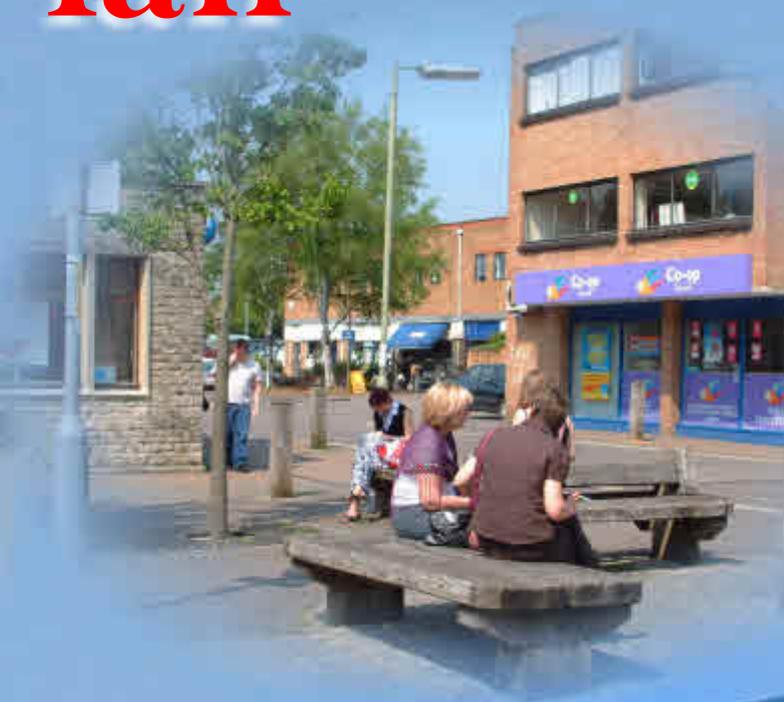


Kidlington Healthcheck Action Plan



Kidlington “Healthcheck”

Action Plan

September 2007



Kidlington Healthcheck and Action Plan

This report sets out an Action Plan for Kidlington, based on a comprehensive “Healthcheck” of the community, and on wide consultation, carried out in 2006/2007 following Countryside Agency and SEEDA guidelines.

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1. Background – Healthchecks and Action Plans:

1.1 Village and Town Action Plans have been encouraged in recent years by the Government as a means whereby towns and villages can articulate their needs and wishes. It is current Government policy to increase active community participation and to develop a role for local action plans to help to influence local authority and other public sector strategies and policies. Bids for support from the Regional Development Agency, SEEDA, need to be underpinned by this expression of needs and aspirations, and by the existence of local partnership to bring them about.

1.2 The Action Plan is a statement of how the community sees itself developing over the next few years and it needs to identify not only problems and opportunities that need to be addressed but also specific actions and policies that reflect the views of the area as a whole. It is based on sound research, data collection and community surveys and participation from a wide variety of groups and individuals, translated into a realistic “vision” for the future of the village so that the plan is a set of priorities and actions for the community to work together to achieve – not just a shopping list.

1.3 The Healthcheck process has helped to identify the issues and priorities from Kidlington’s point of view. Using its systematic approach, working groups from the partnership identified key issues facing the area, and these were made the main focus of public consultation. These issues are summarised below, and all of the groups’ deliberations, the results of this first stage of the healthcheck, are contained in twenty “worksheets” on the four topic areas of environment, economy, social and community and transport and accessibility. Copies of this material are held in the Parish Council offices, in the library and on the Parish Council website.

1.4 The Healthcheck has also come at a particularly important time. It provides a good evidence base and comprehensive and community based approach to underpin the emerging Local Development Framework. Kidlington welcomes the right kind of development, both to meet locally identified needs and to strengthen the village identity, which is a key priority identified by the Healthchecks. We believe in a plan-led approach which manages land so as to prevent piecemeal development and encourage a ‘place-making’ approach that delivers improved local infrastructure and a good place in which to live and work.

1.5 Kidlington is able to offer a unique perspective on the LDF process through the fact that a partnership initiated and sponsored by the Parish Council has carried out this exhaustive healthcheck process in which there was extensive community and business involvement, and quantifiable data that has been produced concerning the future development of the village. We would want the LDF to integrate an Area Action Plan for Kidlington based on the planning related findings of the healthcheck process, as well as being open to other sources of evidence.

1.6 The DCLG guide *Planning Together*, published in January 2007, encourages the wider use of neighbourhood and parish planning as part of a more strategic approach to community engagement, “ particularly as such plans apply the wide-lens approach of spatial planning to quality of life issues as well as development challenges.”

2. Important issues facing the village:

2.1. The first stages of the healthcheck, carried out by local working groups, highlighted important issues facing the village, summarised out in a leaflet and on the website as follows:

Shops, business & skills

Kidlington is part of a prosperous region, with a number of large employers and a lively local village centre.

- ◆ A key local issue is the future vitality of Kidlington village centre, which serves an important function as a shopping and service centre for a substantial population but which is falling short of its potential. The success of recent new development demonstrates that there is scope for further development and upgrading which will keep it competitive and attractive. The market is a valued feature, so on market days the centre is busy.
- ◆ There is very low unemployment in the area, which operates very much as part of the Oxford employment market, resulting in substantial two-way traffic flows. Of the 9,700 people living in the area who are in employment, two thirds travel more than 5km to work elsewhere. Similarly, two thirds of the 9,800 working in the village travel into the area, mainly to work in the three concentrations of employment Langford Lane, Oxford Road and the village centre.
- ◆ There is not a strong relationship between the village and the Langford Lane area, and more information is being sought from a separate survey of employers' needs throughout Kidlington as regards services, sites and skills. At present rates of demand and supply, there is very little land left suitable for development without incursions into the Green Belt.
- ◆ Schools are generally well regarded, and they have SATS and GCSE results close to the national average. Nevertheless Kidlington's workforce, particularly those living in the south of Kidlington, is less qualified than the regional average.

Getting around

We live in a more mobile society, with consequent stresses and strains on the transport system, and the need to travel longer distances. Getting around safely on foot or by cycle is still very important.

