

# **Watlington** Neighbourhood Development Plan



May/June 2017

The retail and other providers of commercial facilities in Watlington town centre represent the hub activity of their “service centre” role – this role is supported by the SOCS Core Strategy and the NPPF and is a key factor in confirming the economic and social sustainability of our nearby settlements.

In order to update opinion and views we asked TEN business owners what they thought about the following topics:

**Watlington as a “service centre”**

**The effects of a re-aligned B4009**

**The availability of visitor parking**

**The business impact of the temporary closure of the High Street to vehicles \*\***

*\*\* This was an enforced closure following a fire at DG Homecare*

We received replies from:

**K for Kitchen**

**The Rhubarb Tree Ltd**

**Calnan Brothers Butchers**

**Griffith & Partners**

**Tutu Delicious**

**Watlington Dental Centre**

**Biggles Hairdressers**

**Crossroads Veterinary Service**

**The Granary Delicatessen and Coffee Shop**

**The Undercroft Fruit & Veg**

**The Mid-Counties Co-op attended a specially arranged meeting to discuss their views as the provider of convenience store facilities in Watlington**

# Watlington Neighbourhood Development Plan



We need your views on the following:

The value of the town of Watlington acting as a "service centre" to the settlements and communities with a 5 km radius

Comments

VITAL!  
WE HAVE A UNIQUE MIX OF SHOPS  
THAT IS VERY USEFUL, ENJOYABLE  
AND CONVENIENT.  
LET'S NOT LOSE THEM!

The effects of an alternative route diverting through traffic away from the town centre

Comments

WITH CLEAR SIGNAGE WE COULD KEEP  
OUR RETAIL TRADE WHILE DIVERTING  
LORRIES THAT POLLUTE & CONGEST.  
SIGNS NEED TO INDICATE:  
"SHOPS, TOWN THIS WAY"

The availability of visitor parking near to the town

Comments

APPALLING! THE MAIN CAR PARK IS  
FULL OF RESIDENTS' VEHICLES SO THAT  
SHOPPERS STRUGGLE TO FIND A PARKING  
SPACE. THE CAR PARK IS FUNDED BY  
WATLINGTON SHOP KEEPERS BUT USED  
AS RESIDENCE PARKING. RESIDENTS NEED  
ALTERNATIVE PARKING AREAS

The effect to your business of the recent "enforced" closure of the High Street

Comments

ONE MONTH CAUSED MAJOR IMPACT ON BUSINESS! A WEEK OR TWO WOULD HAVE BEEN OK. BUT A MONTH IS LONG ENOUGH FOR NON-IMMEDIATE CUSTOMERS TO FIND ALTERNATIVE SHOPS. I FEAR THIS HAS HAPPENED AND WILL NEED TO ~~EMBAR~~ ENDEAVOUR ON AN ADVERTISING CAMPAIGN TO HELP RESTORE TRADE.

Business Name

Date: 23/05/17

SIGNAGE

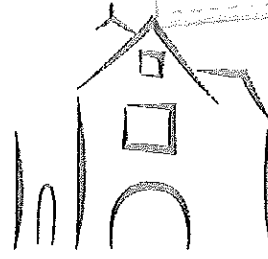
TIME AND AGAIN MY CUSTOMERS SAY THAT THEY ALWAYS THOUGHT COUCHING STREET WAS THE "HIGH STREET". MANY DRIVERS DO NOT REALISE WE HAVE A HIGH STREET. MANY DRIVERS DO NOT KNOW WHERE TO PARK. WATLINGTON NEEDS CLEAR SIGNS TO "HIGH STREET SHOPS" AND ~~WATLINGTON~~ "SHOPPER'S PARKING" BOARD LISTING THE SHOPS WOULD HELP PROMOTE THE WONDERFUL RETAIL EXPERIENCE WATLINGTON HAS TO OFFER

RECEIVED

26 MAY 2017

# Watlington

## Neighbourhood Development Plan



We need your views on the following:

The value of the town of Watlington acting as a "service centre" to the settlements and communities with a 5 km radius

Comments

At present the range of shops provides a great mix, but with the hardware shop gone the value may be diminishing.

Care should be taken to attract a range of business that fill needs rather than compete for a small audience

The effects of an alternative route diverting through traffic away from the town centre

Continued  
①

Comments

Care needs to be taken to keep visitors coming to the town.

