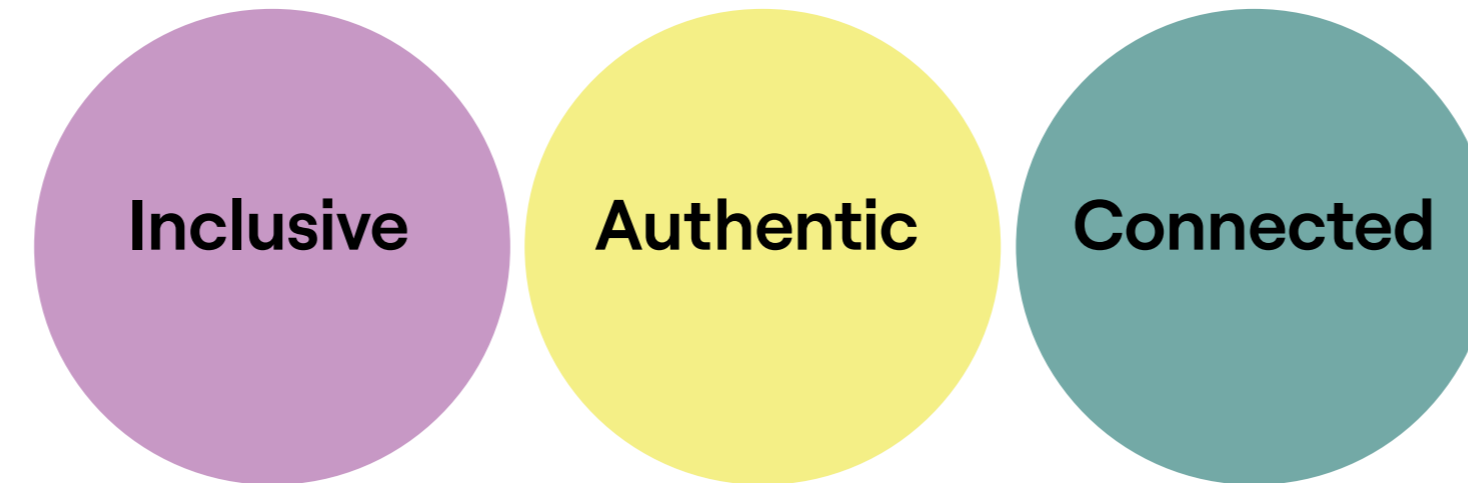


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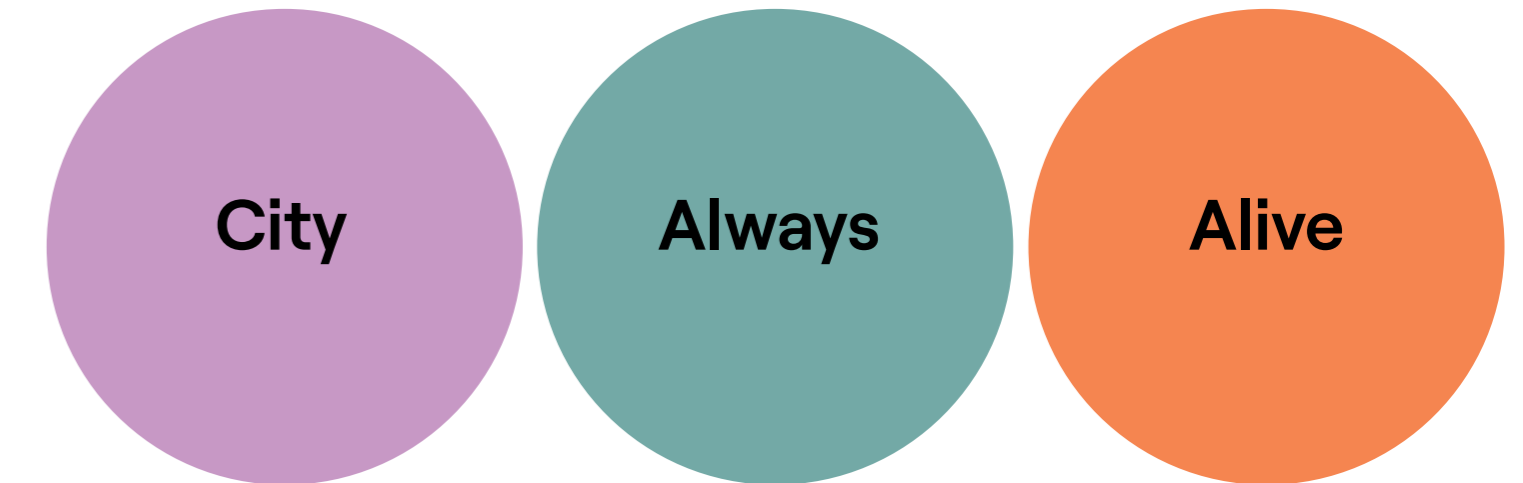


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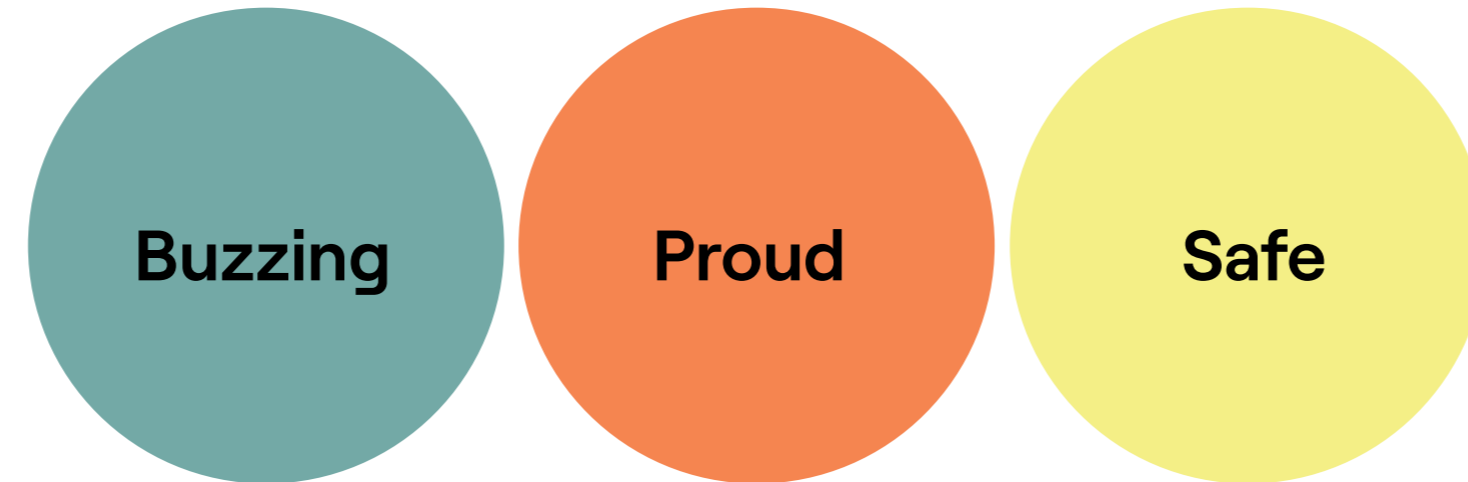


Table 6



Concluding the workshop, stakeholders were asked to help spread awareness of the public survey using their website and social media, and to display leaflets and posters in their premises to encourage more responses from people living outside Banbury.

**We  
need  
you!**

Have your say on Banbury  
Town Centre → [Banbury2050.co.uk](http://Banbury2050.co.uk)

**Tell  
us!**

What do you think would make  
Banbury a better place for everyone?  
[www.Banbury2050.co.uk](http://www.Banbury2050.co.uk)

**Share  
Share  
Share**

Share your thoughts on the  
future of Banbury Town Centre  
[www.Banbury2050.co.uk](http://www.Banbury2050.co.uk)

# Banbury Vision 2050

Thank you!

# Banbury Vision 2050

## Banbury Vision 2050 Student Workshop

9th November 2023

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HemingwayDesign

**NEW** masterplanning

## Introduction

On November 9<sup>th</sup> 2023, to coincide with the public survey launch, and to ensure that the young people of Banbury and Cherwell are placed at the heart of the engagement process, HemingwayDesign hosted workshop with 32 students from Banbury College, North Oxfordshire Academy, and Wykham Park Academy in Lock29 event space.

### Student Workshop:

**Date:**

9th November 12-3pm)

**Venue:**

Lock29, Castle Quay

**Invited:**

Banbury & Bicester College  
Wykham Park Academy  
North Oxfordshire Academy  
The Warriner School  
Blessed George Napier School  
Chenderit School  
Frank Wise School

**Attendees:**

Banbury & Bicester College: 14 students  
Wykham Park Academy: 12 students  
North Oxfordshire Academy: 6 students

**Timings/Agenda:**

12pm: Arrival and pizza lunch for students in Lock29

12.50pm: Move in to Lock29 events space

1pm: Intro from HemingwayDesign about town centres, importance of a Vision and it being driven by local and young people

1.20pm: Student workshop - Questions

2.05pm: Feedback

2.45pm: Reminder for everyone to complete the online survey



# Banbury Vision 2050

## Workshop

Following a short presentation by HemingwayDesign on town centres, and the importance of Visions being led by young people, the students were presented with four workshop questions, to discuss/respond to collaboratively with students on their tables.



*“The best and most successful town centres respond to the needs of the people who use them. We started off the engagement with a focus on young people because it is younger generations who are driving the change that is taking place in town centres across the UK. It is younger generations who don’t have the same opportunities and disposable incomes to buy homes as generations before them, and who are growing up understanding, and facing the consequences of the climate emergency. Listening to their ideas, hopes and aspirations for the future of Banbury town centre and encouraging them to spread the word about BanburyVision2050 is vital.”*  
**Wayne Hemingway**



### Table 1:

- Leo Moxam-Honess (North Oxfordshire Academy)
- Danny Baxter (North Oxfordshire Academy)
- Clara Kamierczek (Wykham Park)
- Alessia-Mariz Voicu (Wykham Park)
- Elsie Morris (Wykham Park)
- Ajrina Koci (Wykham Park)
- Taylor(Banbury College)
- Josh (Banbury College)

### Table 3:

- Amelia Reed (North Oxfordshire Academy)
- Jaylen Berrie (North Oxfordshire Academy)
- Rebecca (Banbury College)
- Jessica (Banbury College)
- Harry (Banbury College)
- Leah Coleman (Wykham Park)
- Scarlett Villiers (Wykham Park)

### Table 2:

- Emily Alikatora (North Oxfordshire Academy)
- Peggy King (North Oxfordshire Academy)
- Shannon (Banbury College)
- Michael (Banbury College)
- Cuba (Banbury College)
- Willow Christie (Wykham Park)
- Lorenzo Agaj (Wykham Park)
- Oskar Morgan (Wykham Park)

### Table 4:

- David (Banbury College)
- Leila (Banbury College)
- Mckayla (Banbury College)
- Luna (Banbury College)
- Dasia Woghiren (Wykham Park)
- Kit Camilleri (Wykham Park)
- Daniel Hill (Wykham Park)

\* Students may have moved tables

## Workshop

The workshop was based around 4 key questions for the students:

1. What do you like most about Banbury?
2. What would you most like to see change by 2050 (for young people)?
3. What 3 words would you choose to describe the town centre you would like Banbury to be in 2050?
4. How do you think you can help make this change? How would you like to be involved in shaping this change?



**Workshop Question 1:**

**What do you like most about Banbury?**

(15 minutes)

# Banbury Vision 2050

Workshop Question 1:

What do you like most about Banbury?

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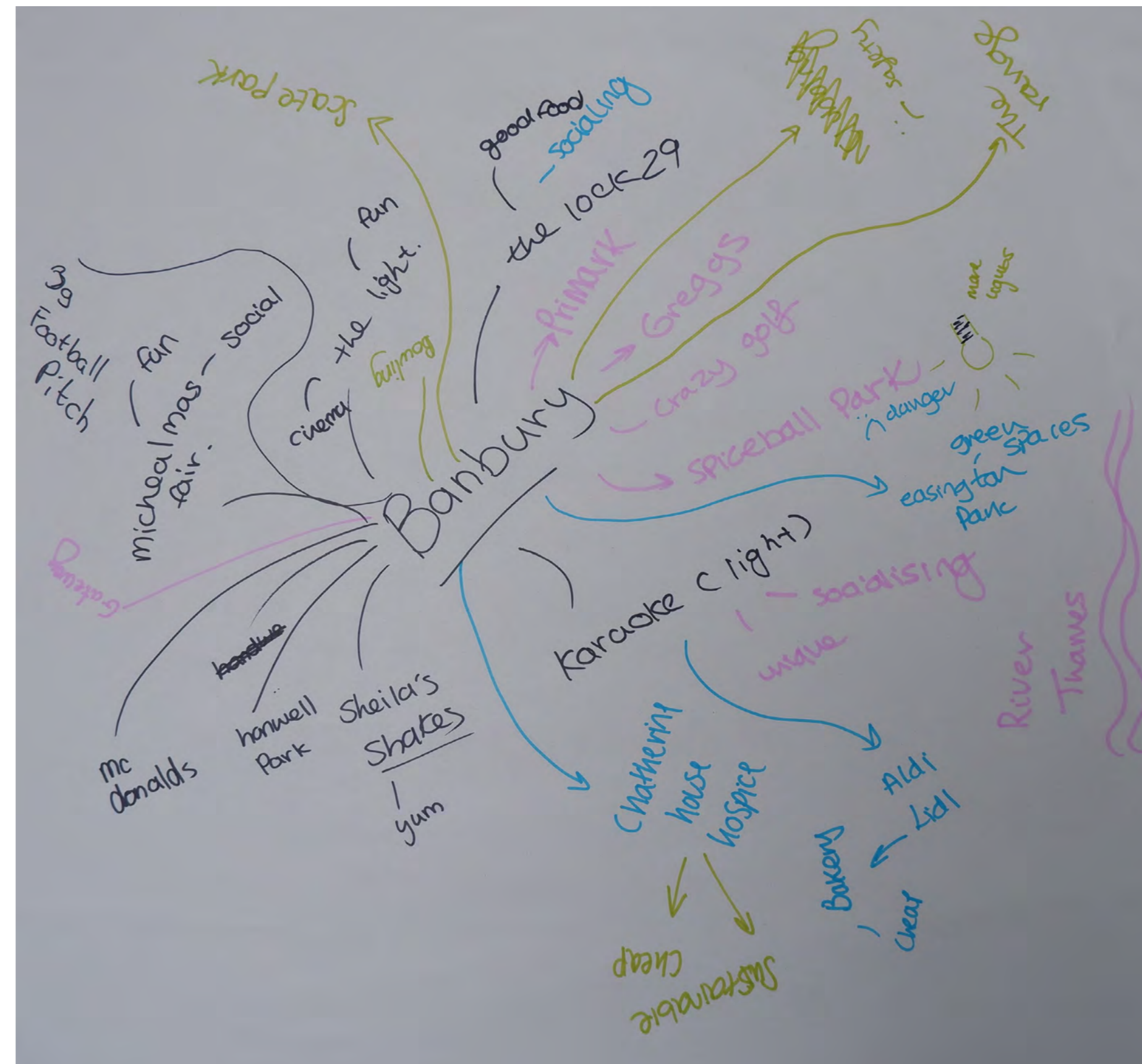
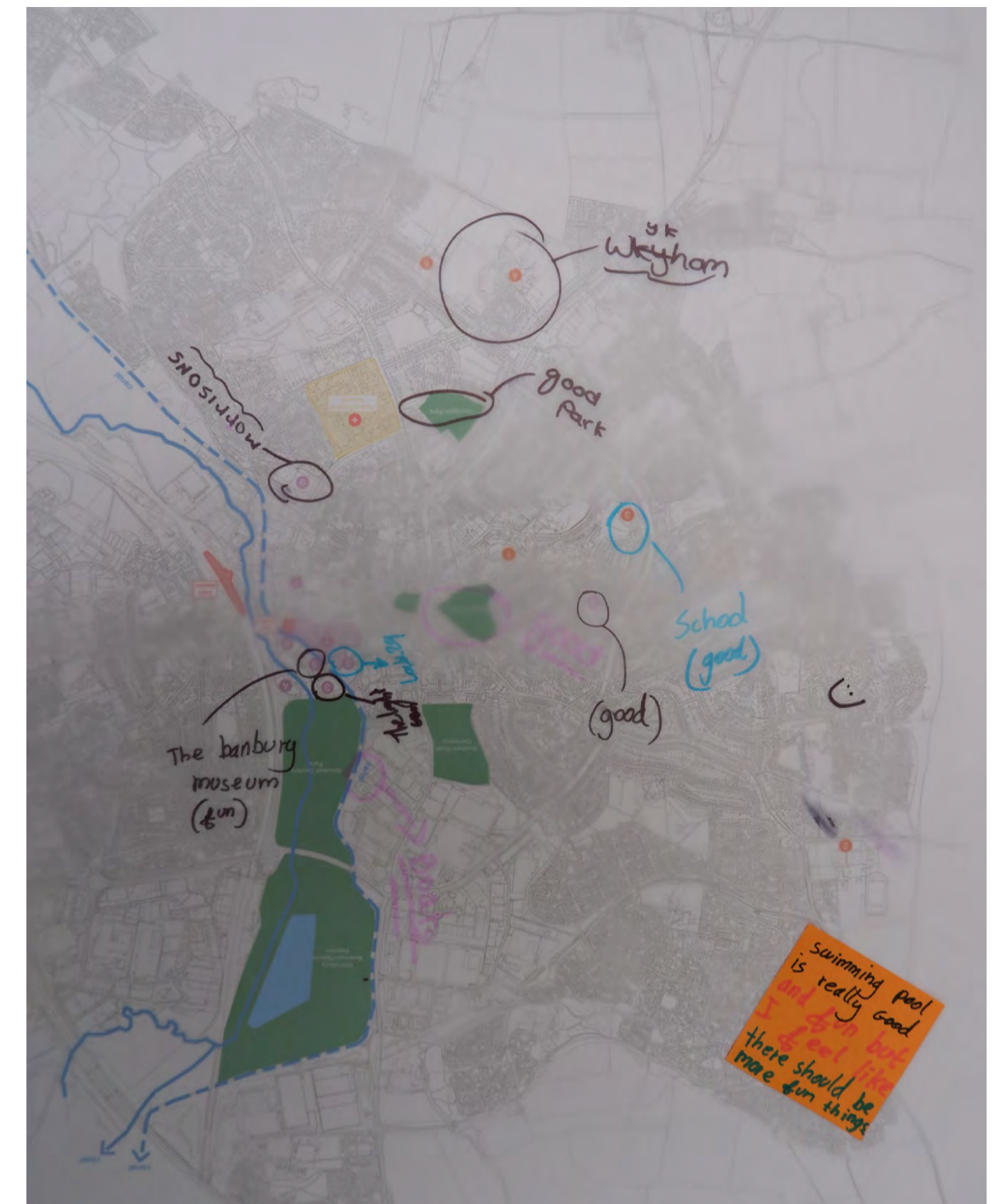


Table 1



# Banbury Vision 2050

## Workshop Question 1:

What do you like most about Banbury?

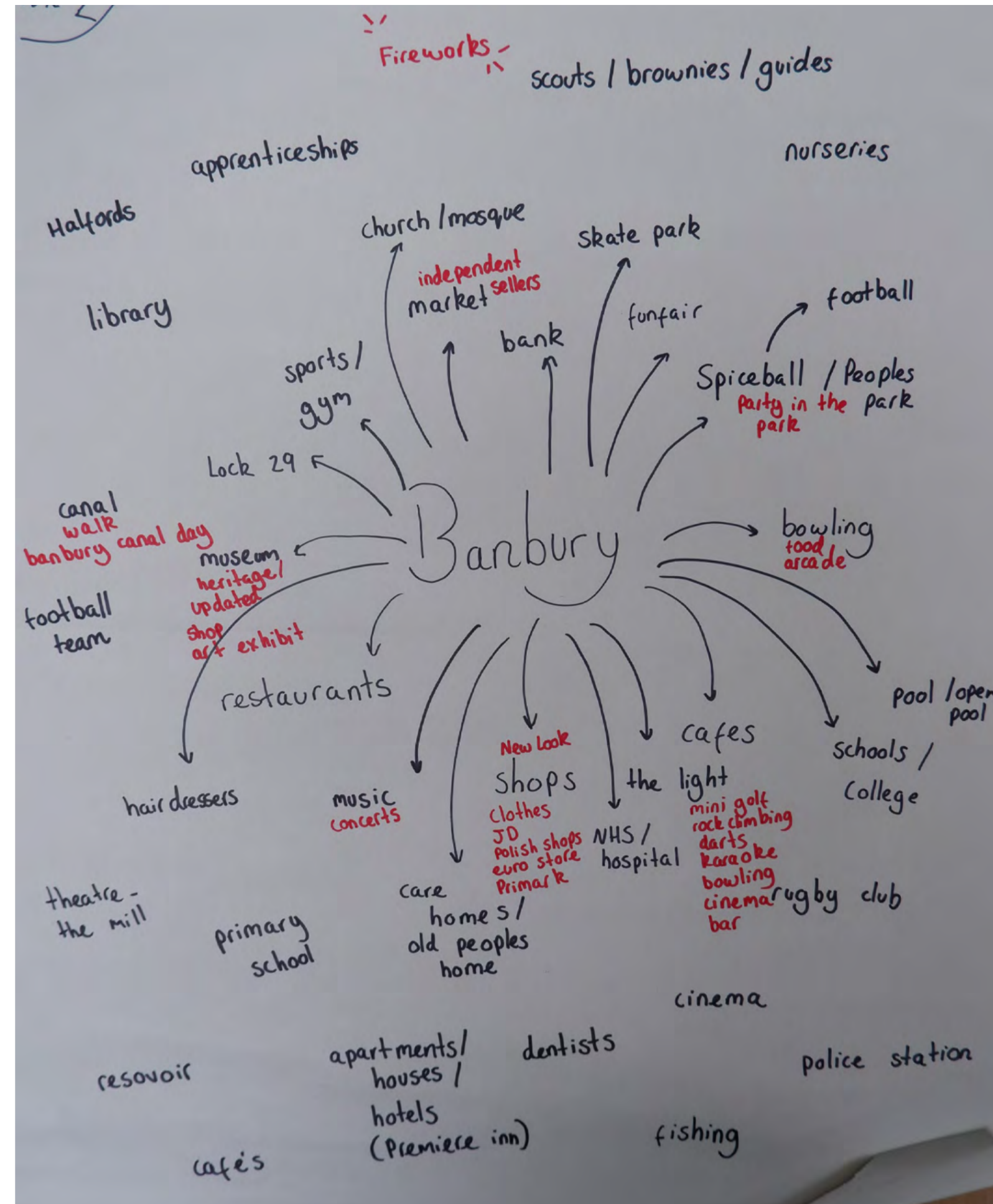


Table 2

Handwritten notes and sticky notes on a wall:

- train station
- arcade for the older and younger kids to hang out!
- I think we should add some youth groups for the younger kids so they have something to go
- Should add some youth groups
- what we like about banbury?
  - multiple skate parks
  - restaurants
  - going for a walk (anywhere)
  - gateway
  - Lidl - big shop
  - good range of shops
  - the light (space to meet friends)
  - amount of shops
  - Lock 29
  - everything is fairly close together
  - good leisure
  - diversity in shops
  - Hardwick Park, Spiceball park
  - train station
  - transport
  - The park
- going to the park with friends.
- diversity in shops

Table 3

# Banbury Vision 2050

## Workshop Question 1:

What do you like most about Banbury?

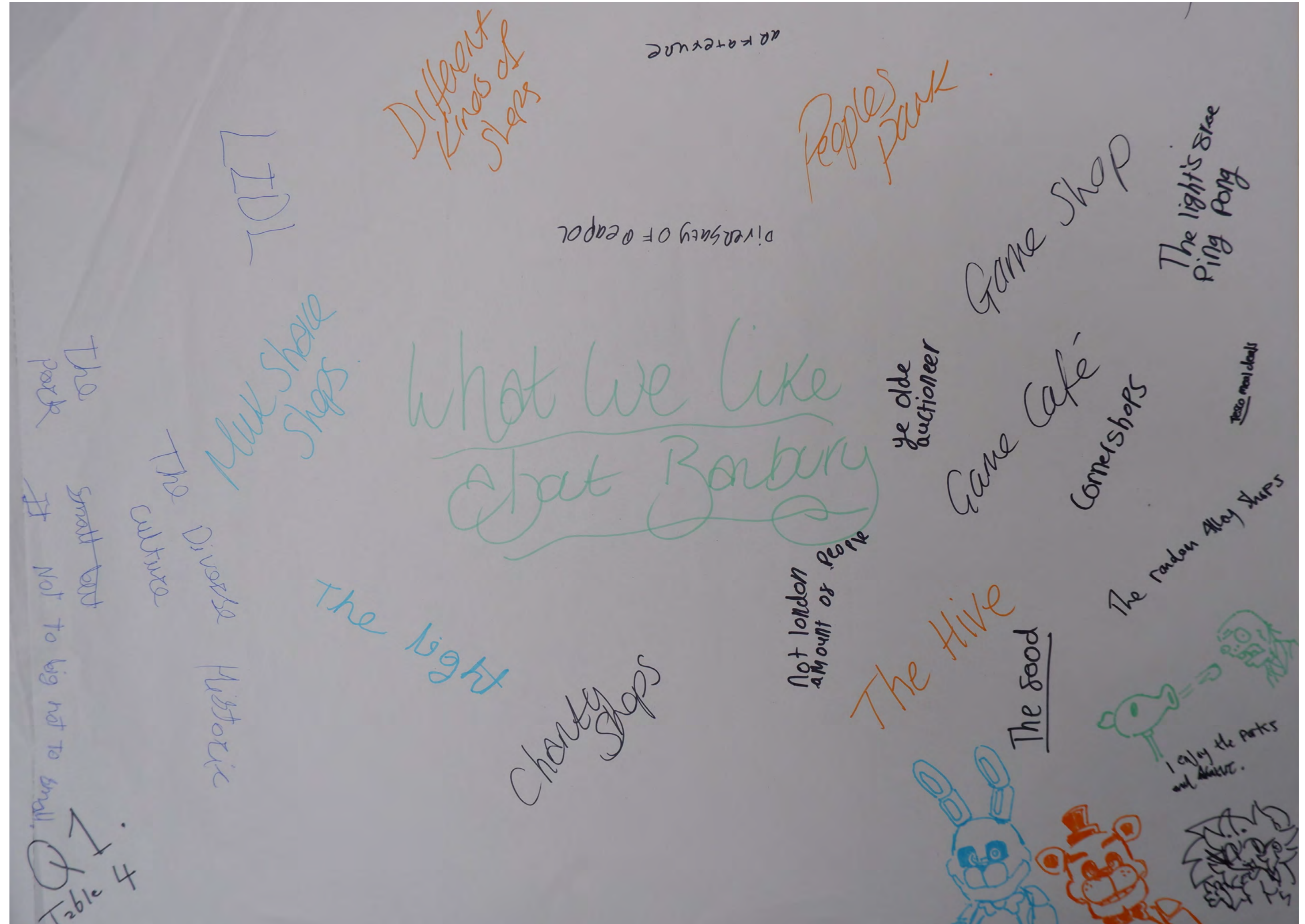


Table 4

## Workshop Question 2:

**What would you most like to see change  
by 2050?**

(15 minutes)

# Banbury Vision 2050

## Workshop Question 2:

What would you most like to see change by 2050?

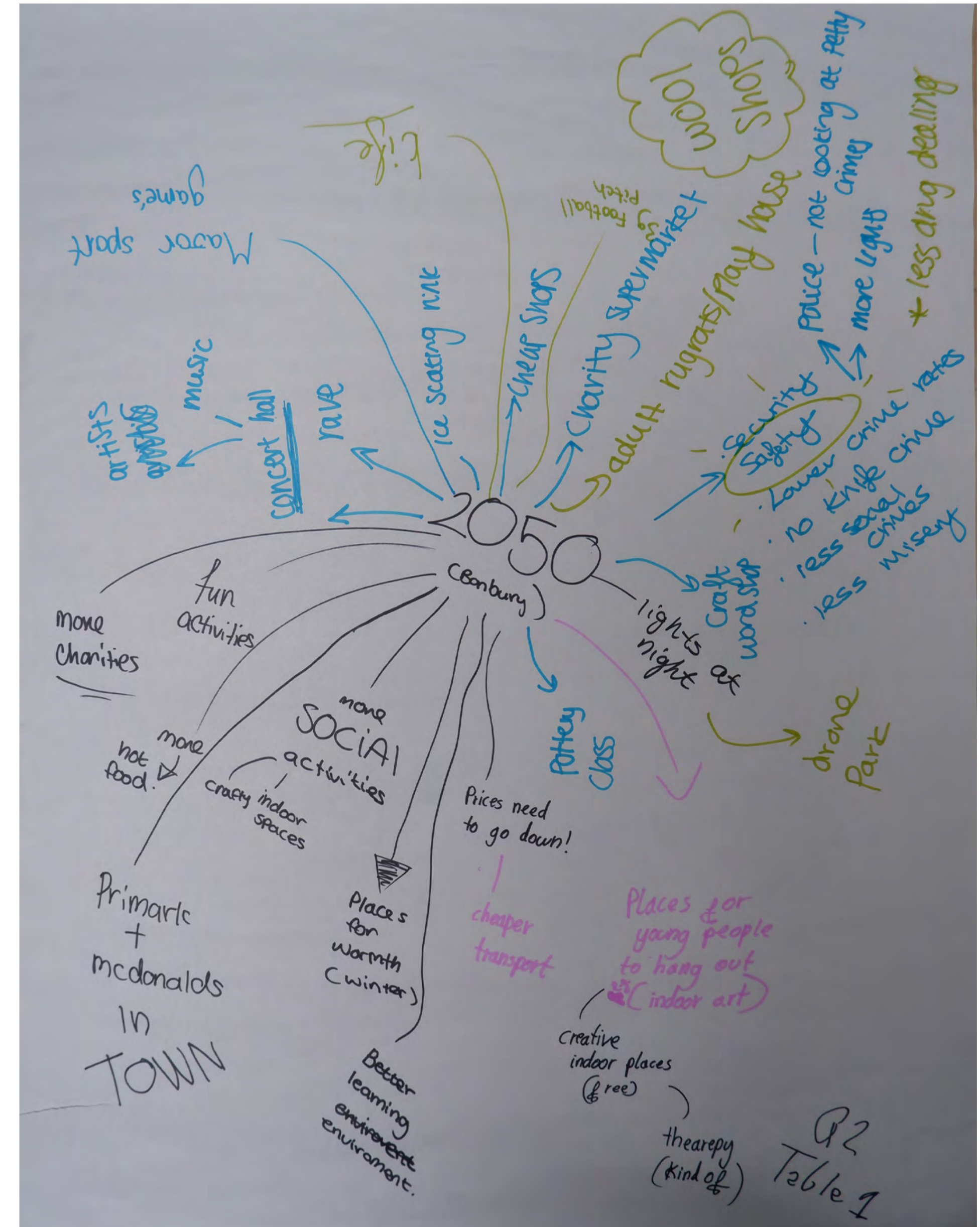


Table 1

# Banbury Vision 2050

## Workshop Question 2:

What would you most like to see change by 2050?



Table 2

# Banbury Vision 2050

## Workshop Question 2:

What would you most like to see change by 2050?

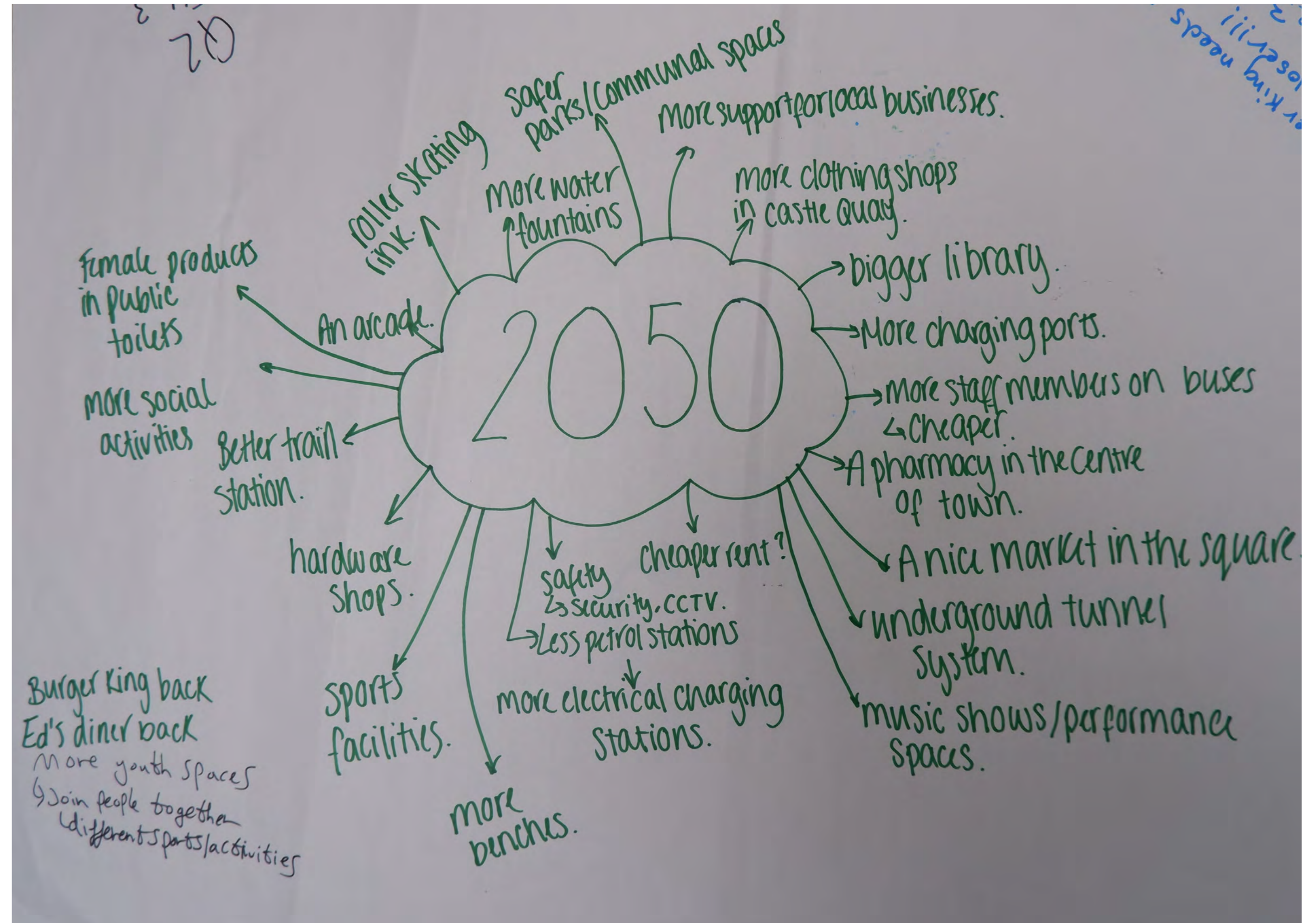


Table 3

## Workshop Question 2:

What would you most like to see change by 2050?

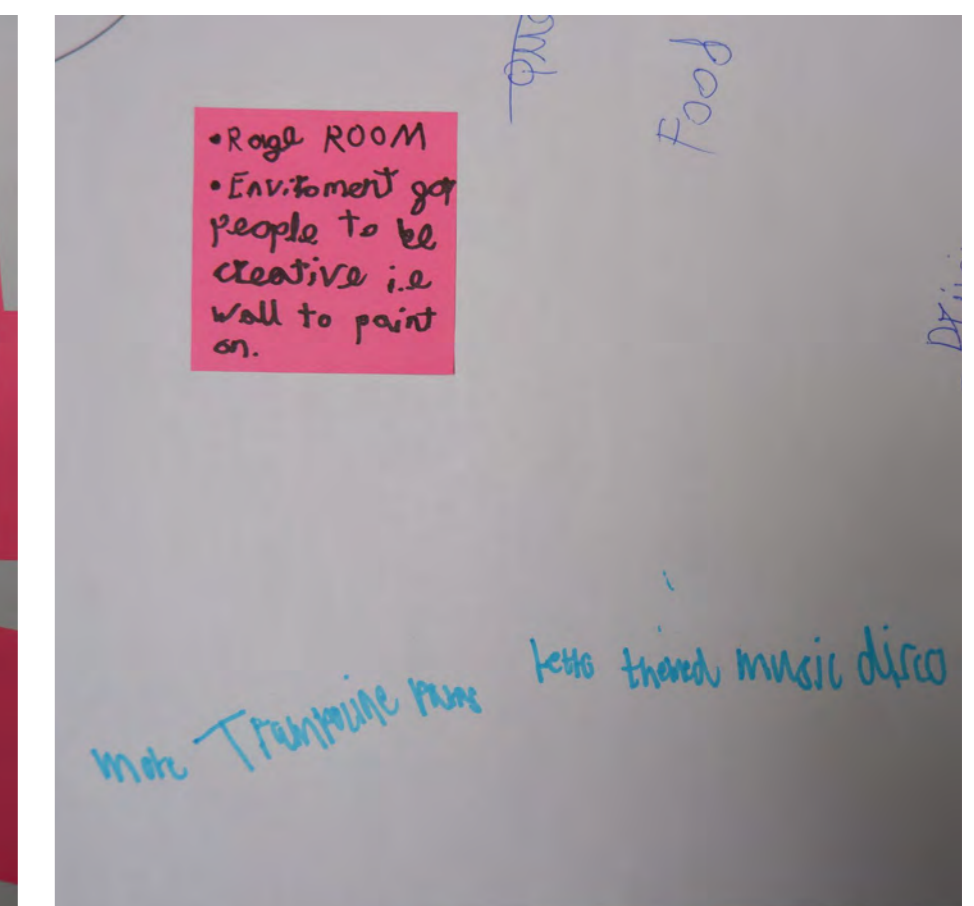
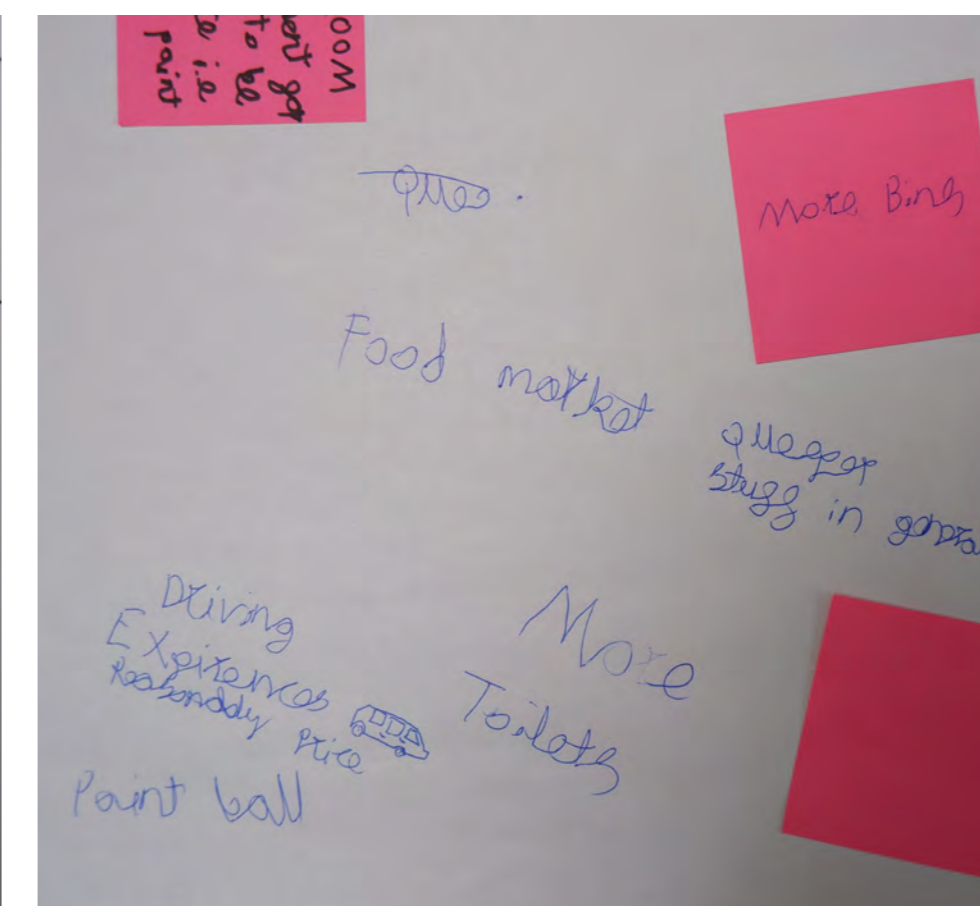
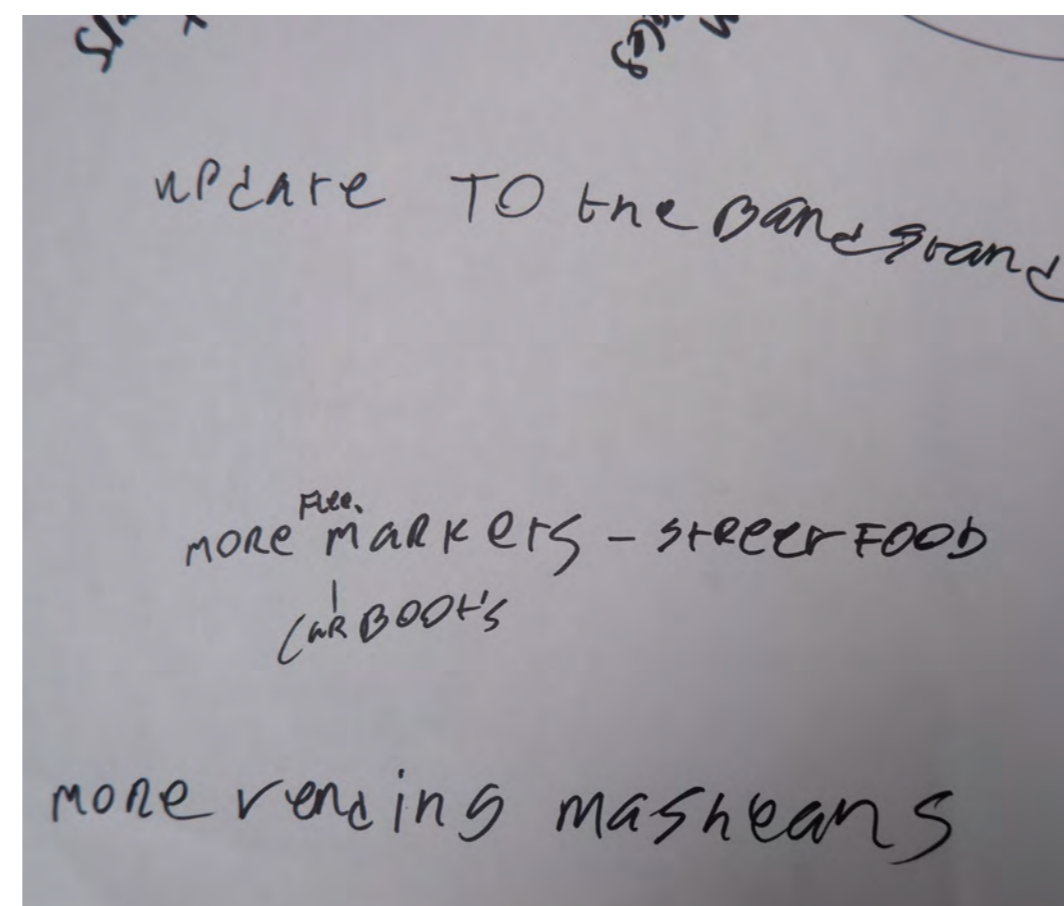
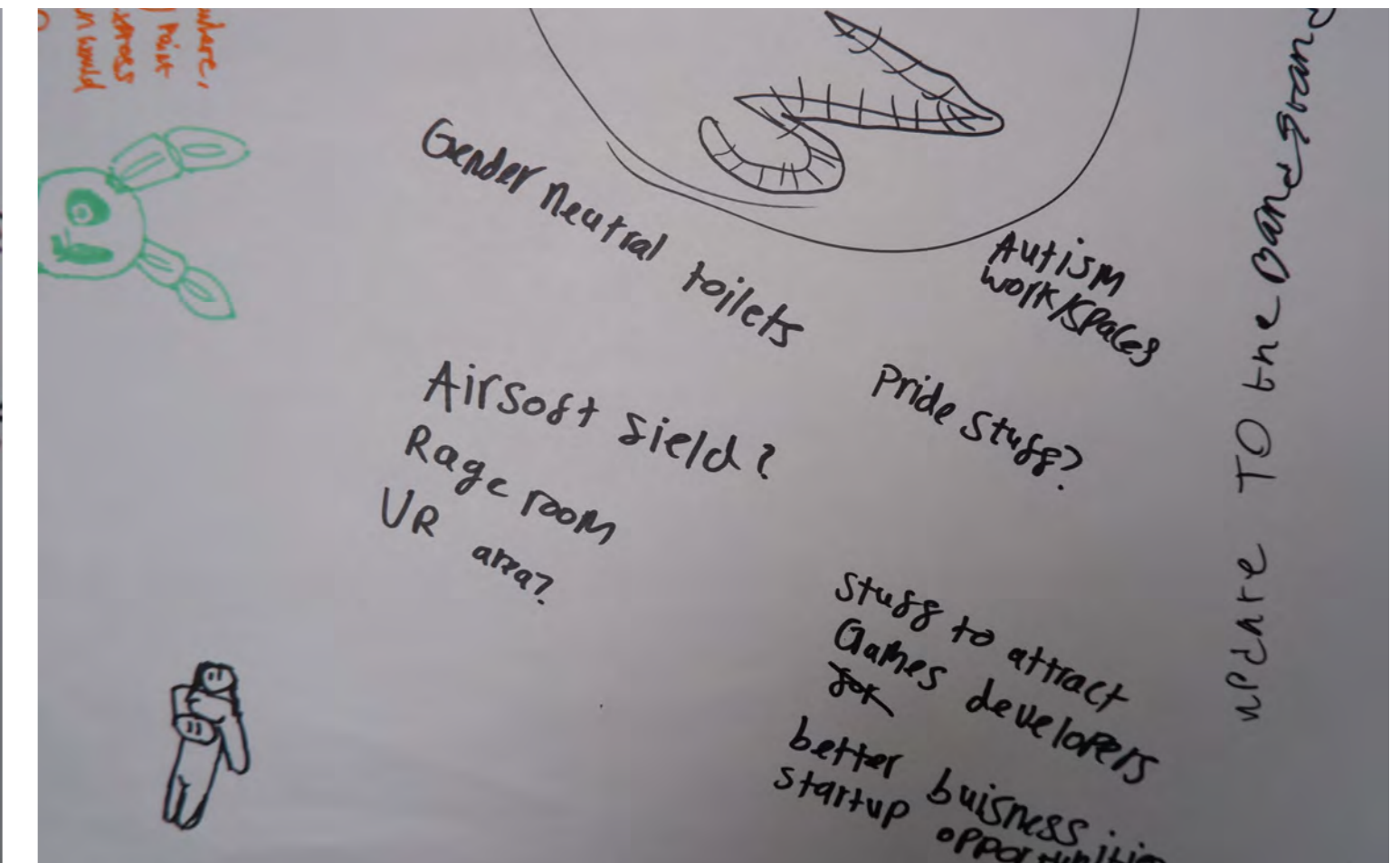
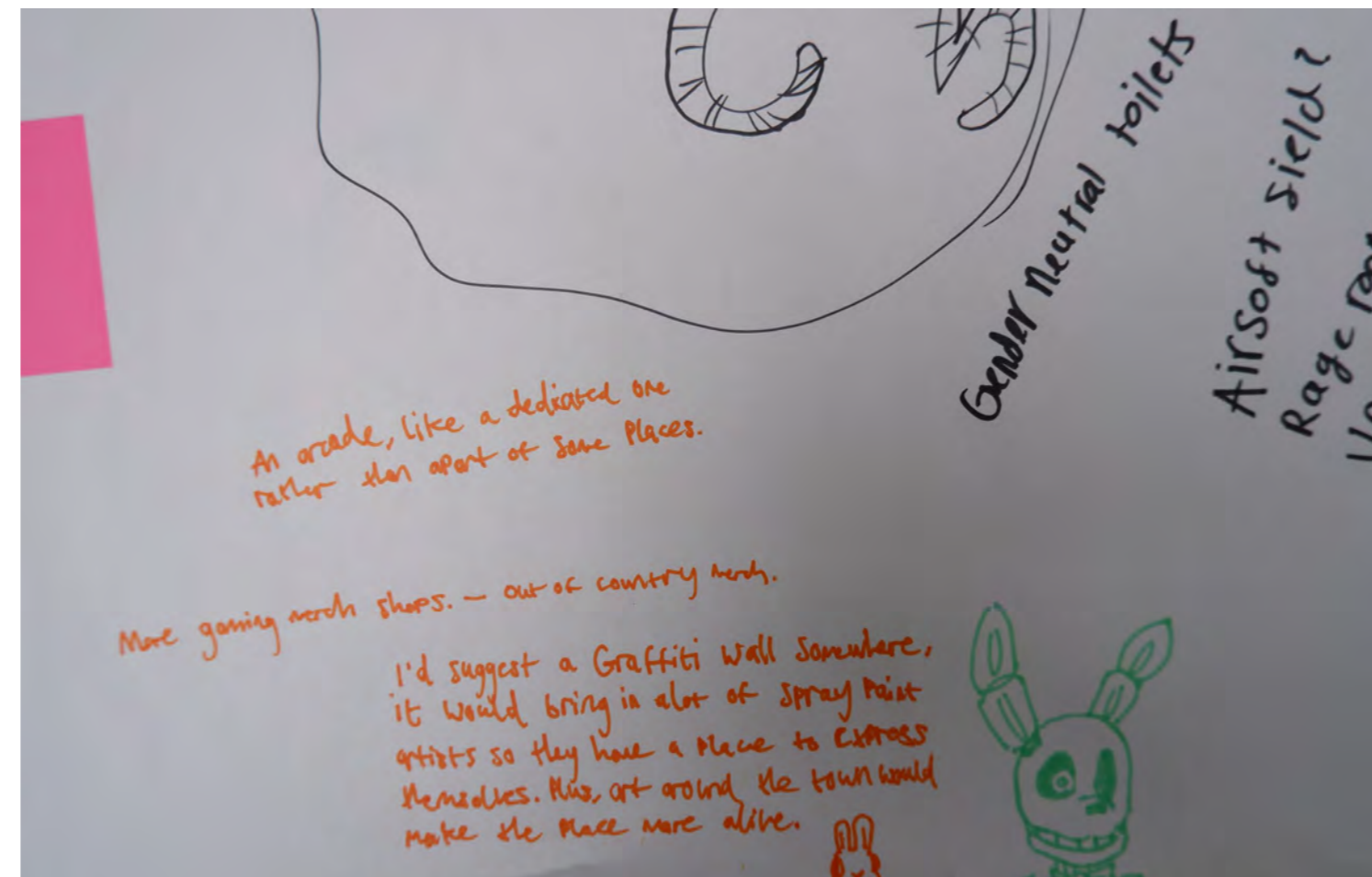


Table 4

### Workshop Question 3:

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

(5 minutes)

# Banbury Vision 2050

## Workshop Question 3:

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

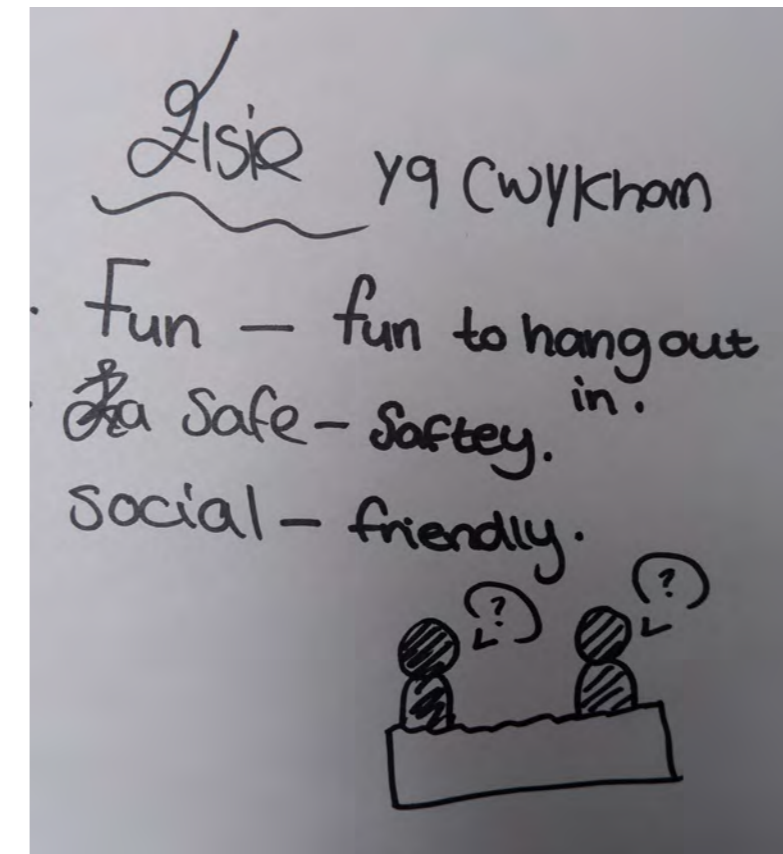
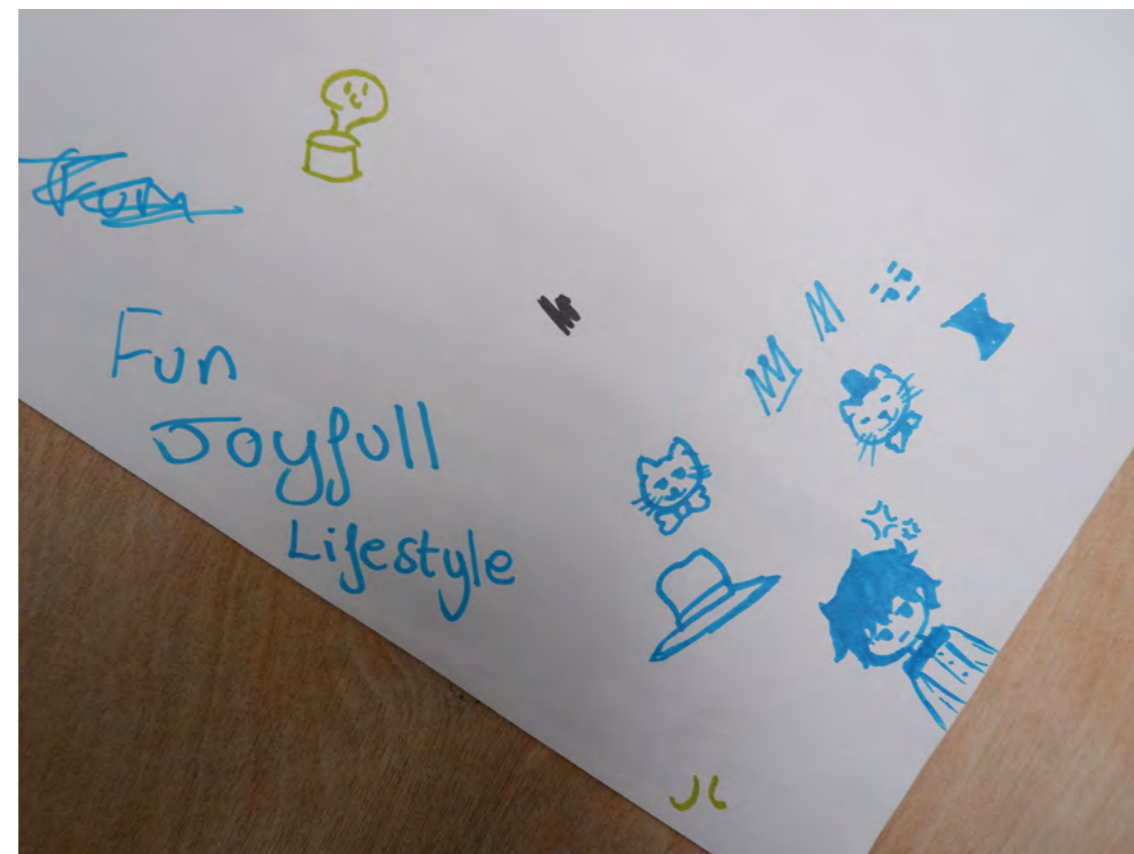
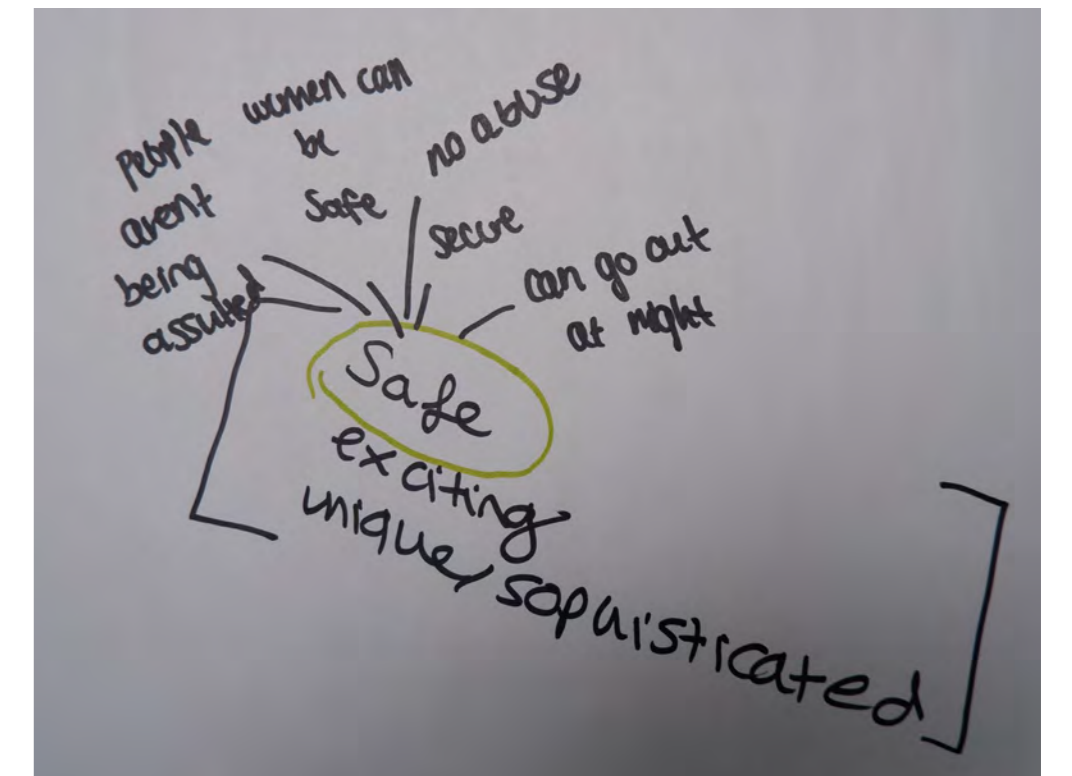
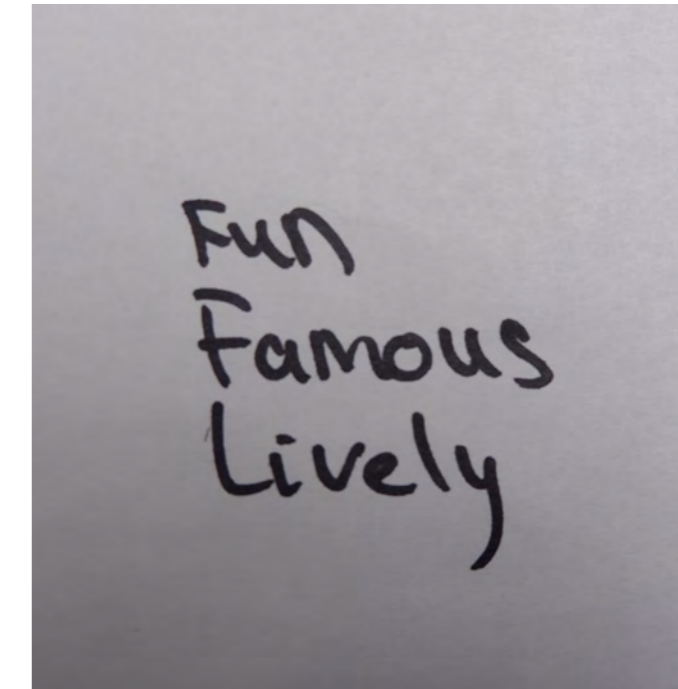
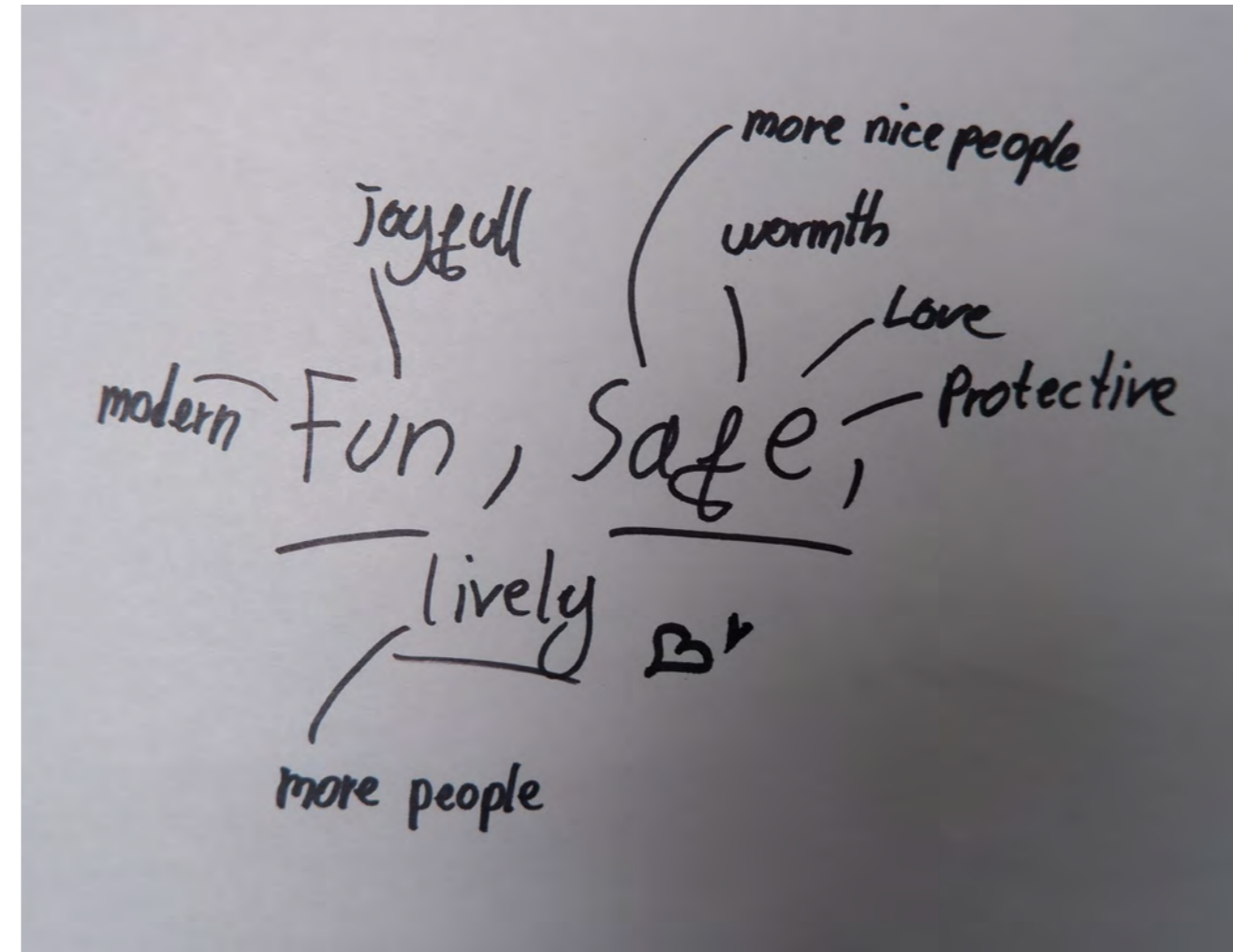


