

Carterton Town Council

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25th September 2024

Chair: Vacant
Vice-Chair: Vacant
Members: Cllr R Crapper, Cllr C Croft, Cllr P Godfrey, Cllr N Leverton,
Cllr D Melvin, Cllr K Wood, Cllr L Wood

You are hereby summoned to attend an ORDINARY meeting of the **ECONOMIC REGENERATION AND ENVIRONMENT COMMITTEE** on **Tuesday 1st October 2024 at 6.00pm** at the Town Hall.

Under the Openness of Local Government Bodies Regulations 2014 the Council's public meetings are recorded, which includes filming, audio-recording as well as photography.

In accordance with the council's standing orders any councillor or member of the public must inform all of those present if they wish to film, photograph, livestream or make an audio recording of meeting proceedings.

We are proud to announce that Carterton Town Council has signed the Civility and Respect Pledge. The Council will treat all Members, Officers, and members of the public, with civility and respect at all times. We please ask that members of the public do the same.

A handwritten signature in black ink, appearing to be 'SG'.

Simon Garwood
Chief Officer/Town Clerk

AGENDA

1. ELECTION OF CHAIR

MOTION: To elect a Chair of the Economic Regeneration and Environment Committee to hold office until May 2025.

2. ELECTION OF VICE-CHAIR

MOTION: To elect a Vice-Chair of the Economic Regeneration and Environment Committee to hold office until May 2025.

3. APOLOGIES

MOTION: Committee to receive apologies.

4. DECLARATIONS OF INTEREST and DISPENSATIONS

With reference to items on the agenda Members are reminded of their responsibility to declare interests and to update their Register of Interests accordingly.

5. PUBLIC PARTICIPATION

Members of the public are invited to speak on matters on this agenda. The period of time designated for public participation in accordance with Standing Orders shall not exceed 15 minutes, max. 3 minutes per person, and will be under the direction of the Chair.

6. TERMS OF REFERENCE

As this is a new Committee, the committee are asked to note the Terms of Reference which were agreed by the full council in June 2024.

7. MARKET UPDATE

Committee to receive an update on the project to develop the Market.

8. WEST OXFORDSHIRE MARKET TOWNS STUDY – CARTERTON

Committee to note the observations and recommendations for Carterton. The full study can be viewed at [Market Towns Study from 2023](#).

9. S106 MONIES

Committee to note potential funding for Economic Regeneration and Environment Projects from remaining / outstanding S106 agreements.

10. IDEAS FOR ECONOMIC REGENERATION

Committee to discuss ideas for regenerating the town centre that can be added to the work plan.

11. IDEAS FOR ENVIRONMENT / CLIMATE CHANGE PROJECTS

Committee to discuss ideas for environmental / climate change projects that can be added to the work plan.

12. DATE OF NEXT MEETING

Council to note the date of the next meeting as 4th February 2025 at 6pm.

Members of the Press and Public Welcome

Please click on any heading underlined to take you to the relevant supporting information.



Carterton Town Council
Economic Regeneration and Environment Committee
Terms of Reference

Scope of work

The Economic Regeneration and Environment Committee's purpose is to consider and advise on all matters relating to Carterton Town Council's economic regeneration plans and the wider environment of Carterton. This includes initiatives to reduce climate change and support the natural environment locally.

Membership: 7 Councillors

Quorum: 3 councillors

Political Proportionality: 3 Conservative, 2 Lib Dem, 2 Independent

Voting Rights: Councillors who have been elected to be on the committee

Substitutes: The Council may appoint substitute members to a committee whose role is to replace ordinary members at a meeting of a committee, if the ordinary members of the committee confirm to the Proper Officer at least 5 days before the meeting that they are unable to attend, and the meeting would be inquorate without a substitute.

Public participation: Members of the public will be invited to committee meetings regularly via platforms such as Facebook, the Council website, and Council noticeboard. All meetings to have a published agenda.

Members of the public can be a member of the Committee but will not have voting rights. Appropriate persons can be invited to attend meetings where applicable.

The public only have the right to speak at the Committee meetings in the public participation section, or if invited to do so by the Committee Chair. There will be an item towards the start of each meeting for an 'open meeting' where the public can make representations to the Committee on the business to be transacted in accordance with the rules for meetings within the standing orders.

