Townscape analysis, that is to say the visual definition of a place, the understanding of what gives it its individual character, is a first essential if change is to enhance rather than destroy. Faversham, Kent, and Chipping Norton, Oxfordshire, are typical examples of towns whose basic structures appear never to have been understood by the planners and consequently stand in grave danger—in both cases from utterly insensitive road proposals. What the professional experts of the county are doing, is demolishing wholesale the scale and individuality of both towns—the very qualities which the local preservation societies are struggling hard to preserve.

Faversham, nine miles to the north-east of Canterbury, abutting the A2 London to Dover Road to the south and accessible by a slip road north from the M2, is the market town for a prosperous farming and fruit growing district. Hung round the neck of a navigable creek of the Swale, it is also busy in fertilizers and timber, shipbuilding and petroleum. It has a population of 13,500.

Chipping Norton is about a quarter the size of Faversham. Straddling the crossing of the A44, the A361 and the B4560 roads, this former wool town, set in the fields of Oxfordshire, is the jumping-off point for the best of the Cotswolds.

Both towns are formed around a core which is their pedestrian centre, show piece and show place in one.

**FAVERSHAM**

In Faversham (see plans A and B) the core of the town is the wedge of land hemmed in by the creek on the west and the blanket of land on the east which slowly squashes it out till creek and land meet to the north. The remainder of the town, the body, dwindles out in a sad incoherent sprawl along the west, south and south-east boundaries.

The major part of this core, Market Place, the heart of the town, is formed by the junction of West Street, Court Street and Preston Street, and where Market Place and West Street meet is the Town Hall, the focal point, 1, 2. This