Table 1

# Banbury Vision 2050

## Workshop Question 3:

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

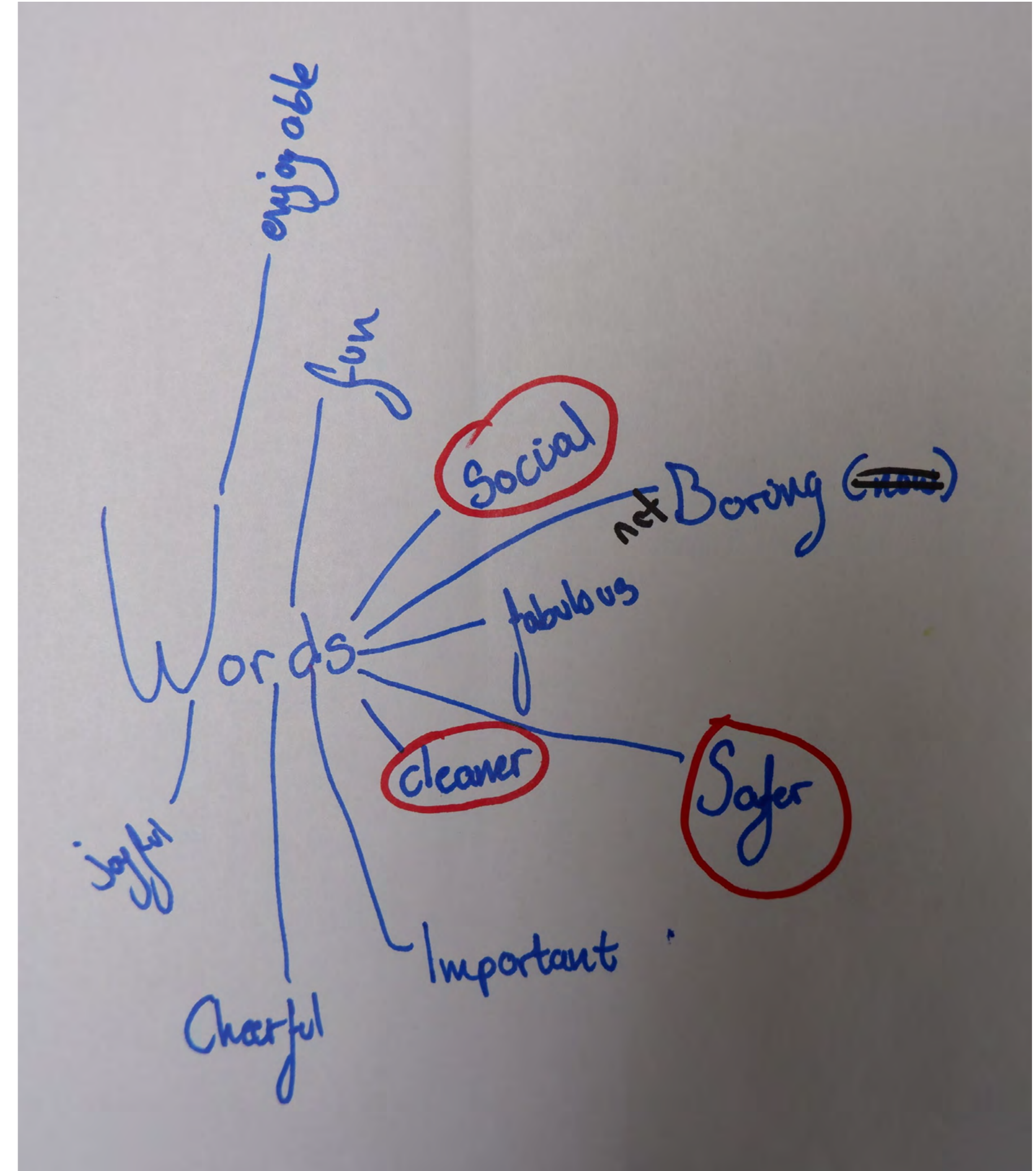


Table 2

# Banbury Vision 2050

## Workshop Question 3:

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

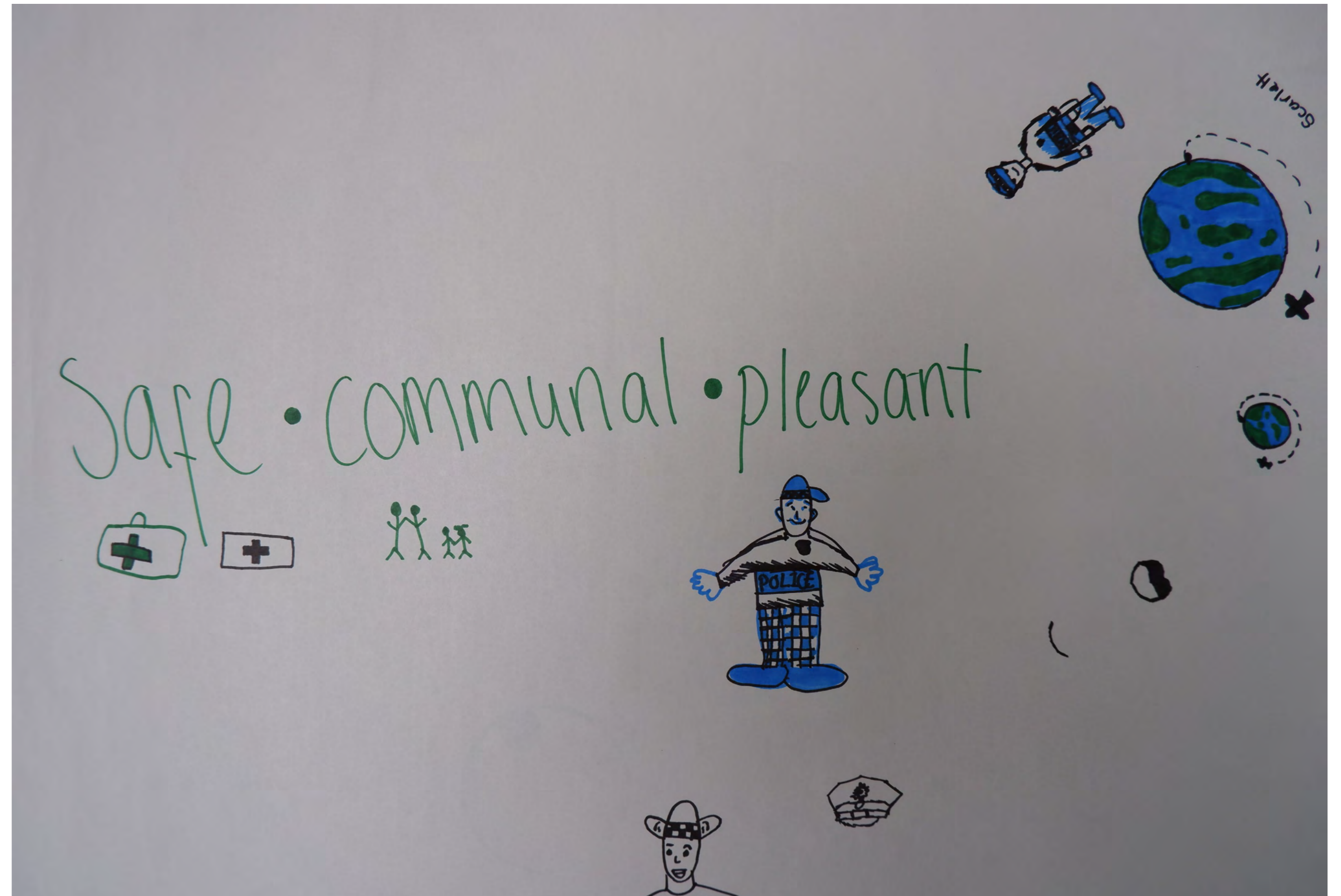


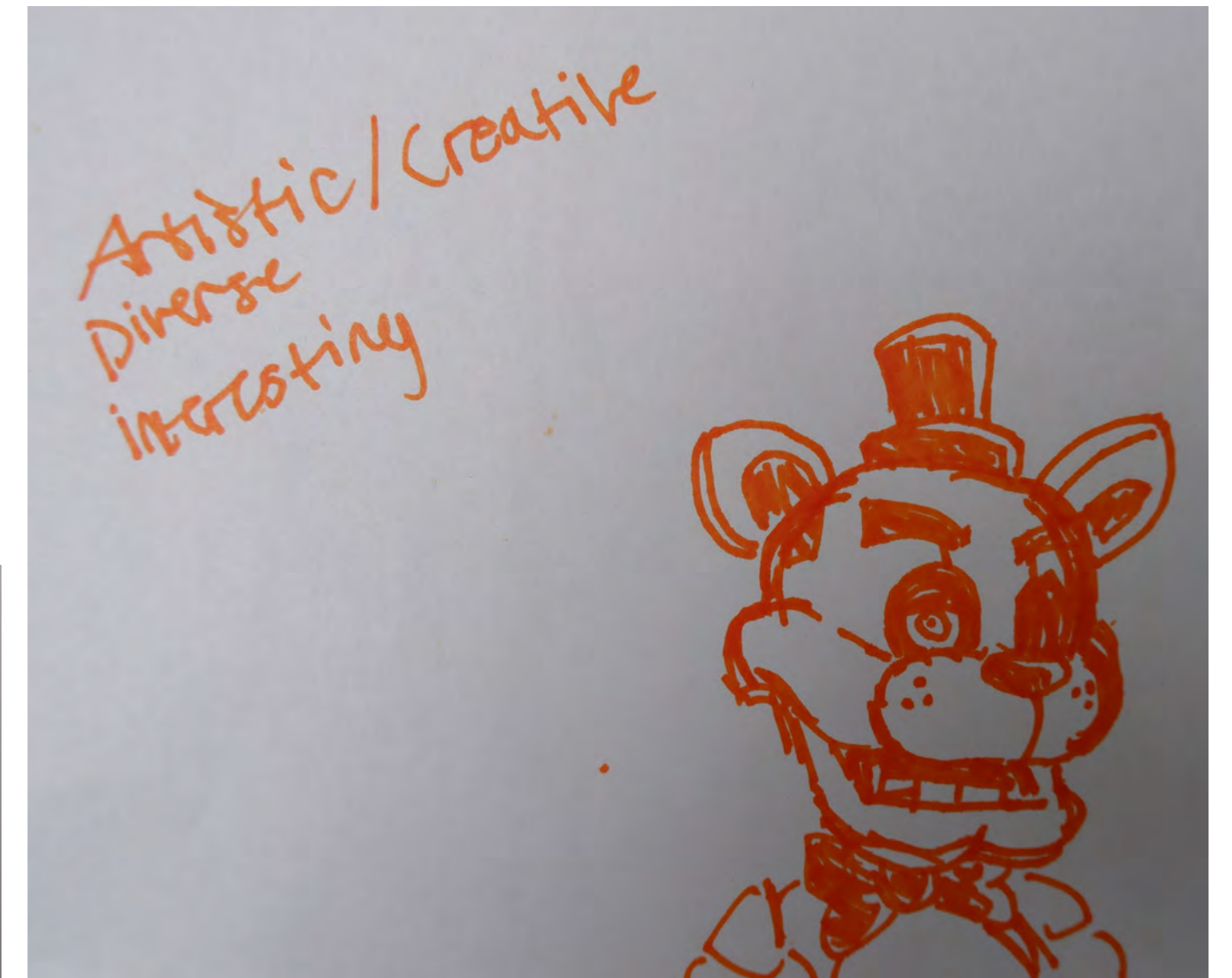
Table 3

# Banbury Vision 2050

## Workshop Question 3:

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

Geeky  
accepting  
Nerdy.



DIVERSE  
FUN  
Odd

Social  
Entertaining  
Inclusive  
welcoming  
Diverse

Table 4

## Workshop Question 4:

**How do you think you can help make this change? How would you like to be involved in shaping this change?**

(10 minutes)

## Workshop Question 4:

How do you think you can help make this change?  
How would you like to be involved in shaping this change?

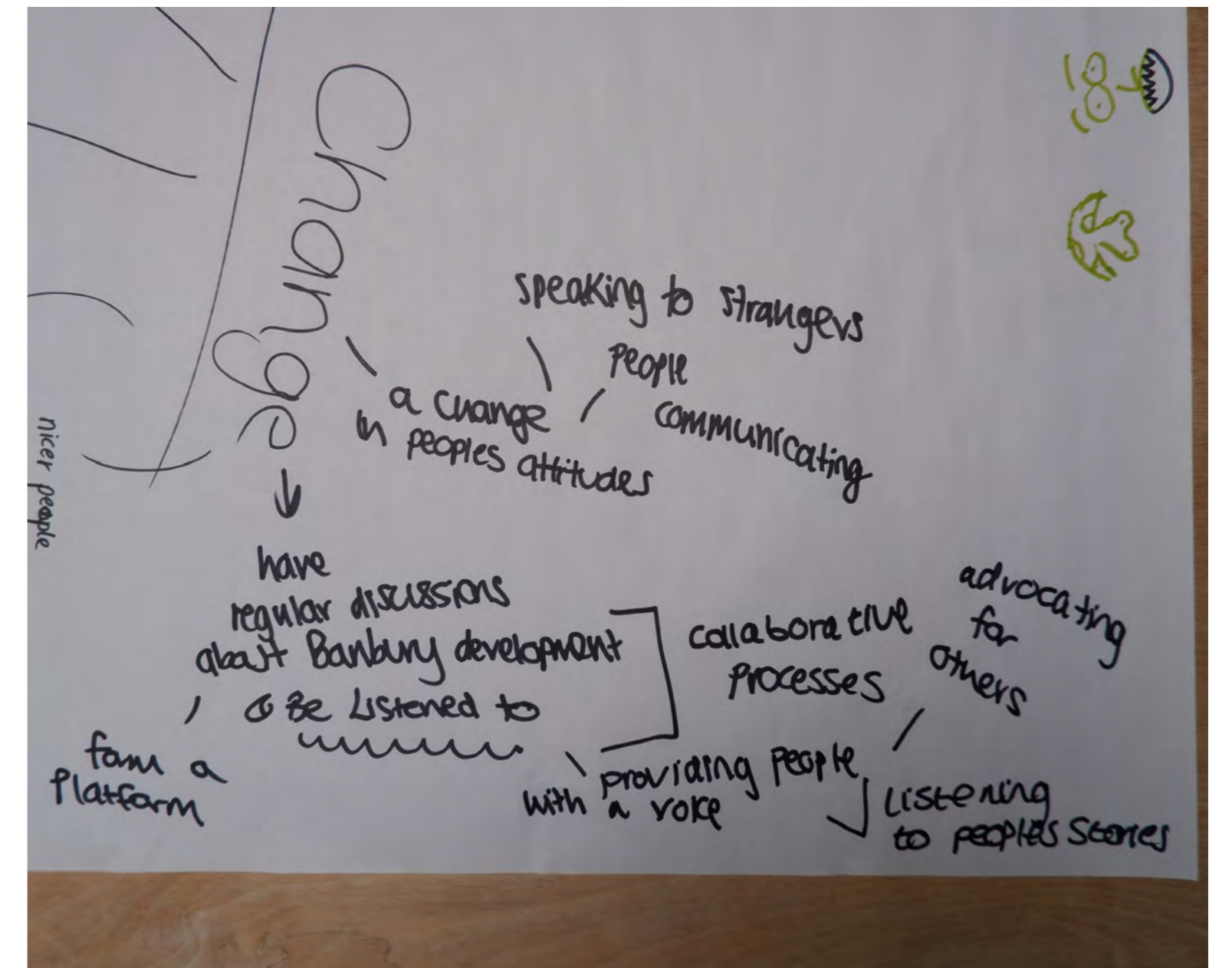
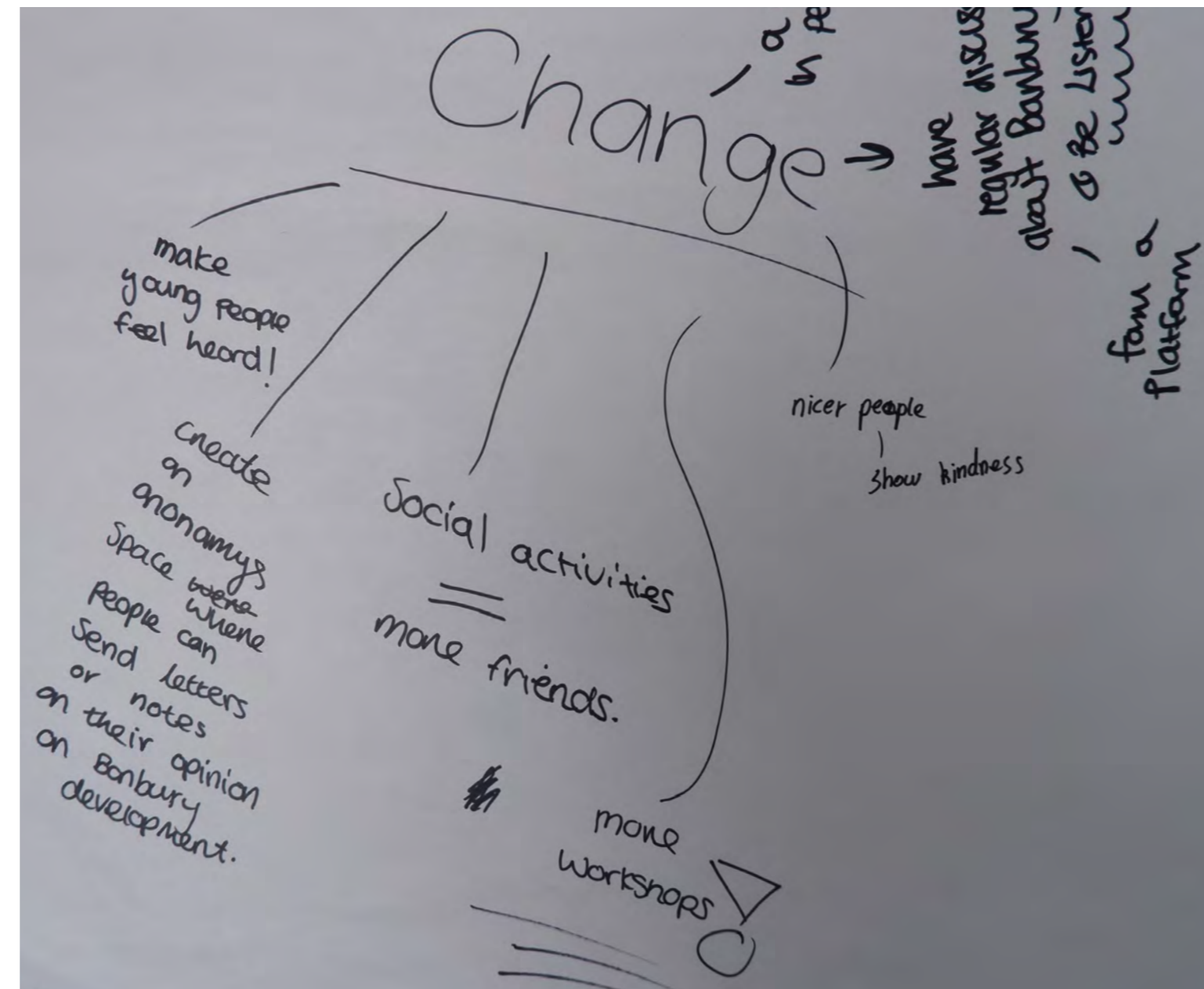


Table 1

## Workshop Question 4:

How do you think you can help make this change?  
How would you like to be involved in shaping this change?

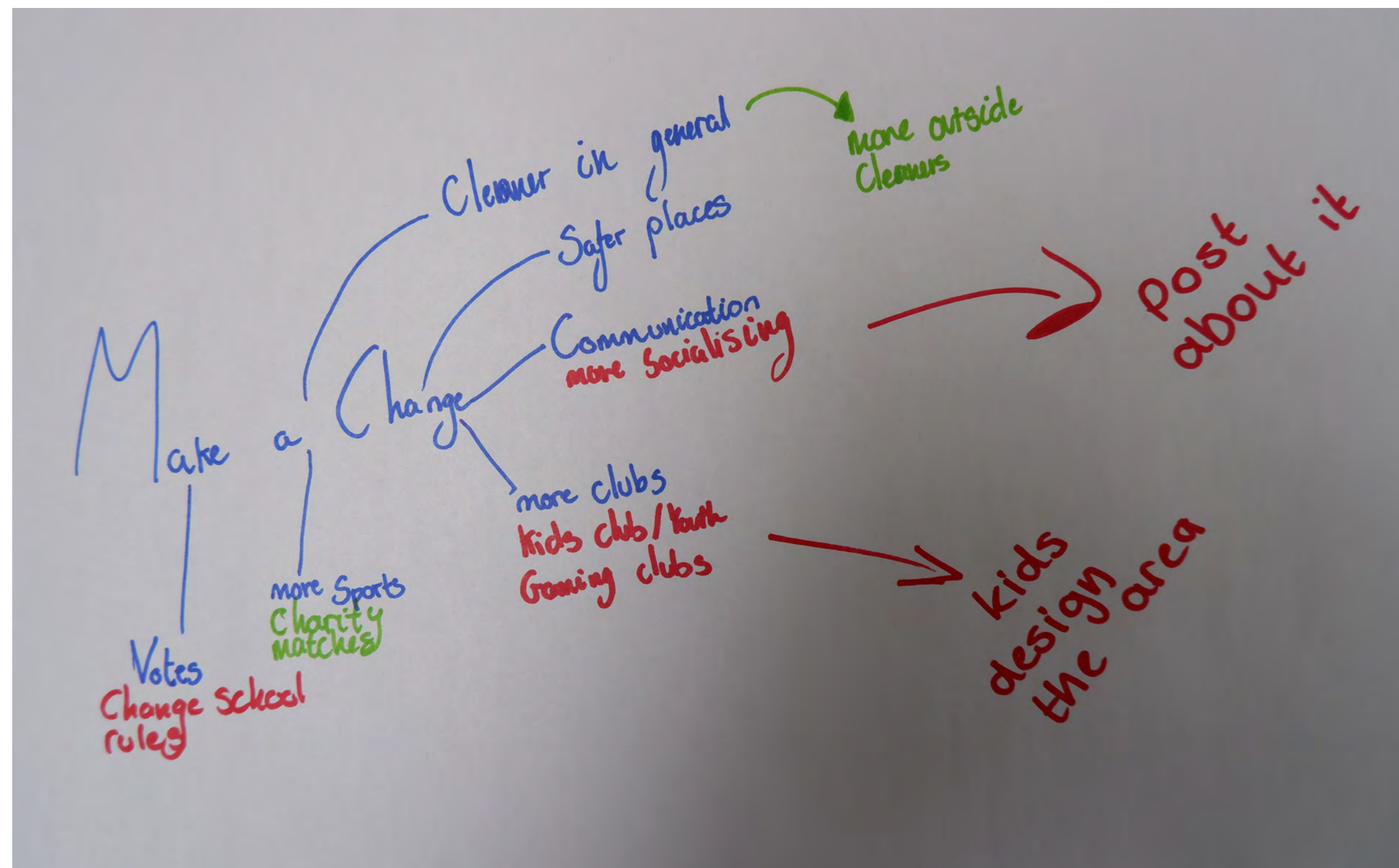


Table 2

## Workshop Question 4:

How do you think you can help make this change?  
How would you like to be involved in shaping this change?

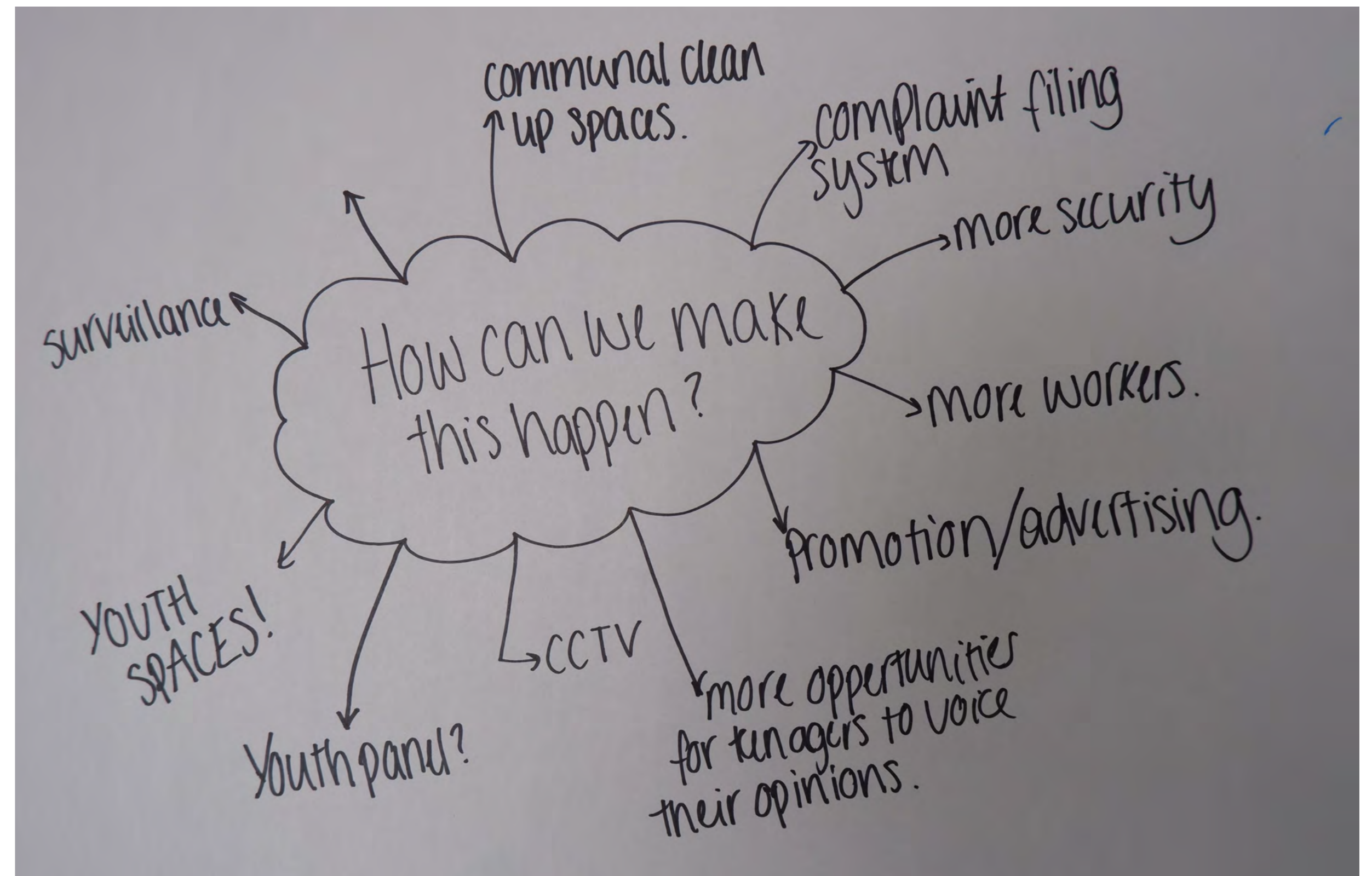
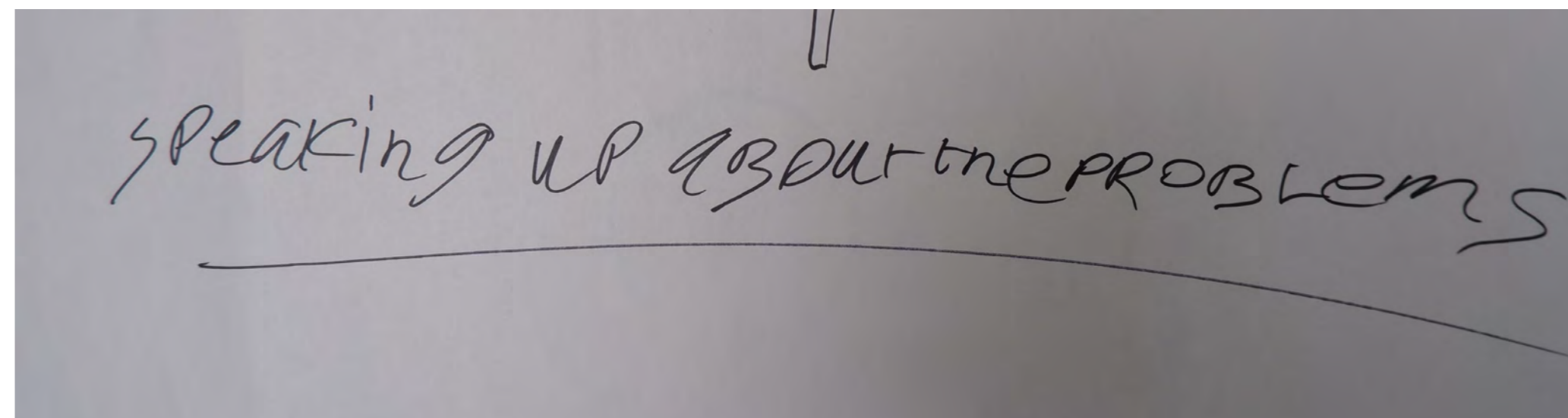


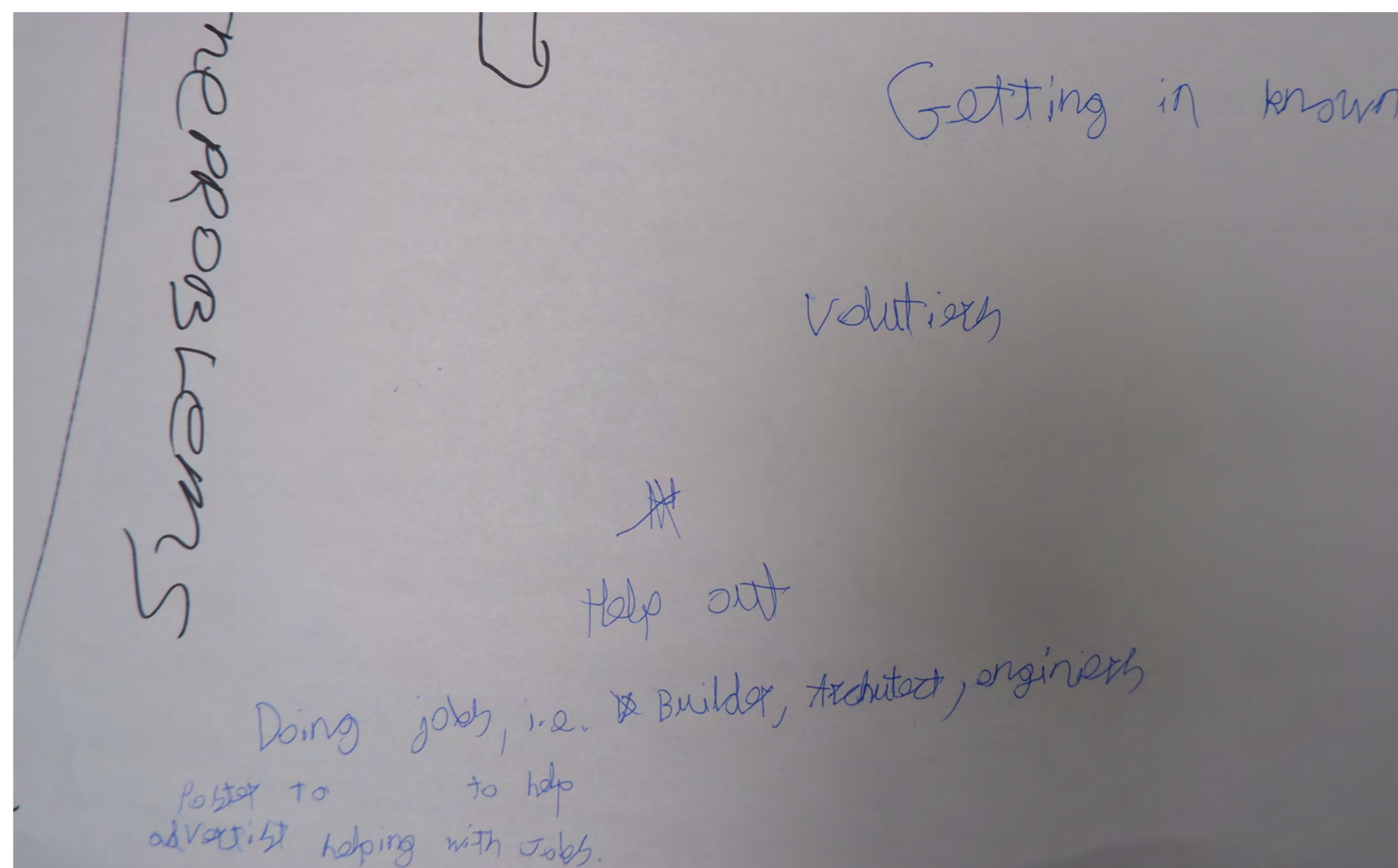
Table 3

## Workshop Question 4:

How do you think you can help make this change?  
How would you like to be involved in shaping this change?



SPEAKING UP ABOUT THE PROBLEMS



THE PROBLEMS

Getting in known

volunteer

Help out

Doing jobs, i.e. Builder, architect, engineers

poster to advertiser to help helping with jobs.

Table 4

## **Summary of Responses/Feedback**

## Workshop Question 1:

What do you like most about Banbury?

### Retail:

Charity Shops

High Street Chains:

Primark

New Look

JD Sports

Large Food Stores:

Lidl

Morrisons

Independent Retail

### Parks & Green/Blue Spaces:

Spiceball Park

Peoples Park

Easington Park

Hanwell Park

Hardwick Park

Canal

River Thames

Grimsbury Reservoir

### Events, Culture & Heritage:

Canal Festival

Fun Fair

Fireworks Display

Live music/concerts

Banbury Museum

The Mill Arts Centre

### Leisure & Recreation:

The Light (cinema,  
bowling, climbing)

Lock 29

Sports clubs & pitches

Skateparks

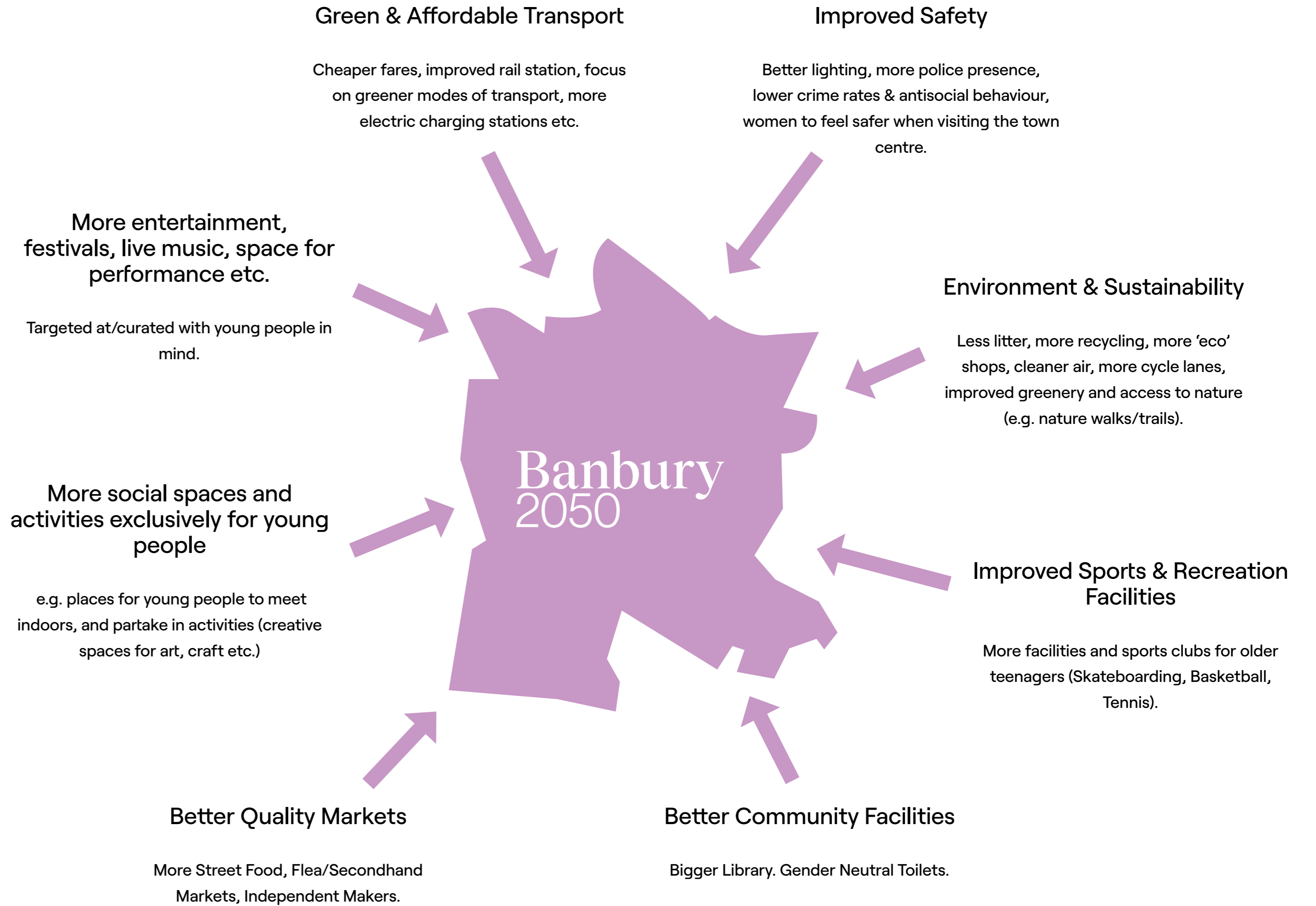
### Connectivity:

“Not too big,  
not too small”

Rail Connections

## Workshop Question 2:

What would you most like to see change by 2050?



Workshop Question 3:

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



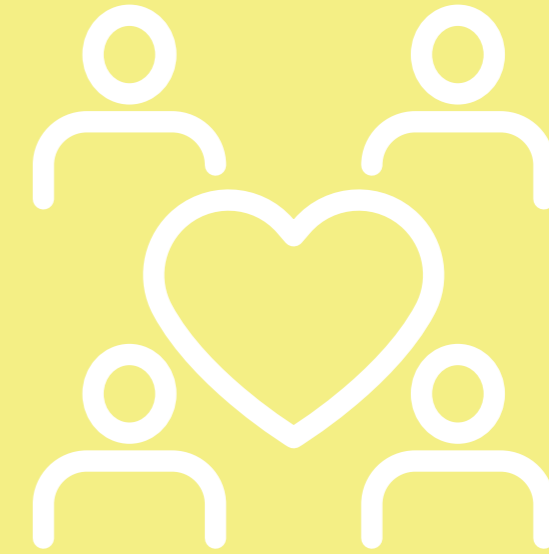
## Workshop Question 4:

How do you think you can help make this change?  
How would you like to be involved in shaping this change?



### Give young people a platform to be heard & listened to:

- More workshops and regular discussions for young people to voice their opinion
- Establish a Youth Panel
- Better Communication - ensure things are shared with young people - via school/college and social media
- Collaboration - Ask/enable young people to input during design stages (e.g when developing proposals for parks, green spaces, community facilities etc.)



### Involvement in Community Events & Initiatives:

e.g. Community clean-ups / litter picking.

Concluding the workshop, students were reminded to complete and share the survey, making sure their voices are heard.

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**We  
need  
you!**

Banbury  
Vision  
2050

Have your say on Banbury  
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**Share  
Share  
Share**

Banbury  
Vision  
2050

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future of Banbury Town Centre  
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# Banbury Vision 2050

Thank you!

# Banbury Vision 2050

## Transport and Connectivity Workshop

27<sup>th</sup> November 2023

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HemingwayDesign

**NEW** masterplanning

# Engagement Purpose

Provide a narrative to guide the growth of Banbury town centre over the next 30 years



**Banbury Vision 2050**

**We need you!**

Have your say on Banbury Town Centre:  
Your views will help us to develop a new vision that will unlock Banbury's potential and take us up to 2050 making Banbury a better place for everyone.

Fill in our survey before January 15th by visiting [www.banbury2050.co.uk](http://www.banbury2050.co.uk) or use our QR code



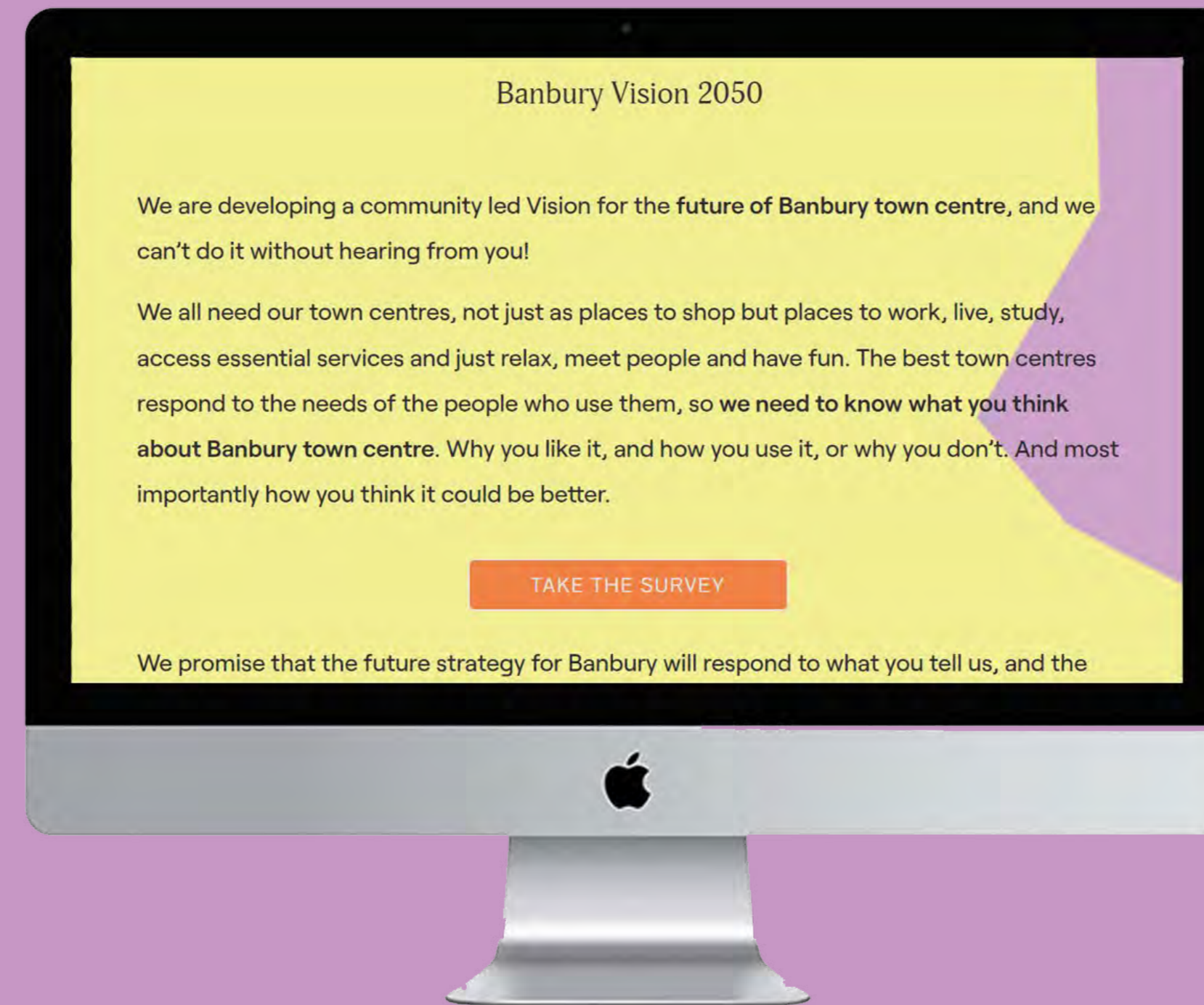
# Engagement Process

Major online survey  
Series of specialist workshops



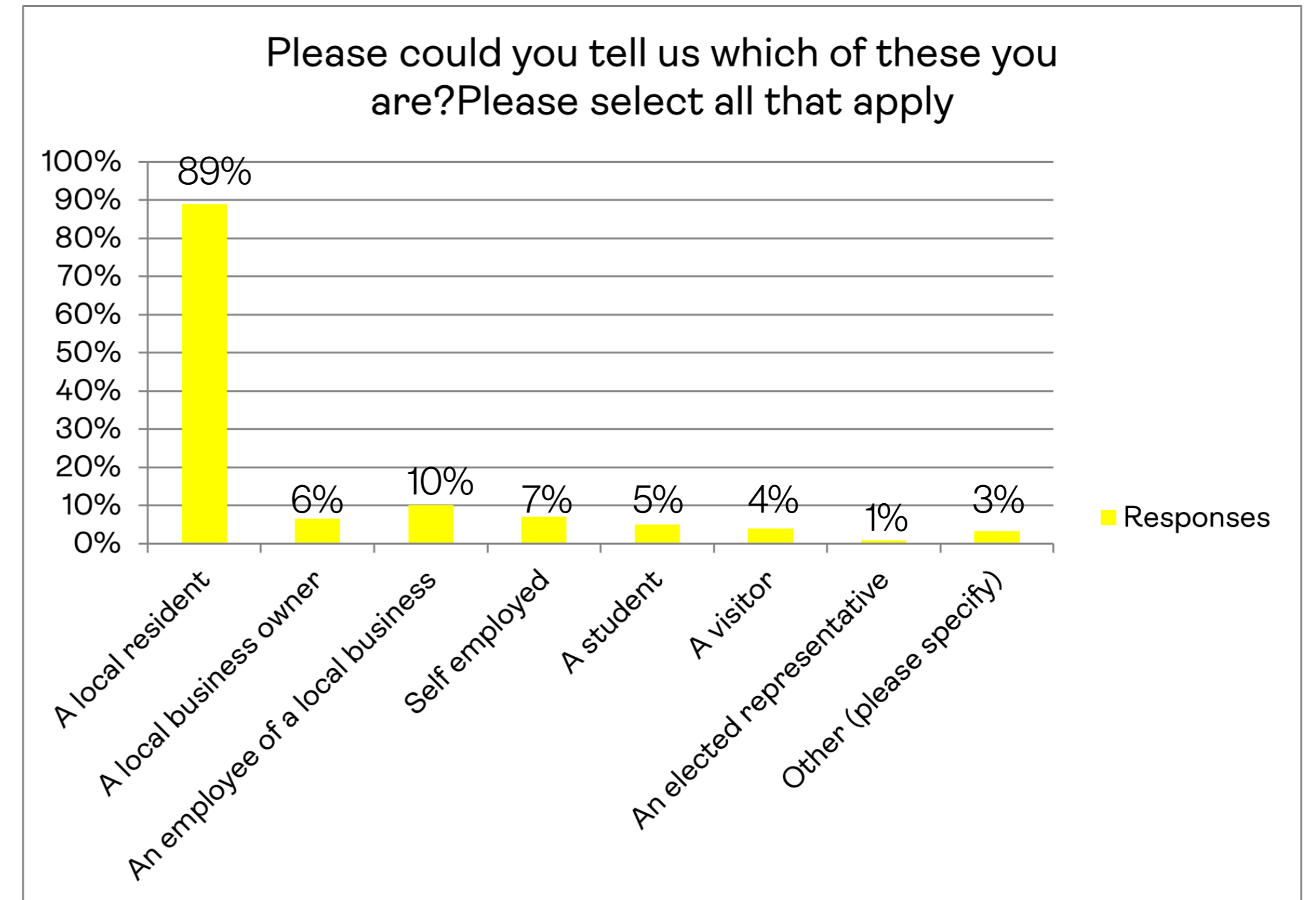
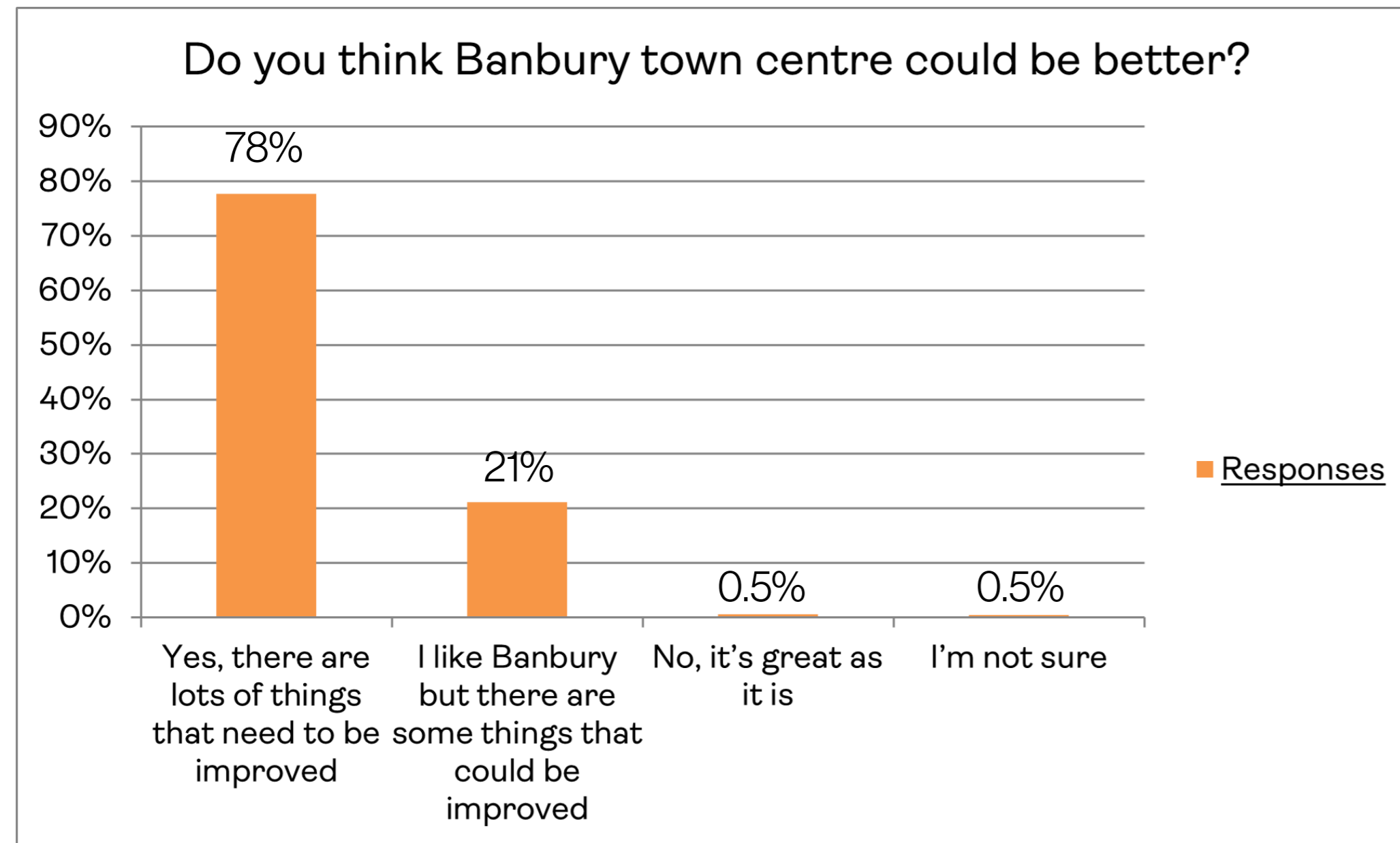
## Engagement Timetable

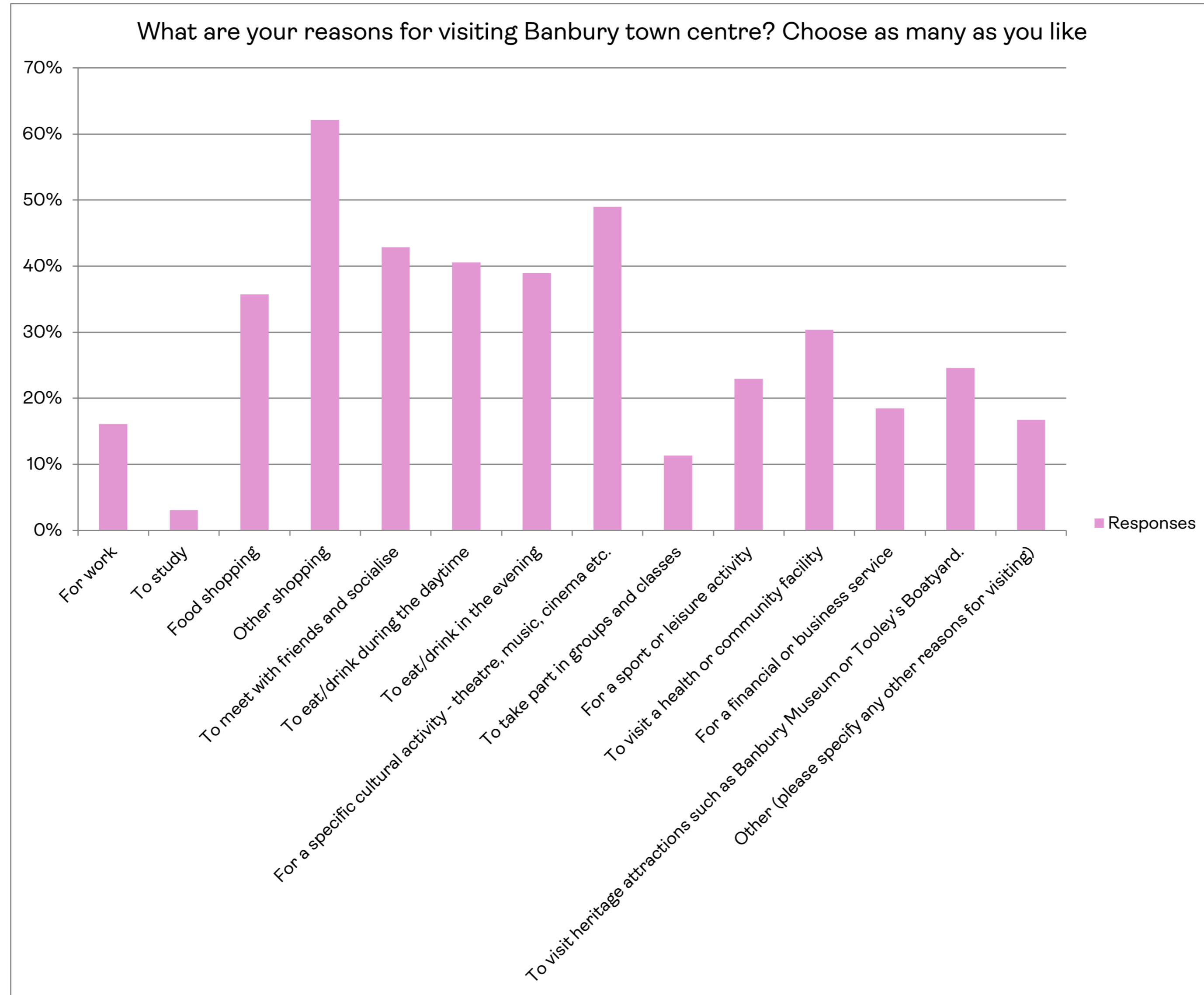
October	Officer, member & stakeholder briefings
November 9th	Survey Launch and schools' workshop
November – January	Online survey
November	Six specialist workshops
January	Results analysed
February	Draft report prepared