- ◆ The creation of a safe traffic-free environment is important for the village centre, and so is the need to reduce the barrier effect of the main road in the village centre and the northern half of the village, where there are few crossings.
- ◆ There is a need to improve walking and cycling links to the Langford Lane area, and improve the links to village shopping.
- ◆ There could be more opportunities to work with local employers to reduce the environmental effects of traffic.
- ◆ The village is very accessible, being close to major road networks, but there are very congested junctions, and the A34 traffic regularly exceeds the road's capacity.
- ◆ It is also relatively well served by buses although these are orientated very much on Oxford City Centre, and access from the villages and to other parts of Oxford is not so good, and there are poor facilities and interchange for rail. There are opportunities for local rail links with the possibility of a new station, but this may be some way off.

Community needs

Kidlington and Gosford are home to more than 15,000 people and Kidlington has for a long time been proud to call itself a village - one of the largest in England. How well does the village serve the community's needs?

- ◆ Local population characteristics reflect national and regional trends, including in particular the fall in numbers of children, which is having a knock-on effect of falling school rolls and a review of school places. There has been an increase in numbers of 50+ and the active elderly, one of the effects of which, as the population ages, is more pressure on health and other facilities.
- ◆ Independent research for the District Council confirmed that there is a substantial shortage of affordable housing, and only a small proportion of households in need can afford such housing at its typical cost.
- ◆ There is generally good access to health and dental care, and Kidlington people are in general healthier than the national average, but there is potential to improve local facilities, to provide more outpatient care and consultation locally.
- ◆ There is a concern that we do not engage with young people and meet their needs as evidenced by the number of young people congregating in parts of the village. Also there are many foreign language students who have no meeting place.
- ◆ Facilities for popular sports and many leisure activities are probably adequate for the needs of the village, although there are some gaps. There is a very wide range of cultural and recreational activities, events, clubs and organisations and a number of community venues that are well-used, although some areas are more remote from "multi-use" venues.
- ◆ There is also a wider issue about whether, as a sizeable village community, Kidlington punches below its weight, and it has been suggested that becoming a town would help it retain its individual identity and take control of its own destiny.

Environment

The village has a strong and distinctive character all of its own, with a number of distinct neighbourhoods and attractive countryside round about.

- ◆ It is generally regarded as a good place to live, with very few really scruffy areas, but it has its problems, including the effects on the quality of the environment of an increasingly busy main road through the centre. This also weakens the links between the shops on one side of the road and other activities such as
- ◆ Exeter Hall and the Health Centre on the other. The intrusion of traffic into the centre itself also reduces the quality and comfort of the shopping environment. It means that the village centre has no natural focus.
- ◆ Top issues may be the improvement of the village centre, including making it a more attractive area for shopping and for business, the need to strengthen these links across the main road and to create a "park" or informal open space.
- ◆ Much hard work is already being done to manage and improve natural areas, such as St Mary's Fields. There is greater potential in the management of areas such as Stratfield Brake, to broaden its appeal from formal recreation and to provide a greater level of informal access.
- ◆ There may also be a need for better managed and lit footpaths, to provide secure and comfortable alternative routes around the village as more comfortable alternatives to walking and cycling along the main road.
- ◆ The surrounding rural areas are generally in good heart except for the area around the Grain Silo and Park and Ride. There is a precious narrow gap separating Kidlington and Gosford from the outskirts of Oxford, and the Green Belt is constantly under threat.



3. What people said – vision and priorities:

- 3.1 A questionnaire survey followed two earlier events – first at the 2006 Gala Day, and then in the High Street in September. These sought to establish what people thought was especially good about Kidlington. These indicated one of the main points confirmed by the questionnaires this year – that this is a community that takes pride in its individuality and distinct village identity, and regards it as a strength on which to build.
- 3.2 The questionnaire was necessarily a shortened version of the healthcheck summary, and the action plan may need to draw in other aspects, but just over 400 people responded, including over 100 replies from sixth form students at Gosford Hill School. Some clear patterns emerged which are important pointers to priorities for action.
- 3.3 A full statistical analysis of the responses is attached as an Appendix, where replies are grouped according to how many times common or particular issues were mentioned.
- 3.4 It's important to take the answers as a whole, but one particular pair of questions sought to lay the foundation for a "vision statement": *"What sort of community would you like Kidlington to be in the future? What if anything would you like to see happen?"* The answers to these questions are shown opposite – again grouped by the number of times common or particular issues were mentioned.



A: What sort of community would you like Kidlington to be in the future?			
	Main returns	Students	Total
Retain village atmosphere/ As now	50	22	72
More community spirit/ Inclusive	60	9	69
Activities for young and old	27	13	40
Better shops/ centre	35	4	39
Safe/ More police	28	8	36
Clean and protect environment	26	3	29
Separate identity	22	0	22
Deal with traffic	9	1	10
No bigger/ growth restricted	8	1	9
Affordable housing	4	1	5
Railway	4	0	4

3.5 Two further questions then sought to act as a cross-check about what people regarded as the most concerning issues for the short term and the longer term, as a guide to where they thought were the priorities for action. The answers to these are shown below. Note that the appearance and the performance of the village centre was a main concern both for the short term and for the future, not only as a focus of commercial activity but also as the heart of the community.

3.6 Hence, a main concern for the action plan is the need for a new and more comprehensive “vision” for the village centre, and the creation more of a heart in the built environment of the village centre, with a safe pedestrianised area, a stronger sense of place and stronger integration between the shopping centre and the leisure and civic focus of the Exeter Hall site.

3.7 Note also that basic “housekeeping” – maintaining a clean and safe environment – came high on the list for the short term, while traffic congestion and traffic flows are also important in both lists. For the future, the improvement of activity for leisure, sports and the young assume greater importance, along with awareness of housing pressures expressed both as pressures on the green belt and on the environment and facilities of the village itself.

