

## **The Quality of the Public Realm for Residents and Visitors**

### **OSP Public Realm Delivery Group (PRDG) - Briefing Paper and Updated Action Plan**

#### **1. Introduction**

Oxford's Sustainable Community Strategy sets an objective "to improve the public realm of the city for the benefit of residents and visitors through working in partnership across public, private and voluntary sectors".

The public realm under consideration is not just that within the city centre but across the whole of the city.

The Sustainable Community Strategy's objective of improving of the public realm covers:

- The design of the public realm: urban design and planning of streets and public space, provision of facilities in public space (bins, seats, public toilets, information points etc), public art, transport planning and pedestrian provision;
- The management of the public realm: street cleaning, public order, licensing, retail and hospitality development, transport management, soft and hard landscaping;
- The utilisation of the public realm: shopping, markets, eating and drinking, recreation and play, cultural events, sightseeing.

#### **2. Headline Issues**

The Working Group set out to explore the following questions:

- What are the headline issues in improving people's experience of Oxford's public realm?
- How do the various bodies and interests which affect residents and visitors' experiences of the public realm interact with one another – and should there be more joined up working?
- Where can the OSP add value to what is already being done by individual organisations?

A consultation seminar in Spring 2009 identified six headline issues:

- A clean and welcoming street scene in all parts of the city
- Understanding and integrating the colleges and the Universities more fully into the public realm (recognising the commercial needs and focus of the colleges and University)
- Improving transport (links and integration)
- Cultural activities in the city centre, city villages and estates
- Space to move and find way about in the centre (management of spaces)
- Enhancing the sense of place and pride in the city centre, city villages and estates

### 3. Action Plan

This action plan was adopted by the OSP at its meeting on 16<sup>th</sup> July 2009. Partners are now being asked to ensure that they are working towards these common objectives and that resources are aligned in such a way to deliver the plan

Issue	Action	Target Dates	Suggested Responsibility	Success Measures	Next Steps and Progress
<b>1. A clean and welcoming street scene in all parts of the city</b>	1.1 Bring partners together to co-ordinate a public information and education campaign with the aim of changing public behaviour on littering and disposing of rubbish	June 2010	Lead Partner: Oxford City Council Other Partners: Universities, Education bodies, County, Police, Retail sector, businesses, Civic Society, voluntary sector	Partnership branded information and education campaign started	Already underway with fixed penalty notices being introduced and publicised in Oct 09. 206 FPN issued by end of January  Signage for litter campaign now in place  Need to engage with schools through the County Council  Street cleaning gadget purchased (£120k) and washing streets 7 days a week  Gordon Reid now in post as City Centre Manager and is link to this work and the OSP PRDG
	1.2 Explore good practice from other cities (e.g. Cambridge, Chester) and bring suggestions on what could be implemented in Oxford with respect to street scene	January 2010	Lead Partner: OSP	Visits and report on good practice presented / distributed to partners for consideration	Visit to Cambridge being planned and co-ordinated for Spring  Visit to second city to be identified and planned later in the year

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	1.3 Present Street Scene Manual to working group as part of the wider consultation	September 2009	Lead Partner: City / County Councils	OSP Working Group consulted	Presentation at November meeting and update and consultation session held at January meeting. Formal response made as part of the consultation.
<b>2. Understanding and integrating the colleges and the University into the public realm</b>	2.1 Explore opportunities for the OSP (or other partnership e.g. Destination Management Organisation) to work with both universities and colleges to produce simple folder / leaflet that gives information for residents and visitors on university parks, museums and colleges	June 2010	Lead Partner: OSP Other Partners: Universities, Colleges	Leaflet produced	OSP could part fund a small information and content gathering project – to be discussed with RJ at OU
	2.2 Explore opportunities to produce a simple guide to University language (terminology used), events and timetable for the general public (visitors and residents).	June 2010	Lead Partner: Universities Other Partners: OSP, DMO	Guide produced	Link this with 2.1 above
	2.3 Explore opportunities to use the “knowledge assets” within the universities (e.g. academic research and actions on behavioural issues related to littering and rubbish above)	September 2010	Lead Partner: Universities Other Partners: OSP, City Council, County Council, Police	Research project started	Links to 1.1 above. Request help from University Psychology Departments

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	2.4 Explore good practice from other university cities (e.g. Cambridge, Durham and Leeds) and bring suggestions on what could be implemented in Oxford	December 2009	Lead Partner: OSP	Visits and report on good practice presented / distributed to partners for consideration	<p>Linked and merged with 1.2 above.</p> <p>Visit to Cambridge being planned and co-ordinated for Spring 2010</p> <p>Visit to second city to be identified and planned later in the year</p>
<b>3. Improving transport (links and integration)</b>	3.1 OSP to be updated on Broad Street and Frideswide Square plans and provide a forum for public involvement	December 2009	Lead Partner: County Council / West End Steering Group	Presentation to OSP (or Working Party) at October or December 2009 meeting	<p>Links to LTP3 and 3.2 below. SM presented to WESG in September 2010.</p> <p>DD has reported that there is a chance that the Broad Street development will move forward. An Urban Designer has joined the Frideswide Square Project Team and stakeholder consultation is taking place in Spring 2010</p>
	3.2 OSP to be briefed and consulted on Local Transport Plan 3 and the Quality Partnership Scheme and provide a forum for public involvement	March 2010	Lead Partner: County Council	Presentation to OSP (or Working Party) at January or March 2010 meeting	LTP3 presentation received at November meeting

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<b>4. Cultural activities in the city centre, city villages and estates</b>	4.1 Produce a walking guide to public art across the City (art which is publicly accessible at certain parts of the day / year)	September 2010	Lead Partner: OSP Other Partners: City Council, County Council, Universities & Colleges, Arts bodies, OI.	Guide produced	<a href="#">Link to work already being undertaken by Oxford CC's Public Arts Officer and Ruskin School of Art</a>
	4.2 Explore feasibility of partnership approach to public art commissioning In Oxford.	September 2010	Lead Partner: City Council Other Partners: County Council, Universities, OI, Arts Council.	Feasibility report presented to OSP and/or Working Group	<a href="#">SM will convene discussion with the two local authorities and the two universities</a>
	4.3 Explore production of a promotional A4 leaflet (as produced by Chester) for the City outlining the cultural offer	September 2010	Lead Partner: OSP Working Group Other Partners: City Council, County Council, OEP, Universities, Colleges	Promotional leaflet produced together with targeted distribution plan	<a href="#">Links to 5 below</a>
	4.4 Consider development priorities for festivals and events in Oxford	March 2010	Lead Partner: City Council Other Partners: County Council, OI, arts and cultural bodies, Oxford University, Arts Council, OEP.	Decision taken	<a href="#">Will be progressed in association with Oxford City Council's Cultural Strategy Action Plan</a>

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<p><b>5. Space to move and find way about in the centre (management of spaces)</b></p>	<p>5.1 Develop the story / stories of the City (see Bristol and Newcastle as successful examples)</p>	<p>September 2010</p>	<p>Lead Partner: OSP Working Group Other Partners: OI, City Council, County Council, DMO, Universities &amp; Colleges, OPT, Civic Society</p>	<p>Framework of story strands agreed</p>	<p>Local distinctiveness approach to be trialled / developed through two initial projects: 1. Wayfinder project in partnership with West End Steering Group 2. Blackbird Leys Regeneration Project</p> <p>Working towards longer-term fully funded distinctiveness strategy developed for the whole city</p>