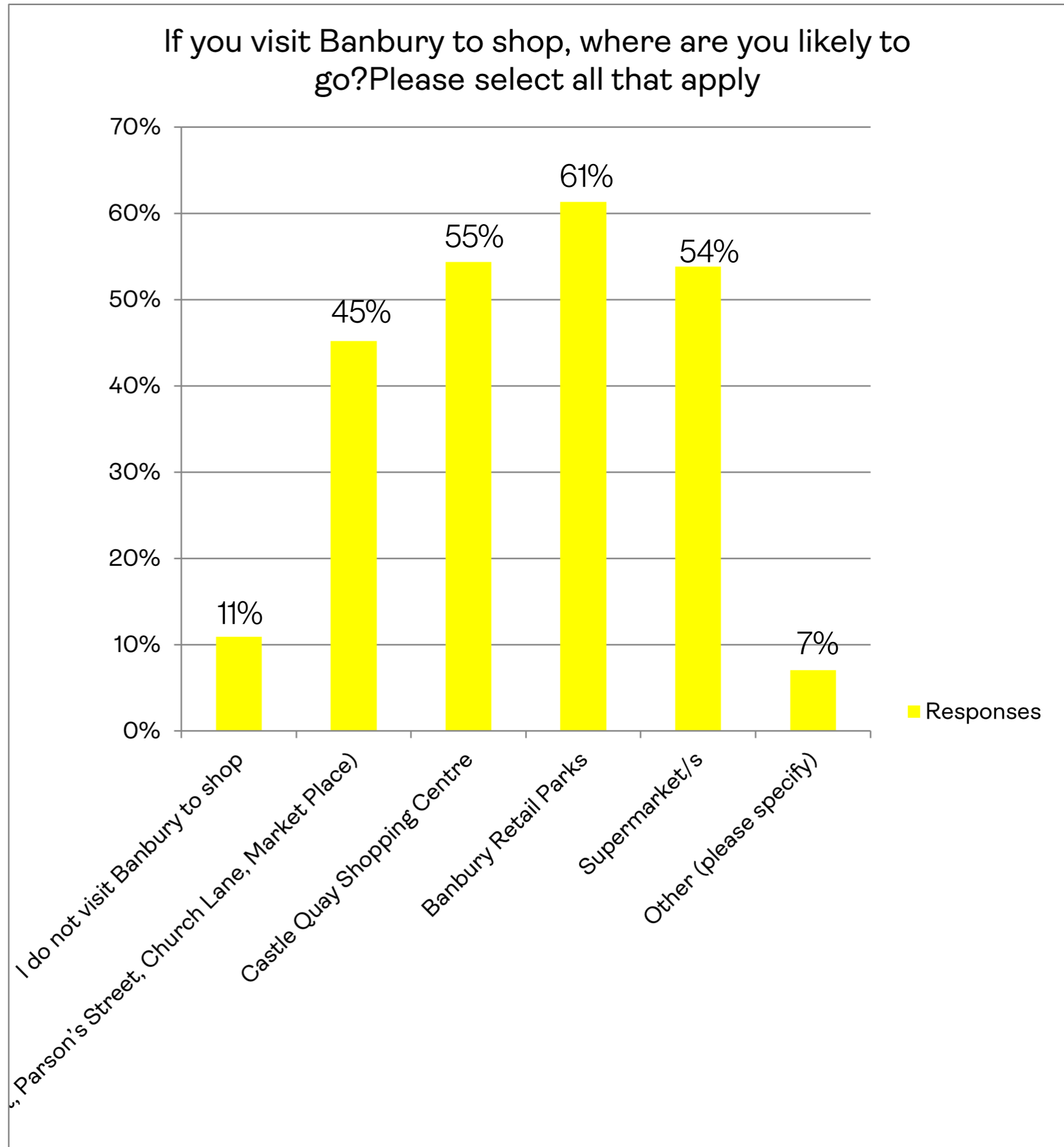
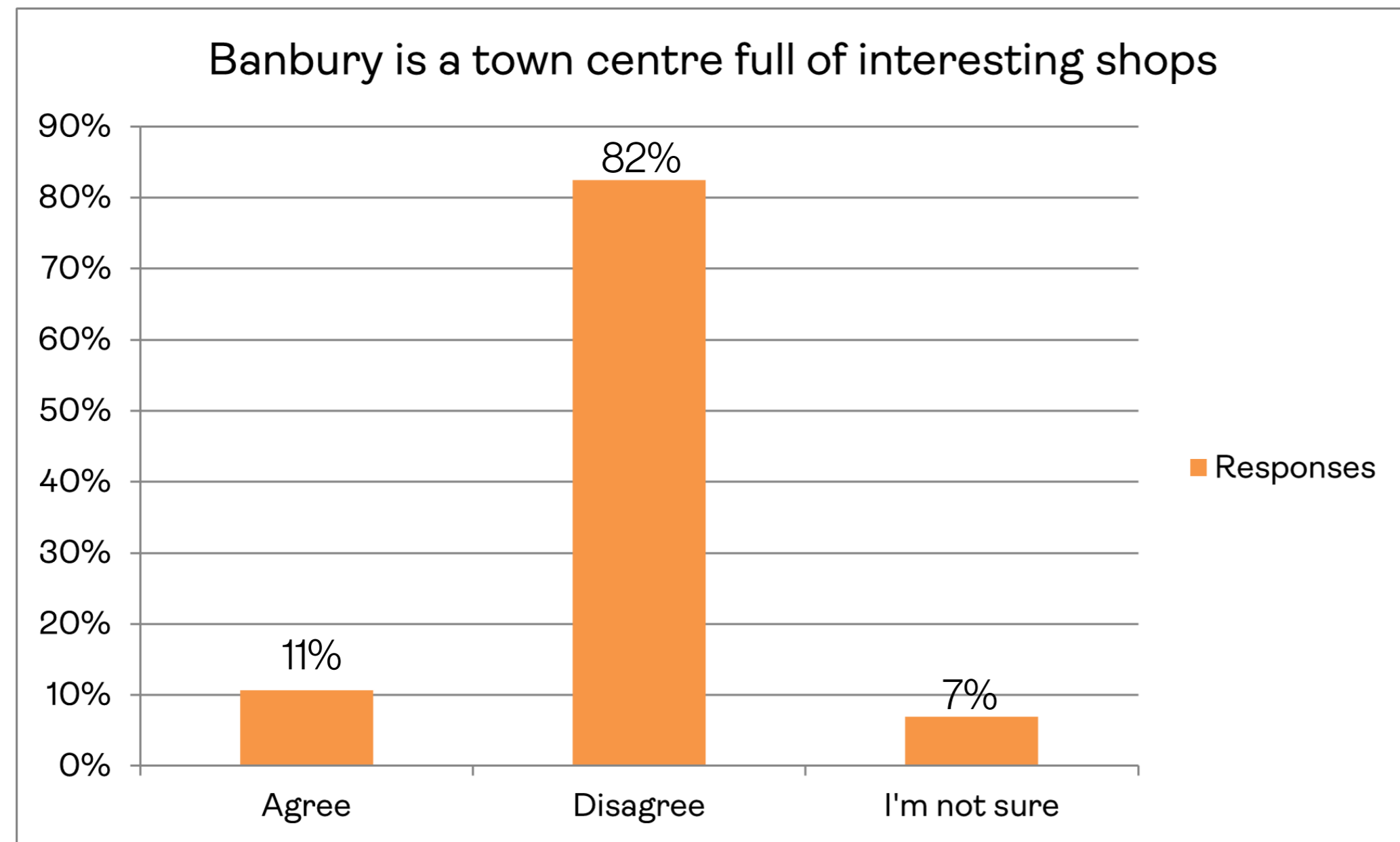


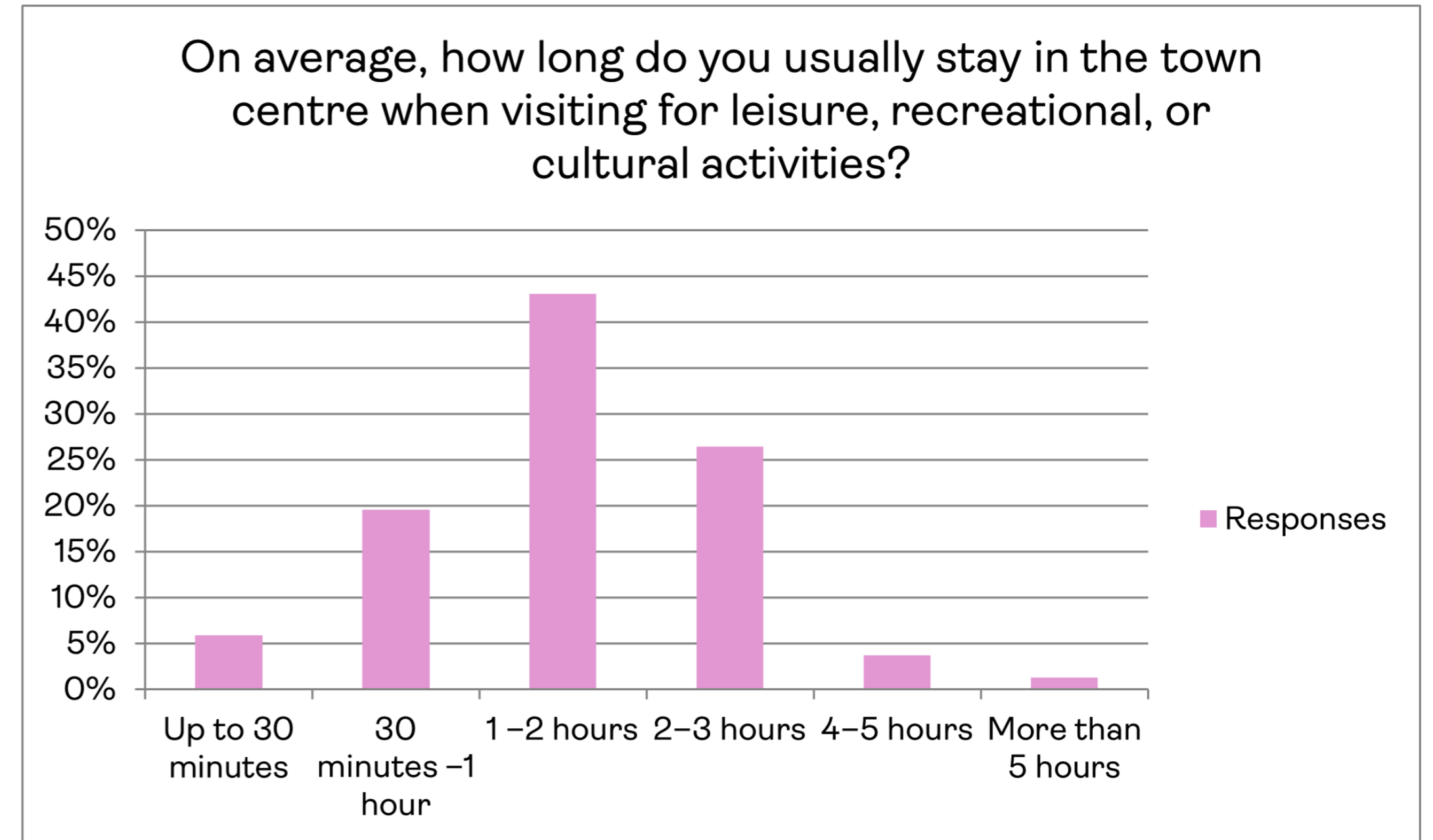
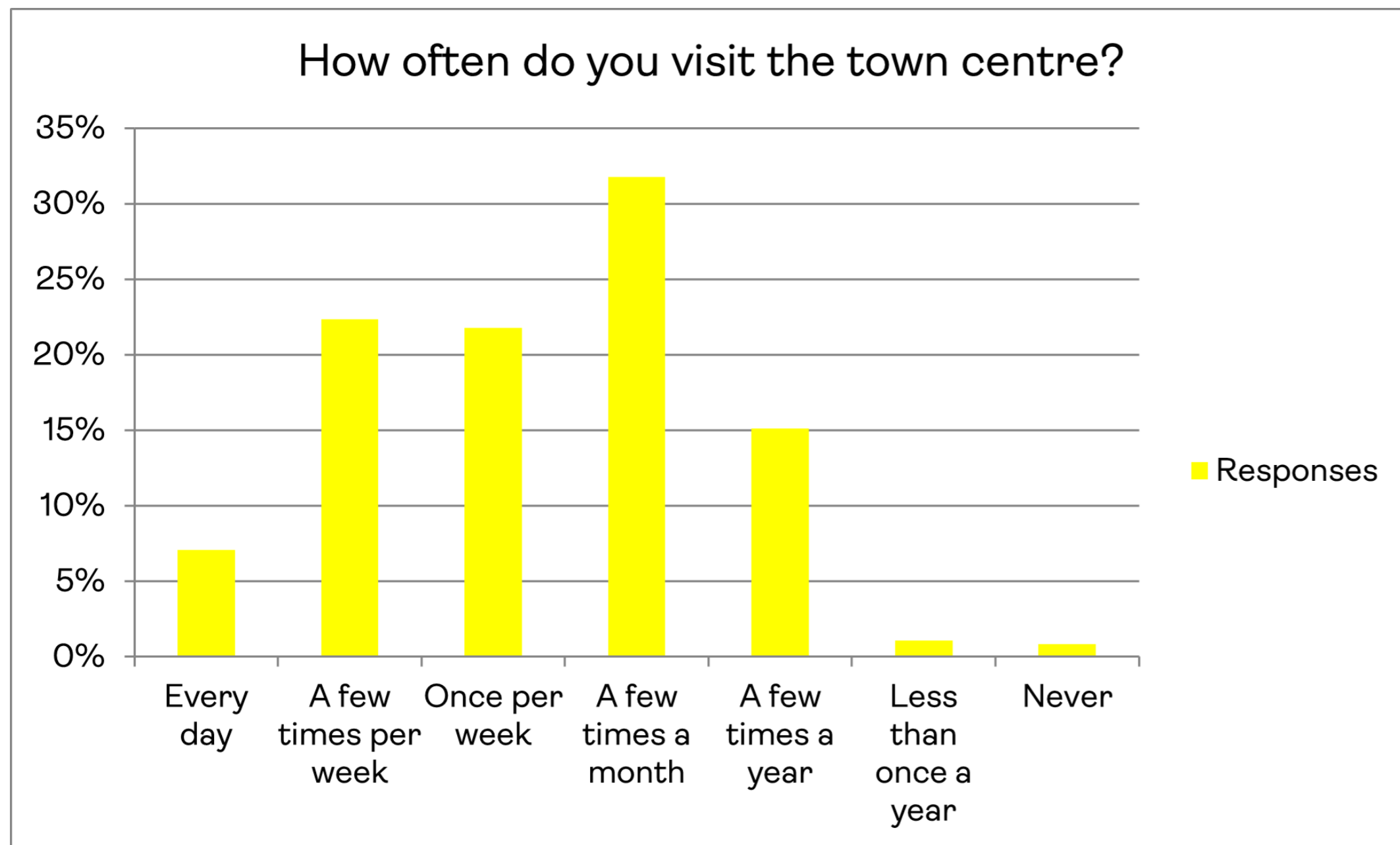
## Key issues from survey to date

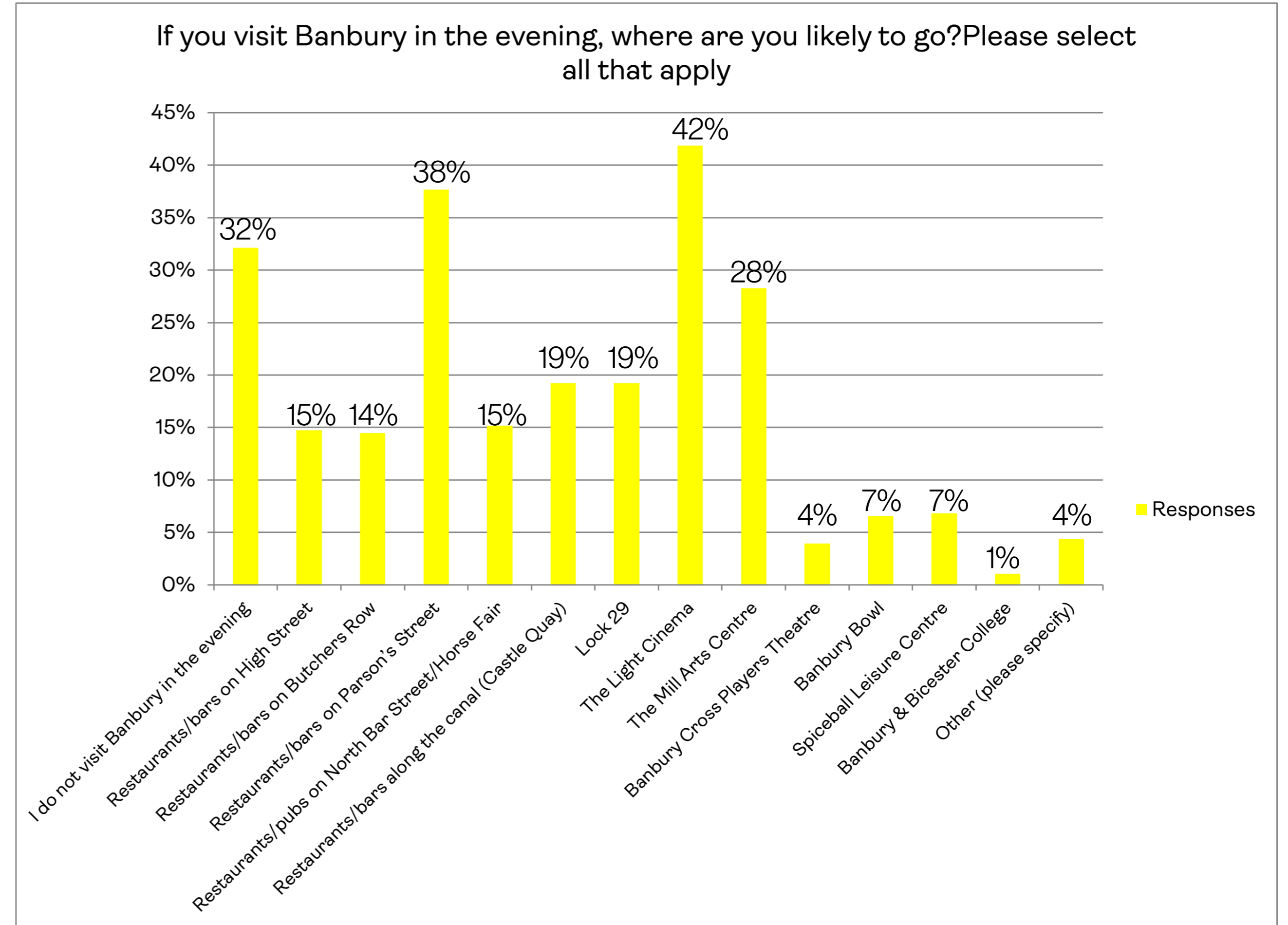
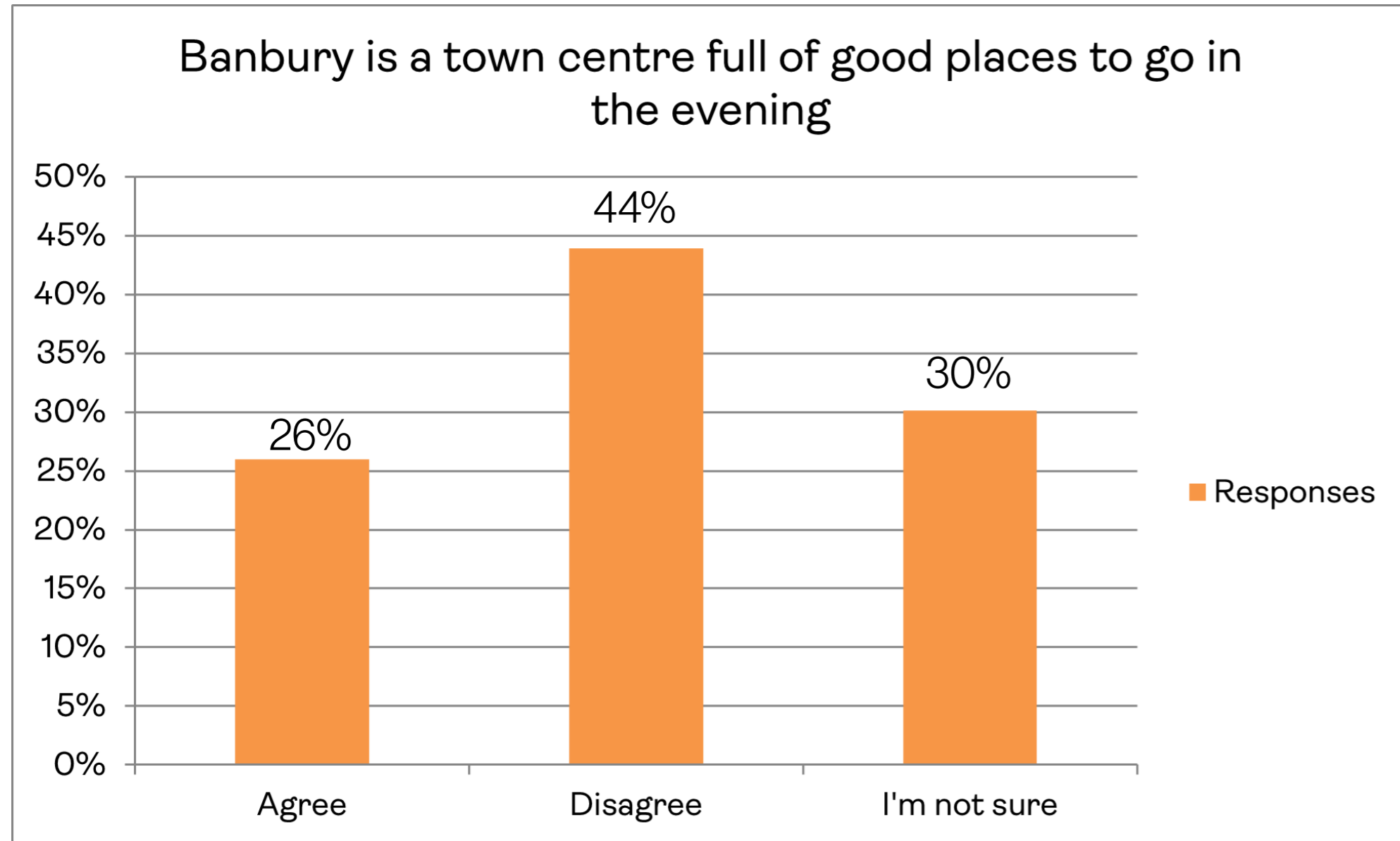
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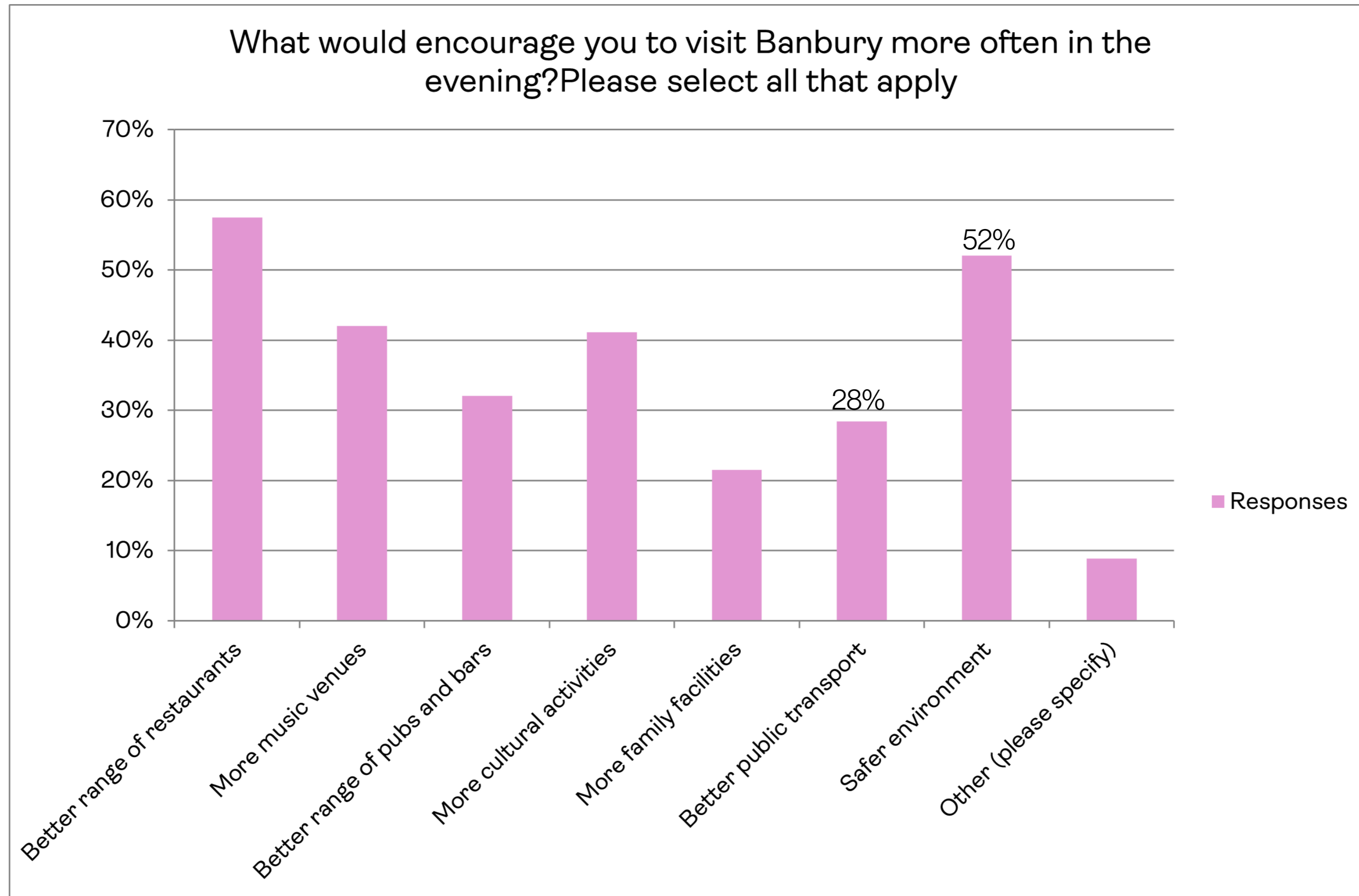


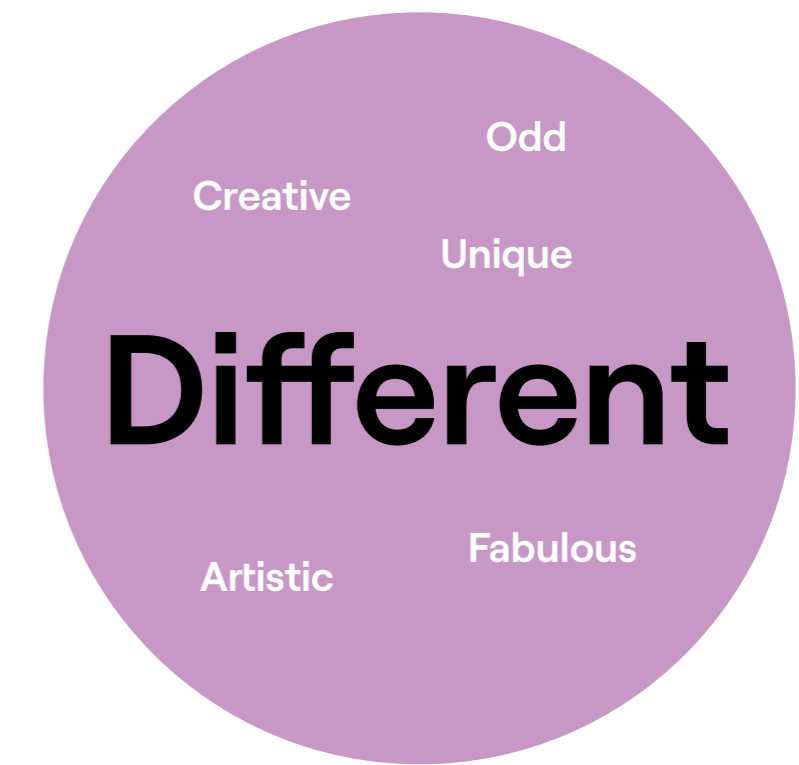


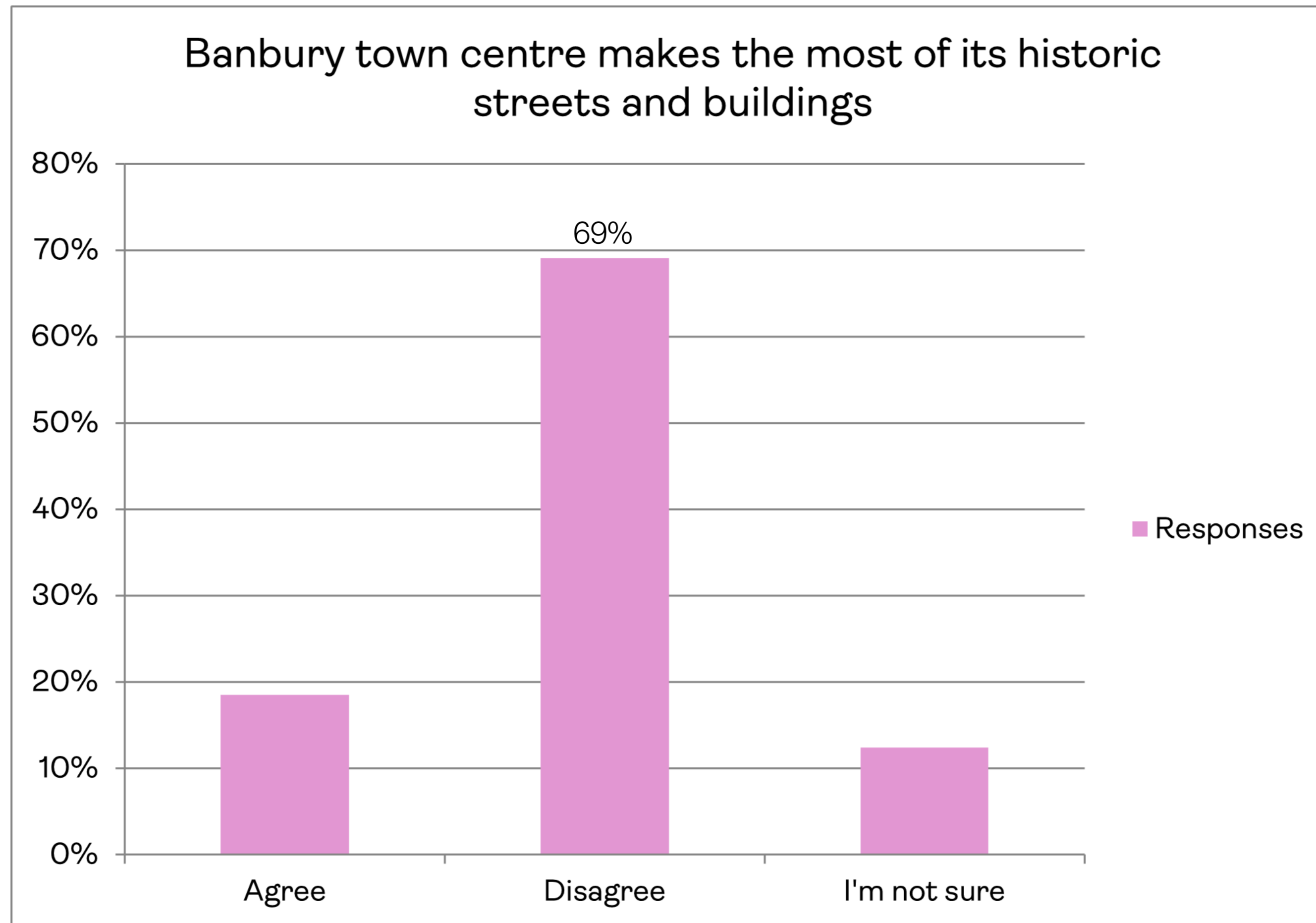


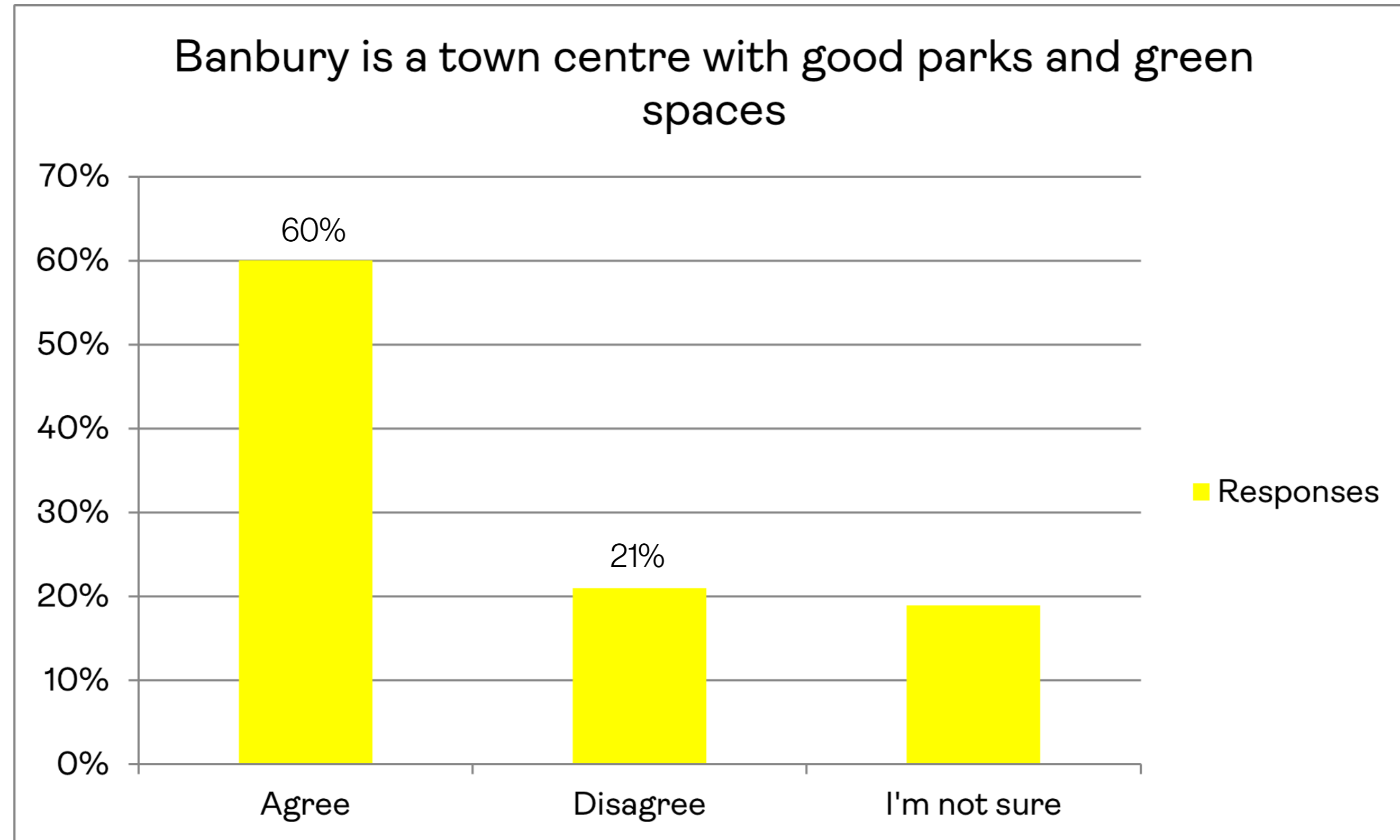


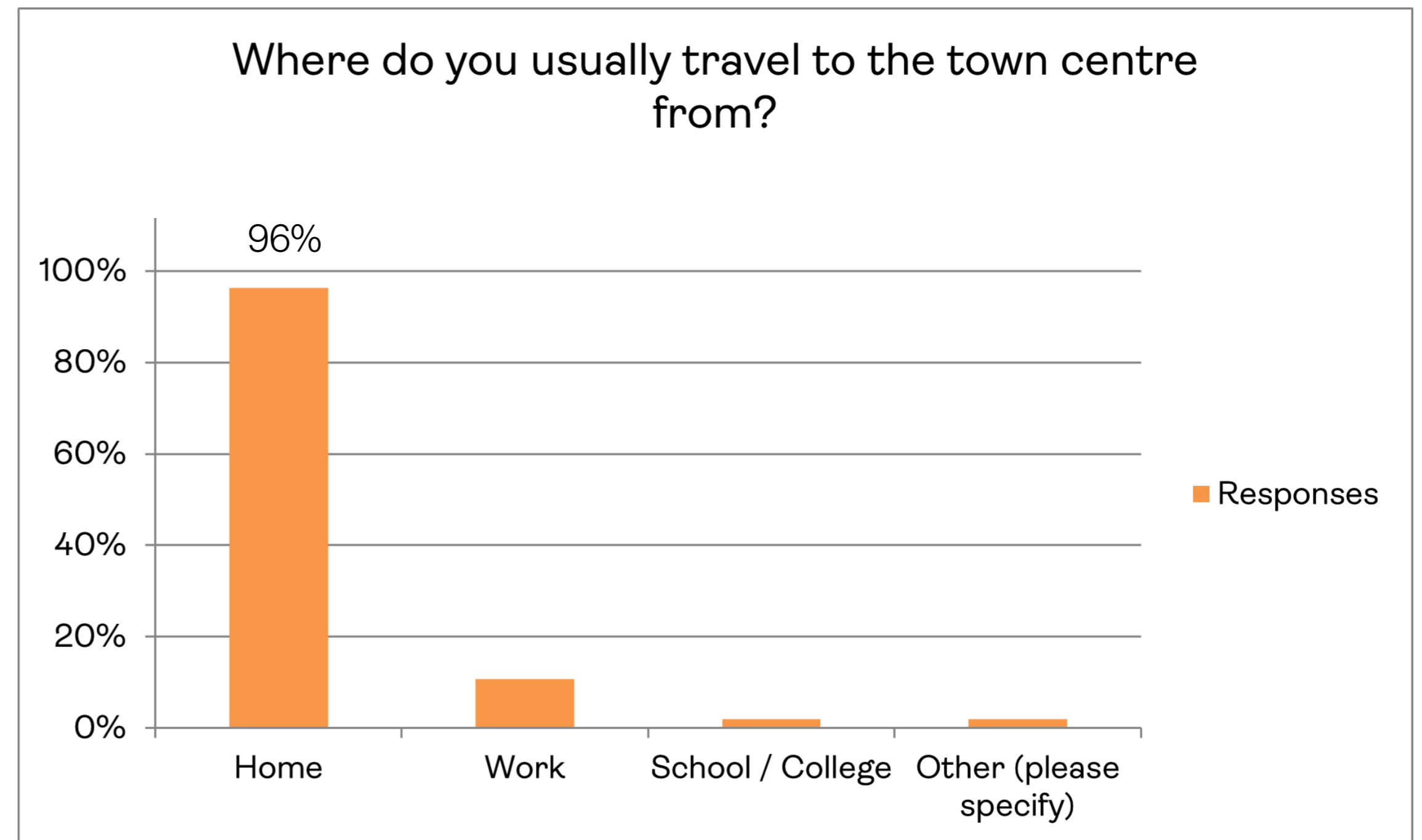
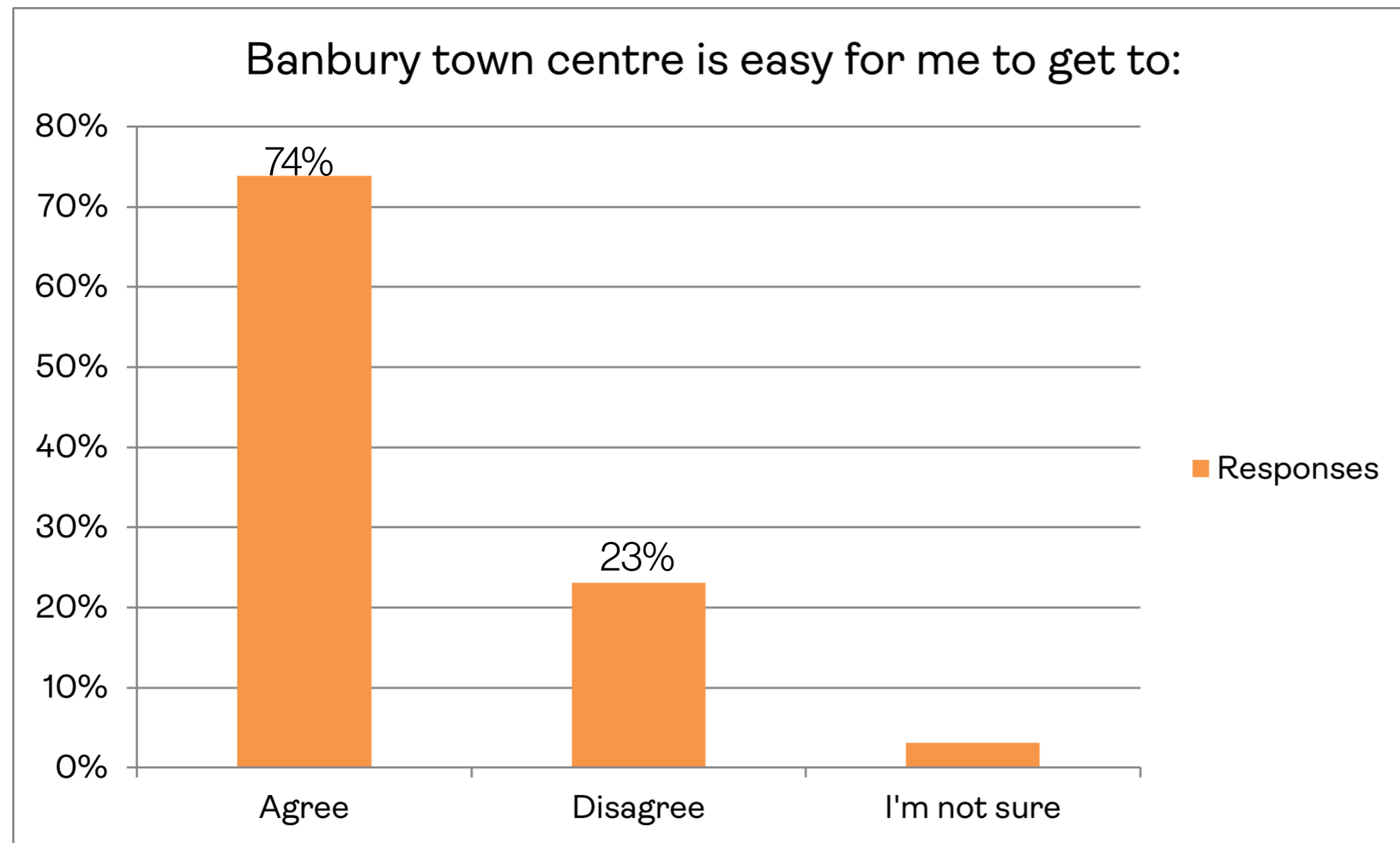


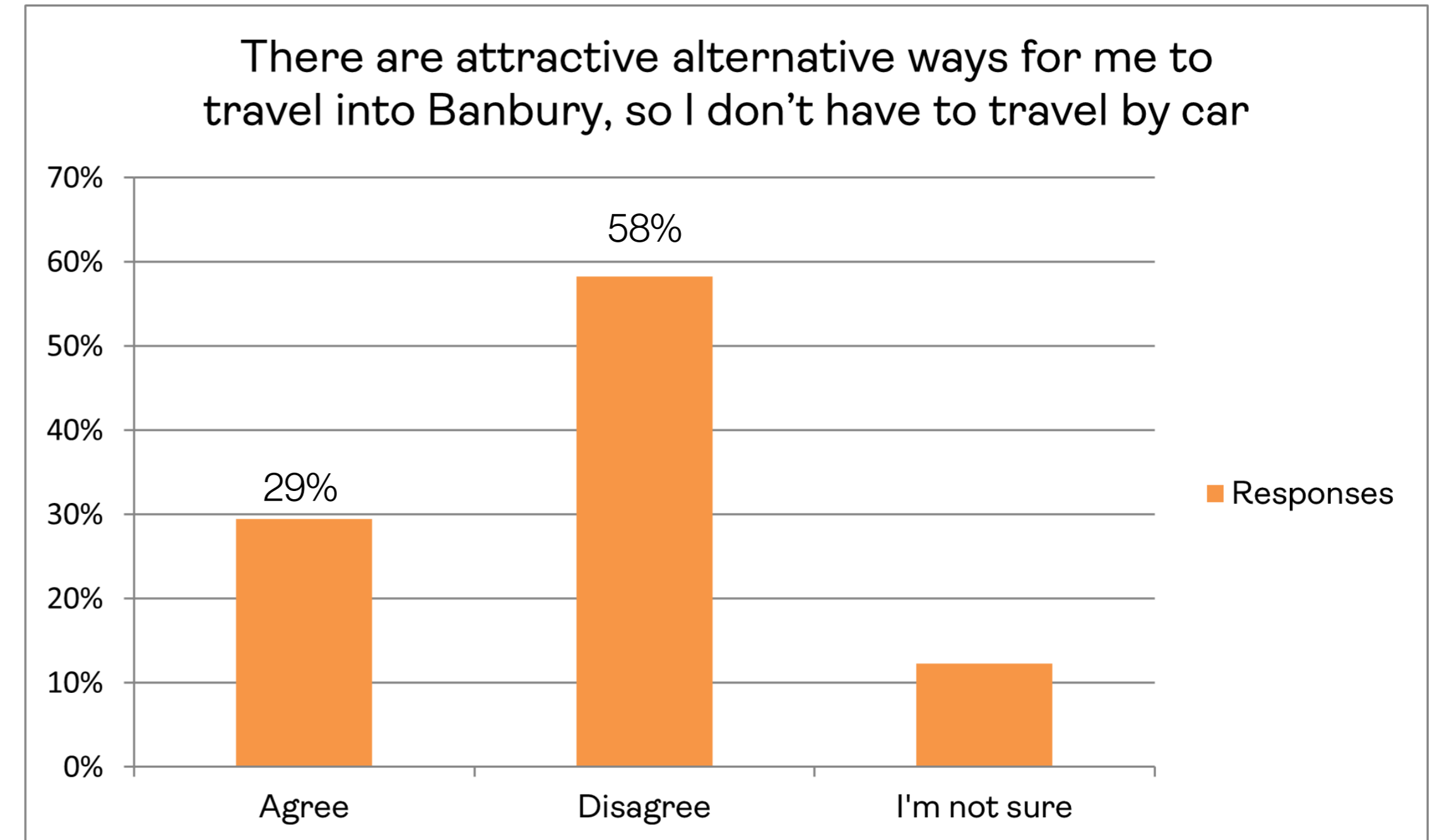
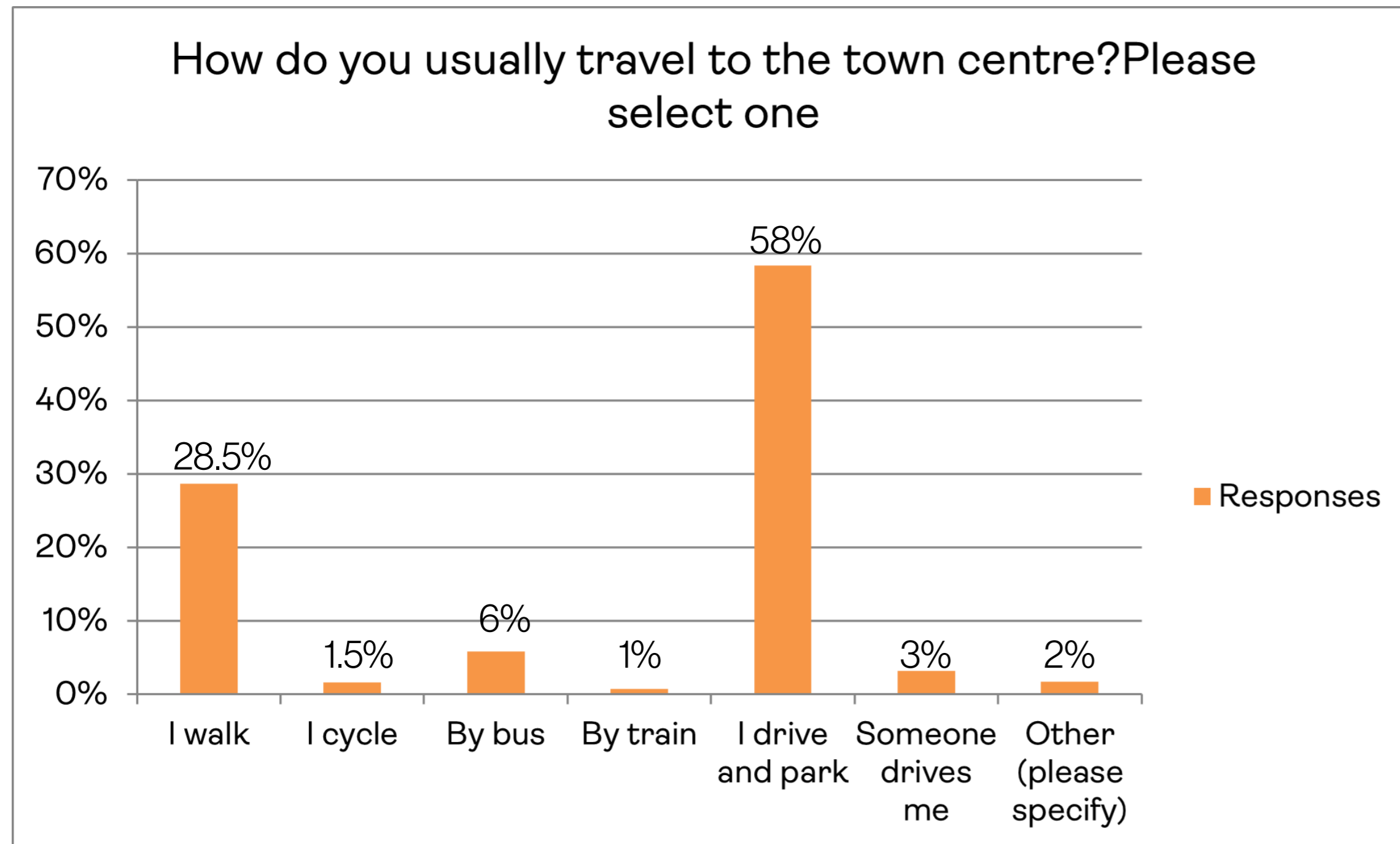


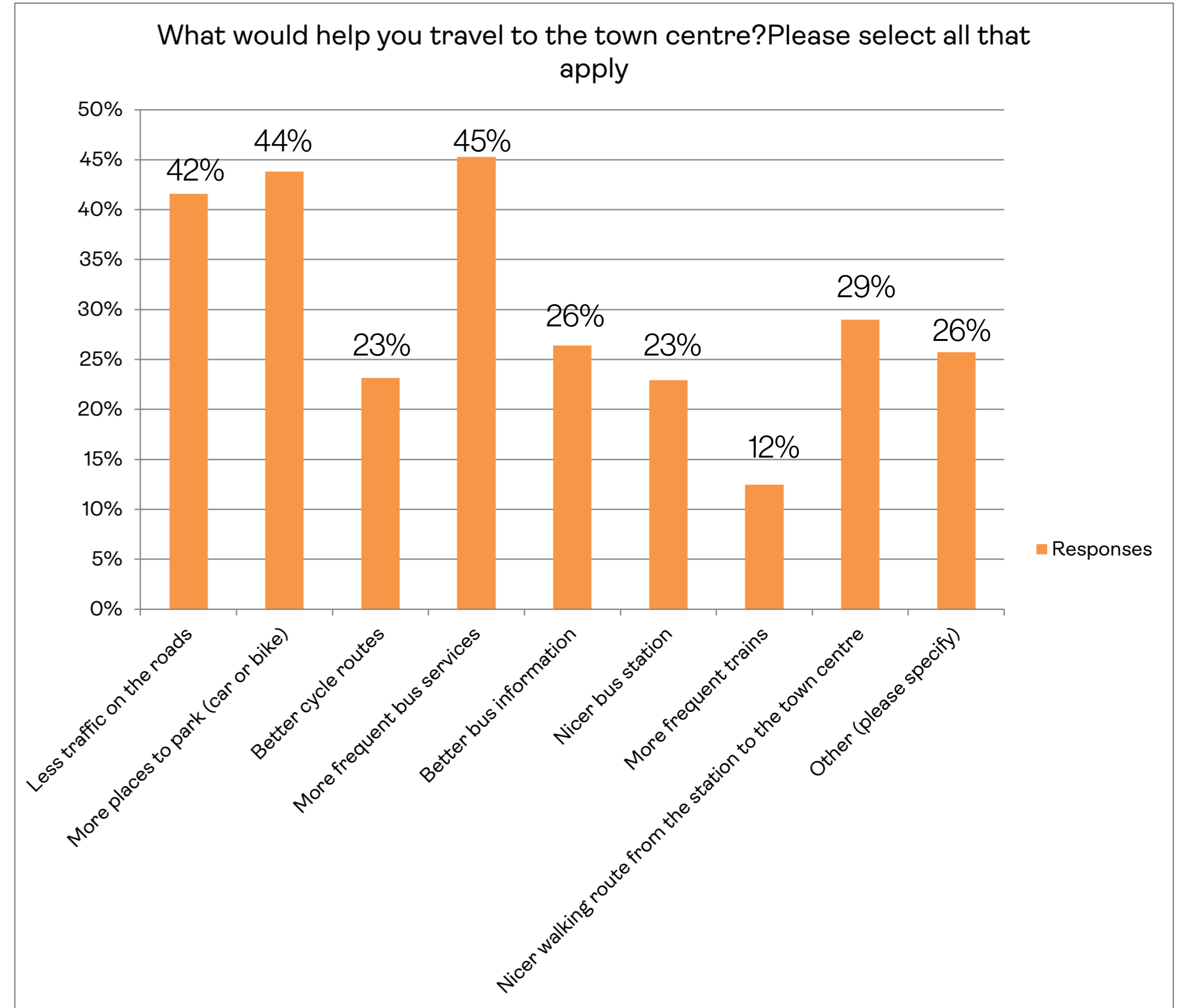
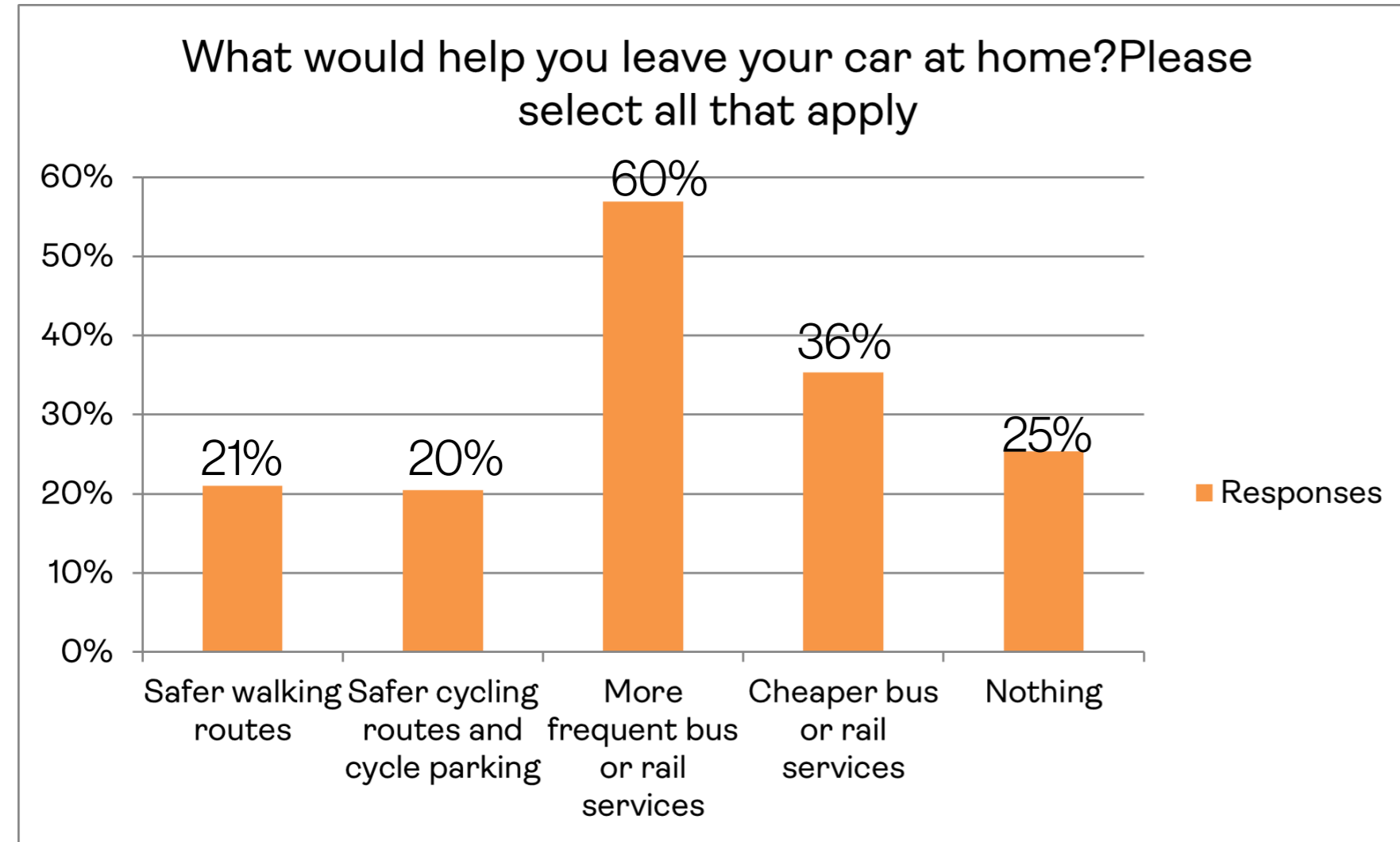


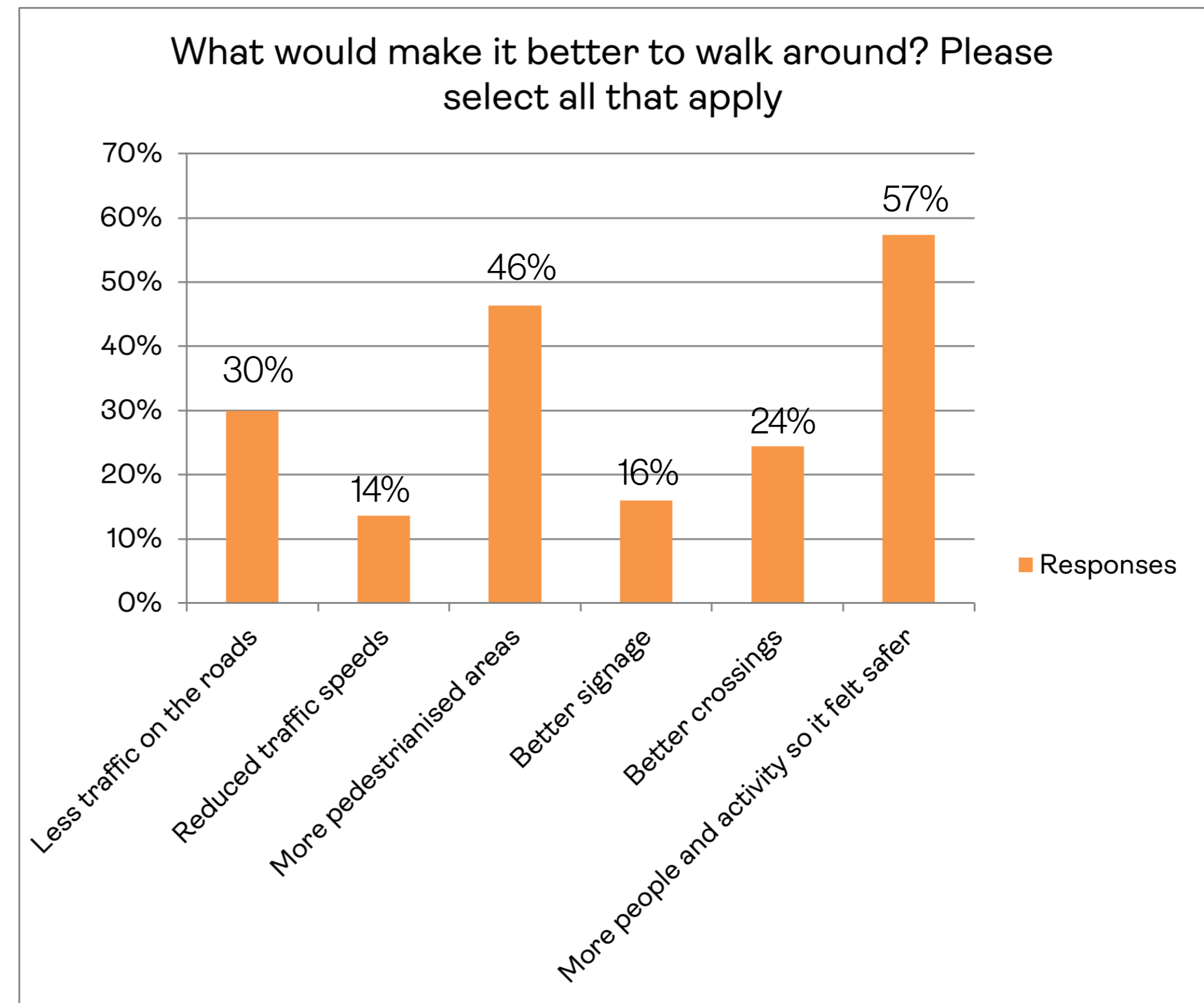
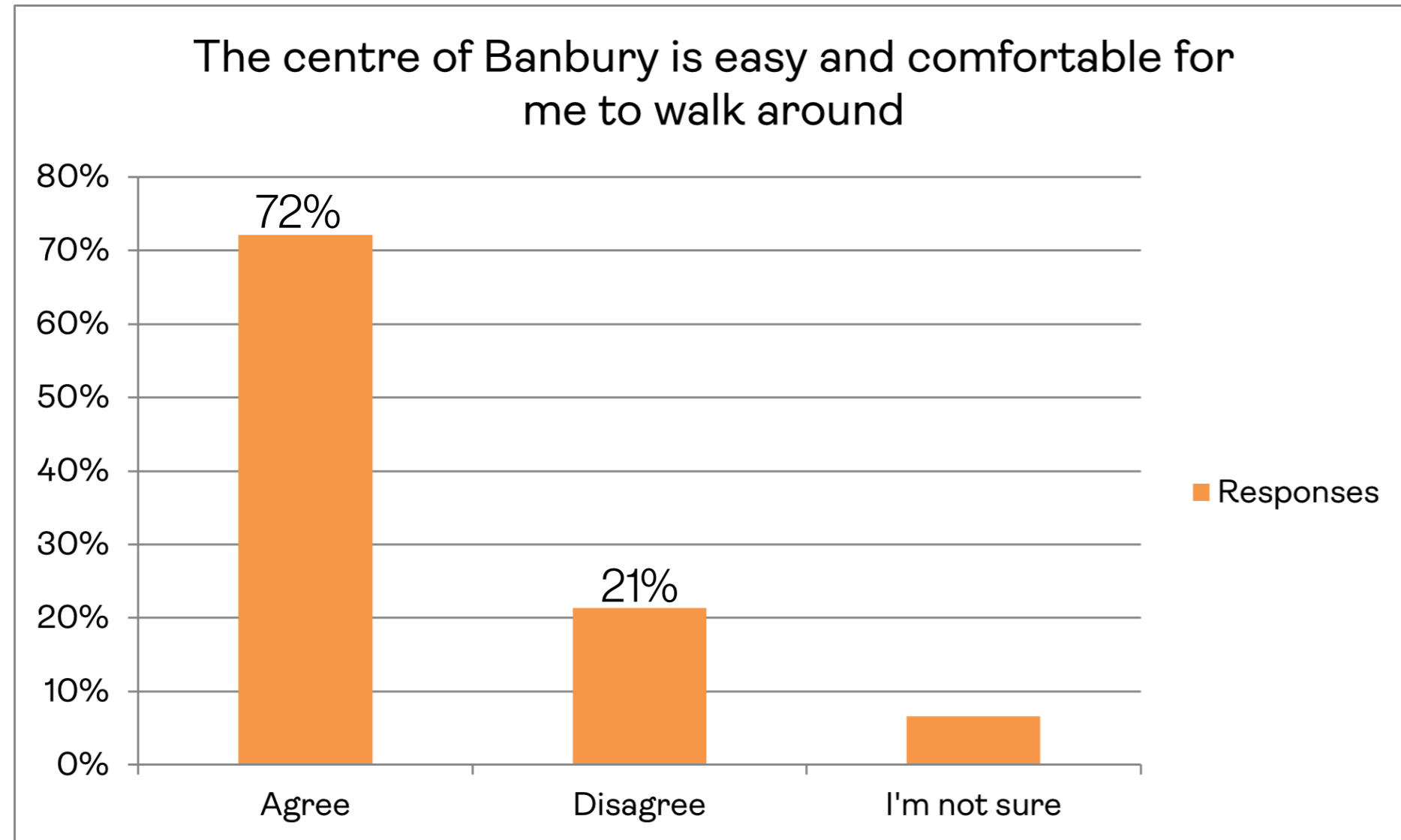












## **Group Discussions:**

**What is good/strong about Banbury from a transport & movement perspective?**

**Do stakeholders agree with the headline issues from the survey so far?**

## **Group Discussions:**

**What would stakeholders like to see improved in  
Banbury?**

**Can we choose 3 words to describe the type of town  
we would like Banbury to be in 2050?**

## **Group Discussions:**

**What are the key projects that can help deliver this change?**

**Are there any 'quick wins' that can generate momentum?**

**What are the best ways for stakeholders to be involved in delivering the Vision?**

**Lunch  
(1-1.30pm)**

**Group feedback & discussion on key  
issues**

(1.30 – 2.30pm)

**We  
need  
you!**

**Banbury  
Vision  
2050**

Have your say on Banbury  
Town Centre → [Banbury2050.co.uk](http://Banbury2050.co.uk)

**Tell  
us!**

**Banbury  
Vision  
2050**

What do you think would make  
Banbury a better place for everyone?  
[www.Banbury2050.co.uk](http://www.Banbury2050.co.uk)

**Share  
Share  
Share**

**Banbury  
Vision  
2050**

Share your thoughts on the  
future of Banbury Town Centre  
[www.Banbury2050.co.uk](http://www.Banbury2050.co.uk)

# Banbury Vision 2050

**Thank you!**

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# Banbury Vision 2050

Appendix 2

## Public Survey Responses

March 2024



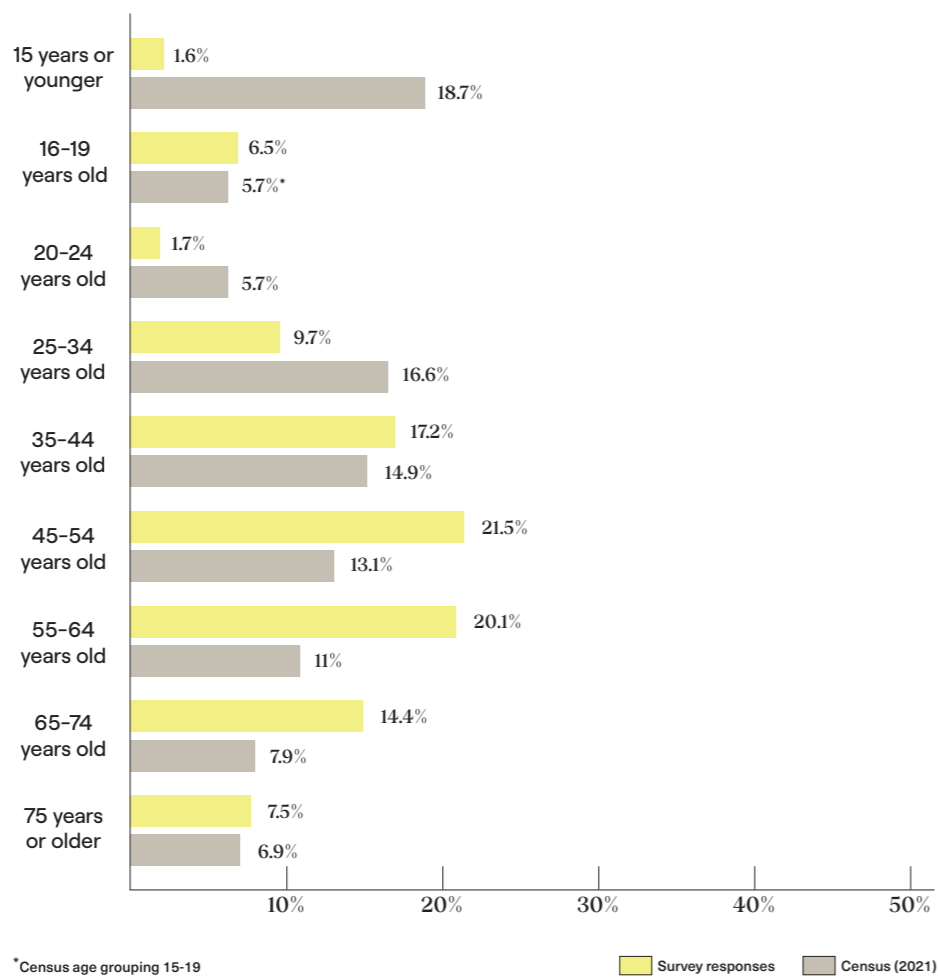
This document is an analysis of the responses from the public survey, which was open from the 9th November 2023 to the 15th January 2024, receiving 2729 responses.