Meetings: Meetings are to be held three times a year / every four months, or as and when required depending on economic regeneration and environment work and deadlines. Where possible, a schedule of meetings and economic regeneration and environment topics to be scheduled and circulated to Members and the public.

The Clerk will ensure that an agenda is published for each meeting giving at least 3 clear working days' notice. The minimum 3 clear working days does not include the day on which the agenda was issued or the day of the meeting.

The Clerk will ensure that minutes are taken for each meeting and published appropriately. The draft minutes will be circulated to all committee members for approval at the following meeting.

Economic Regeneration and Environment Committee Business

The Economic Regeneration and Environment Committee is an advisory committee with responsibility for the following:

Economic Regeneration:

- To help ensure the regeneration of Carterton including economic development, physical improvement, training and education, and neighbourhood strategy bringing together representatives from the local public, private and third sectors to promote the development of a vision for the town.
- To work together in creating the right conditions for investment to help create a vibrant town centre where people want to live, work, shop, relax, or visit.
- To help ensure the town centre remains vibrant.
- To help ensure the market grows and remains vibrant.
- To measure success of regeneration which has led to improvements, which in turn have improved social and economic security.
- To devise an economic strategy.
- To promote local heritage and help maintain or enhance the identity of the town.
- To engage with stakeholders and landowners in seeking to bring forward proposals to redevelop / refurbish key opportunity sites and buildings.
- To develop a more unified and coordinated approach to the marketing and promotion of the town.
- To engage and listen to the local business community and residents.
- To support opportunities for additional retail activities e.g. Farmers Market.
- To provide online visitor information for the Council website and social media.

Environment:

- Climate emergency Action Planning: To devise a strategy and promote projects that tackle carbon emissions and encourage biodiversity management/enhancement.
- Develop, maintain and monitor plans and policies such as a Climate Change Plan and an Emergency Plan.
- Influence planning applications where possible.
- Work with local statutory partners, WODC and OCC, and reach out to local, regional and national charities / organisations to develop environmental initiatives.
- Map the environmental achievements of the town e.g. energy efficiency, carbon reduction.
- Develop Environmental projects and community events in liaison with the Events Committee.
- To work with the Grants Committee to ensure that external funding is investigated before committing to any expenditure.
- To assist Council in developing strategic objectives with regards to the environment.

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Market Update

Carterton has a long history of being a market town and in the 80's and 90's, we had a large busy market which brought people into the town from miles around. Sadly, with the huge increase in online shopping markets are becoming a shadow of their former selves.

A small group of councillors, with support of volunteers from the Events Working Group have been actively trying to grow and regenerate our market. Having a successful, thriving market will encourage more people into the town which in turn will have a positive impact on our other local businesses.



Town Councillors Martin McBride, Liz Wood and Kathy Godwin give out balloons on the market

Love Your Market!

Since we started our Love Your Local Market initiative, we have had some new stalls join the market. Ali, sells a mix of Turkish and other Middle Eastern cuisine, including olives, samosas, Lebanese bread and baclava. The Spud Shack serves Jacket Potatoes, Toasties and Sandwiches and a selection of snacks and hot and cold drinks, while Sarah comes once a month with her delicious homemade jams and preserves.

We have also had several small businesses, community groups and charities booking an occasional stall including the WI, Resin Jewellery by Hayley, RSPB, Forever Living

Products, Avon, Save the Children, Oriflame, Royal Airforce Association and Guide dogs.

Liz Taylor who runs a small business said “I really enjoyed last week and can’t wait to be there again. Bringing the community together is amazing.”



Liz Taylor: Forever Living Products

Market Events

To encourage more people to try the market, and introduce a new and younger generation, we have been running a series of free children’s activities during the school holidays and several other successful events throughout the year.

October

Children decorated pumpkin suncatchers and searched for autumn pictures hidden in the square. We had over 90 children taking part and good fun was had by all.

December

At Christmas, we were supported by the Witney Lions who ran a Santa's grotto while the children made Christmas decorations. Although the weather was dreadful lots of people still managed to come out and visit us.



