

Vision for Wallingford

A town rich in heritage, with a strong and active community, looking to the future



Aims and objectives

to improve Wallingford and the life of the community by drawing up our strategy, listing the priority issues and opportunities and proposing how and by whom they should be tackled

to shape a prioritised agenda for Wallingford Town Council, and to provide justification for the need when it applies for funding and resources

to strengthen links with local community groups and local authorities by providing information to influence forward planning and the use of resources

to support the **Neighbourhood Plan**

to create a lasting improvement to the environment of Wallingford, building resilience and sustainability the community

A living document

The purpose of this document is to set out the goals to guide and focus the Council's work in the coming years years in short, medium and long terms horizons

It has been created following consultation with the community and stakeholders over the past three years

Owned by Wallingford Town Council and reviewed annually

Based upon the **Neighbourhood Plan**

Actionable in context of SODC and OCC plans / responsibilities

Vision statement

HEALTH, WELLBEING, AND COMMUNITY SAFETY: Collaborate to create supportive and safe spaces for living, working, and playing, while boosting our town centre and celebrating our arts, culture and heritage.

COMMUNITY ENGAGEMENT AND FACILITIES: Foster active community participation and ensure the development of comprehensive infrastructure to support our growing town.

ENVIRONMENT AND SUSTAINABILITY: Protect green spaces, enhance biodiversity, and promote sustainable travel to create a healthier, more vibrant environment for everyone.

Strategic Pillars to Deliver the Vision

DEVELOPING OUR VIBRANT, HISTORIC TOWN

Health, wellbeing and community safety

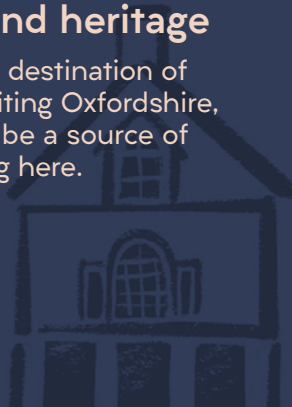
We will work with a partners to create more attractive, supportive and safe places for the community live, work and play.

Town centre, retail and local economy

We will increase the footfall in the town centre by improving links to the riverside, increasing usage of the marketplace and supporting businesses.

Arts, culture and heritage

Wallingford will be a destination of choice for those visiting Oxfordshire, and its heritage will be a source of pride for those living here.



IMPROVING COMMUNITY ENGAGEMENT AND FACILITIES

Community engagement

We will encourage participation in local issues and decision making, ensuring an active and informed community.

Community facilities

We will ensure a wide range of community infrastructure which grows in line with the towns development.



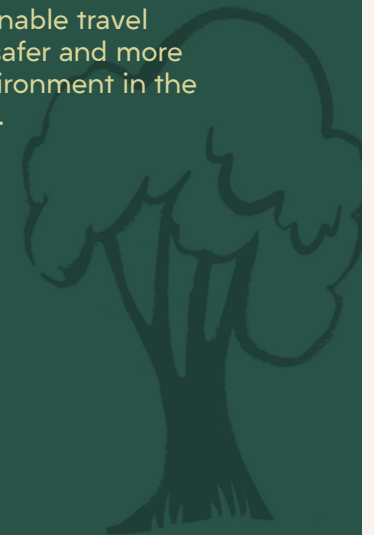
CARING FOR OUR ENVIRONMENT

Environment and sustainability

We will protect our green spaces and enhance our town to increase biodiversity and the wellbeing of residents.

Getting around

As a community, we will encourage more active and more sustainable travel resulting a safer and more healthy environment in the town centre.