# Demographics

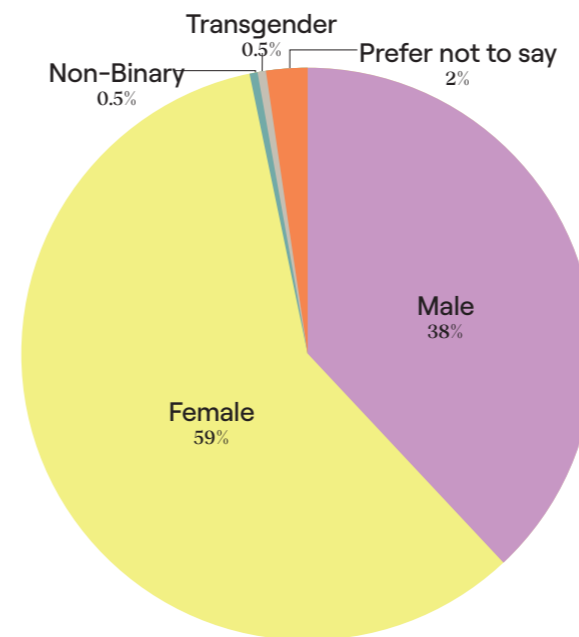
The survey received the greatest response from those aged between 45-64 years old. Under 25s make up 10% of responses.

59% of respondents are Female and 28% male.

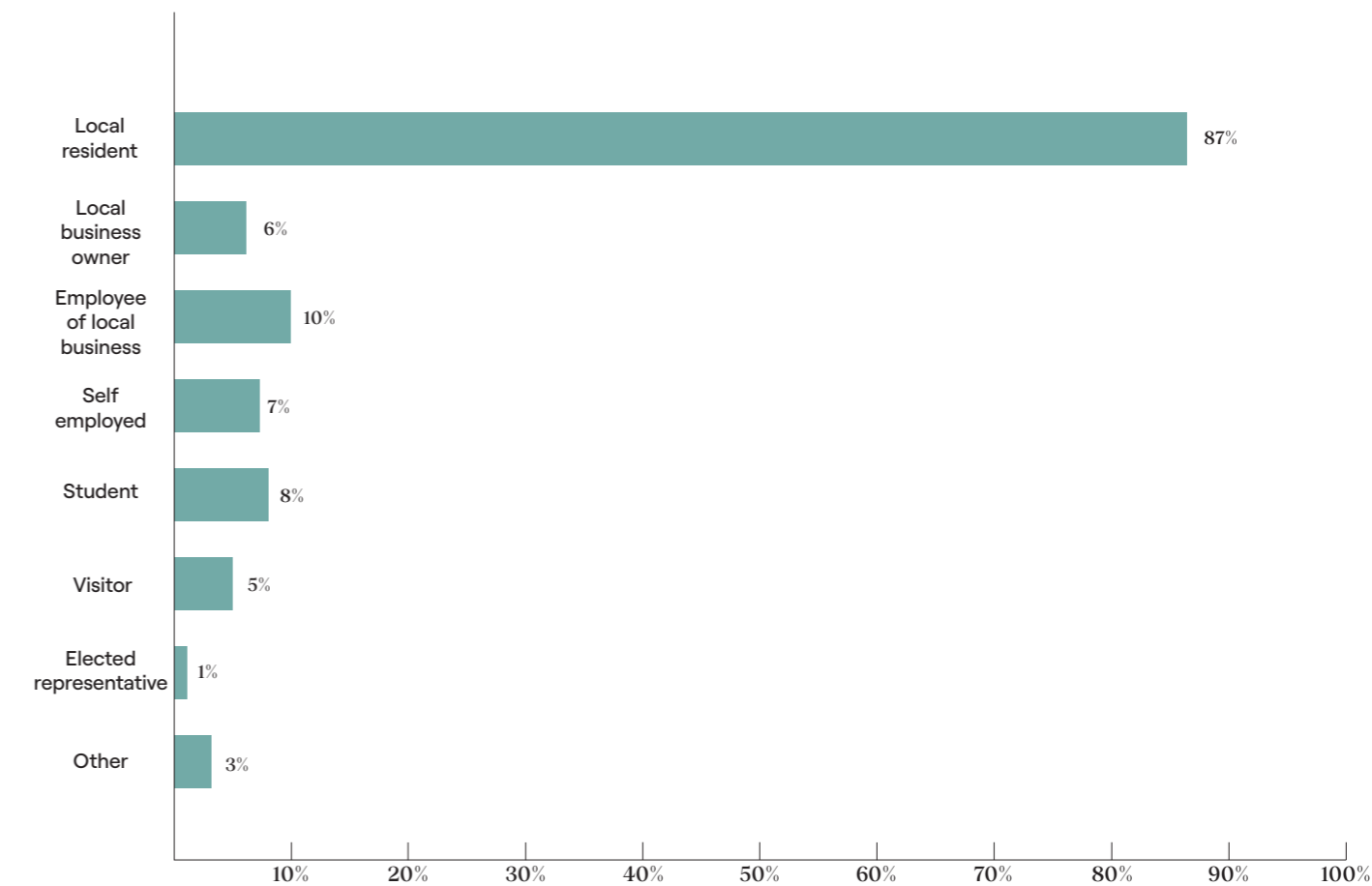
87% respondents said they are local residents. 16% of responses are from owners or employee's of local businesses, and 5% are visitors.



Age of respondents (2708 responses)



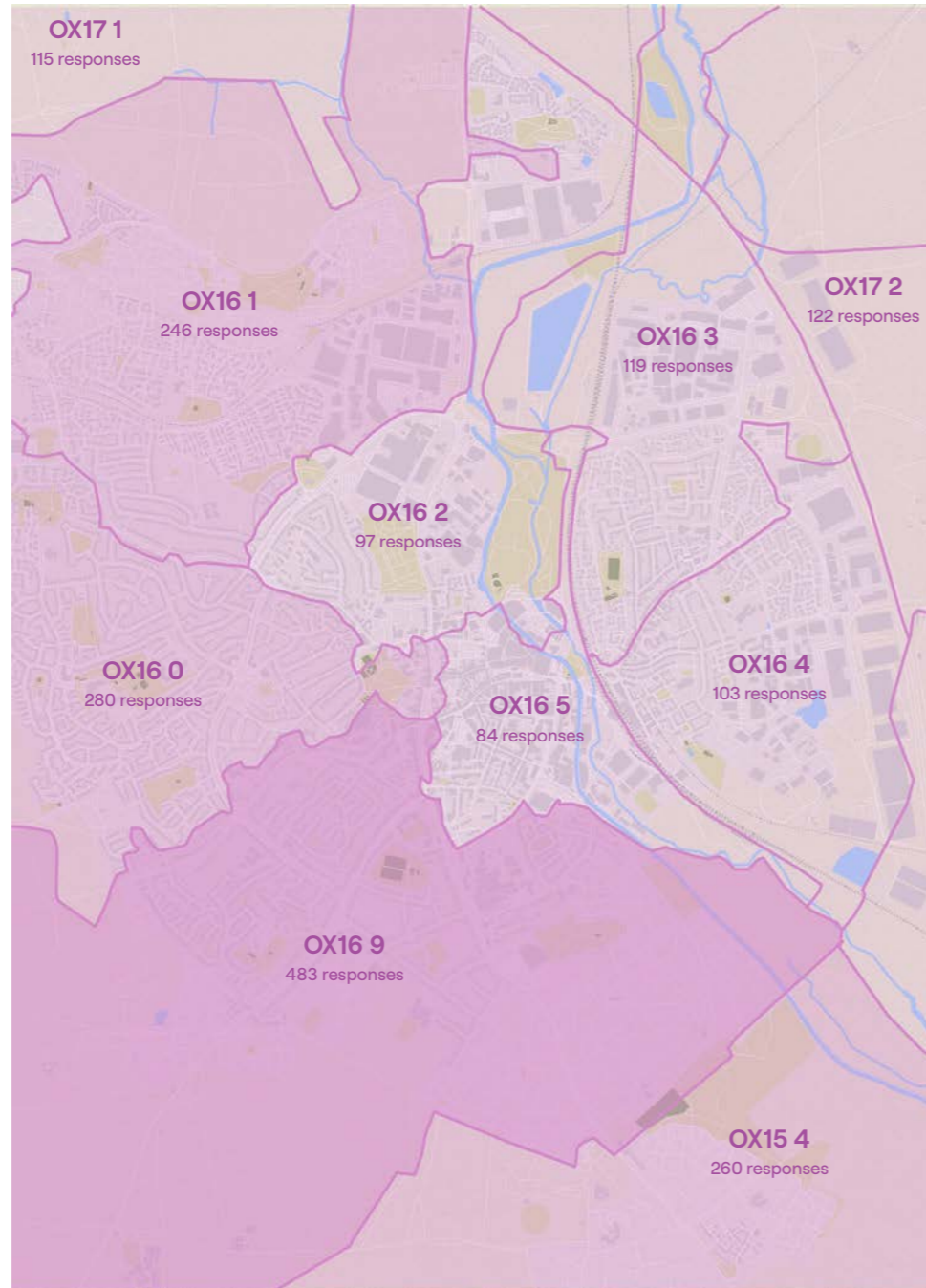
Gender (2710 responses)



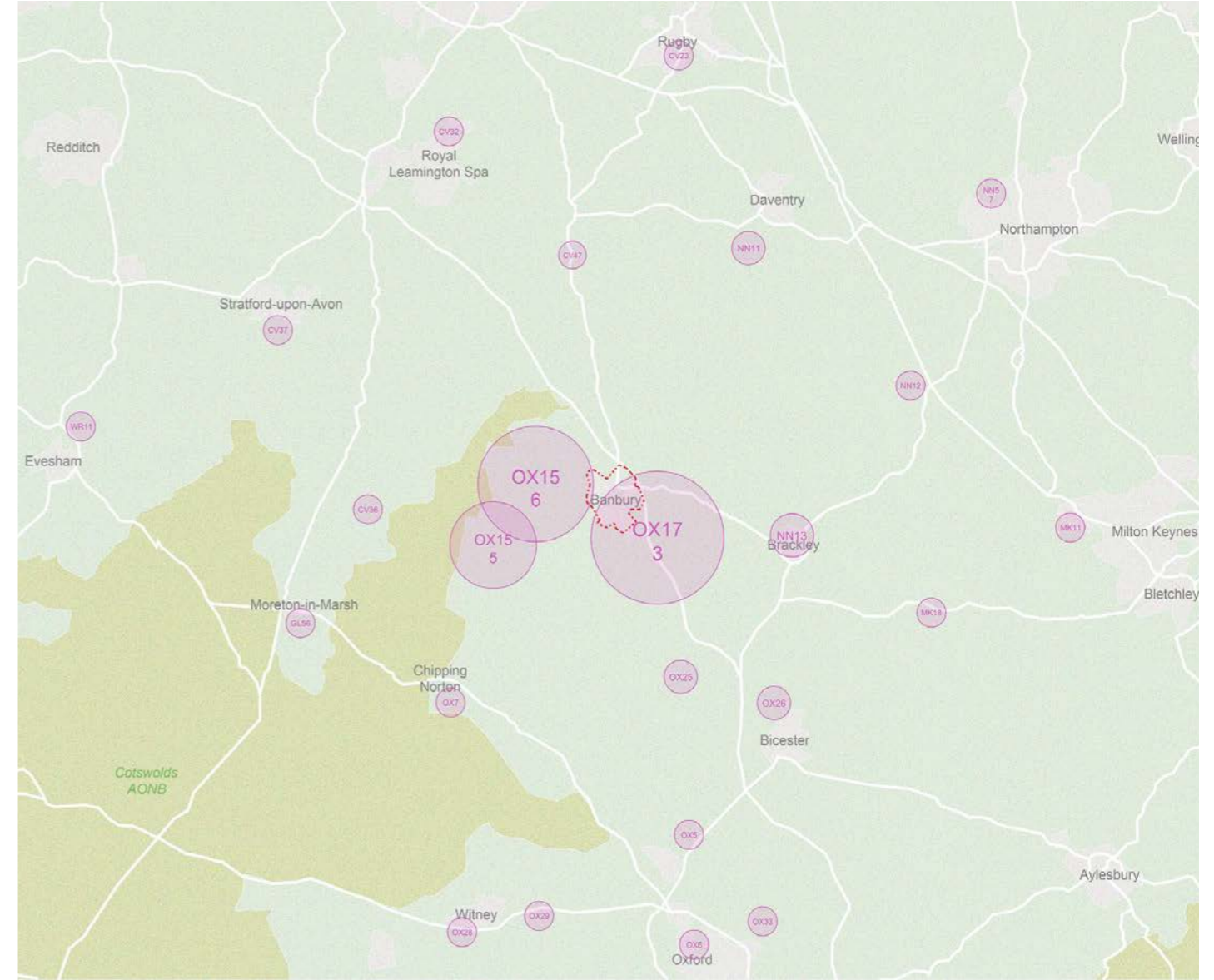
Relationship with Banbury (2712 responses)

# 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

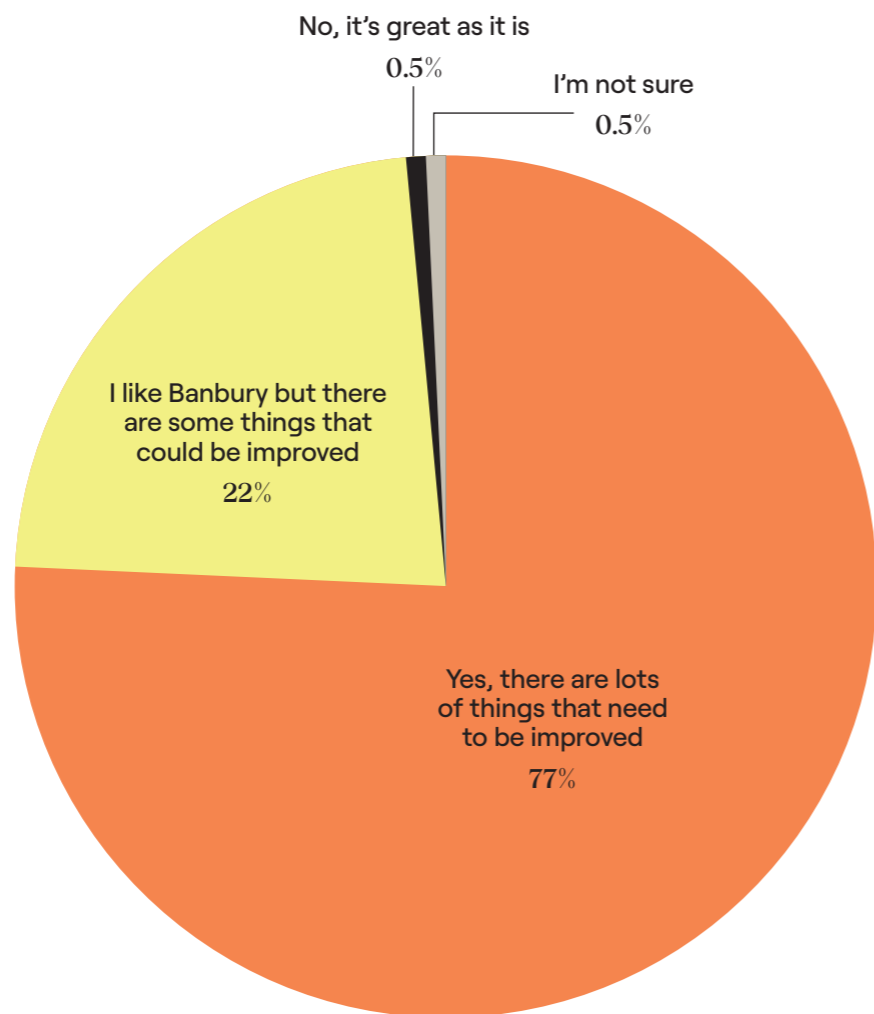
The survey received relatively few responses from visitors, with the majority residing in rural areas and smaller towns and villages surrounding Banbury.

# 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.

Page 109



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)

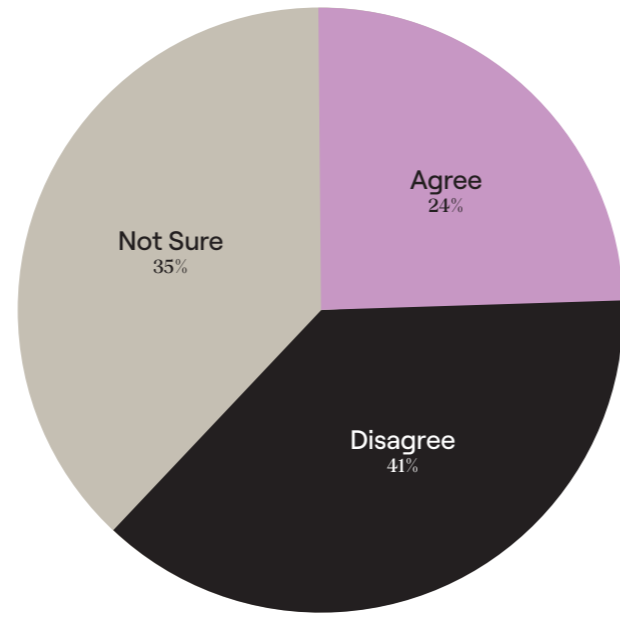
# Perceptions

Banbury as a place to live.

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

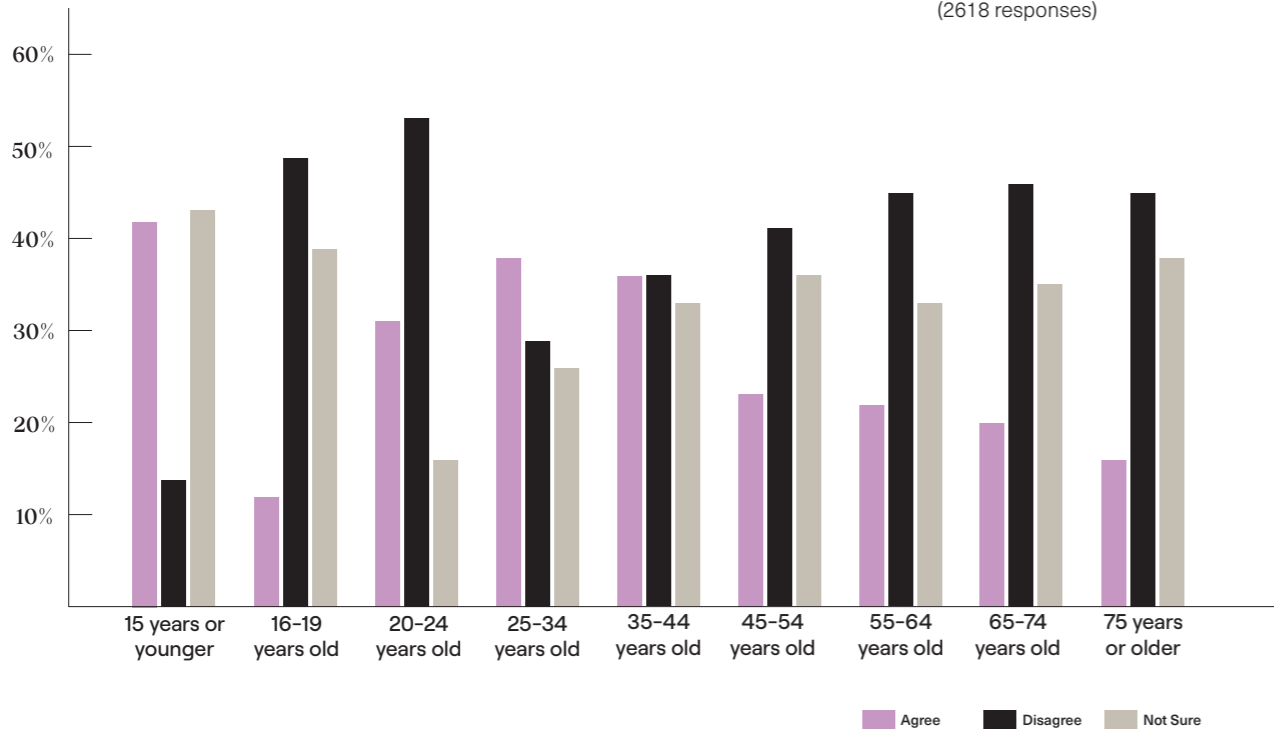
Its walkable nature, parks and green spaces, accessibility and connections to other towns/cities and surrounding countryside, alongside its friendly, community feel are what respondents like most about living in Banbury.

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)

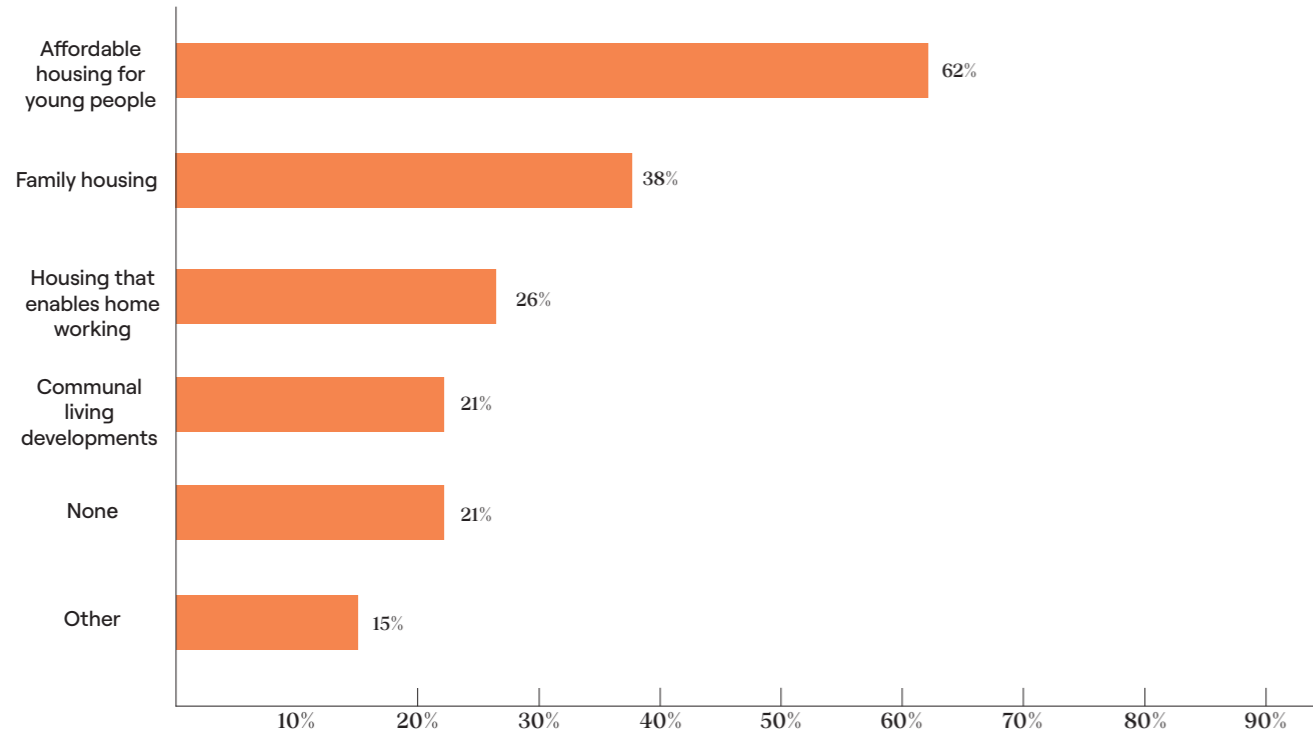
# Perceptions

## 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.

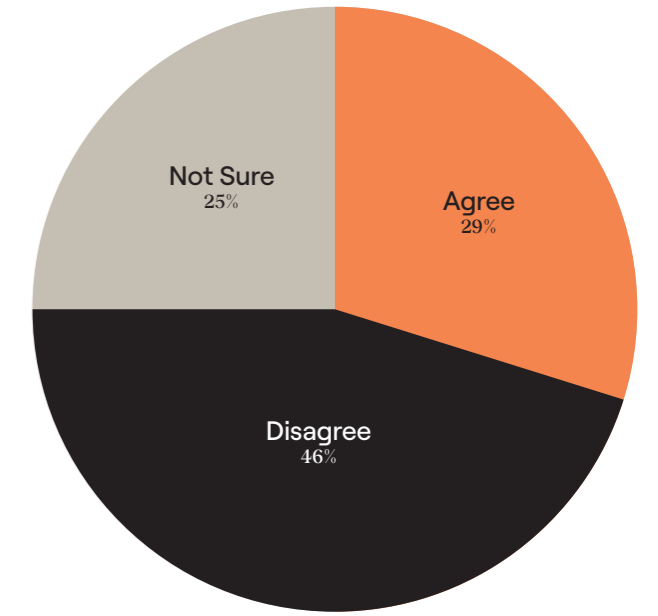
Other responses include affordable homes for all ages, and sustainable housing prioritising the re-development of brownfield sites.

Page 111

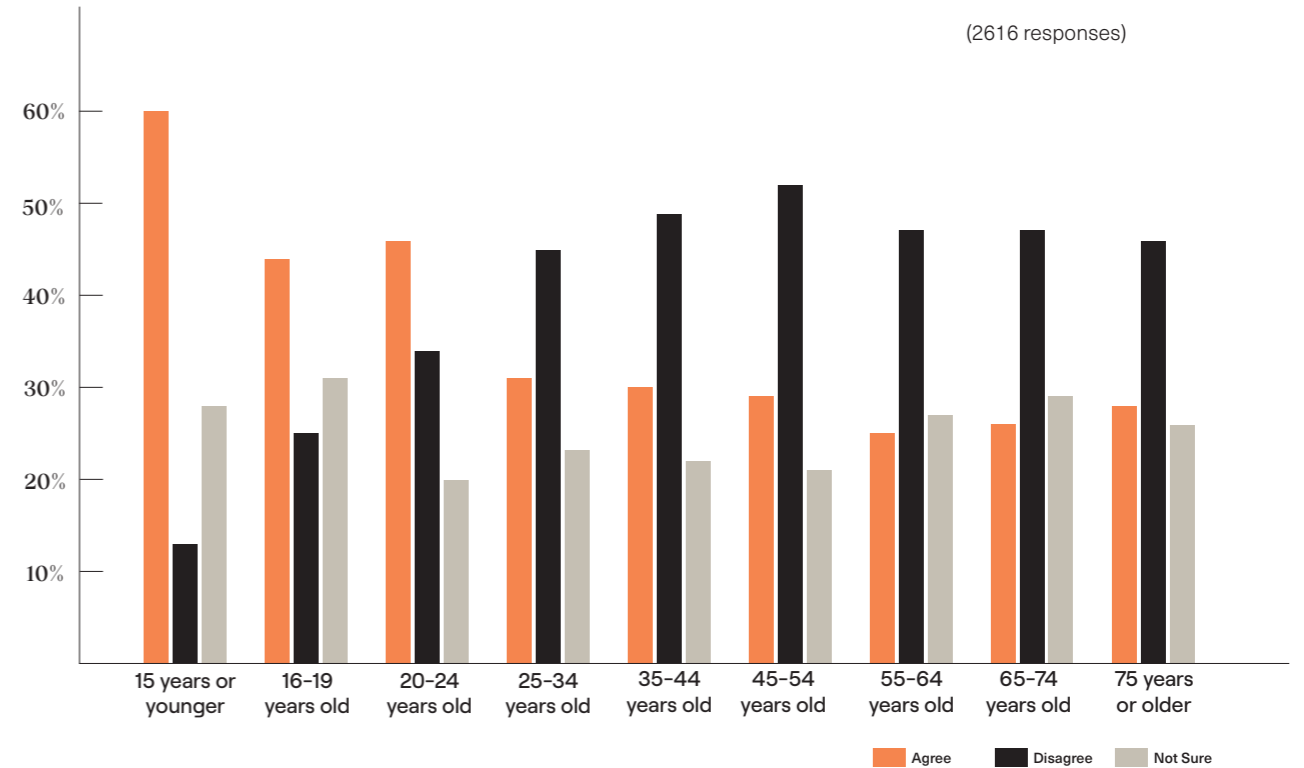


What type of new housing does Banbury town centre need? (2604 responses)

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

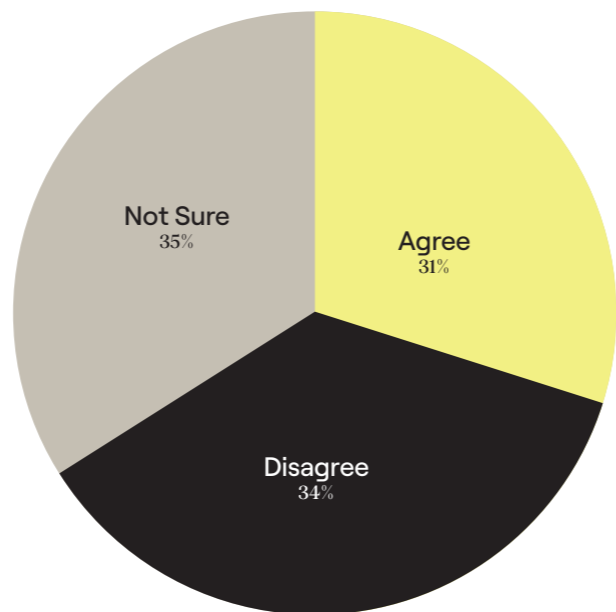
## Families and Banbury.

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.

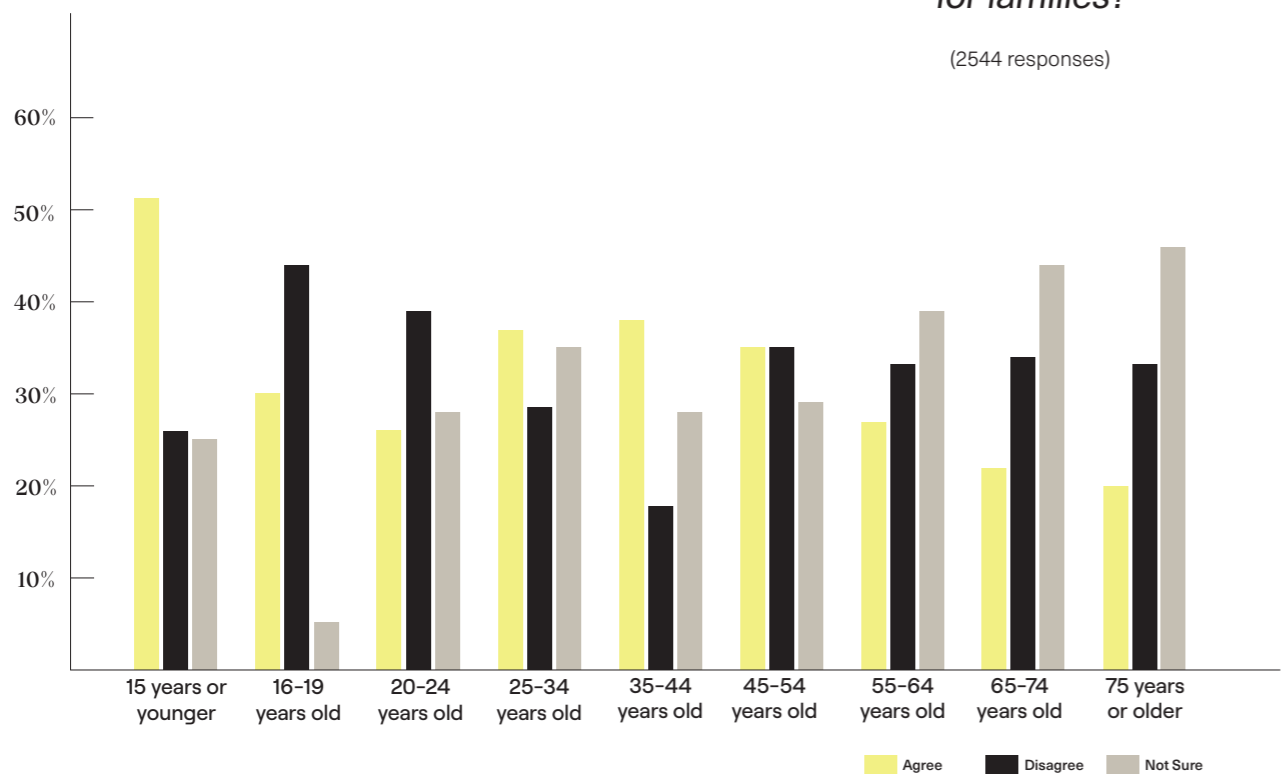
The parks and green spaces, leisure & entertainment venues, events, festivals and cultural activities are what respondents say are the best things about Banbury for families.

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

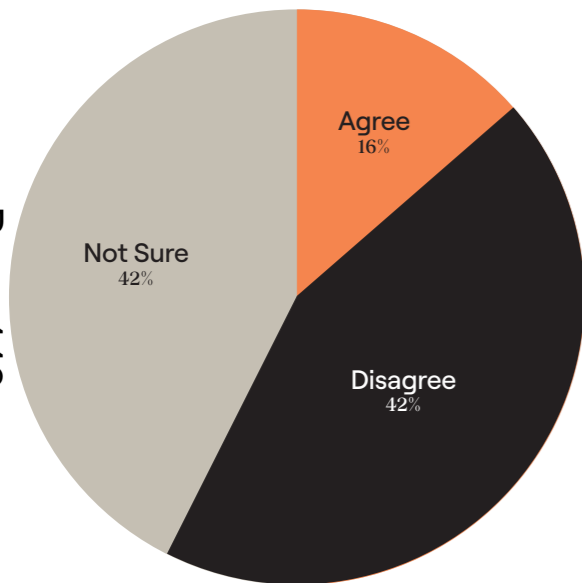
## Young people and Banbury.

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.

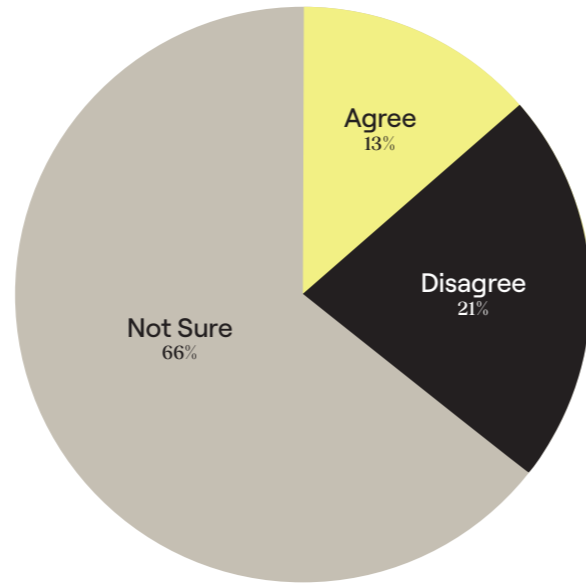
Respondents under the age of 25 expressed that more welcoming, communal, and quiet spaces to study as well as improved library facilities would make Banbury a better place to study.

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.

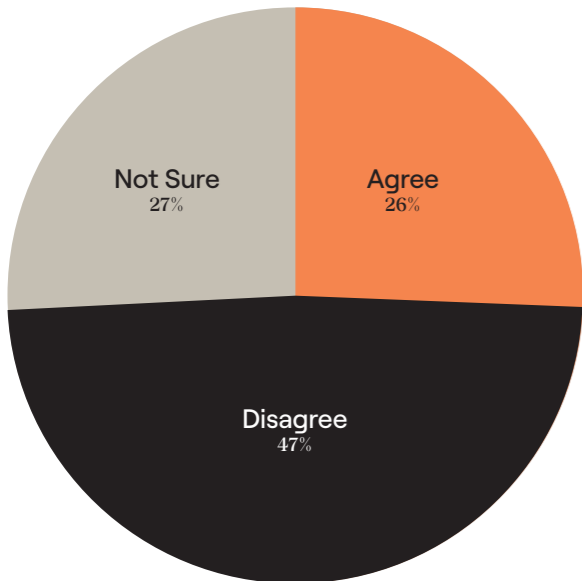
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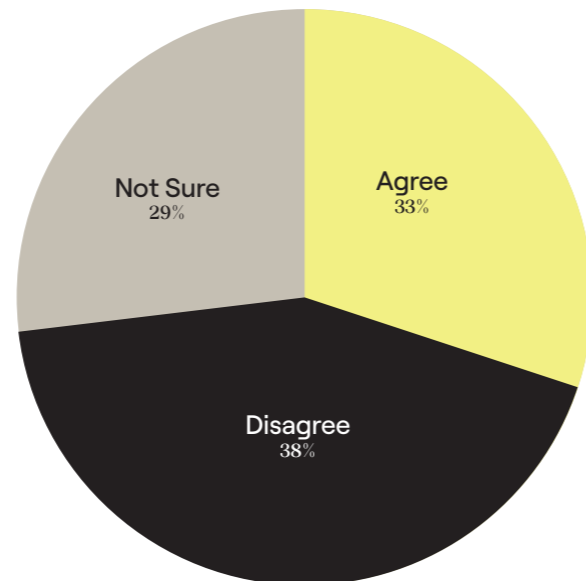
Banbury is a good place for young people?  
All responses  
(2525 responses)



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.

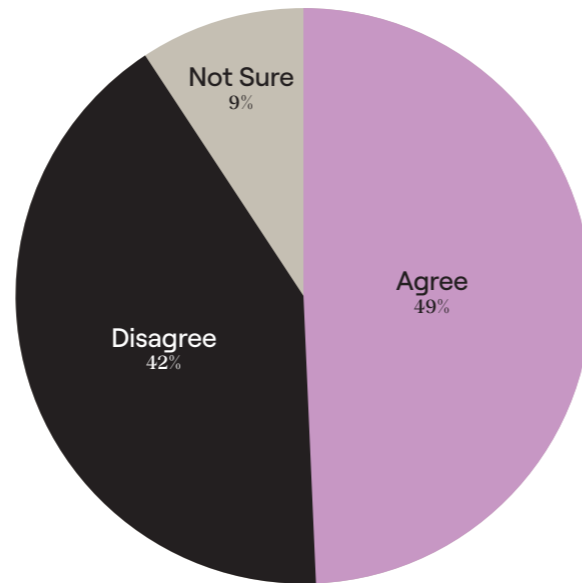
Issues raised include:

- 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

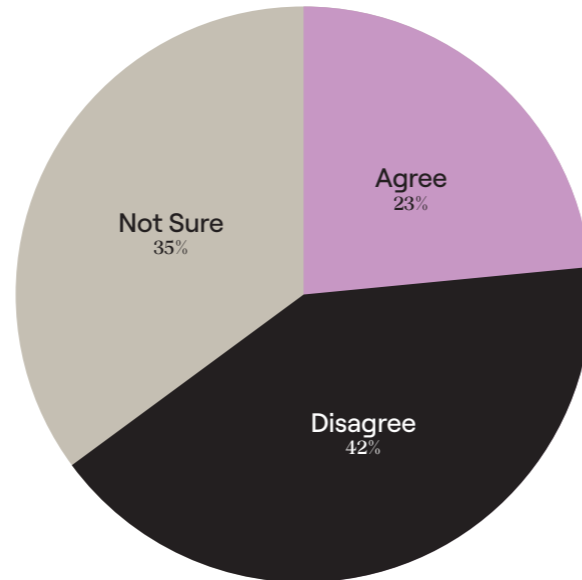
Page 114

## Banbury town centre is a good place to work?

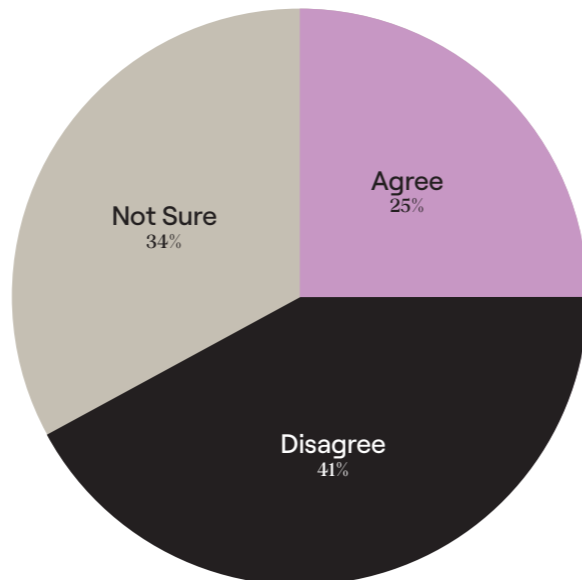
( 2454 responses)



Works in the town centre



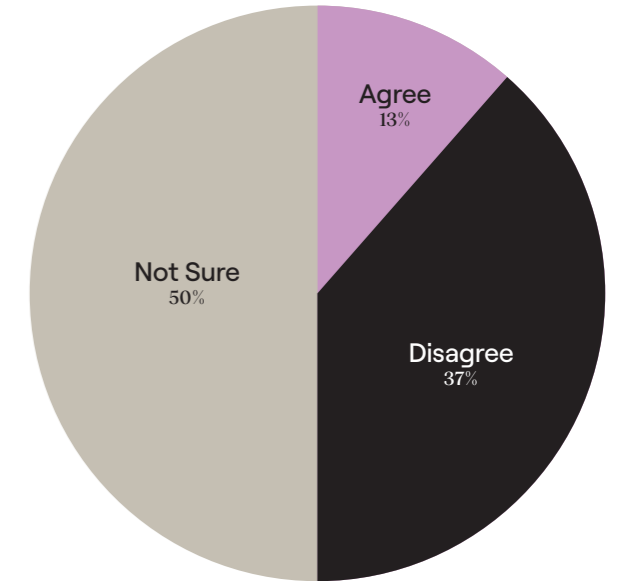
Works outside the town centre



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?

- 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

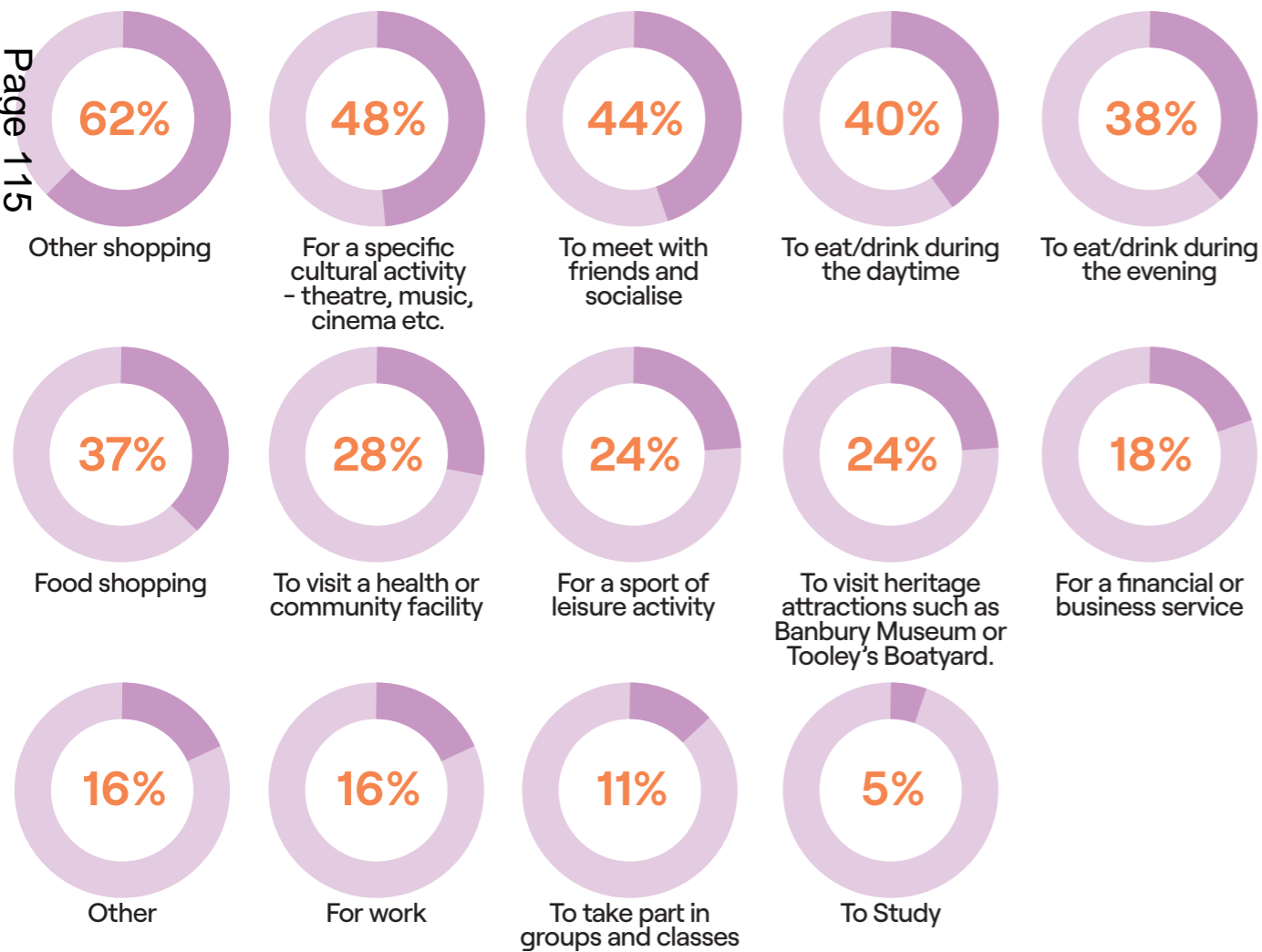
# Visiting Banbury town centre

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.

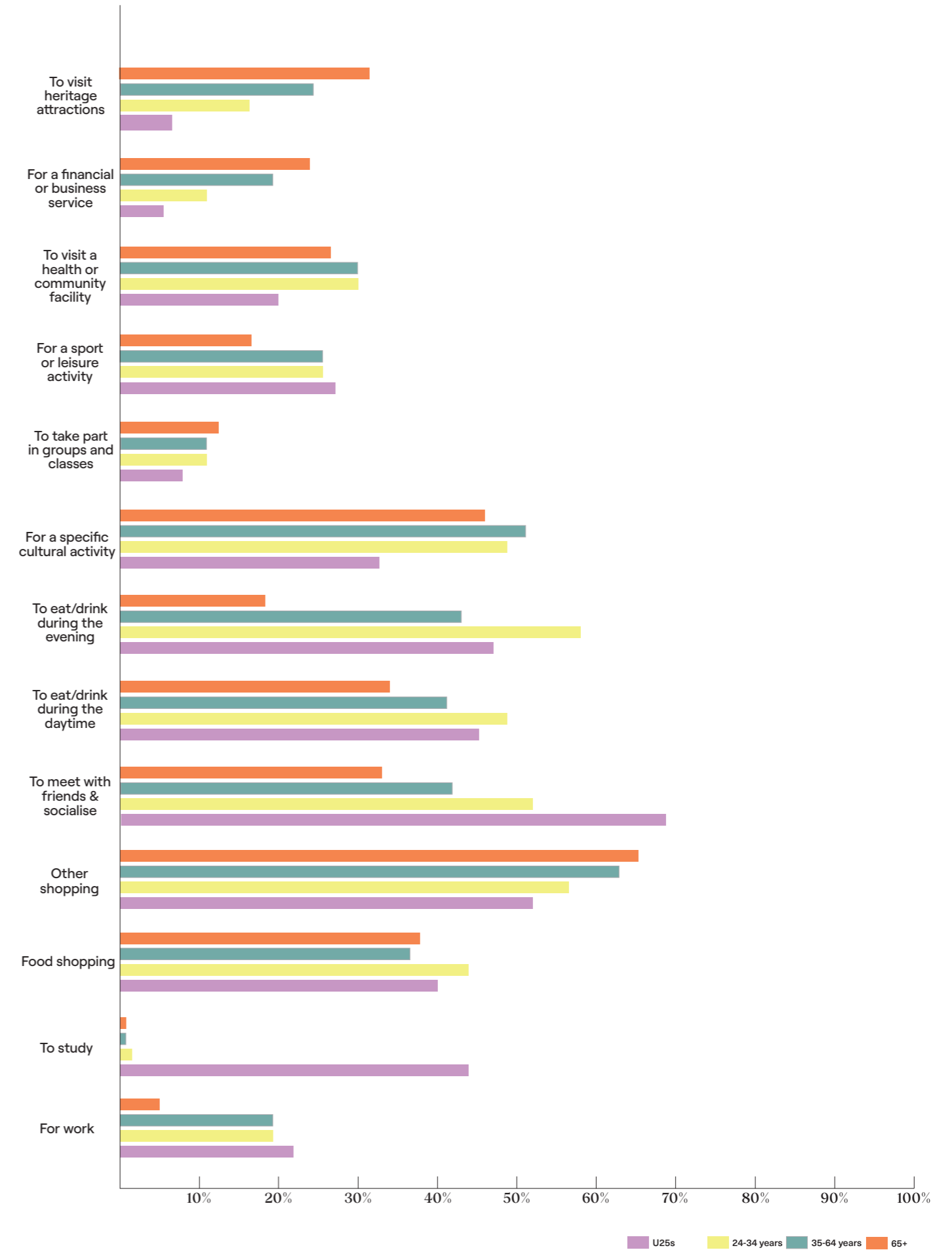
Under 25s are most likely to visit the town centre to meet with friends and socialise, but least likely to visit for a cultural activity.

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.