B: If you had to pick just two issues that concern you most for the short-term what would they be, and why?			
	Main returns	Students	Total
Better shops/ centre	44	3	47
Clean and maintain/ protect environment	41	4	45
Safe/ More police/ anti--social behaviour	29	10	39
Traffic congestion/ Heavy traffic through the village	30	0	30
Illegal parking and on pavements etc	25	0	25
Activities for leisure, sports and the young	15	9	24
Pedestrianise	23	0	23
No bigger/ growth restricted	14	4	18
Other	10	4	14
Improve public transport/ taxi	6	6	12
Specific highway issues - Sainsbury	3	5	8
Improve pedestrian safety	3	3	6
Affordable housing	4	2	6
Specific highway issues - Tesco/ bus stop	3	0	3
Improve cycling provision	2	0	2

C: If you had to pick just two issues that concern you most for the future what would they be, and why?			
	Main returns	Students	Total
Better shops/ centre	45	7	52
Activities for leisure, sports and the young	33	15	48
No bigger/ growth restricted	29	12	41
Traffic congestion/ Heavy traffic through the village	27	3	30
Clean and protect environment	17	8	25
Railway	25	0	25
Affordable housing	11	8	19
Other	13	6	19
Safe/ More police/ anti--social behaviour	9	2	11
Parking on pavements etc	10	0	10
Pedestrianise	10	0	10
Improve public transport/ taxi	4	3	7
Specific highway issues - Sainsbury	2	0	2
Improve cycling provision	1	0	1
Improve walking provision/ crossings	1	0	1
Specific highway issues - Tesco	1	0	1

3.8 The Healthcheck highlighted the Village Centre, as an area not reaching its full potential and in the recent public consultation it was the area which people identified as most in need for improvement. The appearance and the performance of the village centre was a main concern both for the short term and for the future, not only as a focus of commercial activity but also as the heart of the community.

Here are some of the other main points that have emerged from the public consultation:

- ◆ Local residents believe that Kidlington is surrounded by attractive countryside and there is a need to protect it. The countryside most people were anxious to protect were the meadows behind St Mary's Church, the countryside between Kidlington and Thrupp, Stratfield Brake and the Green Belt gap between Kidlington and Oxford.
- ◆ It is important to retain the village's distinct identity as a village, and develop the village centre in terms of its retail offer, and its environment.
- ◆ There is considerable recognition of the need for more affordable housing.
- ◆ Kidlington is generally regarded as a good place to live, with very few really scruffy areas, but it has its problems, including the effects on the quality of the environment of an increasingly busy main road through the centre. This also weakens the links between the shops on one side of the road and other activities such as Exeter Hall and the Health Centre on the other. The intrusion of traffic into the centre itself also reduces the quality and comfort of the shopping environment. It means that the village centre has no natural focus.
- ◆ Top issues are the improvement of the village centre, including making it a more attractive area for shopping and for business, and the need to strengthen these links across the main road and to create a "park" or informal open space.
- ◆ There was an expressed need for a multi-purpose venue for leisure and entertainment, possible combined with a small cinema.
- ◆ There was a strong consensus in favour of pedestrianising the village centre.
- ◆ The market is a valued feature but its siting is not satisfactory – the success of the continental market in the main street was much quoted as an example of where it should be.
- ◆ 75% of the responses said that they used the village centre either daily or weekly, and a majority said they used it for their main weekly shopping. The things that people liked most were the range of shops for most needs, close together, and convenience – being able to walk there.
- ◆ The things that put them off most were the limited range of shops and the traffic and environment in the centre.
- ◆ The healthcheck evidence suggests that there is a need to provide an opportunity for commercial/retail use or mixed use redevelopment in the village centre. The success of recent new development demonstrates that there is scope for further development and upgrading which will keep it competitive and attractive, and there are key sites, whose future needs to be considered not only in their own right but in respect of the contribution they might make towards a more coherent centre.
- ◆ Parking was generally regarded as adequate, although there were comments about difficulties caused by long term parkers, generally assumed to be commuters. There were also comments about the timing of crossings at traffic lights making it frustrating for pedestrian, and the amount of waiting/ standing traffic as a result of the lights.
- ◆ Two thirds of the 9,800 people working in the village travel into the area, mainly to work in the three concentrations of employment Langford Lane, Oxford Road and the village centre. There is not a strong relationship between the village and the Langford Lane area.

Business and Travel Surveys

- 3.9 Separately from the main questionnaire, there has been a survey of local employers, concentrating on the availability of suitable skills, sites and training.
- 3.10 On the whole, those firms who did respond showed confidence in Kidlington as a good place for their particular business even though they were equivocal about whether they could find the suppliers and services they needed in Kidlington.
- 3.11 They were also generally confident about the abilities and skills of their staff, and their own ability to source training and support where needed, although they thought it was difficult in the local labour market to find people with the right skills when they were recruiting.
- 3.12 Given the high numbers of people travelling in and through the area to work, one of the questions was whether they might be interested in "Green travel plans". There was limited interest, but this will be followed up as one of the action points in the next stage - both as part of the environmental programme and as one of the prospects for reducing the amount of through traffic in the village.
- 3.13 Separately again, 100 people said that they may be willing to assist evaluation of local travel needs by the completion of "travel diaries", and this has also been followed up. The results are still being analysed, but one aspect that this exercise has highlighted is the number of journeys that involve more than one destination en route.

Vision

The shared "vision" that seemed to emerge from the Healthcheck and from this response is Kidlington as a community which wishes to:

- *Take pride in its individuality and distinct identity, and regards it as a strength.*
- *Be lively and successful, with a more vibrant economy, and is looking to fulfil the potential for a more comprehensive range of facilities and services it provides for shopping, health, education and leisure.*
- *Work together to improve opportunities for all.*
- *Do more for the young, encouraging them to take an active part as its future citizens.*
- *Take more active steps to improve its environmental performance, and safeguard the quality of its urban and rural environment*
- *Make it easy for all to get around, is dealing with the challenges of growing traffic volumes, and is improving accessibility for all*
- *Be - and feel - safe and well cared for*
- *Look to the future and be able to assume responsibility for its own destiny.*

