

# Introduction to the City Centre Action Plan

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# WHAT IS THE PURPOSE OF THE CITY CENTRE ACTION PLAN?

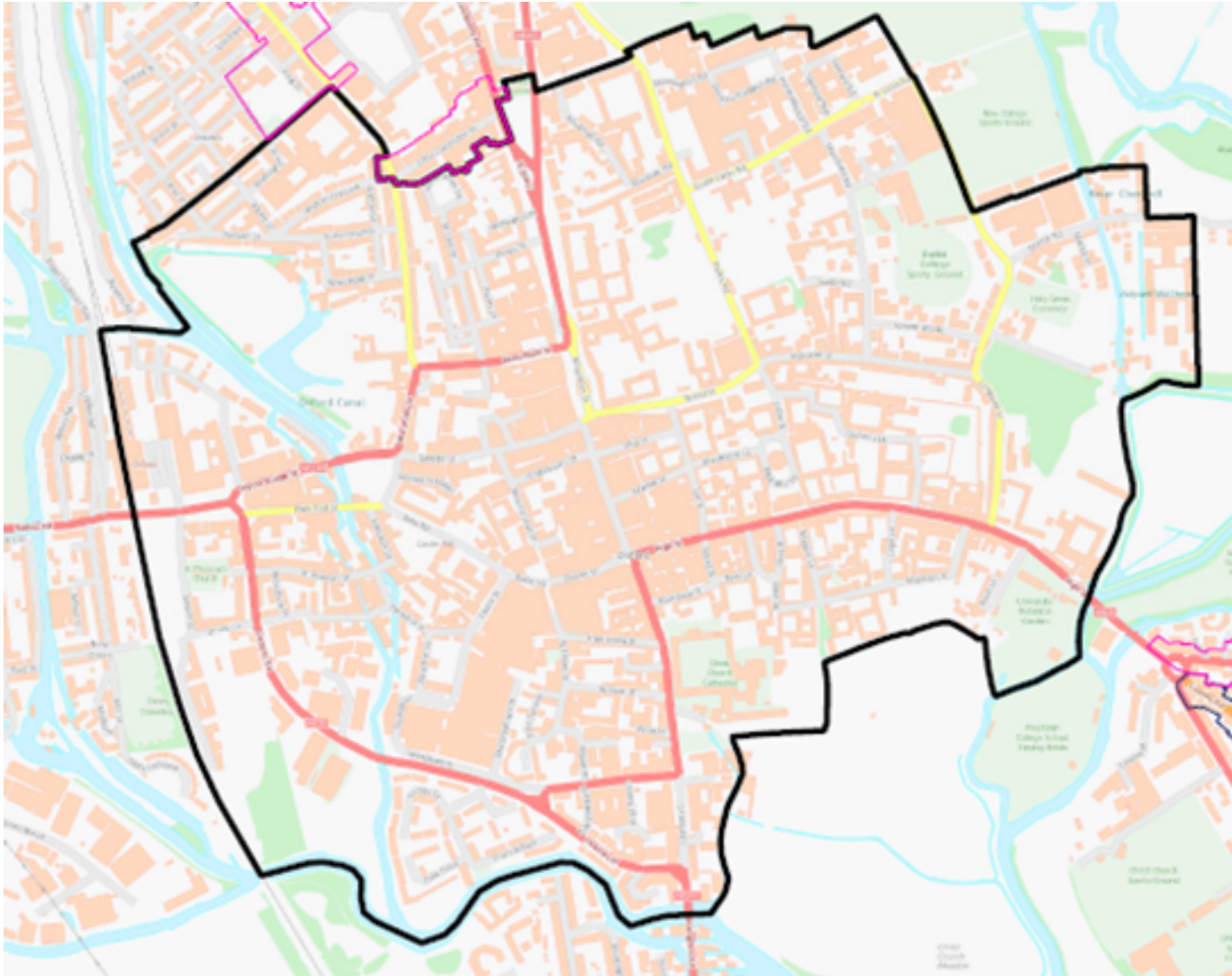
The City Centre Action Plan has been drawn together by Oxford City Council on behalf of all the city's stakeholders, and is intended to **guide policy and actions by all those responsible from now until 2030.**

- + Respond to the challenges facing the high street
- + Improve the experience of the city centre for the people who live, work, study and visit here
- + Create a supportive environment for local businesses
- + Access public funding with an approved, community-owned strategy and vision
- + Ensure a city-wide focus on pursuing a zero carbon Oxford
- + Supporting thriving communities, and delivering more housing
- + Maintain and enhance Oxford's role as a driver of the local and regional economy, with a focus on contributing to an inclusive economy.