Health, wellbeing and community safety

SHORT TERM

- ✓ Improved floral displays throughout the town
- ✓ Take part in **Britain in Bloom**
- ✓ The community feels more involved and aware of how council decisions are made as a result of improved communications

- Support community groups with funding applications

MID TERM

- Engagement with police to encourage a higher police presence in Wallingford
- Reduce anti-social behaviour

LONG TERM

- The majority of residents to feel that Wallingford is a thriving place to live, work or visit
- An increase in the percentage of the community who volunteer for a local organisation
- Adequate community infrastructure



Town centre, retail and local economy

SHORT TERM

- ✓ Better use of the Town Centre with more events (including on Sundays) to encourage and support tourism
- ✓ Monthly updates from the Town Council to support businesses and improve communications on events

- Develop partnerships with businesses, including networking events
- Work with ShopAppy to revitalise high street and encourage local online shopping
- Engagement Manager to sit on steering group for SODC 'Levelling Up' funding
- Bronze membership of **Tourism South East**, allowing us to showcase events in the town

MID TERM

- Soften environment of Market Place with more greenery to encourage biodiversity
- More shops and businesses open on Sundays
- Pedestrianise cobbled area in front of the Town Hall
- Encourage active travel into the town centre, working with the plans outlined in the **Neighbourhood Plan**
- Promote the Town and it's setting as a film location
- Increase weddings bookings in the Town Hall, and partner with local suppliers such as hotels, florists and restaurants

LONG TERM

- Linking in to a wider town centre access plan
- Improving links between riverside and town centre to encourage footfall by providing more welcoming signage
- Improve Market Place as a safe and welcoming environment
- Statistics from the Town Information Centre to show an increase in day visitors and group visits by coach
- Working in partnership with key retailers to encourage more sustainable ways of shopping

Arts, culture and heritage

SHORT TERM

- ✓ Increase awareness of Wallingford's history, with the Celebration of the Curfew Bell event
- ✓ Development of **Wallingford Artweeks**
- ✓ Restoration of St Nicholas Castle Ruins, with funding from **Historic England**
- ✓ Agatha Christie Statue project and weekend of events
- ✓ Town Hall open more regularly, with exhibition panels, the art collection digitised and information more accessible
- ✓ Redesign of information boards and addition of a children's trail, with community workshops facilitated by an artist

MID TERM

- Celebrating links to significant figures in Wallingford
- Bringing our heritage to life with digital interaction and augmented reality
- Town Hall to gain museum accreditation
- 'Past, Present and Future' programme — providing young people with work opportunities in the heritage sector
- Establish a heritage volunteer base, supporting the opening of the Town Hall, community engagement and conservation

LONG TERM

- A destination of choice for those visiting Oxfordshire
- Measure the impact of programmes, for example an increase to 500 visitors a month to the Town Hall
- An increase in visitors to Wallingford Museum and the Heritage Railway, with more group visits
- Statistics from the Town Information Centre to show an increase in day visitors and group visits by coach

Community engagement


SHORT TERM

- ✓ LED screens in the Town Information Centre
- ✓ New noticeboards
- ✓ More online channels used to reach a wider audience
- ✓ Website improvements
- ✓ Recruit Community, Tourism & Business Development Officer (now Engagement Manager)
- ✓ More timely access to Town Council agendas and minutes
- ✓ Website as a hub for community groups/ community group presence/ awareness

MID TERM

- Better twinned town relationships, with more themed events in the town
- Two way engagement with local community groups and schools
- Engagement with new developments

 Development of volunteer database

 Review 2023 election process and create template for future elections

LONG TERM

- Active collaboration with community groups
- Town Council is viewed as approachable by the community, with a positive tone of voice and proactive communications
- 50% turnout at the next Town Council election

Community facilities


SHORT TERM

- ✓ Improved moorings
- ✓ EV charging points
- ✓ Community Sensory Garden on New Road
- ✓ NTA Tennis court agreement Bullcroft
- ✓ **SODC Riverside Park and Pool** refurbishment and cover on pool

- Community use of empty spaces
- Work with SODC to increase bins

MID TERM


- Inclusive access to Riverside (Wallingford Accessible Boat Club)
- Bullcroft strategy – pavilion and play park
- Explore more youth facilities (Beacon project and Family Centre)