4. Strategic Aims

- 4.1 Developing the “vision” into a set of strategic aims – themes of activity which are complementary and around which an action plan could be structured – means marrying these priorities with some of the other issues identified in the healthcheck and in the rest of the consultation.
- 4.2 There has been clear support for the principle of pedestrianisation of the main core of the village centre, and this needs to be considered in the context of an urban design framework that pulls together the shopping and leisure/ civic areas of Kidlington, and improves the quality of the linking area in between.
- 4.3 We have described this as the creation of more of a heart in the built environment, consistent with the aim of “place-making”, which has SEEDA has recently recognised as a vital part of both regeneration and new developments in urban and rural environments, creating places where businesses wish to locate, and where people wish to live, work and relax.
- 4.4 *“Placemaking is the art of transforming locations and buildings into places where people live, rather than just work or sleep. It is the art of making places, rather than just putting up buildings. It ensures that parks, pavements and neighbourhoods provide lively and attractive locations for people to interact, rather than empty spaces to hurry through to get somewhere else – or worse, to be avoided. Well designed buildings which reflect the character of the area in which the development is situated provide the backdrops, helping people to navigate around without too much effort, providing a sense of identity and making people want to spend time in the location.” (Checklist SE: SEEDA and others)*
- 4.5 There are a number of other complementary aims, enlarged on in the Action Plan table below, covering other aspects of life in the community – in particular things like the provision of a multi-purpose venue including a small cinema, taking a more pro-active stance on environmental issues, making it easier and safer to get around by bike and making more of the links with local employers especially at Langford Lane.

Strategic Aims:

- ◆ **Maintain and develop the strength of Kidlington’s individuality and distinct identity, through projects and policies that protect and enhance its physical identity and through wider community involvement.**
- ◆ **Create more of a heart in the built environment of the village centre, with a safe pedestrianised area, a stronger sense of place and stronger integration between the shopping centre and the leisure and civic focus of the Exeter Hall site.**
- ◆ **Improve and develop the economic and community strength of the village centre, and fulfil the potential for a more comprehensive range of facilities and services for shopping, health, education and leisure.**
- ◆ **Improve opportunities for all, including affordable housing**
- ◆ **Do more for the young, encouraging them to take an active part as its future citizens.**
- ◆ **Embed good environmental practice and measures to reduce emissions in all aspects of village life, and safeguard and improve the quality of the urban and rural environment.**
- ◆ **Reduce anti-social behaviour and the fear of crime.**
- ◆ **Make it easier for all to get around safely on foot or by cycle, deal with the challenges of growing traffic volumes, and improve accessibility of the public transport network.**
- ◆ **Improve the links with local employers, especially in the Langford Lane area, and maximise mutual benefits.**
- ◆ **Develop the capacity of local partnership for project delivery and for joint local responsibility for the future of the community.**

5. Links with wider strategies

5.1 The Action Plan also ties in with the themes of the District-wide Community Strategy and forms a building block and a starting point for a Local Area Plan as part of the Local Development Framework.

5.2 Specifically in relation to Kidlington, the Community Strategy's vision for 2016 was to: *"Preserve the community feeling of a village and integrate the East and West side to create a traffic-free village centre for Kidlington"*.

5.3 Key actions to 2011 included:

- ◆ *Bring forward the Watts Way scheme to achieve a more pedestrian-friendly village centre, a permanent site for the weekly market and improved short-term car parking*
- ◆ *Produce an urban design framework for the village centre to guide future developments*
- ◆ *Carry out a car parking study to identify needs of shoppers and workers*
- ◆ *Secure the railway station planned for Kidlington*
- ◆ *Adopt and launch a new Business Plan for the management of the village centre*

5.4 Whilst three out of these five specific targets have so far been addressed, they do not go as far as setting out and carrying through a new vision for the village centre – including the Exeter Hall site - as the heart of the community, which we think should be the main aim arising out of this exercise.

5.5 The other key documents and plans to tie into are the Regional Economic Strategy, and specifically the Oxfordshire Local Area Agreement (LAA). One of the most relevant parts of the LAA is the set of targets relating to one of its five "blocks" - "Safer and stronger communities", which has targets for reducing anti-social behaviour, improved cleanliness in the environment and empowering local people to have a greater voice over local decision-making.

5.6 With current changes being considered by SEEDA, there may also be a significant role for the LAA in the administration of the SEEDA market towns programme.

5.7 The unique contribution that Kidlington is able to offer the emerging Local Development Framework within this process is the fact that a partnership initiated by the Parish Council has recently undertaken this exhaustive healthcheck process in which there was extensive community and business involvement, and quantifiable data that has been produced concerning the future development of the village.

5.8 We would want the DPD for Bicester and Central Oxfordshire to integrate an Area Action Plan for Kidlington based on the planning related findings of the healthcheck process, as well as being open to other sources of evidence. We would, in any case, wish to submit our healthcheck evidence as a recognised part of the LDF Evidence Base.

5.9 As noted in the introduction, the DCLG guide *"Planning together"* (January 2007) states that the Local Government White Paper, *"encourages LSPs, as part of a more strategic approach to community engagement, to consider the wider use of neighbourhood and parish planning ... A particularly effective mechanism for achieving this coherence at a very local level is the LDF Area Action Plan, particularly as such plans apply the wide-lens approach of spatial planning to quality of life issues as well as development challenges."*

6. The Action Plan

Strategic Aim	Objectives	What and how	Who	Priority	Key targets
Maintain and develop the strength of Kidlington's individuality and distinct identity, through projects and policies that protect and enhance its physical identity and through wider community involvement.	A strong and lasting influence on Local Development Framework, based on a "place-making" approach and balancing the need to provide homes for the whole community and maintain economic prosperity with the need to protect the environment and the green belt.	Using the LDF and Local Area Plan preparation and involvement process – encourage public awareness and debate, make and follow up representations on site allocations, and importantly to ensure that where sites are released they are subject to Section 106 agreements, to create a fund for village improvements . This needs to be done by applying objective criteria that take proper account of local factors and local wishes. The criteria to include: <ul style="list-style-type: none"> ◆ Increasing the supply of housing. ◆ Creating sustainable, communities. ◆ Contributing to economic prosperity. ◆ Achieving good, sustainable design. ◆ Quality living environments. ◆ Improving the existing built environment. ◆ Use of previously developed land . ◆ Providing open space. ◆ Providing transportation choices. ◆ Providing access to employment. 	Locally the Parish Council; principally Cherwell District Council	1	By July 2008 – <ul style="list-style-type: none"> ◆ Acceptance of submissions and healthcheck as part of the evidence base of the LDF ◆ Adopted as a starting point for the LDF.
	Safeguarding and active management of key landscape areas	The results of the healthcheck and consultation showed that the areas people felt strongest about were St Mary's Fields, the river and canal banks - and local parks such as Stratfield Brake.	Cherwell District Council through the LDF and planning process. Also the Parish Council and local voluntary effort.		
	Fostering community involvement	Look to enhance and increase the number of inclusive events through the setting of specific targets.	Principally the Parish Council to assess in the light of resources.	3	Resources to be identified
	Providing information and advice	<ul style="list-style-type: none"> ◆ Improve website, parish newsletter and notice boards ◆ Support Kidlington News ◆ Promotion of local area ◆ One-stop shop and advice services. 	Parish Council, Kidlington News Cherwell District Council	1	Start October 2007 March 2008

