



Carterton Town Council

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30th January 2025

Chair: Cllr N Leverton
Vice-Chair: Cllr L Wood
Members: Cllr R Crapper, Cllr C Lincoln, Cllr D Melvin, Cllr S Vaughan, Cllr K Wood,

You are hereby summoned to attend an ORDINARY meeting of the **ECONOMIC REGENERATION AND ENVIRONMENT COMMITTEE** on **Tuesday 4th February 2025 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.

Simon Garwood
Chief Officer/Town Clerk

AGENDA

1. APOLOGIES

Committee to receive apologies for absence.

2. 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.

3. 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.

4. MINUTES OF THE PREVIOUS MEETING

MOTION: Committee to approve and sign the minutes of the Economic Regeneration and Environment meeting held 1 October 2024.

5. CARTERTON TOWN CENTRE IMPROVEMENT PLAN

MOTION: Committee to discuss and consider making a recommendation to Council to adopt the Carterton Town Centre Improvement Plan

6. S106 MONIES

Committee to receive an update on S106 monies available

MOTION: Committee to discuss and make a recommendation to Council any projects they would like to see funded by S106

7. LOCAL CYCLING AND WALKING INFRASTRUCTURE PLAN UPDATE

Committee to receive a verbal update on the Local Cycling and Walking Infrastructure Plan (LCWIP)

8. HEALTHY PLACE SHAPING PROJECT UPDATE

Committee to receive a verbal update from the Clerk on a potential project to improve health outcomes for residents by utilising green spaces

9. OCC CLIMATE CHANGE ROUTE MAP

Committee to receive an update on Oxfordshire County Council's Climate Change Route Map.

10. DATE OF NEXT MEETING

Council to note the date of the next meeting as 3rd June 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

A meeting of the ECONOMIC REGENERATION AND ENVIRONMENT COMMITTEE was held on Tuesday 1st October 2024 at 6.00pm at the Town Hall and was attended by the following:

Chair: Cllr N Leverton
 Vice Chair: Cllr L Wood
 Town Councillors: Cllr R Crapper, Cllr D Melvin, Cllr K Wood,
 In attendance: One member of the public, Cllr K Godwin
 Officers: Simon Garwood (Town Clerk)

ITEM	MINUTE	VOTE / ACTION
ERE1-2024/1	ELECTION OF CHAIR	
	MOTION: To elect a Chair of the Economic Regeneration and Amenities Committee to hold office until May 2025. IT WAS RESOLVED that Cllr N Leverton be elected as Chair.	Proposed: KW Seconded: RC All in favour
ERE2-2024/2	ELECTION OF VICE CHAIR	
	MOTION: To elect a Vice-Chair of the Recreation and Amenities Committee to hold office until May 2025. IT WAS RESOLVED that Cllr Liz Woods be elected as Vice Chair.	Proposed: KW Seconded: RC All in favour
ERE3-2024/3	APOLOGIES	
	Apologies were received from Cllr C Croft.	
ERE4-2024/4	DECLAERETIONS OF INTEREST and DISPENSATIONS	
	With reference to items on the agenda Members were reminded of their responsibility to declare interests and to update their Register of Interests accordingly.	

ERE5-2024/5	PUBLIC PARTICIPATION	
	<p>Members of the public were 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 under the direction of the Chair.</p> <p>The member of the public present did not wish to speak.</p>	
ERE6-2024/6	TERMS OF REFERENCE	
	As this is a new Committee, the committee were asked to note the Terms of Reference which were agreed by the full council in June 2024.	Noted
ERE7-2024/7	MARKET UPDATE	
	<p>The Committee received a written update on the project to develop the market.</p> <p>Cllr K Wood thanked Cllr L Wood, Cllr K Godwin, Cllr R Brooks and others for all the hard work they have been doing behind the scenes and this has resulted in an increase in the use of the market.</p> <p>Cllr R Crapper added that he had also seen an improvement and congratulated all involved.</p> <p>Cllr D Melvin also thanked the residents and volunteers who had been involved.</p> <p>Cllr L Wood thanked the team including the volunteers and stall holders.</p> <p>The Chair asked that his admiration and appreciation for the work that had been done on the market be placed on record.</p> <p>It was also acknowledged that the Jacket Potato Van had been a success and had brought more people to the market.</p>	
ERE8-2024/8	WEST OXFORDSHIRE MARKET TOWNS STUDY - CARTERTON	
	<p>The Committee received a report from West Oxfordshire District Council on a Market Town's Study that they had carried out.</p> <p>The Chair opened the discussion saying that he felt that the report was a bit of a copy and paste exercise.</p> <p>There was a discussion about S106 funds for artwork for Land East of Swinbrook Road and whether this could be used to develop children's work on the market.</p>	

