

Summary of Commercial Activity Survey

Overall Summary

- The information summarised below was gathered from a questionnaire (qv), issued to all of the businesses within the parish of Shrivenham, that asked about the impact of the proposed housing development on local commercial activity.
- In general, the planned current & proposed future development in the village is mostly perceived to promise a positive effect on local businesses and their future prospects, but this is countered by considerable concerns with the 'downside' effect that is also foreseen.
- As well as the welcome prospects of business growth and expansion, there are serious caveats concerning the upgrades to the infrastructure that will be required, the need for appropriately steady (rather than dramatic or sudden) growth, the need to retain the High St as the commercial hub of the village, and the increasingly urgent need to resolve the parking issues there.
- The further details of these points, and the data underpinning them, are to be found in the figures and further summaries listed below.
- Two other points of note are i) that there appears to be no need for a new primary school – there is sufficient space and room for expansion within the present school grounds & premises to cater for a significant increase in pupil numbers, but only if adequate funding is allocated and early enough to plan & build the extra accommodation needed; ii) that there is a perceived need for better catering for youth activities in the village.

Ensuing Policy For Commercial Activity

- To promote appropriately steady growth (rather than dramatic or sudden growth)
- To retain the centre of the village and the High Street as a hub of retail and commercial activity, and as it's vibrant established centre for commercial and community activities.
- To encourage and facilitate all forms of access accordingly and appropriately to serve the above, in particular to support the increasingly urgent need to resolve the parking issues in the High Street.
- To promote harmony and co-operation amongst the various commercial enterprises, and between them and the population of the village as a whole, for the benefit of the village community and it's activities.
- To promote both the development and the sustainability of the above.

also

- To support the solutions for expanding the capacity of the primary school
- To support better facilities for youth activities in the village