 Promote library links and adult learning

 EV charging for TC car park

LONG TERM

- Redevelopment of a community space in the Regal Centre
- Better commercial performance of Town Council assets

 Supporting core community infrastructure such as doctors surgeries

Environment and sustainability

SHORT TERM

- ✓ Sign up for Climate Emergency
- ✓ Pledge Low mow strategy
- ✓ Rewild and wildflower areas
- ✓ Queen's green canopy
- ✓ Hedging at allotments

- Encourage low carbon life style changes with 3 public climate events

- Encouraging biodiversity (including on Harwell land)
- 'Water capture' in the parks yard
- Working with **Wild About Wallingford** to plant two orchards, with a further one in Winterbrook meadows
- Coronation canopy in Rest Garden

MID TERM

- St Leonards roundabout – replant with perennial plants
- Encouraging local businesses to be more environmentally sustainable
- Ensure that the neighbourhood plan is referenced in terms of green corridors
- Connectivity with 2 national trails, (Ridgeway and Thames Path)
- Reinstate pond in the Castle Gardens

LONG TERM

- Supporting the enablement of the climate emergency strategy
- Explore sustainable energy solutions
- 🌀 Working in partnership with key retailers to encourage more sustainable ways of shopping
- 🌀 Work with OCC on traffic measures to reduce cut through traffic supporting improved air quality in former AQMA streets

Getting around

SHORT TERM

- ✓ Sustainable Travel and Transport event
- ✓ Launch of community speed watch
- ✓ 20 mile speed limit town centre
- ✓ New community car club: **Co-Wheels**
- ✓ EV charging points in public car parks

- Public consultation on pedestrianisation of cobbled area outside of the Town Hall
- Work with OCC on public footpaths – increasing accessibility