Town

Councillors Robin Brooks (he is hiding behind Santa), Kathy Godwin and Liz Wood with volunteer Hazel Black get dressed up to run a "Love your Local Market" event at Christmas.



Saxophony bring some Christmas cheer at our Love Your Local Market event

February

We decorated kindness stones and the children hid them around the town.



Volunteer Chris Stanley and Councillor Robin Brooks set up the rock painting activity.



Some creative rock designs from local children

April

We potted sunflowers and ran an Easter egg hunt around the market square, and in May we made D Day Lanterns and linked it to our D Day 80 event to commemorate 80 years since the D Day landings.



D Day Lanterns to commemorate 80 years since the D Day Landings

August

We ran a series of different craft activities and the children enjoyed tracking down our fairy door, each week, and discovering which trader was behind the door.



Our Fairy Door



Ian the Baker, poses with the Fairy Door



We were also joined by a couple of young people who entertained everyone with their singing.

If anyone has any ideas for supporting and regenerating the market and town please let us know, we also welcome volunteers helping with the activities.

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West Oxfordshire Market Towns Study

Carterton

With a relatively large surrounding population of approximately 16,000, Carterton plays the predominant role of a local centre, serving the day to day needs of the surrounding area, although does not attract a significant proportion of visits from further afield due to the superior appearance of key surrounding towns. The core town centre comprises approximately 60 units situated around a crossroads and our audit of ground floor business uses in March 2023 indicated the use mix shown in the table at Appendix 2.

The overall town centre streetscene is not particularly notable and, of the West Oxfordshire towns, has a significantly different feel, being much less traditional in overall form. Carterton has strong links to the nearby RAF Brize Norton and therefore has a significant turnover of residents within the immediate catchment due to the fluid nature of military postings. The town centre is also relatively isolated from main roads and lacks tourist attractions, making it an anomaly amongst the towns studies. Carterton is however considered to have potential for improvement.

As part of the study, our team paid site visits to Carterton and the following summarises the qualitative information regarding the overall feel of the town centre which the team took from our site visits and we would again emphasise that this represents the views of the team and is therefore not supported by scientific data:

 COMPROMISED PUBLIC REALM DUE TO POSITION FOCUSED ON MAIN CROSSROADS	 EASE OF PARKING COMPROMISED BY LIMITED NUMBER OF PARKING SPACES	 GENERALLY UNREMARKABLE ARCHITECTURE
 LIMITED NUMBER OF SHOPS AND FACILITIES	 LIMITED VISITOR INFORMATION AND WAYFINDING SIGNAGE	 LITTLE PUBLIC ART
 REASONABLE PROPORTION OF INDEPENDENT BUSINESSES	 RELATIVELY GOOD STREET DRESSING AND PLANTING	 RELATIVELY MODERN SMALL TOWN CENTRE FEEL

Source Heartflood Ltd

The qualitative information which the team took from our site visits leads to the suggestion of possible improvements in Carterton and we would suggest that these issues are considered in partnership with local businesses and organisations to develop what are locally considered to be the most appropriate interventions:

- Car parking is somewhat compromised by the layout of the centre and the relatively low number of overall parking spaces, meaning that trade may be being lost
- There is relatively little evidence of public art and this could greatly enhance the overall central streetscene
- Once within the central area, there is relatively little visitor information or wayfinding signage, although the nature of the town as a service centre for the immediate area might make these factors less of a priority

Carterton stakeholder feedback

The project involved contact with a range of stakeholders and, when asked for their views on the town centre, businesses and members of the public identified issues such as increased events, a greater number of bars or restaurants and economic investment as being factors which could increase visitor numbers.

We found no evidence of a partnership-driven place management function, such as a Town Centre Partnership or Town Team currently active in the central area and consider that this is something which would bring a range of benefits to Carterton, particularly in working in a complementary manner to established local groups, such as the Chamber of Trade and Commerce.

Carterton survey analysis

A total of 121 survey responses were received for Carterton and 7 of these were returned from businesses or organisations, with a further 114 being returned by members of the public.