	<p>The Chair asked for the general feelings of the committee towards the report.</p> <p>It was felt that people do come into Carterton to do their shopping due to the 3 large supermarkets.</p> <p>There is currently enough parking in the town centre.</p> <p>Seats in the market square are in the wrong place and there is no shelter.</p> <p>Could we have garden shed type buildings that people could sell their goods from?</p> <p>Specialist markets at weekends work well – craft markets etc.</p> <p>We need a brainstorming meeting to discuss potential projects.</p> <p>Concern that most S106 funding will go to Brize Norton Parish and Carterton will not receive enough.</p> <p>The Chair then led the discussion through the 7 recommendations in the report.</p> <p style="text-align: center;">1. Form and support a robust and independent Carterton Town Centre Partnership.</p> <p>The clerk explained that the district council are keen to work with us and other key stakeholders to work on town centre improvements.</p> <p style="text-align: center;">2. Agree and oversee a clear and achievable initial plan of improvements.</p> <p>The Chair stated that there is a need to develop a work plan and asked the committee for suggestions:</p> <p>There was a discussion about removing some of the vegetation from Tower Square to make it a more open space which could benefit the local businesses. However, we don't own the land.</p> <p>CLlr D Melvin asked whether something could be done about the overgrown trees outside of the factory shop which look untidy and are pulling up the paving.</p> <p>It was agreed that we need to make the town look better but this is never going to be a destination town like Burford.</p> <p>It was also agreed that events bring people into the town and both the D-Day celebration and the Food Market were mentioned</p>	
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as having been really good events.

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.

It was noted that G&Ts have put a lot into supporting events and the Community Builder project by WODC was referenced as a way of bringing people together, groups, assets and businesses to improve an area.

The Chair suggested we could get more information out to residents in the form of a booklet. Cllr L Wood agreed but the council had turned this down earlier in the year.

The Chair suggested that we look at getting a working group together to address development and it was suggested that we invite Brize Norton Parish Council to be party of that. The clerk will set that up.

4. Support increased business to business communication and provide advice on business growth and support.

It was stated that the 'No Pressure Networking' event was organised by Howdens on the first Wednesday of every month at Burgers and Brews.

However, the Chair said that we need to be careful as we don't have the skill set to provide advice on business growth. The Clerk will speak to WODC about getting involved in an advice and support role.

It was noted that they do share peer-to-peer advice and the links they make mean that they are starting to promote themselves and work together – using each other's services.

5. Implement marketing and promotional campaigns for Carterton, to include the development of a visitor website.

The Chair asked if we could look at putting a newsletter together, just a couple of pages – 'What's on in Carterton'. This shouldn't be produced by councillors but maybe the staff could produce something?

Cllr D Melvin said that the Carterton Celebrates team could be brought into this as they are looking at something similar.

