



cherwell

A VISION

FOR LASTING CHANGE

2025 to 2030

**A modern
council
inspiring
and enabling
positive, lasting
change**

Welcome

to our vision and strategy for the future

At Cherwell District Council, we are united by an ambition to create “a modern council inspiring and enabling positive, lasting change”.

This plan is our commitment to every resident, community, and future generation across Cherwell.

Our district is blessed with natural beauty, a rich cultural heritage, vibrant towns, and peaceful rural villages. We are dedicated to supporting all our communities and creating a Cherwell that meets today’s diverse needs while preparing for tomorrow’s challenges and opportunities.

Our vision is rooted in collaboration, innovation, and action, helping us make the most of what makes Cherwell unique. We aim to ensure these assets remain a source of pride for everyone who calls Cherwell home.

Our communities expect more than just promises: they want to see real, measurable progress on the issues that matter most. This new vision and strategy is focused on delivering positive, lasting improvement in areas like quality housing, economic opportunity, environmental stewardship, and community wellbeing.

This document lays out a roadmap for achieving these goals with transparency and accountability, working closely with our residents, businesses, and partners at every step.

Thank you for joining us on this journey. Together, we’re shaping a future we can all be proud of – one that reflects the unique character and strengths of our communities, today and for generations to come.



Councillor David Hingley
Leader of Cherwell District Council

Looking ahead: A new vision for a better Cherwell

Our new vision for the future builds on these successes and sets a clear path forward. We are committed to becoming an even more inspiring council focusing on what matters most to our residents.

Cherwell: Delivering for our communities

At Cherwell District Council, we are committed to delivering for residents. This commitment goes beyond maintaining core services and is rooted in listening, innovating, and acting on what truly matters to our residents, businesses and communities. Here are some examples of what we are already working to achieve:

- Supporting residents’ wellbeing: Offering health and activity programmes that improve physical and mental health
- Sustainability at the forefront: Introducing new recycling schemes and expanding green initiatives

- Empowering our local economy: Supporting local businesses and our town centres through strategic projects
- Housing solutions for all: Delivering affordable homes and strengthening measures to prevent homelessness.
- Community support: Rolling out cost-of-living support through grants and community programmes.

These accomplishments reflect our commitment to making Cherwell a place where everyone can thrive. But we know ongoing success is about continually evolving and setting our sights even higher.

Introducing a modern council for lasting change

Cherwell District Council is dedicated to inspiring and enabling positive, lasting change for our residents and communities. Our vision is to be a modern, forward-thinking council that embraces opportunities and addresses challenges with innovation and collaboration.

Our strategy focuses on what we aim to achieve for our residents and communities, driving continued progress through four vital priorities:



Economic prosperity



Community leadership



Environmental stewardship



Quality housing and place making

Each themed priority outlines specific aims and commitments to demonstrate how we plan to enrich Cherwell for everyone.

Transforming how we work to deliver more

To help us achieve our vision, we are also transforming how we work. We are maximising the value of every pound to deliver our priorities. By being insight-driven and digitally enabled, we are making services more efficient and customer-focused, ensuring the best possible outcomes for our residents. Our staff are at the heart of this change. Empowered by a values-led, performance-driven culture, we are unlocking their potential to achieve great things. This smarter approach keeps us financially aware, responsive to community needs, and ready for the future.



Priority 1:

Economic prosperity



WE WANT TO CREATE DIVERSE, ACTIVE TOWN CENTRES AND WELCOMING, VIBRANT VILLAGES THROUGHOUT CHERWELL

Our aims

Create vibrant economic centres and thriving rural villages

We want to create diverse, active town centres and welcoming, vibrant villages throughout Cherwell. We know a strong economy starts with supporting local businesses and encouraging new ideas.

Build an inclusive and green economy

Our future economy will be inclusive, offering opportunities for all residents while minimising environmental impact. We aim to combine economic growth with promoting eco-friendly practices and green infrastructure for lasting community benefits.



Our commitment to Cherwell

Through essential partnerships and teamwork, smart decisions and support, and new ideas and initiatives, we will create an economy that is strong

today and prepared for the future. We want all Cherwell's residents and businesses to have the opportunity to succeed, grow, and thrive.