We have many customers who have said they stopped in Watlington as they pass through it so often and it looks like a nice place to walk around.

The availability of visitor parking near to the town

Comments

More MUST be done to ensure parking is available for genuine users of the town. (Not those using it as a park and ride, or those residents using the car park for convenience.

Signage could also be improved.

①. Charity shops obviously fill a need, but can devalue other nearby businesses especially as they have a competitive advantage with no rates, volunteer staff and donated stock. Whereas traditional retail has seen rises in rates, the minimum wage and stock prices with the impact of the £ and € post brexit.

Question - What does the local authority do to encourage/promote B&Bs to the town?

**The effect to your business of the recent "enforced" closure of the High Street**

Comments

No impact was noticed to footfall and revenue.  
Access for deliveries was awkward.

Business Name

Date: 26/5/17

RECEIVED  
27 MAY 2017

# Watlington Neighbourhood Development Plan



We need your views on the following:

The value of the town of Watlington acting as a “service centre” to the settlements and communities with a 5 km radius

Comments

We feel this is very important. We rely on households outside of Watlington to visit the town centre.

The effects of an alternative route diverting through traffic away from the town centre

Comments

We feel this would be a disadvantage for the town. When the high street was shut, football fell. Watlington saw football fall when the bypass was introduced.

The availability of visitor parking near to the town

Comments

This is a must. We have customers always complaining about parking. This issue needs to be a top priority.

The effect to your business of the recent "enforced" closure of the High Street

Comments

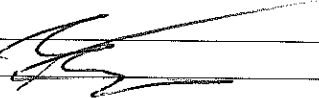
\* Football was down.

\* Watlington lost its edge abit.

\* Car park was full and shoppers couldn't park

Business

Date: 25/5/17





RECEIVED

31 MAY 2017

# Watlington

## Neighbourhood Development Plan



We need your views on the following:

The value of the town of Watlington acting as a "service centre" to the settlements and communities with a 5 km radius

Comments

High Value. Excellent day to day shopping & more, doctors, dentist & sporting facilities, restaurants,

The effects of an alternative route diverting through traffic away from the town centre

Comments

Good for freeing up more on street parking for residents & therefore freeing up space in the car park for shoppers

The availability of visitor parking near to the town

Comments

Make it more usable, the rec & Church Hall

The effect to your business of the recent "enforced" closure of the High Street

Comments

*Reduced walk in*

Business Name:

Date: *25/5/17*

RECEIVED

31 MAY 2017

# Watlington Neighbourhood Development Plan



We need your views on the following:

The value of the town of Watlington acting as a "service centre" to the settlements and communities with a 5 km radius

Comments

HIGHLY ! MANY OF OUR CUSTOMERS ARE WITHIN  
5 KM RADIUS.

The effects of an alternative route diverting through traffic away from the town centre

Comments

SHOULD MAKE TOWN ENVIRONMENT MORE  
ATTRACTIVE (LESS POLLUTION) . HOWEVER ONLY IF  
PROPER SIGNAGE (AS PER AMANDA @ K FOR KITCHENHITS  
" NT" STYLE ) AND AMPLE PARKING PROVIDED

The availability of visitor parking near to the town

Comments

ESSENTIAL !

## The effect to your business of the recent "enforced" closure of the High Street

Comments

A DOUBLE EDGED SWORD !

1. INITIALLY TRADE DOWN A BIT - BUT RECOVERED (ON PAR WITH 2016)
2. PEDESTRIAN HIGH ST VERY PLEASANT ENVIRONMENT
3. ISSUE NOT SO MUCH ROAD CLOSURE, BUT LACK OF PARKING

Business Name:

Date:

30.05.17

RECEIVED  
- 1 JUN 2017

# watlington

## Neighbourhood Development Plan



We need your views on the following:

The value of the town of Watlington acting as a "service centre" to the settlements and communities with a 5 km radius

Comments

Watlington provides numerous services to the local community such as the post office + dentist. People rely on these services as part of their daily life. Without these they would have to travel much further. It provides community spirit and is invaluable to large members of our local community.

The effects of an alternative route diverting through traffic away from the town centre

Comments

Watlington and the local community rely on local traffic through the town centre. Without this, ~~the~~ businesses would suffer and jobs would be lost. It would be detrimental to the local community.