Cllr K Wood suggested that the team could perhaps set up a Love your Market page on social media. The clerk explained that the team are developing a social media plan and the only question is

	<p>whether we want to set up another page or use the current town council page?</p> <p>Cllr L Wood said there is already a Carterton Market Traders page but it is controlled by someone else.</p> <p>Cllr K Wood agreed, it would be silly to set up another page but if the team could put out a notice on social media on a Monday ahead of the Thursday market that would be really effective.</p> <p>Cllr L Wood suggested we could also post it on some of the neighbouring village's sites as there are a number of people that come into the town to use the market.</p> <p style="text-align: center;">6. Fully involve all tiers of Local Government and wider public sector bodies as active participants in the ongoing improvement plans for Carterton.</p> <p>It was agreed that WODC and OCC would need to be involved in terms of funding, specialist knowledge and permissions.</p> <p style="text-align: center;">7. Develop and maintain a clear and robust set of performance indicators to monitor the vitality of Carterton</p> <p>The Chair summarised the discussion by stating that we need is a strategic plan with performance indicators.</p> <p>The Clerk agreed but felt that the recommendations in the report were basically common sense and that we were already doing them but perhaps not deliberately and so it would be helpful if we developed an action plan around these recommendations that we could measure and monitor.</p> <p>The Chair stated that we need to take responsibility for ensuring our town centre is clean and well presented. He will speak to Cllr Godwin who has already done some work networking with local businesses.</p>	
ERE9-2024/9	PROJECTS FOR S106 MONIES	
	<p>A list of S106 monies held by WODC was circulated with the Agenda. Suggestions for projects included the following:</p> <p>The Chair drew the committees attention to APP NO. 15/04061/OUT which was an £18K contribution towards town centre improvements. Maybe that could be used for some of the improvements discussed in the previous item.</p> <p>Cllr K Wood said that there was £6K from the same application</p>	

	<p>that could go towards signage for the town centre and the market.</p> <p>Cllr K Wood asked whether we could get some clarification around the definitions as it wasn't clear what a 'Street Scene Contribution' was.</p> <p>It was stated that we also need to make sure that the committees are working together and not making conflicting recommendations because the Recreation & Amenities Committee and the Road Safety Working Group were also looking at the same list of S106 funding.</p> <p>It was suggested we could replace some of the missing road signs. The clerk explained that this is the district council's responsibility, although they will only replace signs if it is requested by the town or parish council.</p> <p>It was asked whether the S106 could be used to fill in the underpass at Stanmore Crescent.</p> <p>Cllr K Wood raised the issue of the allotment fence that had been removed by developers and not replaced which means that anyone can walk onto the allotments from the neighbouring estate. Could S106 funds from App No. 18/01517/FUL be used for this purpose?</p> <p>The Chair asked whether the Play and Recreation contribution from APP No. 20/02422/FUL could be used to replace funds spent on the Empire Drive Play Park.</p> <p>The Clerk agreed to take these ideas away and come back to the committee with a list of which projects could potentially be taken forward.</p>	
ERE10-2024/10	IDEAS FOR ECONOMIC REGENERATION PROJECTS	
	<p>Committee to discuss ideas for economic regeneration projects that can be added to the work plan.</p> <p>It was agreed that this had been covered in item 8.</p>	
ERE11-2024/11	IDEAS FOR ENVIRONMENT / CLIMATE CHANGE PROJECTS	
	<p>Committee to discuss ideas for environmental / climate change projects that can be added to the work plan.</p> <p>It was agreed to defer this item as there had already been lots of discussion of potential projects in the previous items.</p>	

ERE12-2024/12	DATE OF NEXT MEETING	
	Committee to note the date of the next meeting is scheduled for Tuesday 4 February 2025 at 6.00pm.	Noted

The meeting closed at 7.47pm.

Chair: _____

Date: _____

Carterton Town Centre Improvement Plan

Objective 1. Town Centre Partnership					
Establish a Carterton Town Centre Partnership with local businesses, landlords, and community reps.					
Action	Potential Funding Sources	Milestones	Timeline	Lead Responsibility	Key Performance Indicators
Establish Partnership. Define roles, governance, and objectives.	N/A	Meeting with WODC Establish partnership & governance. First meeting & action plan.	Q2 2024 Q2 2025 Q3 2025	Town Council, District Council & Local Businesses.	Number of active members, attendance at meetings, projects delivered.

