

Cherwell District Council

Executive

9 January 2022

Consultation & Engagement for Banbury Vision 2050

Report of Assistant Director – Growth and Economy

This report is public

Purpose of report

To establish a workstream to set a sustainable vision for Banbury town centre and its environs through to 2050. Recognising that post pandemic, the retail sector has significantly changed and for town centres there needs to be a changed dynamic. Establishing what change is required, is an essential first step in developing a new vision.

To do this it is proposed to undertake a comprehensive consultation and engagement exercise with residents, businesses, and visitors in the fourth quarter of 2022-23 which will then inform the programme going forward in 2023-24 and onwards.

The purpose of this will be to establish what is performing well, what is performing not so well, and what stakeholders would like to see more of in their town centre with particular regard to filling the void left by retail in the current and anticipated medium term future for the town.

It is expected that the initial engagement exercise will set a bar for stakeholder expectations which will then lead to the commissioning of a series of evidence bases, modelling and development appraisals to understand and inform the ability to deliver the emerging vision. An increased emphasis on more sustainability, stronger cultural offers, increased “meanwhile” uses are expected through engagement, as will stronger employment options, opening of spaces, improved connectivity, and alternative use of retail space.

1.0 Recommendations

The meeting is recommended:

- 1.1 To approve the outline programme governance arrangements for the Banbury Vision 2050 Programme Board and Terms of Reference (see Appendix 1).
- 1.2 To approve the initiation of consultation & engagement on Banbury Vision 2050.
- 1.3 To approve proceeding with the appointment of consultants for community consultation and engagement.

2.0 Introduction

2.1 The Adopted Banbury Vision and Masterplan (2015) has the following ambitions:

- To promote Banbury as the service centre of choice for the region
- To establish a strong economy
- To reduce congestion and improve accessibility
- To create a vibrant and attractive town centre
- To create high quality environments and a distinctive place to live and work
- To promote opportunities for local people

2.2 The overall aim of Banbury Vision 2050 is to provide a clear and integrated plan to respond to changing trends in retail and town centres and consumer expectations, and to provide the right offer and environment to ensure the vibrancy and resilience of the town centre over the next 30 years.

2.3 Banbury Vision 2050 will provide an in-depth understanding of the challenges the town centre faces today and, in the future, the opportunities that are available, the interventions required to ensure its long-term vibrancy and resilience and how the area can move towards being a more experience-based and people-focused town centre that provides the right offer, built environment and public realm to give Banbury a clear identity and unique selling point.

2.4 The starting point of the strategy will be an ambitious and aspirational vision that will inform the strategy and masterplan and will form the basis for future work and interventions.

2.5 To help with the development of the vision, we will embark a multi-stage process to define what Banbury Vision 2050 looks like.

2.6 Stage one of this process is the engagement of a creative organisation that will be able to lead visioning workshops, stakeholder engagement and translate the findings into an inspiring and realistic vision.

3.0 Report Details

3.1 This report is the first in a series which will update Executive on progress on the regeneration of Banbury Town Centre and its environs.

3.2 Banbury Vision 2050 seeks to provide a development and investment framework to guide the growth of the town centre up to 2050 years and will provide a framework to evaluate ideas and proposals from within the Council itself, including the use of assets and the delivery of public facilities and services. It will provide a spatial and urban design framework to guide the future planning of the town centre.

3.3 The Banbury Vision 2050 will not be a material consideration for the purposes of determining planning applications. However, its content will be used to inform the preparation of town centre policies as part of ongoing work on the Local Plan Update.

