

### Investing in Banbury – Our Strategic Vision

This strategic vision sets out how Cherwell District Council will use its own resources to enable the overall vision for Banbury and Banbury Canalside to be realised. This vision has been scoped following engagement with members from across all parties through a workshop designed to consider how the Council can directly and positively impact on improving the area and ensuring that the aspirations set out in our statutory planning documents can be enabled.

As a Council we will:

- Look to invest in key strategic sites to enable the development of Banbury and Banbury Canalside
- Look to partner appropriately with key stakeholders across the public, voluntary and private sector when investing in the area
- We recognise that whilst a financial return could be gained, there is also social value to be considered. Any decisions made will clearly value all aspects of the transaction and ensure best value is achieved
- As a Council any decisions around investment need to be affordable for the Council
- The Council will look to use our resources to enable inward investment from others and will actively seek opportunities
- Any direct investment needs to be considered in the context of the wider place and any individual project must consider place-based implications and linkages with other projects within an area that we or our partners are undertaking

This strategic vision does not replace the need for each investment decision to be considered on a business case by business case basis, but the factors above must be considered as part of that case. Decisions on whether the council allocates resources to projects must follow the Council's decision-making framework.

The Council maintains a programme management framework and any individual projects that contribute to this vision will be considered via the "Place Programme Board". This ensures that consideration is given to the wider place and growth agenda in our decisions too, including our partners ambitions.