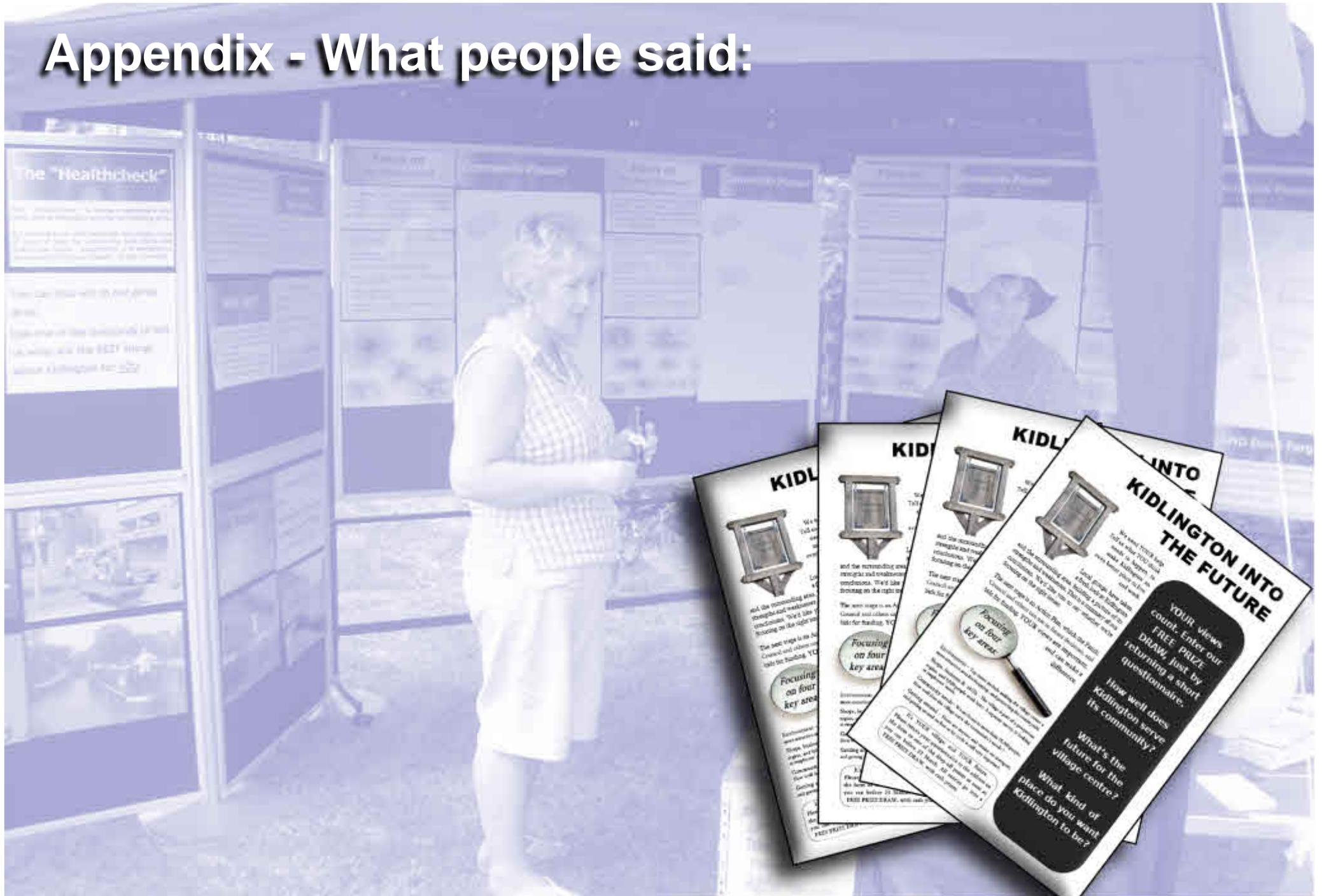
Strategic Aim	Objectives	What and how	Who	Priority	Key targets
Create more of a heart in the built environment of the village centre, with a safe pedestrianised area, a stronger sense of place and stronger integration between the shopping centre and the leisure and civic focus of the Exeter Hall site.	Produce an urban design framework for the village centre to guide future developments.	Part of a comprehensive package for the village centre, with the aid of Section 106 agreements tied to the release of sites for development: <ul style="list-style-type: none"> ♦ Preparation of a consultants' brief through a village workshop. ♦ Secure funding and tendering ♦ Carry out the work 	KVCMB/ CDC	1	Design workshop Sept 2007 to set brief. Complete by 2009
	Pedestrianise the main area of the centre and continue the environmental improvements.	Part of a comprehensive package for the village centre – consultation process and implementation	KVCMB/ CDC	1 2	Env imps by end 2007. Consultation 2009 Implementation 2011
	Develop and/or improve run-down and unattractive parts of the centre.	Part of a comprehensive package for the village centre - Determining the right future use and investment in key sites in context of urban design	KVCMB/ CDC	2	Development 2012
	Improve the links to the Exeter Hall area and develop its potential as more integral part of the centre and the possible creation of a park or informal open space	Part of a comprehensive package for the village centre in the context of urban design framework and review of the scope of the site – see below ref improving pedestrian crossing points and routes	KVCMB/ PC	1	Review use and potential jointly with urban design framework; 2008
	Create a multi-purpose venue for leisure and entertainment.	Part of a comprehensive package for the village centre	KVCMB/ PC	1	Project development and bid 2007. Implementation 2008/9
Improve and develop the economic and community strength of the village centre, and fulfil the potential for a more comprehensive range of facilities and services for shopping, health, education and leisure.	Review the KVCMB action plan	Follow-on action plan for the development and improvement of the village centre required, with incorporation in the Community Plan	KVCMB/ CDC	1	Review plan by Dec 2007
	Coordinated management, marketing and events programme.	Part of a comprehensive package for the village centre and an important part of the action plan	KVCMB		
	Improve siting, appearance, diversity and marketing of market.	Part of a comprehensive package for the village centre – possible re-siting to High Street	KVCMB/ PC		
	Maintenance and improvement of retail offer.	Encouragement of key site development and investment.	KVCMB/ CDC		
	Improve accessibility for disabled users of the town.	Accessibility audit as part of village centre package	KVCMB		
	Provision of a wider range of medical facilities on one site	Redevelopment of the Health Centre as an integral part of the re-organisation of the Exeter hall site	PC/ PCT		Working Group to report by Feb 2008