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# Defined area



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# ACTION PLAN OBJECTIVES



## **1** CONNECTIVITY & ACCESS

Limit private vehicles, reduce conflict and congestion, and create space for buses, bikes, and people.



## **2** PUBLIC REALM & ANIMATION

Improve the public realm and provide events and experience to animate it and boost dwell times.



## **3** GETTING THE MIX RIGHT

Enhance the attractiveness of the city centre as a place to start, maintain and grow a business.



## **4** GETTING THE BASICS RIGHT

Mediate and promote the diverse range of activities and uses in the city centre.



# CONNECTIVITY AND ACCESS

## PROJECTS



### CONNECTIVITY & ACCESS

Limit private vehicles, reduce conflict and congestion, and create space for buses, bikes, and people.

- P1.1 Connecting Oxford
- P1.2 Zero Emission Zone
- P1.3 Oxford Railway Station Redevelopment
- P1.4 Oxpens & Osney Mead Connectivity
- P1.5 New Delivery (and Collection) Solutions
- P1.6 Visitor Coach Strategy
- P1.7 Park & Ride Enhancements



# PUBLIC REALM AND ANIMATION

## PROJECTS



### 2 PUBLIC REALM & ANIMATION

Improve the public realm and provide events and experience to animate it and boost dwell times.

- P2.1 City Centre Public Realm & Movement Strategy
- P2.2 Interim Public Realm Improvements
- P2.3 City Centre Shopfront Design Advice



# GETTING THE MIX RIGHT

## PROJECTS



### **3** GETTING THE MIX RIGHT

Enhance the attractiveness of the city centre as a place to start, maintain and grow a business.

- P3.1** Oxford West End
- P3.2** City Centre Major Development Projects
- P3.3** Target & Reduce Vacant Units including 'Meanwhile in Oxfordshire...' Project
- P3.4** Covered Market Evolution
- P3.5** Workspace
- P3.6** Stimulate the Night-Time Economy
- P3.7** Culture and Creative Businesses