The availability of visitor parking near to the town

Comments

Watlington is a historic town steeped in tradition. It relies on people coming here and they need as much parking as possible close to the town centre. ~~as possible~~ It will help businesses to thrive.

**The effect to your business of the recent "enforced" closure of the High Street**

Comments

Some of our patients are frail & elderly. The closure has caused problems for these patients to access our services. It is also caused some/all/new patients to think our surgery is closed when in fact it wasn't.

**Business Name**

**Date:** 24/5/17

# Watlington

## Neighbourhood Development Plan



We need your views on the following:

The value of the town of Watlington acting as a “service centre” to the settlements and communities with a 5 km radius

Comments

Convenient for non drivers.  
as buses are not frequent enough.

The effects of an alternative route diverting through traffic away from the town centre

Comments

No through traffic means no one  
stopping or popping in. less advertising for  
shops.

The availability of visitor parking near to the town

Comments

Need more parking. another car park  
not hall car parks.

The effect to your business of the recent "enforced" closure of the High Street

Comments Not really effected as we have bookings. But has stopped people <sup>pulling</sup> in on the off chance.

Business Name \_\_\_\_\_

Date: 1<sup>st</sup> June

\_\_\_\_\_



# Watlington Neighbourhood Development Plan



We need your views on the following:

The value of the town of Watlington acting as a "service centre" to the settlements and communities with a 5 km radius

Comments

IMPORTANT FOR WATLINGTON COMMUNITY - IT'S LIFE LINE. PEOPLE VISITING VETS OFFER PLANNING SHOPPING AS WELL - POST OFFICE, BUTCHER ...

The effects of an alternative route diverting through traffic away from the town centre

Comments

LESS PASSING THROUGH TRAFFIC GOING FOR M40. LESS POLLUTION IN THE CENTRE OF WATLINGTON. EASY TO DRIVE TO <sup>THE</sup> CENTRE

The availability of visitor parking near to the town

Comments

WOULD BE BETTER IF MORE PARKING SPACES AVAILABLE AS WE FOUND THAT PEOPLE PARK AT OUR (VETS) CAR PARK AND GOING TO THE SHOPS AND OUR CLIENTS CANNOT PARK.

The effect to your business of the recent "enforced" closure of the High Street

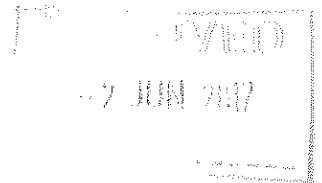
Comments

NONE.

Business Name:

Date: 30.05. 2017

# Watlington Neighbourhood Development Plan



We need your views on the following:

The value of the town of Watlington acting as a "service centre" to the settlements and communities with a 5 km radius

Comments

Huge. It is only by attracting people from the surrounding area and further field that enables the High St to survive.

The effects of an alternative route diverting through traffic away from the town centre

Comments

This will have an adverse effect at first but then it will be down to effective advertising to draw people back.

The availability of visitor parking near to the town

Comments

This has always been a problem but with changes to the rules on the car park a lot of the problem could be solved.

The effect to your business of the recent "enforced" closure of the High Street

Comments

We did see a negative impact on sales and it was more pronounced on the Deli side of the business because of the effect of the car park and the lack of drive by customers. The cafe side was still supported by locals and walkers/cyclists and therefore felt less of the effect.

Business Name

Date:

2/6/2017

Paul Holmes

# Watlington

## Neighbourhood Development Plan



We need your views on the following:

The value of the town of Watlington acting as a "service centre" to the settlements and communities with a 5 km radius

Comments

We have a lot of incoming trade from outlying villages + towns, + a few regular customers from further afield. The variety of shops/outlets is held in high regard.

The effects of an alternative route diverting through traffic away from the town centre

Comments

We have found when the through-traffic roads have been closed that our takings have suffered. We get a lot of passing trade

The availability of visitor parking near to the town

Comments

Visitor parking is very important + causes a lot of distress when the car park is full. Many people say they go elsewhere if they cannot park.

The parking restrictions need to be enforced, the car park is misused because people know they can get away with it.

The effect to your business of the recent "enforced" closure of the High Street

Comments

Because the enforced closure happened just before Easter, trade remained buoyant, but directly after the May Day Bank Holiday, the closure effects were being felt. Customers need to park + have access easily - they take their trade elsewhere if this is not available.

Business Name

Date: 03.06.17.