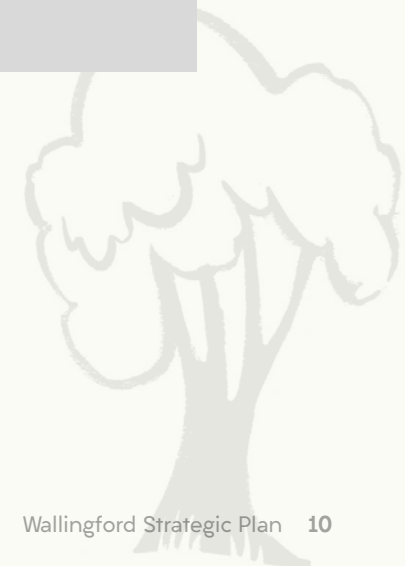
MID TERM

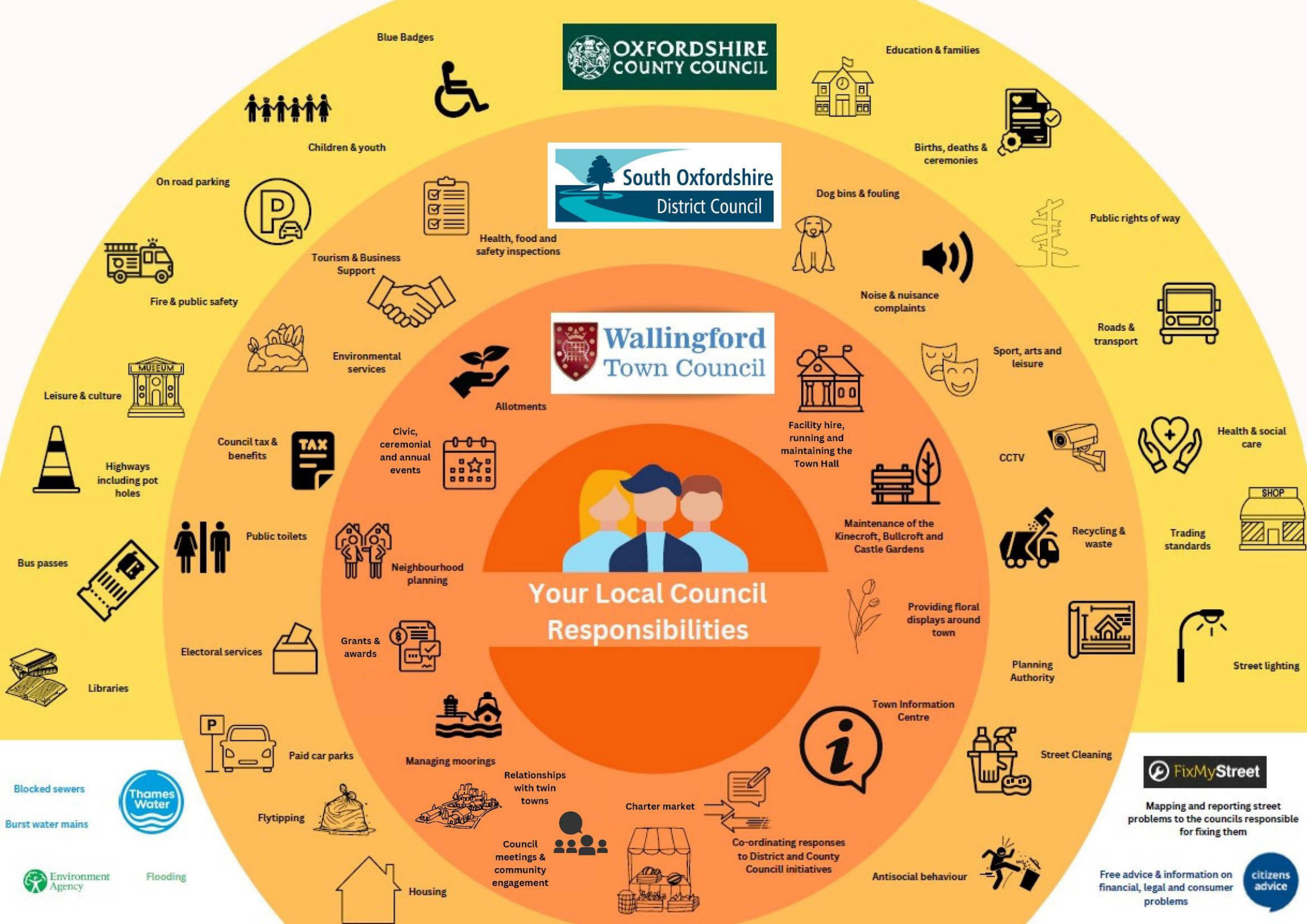
- Explore greater promotion of river use to access the town
- Liaise with new developments about access points

- 🌀 Liaising with OCC councillor on crossing at St John's road / Wallingford to Brightwell
- 🌀 Set up a working group to create a Town Centre Access strategy

LONG TERM

- 🌀 Encourage active travel and less vehicle access in to the town
- 🌀 Town centre is less congested
- 🌀 Town centre is a safer and more appealing destination for people





Summary

In summary, this strategy outlines Wallingford Town Council's commitment to fostering sustainable growth, enhancing community well-being, and improving access to facilities. The strategies and initiatives detailed are designed to address the immediate needs of our community whilst laying the groundwork for achieving our long term ambitions.

The successful implementation of this strategy is crucial for the town's future. By aligning our efforts with the community's vision and mission, we aim to create a vibrant, resilient, and inclusive environment for all residents. The anticipated outcomes will not only improve the quality of life but also ensure our town remains competitive and attractive to future generations.

Our next steps will involve mobilising resources around priority initiatives, engaging stakeholders, and initiating the outlined projects. A detailed timeline will guide our actions, and regular progress reports to Full Council will be provided to keep everyone informed and accountable.

We call on all council members and community members to actively participate in bringing this strategy to life. Your continued support, feedback, and collaboration are essential to our collective success.

We extend our heartfelt thanks to everyone who contributed to this strategic document. Together, we will achieve our goals and create a thriving future for our town.



note taking from a community engagement session