Objective 2. Initial Plan of Improvements					
Identify priority improvements (e.g. street furniture, signage, public areas).					
Action	Potential Funding Sources	Milestones	Timeline	Lead Responsibility	Key Performance Indicators
Replace 4 old notice boards and replace with new ones. Also add 2 more boards at new locations (Rock Farm and Stanmore Crescent)	UK Shared Prosperity Fund	Funding application to WODC submitted	Q1 2025	Town Council	Number of completed improvement projects, resident satisfaction surveys.
New Zip wire, Air Skier and 3 Seat Rocker at the Recreation Ground Play Park	UK Shared Prosperity Fund	Funding application to WODC submitted	Q1 2025	Town Council	

Replace broken Christmas Lights	UK Shared Prosperity Fund Christmas Lights Reserve Funds	Funding application to WODC submitted	Q1 2025	Town Council	
Tower Square. Clear shrubs and earth from around the tree and pedestrianise the space between Lynwoods Cafe and Burgers and Brews.	S106 Funds	Meeting with Owners and their Agents. Waiting to hear.	Q3 2024	Landowners & Town Council	
Remove the overgrown trees outside the Factory Shop that are pulling up the pavement.	S106 Funds	Obtain relevant permissions and quote for works.	Q2 2025	Town Council & District Council	

Objective 3. Events for Food & Drink Venues					
Develop a Carterton food & drink festival. Partner with local venues for themed events (e.g.tasting nights, farmers' markets).					
Action	Potential Funding Sources	Milestones	Timeline	Lead Responsibility	Key Performance Indicators
Carterton Food and Drink Festival on the Market Square. Selection of Food and Craft Stalls. Live Music and Children's Entertainment	N/A	Event booked with Market Square Group (MSG)	Q2 2024	Events Working Group and Town Hall Staff, Market Square Group (MSG).	Footfall at events, business revenue impact.

Regular (Annual) Food and Drinks Festival	N/A	Book event with Market Square Group (MSG)	Q1 2025	Events Working Group and Town Hall Staff, Market Square Group (MSG).	
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Objective 4. Business Communication & Support					
Create a business forum for networking & training. Provide workshops on digital marketing, funding, and innovation.					
Action	Potential Funding Sources	Milestones	Timeline	Lead Responsibility	Key Performance Indicators
No Pressure Networking Event. Breakfast on the first Wednesday of every month at Burgers and Brews.	N/A	Organised by staff at Howdens.	Q1 2024	Staff at Howdens	Number of businesses engaged, feedback from meetings.

Objective 5. Marketing & Visitor Promotion					
Launch a Carterton visitor website with business directories, events listings, and tourism highlights. Run social media campaigns.					
Action	Potential Funding Sources	Milestones	Timeline	Lead Responsibility	Key Performance Indicators
Website development grants, local advertising revenue	S106 Funding, Lottery Funding, Westhive, other Grants and Trusts.	Quotes for a website. Engagement with local businesses		Town Council	Website traffic, social media engagement, visitor numbers.
Create a new map of Carterton for residents and visitors.	S106 Funding, Lottery Funding, Westhive,	Quotes for design and supply of the map		Town Council	

	other Grants and Trusts.				
Explore the potential of a Carterton Museum – possibly a shared museum with RAF Brize Norton	S106 Funding, Lottery Funding, Westhive, other Grants and Trusts.	Form a working group / trustee group Investigate potential venues		Carterton History Group Town Council	

Objective 6. Involvement of Local Government & Public Bodies					
Hold quarterly strategic meetings with District & County Councils. Identify areas for collaboration (e.g. transport, investment).					
Action	Potential Funding Sources	Milestones	Timeline	Lead Responsibility	Key Performance Indicators
UK Shard Prosperity Fund	N/A	Applications submitted	Q1 2025	Town Council, District Council	Number of collaborative projects, funding secured.
Community Builder Project	N/A	Update received	Q1 2025	Town Council, District Council	
Healthy Place Shaping Project		Meeting with Public Health and Local Nature Recovery	Q1 2025		
Local Cycling and Walking Infrastructure Plan	N/A	Meeting with Highways Officers	Q1 2025	Town Council, County Council	

SECTION 106 MONIES

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
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
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