Strategic Aim	Objectives	What and how	Who	Priority	Key targets
Improve opportunities for all, including affordable housing	Meet needs for housing and facilities for all age groups.	Balance of affordable housing issues with green belt protection	Locally the Parish Council; principally Cherwell District Council	1	By July 2008 – 1 Acceptance of submissions and healthcheck as part of the evidence base of the LDF 2 Adopted as a starting point for the LDF.
	Promote and widen local access to lifelong learning and vocational training.	Maintain and if possible improve adult learning provision, especially in the area of recreational and informal learning opportunities	Kidlington Voice/ OCC	3	
	Improve provision for leisure and culture.	A multi-purpose venue for leisure and entertainment	PC/ CDC	1	Project development and bid 2007. Implementation 2008/9
	Implement sports development plans.	<ul style="list-style-type: none"> ◆ Football development plans plus non-football e.g. tennis ◆ Improve pavilion as a venue for table tennis and other uses. ◆ Encourage a broad range of activities including informal recreation and walking for health 	PC/ CDC/ Stratfield Brake	2	
Do more for the young, encouraging them to take an active part as its future citizens.	Work with young people and agencies to provide better facilities.	<ul style="list-style-type: none"> ◆ Extend the use of The Forum ◆ Outreach work to identify and then respond to young people's needs 	PC/ OCC/ Churches	2	Increase use of Forum Jan 2008 Outreach work summer 2008
	Improve provision for leisure and culture and develop a small cinema as part of a multi-use venue	A multi-purpose venue for leisure and entertainment, equipped for digital cinema and video-making	CDC/ PC	1	Project development and bid 2007. Implementation 2008/9

Strategic Aim	Objectives	What and how	Who	Priority	Key targets
Embed good environmental practice and measures to reduce emissions in all aspects of village life, and safeguard and improve the quality of the urban and rural environment.	Improve management of environment, implementing at a local level the main elements of Cherwell's environment Strategy, which were: <ol style="list-style-type: none"> 1. <i>Incorporate the principles of 'sustainable development' in all plans</i> 2. <i>Promote environmentally sound transport solutions</i> 3. <i>Preserve the countryside and wildlife and protect parks and open spaces</i> 4. <i>Conserve and enhance the built environment</i> 5. <i>Promote renewable energy and energy conservation</i> 6. <i>Reduce business and household waste, encourage reuse and increase recycling</i> 7. <i>Minimise pollution and manage local air quality and water quality</i> 8. <i>Increase environmental awareness and promote local community action</i> 	An environmental action plan and an environment forum, promoting initiatives such as "Every Action Counts", and implementing its recommendations and practical measures in the key areas of: <ul style="list-style-type: none"> ♦ Saving energy, ♦ Travelling wisely, ♦ Shopping ethically, ♦ Saving our resources ♦ Caring for our area. 	PC/ CDC/ Kidlington Voice:	1	Promotion of forum Dec 2007 First sessions Feb 2008
	Promote and implement green travel plans with major employers.	Work with employers/ OCC/ CDC	Kidlington Voice/ CDC/ OCC	2	Seminar Nov 2007
	Target sites for improvement.	Part of a comprehensive package for the village centre, and also for canal banks and footpaths	PC/ CDC and landowners	3	Spring 2008 spring-clean
	Develop more flexible use of parks and open spaces to encourage informal recreation.	Look at the design and management of parks with a view to wider use	PC/ Stratfield Brake	3	Review by July 2008
Reduce anti-social behaviour and the fear of crime.	Reduce the perceived threat of groups gathering on the street	<ul style="list-style-type: none"> ♦ Outreach work and a multi-purpose venue for leisure and entertainment ♦ Community warden work 	Community Safety Partnership/ Kidlington Voice/ Police	2	Outreach work summer 2008 Implementation 2008/9