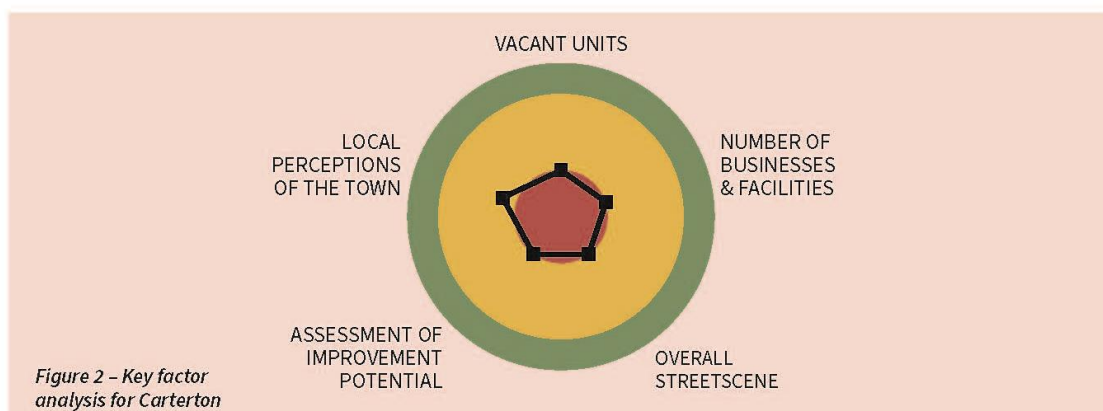
Based on the survey responses which rated it as either excellent or good, Carterton is currently viewed by the public most positively as a service centre, as a place to dine out and as a retail centre. It is regarded well by consumers as a retail destination and a place for dining out, although less so as a place which provides services to the surrounding area. It is viewed relatively negatively by the public as a hub for professional services.

On a similar basis, Carterton is currently viewed by businesses most positively as a place for dining out and a place which provides services to the surrounding area. It is viewed reasonably well by businesses as a professional services hub and a leisure destination and viewed relatively negatively as a retail centre. It is viewed most negatively by businesses as a place for day trips and the detailed analysis of the survey responses from both businesses and consumers is shown as Appendix 3 of this report.

The following diagram summarises an analysis of the survey responses to provide a position diagram for Carterton, with the factors closest to the centre of the diagram indicating concerning factors and those towards the boundary indicating better performance. In this sense, it can be seen that Carterton is viewed negatively in all categories.

Improvement priorities for Carterton

When considering proposed interventions for Carterton, we have completed a thorough assessment using both our experience and knowledge gained in over 100 places, as well as the feedback



provided from a range of residents and stakeholders. We would therefore advise seven main recommendations for Carterton, as follows:

1. Form and support a robust and independent Carterton Town Centre Partnership or similar place management entity to oversee a range of ongoing improvements. This type of partnership approach is proven to result in the most appropriate bespoke improvement activities and to maximise the economic benefits of partner involvement.
2. Agree and oversee a clear and achievable initial plan of improvements, to focus on the following recommended activities.
3. Work with a number of key venues, local partners and the community to develop a range of events to both involve and promote Carterton food & drink venues.
4. Support increased business to business communication and provide advice on business growth and support.
5. Implement marketing and promotional campaigns for Carterton, to include the development of a visitor website.
6. Fully involve all tiers of Local Government and wider public sector bodies as active participants in the ongoing improvement plans for Carterton.
7. Develop and maintain a clear and robust set of performance indicators to monitor the vitality of Carterton and also create systems to ensure delivery of any improvement activities. Town centre indicators would be likely to include monitoring pedestrian footfall and vacant unit levels.

Our observations of Carterton, combined with the stakeholder feedback we have received indicates that the above recommendations will need to be carefully reviewed and evaluated, especially given that funding is currently available for improvements. In this sense, we are very confident that the formation and support of a partnership structure could be relatively easily achieved and that a range of high-impact improvements could be enacted.

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AGENDA ITEM 9 – SECTION 106 MONIES

Thank you for your email. Please find below an overview of funds currently held by WODC, collected from developments in Carterton or that mention Carterton in the definition. Please note that this does not necessarily mean all these funds are available as other officers might be developing projects to spend them on. Please let us know if Carterton Town Council has any specific projects coming up that might be suitable for any of these funds and we can bring you into contact with the relevant officers.

