
Agenda Item:	Stronger Communities
Meeting Date:	Monday, 13 th July 2026
Contact Officer:	Deputy Town Clerk

The purpose of this report is to present any outstanding or urgent matters requiring the Council's consideration before the next scheduled meeting cycle in September 2026.

Current Situation

Witney Wayfinding Project – Signage (Head of Estates & Operations)

Members will be aware that, for some time, West Oxfordshire District Council has been leading a collaborative wayfinding project to deliver updated signage in and around Witney town centre. The project has been developed in partnership with local businesses and other stakeholders.

An update and requests from the WODC Market Town Officer are attached for consideration as **Appendix A** - Town Centre Wayfinding and Gateway Archway Project

Appendix B - Wayfinding Signage Specification

Appendix C - Wayfinding Signage Examples (indicative only)

Witney Wayfinding Project – Interactive Map (Communications & Comm Engagement Officer)

The Interactive Map is a Wayfinding Signage initiative being delivered through funding secured by West Oxfordshire District Council (WODC). It has been developed with input from the Witney Chamber of Commerce (WCoC) and Witney Town Council (WTC) who fed back on technical specification, accessibility and practicalities of custodianship and responsibilities. The project has now reached the tender stage.

The interactive map is intended to serve not only as a digital directory of town centre locations but also as a place-shaping tool that enhances how residents and visitors experience, navigate and engage with Witney. Its objectives include improving accessibility and legibility, increasing footfall and dwell time, celebrating the town's distinctive identity, including its markets, heritage, green spaces and riverside setting.

It will provide an intuitive user experience through configurable layers that allow points of interest to be grouped into categories such as pubs, restaurants, attractions and car parks, while also supporting curated storytelling themes including Historic Witney, Independent Shops and Green Witney. The system will enable seasonal and campaign-based content, such as events and festive activities, to be activated through the content management system without technical intervention

There are no financial or resource implications to the Council arising from the project at this stage. Members may wish to delegate authority for any further project decisions to the Deputy Town Clerk.

Impact Assessments

The Town Council has a duty to consider the effects of its decisions, functions and activities on equality, biodiversity, and crime & disorder. Consideration should also be given to effects on the environment, given the Council's Climate Emergency declaration in 2019.

- a) Equality – no direct impact.
- b) Biodiversity – no direct impact.
- c) Crime & Disorder – no direct impact
- d) Environment & Climate Emergency – Durable, sustainably sourced materials should be used where practicable.

Risk

In decision making Councillors should give consideration to any risks to the Council and any action it can take to limit or negate its liability.

Social Value

Social value is the positive change the Council creates in the local community within which it operates.

Financial implications

- The Council has no existing maintenance budget for the street scene additions should the Council approve to adopt them.
- There are no financial implications currently in respect of the wayfinding project.

Recommendations

Members are invited to note the report and consider;

1. The correspondence from West Oxfordshire District Council and agree as to how to proceed with the requests.
2. Support for the wayfinding project and consider delegation to the Deputy Town Clerk for project decisions.