Strategic Aim	Objectives	What and how	Who	Priority	Key targets
Make it easier for all to get around safely on foot or by cycle, deal with the challenges of growing traffic volumes, and improve accessibility of the public transport network.	Investigate measures to relieve traffic congestion as part of LDF.	<ul style="list-style-type: none"> ◆ LDF growth restraint ◆ Green travel plans ◆ Review traffic lights and crossings in the centre. ◆ Review routeing agreements for industrial estates and Shipton 	OCC/ Kidlington traffic advisory committee	2	Set up a traffic group to present and pursue a a coherent case by Oct 2008
	Development of new station.	Using the LDF and Local Transport Plan preparation and involvement process			
	Improve bus links with Oxford and Bicester stations.	Representation to OCC and operators			
	Improve and complete in pedestrian and cycling links, and routes to villages.	Design and implementation of cycle network			
	Improve crossing points for pedestrians and cyclists.	Review traffic lights and crossings, especially in the centre and in the north of the village			
	Improve accessibility for disabled users of the town.	Accessibility audit as part of village centre package			
Improve the links with local employers, especially in the Langford Lane area, and maximise mutual benefits.	Promote greater use of the village centre and local businesses.	Part of a comprehensive package for the village centre	KVCMB/ Kidlington Voice/ Town Chambers network	1	Seminar by Nov 2007
	Reduce through traffic.	Green travel plans	OCC/ CDC/ Kidlington Voice	1	Seminar by Nov 2007
	Improve walking, cycling and public transport links.	Design & implementation of cycle network Representation to OCC and operators	OCC/ Kidlington traffic advisory committee	2	See "getting around" objective above
Develop the capacity of local partnership for project delivery and for joint local responsibility for the future of the community.	Delivery and coordination of the action plan – Business Plan for local partnership.	Achieve agreement on plan and funding Recruit more players!	Kidlington Voice/ PC	1	Sept 20 th to Kidlington PC and onward to CDC and others
	Agreement on priority actions and partners' involvement.	Formalisation of partnership arrangements and roles	Kidlington Voice/ PC	1	
	Bidding process through SEEDA fund & match funding	Project selection and development Accountable body Implementation & monitoring	Kidlington Voice/ PC	1	Bidding process underway by Dec 2007
	Investigation and further consultation on changing the status of the parish council	Wide consultation through a working group with full examination of the pros and cons	PC	2	Consultation by August 2008

Appendix - What people said:



1. Environment:

1a: The village centre has an attractive environment						
	Main returns		Students:		Total	
1. Agree strongly	14	117	0	55	14	172
2. Agree	103		55		158	
3. Neither agree nor disagree	84		30		114	
4. Disagree	72	92	12	13	84	105
5. Disagree strongly	20		1		21	

1b: I would like the centre to be completely traffic-free						
	Main returns		Students:		Total	
1. Agree strongly	151	239	13	41	164	280
2. Agree	88		28		116	
3. Neither agree nor disagree	32		30		62	
4. Disagree	25	28	24	27	49	55
5. Disagree strongly	3		3		6	

1c: It is important to have a central space for people to meet						
	Main returns		Students:		Total	
1. Agree strongly	89	230	16	66	105	296
2. Agree	141		50		191	
3. Neither agree nor disagree	49		17		66	
4. Disagree	9	11	15	15	24	26
5. Disagree strongly	2		0		2	

1d: Which specific sites and areas of Kidlington do you think need to be improved - and how?

	Main returns	Students	Total
High Street / Centre	146	14	160
Other	27	7	34
Footpaths and canal towpath	24	2	26
Garden City	20	6	26
Paths and wider use of parks and open space	20	4	24
Exeter Hall Rec	13	10	23
Clean up and litter	15	4	19
None	1	12	13
Parks and fields maintenance	8	4	12
Verges	10	1	11
Sports centre	5	2	7
Grovelands	0	7	7

1e: Are there things about your own neighbourhood you'd like to draw attention to?

	Main returns	Students	Total
Clean up and litter	58	7	65
Parking problems	41	5	46
Other	31	7	38
Footpaths and canal towpath	32	2	34
Verges and parking on them	21	0	21
Speeding/ intrusive traffic in res areas	14	0	14
Parks and fields maintenance	12	1	13
High Street / Centre	9	3	12
Paths and wider use of parks and open space	11	1	12
Exeter Hall Rec	2	1	3

1f: Which open spaces and countryside do you most use?			
	Main returns	Students	Total
St Mary's Fields	113	20	133
Canal towpaths	94	4	98
River valley to Thrupp	77	7	84
Other local parks	45	24	69
Stratfield Brake	62	6	68
All/ Other	29	9	38
Exeter Hall	12	6	18
Fields between Kidlington and Begbroke	13	1	14

1g: Which areas of open space and countryside do you think are most important to protect?			
	Main returns	Students	Total
St Mary's Fields	68	19	87
All/ Other	57	14	71
River valley to Thrupp	44	9	53
Stratfield Brake	32	11	43
Canal towpaths	35	3	38
Green belt between Kidlington and Oxford	32	2	34
Local parks	22	10	32
Green belts generally	24	7	31
Fields between Kidlington and Begbroke	8	1	9
Exeter Hall	7	1	8

2. Housing and planning:

2a: Is there enough and affordable housing to meet our needs?			
	Main returns	Students	Total
No	114	29	143
Yes	47	31	78
Can't be solved	24	1	25
Village is big enough	3	0	3

2b: If not, where should we build?			
	Main returns	Students	Total
No more	57	3	60
Sites in the village	31	0	31
Green belt	24	4	28
Don't know	21	0	21
Other	13	1	14
Water Eaton	9	2	11

3. The Village Centre:

3a: I frequently use the village centre for my main weekly shopping						
	Main returns		Students:		Total	
1. Agree strongly	14	117	0	55	14	172
2. Agree	103		55		158	
3. Neither agree nor disagree	84		30		114	
4. Disagree	72	92	12	13	84	105
5. Disagree strongly	20		1		21	

3b: I frequently do my main shopping at Sainsbury's						
	Main returns		Students:		Total	
1. Agree strongly	151	239	13	41	164	280
2. Agree	88		28		116	
3. Neither agree nor disagree	32		30		62	
4. Disagree	25	28	24	27	49	55
5. Disagree strongly	3		3		6	

3c: How often do you shop in the village centre?			
	Main returns	Students	Total
Daily or several times a week	166	11	177
Weekly	105	18	123
Fortnight	6	6	12
Less often	21	45	66
Never	1	20	21

3d: What do you like about shopping in Kidlington village centre?			
	Main returns	Students	Total
Range of shops for most needs/ close to each other	124	36	160
Accessibility/ convenience/ can walk there	101	19	120
Meeting people/ village feel	31	5	36
Free and easy parking	33	2	35
Friendly service	28	2	30
Market	27	1	28
Just OK	3	1	4
Reduce need to travel to Oxford	2	0	2

3e: What puts you off shopping in the village centre?			
	Main returns	Students	Total
Limited range/ quality of shops/ stock range	96	43	139
Environment/ Traffic in High Street	100	12	112
Nothing!	45	3	48
Groups of youths	11	13	24
Difficult to park	17	5	22
Easier to shop at Sainsbury's	10	5	15
Poor seating/ furniture	2	0	2
Too busy post office	2	0	2

