

BUR1 – A Strategy for Burford

(Extract from WODC Local Plan 2043 – Page 122)

1) Burford will continue to serve as a distinctive service centre and key visitor destination within West Oxfordshire, valued for its exceptional historic character, cultural heritage, and setting within the Cotswolds National Landscape. The Council will support proposals that sustain and enhance Burford's social, economic, and environmental well-being, in accordance with the town's vision and strategic objectives.

2) Development proposals will be supported where they:

a) Strengthen Burford's role as a sustainable rural service and tourism centre by:

- i) Supporting the vitality and diversity of the town centre through the retention and enhancement of independent retail, hospitality, and cultural uses;
- ii) Promoting tourism that respects the town's character, improves the year-round visitor experience, and contributes to the local economy;
- iii) Encouraging initiatives that enhance the evening economy and support local arts, events, and creative industries.

b) Support sensitive, well-integrated development that meets local needs by:

- i) Prioritising the reuse of existing buildings and limited development within the built-up area;
- ii) Delivering a balanced mix of housing, with an emphasis on affordable and smaller homes suited to local people, including younger households and essential workers;
- iii) Promoting high-quality design that responds to the historic environment and landscape context, including the Conservation Area and Cotswolds National Landscape.

c) Enhance local infrastructure and sustainable transport by:

- i) Improving provision for walking and cycling, including safe links between residential areas, the town centre, and local attractions;
- ii) Supporting low-carbon transport solutions, such as community transport, electric vehicle infrastructure, and better visitor wayfinding;
- iii) Managing traffic impacts and congestion, particularly on the A361 and at the Windrush bridge, to improve safety and quality of place for residents and visitors.

iv) Improving the public transport infrastructure (bus shelters, real time information, coach parking) and car parking provision

d) Protect and enhance the town's environmental and heritage assets by:

i) Conserving and sensitively adapting historic buildings and public spaces to support sustainability and continued use;

ii) Delivering biodiversity enhancements and green infrastructure within and around the town, including tree planting, pollinator corridors, and climate-resilient landscaping; iii) Promoting high standards of environmental design, including retrofitting of historic buildings with energy-efficient technologies where appropriate.

e) Foster community well-being and inclusivity by:

i) Supporting improvements to health, leisure, education, and social care infrastructure to meet the needs of all age groups;

ii) Encouraging the use of community facilities and public spaces to strengthen social cohesion and reduce isolation;

iii) Ensuring that development contributes positively to local character, identity, and quality of life for residents. 123

3) The Council will work collaboratively with the local community, town and parish councils, statutory bodies, highway authority and tourism organisations to ensure that Burford evolves in a way that is inclusive, resilient, and aligned with its long-term role as a historic market town and rural hub within the District.

Source :

<https://www.westoxon.gov.uk/media/qf3bnn0n/wodc-local-plan-preferred-policy-options-consultation-paper-june-2025.pdf>