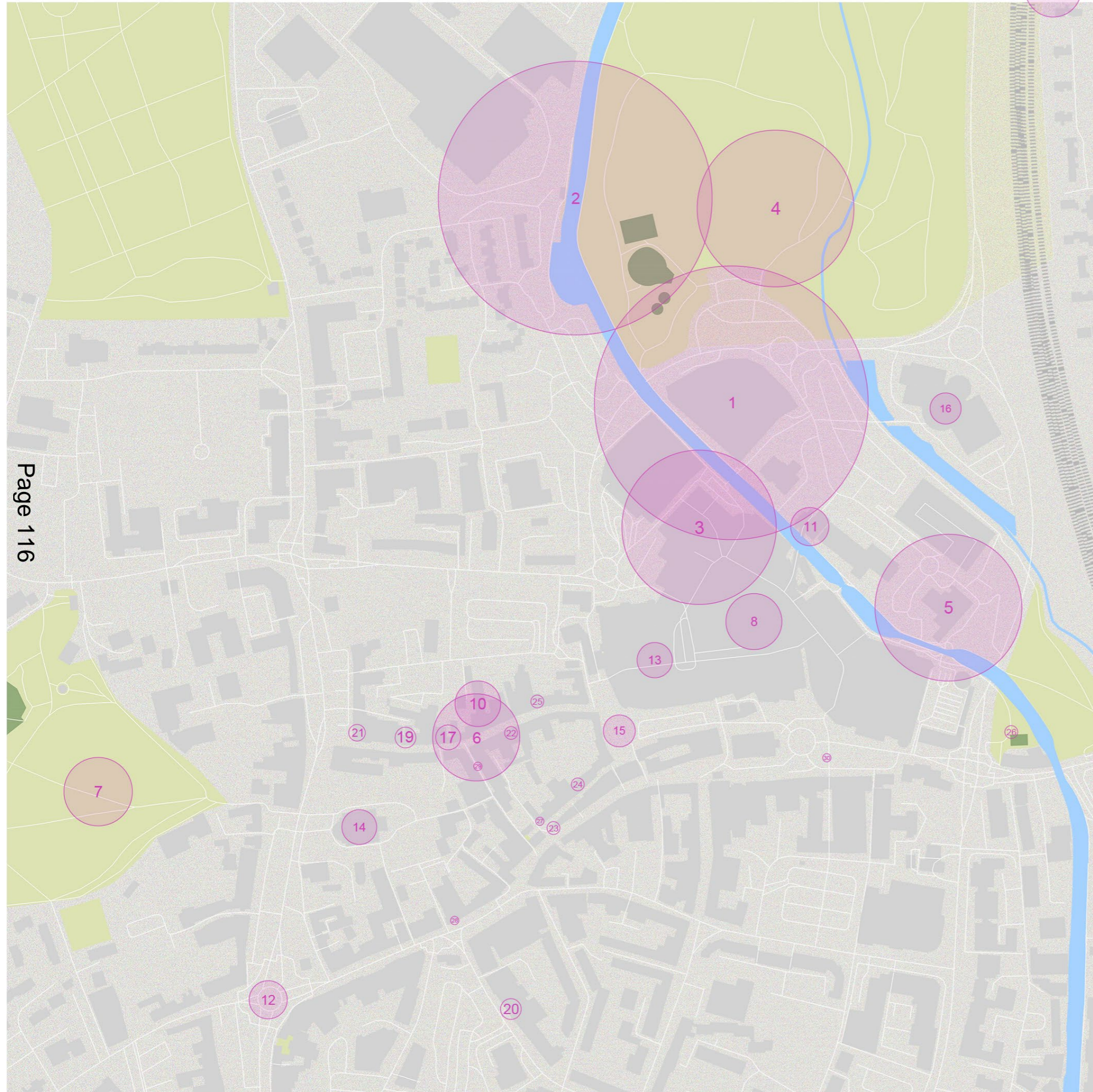
Page 115



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



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



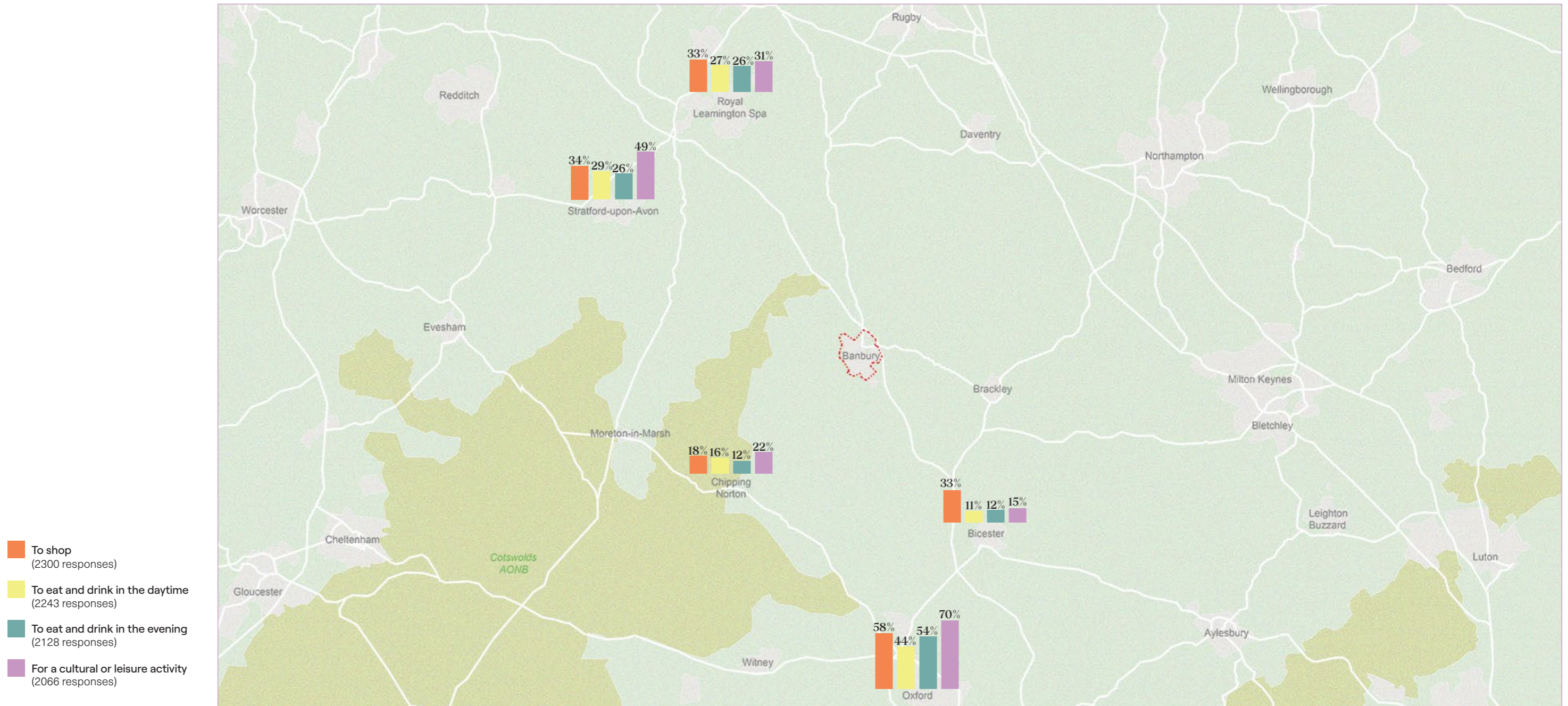
# What are your favourite places in Banbury?

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.



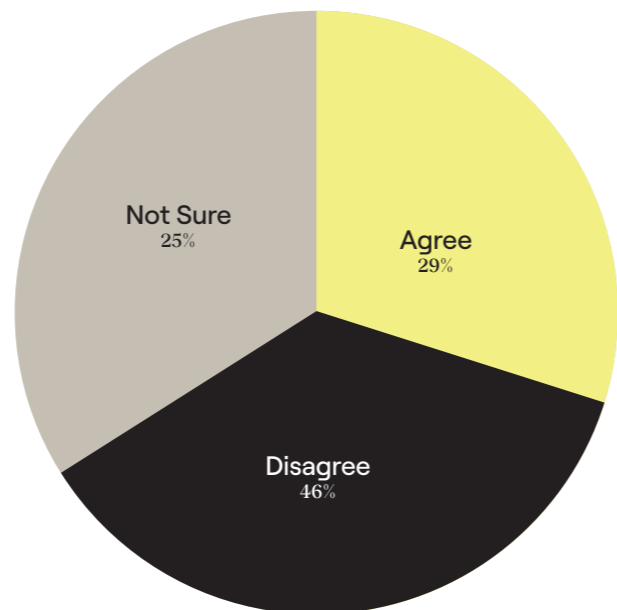
# Shopping in Banbury

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.

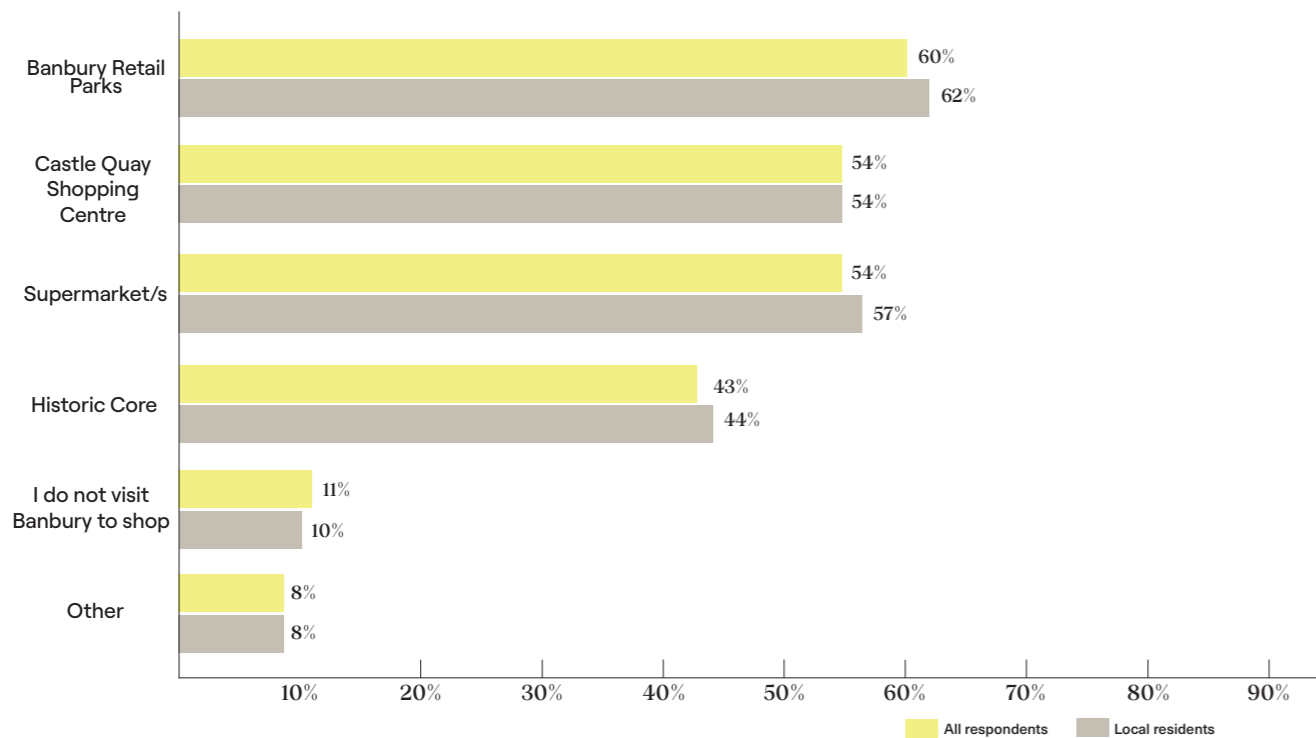
33% of local respondents say they do not visit the town centre (historic core and/or Castle Quay) to shop. Over 60% of these say they visit the retail parks.

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)

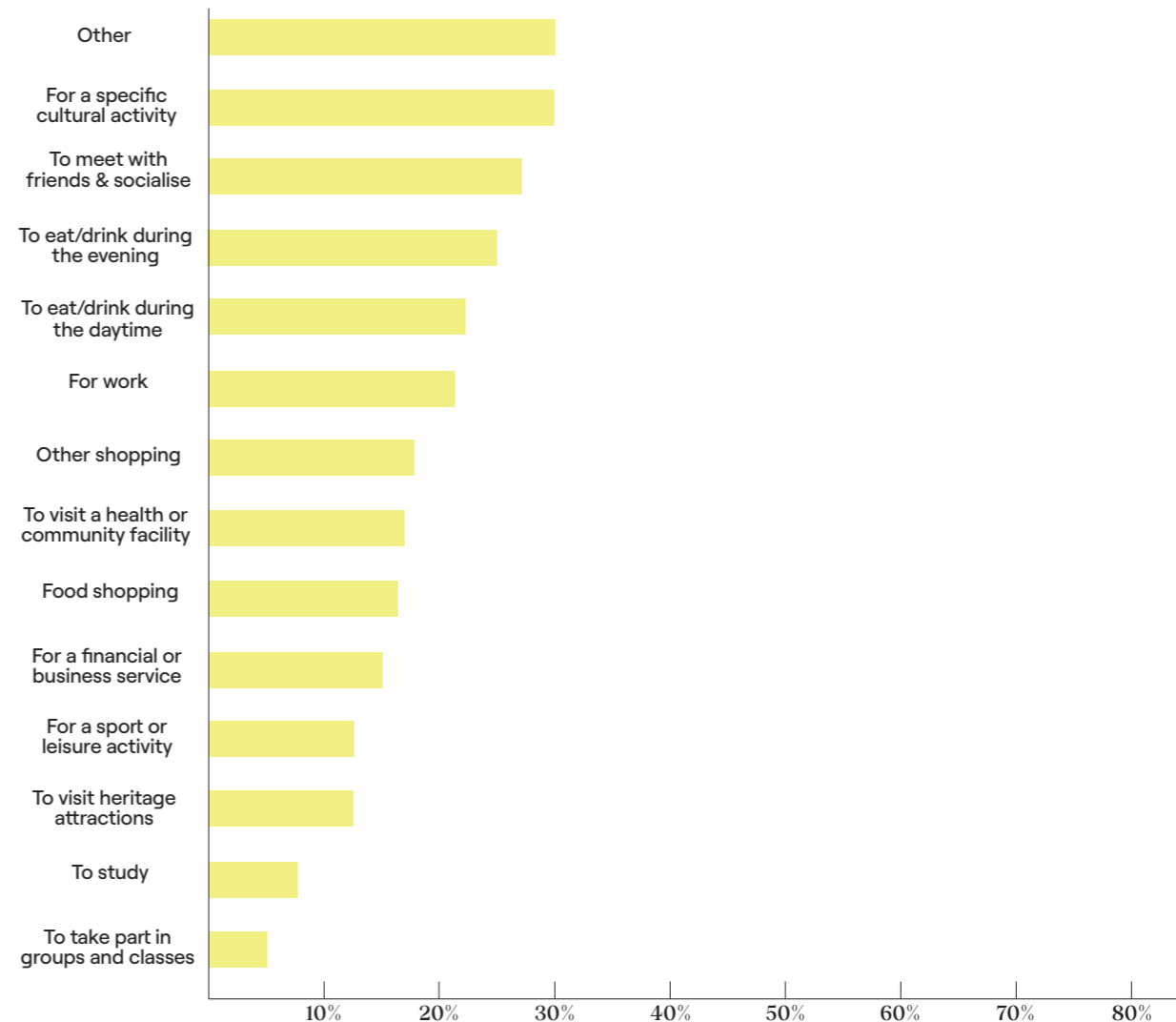


**If you visit Banbury to shop, where are you likely to go?**

( 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.

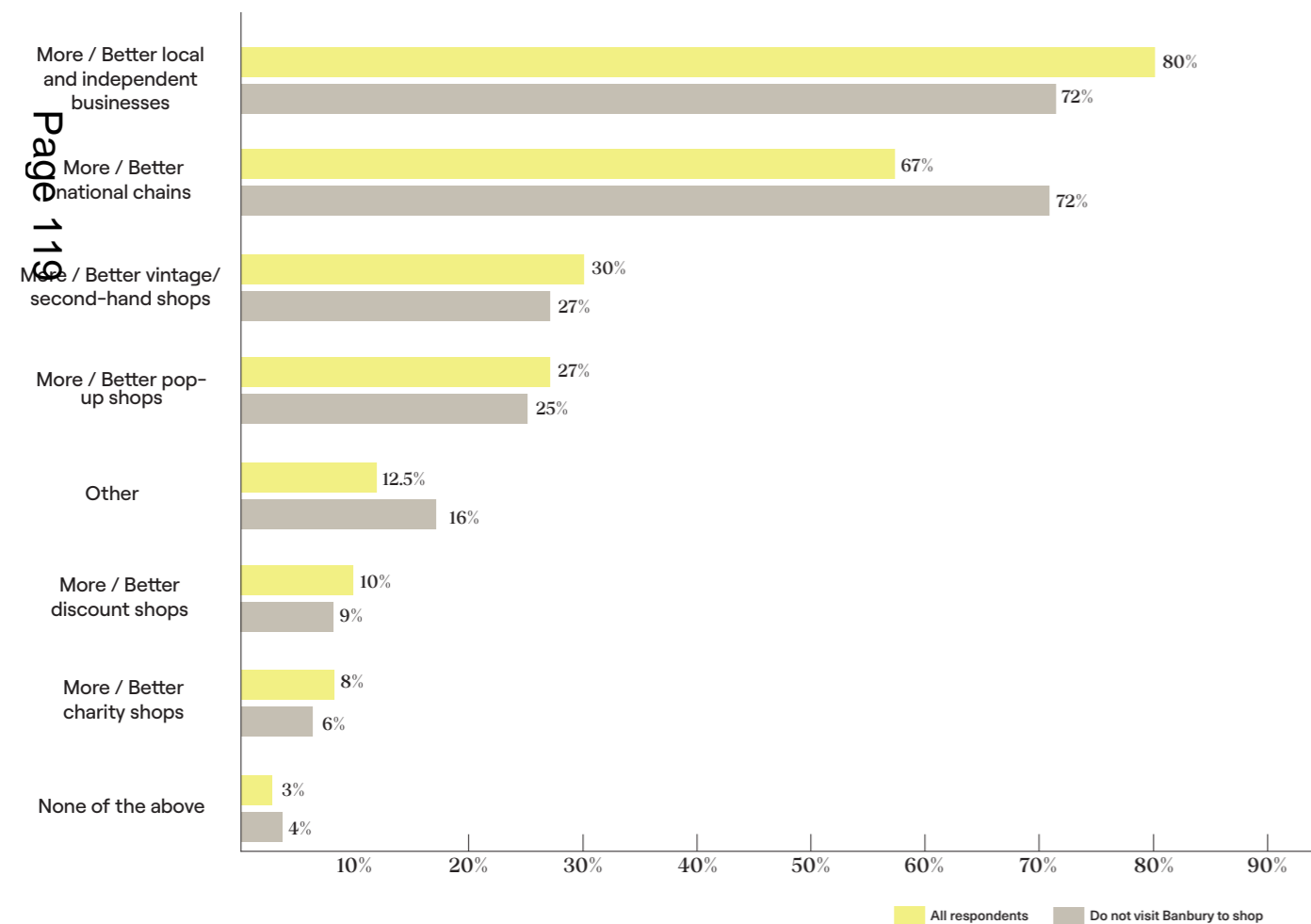


**Reason for visiting Banbury - respondents who stated they don't visit to shop**

( 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%).

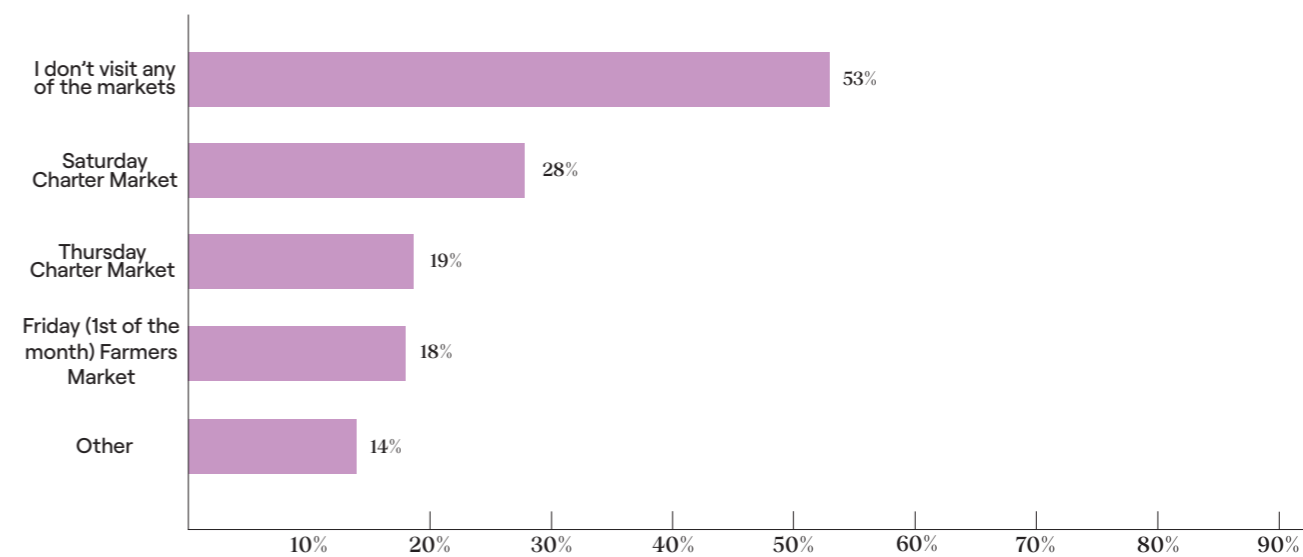
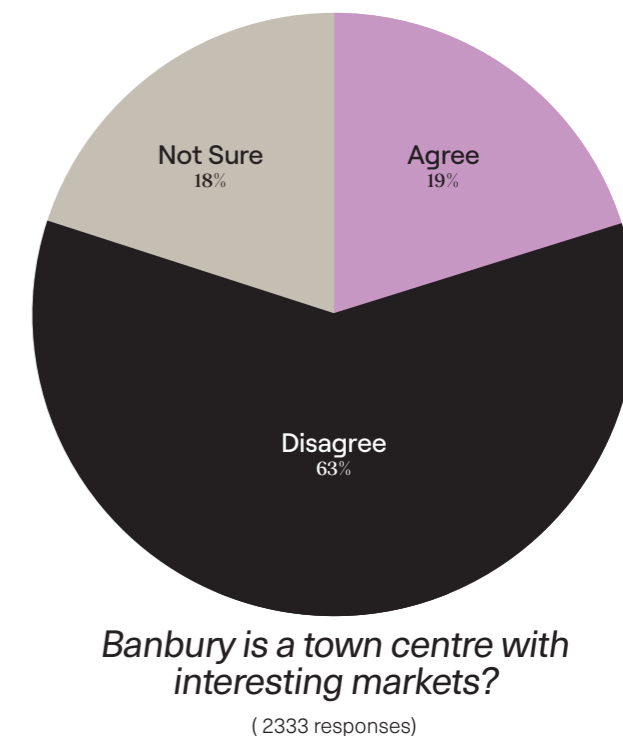
32% of respondents would like better vintage, second hand and charity shops, and 25% would like more pop-up shops, demonstrating the importance of these sectors.



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

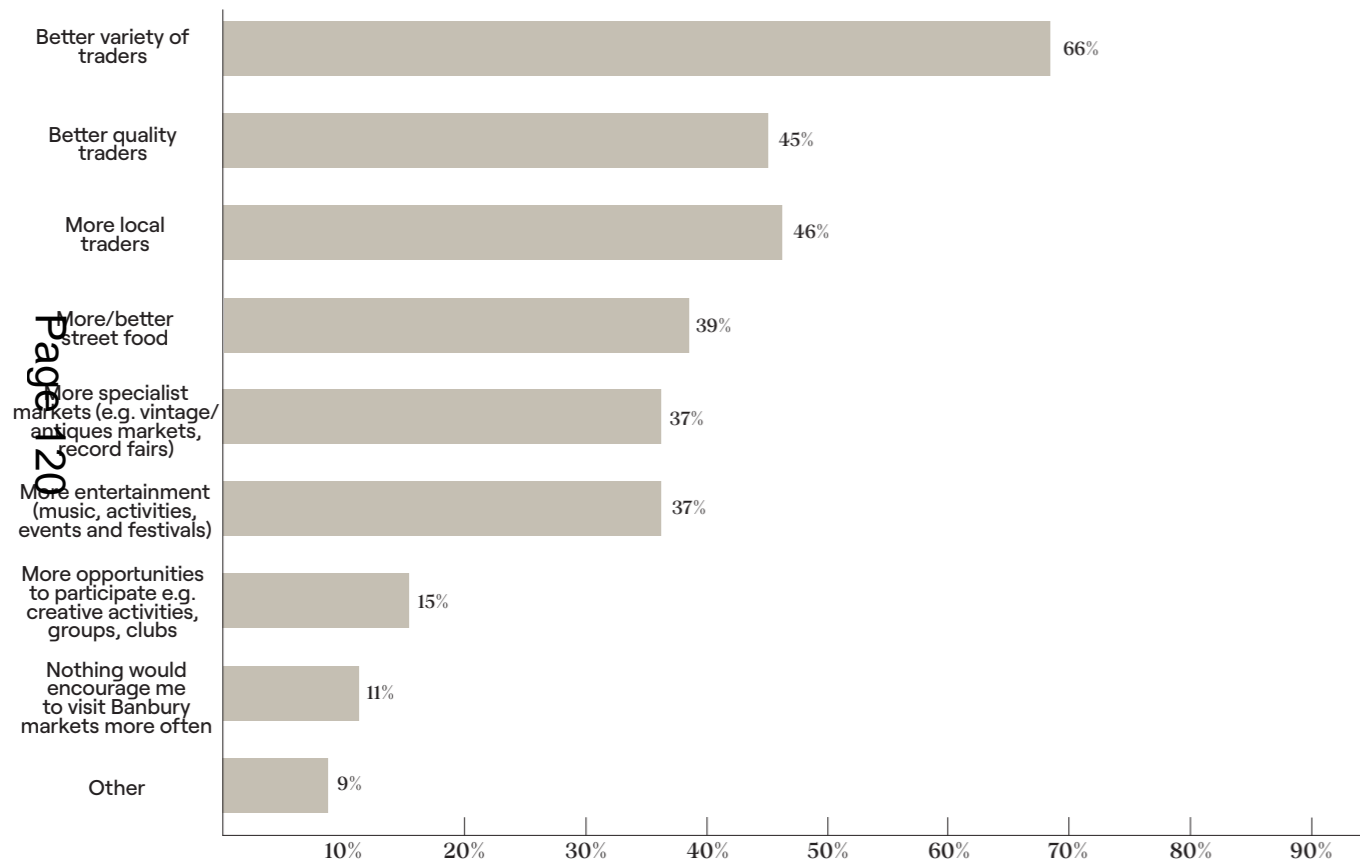
19% of respondents agree that Banbury is a town with interesting markets. 63% disagree. 18% are not sure.

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)

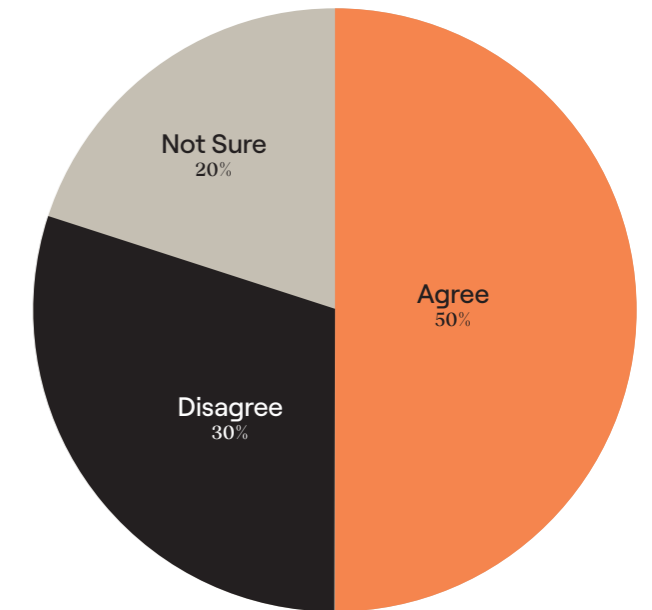
Page 20

## Eating & drinking in Banbury

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

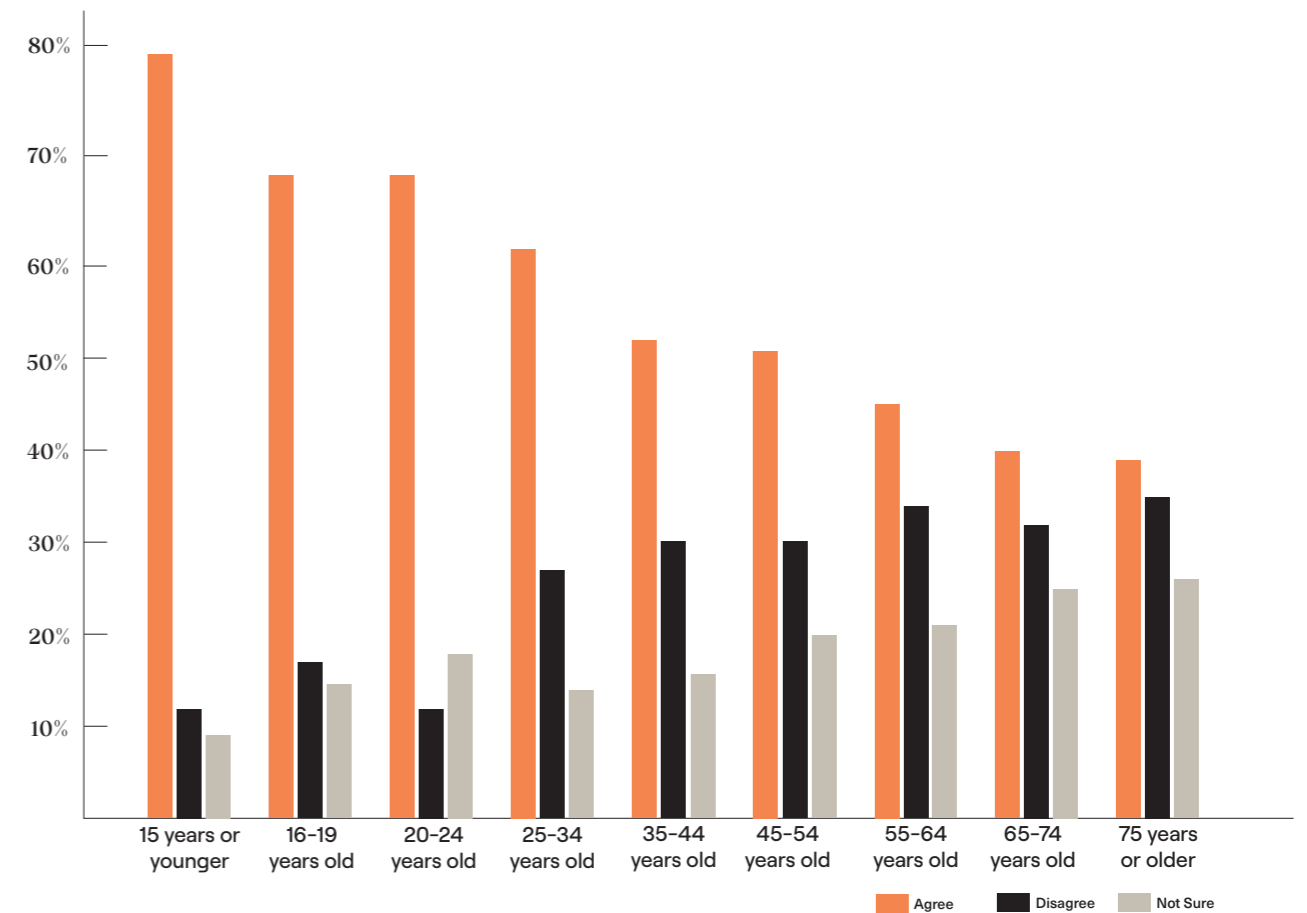
70% of respondents under the age of 25 agree that Banbury is a good place to eat and drink in the day time.

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)



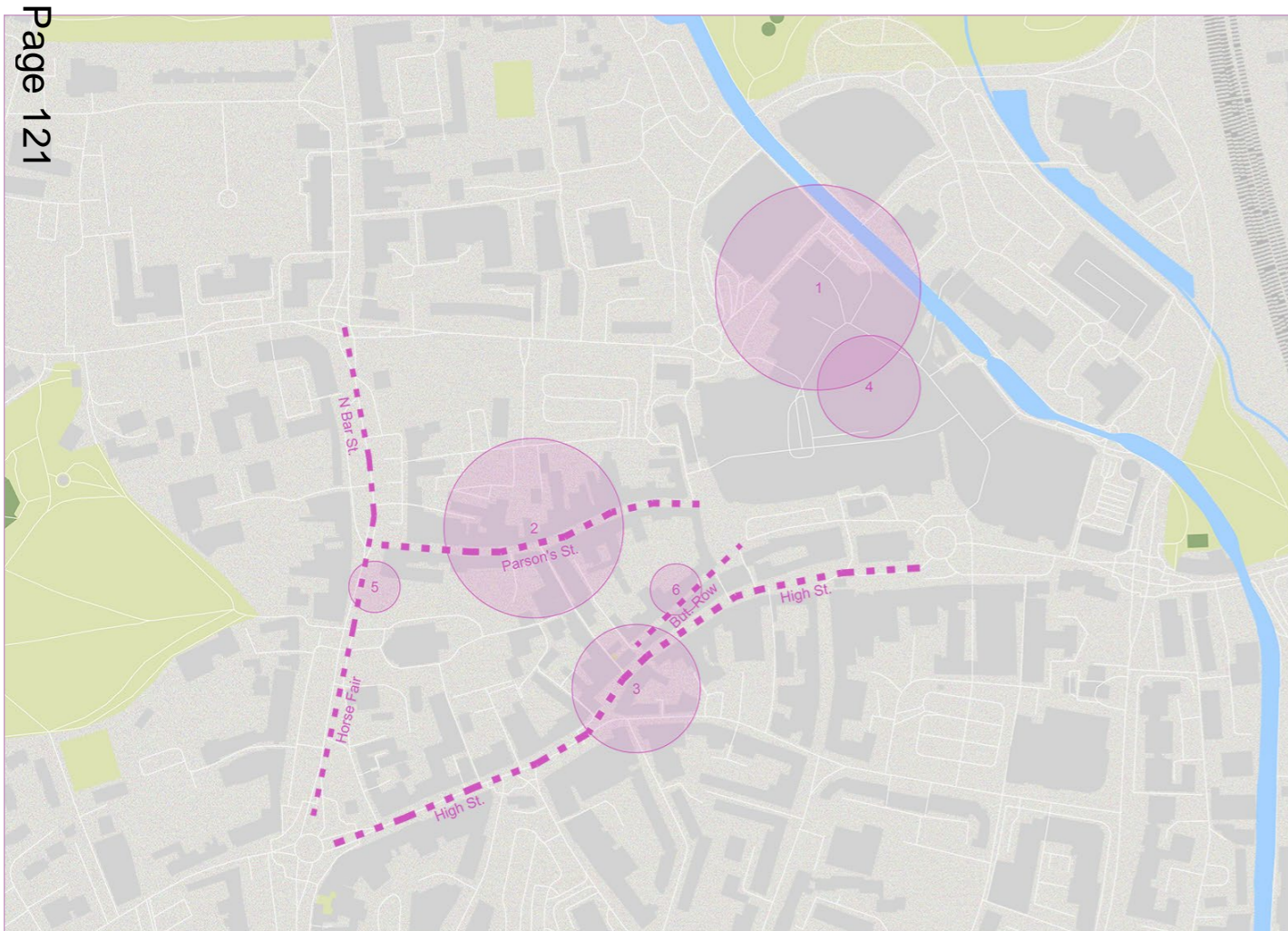
Banbury is a town centre full of good places to eat and drink in the daytime? - Responses by age.

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.

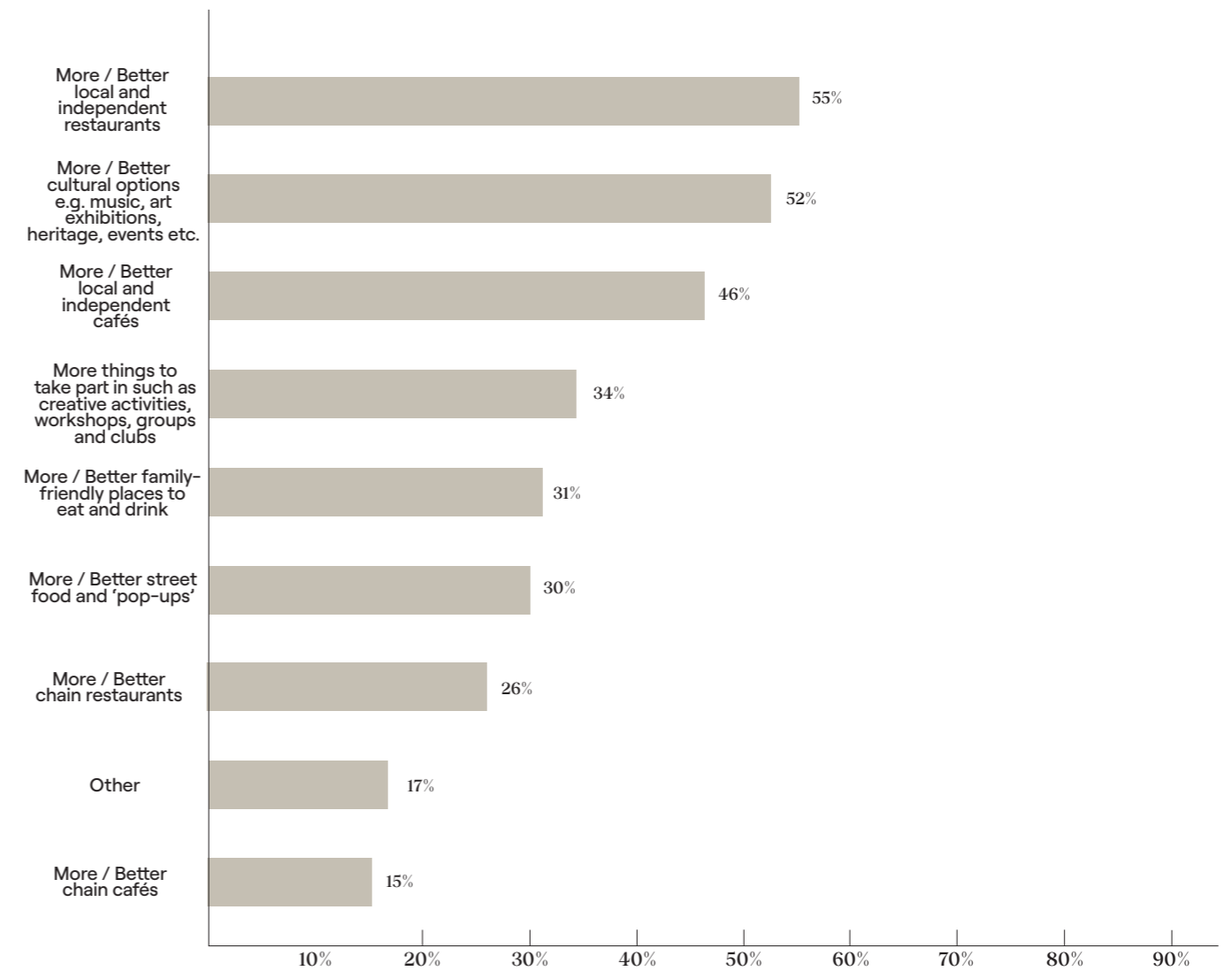
1.	Lock 29	42%
2.	Parson's Street	36%
3.	High Street	23%
4.	Castle Quay	22%
5.	North Bar Street/Horse Fair	9%
6.	Butchers Row	8.5%



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

Page 121

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.

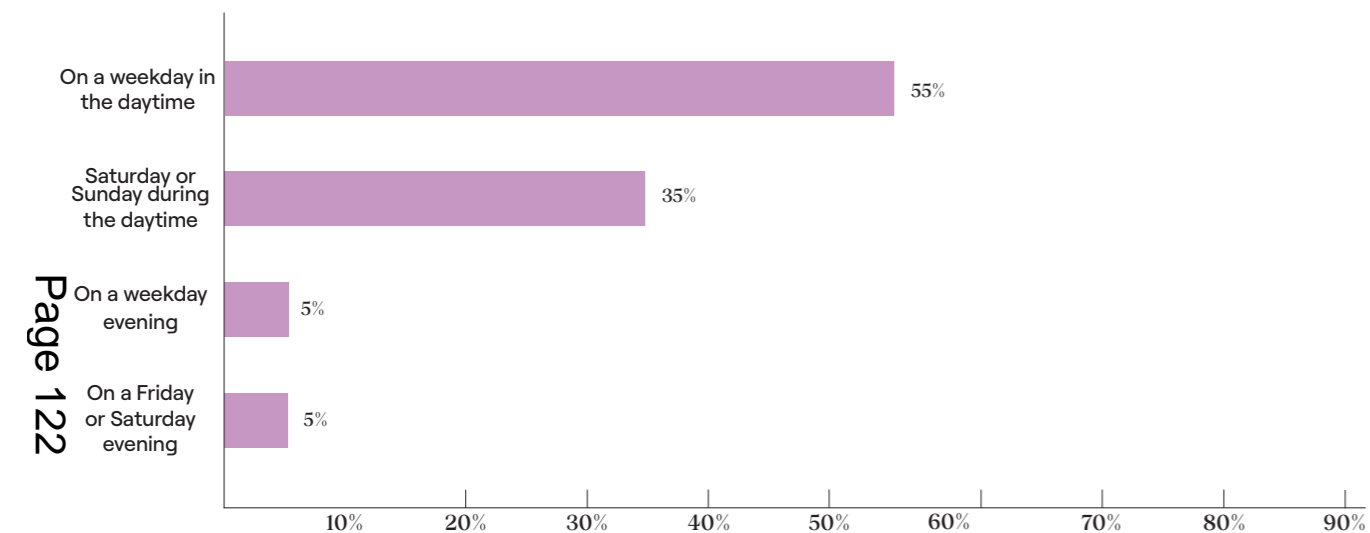


What would encourage you to visit Banbury more often during the daytime?  
(2278 responses)

# Evening economy in Banbury

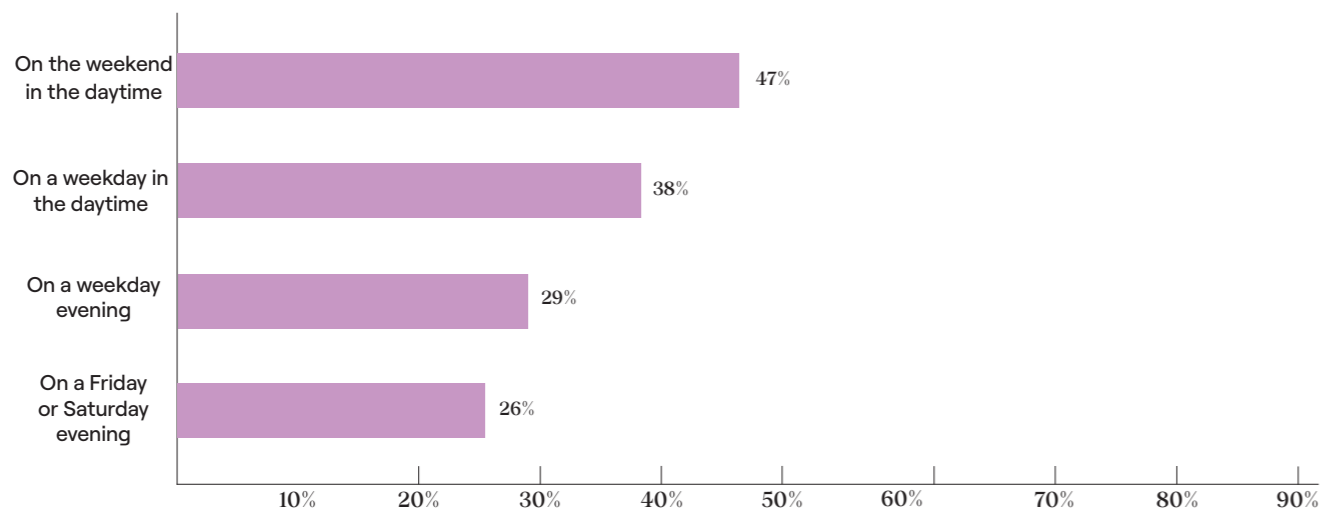
90% of respondents are most likely to visit Banbury town centre in the daytime and 10% in the evening. When asked when else they visit, 26% said weekday evening and 26% said weekend evening.

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)

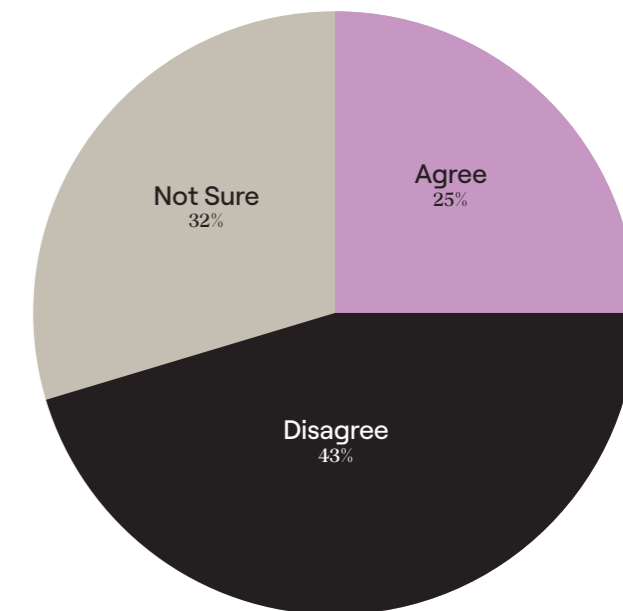
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Only 25% of respondents think Banbury is full of good places to go in the evening. 32% are not sure and 43% disagree.

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.

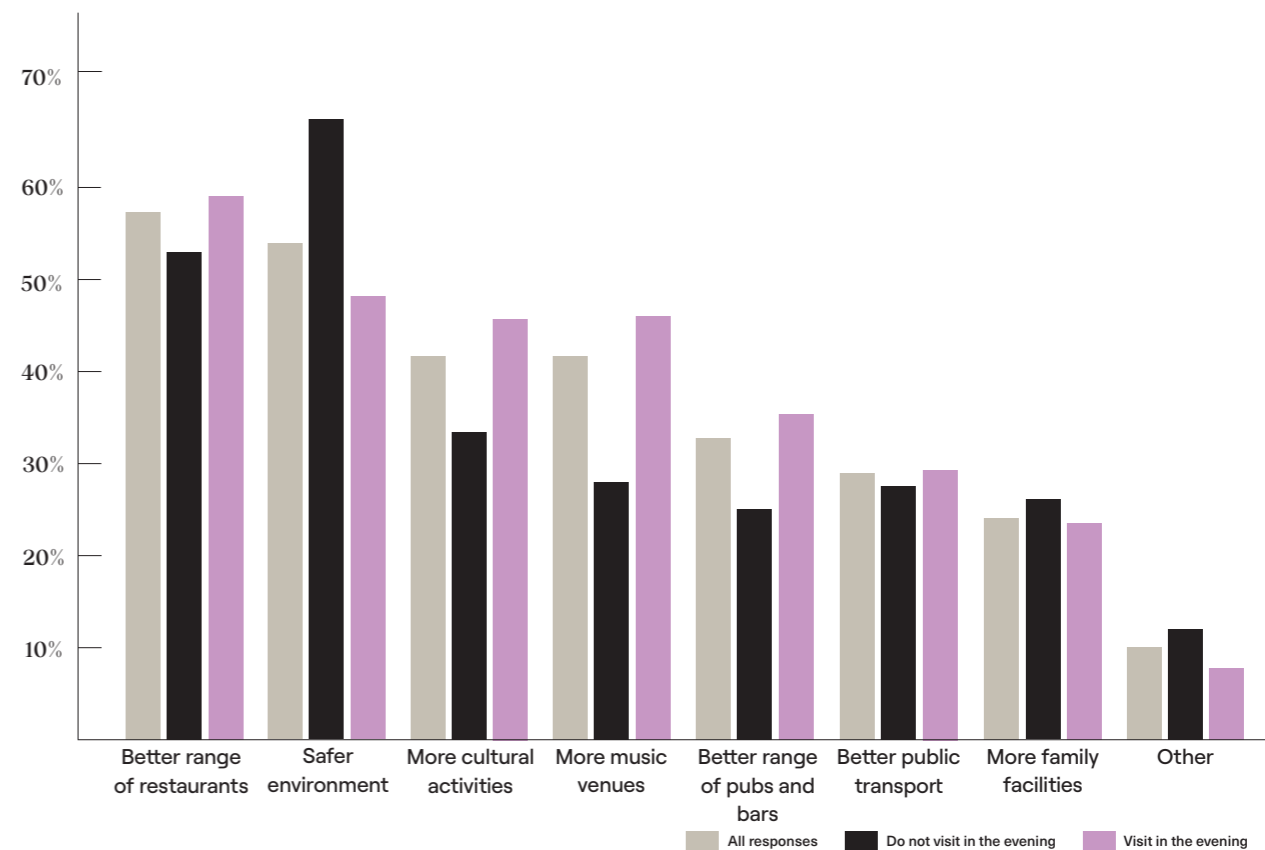
When asked what would encourage respondents to visit more often in the evening, 57% say a better range of restaurants, and 41% more music venues and cultural activities.

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)



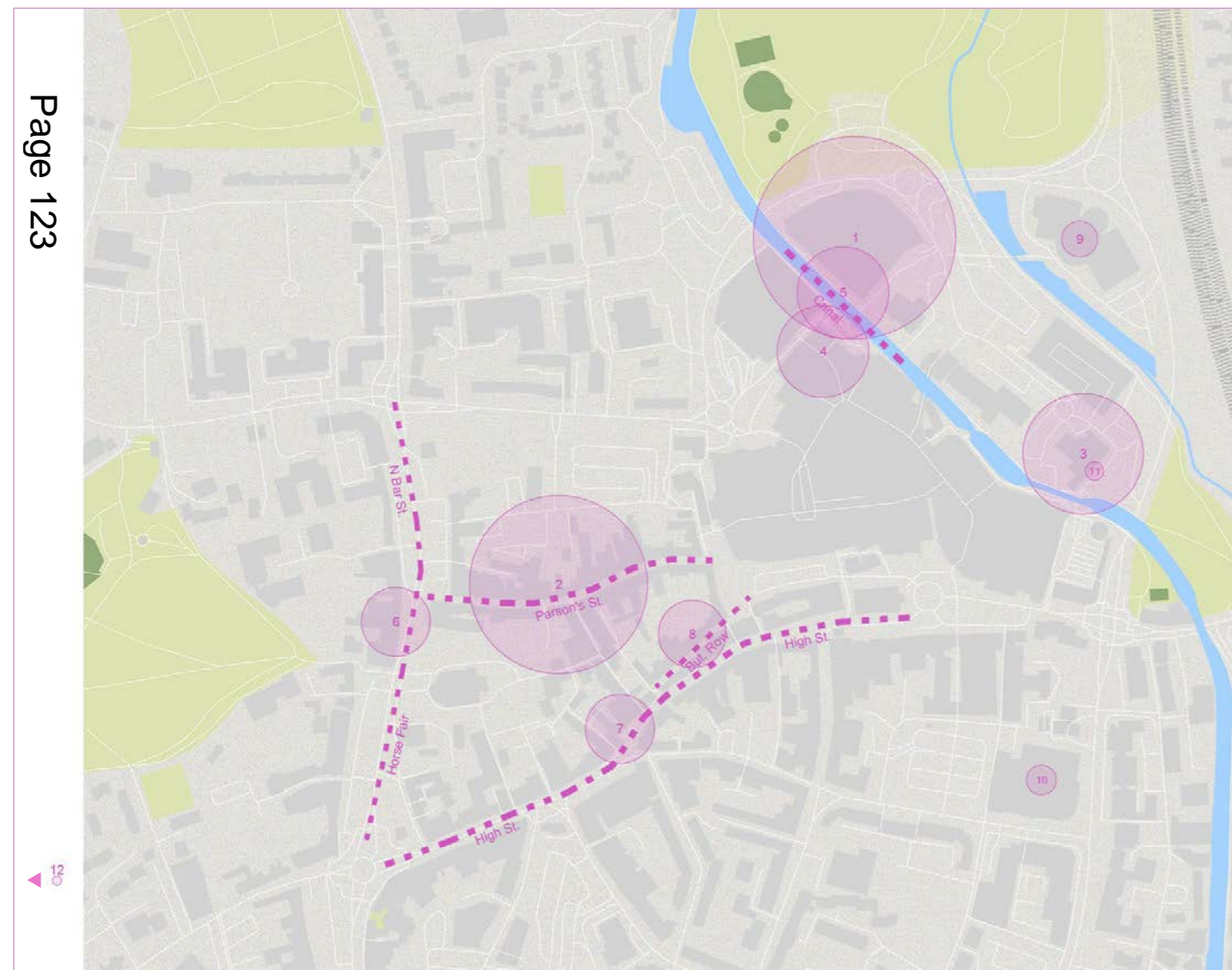
What would encourage you to visit Banbury more often in the evening?

( 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%



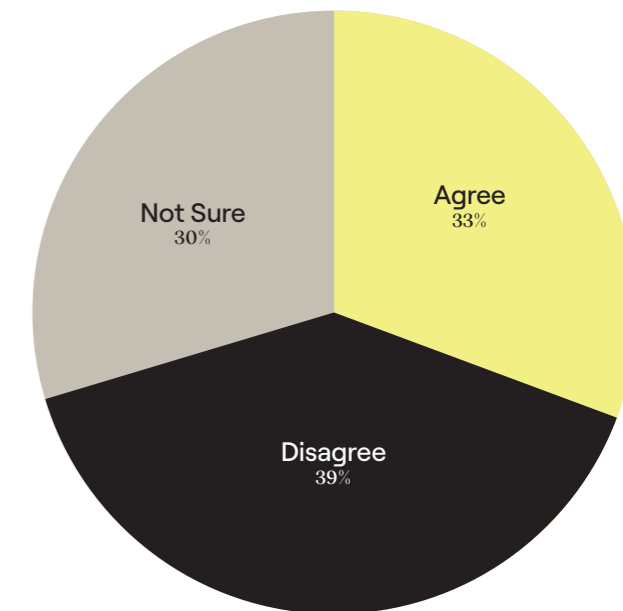
Where are you likely to visit in the evening?  
( 2268 responses)

Page 123

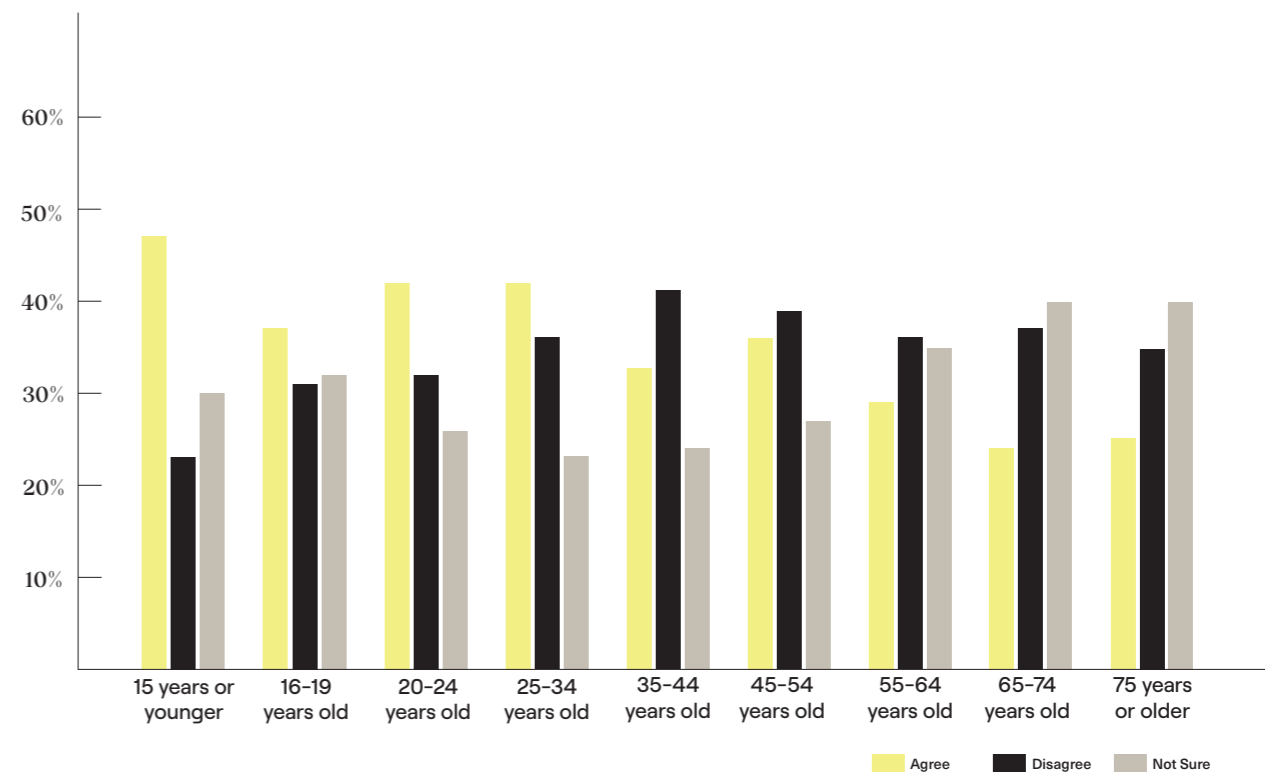
## Cultural activity in Banbury

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

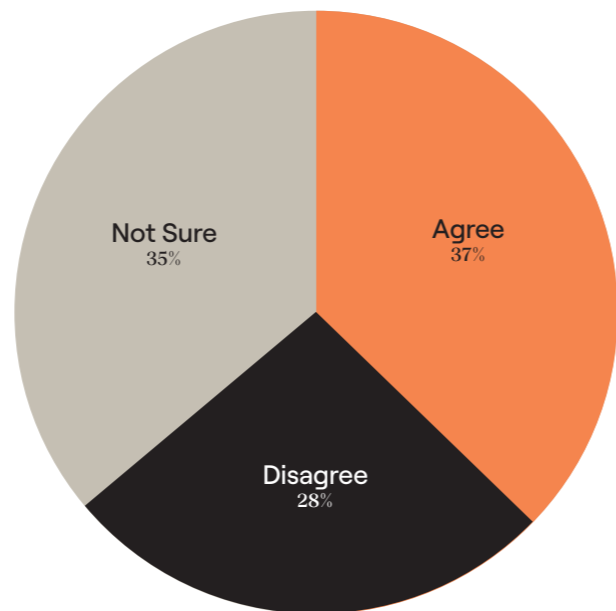
## More cultural events & festivals

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

# Events & Festivals

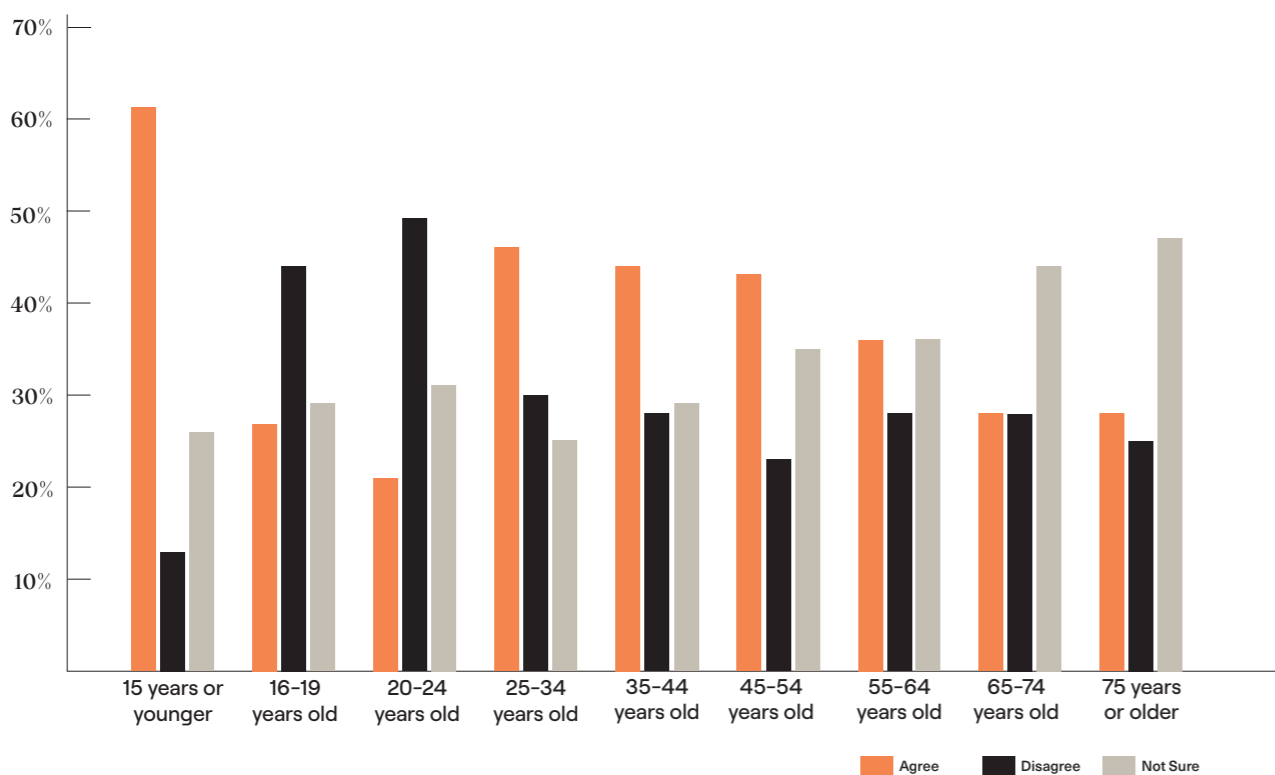
37% of respondents agree that Banbury is a town centre with a good range of events and festivals, 28% disagree, and 35% are not sure.