4. Traffic and transport:

4a: Public transport services meet my family's needs						
	Main returns		Students:		Total	
1. Agree strongly	92	234	21	71	113	305
2. Agree	142		50		192	
3. Neither agree nor disagree	26		15		41	
4. Disagree	16	27	11	11	27	38
5. Disagree strongly	11		0		11	

4b: The main road divides the community						
	Main returns		Students:		Total	
1. Agree strongly	49	133	3	18	52	151
2. Agree	84		15		99	
3. Neither agree nor disagree	91		29		120	
4. Disagree	52	66	41	48	93	114
5. Disagree strongly	14		7		21	

4c: Parking is adequate and meets my needs						
	Main returns		Students:		Total	
1. Agree strongly	43	209	10	43	53	252
2. Agree	166		33		199	
3. Neither agree nor disagree	31		37		68	
4. Disagree	35	47	13	16	48	63
5. Disagree strongly	12		3		15	

4d: How easy is it to get around Kidlington by foot and bike? Are there difficult crossings, and if so where?				
	Main returns	Students	Total	
Easy/ easy on foot	152	72	224	
Difficult/ dangerous by bike	38	2	40	
Need shared paths/ cycle lanes	21	2	23	
Need cycle racks	7	0	7	
Bikes on paths dangerous	7	0	7	
Dangerous spots	Sainsbury	6	2	8
	Crossing by Tesco	4	1	5
	Crossing by Co-op	7	1	8
Crossings needed	Banbury Rd	16	1	17
	Bicester Road junction	9	3	12
	Sainsbury	5	0	5
	High St/ Oxford rd	5	1	6
	Yarnton Rd	2	2	4
Poor traffic light phasing	7	1	8	
Congestion/ busy roads	14	2	16	
Poor maintenance of alleyways	6	0	6	
Uneven pavements	5	1	6	
Pedestrians & traffic need separation in the village centre.	3	0	3	

4. Traffic and transport (continued):

4e: What places you want to get to that are difficult to reach by car, and why?

	Main returns	Students	Total
OK/ Good	68	4	72
One end of village to other	12	7	19
Other	10	2	12
Parking in Kidlington	9	1	10
High St/ centre	8	2	10
Other parts of Oxford	7	2	9
Sainsbury roundabout	4	2	6
Parking at Hospital	3	0	3
Hospitals	2	0	2
Stratfield Brake	2	0	2

4f: What places you want to get to that are difficult to reach by bus, and why?

	Main returns	Students	Total
OK/ Good	52	4	56
Woodstock/ Yarnton	28	3	31
Other parts of Oxford than centre	21	5	26
Hospitals	24	1	25
The Moors	17	7	24
Bicester and route away from village	11	10	21
Elsewhere within the village	10	4	14
Other -□	9	3	12
Station	10	0	10
Witney	10	0	10
Thrupp	0	3	3

4g: Difficulties for disabled

	Main returns	Students	Total
Rough paths/ cobbles in High St	13	0	13
Public transport and walking distance	10	0	10
Specific buildings	5	0	5
Parking	2	0	2
Other	2	0	2
Stratfield Brake	1	0	1
Other parks	1	0	1
Canal	1	0	1
Crossing roads - light phasing	1	0	1

5. Education and training:

5a: My family have access to good education

	Main returns		Students:		Total	
1. Agree strongly	43	136	24	83	67	219
2. Agree	93		59		152	
3. Neither agree nor disagree	52		13		65	
4. Disagree	6	7	1	1	7	8
5. Disagree strongly	1		0		1	

5b: I have good access to adult education

	Main returns		Students:		Total	
1. Agree strongly	30	140	9	50	39	190
2. Agree	110		41		151	
3. Neither agree nor disagree	69		39		108	
4. Disagree	18	21	5	6	23	27
5. Disagree strongly	3		1		4	

5c: I have good access to training for work

	Main returns		Students:		Total	
1. Agree strongly	8	39	5	23	13	62
2. Agree	31		18		49	
3. Neither agree nor disagree	97		60		157	
4. Disagree	16	21	11	12	27	33
5. Disagree strongly	5		1		6	

6. Leisure:

6a: Are there enough and the right kind of venues for leisure?			
	Main returns	Students	Total
No	104	53	157
Yes	85	27	112
Yes but needs improvement	9	3	12
Don't use it	5	0	5
Sport OK but not Leisure	11	0	11

6b: If not, where are the gaps in provision for sport and leisure?			
	Main returns	Students	Total
Cinema/ theatre/ arts	31	9	40
Things for the young	19	16	35
Better sports centre	14	13	27
Other	20	6	26
Affordability/ accessibility	14	5	19
Bowling	11	5	16
Swimming pool/ kids pool	12	4	16
Tennis	9	1	10
Wider use of parks/ Stratfield Brake	10	0	10
Leisure - cafes etc	6	3	9
Skateboard park	6	2	8
Hall to hire	5	0	5
Promotion	5	0	5
Motor bike track	4	0	4

6c: What else needs to be done to engage and encourage our young people in community life?			
	Main returns	Students	Total
Venues/activities needed	51	44	95
Involvement in events and help with existing groups	28	4	32
Accept their needs; Ask them/ outreach	24	2	26
More help for existing groups	22	1	23
Attend what's already provided	17	1	18
There's enough for them to do	11	5	16
Better upbringing	16	0	16
Don't know	15	0	15
Update the youth club	11	2	13
Schools to take the lead	12	0	12
Policing	9	2	11
Affordable housing	2	0	2

7. Healthcare and advice services:

7a: There are adequate local facilities for healthcare						
	Main returns		Students:		Total	
1. Agree strongly	92	268	10	72	102	340
2. Agree	176		62		238	
3. Neither agree nor disagree	12		19		31	
4. Disagree	10	13	6	7	16	20
5. Disagree strongly	3		1		4	

7b: I feel I can access advice services when I need them						
	Main returns		Students:		Total	
1. Agree strongly	47	214	3	44	50	258
2. Agree	167		41		208	
3. Neither agree nor disagree	41		38		79	
4. Disagree	17	19	13	15	30	34
5. Disagree strongly	2		2		4	