Our vision: a vital and viable town centre, so that Winchcombe continues to develop as a ‘market town’ and Rural Service Centre

What are the opportunities?
- An expansion of convenience every day shopping in Winchcombe town centre, with incidental benefits of increasing footfall in the area of other retail business premises

Development assumptions
- Retail, employment, social, cultural, tourist and other appropriate uses within the town centre are needed to improve its vitality and viability
- Access and environmental improvements will reinforce the attraction of the town and accessibility for disabled people
- Resist conversion of shops to residential or other non-retail uses within the core retail zone
- Winchcombe people will be better served by encouraging existing shops to expand and attracting a new food store within easy walking distance of the town centre and car parks
- Food retail developments of more than 1,000 sq m in other locations could compromise market town vitality and viability
- Car parking needs to serve retail businesses and customers well

Site-specific proposals
- Conversion of properties in North Street to retail use, in order to increase the range and choice of food and convenience goods, and realise the potential for a through route from Cowl Lane to make Back Lane car park more useful to those who want to shop in North Street
- Possible edge of town centre locations for a new food retail store and parking, subject to prior relocation of existing uses to alternative reasonably accessible (by cycle and on foot) locations
- New visitor welcome centre on front of Almsbury Barn, with new long stay car park opposite to relieve pressure on Abbey Terrace parking

Extended pavement area in front of Lloyds Bank to accommodate market stalls for local farm shops or other local (e.g. craft) businesses

Three proposed crossing points and adjustment to pavements at the Cross will create safer crossing points for pedestrians and make clear to car drivers where they need to slow down in the centre of the town. See next board.

Winchcombe & Sudeley Neighbourhood Plan

Did you know that:
- Winchcombe people do over 80% of their main food shopping outside Winchcombe…
- … but 64% of ‘top-up’ food shopping is done at the Co-op in North Street
- For their Winchcombe shopping, over 60% walk to the shops…
- …and one third drive…
- …and most who drive choose to park in North Street rather than use a car park
- A local survey suggested that more people would shop locally if there was a larger food store

QUESTION
For more shopping choice, which of the edge of town centre proposals make sense to you?
If not, what other ideas do you have to improve the shopping options locally?