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



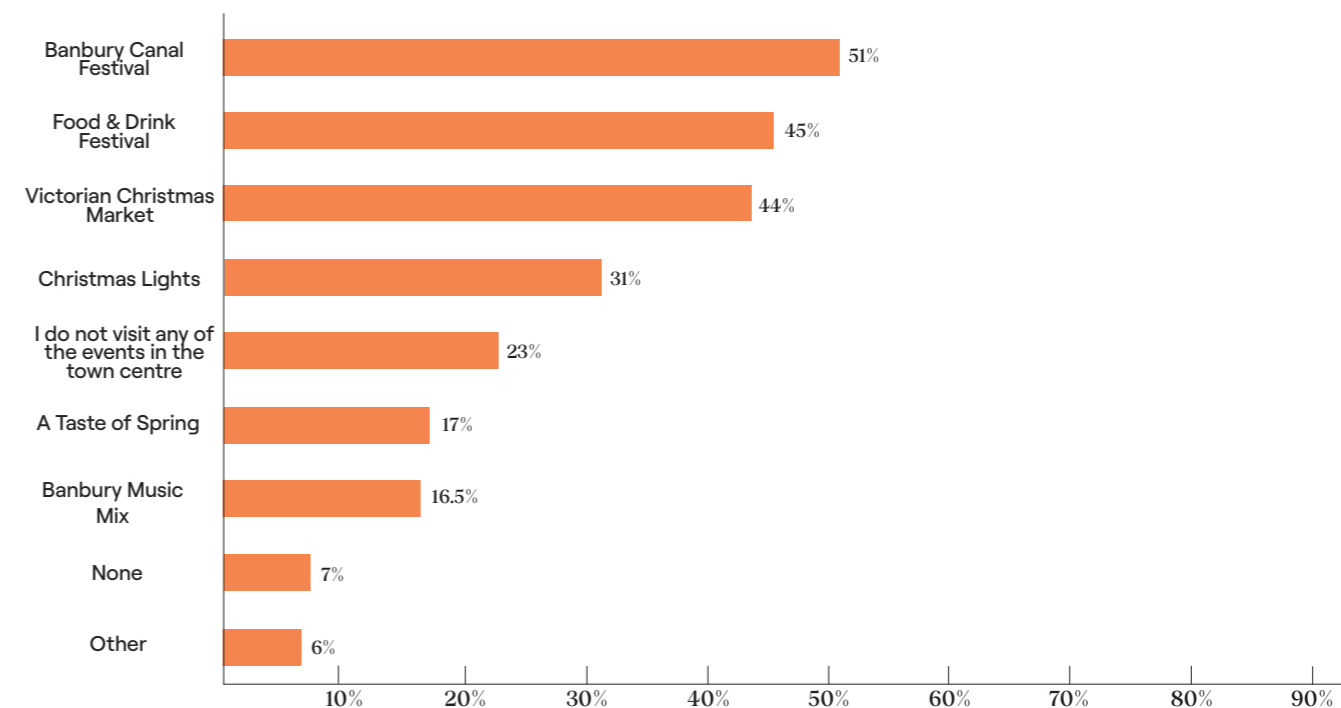
Banbury is a town centre with a good range of events and festivals?

( 2268 responses)



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

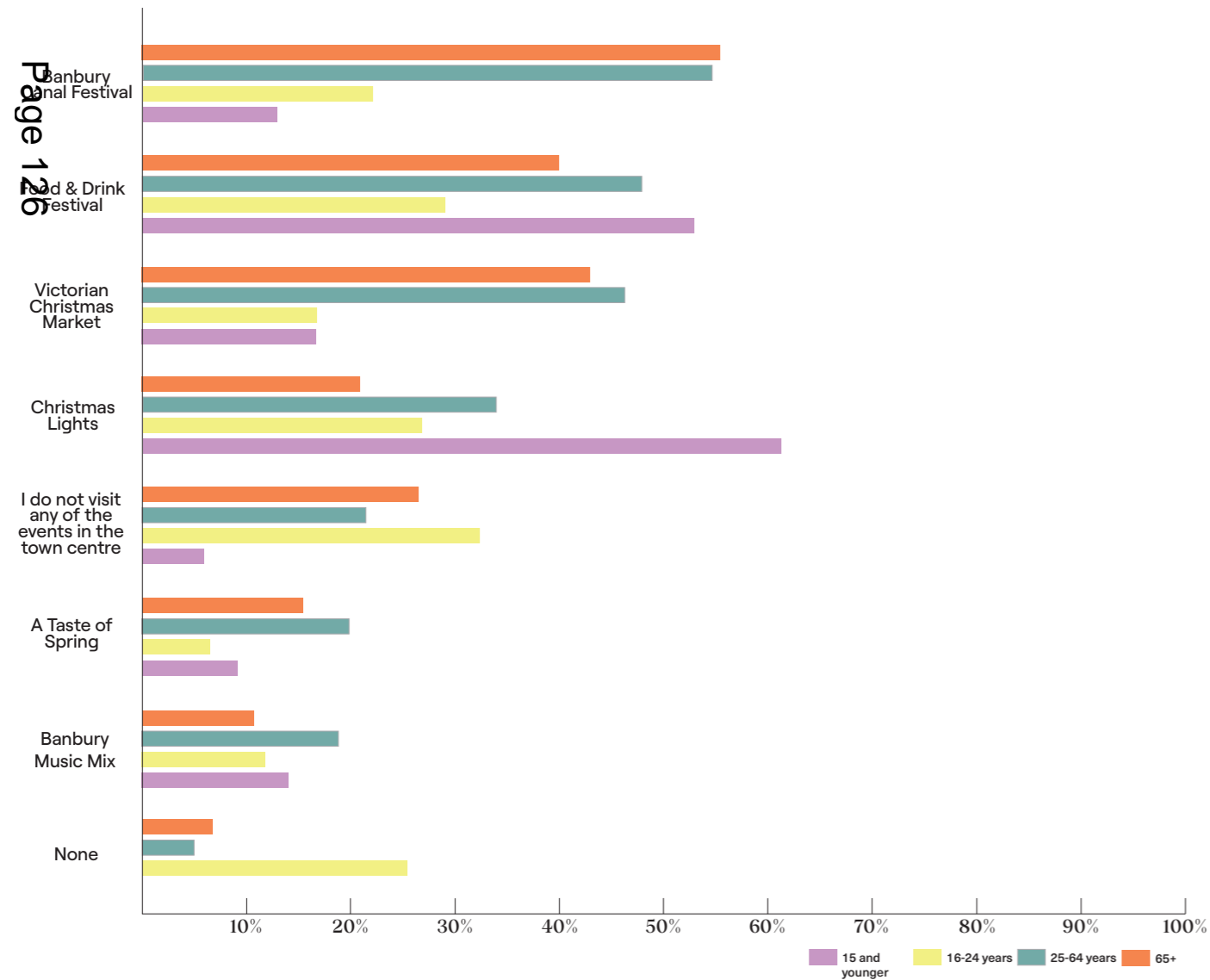
Banbury Canal Festival, Food & Drink Festival and the Victorian Christmas Market are the most well attended events in the town centre amongst respondents.



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)

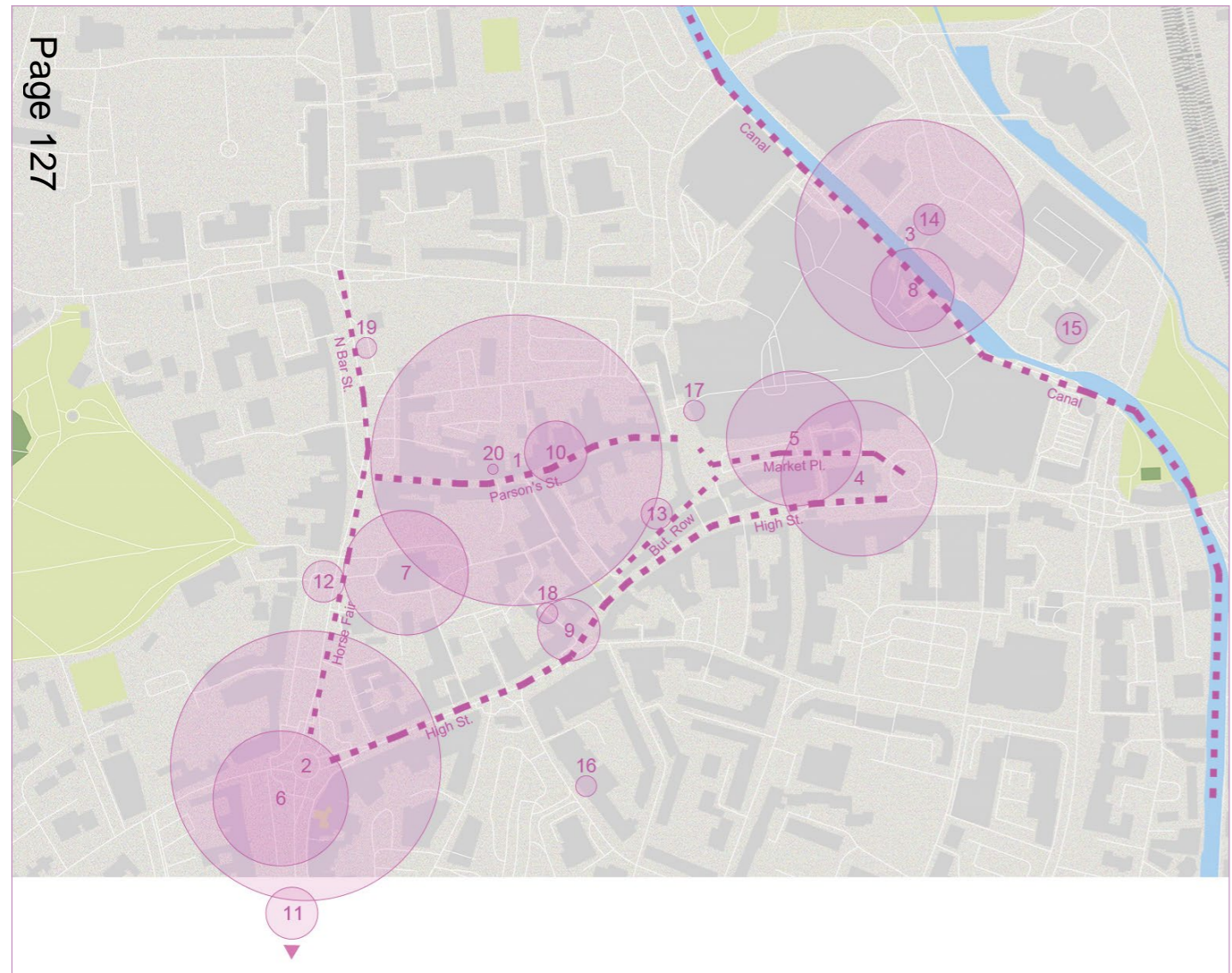
# Heritage in Banbury

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.

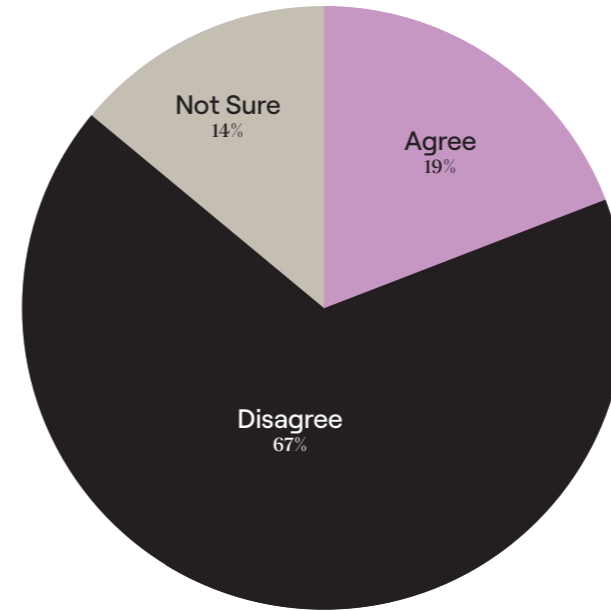
Respondents feel that buildings within the historic core in general need to be looked after better, specifically those on the High Street and Market Place.

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



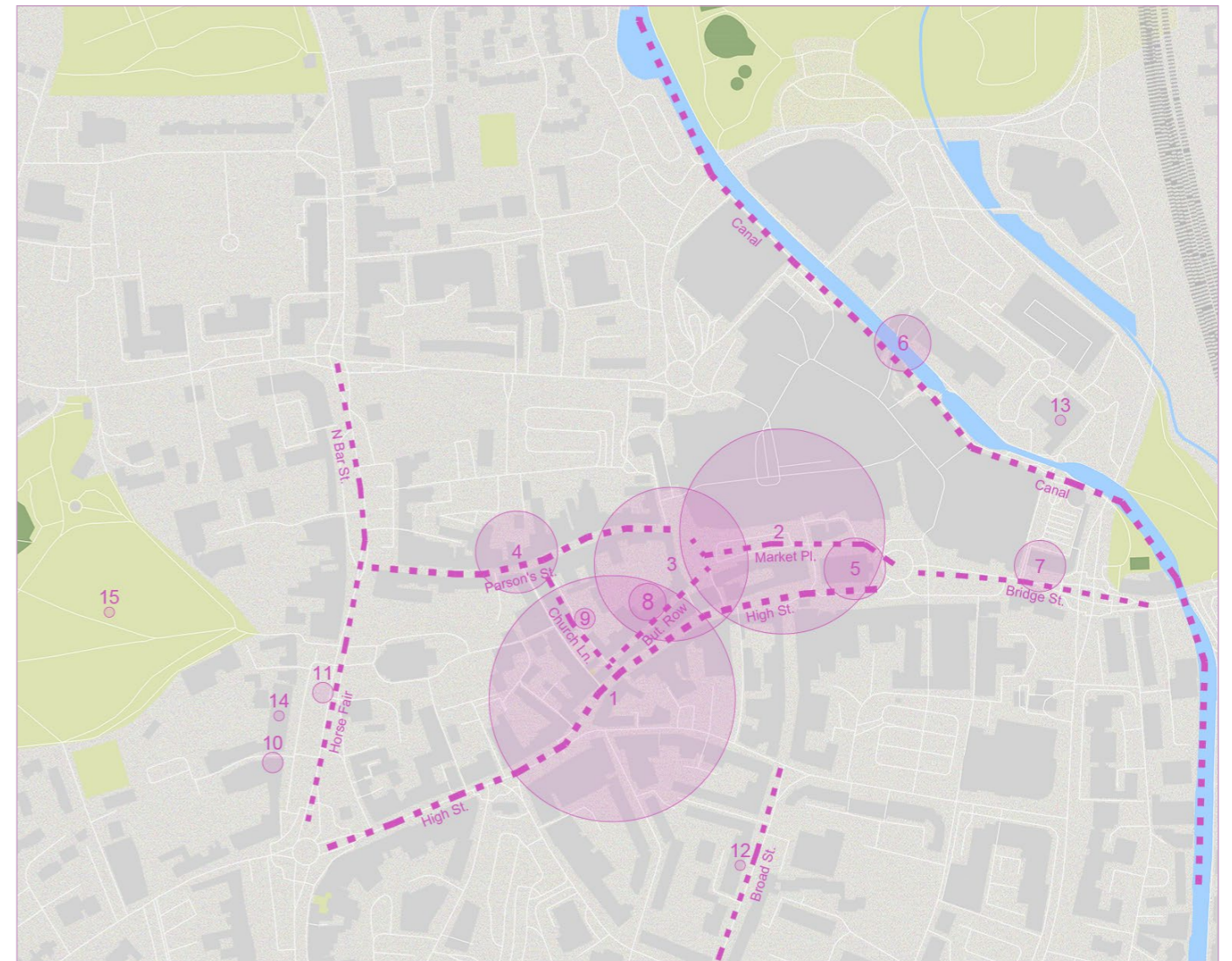
Please list your favourite historic features of/in Banbury

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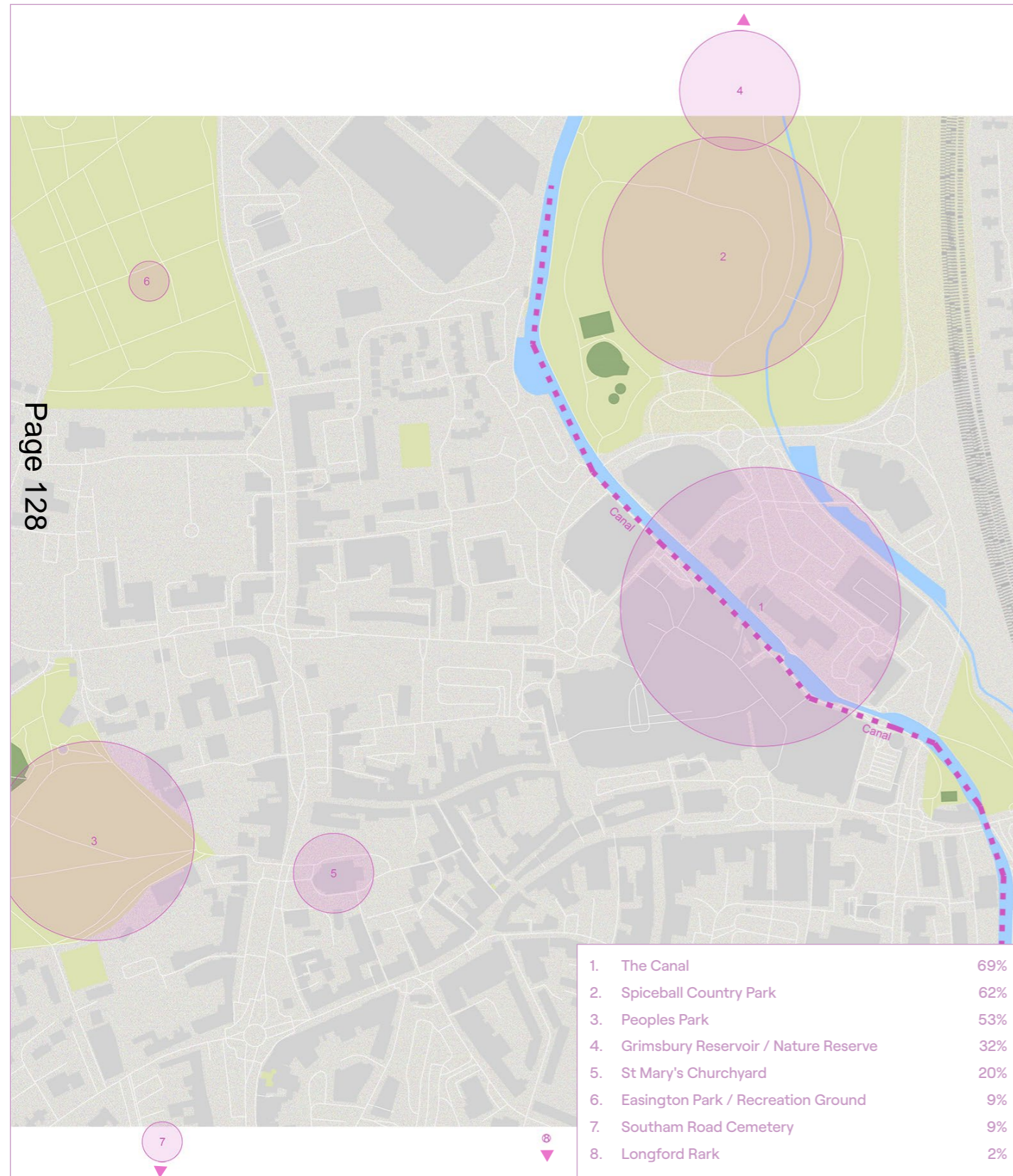
Banbury town centre makes the most of its historic streets and buildings?  
( 2189 responses)

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



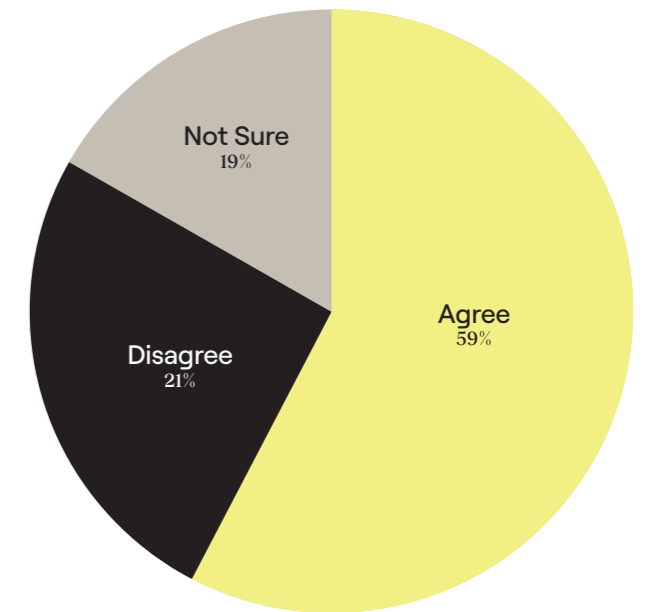
Which (green) places in the town centre do you like to visit?  
(2030 responses)

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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)



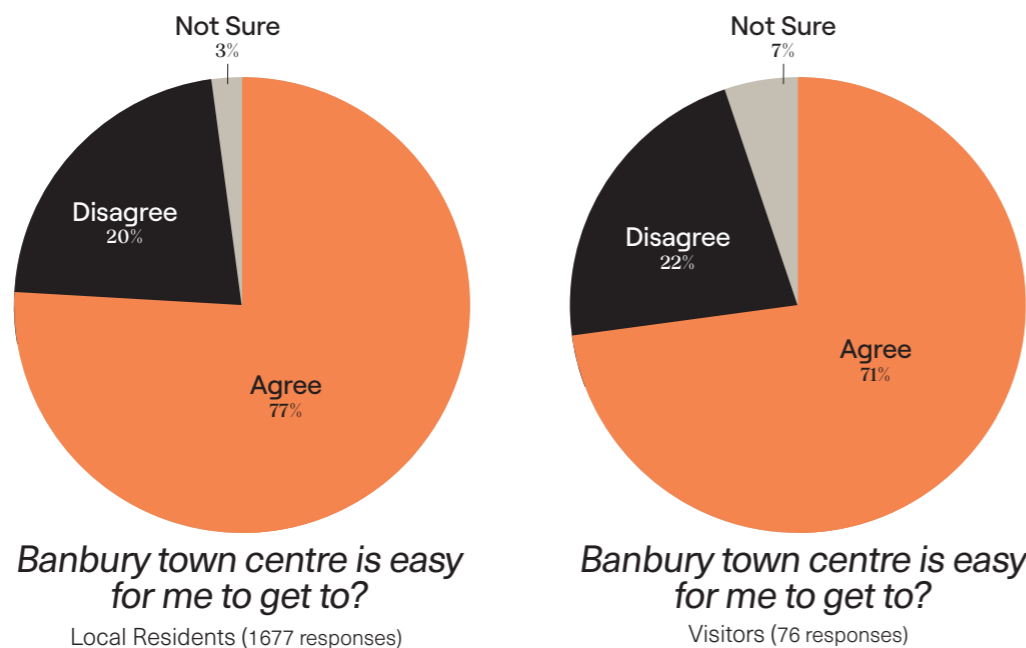
Are there are any areas of Banbury that you think need more or improved green spaces?

# Travelling to Banbury town centre

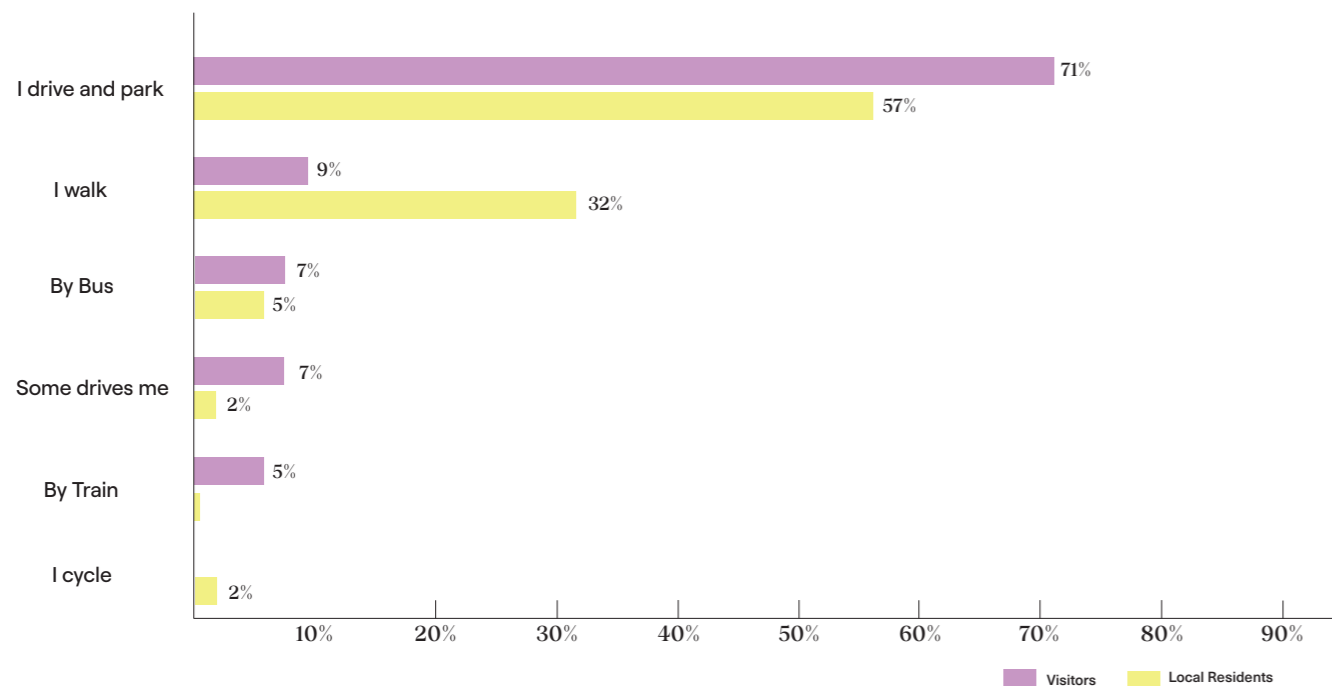
Over 70% of respondents agree that Banbury town centre is easy to get to. Approximately 20% disagree.

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.

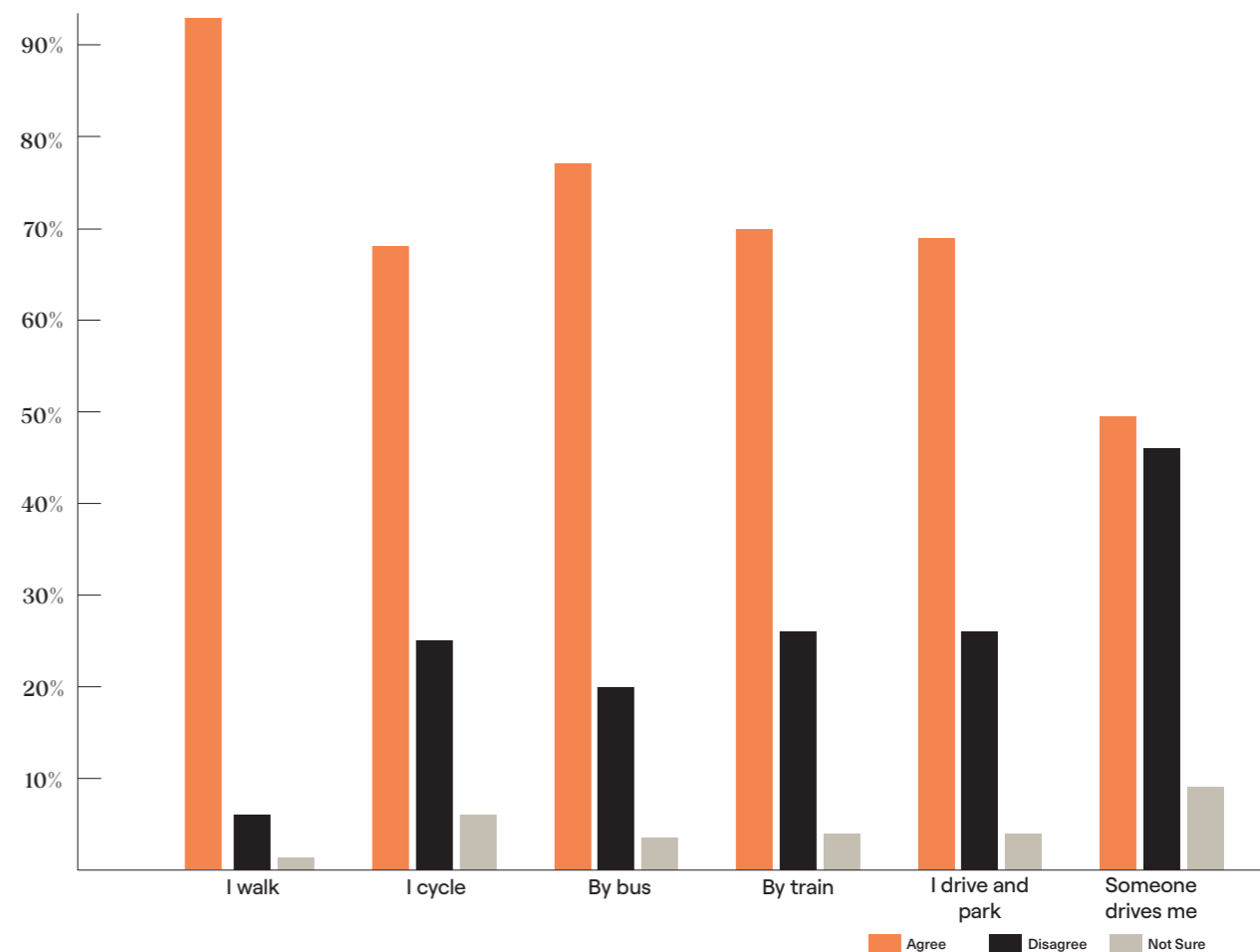
The majority of respondents travel to the town centre via car. 57% of local respondents drive and park, whilst 32% walk. Only 5% of local respondents use public transport to travel to the town centre, and very few respondents currently cycle to the town centre.



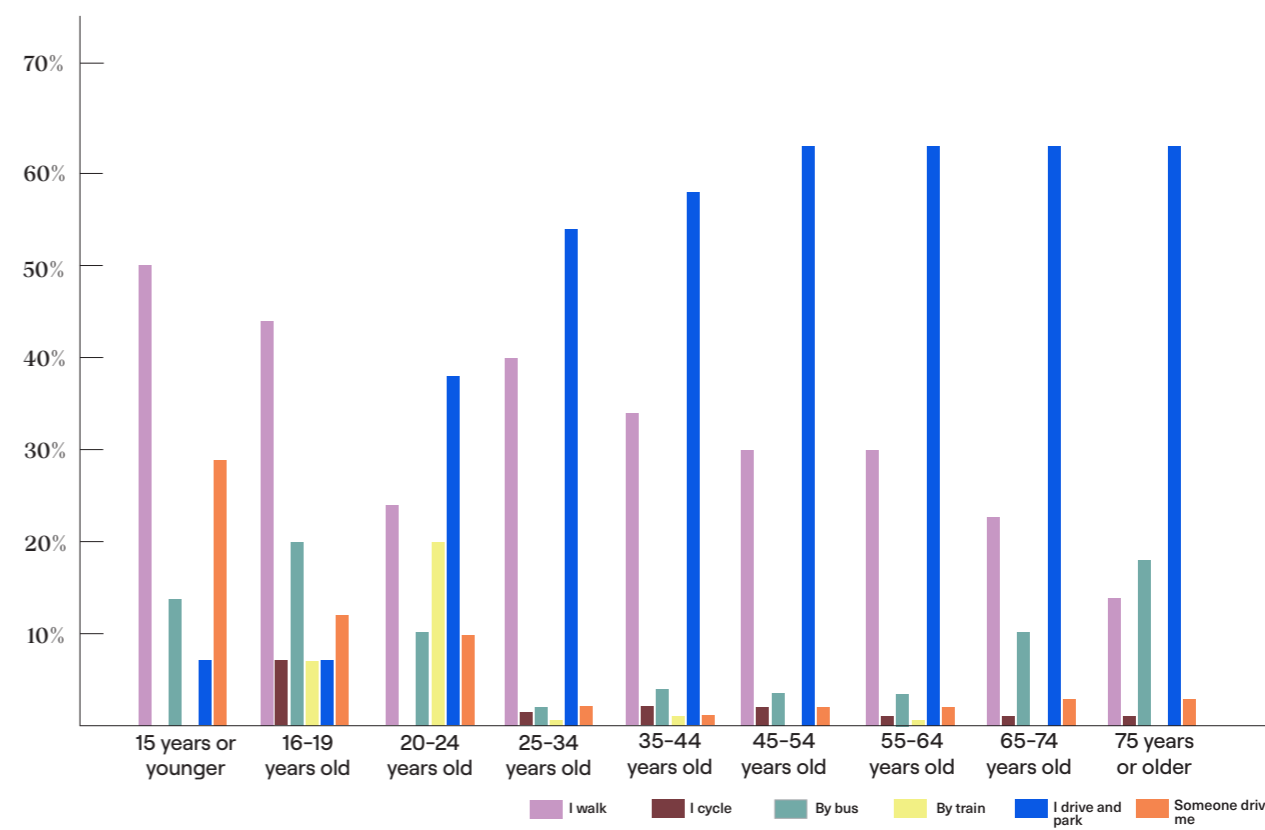
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How do you usually travel to the town centre? (1890 responses)



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

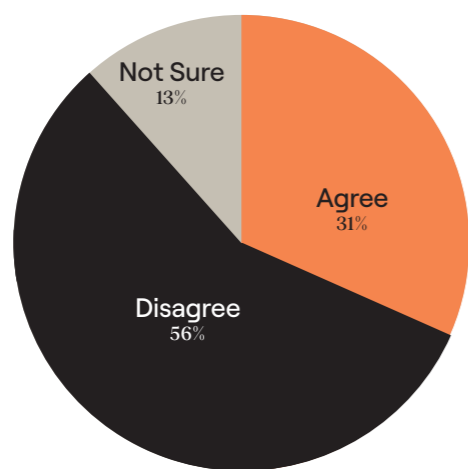
# Travelling to Banbury town centre

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.

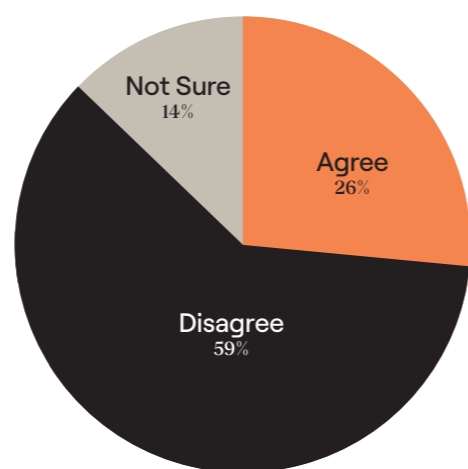
More frequent and cheaper bus and/or rail services would be the main incentives for car users to leave their cars at home. Just over 20% of local respondents would be encouraged to leave their car at home if walking and cycling routes to the town centre were safer.

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



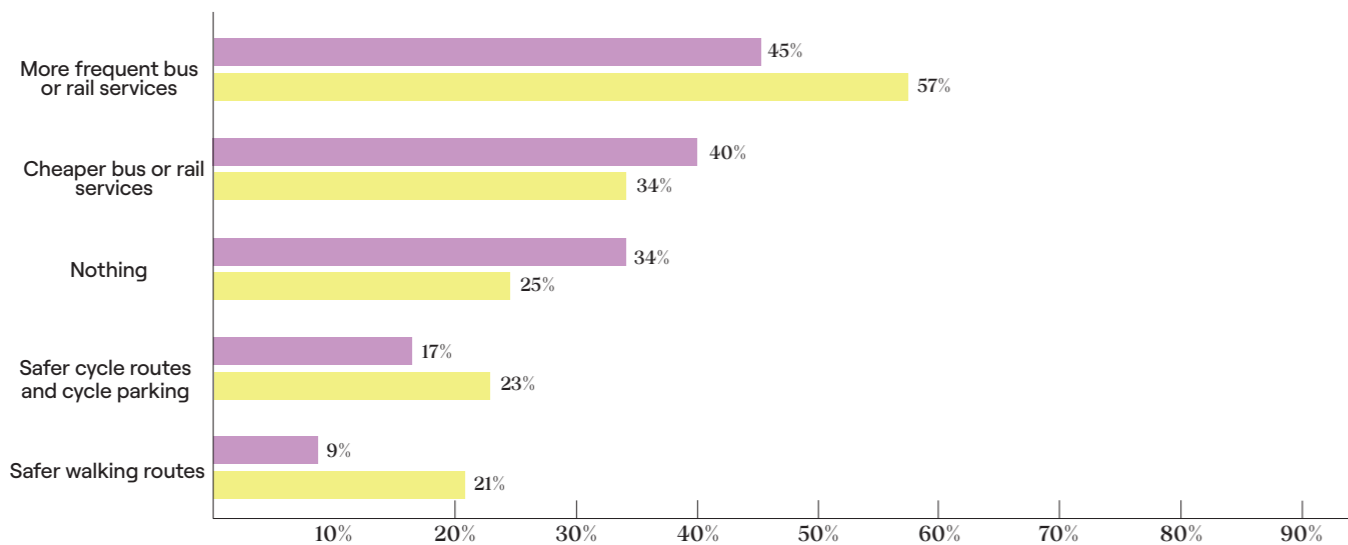
*There are attractive alternative ways for me to travel into Banbury, so I don't have to travel*

Local Residents (1659 responses)



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

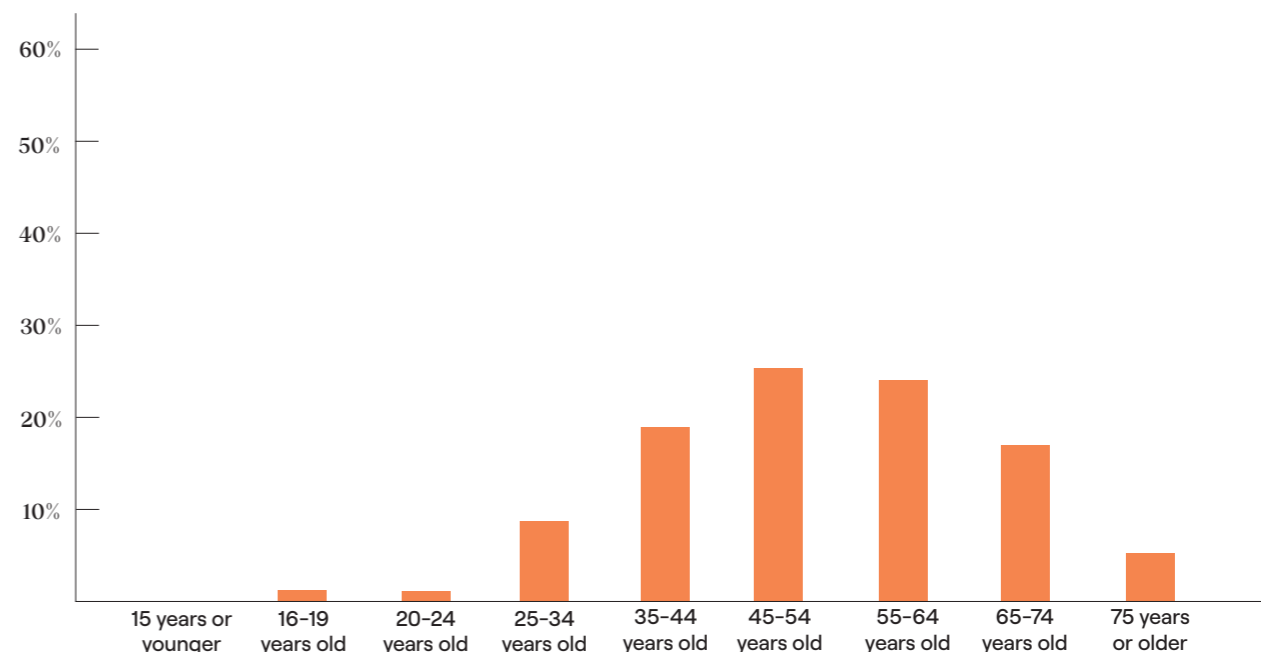
Visitors (76 responses)



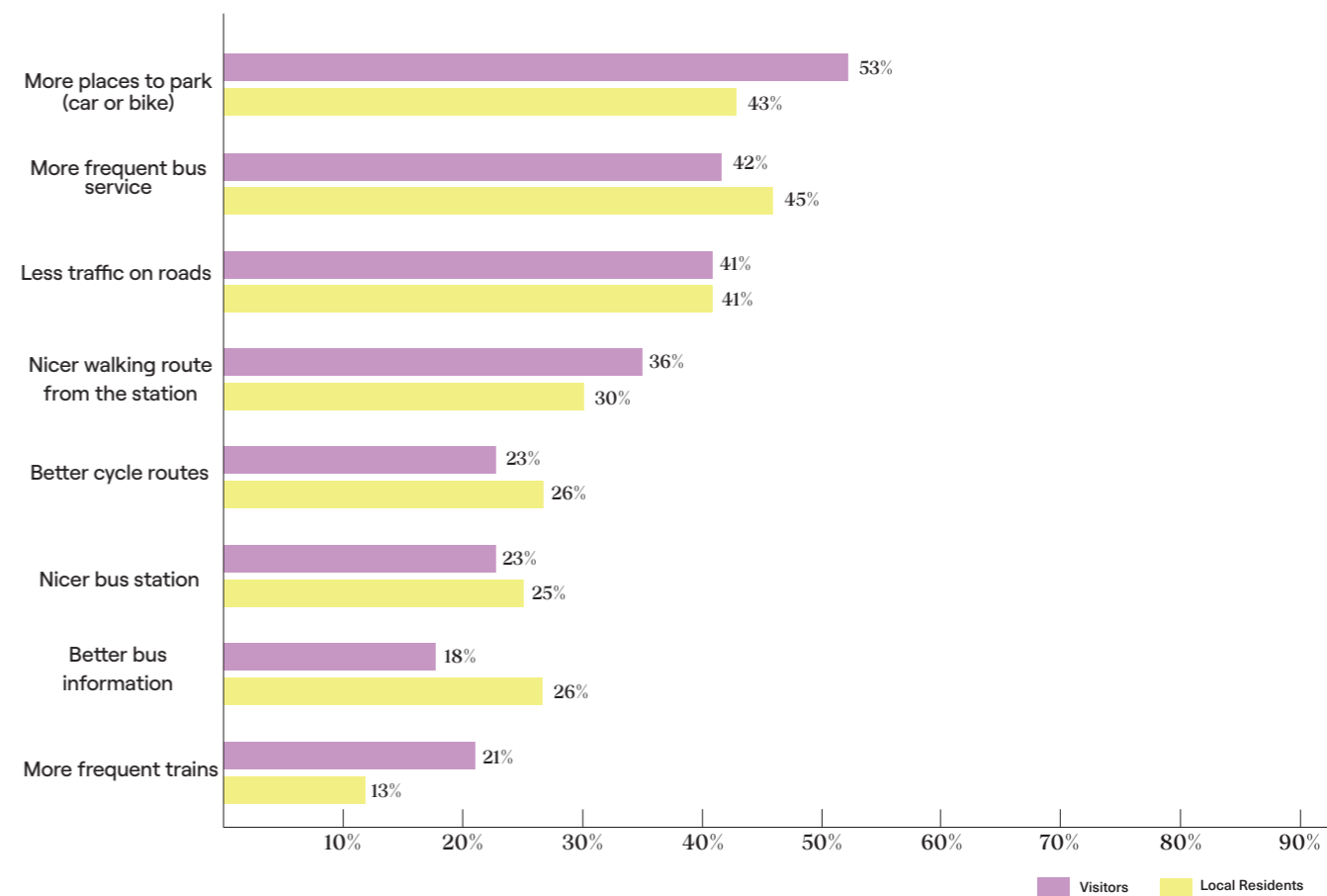
What would help you leave your car at home?  
Question for car users only (1061 responses)

Visitors Local Residents

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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)

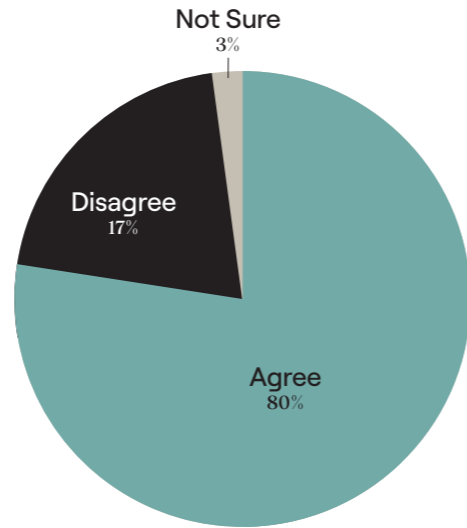
Visitors Local Residents

# 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.

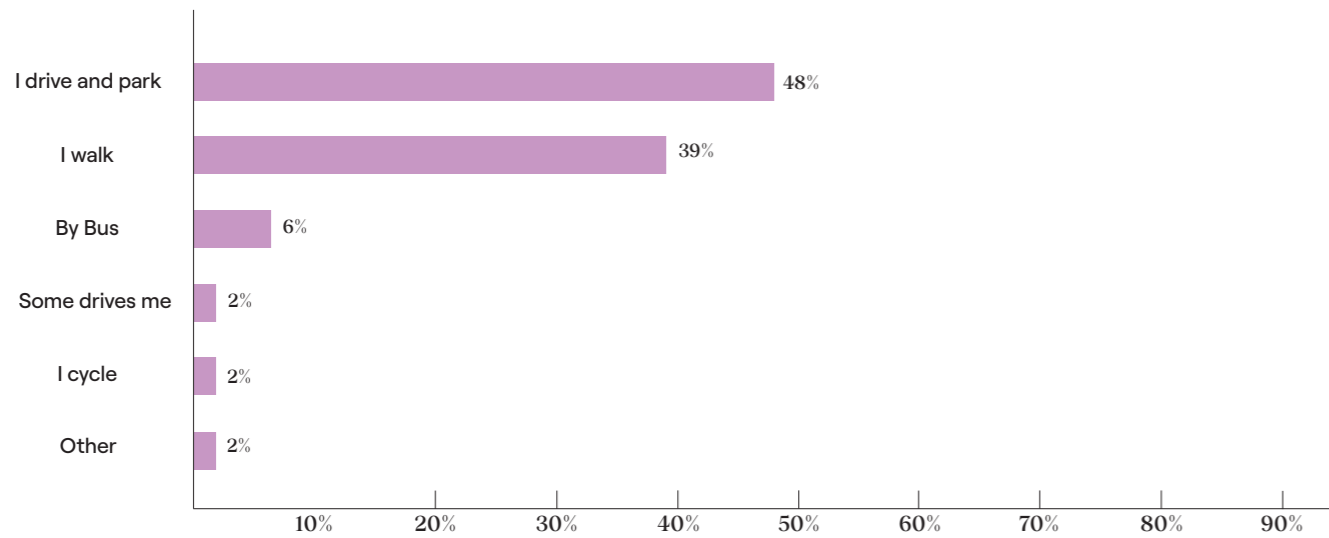
48% usually travel to the town centre by car, 39% walk, and 6% take the bus.



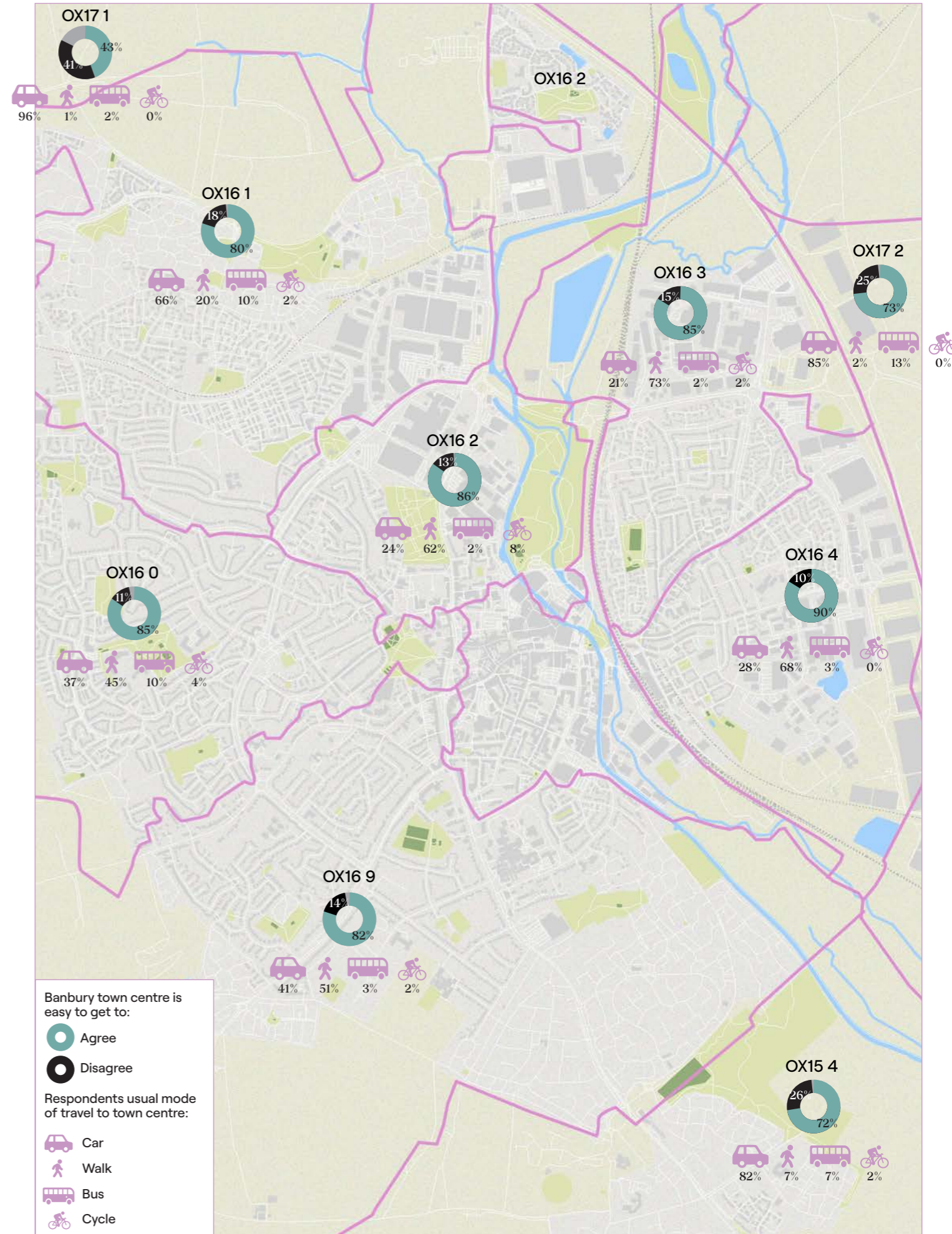
Banbury town centre is easy for me to get to?

Postcodes within town centre wards

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



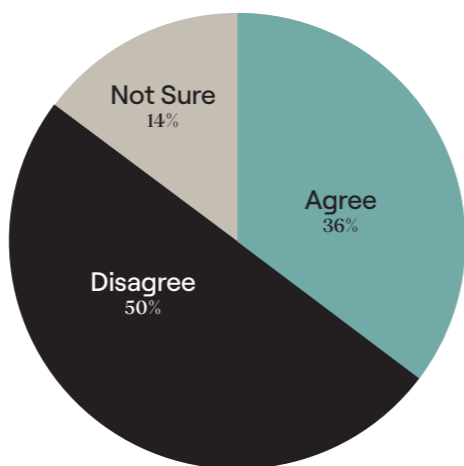
# Travelling to Banbury town centre

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.

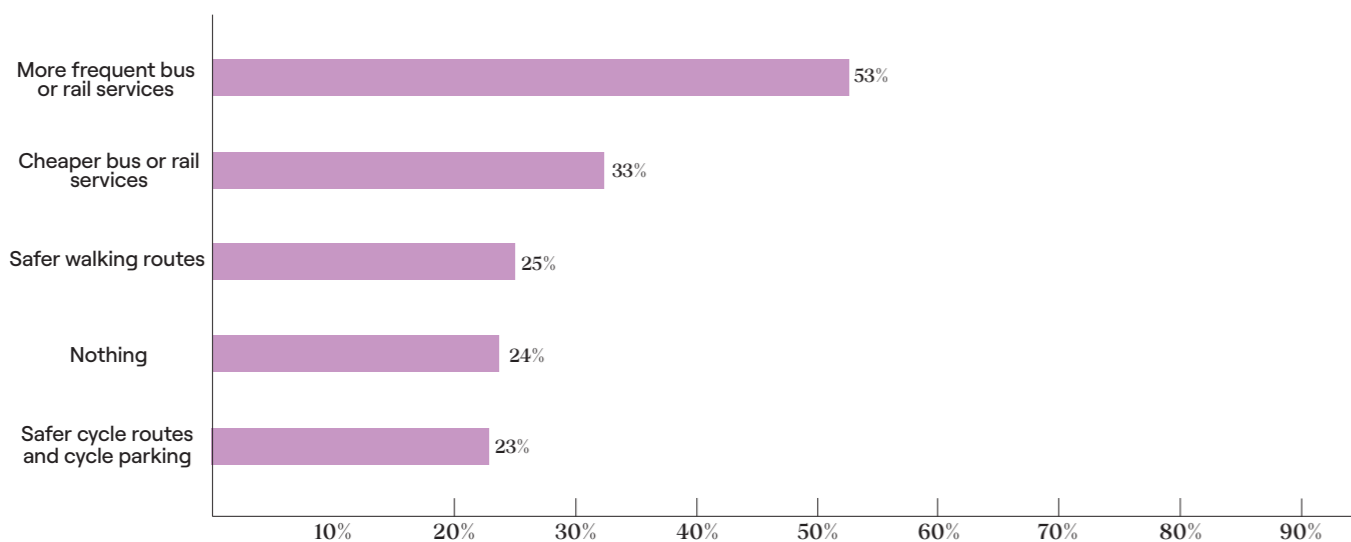
A quarter of local respondents say that safer walking and cycle routes would help them leave their car at home when visiting the town centre.



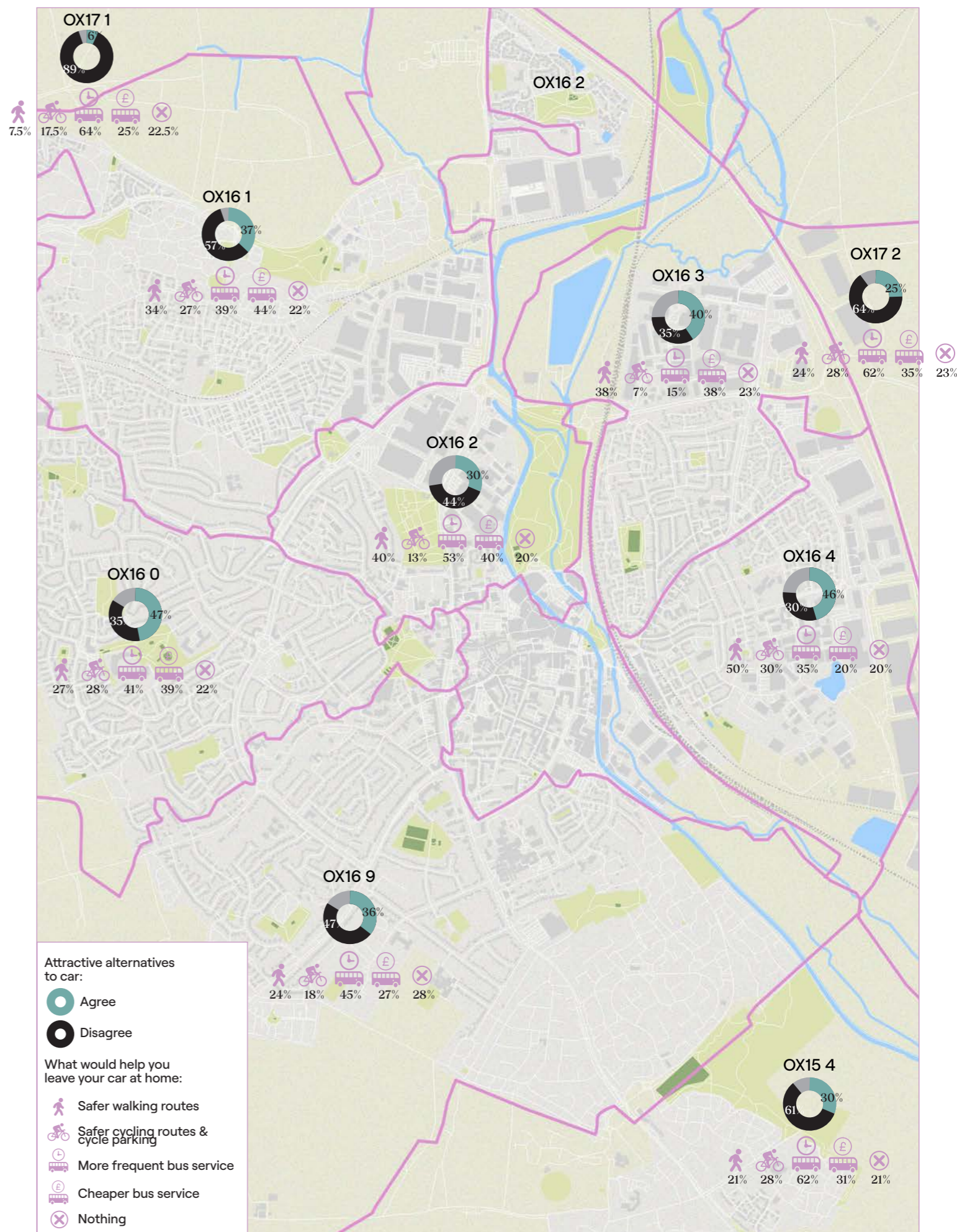
*There are attractive alternative ways for me to travel into Banbury so I don't have to travel by car?*

Postcodes within town centre wards

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

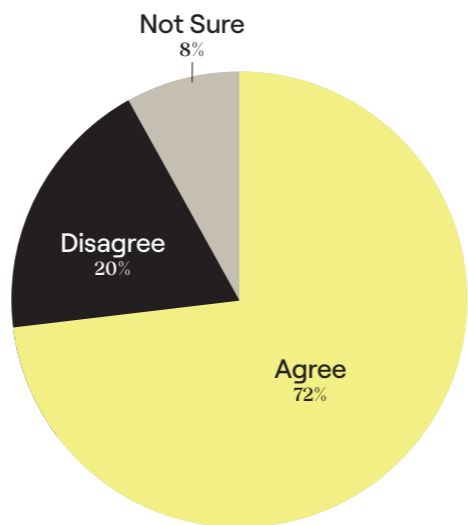


# Travelling within Banbury town centre

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

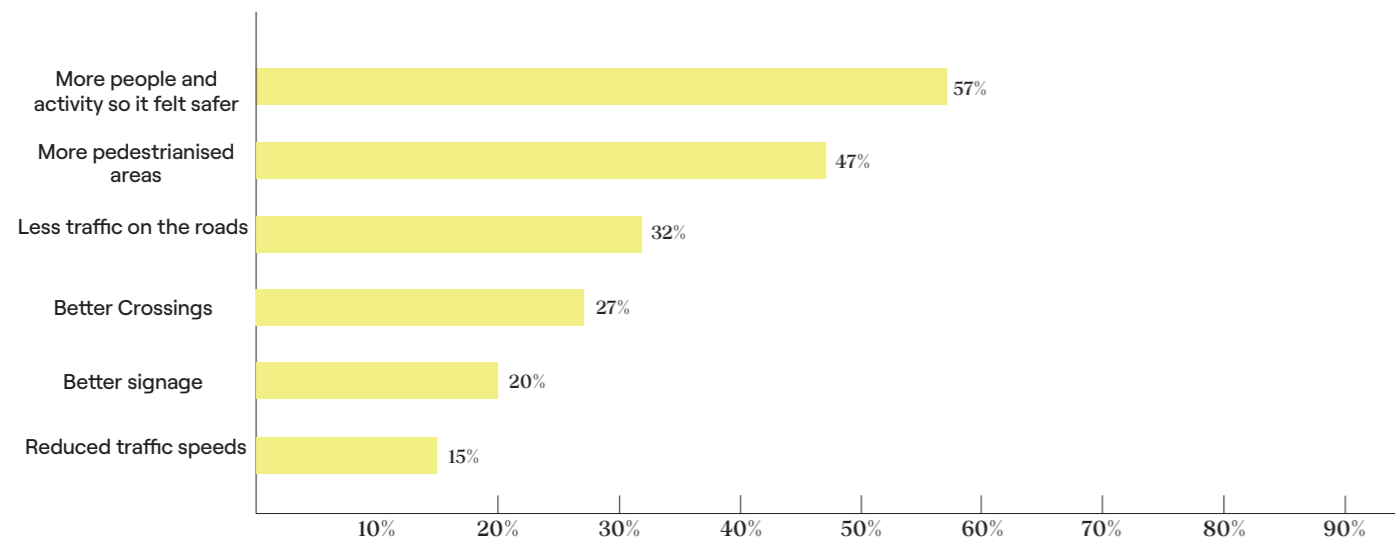
More people and activity so that the town centre felt safer, more pedestrianised areas, and less traffic on the roads are what respondents feel are a priority in order to make Banbury town centre better to walk around.