# GETTING THE BASICS RIGHT

## PROJECTS



### 4 GETTING THE BASICS RIGHT

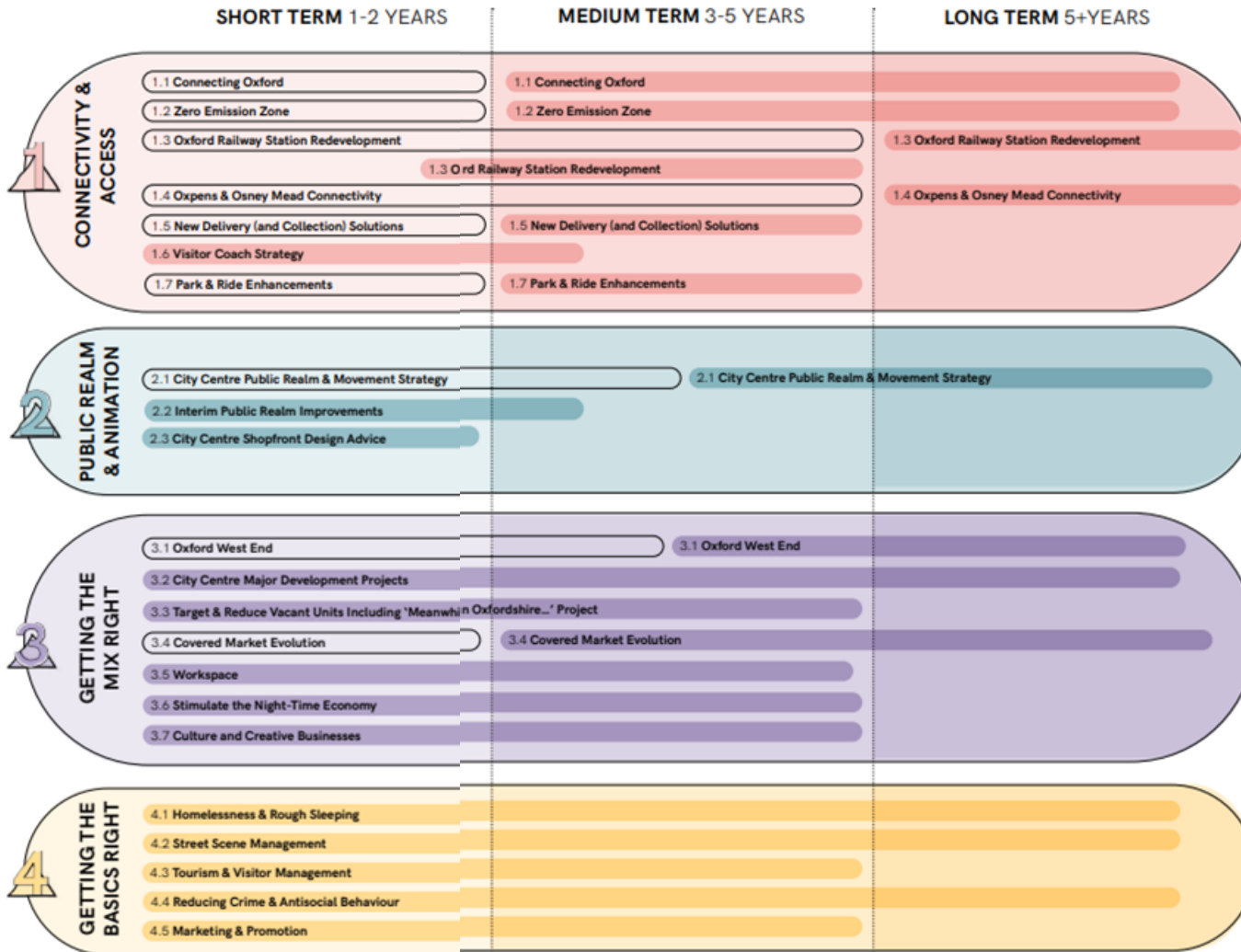
Mediate and promote the diverse range of activities and uses in the city centre.

- P4.1 Homelessness and Rough Sleeping
- P4.2 Street Scene Management
- P4.3 Tourism and Visitor Management
- P4.4 Reducing Crime and Antisocial Behaviour
- P4.5 Marketing and Promotion





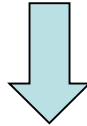
# OCCAP Timeline



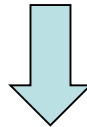
# DELIVERY STRUCTURE

themes: World class, inclusivity, innovation,  
net zero, preserving/enhancing heritage

DELIVERY BOARD



CITY CENTRE & ECONOMY TEAM



PROJECT ADVISORY GROUP



PROJECTS



# What has been achieved since June 2022

- Broad Street
- St Michael's Street planning and design consultation
- Oxford Station Phase II funding and start of works
- Oxpens consultation
- Covered Market masterplan consultation
- Meanwhile in Oxfordshire
- Combined payment at park and ride
- Delivery Board workshop
- Reviewing toilet provision





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# Continued....

- Reviewing the shop front guide
- Assisting entrenched sleeper
- Support for small businesses
- Xmas support
- Working with the markets
- Reformatted Talk of the Town meeting & communication
- Cornmarket Street landlord forum
- Wayfinding project



# Next quarter ambitions

- Complete current projects i.e. xmas, way finding, toilets
- Decluttering around Carfax
- Oxpens to come to planning
- Determining the vision for Cornmarket Street
- Working with the Students Union on integration
- Co-ordination of 2023 events
- January Talk of the Town
- Setting up the Delivery Board
- Review the marketing of the city
- Horizon scanning



# Any questions



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