- 3.4 A community consultation and engagement exercise allows for the refreshing and reimagining of Banbury for a sustainable future. Multi-faceted public/private partnerships will be required to drive the delivery of this vision and a comprehensive engagement programme allows for the 'buy-in' of stakeholders – residents, business, third sector groups and the entire community for this future programme.
- 3.5 The governance of the programme will be key to providing the support and framework necessary to drive a cohesive programme of delivery. Outline governance arrangements will be as below with Terms of Reference for the Programme Board as in Appendix 1

4.0 Conclusion and Reasons for Recommendations

- 4.1 This report is the first of a series which will update Executive on Banbury Vision 2050 progress to March 2024, and beyond.
- 4.2 Reason for recommendation 1 is that to progress the regeneration on Banbury, robust governance arrangements are required to make sure that the necessary connections and synergies are made to drive effective delivery.
- 4.3 Recommendation 2 kicks starts the conversation and process of ensuring the 'buy-in' of the community into this future.
- 4.4 Recommendation 3 gives the authority to proceed on recommendation 2.

5.0 Consultation

The engagement proposed in this report will include comprehensive stakeholder mapping for consultation.

6.0 Alternative Options and Reasons for Rejection

- 6.1 The following alternative options have been identified and rejected for the reasons as set out below.

Option 1: Do nothing – this is not an option. Doing nothing runs the risk of not delivering on strategic priorities and Banbury not being regenerated and left behind with impaired prosperity.

7.0 Implications

Financial and Resource implications

- 7.1 Officers estimate that the commission for consultation and engagement will be c£60,000 which is available from within existing budgets. There are no additional funding requests within this report. The funding for individual projects to deliver Banbury Vision 2050 will come from designated budgets, grant funding or the

private sector, meaning that, at this stage, there is no additional call on revenue budgets, although there is currently a bid for £250,000 for 2023/24 which, if approved, will be funded from reserves.

Comments checked by:

Michael Furness, Assistant Director – Finance,
Michael.Furness@cherwell-dc.gov.uk Tel: 01295 221845

Legal Implications

7.2 There are no legal implications for this report.

Comments checked by:

Shiraz Sheikh, Assistant Director, Law & Governance, Shiraz.Sheikh@Cherwell-DC.gov.uk, Tel: 01295 221651

7.3 There will be an ongoing need for robust programme management as projects come on stream and are in delivery.

7.4 Risk: The main risk to Banbury Vision 2050 will be in not pushing forward with the vision for Banbury leading to lack of investment and regeneration.

7.5 In developing projects that will contribute to Banbury Vision 2050, risk registers will be integral to delivery and these risks will be managed through the service operational risk register and escalated to the Leadership Risk Register as and when necessary.

Comments checked by:

Celia Prado-Teeling, Performance Team Leader,
Celia.prado-teeling@cherwell-dc.gov.uk Tel: 01295 221556

Equalities and Inclusion Implications

7.6 Banbury Vision 2050 is intended to support the key objectives of the Levelling up White Paper, with the aims of creating stronger communities and increasing life chances throughout the country. The delivery of the Banbury Vision 2050 will have a positive impact in the district, in line with the commitments reflected in our Equalities and Inclusion Framework.

Comments checked by:

Celia Prado-Teeling, Performance Team Leader,
Celia.prado-teeling@cherwell-dc.gov.uk Tel: 01295 221556

Sustainability Implications

7.5 Climate change and environmental impacts will be fully considered as part of all Banbury Vision 2050 interventions and corresponding projects.

Comments to be checked by:

Ed Potter, Assistant Director Environmental Services, ed.potter@cherwell-dc.gov.uk, Tel: 0300 003 0105

8.0 Decision Information

Key Decision

Financial Threshold Met: No

Community Impact Threshold Met: Yes

Wards Affected

Calthorpe North, Calthorpe South, Easington North, Grimsbury, Hardwick East, Neithrop South, Park Road

Links to Corporate Plan and Policy Framework

Banbury Vision 2050 interventions will deliver against the following strategic priorities:

- An enterprising economy with strong and vibrant local centres
- Healthy, resilient and engaged communities
- Supporting environmental sustainability

Lead Councillor

Councillor Ian Corkin, Deputy Leader and Portfolio Holder for Regeneration and Economy

Document Information

Appendix number and title

- Appendix 1 - Banbury Vision 2050 Programme Board and Terms of Reference

Background papers

None

Report Author and contact details

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