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

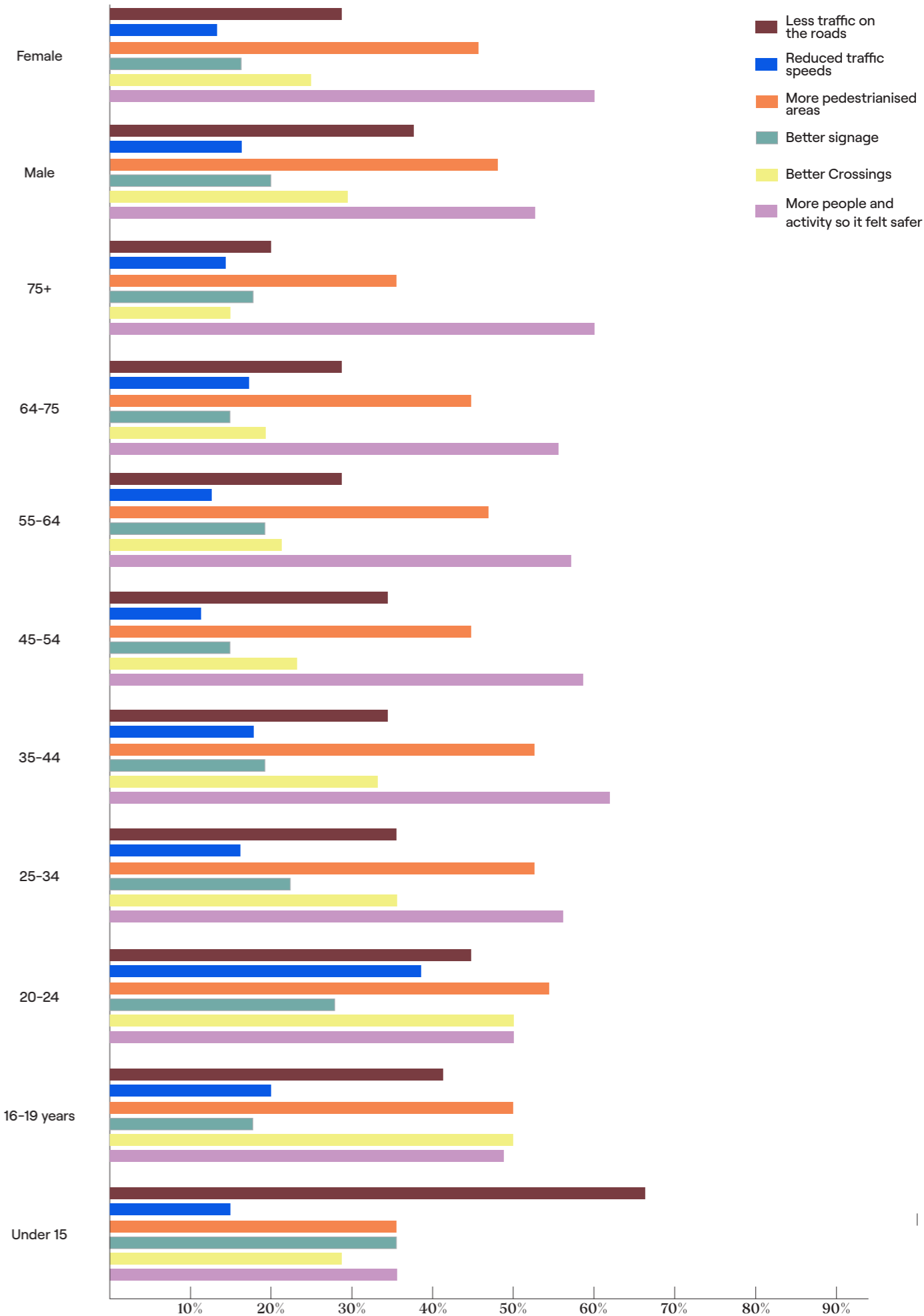


The centre of Banbury is easy and comfortable for me to walk around?  
(1861 responses)

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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.

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.

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.

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!

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!

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.

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

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.

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.

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.

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.

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

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Diverse

Unique

Alive

Interesting

Welcoming

Tidy

Safe

Open

Social

Affordable

Lively

Bustling

Nice

Community

Attractive

Prosperous

Historical

Inclusive

Beautiful

Buzzing

Pleasant

Clean

Colourful

Friendly

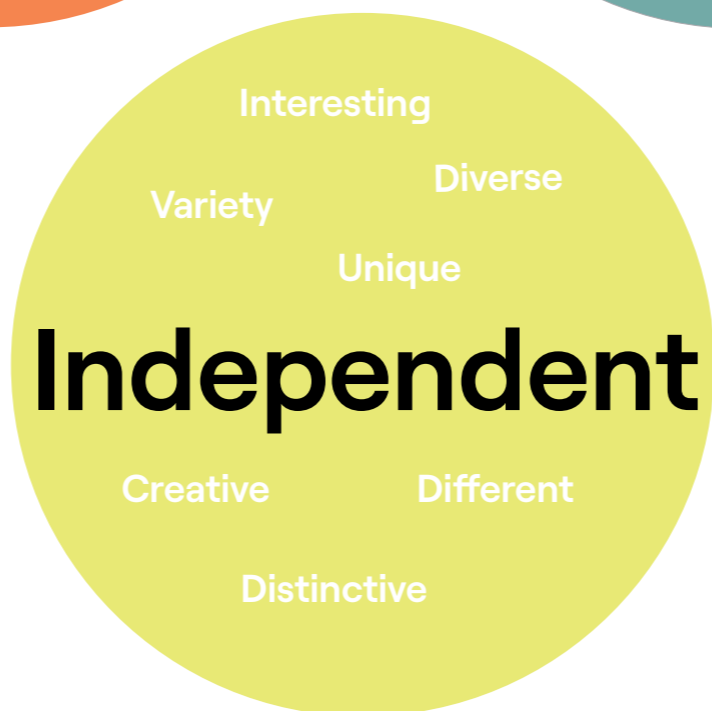
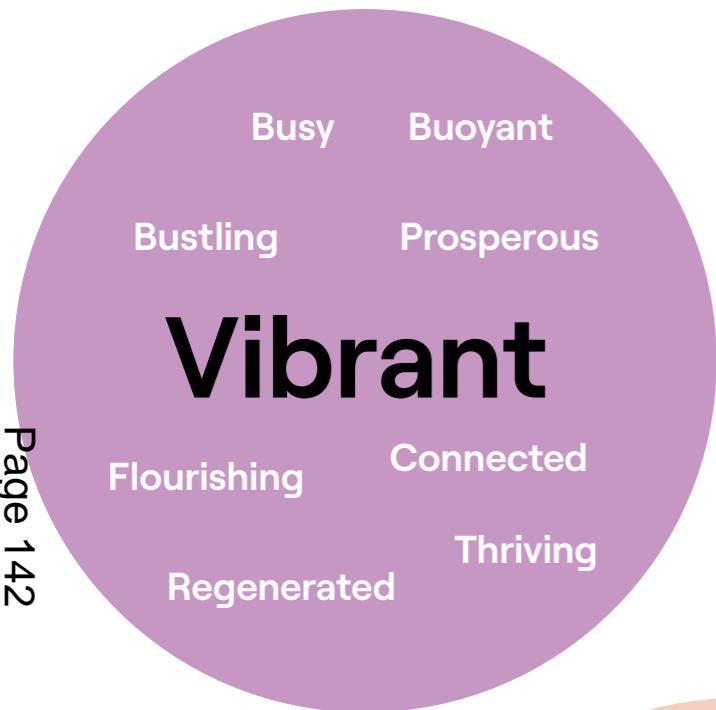
Accessible

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)

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# Banbury Vision 2050

Thank you!

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# Banbury Vision 2050

Appendix 3

# DRAFT

Engagement Findings  
April 2024

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# Introduction

# 01

This is the largest engagement exercise ever undertaken for Banbury town centre. A total of 2772 responses were received to the survey and around 150 people took part in workshops to inform the Vision. This document is informed by those responses.

The survey results show that people value Banbury's 'market town' qualities: its walkability, its independent shops, its green spaces and its heritage, particularly the Old Town and the Canal. They show that people value Banbury's diversity: the diversity of its communities and the variety of cultural, leisure and recreational opportunities available in the town centre. The variety of reasons why people visit Banbury town centre is a key strength.

But the survey results also demonstrate a clear desire to see Banbury town centre improve and highlight some major issues that the Vision needs to address. These relate to the quality of the shopping offer, the quality of the markets and the impact of competition from Gateway Retail Park. They relate to the quality of bus services, walking and cycle routes, and to perceptions of safety in the town centre which all increase the reliance on the car. There is also a very clear message that people want Banbury to show more pride in the town's heritage.

This document presents a summary of the key findings from the engagement process, the key issues that the local community want to see addressed, and the type of town centre they want Banbury to be by 2050. It presents the emerging 'Vision Values' defined by the community, and it highlights the opportunities available within the town centre and prioritises the actions needed to help deliver this change.

(For a fuller analysis of the engagement please [visit](#))

# Emerging 2050 Vision Values

# 02



The survey questionnaire, and each of the workshops, asked respondents to list three words to describe the town centre they would like Banbury to be by 2050. The words that came to the fore state that respondents want their town centre to be a **Vibrant, Safe, Clean, Green, Fun, Independent Destination**.

The Banbury 2050 Vision should seek to deliver a town centre that reflects these values that have come directly from the community engagement process. All future proposals for the town centre should be considered against how they help to deliver these values and a process developed to facilitate this.

Everything that happens in Banbury town centre should support the move towards a **safer, cleaner, greener** town centre, that is more **vibrant**, more **fun** and more **independent**, and should help it become a stronger 'destination'.

# Vibrant

## Banbury should be a “Vibrant” town centre

Other similar words used include Busy, Bustling, Cultural, Prosperous and Flourishing. People want to see a town centre full of ‘life’ and therefore full of people, with empty shop units occupied, a strong local market and events and activities animating its streets and spaces.

# Safe

## Banbury should be a “Safe” town centre

Other similar words used include Welcoming, Friendly, Inclusive, Open, Social and Community. A key desire is to see more people in the town centre, creating a natural sense of surveillance and security and addressing any negative perceptions regarding the safety of the town centre. Young people in particular want a town centre with spaces in which they feel welcome and where they are free to ‘hang out’ and socialise with friend.

# Clean

## Banbury should be a “Clean” town centre

Other similar words used include Attractive, Beautiful, Pleasant and Tidy. Banbury people are proud of their town centre and its heritage and they want to showcase the quality of its streets, spaces and buildings. And the starting point for achieving this is to at least ensure that those places are clean and well-maintained.

# Green

## Banbury should be a “Green” town centre

Other similar words used include Sustainable, Innovative and Progressive. People want to see a forward-looking town centre that demonstrates its commitment to tackling environmental, social and technological challenges. People also want to see a greener town centre, in the true sense of the word, a town centre with more trees and planting lining its streets and public spaces.

# Independent

## Banbury should be an “Independent” town centre

Other similar words used include Interesting, Diverse, Variety, Unique, Creative and Different. Banbury people want to see a town centre that does not seek to duplicate the national chains that populate the retail park, but that supports and nurtures distinctive, local businesses. Key words used by survey respondents and workshop participants to emphasise the importance of creating a distinctive local ‘brand’ include authentic, history and heritage.

# Fun

## Banbury should be a “Fun” town centre

Other similar words used include Lively, Buzzing, Joyful, Entertaining, Bright, Colourful and Sociable. Banbury people want to see a town centre that is ‘always alive’ with a sense of excitement about what they will find when they visit.

# Destination

## Banbury should be a “Destination” town centre

There is a clear sense from the survey responses that Banbury town centre needs to become a ‘destination’, and has the qualities and attractions to do this. Key words from the workshops that promote a possible change in Banbury’s mindset include ‘city’ and ‘cosmopolitan’.

This is an important message and perhaps the biggest challenge for Banbury moving forward. The implication is that Banbury should perhaps rely less on ‘convenience’ and short trips and more on creating an ‘experience’ that encourages people to visit for longer and to see all that the town has to offer.

In order to deliver this change the engagement process indicates that Banbury also needs a change of mindset. Banbury’s growth and success, as demonstrated by the scale and quality of jobs available in and around the town centre, the education offer, and the extent of its cultural and leisure offer, means that it has already moved beyond being a ‘traditional’ local market town. In order to become the ‘destination’ that people wish it to be, Banbury needs to think like a larger town, possibly even like a city, whilst retaining the distinctive market town qualities that people appreciate. The Vision Values can help transform attitudes as well as the physical environment.

# A People-led Vision

# 03



Every place benefits from having its own unique Vision for its future. An idea of where it wants to go, and a set of principles and values that help it get there. That Vision needs to be clear enough that local residents, businesses, and policy makers understand what it is saying. It needs to be specific enough that it is addressing the needs of the place and everyone with an interest in it. It needs to set both long term direction and short-term goals, including committing to early activations, to demonstrate progress and maintain momentum. And it needs to be flexible enough to be able to adapt to changes without wholesale review every 3 years or so.

The process of developing that Vision can be just as important as the Vision document itself. The process should promote collaboration between different stakeholders, between the public sector, voluntary sector and private sector, between officers, politicians, residents and businesses, between the diverse communities that characterise Banbury. It should ensure that the Vision is rooted in the elements of Banbury that people value, and will deliver the type of town that they want to spend time in.

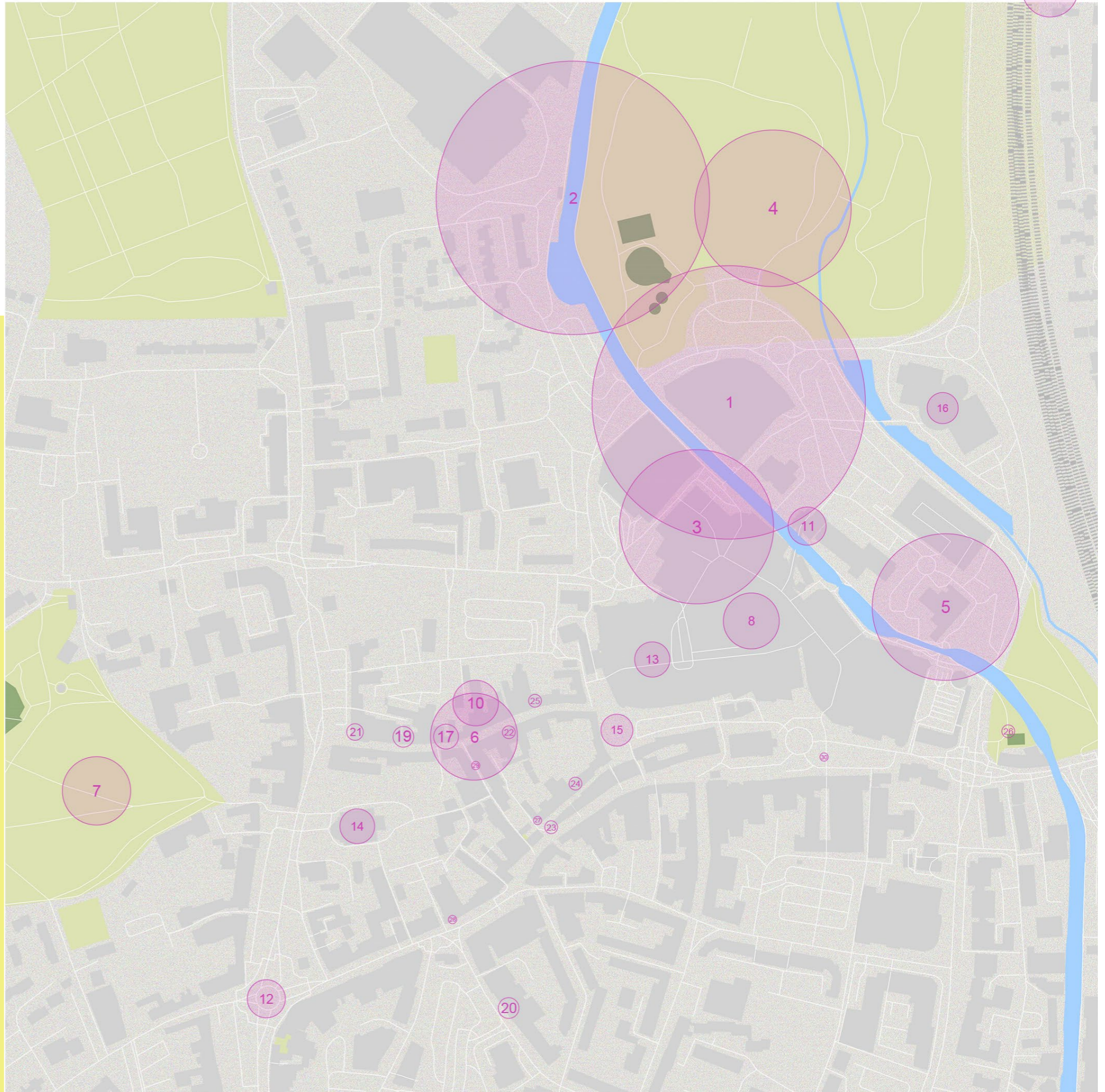
To paraphrase Jane Jacobs (one of the earliest advocates of grass roots, community-led planning), if Banbury is to be a place that provides something for everybody, then it has to be a place created by everybody. This report is an important step, but only the first step, in that direction. It has ensured that Banbury 2050 Vision will be developed from the largest engagement exercise undertaken in the town. It will ensure that the 2050 Vision is rooted in a set of core values defined by the local community. It will ensure that the 2050 Vision addresses the priority issues identified by the local community. It should ensure that the 2050 Vision will be delivered in partnership with that local community. And it should ensure that the Vision understands, and builds on, what people already value about Banbury.

So what did the survey show that people like about Banbury?

### Favourite Places

The survey asked people to identify their favourite places in Banbury. People listed the cultural venues, historic streets and buildings, parks and green spaces, independent shops and the larger shopping centres. It shows the strength and variety of attractions that Banbury town centre has to offer and that should underpin any future Vision. Banbury's parks received the highest 'approval rating' of all town centre facilities, with 59% of people agreed that it has good parks and green spaces.

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



### Living in Banbury

The survey asked what people like about living in Banbury, and the feedback shows appreciation of its 'market town qualities'. People like its friendly, community feel, access to parks, green spaces and the countryside, accessibility by car, bus and rail, and the walkability of the town centre. Parks and Green Spaces were considered the most important quality that makes Banbury a good place for families, alongside the range of leisure and cultural facilities it has to offer. As Banbury continues to grow it is important that the Vision protects and enhances these key qualities.

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Survey Question: What do you like about living in Banbury? (size relates to number of mentions)



Independents / Castle Quay



Independents / Market



Independents / Church Lane



Canal / Banbury Museum



Canal / Spiceball Park



Canal / The Light



Parks and Greenspaces / Bridge Street Garden



Parks and Greenspaces / People's Park



Events / Canal Festival



Events / Canal Festival



Cultural Offer / Mill Arts Centre



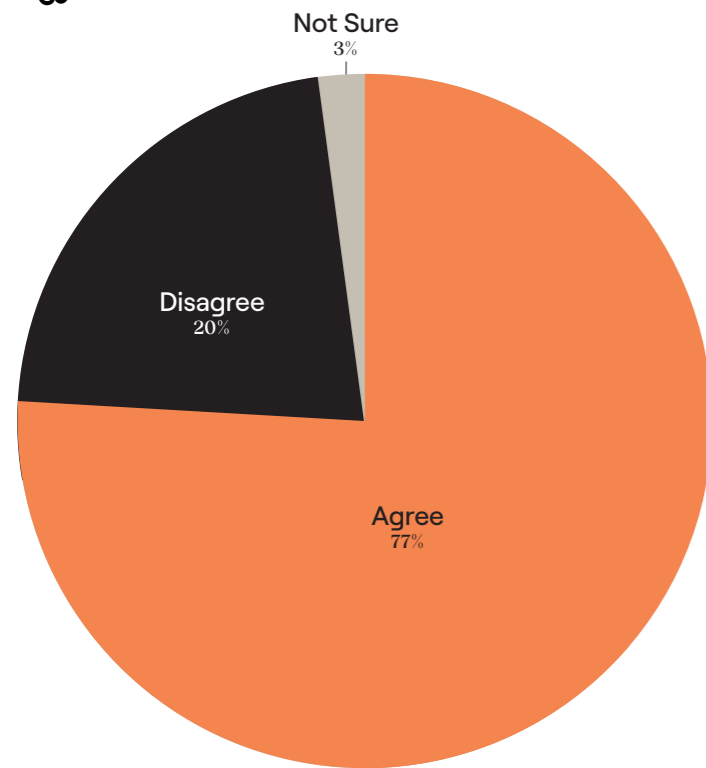
History / Town Hall - Market Place

### Accessible and Walkable

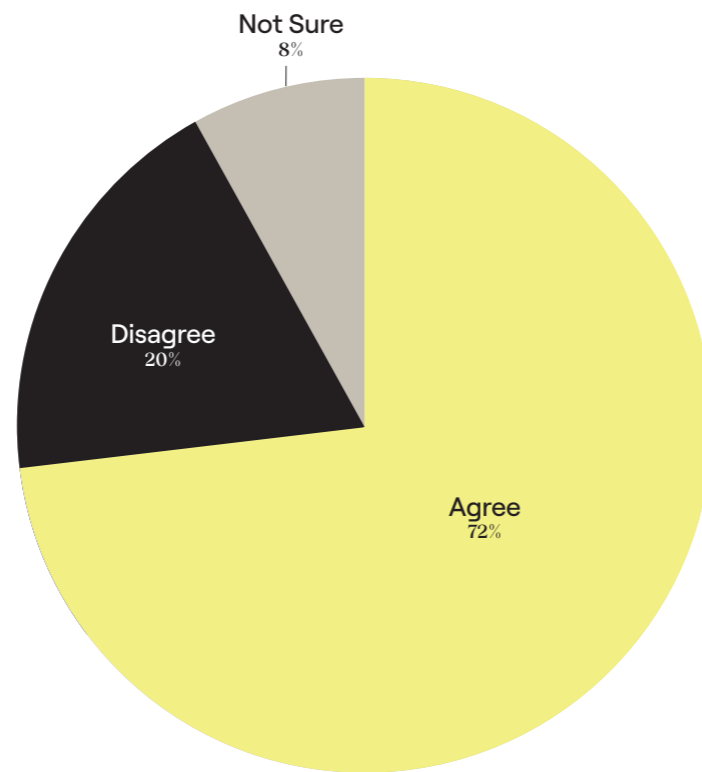
77% of local residents said they find Banbury town centre easy to get to. Around 30% of residents walk to the town centre, and over 90% say they find it easy to do so. Almost 60% of local residents drive (or are driven) to the town centre and nearly 80% of visitors. Of all those who drive (residents and visitors), 70% say they find the town centre easy to get to.

Importantly, once people are in the town centre the majority also find it easy to walk around (only 20% disagree).

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Survey Question: Banbury town centre is easy for me to get to?



Survey Question: The centre of Banbury is easy and comfortable for me to walk around?



Parson's Street



Broad Street



Church Lane



Canal - The Light



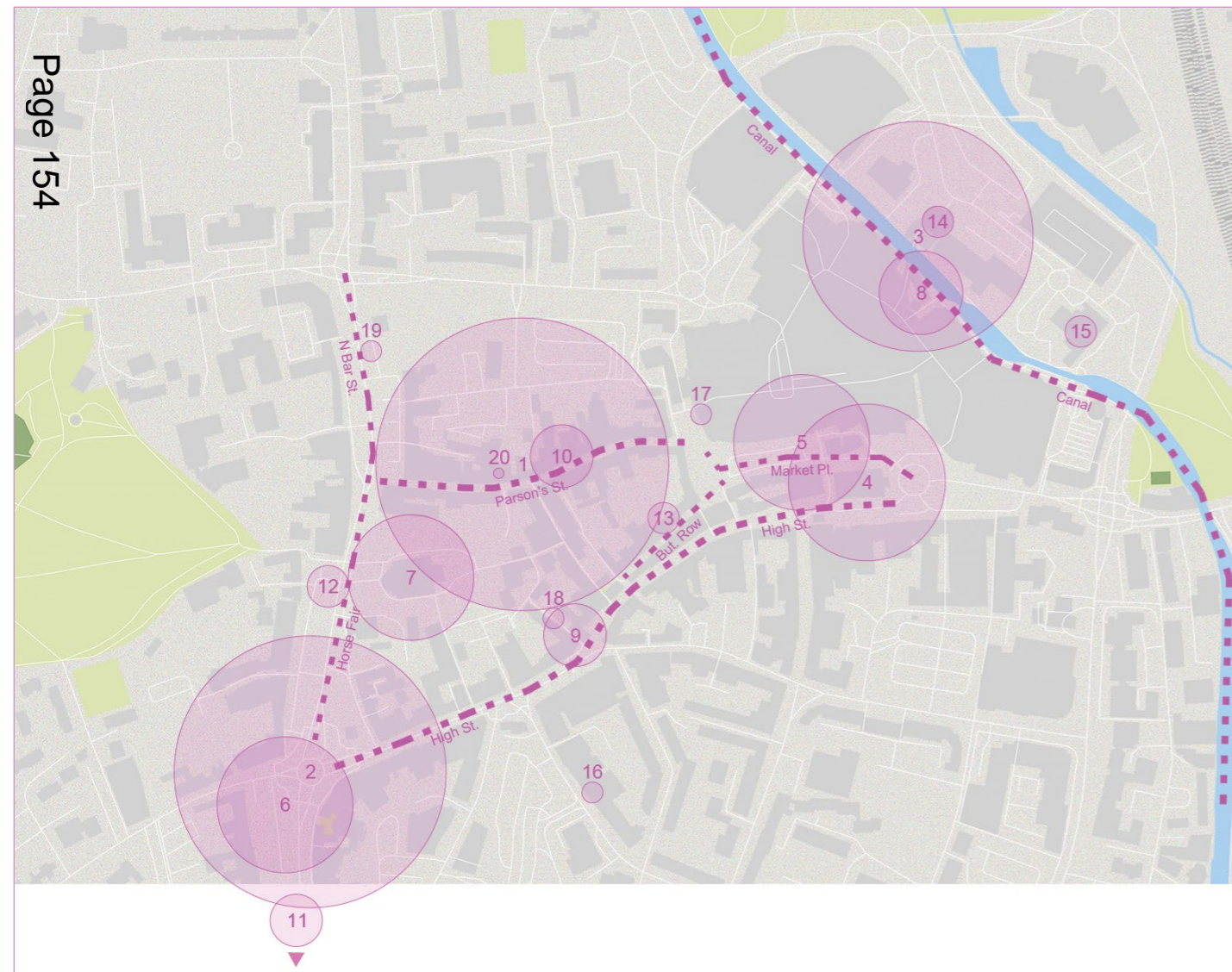
Market Place



High Street

### Historic

The survey asked people to identify their favourite historic features in Banbury, and respondents listed a wealth of different streets, spaces and buildings. A network is shown from Market Place to Horse Fair and The Cross via Parsons Street and High Street, with a separate cluster along the stretch of the Canal between The Mill, Tooley's Boatyard and The Museum. The survey clearly shows that people value Banbury's history, and want to see it celebrated.



Survey Question: Please list your favourite historic features of/in Banbury? (size of circle relates to number of mentions)

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Buildings on Parson's Street



Banbury Cross



Canalside



Town Hall



Buildings on Market Place



Fine Lady Statue



St Mary's Church



Tooley's Boat Yard



Buildings on High Street



Buildings on South Bar Street



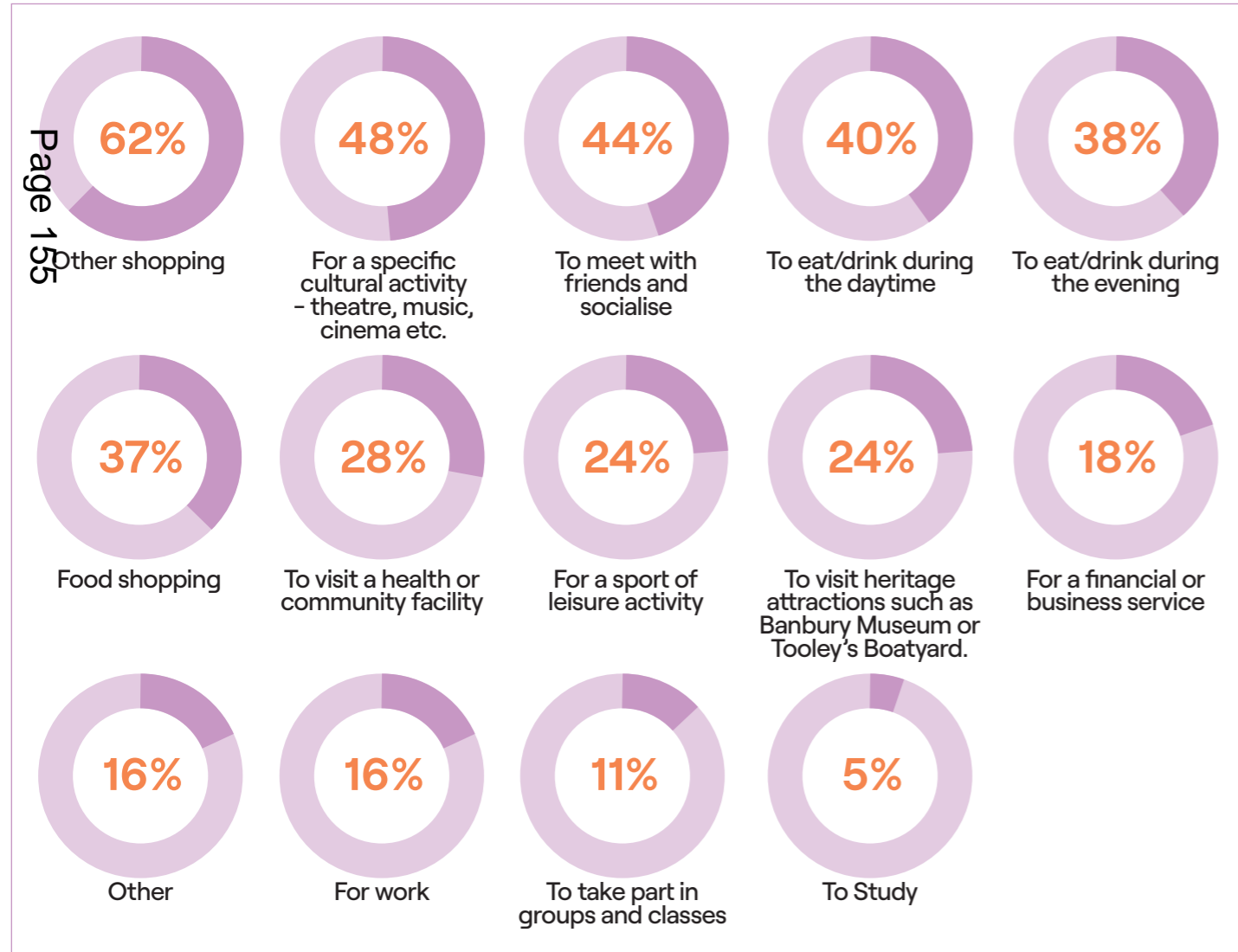
Buildings on Butcher's Row



Mill Art Centre

Diverse

The survey asked why people visit Banbury, and the findings demonstrate that people value the variety of cultural, leisure and recreational opportunities available in Banbury town centre. The variety of reasons why people visit Banbury town centre is a key strength.

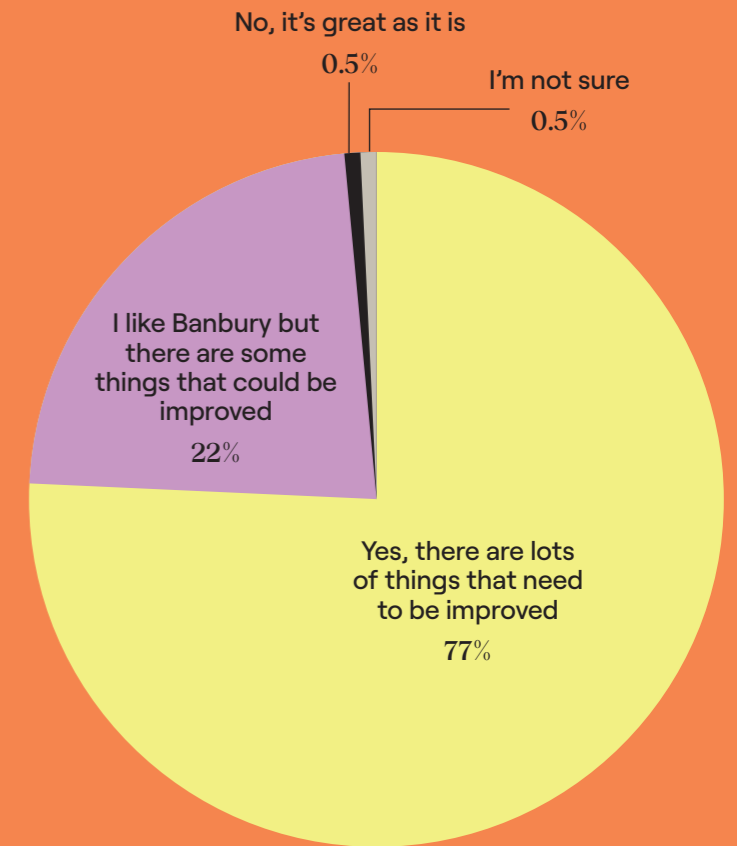


Survey Question: What are your reasons for visiting Banbury town centre?



# Desire for Change

# 04



Survey Question: Could Banbury town centre be better?

Although the survey highlighted a variety of things that people love about Banbury, the results also show a strong desire for change in the town centre. Out of 2722 responses to the survey over 99% want to see improvements and the vast majority (77% of all respondents) think that *'there are lots of things that need improving'* in Banbury town centre. Only 14 people thought Banbury did not need to change.

It is not surprising therefore that the survey results highlighted some major issues for the Vision to address. These include:

- the quality of shopping provision and impact of retail parks,
- the quality of Banbury's regular markets,
- treatment of its historic streets, spaces and buildings,
- frequency and cost of bus services,
- quality of cycling and walking routes,
- overall perceptions of safety in the town centre.

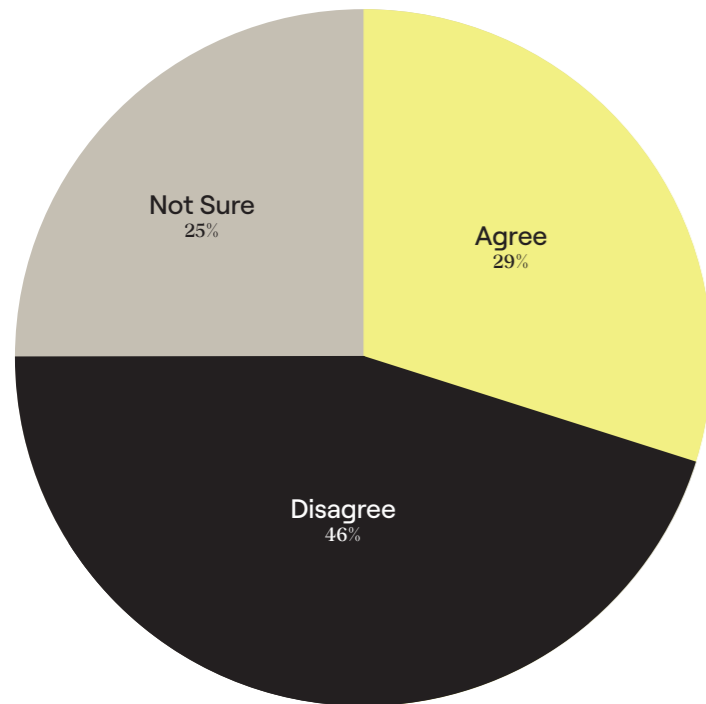
### Shopping and Retail Parks

Like many towns, Banbury residents are concerned about empty shops in the town centre.

The survey confirms that Banbury's biggest shopping competitor is Gateway Retail Park and around a third of local residents say they shop at the retail park but never in the town centre.

This is not a surprise to local traders. The 2021 retail study calculated that since 2012, expenditure on comparison (non-food) goods in Banbury as a whole had increased by approximately 10%. However, Banbury town centre turnover had halved, whilst the turnover of stores on the retail park had nearly tripled. Almost all the trade lost by town centre businesses in that period could therefore be attributed to Gateway Retail Park. It is vital that competing more effectively with the retail parks on its doorstep is considered a priority for Banbury town centre.

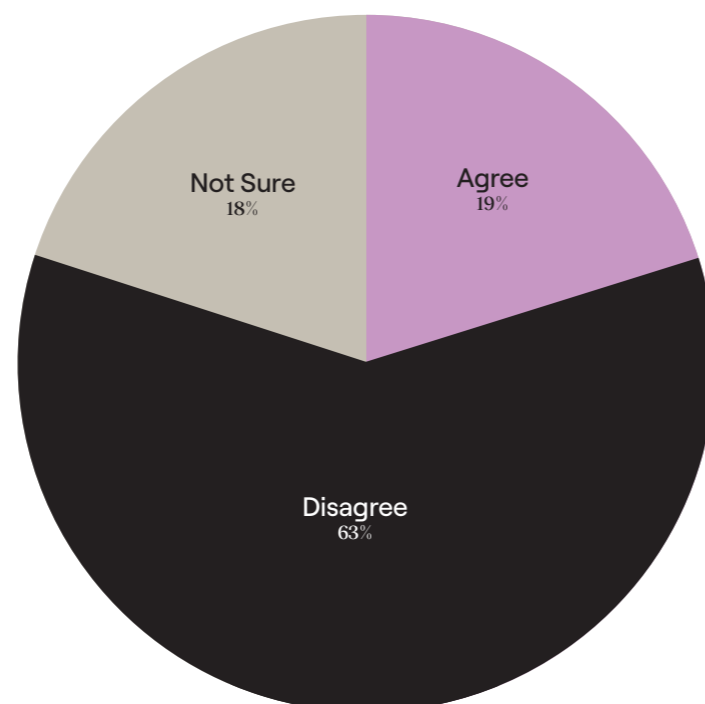
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Survey Question: Banbury is a town centre full of interesting shops?

### Quality of markets

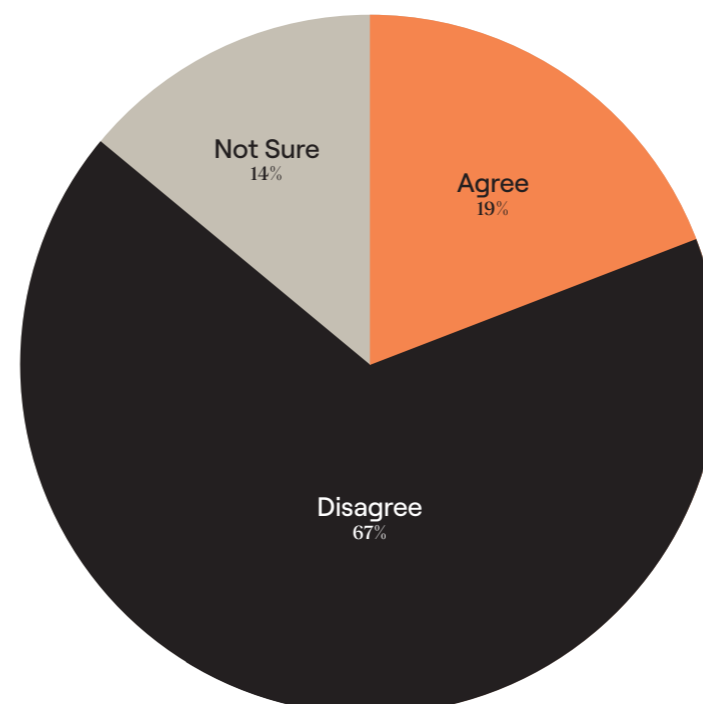
Disappointingly, only 19% of respondents believe that Banbury has interesting markets (this does not include the annual event markets). As a result over 50% of those surveyed don't visit any of the weekly or monthly markets in the town centre. Successful markets are a key part of the identity of market towns, bringing in visitors and creating local pride. Improving the markets should therefore also be a priority for the town centre, and will help to differentiate the offer from the retail parks.



Survey Question: Banbury is a town centre with interesting markets?

### Valuing Banbury's Heritage

The survey shows that whilst people value Banbury's historic streets, spaces and buildings, they do not feel that the town is making the most of these assets. Promoting local heritage increases local pride in a town centre but is also a key factor in encouraging visitors and increasing their length of stay. There is a clear sense from all the workshops that were undertaken that this is a missed opportunity for Banbury to market itself as a visitor 'destination', promoting its historic market town characteristics and assets.



Survey Question: Banbury town centre makes the most of its historic streets and buildings?

### Buses, Walking & Cycling

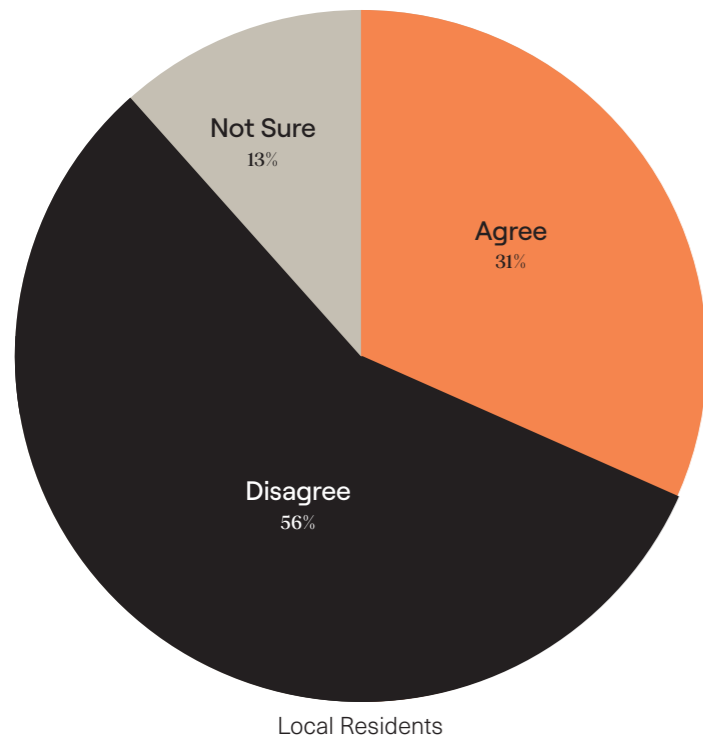
In common with many market towns, Banbury serves a rural catchment that can be heavily dependent on access by car. Of concern however is the percentage of local residents who say that they have no option but to drive to the town centre.

If Banbury is to become a greener, more sustainable, cleaner (air quality), and people-friendly place, then it needs to ensure that those people living within a 2 mile radius of the town centre feel able to walk, cycle or get the bus. At the moment, half of those residents say they do not have an attractive alternative to the car, however 75% of those residents also state that safer walking and cycling routes and more frequent bus services would encourage them to leave their car at home.

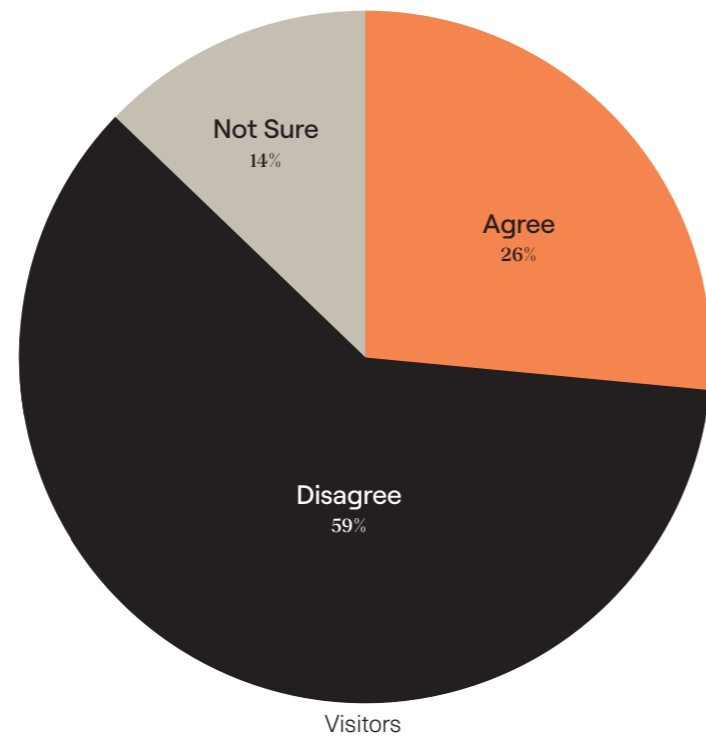
This is therefore a major opportunity for Banbury. Providing this large section of the population with alternatives to driving reduces congestion and pressure on car parking spaces, making the town centre more accessible for those who are reliant on cars.

It also helps ensure that those residents without access to a car are able to access the jobs, services and facilities that they need. Across Cherwell 15% of households do not have access to a car. However within the core town centre areas of Neithrop, Ruscote and Grimsbury the figures are 24%, 25% and 29% (2021 Census). Better walking and cycling routes within these areas will improve access to jobs and services and address key health indicators such as childhood obesity. And it is important to remember that the lack of alternatives falls disproportionately on younger and older people. The survey results show that 60% of U19s walk or get the bus to the town centre.

Surveys also show that people who walk and cycle visit town centres more often, spend more over the course of a year than those who drive, and are more likely to spend their money with local shops and businesses. It is therefore clear that encouraging walking and cycling to the centre will bring both economic as well as social and environmental benefits. Investigating and improving the walking and cycling routes, and bus services between these residential areas and the town centres should therefore be a priority for Banbury.



Local Residents  
Survey Question: There are attractive alternative ways for me to travel into Banbury, so I don't have to travel by car?



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

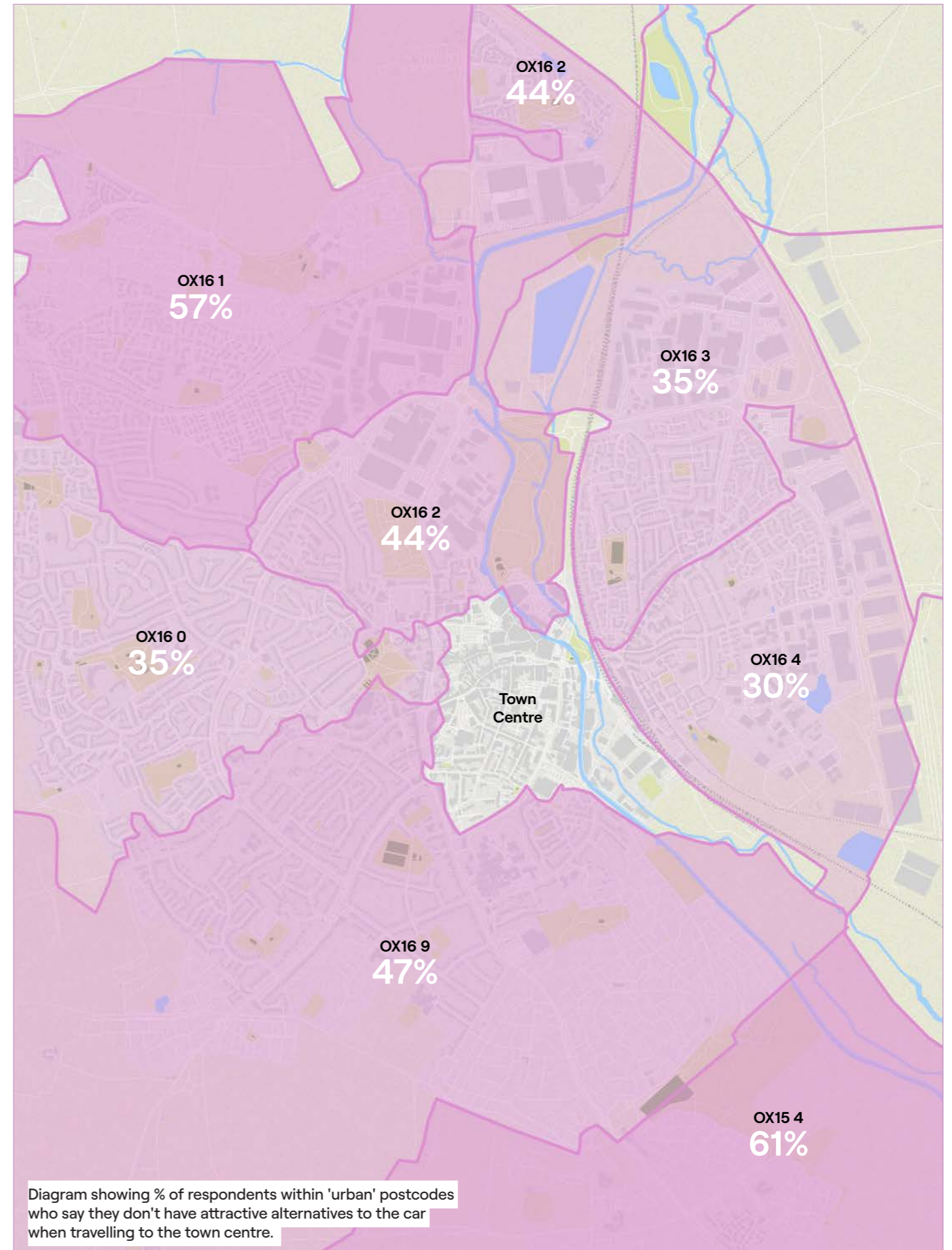


Diagram showing % of respondents within 'urban' postcodes who say they don't have attractive alternatives to the car when travelling to the town centre.

### Perceptions of Safety

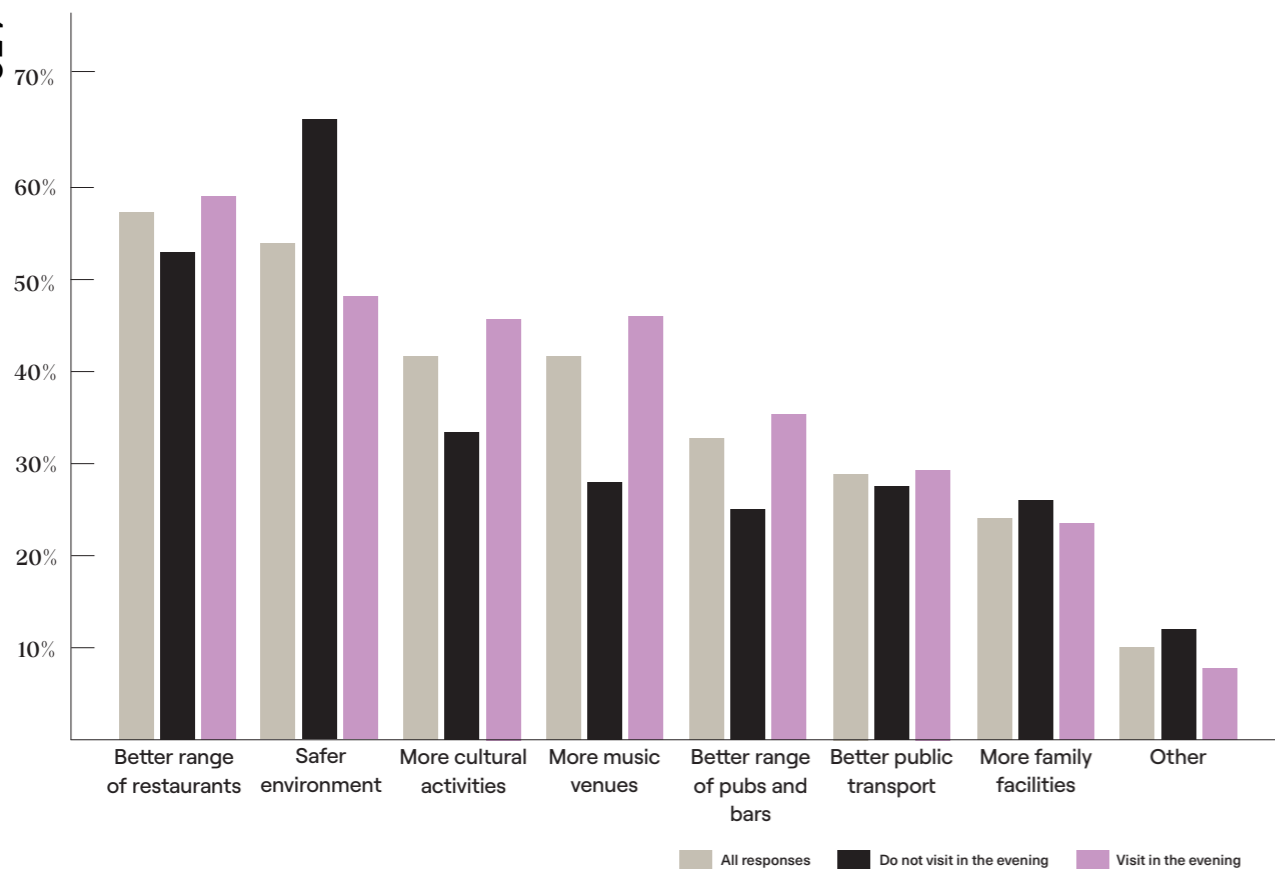
A 'safe' town centre can mean a variety of different things to different people. It means creating a welcoming and inviting environment where everyone feels welcome. It means having well maintained and well cared for streets and spaces, which are well-lit, clean and litter free. It means addressing vehicle speeds and pollution so that pedestrians and cyclists do not feel in danger. It means having natural surveillance from windows in shops, offices and homes. And perhaps most of all it means having lots of people in the town centre, so that people don't feel isolated or vulnerable.

#### Safety and the evening economy

The survey shows that many people are not visiting Banbury town centre because of perceptions regarding safety. When asked what would make them visit in the evening, the most frequent response was 'a safer environment'.

Perceptions of safety in the town centre was a common issue raised in the survey responses and in the workshops, even for people who visit the town centre regularly. Nearly half the people surveyed said they don't visit Banbury town centre in the evening and when asked what would encourage them to visit, the most frequent response was 'Safer environment'. This is therefore an area where short term action could have a significant impact on the number of people visiting the town centre.

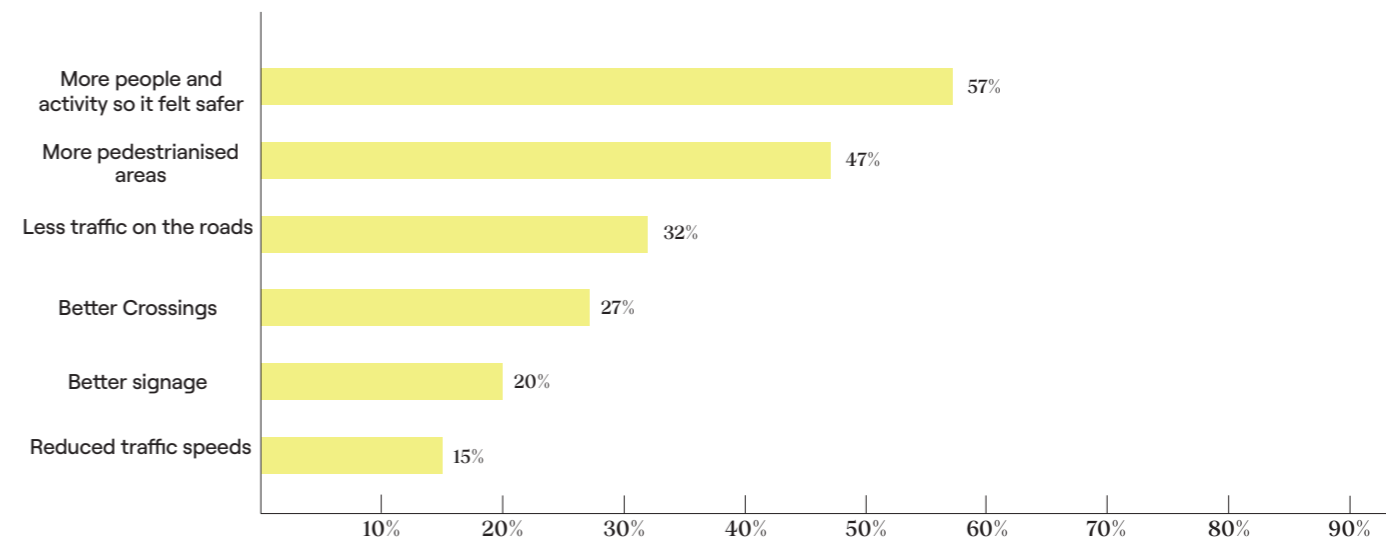
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Survey Question: What would encourage you to visit Banbury more often in the evening?

#### Safety and use of the car

This was the most important issue for almost all demographics, although younger people (U25s) placed slightly more priority on having more pedestrianised areas and the priority issue for U15s was to have less traffic on the roads. This is potentially a 'vicious circle' where fewer people in the town centre exacerbates concerns about safety, meaning that even fewer people are comfortable walking, which in turn makes the town centre feel less safe.



Survey Question: What would make Banbury town centre better to walk around?

# Opportunity for Change

# 05

12 key opportunities for change have been identified from the survey response and workshops:

- Retail Parks,
- Shopping Local,
- Local Markets,
- Food & Drink,
- Culture,
- Events & Festivals,
- Young people,
- Heritage,
- Walkability,
- Bus & Rail,
- Parking,
- Local jobs.

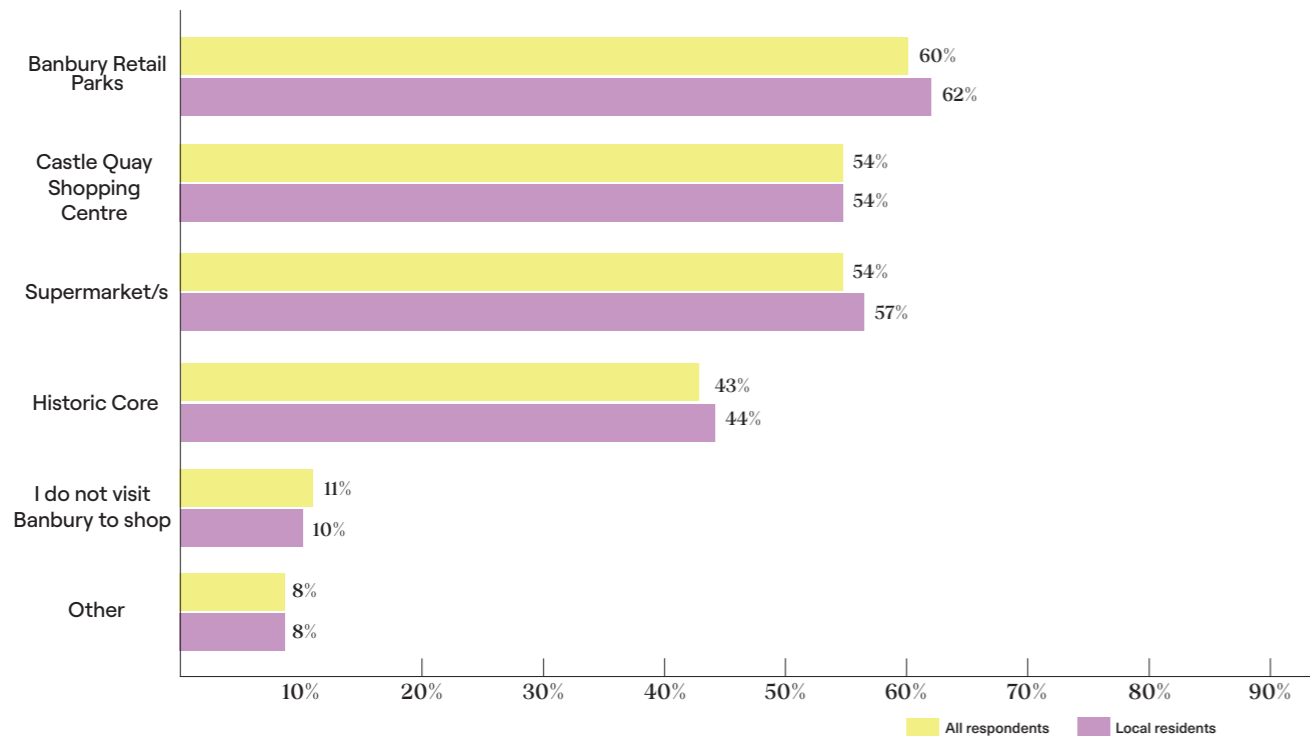
### Retail Parks

The survey makes it very clear that Banbury's biggest shopping competitor is Gateway Retail Park. Around a third of local residents say they shop at the retail park but never in the town centre. The CACI market survey (pre-Castle Quay 2) also showed that Banbury's retail parks take half of the available expenditure in Banbury's core catchment area.