The contributions from 15/04061/OUT (first three contributions on the list below) are definitely available for the Town Council as the legal agreement specifically mentions the Town Council as the ultimate destination once you have a project ready. Attached is the latest form to complete to request these funds. There is a spend deadline of February 2026 for these contributions.

The Health Contribution from 20/02422/FUL is for Oxfordshire Rural West primary care network. The Biodiversity Net-Gain Off-Site Contribution from 20/02422/FUL and the Monitoring Contribution from 21/00228/FUL are for the Trust for Oxfordshire's Environment.

The Sports Contribution from 21/00228/FUL has been allocated to a 3G pitch facility at Carterton Football Club.

App No	Address	Parish	Definition	Amount	Spend-By Date
15/04061/OUT	Land South Of, Stanmore Crescent	Carterton	"Street Scene Landscape Contribution" towards the improvement and provision of landscaping along Upavon Way Carterton and in the vicinity of the Site	36,880.00	04/02/2026
15/04061/OUT	Land South Of, Stanmore Crescent	Carterton	"Signage Contribution" towards the improvement and provision of signage in the vicinity of the Site	6,147.00	04/02/2026
15/04061/OUT	Land South Of, Stanmore Crescent	Carterton	"Town Centre Contribution" towards the improvement of Carterton town centre	18,440.00	04/02/2026
18/01517/FUL	Linden House, Kilkenny Lane	Carterton	"Arts Contribution" towards temporary public art activities in the vicinity of the Site for the benefit of new and existing residents	2,786.39	10/06/2032
18/01517/FUL	Linden House, Kilkenny Lane	Carterton	"Arts Contribution" towards temporary public art activities in the vicinity of the Site for the benefit of new and existing residents	2,567.00	18/03/2031
18/01517/FUL	Linden House, Kilkenny Lane	Carterton	"Sports and Recreation Contribution" towards the provision/improvement and maintenance of community sport and recreation facilities within the catchment area of the Site	21,513.00	18/03/2031
18/01517/FUL	Linden House, Kilkenny Lane	Carterton	"Sports and Recreation Contribution" towards the provision/improvement and maintenance of community sport and recreation facilities within the catchment area of the Site	22,911.16	10/06/2032

20/02422/FUL	Land East Of, Swinbrook Road	Carterton	"Public Art Contribution" towards public art projects, including creative activities and events offsite in the vicinity of the development and the wider Parish of Carterton	11,756.54	29/04/2034
20/02422/FUL	Land East Of, Swinbrook Road	Carterton	"Play and Recreation Contribution" towards the enhancement and maintenance of play/recreation areas within the Parish of Carterton	27,011.37	29/04/2034
20/02422/FUL	Land East Of, Swinbrook Road	Carterton	"Sport and Leisure Contribution" towards sport/recreation/community facilities within the Parish of Carterton	47,526.45	29/04/2034
20/02422/FUL	Land East Of, Swinbrook Road	Carterton	"Health Contribution" towards developing infrastructure in the Oxfordshire Rural West primary care network which increases capacity for care delivered to residents of the Parish of Carterton	37,563.77	29/04/2034
20/02422/FUL	Land East Of, Swinbrook Road	Carterton	"Biodiversity Net-Gain Off-Site Contribution" for the delivery of biodiversity net gain off-site to be paid to the District Council and transferred to the Trust for Oxfordshire's Environment	106,260.00	27/04/2033
21/00228/FUL	Land South Of, Milestone Road	Carterton	"Monitoring Contribution" towards costs of monitoring the implementation of this Deed	11,572.35	05/08/2030
21/00228/FUL	Land South Of, Milestone Road	Carterton	"Sports Contribution" towards the provision of sport/recreational facilities within the catchment Carterton Ward	373,195.42	26/05/2030
14/0091/P/OP	Land East Of, Monahan Way	Brize Norton	"Cemetery Contribution" towards the cost of providing a new cemetery to meet the needs of Carterton and surrounding villages	25,559.85	22/07/2031
14/0091/P/OP	Land East Of, Monahan Way	Brize Norton	"Town Centre Contribution" towards the improvement of Carterton town centre	63,899.61	22/07/2031

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