Cherwell: A place full of opportunity and growth

Cherwell is determined to see our district make the most of its tremendous assets, be innovative and take advantage of opportunities. We want Cherwell to become an even more vibrant area with thriving town centres and lively villages. We are committed to building a robust and resilient economy that supports local businesses, brings sustainable investment, and enriches community life. We aim to create growth that benefits everyone and ensures a strong future.



Priority 2:

Cherwell: A stronger, connected community

Cherwell is committed to fostering a district where all communities are empowered and resilient. We believe in working hand-in-hand with residents to help create safe, supportive, and active communities they are rightly proud to call home. We aim to strengthen connections and promote collaboration that benefits everyone in north, south, east and west Cherwell. This includes recognising the importance of digital inclusivity and supporting access to fast, reliable broadband in our communities.



WE ARE DEDICATED TO IMPROVING HEALTH, REDUCING INEQUALITIES, AND ENHANCING THE WELLBEING OF OUR RESIDENTS.

Community leadership



Our aims

Strengthen community collaboration and resilience

We want to nurture united communities that are well-equipped and prepared to face challenges and succeed. By collaborating with local partners and residents, we will create an environment and solutions that work for all and help them thrive.

Promote health and wellbeing with a focus on inequality

We are dedicated to improving health, reducing inequalities, and enhancing the wellbeing of our residents. We intend to work closely with healthcare providers and community partners to focus on preventive measures and targeted support where it is needed most. Our goal is to develop enhanced social connections in our communities and make Cherwell a healthier place for everyone.

Our commitment to Cherwell

We will build a stronger, more resilient Cherwell by fostering partnerships, promoting health, and encouraging community involvement. We are dedicated to creating a district where people feel connected, supported, and empowered to lead healthier, happier lives.

Priority 3:

Environmental stewardship

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Cherwell: A green and sustainable future

Cherwell is dedicated to protecting the environment and addressing climate change head-on. We are committed to making and promoting choices today that will help safeguard our district for future generations. We aim to become a leader in sustainable practices, promoting a clean, green Cherwell and encouraging partners, residents and businesses to follow suit.



Our aims

Safeguard the environment and promote biodiversity

Implementing sustainable policies and initiatives and preserving our natural spaces and wildlife is vital to maintaining our environment. We will take proactive steps to ensure our ecosystems thrive and biodiversity flourishes throughout Cherwell.

Promote the circular economy of reduce, reuse and recycle to minimise waste

We will encourage practices and actions to support a circular economy that extends our products' life by reducing waste, reusing materials and products, and recycling items efficiently. Our goal is to create a culture of sustainability that benefits our communities and the environment.



WE ARE COMMITTED TO MAKING AND PROMOTING CHOICES TODAY THAT WILL HELP SAFEGUARD OUR DISTRICT FOR FUTURE GENERATIONS

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Our commitment to Cherwell

We will create a healthier, more sustainable Cherwell by prioritising environmental stewardship and climate action. Our efforts today will help ensure a greener, cleaner district where residents can enjoy a high quality of life for generations to come.



Priority 4:

Quality housing and place making

Cherwell: Building homes, creating communities

Cherwell is focused on ensuring residents have access to quality, affordable housing that meets their needs. We aim to create well-designed, sustainable communities that benefit from appropriate facilities, services, and transport to make places in Cherwell where people can enjoy living and thrive. Our goal is to encourage and enable development that enhances the quality of life for current and future generations.

Our aims

Deliver sustainable and strategic development that meets Cherwell's needs now, and in the future

We need to develop new housing that includes essential services, good transport links, and the necessary community facilities. We want to ensure that every new development is a sustainable place where people feel connected and supported now and in the future.

Achieve more high-quality, secure, and affordable housing that caters for the diverse needs of our residents

Everyone deserves a safe place to call home. We are passionate about encouraging a range of housing options, including affordable ownership, private rental, and social housing, to meet the diverse needs of our residents.



CHERWELL WILL BE A PLACE WHERE PEOPLE FEEL AT HOME IN AREAS THAT IMPROVE THEIR HEALTH, HAPPINESS AND WELLBEING TODAY AND IN THE FUTURE.

Our commitment to Cherwell

We aim to build vibrant communities that meet the needs of all residents by focusing on quality housing and the right kinds of strategic development. Through well-considered planning and collaborative efforts, Cherwell will be a place where people feel at home in areas that improve their health, happiness and wellbeing today and in the future.



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