This is not a surprise to local traders. The 2021 retail study calculated that since 2012, expenditure on comparison (non-food) goods in Banbury as a whole had increased by approximately 10%. However, Banbury town centre turnover had halved, whilst the turnover of Gateway Retail Park had nearly tripled. Almost all the trade lost by town centre businesses in that period could therefore be attributed to stores on Gateway Retail Park.

This can however be seen as a significant opportunity for Banbury town centre. There is the potential to significantly increase trade in the town centre by appealing better to people who live within 2 miles of the town centre. Business workshops highlighted the need to ensure that visiting Banbury provides an 'experience' that cannot be found at a retail park or on-line. This opportunity should give confidence to the town that by addressing some of the issues highlighted in the survey there is significant potential to increase trade for local businesses.

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

### Shopping Local

Shopping (non-food) remains the biggest single reason people aged over 35 visit Banbury town centre and it is still the second most important reason for those under 35. It must therefore remain a key part of any Vision to improve the vibrancy of the town centre.

The survey has highlighted that people are currently dissatisfied with the offer in Banbury town centre, but also identifies a variety of ways in which people can be attracted to visit more often.

The good news is that 96% of those not shopping in the town centre said they would be encouraged to do so if the town centre was improved. 72% of them said that more independent shops would encourage them to visit, and 80% of those already visiting Banbury town centre said that this would also encourage them to visit more often. 89% of respondents said that better markets would encourage them to visit Banbury more often, with the priority being a better variety of stalls and more local businesses represented. 28% want better vintage, second hand and charity shops, and 25% want more pop-up shops, showing the importance of ethical, independent, local businesses in attracting shoppers to the town centre.

This can be seen as a significant opportunity for Banbury town centre. There is the potential to significantly increase trade in the town centre by appealing better to people who live within 2 miles of the town centre through local and independent traders that can't be found at the retail parks.

The CACI market study highlighted that Banbury's catchment has a large number of affluent residents, who are more likely to shop independent brands and have strong ethical values around supporting their local high street.

A critical element of any long-term Vision for Banbury town centre therefore needs to be a strategy to support and nurture independent businesses.

A key request from the business workshops was for greater support for local businesses, particularly in terms of websites and digital promotion. It can be difficult for individual retailers to have time to manage and update websites and social media pages, or to provide on-line retailing. A coordinated town-wide approach for Banbury local businesses can however help to address this, as well as promoting individual businesses as well as the town centre as a whole.



Precedent Case Study: Lower Marsh Street, Waterloo

Lower Marsh promotes itself a distinct street for independent business (retail, cafés, restaurants, bars and market/pop-up activity). Gateways and independent businesses are highlighted and promoted through the use of bespoke/branded outdoor furniture, planting, and signage.

#### ACTION PLAN:

- Strategy to support and 'incubate' local and independent businesses in Castle Quay.
- Digital strategy to promote local and independent businesses online.
- Consider independent business events.

### Local Markets

Markets are, obviously, a key part of the identity and purpose of a market town. The survey shows quite a strong level of dissatisfaction with the current weekly markets, with only 19% agreeing that Banbury has interesting markets and more than half the respondents not visiting the weekly markets (Thursday or Saturday) or the monthly farmers' market. More positively nearly 90% of people said that improvements to the market would encourage them to visit more often, with the main requests being for a better variety and quality of traders, and more local traders.

A strong market can help deliver many of the other priorities identified in the survey. A good local market provides variety and diversity, history, and character, encourages local entrepreneurs and builds a stronger sense of community. It provides an offer rooted in the local area, that is distinctly different from the generic retail park offer, but importantly must be different from the traders that can be found in other town centre markets in the area.

Markets provide affordable opportunities for new businesses to set up and grow, make it easier for young people and new traders to test out trading opportunities at relatively low risk. They offer environmental and health benefits by encouraging people to shop locally and providing relatively affordable fresh food produce.

A good market is an event - combining street food, community activities, participatory workshops and music and street performance, all elements that respondents said would bring them to Banbury and its markets more often and that help make a town centre 'fun' to visit.

**ACTION PLAN:**

- Strategy for improving weekly markets, curating offer, and pop ups in Castle Quay



**Precedent Case Study: Holt Market**

Holt Sunday Market is an curated outdoor monthly market which closes the Market Place on the first Sunday of the month to host 60+ regional makers, street food traders, communal dining and live music each month.

### Food & Drink

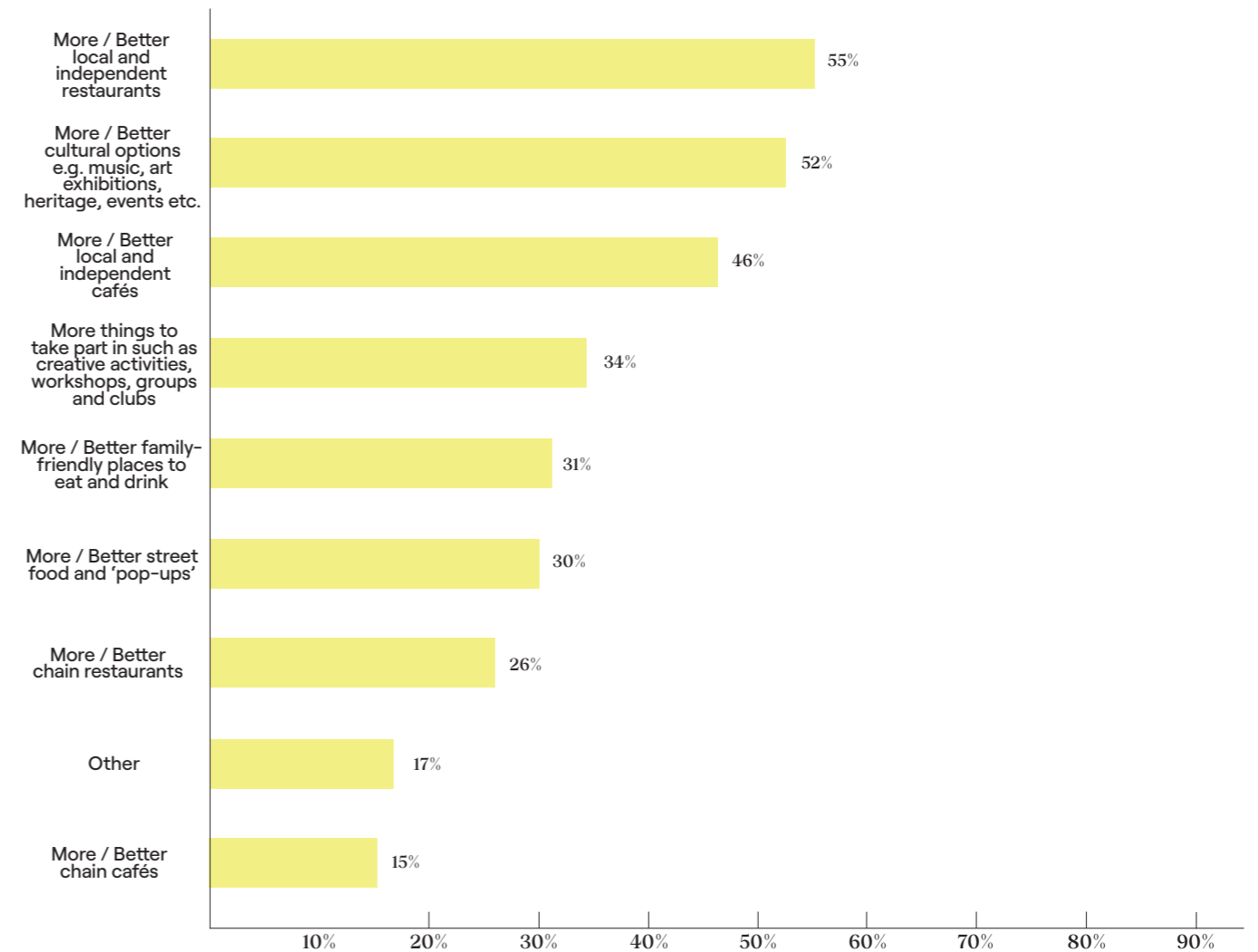
The satisfaction with Banbury's places to eat and drink is strongest amongst the younger age groups. For those U35, over 60% are happy with the range of places to eat and drink in the daytime, but satisfaction decreases for those over 45.

The biggest demand is for more local, independent cafés, bars, and restaurants and for more 'cultural' activity. Around half of all respondents say this would encourage them to visit the town centre more often, but this figure rises to around 70% for the older age groups which are currently least satisfied with the offer and are likely to have more disposable income. There is also a strong demand for more 'pop-ups' and for more creative community activities, with around a third of respondents saying this would encourage them to visit more often during the day.

It is also important to note that for those aged 15-19 and 35-44 (potentially the group more likely to be eating as a family) the biggest priority was for more chain restaurants and more family-friendly restaurants.

**ACTION PLAN:**

- Strategy for improving street food offer in weekly markets. Opportunities for pop-up food vendors in Castle Quay.



Survey Question: What would encourage you to visit Banbury more often during the daytime?

### Culture

Culture is an important reason why people are coming to Banbury and has the potential to bring even more people into the town centre. Attending a cultural event (theatre, cinema, music) is the second biggest reason people visit Banbury town centre. Nearly half of all respondents said they visit for cultural reasons, with a quarter also saying they visit the town centre for cultural heritage reasons such as the Museum or Tooley's Boatyard.

The most popular venues are clustered along the canal. The strongest destination is, not surprisingly, The Light, given the range of attractions it contains, but the Mill Arts Centre and Banbury Museum are also key destinations. These places were ranked number 1 and 11 when people were asked to list their favourite places in Banbury town centre.

52% of respondents said that more/better cultural activities would encourage them to visit more in the daytime. 59% of respondents said more cultural activities would encourage them to visit more in the evening. When asked specifically what cultural or leisure activities would encourage people to visit Banbury more often the most frequent responses were more live music venues, bigger/better theatre productions (with an associated request for larger theatre venue) and more cultural events and festivals.



Survey Question: What new cultural or leisure facilities would encourage you to visit Banbury more often? (size of type relates to number of mentions).

### Events and Festivals

The most popular festivals are the Canal Festival, the Food & Drink Festival and the Christmas Market. Around half of all respondents said they enjoy visiting these three events, although they are most popular with those over 25 (although the Food & Drink Festival and Christmas Lights are popular with U15s).

Respondents aged 16-24 are significantly less likely to attend events in Banbury than other age groups. Around a quarter of all respondents do not visit any of the events but this increases to a third of those aged 16-24. This suggests the offer/content/programming may need reviewing to be of interest to this age group.

When asked what events they would like to see more of in the town centre, the most popular responses were music, food, family and multi-arts events. Music is a particular priority for those aged 16-24.



Survey Question: What type of events and festivals would encourage you to visit the town centre more often? (size of type relates to number of mentions).

#### ACTION PLAN:

- Promote the activation of vacant Castle Quay units with pop-up events, exhibitions, music, theatre, and performance.
- Encourage music as part of the weekly markets offer.



Precedent Case Study: Fore Sreet for All, Edmonton

Residents of Edmonton reported a distinct lack of community space, opportunities to develop skills and engage with culture, as well as a town centre which feels unsafe at night. Since 2021, Fore Street Living Room Library, following improvements including improving ability to host larger events that bring visible cultural animation onto the high street in the evenings, has brought to life with a wide-ranging calendar of events, programmed by community group Fore Street for All. Events include makers markets, lectures, readings and performance.



Precedent Case Study: Culture Club Basildon

Culture Club Basildon was an exciting and experimental programme launched by Basildon Council that aimed to celebrate culture, creativity and local talent whilst facilitating community engagement and cultural activity in Basildon town centre. Operating from a former betting shop, the Culture Club venue was transformed from an unloved vacant unit into an inspiring, safe space that supported a range of activity. This included live music, scratch theatre, comedy nights, workshops, film nights, and discussions. It also boasted a fully functioning bar that allowed us to facilitate evening activity, feeding into the town's night-time economy.

### Young people

16-25 year olds are less positive about living in Banbury than other age groups. Around half disagreed with the statement that Banbury is a good place to live, and only 10% of 16-19 year olds agreed with the statement (the rest being unsure). 16-25 year olds are also more likely to disagree with the statement that Banbury is a good place for families.

The way young people use the town centre is also slightly different. The main reason they visit the town centre is to meet friends and socialise. 70% of U25s say this is why they visit the town centre (compared to 44% for all respondents). As a result, the priority for young people is that the town centre provides space where they can socialise, meet their friends and feel comfortable spending time, often without necessarily having to spend money. Banbury, like all towns, needs to make young people feel safe, welcome and valued in their town centre. This is vital for building young people's long term affinity with the town and the town centre.

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

Improved sports facilities

More Employment Opportunities

Affordable homes

Safer environment

# Dedicated youth spaces to hang out and socialise in

Improved night-life including more live music events & venues

More affordable entertainment & cultural activities

Survey Question: What would make Banbury better for young people? (size of type relates to number of mentions)

**ACTION PLAN:**

- Promote pop-up events for young people within Castle Quay and at the market.
- Create dedicated social space/alcohol free bar for young people within Castle Quay.
- Encourage creation of Youth Panel or Youth Council.



Precedent Case Study: Rising Green Youth Centre

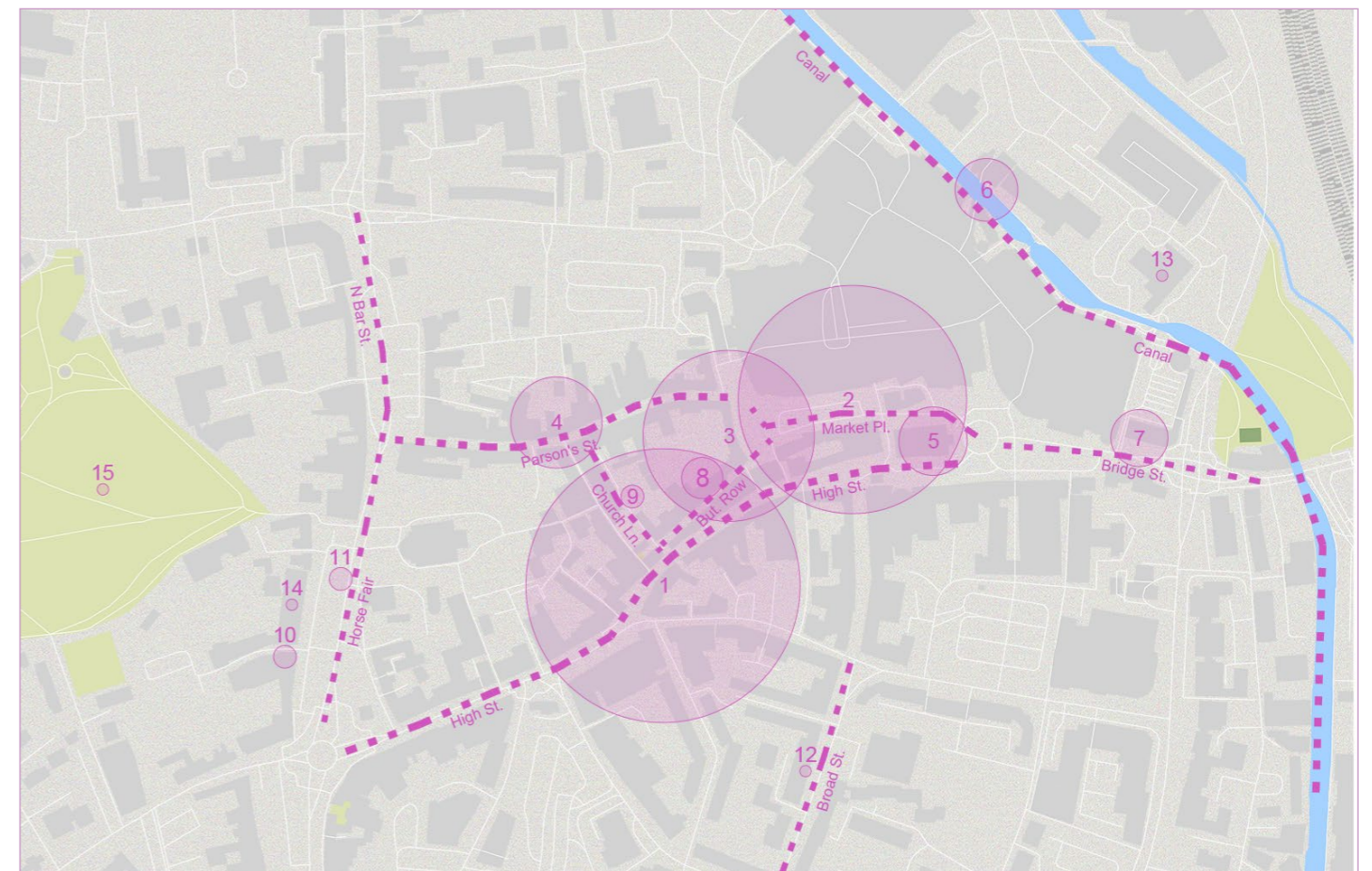
Rising Green is the conversion of a vacant retail unit into a youth centre in Wood Green, north London. The project came with a clear remit from Haringey Council to co-design and deliver the youth hub, named Rising Green, alongside local young people. Haringey Council led a series of co-design exercises with a local group, known as the Wood Green Young Voices, to help embed their ambitions within the design.

### Heritage

Heritage is a strong driver of tourism, but also of local pride, bringing social as well as economic benefits to town centres. It is particularly important to historic market towns.

67% of people disagreed with the statement that 'Banbury town centre makes the most of its historic streets and buildings'. The survey asked them to identify the key areas in need of improvement and the priority areas were considered to be the Old Town areas of Market Place and High Street with the most important building being Unicorn Inn. This shows that local people recognise and value the historic qualities of Banbury town centre, but that they do not believe it is fulfilling its potential.

The public focus for heritage improvements is clearly within the Old Town but there are also opportunities to improve the interpretation and setting of heritage attractions along the canal (including the canal itself). To make the most of Banbury's heritage potential the survey indicates a need to address the connections between these two areas and the barrier formed by the Castle Quay shopping centre.



Survey Question: Which areas or buildings do you feel need to be looked after better? (size of circle relates to number of mentions)

### Walkability

The survey results indicate that Banbury is a relatively 'walkable' town centre. It is reasonably compact and flat and has a variety of pedestrianised areas.

When asked what would make the town centre easier to walk around, the biggest issue is the lack of people (and activity) in the town centre, which creates a perception that it is unsafe. This is the priority issue for all age groups above the age of 25. Research shows that more people in a town centre (shopping, working or living) increases natural surveillance which makes people feel safer. Research also indicates that streets that are cleaner, better maintained and better lit improve perceptions of safety.

The second area of change was to reduce the impact of traffic, with 47% requesting more pedestrianised areas and 32% a more general request for 'less traffic on the roads'. These are the priority issues for respondents under the age of 25 (although activity and perceptions of safety were also important issues for this age group).

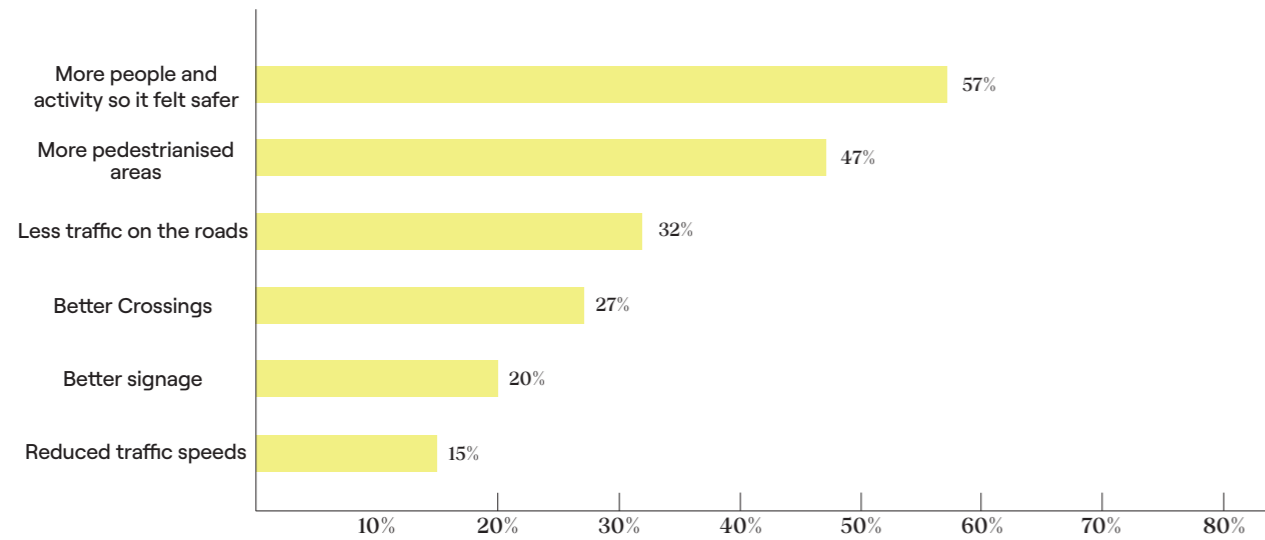
A further 15% requested reduced traffic speeds in the town centre. A common theme in workshops, and in comments received in the surveys, was frustration that streets that are supposedly pedestrianised still have high levels of traffic using them which makes them feel unsafe.

The final opportunity for change relates to wayfinding, improving signage and crossings so that it is more straightforward for people to navigate their way around the town centre.

It should also be noted that a fairly large percentage of those who drive to the town centre (21%) said that safer walking routes to the town centre would encourage them to leave their car at home. This would appear to present a significant opportunity to remove traffic from the town centre without impacting on town centre trade.

**ACTION PLAN:**

Review the residential areas where improved walking routes can help to reduce car use. Coordinate with the LCWIP to prioritise improvements to pedestrian routes into the town centre.



Survey Question: What would make Banbury town centre better to walk around?

### Bus and Rail

Only 5% of local residents and 7% of visitors stated that they currently use the bus to travel to the town centre. This does however vary quite significantly according to age, with the figures being between 10% and 20% for those aged under 25 or over 65.

However, almost half (49%) of all local residents who responded (regardless of mode of travel) stated that the main thing that would help them travel to the town centre would be more frequent bus services. This is over 1,000 people who responded to the survey saying better bus services are the most important thing that would improve their journey to work. 29% of residents (and 19% of visitors) said better bus information would improve their journey to the town centre, and 28% of residents (24% of visitors) said a nicer bus station would improve their journey.

This is reinforced by other survey findings. Of those who currently drive to the town centre, more than half (53%) said that more frequent bus services would encourage them to leave their car at home, and over a third said that cheaper bus and rail services would encourage them to do so. Given that more than half of local residents currently drive to the town centre, this indicates that around a quarter of the local population, who currently drive to Banbury town centre, could be persuaded to take the bus instead, if more frequent services were provided.

5% of visitors stated that they travel to Banbury town centre by train and 22% said that more frequent trains to the town centre would improve that journey. 38% of visitors (and 33% of residents) said a nicer walk from the rail station would improve their journey to the town centre.

**ACTION PLAN:**

- Review the survey findings along with the bus survey findings.
- Review the bus routes that serve the postcodes where significant numbers of people say improved bus services would encourage them to leave their car at home.

## Parking

Parking provision and pricing is always a contentious issue in any town centre, regardless of its size, location or function. Market towns, which serve a rural catchment where bus services are often patchy at best, need to find the right balance between retaining their accessibility and protecting their historic character.

The survey shows that the majority of people travelling to the town centre drive, and that 70% of those who do so said that they find it relatively easy to get to. When asked what would improve their journey the most frequent request from visitors was for more parking. However it is notable that 43% of visitors and 45% of residents stated that less traffic on the roads would improve their journey. There is therefore a potential contradiction here, as more parking to improve journeys would naturally lead to an increase in traffic which would make journeys worse.

There was concern expressed by some about proposals to reduce overall parking levels in the town centre without a clear strategy or rationale for how people will access the town centre in the future. If there is a desire to reduce large areas of surface-level parking in the town centre the 'narrative' for this needs to be clearly set out. This should include the benefits of alternative, activity generating uses on these sites, but also a strategy for how more people living close to the town centre can be encouraged to walk, cycle or use the bus. The surveys show that significant numbers of local residents who currently drive to the town centre would leave their cars at home if pedestrian routes, cycle routes and bus services were improved. As well as having environmental, economic and health benefits, this strategy would also free up road space and parking spaces for those who are reliant on the car to access the town centre.

The location of parking and the pedestrian connections to the town centre were a major issue in many of the workshops. There is concern that the linkages between the modern, multi-storey car parks and the historic 'old town' of Banbury are poor and unwelcoming. This is particularly important in the evening when routes through Castle Quay shopping centre are often closed and pedestrians have to walk around the shopping centre to access pubs and restaurants. Concern was also expressed by the Mill Arts Centre about the quality of pedestrian routes in the evening along the canal which do little to encourage visitors.

The survey responses, and the workshop discussions, also showed a desire from many people to remove the impact of parking in the historic core. Particular areas of concern were Market Place, Horsefair/The Cross and the impact of vehicular access on historic streets such as Parsons Street. It is important for Banbury to find a balance between the desire to maintain the accessibility of a market town and the desire to promote the historic qualities which make it a visitor destination.

### ACTION PLAN:

- Undertake a comprehensive parking survey and assessment of whether parking can be reduced in certain historic areas.
- Review public realm strategy recommendations for improving pedestrian connections between car parks and key destinations.

## Local Jobs

Independent national research consistently shows that one of the biggest factors impacting on the vibrancy of town and city centres is having large numbers of people working close to the shops, services, bars and restaurants that their expenditure can help support.

23% of survey responses were from people who work in Banbury, either working in the town centre, on the edge of the town centre, or working from home. Around half of these respondents stated that they travelled to the town centre from their place of work, reinforcing the benefit of employment opportunities close to the town centre.

The survey does however indicate opportunities to strengthen connections between the town centre and the larger employers in the surrounding business parks and industrial estates. Banbury is fortunate in having many large, high quality employers on the edge of the town centre. Research shows that proximity to a vibrant town centre makes it easier for such companies to recruit and retain staff, particularly younger graduates. Although the sample size is relatively small (111 respondents) the survey shows that only 23% feel that these edge or out of centre locations are attractive places to work. This compares to 49% saying the town centre is an attractive place to work. Consideration could therefore be given to working with these companies to understand if, and why, job satisfaction (in terms of location) appears to be low, and whether improving physical, social and economic connections with the town centre could be beneficial. Employers in similar locations in other towns often provide free electric bike hire, or run shuttle buses throughout the day, to make it as easy as possible for their employers to use the town centre.

Working in the town centre seems more popular, although 42% still disagree that it is a good place to work. Suggested improvements included more small office space, flexible space / co-working space and meeting space. There was a concern about the relative lack of job opportunities in the town centre, the cost of all-day parking and costs of establishing and running business premises in the town centre. It was also commented that the lack of places to eat, drink and socialise made it harder to recruit and retain staff.

41% of those working from home also said this was not currently a good working environment. Again this suggests an opportunity for flexible and co-working space in the town centre, for meeting spaces and potentially for alternative house-types which cater better for home-working.

### ACTION PLAN:

Review available space for small businesses and co-working within the town centre. Consider how to engage major employers more effectively in promoting the town centre offer and its events to their employees.

# Areas for Change

# 06

This chapter sets out how the opportunities for change identified in Chapter 5 can be considered as potential physical 'Areas of Change' within the town centre.

- Canal
- Old Town & Heritage
- Green Space
- Castle Quay
- Walking and Cycling

### The Canal

The top 5 favourite places identified in the survey responses all relate to the Canal. The Canal itself was identified in the survey as the most important 'green space' in the town centre. The Light and the Mill Arts Centre are the most popular leisure and cultural destinations, and the Canal Festival is the most popular town centre event. The Canal is also home to Banbury Museum, and Tooley's Boatyard, which was identified regularly as one of the most important yet under-appreciated heritage features of the town centre. It is clear therefore that the Canal area is at the centre of placemaking within the town and needs to be a major part of any successful Vision for Banbury town centre.

The public survey also highlights a number of issues and opportunities for improvement relating to the canal area, these include: a lack of public space, greenery and seating; lack of activity particularly along the blank edges of Castle Quay shopping centre; it feeling particularly unwelcoming at night - partially a result of the aforementioned lack of activity; and poor lighting and routes to the bus and rail station, car parks, and historic core.

Any Vision should provide more space for visitors to relax and enjoy the canal, the Museum and Tooley's Boatyard, as well as the cultural and leisure destinations in this area. It should also ensure that public routes along the canal are safe, well lit, and inviting in the evening, with activities and natural surveillance between car parks, the rail station, bus station and cultural/leisure destinations. Wayfinding to and promotion of the canal area should also be considered essential to a future strategy.



**ACTION PLAN PRIORITIES:**

The proposals and projects being developed by the Quays Consortium, Castle Quay Management and Cherwell District Council for the canal frontage area should be reviewed as well as the latest proposals for the Bus Station.

A coordinated strategy should be identified for the cultural spaces including improving space and setting around Banbury Museum and Tooley's Boatyard. A coordinated strategy should also be identified for the area comprising Mill Arts Centre, and adjacent public car parking, the rear of 'Debenhams' and the bus station. Opportunities should be identified to create lively frontages during the day and evening, with activity and overlooking of the canal and the bus station (if retained). Safer connecting routes should be created to nearby green spaces, particularly Spiceball Park, and to the rail station.



**Canal Improvements**

-  Existing lively public realm
-  Opportunities to improve public realm

### Old Town

A clear priority for Banbury2050 Vision must be to promote the history and heritage of the Old Town to its full potential. In particular, any successful Vision must find a way to balance the need for accessibility by car with the importance of making the best possible use of its historic 'jewels'.

The Market Place is an attractive historic square. The workshops and public survey highlighted that a larger public space could provide the focus for improved markets and associated events, for cafés and restaurants or for a greener public space where people can rest, relax and socialise. A priority should be for Banbury to consider whether better use can be made of the surface car park, and whether the town can manage without the use of this area for short stay parking. This would provide opportunities to address concerns regarding the scale and quality of markets and cultural events, the availability of green and social space in the town centre. In the short-term it can provide an opportunity for independent street food vendors, and in the medium-term it should encourage more bars, cafés and restaurants to locate in the surrounding retail units. Cherwell District Council can also utilise its ownership of Castle Quay to promote an appropriate, and relevant mix of uses in the units that front onto Market Place.

The survey highlights that many of Banbury's most valued historic features are situated within the 'Old Town' network of streets. However it also highlights that many of the same buildings identified need to be looked after better, specifically those on the High Street and Market Place.

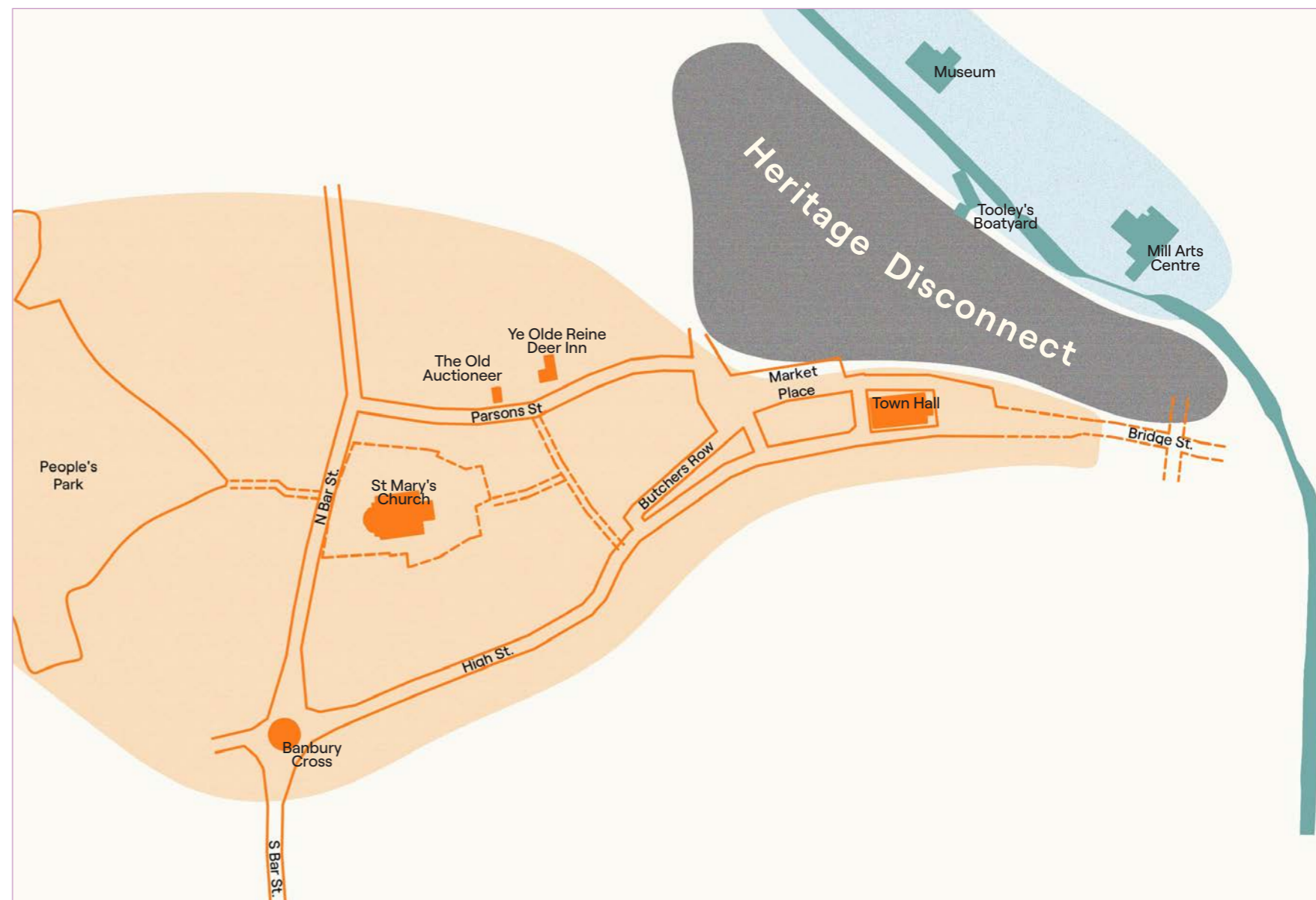
The public survey also identifies Banbury Cross and Horsefair amongst respondents' favourite heritage features yet the dominance of cars and infrastructure (notably railings) undermine the quality of these heritage assets.

The Vision should seek to promote Banbury's network of historic streets through public realm improvements; increased seating, trees and planting, informative wayfinding and interpretation, alongside the reinforcement of pedestrianisation, to create clear, safe and attractive routes through the town centre from Market Place via St Mary's Church to Horsefair and to People's Park.

Any future Vision or strategy may also want to consider the promotion of Banbury's heritage assets to enhance visitor experience, through the creation and promotion of heritage trails, connecting key heritage features and points of interest within the town. This might extend to interactive and digital promotion of assets.

#### Heritage Disconnect

- Old Town Heritage Focus
- Valued Areas/Places (Old Town)
- Areas for improvement
- Canalside Heritage Focus
- Valued Areas/Places (Canalside)





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**Precedent Case Study: Connecting Colliers Wood**

Public realm improvements in Colliers Wood Town Centre create a sense of arrival and celebrate local identity through a series of interventions addressing routes to the high street and re-establishing the presence of River Wandle and Wandle Park. C

Charred timber cobbles reference the charcoal burning, while the iridescent tiles referenced the Art and Crafts heritage. The planting palette responds to the Arts and Crafts heritage of the site and the riverine environment of the River Wandle.

**Precedent Case Study: The Square, Wimborne**

Enhancements to The Square in Wimborne Minster have seen alterations to the traffic flow to create more pedestrian areas and an attractive 'centrepiece' for the town to host markets, events and cafe spill-out.

**ACTION PLAN PRIORITIES:**

A priority should be to review parking provision and strategy across the town centre, to identify whether car parking can be removed from the key historic areas identified within this report and in the Banbury Public Realm strategy. Access and servicing arrangements to historic streets (such as Parsons Street) and enforcement of existing restrictions, should also be reviewed.

Opportunities for remodelling of the edge of Castle Quay shopping centre, and the 'curation' of occupiers should be considered to try and bring more life and activity into Market Place, particularly in the evening.

Consideration should be given to the highway infrastructure around Banbury Cross and Horsefair to identify potential improvements to the setting of historic buildings/structures and to the quality of the pedestrian environment.

### Green Spaces

Banbury’s green and blue spaces are well loved and well utilised. The survey reveals that The Canal, Spiceball and People’s Parks are amongst resident’s favourite places in Banbury and the most visited green places in the town centre. However, there are areas within the town centre where respondents have expressed a clear desire for improvement, this includes the network of streets and spaces within the historic core, with specific focus on Market Place, improved play facilities and amenities, and increased biodiversity at Spiceball park; and more seating, greenery and better maintenance along the Canal.

Any Vision should prioritise enhancing and connecting existing, and creating new green spaces within the town centre to support high-quality town centre experiences; creating opportunities for community activities, social interactions, recreational activities, and cultural events; providing a more attractive setting for retail, and dining experiences; providing health and well-being benefits for residents and visitors alike in connecting people with nature; and helping mitigate the impacts of climate change and extreme weather events.



Network of Green Spaces

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#### ACTION PLAN PRIORITIES:

The Public Realm strategy priorities greening of the ‘hotspots’ in Market Place and the historic core, to help provide shade and reduce heat island effects. A detailed design needs to be considered for Market Place and the surrounding area (as noted in the Old Town recommendations). This needs to incorporate not just planting but long term strategies for events and improving the markets.

Areas for planters and parklets should be considered within other streets to create stronger green connections between public spaces and attractive seating areas. The importance of St Mary’s Church as a green space (and heritage/ cultural attraction) needs to be recognised and promoted. Opportunities for green spaces and planting along the canal should be considered (see above) to improve connections between Spiceball Park and the town centre, and between Castle Quay and the rail station.

#### Precedent Case Study: Grey to Green, Sheffield

Grey to Green is an environmental and economic development strategy devised by Sheffield City Council that responds to a need to re-connect the Castlegate area, including the Law Courts and Victoria Quays, with the rest of the city centre. The scheme is the UK’s largest retro-fit SuDS project, and also the UK’s largest inner city ‘Green Street’. In addition to the SuDS the project aims to increase urban biodiversity and create a wildlife corridor, protect pedestrians from air pollution through multi-layered planting, promote health and wellbeing, and provide a stimulus and catalyst for further inward investment in the area.



### Castle Quay

Castle Quay has an important part to play in addressing many of the issues identified in the survey. It has the potential to address some of the concerns about the retail offer by supporting local and independent business start-ups.

Two key strengths identified for Banbury town centre are the canal corridor and the historic core. They are the areas most frequently mentioned when asked what makes Banbury a good place to live and what makes it a good place for families. They are home to many of Banbury's most popular leisure and recreation destinations, cultural venues and 'evening economy' attractions. They contain almost all of the heritage assets identified in the survey as important and they host Banbury's most popular events.

But the survey also highlighted the 'disconnect' between these two key areas. And that disconnect is created by the form, function, character and operation of the Castle Quay shopping centre.

The evening economy survey shows two key areas of activity. With Castle Quay shopping centre a blank space between them.

The Vision must also identify a way to create an interesting 'heritage' connection from the Canal to the Market Place. The plan shows that at the moment Castle Quay presents a disconnect between the heritage destinations along the canal and the historic core. This is even more problematic in the evening when the routes through Castle Quay can be closed to the public. The structure and management of Castle Quay's internal 'streets' can therefore play a big role in integrating the town centre.

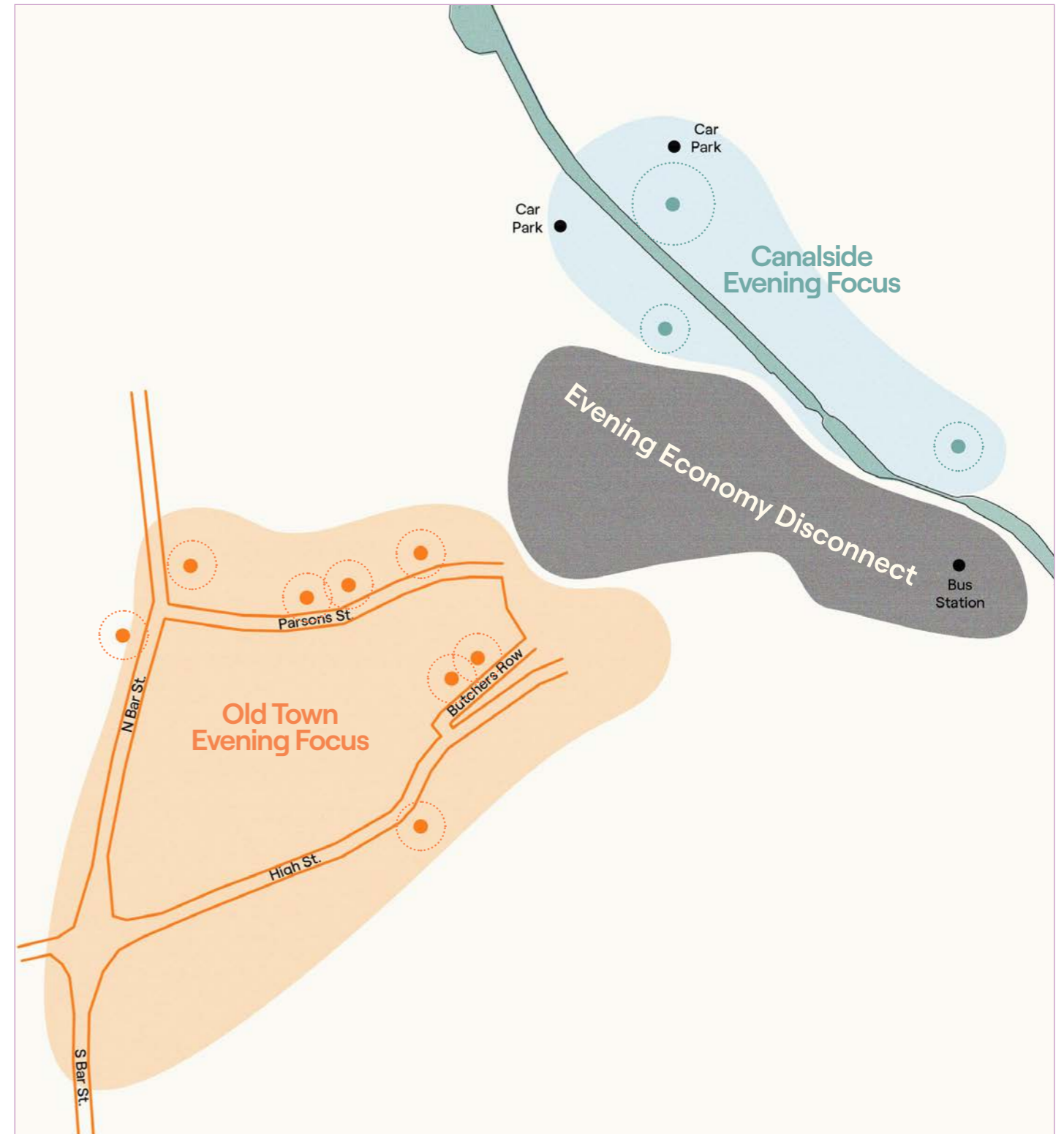
The quality of arrival at both the bus and rail stations is particularly poor. The bus station is an unattractive place to arrive and to spend time waiting for a bus. The Vision needs to consider how the bus station can be a more welcoming and livelier place to spend time, so that if people find their bus is delayed there are things to see and do without leaving the bus station.

#### ACTION PLAN PRIORITIES:

An immediate priority must be to create more certainty as to the hours when pedestrian routes through Castle Quay are open in the evening. These routes should feel safe and secure and ideally there should be some activity along them during evening opening hours. When they cannot be kept open efforts should be made (as noted in the Public Realm Strategy) to improve the sense of security for routes around the edges of Castle Quay.

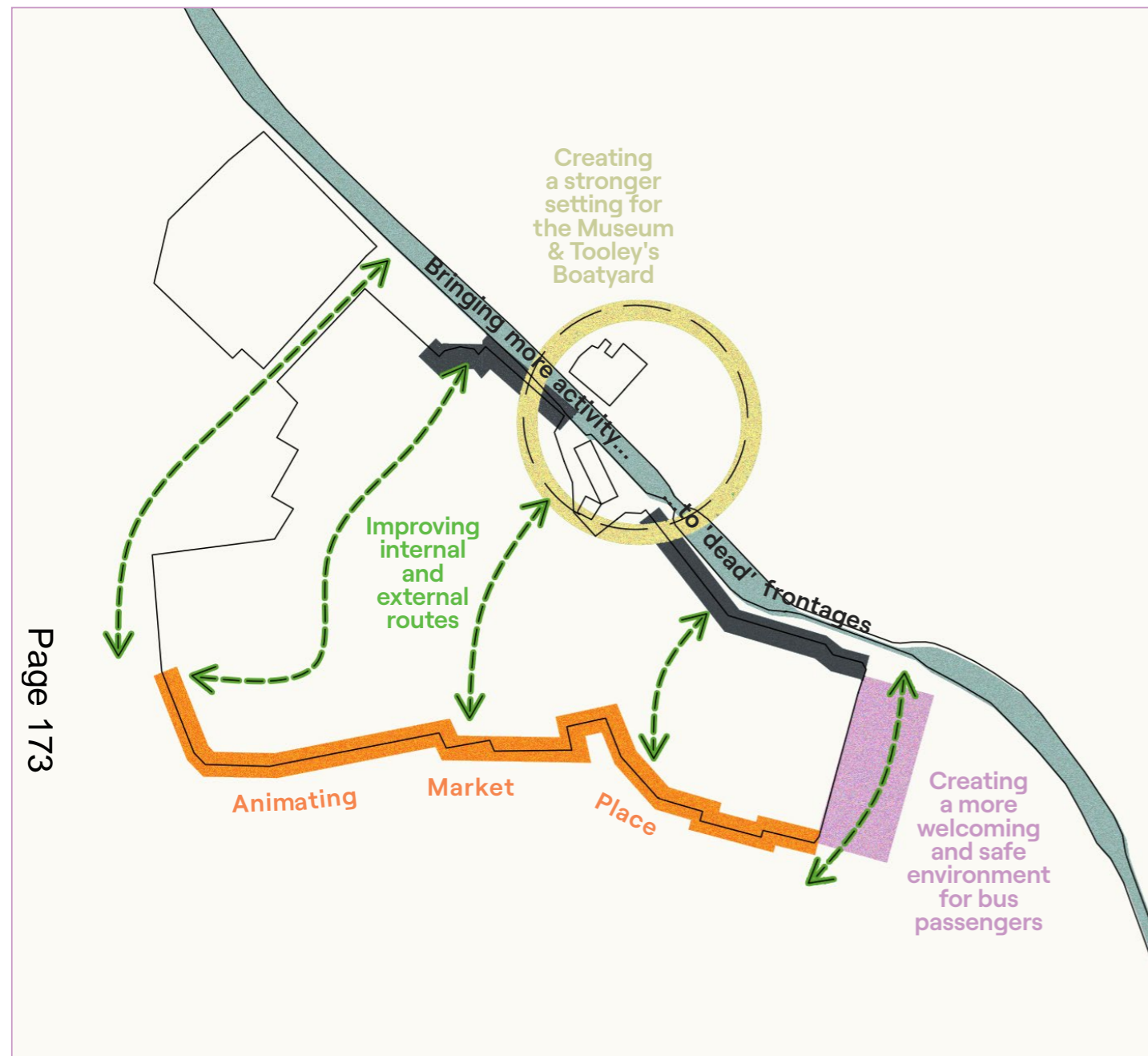
Consideration is being given to the curation and incubation of small businesses within Castle Quay. This should be coordinated with the BID to identify wider potential to promote small and independent businesses across the town centre (for example with promotion, marketing and internet orders). This should be coordinated with proposals to improve town centre markets.

Consideration should be given to improving the external appearance (and potential remodelling) of Castle Quay, to create more space along the canal and to bring more life and activity to the canal and to Market Place.



Evening Economy Disconnect

- Old Town Evening Economy Focus
- Canalside Evening Economy Focus
- Transport nodes



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Castle Quay Improvements



Precedent Case Study: Culture Palace, Enfield

Culture Palace was a 300sqm pop-up creative hub housing a performance space, satellite museum, bookshop, café and screening room utilising vacant retail space within Enfield Palace Gardens shopping centre.



Precedent Case Study: The Sovereign, Weston-super-Mare

In Weston-super-Mare, The Sovereign shopping centre, have transformed two vacant retail units into 30 mixed size studio spaces, meeting rooms and co-working workspace for local entrepreneurs, start-ups and small businesses.



Precedent Case Study: Kingland & Dolphin, Poole

In 2021 shopping centre landlord Legal & General launched a scheme to revive a row of 10 shops providing local independent businesses space free of rent and business rates for two years. Three years on six of the original remain, and those that have moved on have been replaced by new independent and start-up businesses. Following the launch footfall on the street saw a 16% increase and Kingland is also helping increase visits to the neighbouring Dolphin shopping centre which has also seen new services and initiatives including NHS, market stores for microtraders and event spaces used by artists to fitness instructors. Whilst a former job-centre linked to the shopping centre, has been converted into Foundry, a sleek co-working space with desk space, offices and studios.



Precedent Case Study: Makespace Oxford

Makespace Oxford, transforms underused space in Oxford city centre into affordable and accessible workspaces, retail spaces, offices, studios, shared community hubs and more. Makespace Oxford is part of the 'Meanwhile in Oxfordshire' programme, a county-wide initiative seeking to reanimate underused space across Oxfordshire, developed by Oxford City Council, with funding secured by OxLEP from the central government's Getting Building Fund.

## This section requires discussion with OCC

### Cycling and Walking

A priority action should be to improve walking and cycling routes into and around the town centre. These opportunities should be developed through the Banbury Local Cycling and Walking Infrastructure Plan (LCWIP).

#### Pedestrian routes

The LCWIP proposes a series of improvements to pedestrian routes in Banbury. The Core Walking Zone considers areas within 400m of important destinations within the town centre and a series of radial walking routes that link residential areas to the town centre. The proposals seek to address issues along these routes which discourage walking, such as high traffic speeds, long waits at junction crossings, crossing safety, street clutter, narrow pavements, and parking on pavements.

Improving the following eight routes (identified in the first phase of the LCWIP) would address issues raised by the survey, and help meet opportunities identified in the Vision to increase walking and reduce car journeys in the town centre:

- Route 1 – Market Place to Daventry Road.
- Route 2 – Market Place to Bankside.
- Route 3 – Market Place to Horton View
- Route 4 – Market Place to Easington Road
- Route 5 – Market Place to Queensway
- Route 6 – Market Place to Woodgreen Avenue
- Route 7 – Market Place to Orchard Way
- Route 8 – Market Place to Hennef Way

(see LCWIP p113)

Route 1 would improve connections to postcode OX16 3&4 where 38% and 50% of people said that better walking routes would encourage them to leave their cars at home.

Routes 2, 3 and 4 would improve connections to postcode OX16 9 where 24% of people said that better walking routes would encourage them to leave their cars at home.

Routes 5, 6 and 7 would improve connections to postcode OX16 0 where 27% of people said that better walking routes would encourage them to leave their cars at home.

Routes 7 and 8 would improve connections to postcode OX16 2 where 40% of people said that better walking routes would encourage them to leave their cars at home.

#### Cycle routes

The LCWIP also highlights a number of routes for cycling improvements, including reduced traffic speeds, segregated routes or lanes, improved junction crossings and modal filters. Improving the following routes would address issues and opportunities raised by the survey, and help meet opportunities identified in the Vision to increase cycling and reduce car journeys in the town centre:

Route 1: A361 North Bar Street/South Bar from Castle Street to St John's Road

The LCWIP states that this is a key north-south route on the western edge of the town centre and there is enough highway and public realm space to enable high quality provision for cyclists and pedestrians without any impact on parking. Reducing the impact of vehicles would support Vision objectives to enhance the historic character of these streets.

## This section requires discussion with OCC

Route 2: A361 Bloxham Road From Parsons Piece to South Bar Street

The LCWIP states that this is an important route for people cycling into the town from the south and for children accessing schools in the area. It is also a route used by inter-urban bus services and therefore the impacts of cycling and walking improvements on bus services will need careful consideration. This would improve connections to OX16 9 where 18% said that better cycle routes would encourage them to leave their cars at home.

Route 4: A422/ B4100 Warwick Road from its junction with Highlands to Castle Street

The LCWIP states that this busy radial route is a key corridor for walking and cycling as it connects schools, shops, businesses and a number of residential areas. This would improve connections to OX16 0 where 28% said that better cycle routes would encourage them to leave their cars at home.

Route 5: A361/ A423 Southam Road

Southam Road provides the north-south radial route into Banbury and the LCWIP states that this will be a key connecting route for walking and cycling as it connects residential areas, schools, retail, businesses and community facilities. This would improve connections to OX16 2 where 13% said that better cycle routes would encourage them to leave their cars at home.

Route 6: B4035 Broughton Road from Queensway to High Street/ A361 North Bar Street/ South Bar Street

Broughton Road is another radial route into Banbury, with lower traffic volumes than other routes. The LCWIP states that this route would provide connection between the college, residential areas, leisure facilities, schools and businesses. This would improve connections to OX16 9 and 0 where 28% and 18% said that better cycle routes would encourage them to leave their cars at home.

Route 10: Overthorpe Road to Town Centre (from Nethercote) via Causeway and Bridge Street

The LCWIP states that this radial route into the town centre will provide an important connection between the industrial and retail/ shopping areas and housing areas in Grimsbury and beyond. This would improve connections to OX16 4 where 30% said that better cycle routes would encourage them to leave their cars at home.

Route 13: Railway Station to Bodicote via Bankside and White Post Road

This north-south route would connect residential areas with schools, businesses, community facilities and leisure locations, as well as the station. This would improve connections to OX16 9 where 18% said that better cycle routes would encourage them to leave their cars at home.

Route 14: Wildmere Industrial Estate to Bridge Street via Spiceball Park

This route connects the town centre, leisure facilities, green space and the Wildmere Industrial Estate, and links with the existing routes on the northern side of Hennef Way which provide access to the Banbury Cross and Banbury Gateway Retail Parks. The route includes the new cycle path along the River Cherwell between Spiceball Park and the car park by The Mill.

Route 18: Canal Towpath from M40 north of Wildmere Industrial Estate to M40 east of Longford Park

Oxford Canal runs north-south through the town and links residential areas including those at Bankside/ Longford Park with the business and retail parks on Southam Road, the station and the town centre. The canal also provides a key route for leisure travel.

# Next Steps

# 07

This has been the largest engagement process undertaken for Banbury town centre. It has established a clear desire for change. From the survey results, this report has identified a set of priorities and opportunities which can help drive short-term change. It has identified an emerging set of values and objectives which can help steer long-term change. It has created interest and momentum for change which needs to be maintained.

It is important to remember however that this report does not set out to provide a Vision or a Masterplan for Banbury Town Centre. It provides an analysis of the findings and implications from the major community engagement events undertaken in 2023/2024 and represents the start of an on-going process of bringing local residents, businesses, politicians and key stakeholders in Banbury together to deliver comprehensive and coordinated change in their town centre.

The priority next steps for the next 12 months are therefore considered to be:

1. Publish this report and provide feedback to survey respondents
2. Refining the core 'values' of Banbury.
3. Developing an overarching Vision/Strategy/Masterplan for Banbury town centre.
4. Developing a short-term action plan to demonstrate commitment to change.
5. Identifying an organisational structure to manage and coordinate delivery of this change.

It is important to note that these are not necessarily sequential steps, and that these actions will be more effective if undertaken in parallel.

## 1. Report 'Launch'

The most important thing following any major engagement exercise is to provide feedback to those who spent time and effort providing their input. Providing quick feedback to those who completed the survey, and took part in workshops, makes them more likely to support the next stages of engagement and to view the process positively. Conversely, delaying this feedback creates not just uncertainty but a sense that the time spent was not valued by the Council, and that their views will not be taken into account. This in turn reduces subsequent engagement levels.

It is recommended that consideration be given to publishing this report as soon as possible after the May local elections. Any 'launch' needs to be accompanied by a clear media strategy, identifying the key messages from the report, and the next steps being taken to address those messages. Importantly it should identify how and when people will be invited to participate next in developing the proposals for the town centre.

## 2. Core 'values' of Banbury

The emerging values identified within this report have come from the '3 words' that survey respondents provided to describe the town they would like Banbury to be by 2050. The most frequently used words indicate that people want their town centre to be a Vibrant, Safe, Clean, Green, Fun, Independent Destination.

These values do however need to be refined in partnership with the resident and business community. These values will steer the future development of Banbury for the next 25 years and should form the basis of any wider Vision or Branding for the town centre. It is essential therefore that they are tested to ensure there is an in-depth understanding of what people mean when they use these words, and to ensure that these are the right choice of words to steer long term change in Banbury.

## 3. An overarching Vision/Strategy/ Masterplan

Banbury will need a document to help steer future change in the town centre. This can be a 'Vision' document, a 'Spatial Strategy' or 'Masterplan' but the more site-specific and detailed this document is, the longer it will take to prepare, and the shorter its 'shelf-life' will inevitably be. It is recommended therefore that consideration be given to preparation of a Town Centre 'Vision' document which will incorporate the Values identified in Step 1, create a strong community-led 'identity' for Banbury which will steer all future proposals.

This Vision document needs to bring together the results and recommendations from this report, but also the work undertaken in other areas, such as the cultural strategy being prepared by the Quays Consortium, the Public Realm Strategy which has been on-going whilst this engagement has taken place, the work on Castle Quay and potential new occupiers for key units, the LCWIP and the transport work on the bus and rail stations.

#### 4. Short Term Action Plan

Although this is a 2050 Vision, it has been emphasised throughout that the engagement will help identify early projects for delivery. This is essential to help show commitment to delivering the change that the survey has shown is desired and needed. It is particularly important to show early action in addressing elements that the public have identified as important and which they may feel are relatively easy to address. This could include maintenance of existing street furniture, cleanliness of streets, enforcement of existing traffic restrictions and perceptions of safety.

The starting point for the Action Plan should be the five 'opportunity areas' identified within this report, The Canal, The Old Town, Castle Quay, Green Infrastructure and Walking/Cycling Infrastructure. As noted above, the Action Plan should coordinate the project development work being undertaken by the Quays Consortium, LCWIP, Castle Quay, Banbury BID and others.

The Action Plan should be developed alongside the Core Values identified in Step 2 and in parallel with any overarching Vision in Step 3. It should not have to wait for the completion of this exercises before projects are announced, but it should ensure that all projects are tested against the emerging Vision Values to demonstrate how they will contribute to delivering the Banbury town centre that people have said they wish to see by 2050.

#### 5. Cultural and Events Strategy

There is a lot of good work being undertaken to promote cultural and other events in Banbury. It is important that the Town Council, Quays Consortium, BID, Castle Quay Management and others work together to coordinate the range of events and activities being promoted in the town centre. It is also important to ensure that future events and activities reinforce the emerging 'Vision Values' for Banbury and the findings of the cultural survey will help to refine this strategy. Working with operators and stall-holders can also help make the weekly markets more of an 'event' in the town centre. Engagement with young people should help to create a programme of events which appeals to this, relatively neglected, demographic.

The creation of a coordinated events programme should be considered as part of the public realm strategy and any proposals to create new public space along the canal, or additional public space within Market Place. A complementary programme of meanwhile uses should also be supported across the town centre to animate vacant units and any areas of the town centre which would benefit from increased footfall and natural surveillance.

#### 6. Organisational Structure

Although this engagement process has been led by Cherwell District Council it has brought together a number of different organisations and individuals through the workshops and wider activities. This helps create a sense of 'ownership' of the outcome, and creates a better outcome by ensuring that local knowledge and skills inform the report. It also creates more opportunities for interaction between organisations and businesses within the town.

It is recommended therefore that consideration be given to an organisational delivery structure which continues to involve these organisations. This would include the three tiers of government County, District and Town Councils. It should of course include key individuals from the District Council and private sector involved in managing Castle Quay, as well as representatives from the Quay Consortium, Chamber of Commerce and Banbury BID. It should include representatives of community organisations, heritage organisations and key employers such as the Hospital and Banbury College. And it needs to find a way to build on the interest shown in the Schools Workshop and involve young people and students in shaping the future of Banbury.

# Banbury Vision 2050

Thank you!

# DRAFT

