

# **Fairford Horizon 2011-16**

**Fairford Town Council  
February 2011**



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# 1 Mayor's Statement

Welcome to Fairford Horizon.

A decade ago, Fairford undertook a 'Healthcheck' which looked at the town's environment and facilities with a view to improving the quality of life of the population. The exercise produced a programme of actions which it was hoped would improve the town for everyone. Responsibility for helping to deliver this programme was vested in 'Fairford Forward' which made some significant steps forward, replacing the moribund Chamber of Commerce with a thriving Fairford and Lechlade Business Club, supporting, with Lechlade, the production of a popular 'walks' booklet, completing surveys of footpath conditions and traffic through the town and tackling the problem of litter.

As part of its 'Big Society' agenda, the Government published the 'Localism Bill' on 13 December 2010. The Bill aims to shift power from central government back into the hands of individuals, communities and councils and gives local councils the right to shape their local areas through neighbourhood plans such as Fairford Horizon, which will, for example, enable communities to permit development – in full or in outline – without the need for planning applications. It is vital therefore, that we have a plan for Fairford which has the backing of the community to help to guide the Town Council when making decisions about the future of the town and what facilities require support and investment.

To achieve this, Fairford Town Council decided to take on the task of updating the Healthcheck and advancing the aims set out in the Action Plan. Every property in Fairford has been circulated with a list of outstanding projects with a request to rate them in importance. A team of eight volunteers has been studying the environment, economy, education, health, roads, housing aspects of Fairford and their recommendations are gathered together in this plan. The Town Council accepts that much that needs to be done comes within its own remit and because resources are limited, has prioritised the projects in the plan.

Where possible, it is hoped to achieve the aims of the plan by the Town Council working in partnership with other local authorities, voluntary bodies and the private sector. However, it will not be possible to achieve everything at once. Fairford Horizon 2016 is therefore a five-year plan which will need updating at regular intervals. It updates the town's Healthcheck, sets out the vision for the town's future prosperity and provides Fairford Town Council with a programme for further service provision.

Some of the projects identified can be implemented quickly and at a modest cost, while others may take some time to deliver and be more costly. The Town Council will 'champion' certain projects and provide support and encouragement for others. It will also check the Plan's progress to make sure that the local community is kept informed of progress and consulted on any major decisions.

It is our hope that Fairford people will regard the whole exercise as a partnership -- designed by the local community for the local community.

I should also like to extend my sincere thanks to all those who have helped with the preparation of the plan.

**Let's now put the plan into action!**

**Fairford Town Mayor**



## 2 Summary of the Plan

- 2.1 Fairford is loved and admired by everyone who lives in it. Fairford Horizon, the town's new community plan, seeks to build on the work done by Fairford Forward to maintain and enhance the town's attractiveness and improve its amenities. The 'vision' for Fairford that the plan seeks to achieve is that:
- 'Fairford will continue to be a working community that recognises the distinctiveness of the people that live, work in, or visit the area. Fairford Horizon aims to conserve Fairford's attractive environment and heritage while providing jobs, accessibility and facilities for all'.*
- 2.2 The plan sets out three goals:
- Goal 1: Maintain Fairford as a shopping and tourist destination;
  - Goal 2: Ensure that Fairford has appropriate community facilities and other services;
  - Goal 3: Ensure that Fairford is an attractive place to live and work.
- 2.3 These goals are very much in line with Cotswold District Council's strategy for Fairford.
- 2.4 Twenty eight projects have been identified that should help to achieve these goals:
- Increase the number of visitors to Fairford and their length of stay;
  - Improve Fairford's commercial potential;
  - Maintain Fairford's long term prosperity;
  - Maintain the balance between sustainable economic development and conservation of the natural and historic built environment;
  - Provide a new site for allotments;
  - Reduce the amount of litter in the town;
  - Update the town's closed circuit TV system;
  - Improve pedestrian safety in the town;
  - Take steps to minimise flooding in the south of the town;
  - Support the long term development and retention of Fairford Pre- School and Primary School;
  - Develop a Community Cohesion Programmes in conjunction with Farmor's School;
  - Develop Adult Education opportunities;
  - improve the availability of parking in the town centre;
  - Reduce the number of HGVs passing through Fairford;
  - Extend and improve the condition of footpaths;
  - Reduce conflict between cars and pedestrians;
  - Support Fairford/Lechlade footpath/cycle path;
  - Improve public transport;
  - Provision of additional affordable/social housing;
  - Improve Palmer Hall;
  - Support Fairford Community Centre maintenance;
  - Provide a new burial ground;
  - Increase public involvement in council affairs
  - Improve street furniture;
  - Improve Walnut Tree Field playground;
  - Improve community health;
  - Improve proactive youth provision;
  - Support the efforts of local sporting clubs to develop their facilities.
- 2.5 Each of these projects requires a number of actions to be taken and more details of these actions may be found in the Plan. Where projects are in the public sector, the relevant public sector body will take the lead. The Town Council will not be able to implement every project itself but will provide support and encouragement to those who do, monitor the Plan's implementation, influence future strategy and ensure that the local community's views are made known and that it is kept informed of progress.
- 2.6 Following the publication of the Plan, the Town Council will continue to act as advisors to agencies and other groups implementing the Plan. We will meet annually with our partners in the District and County Council to:
- Assess the progress being made in delivering the projects;
  - Evaluate the outputs being achieved and, where necessary set new targets; and
  - Where necessary, review and abandon projects which are unlikely to succeed.
- 2.7 The Plan will be reviewed annually and presented at a public meeting in order to:
- Keep the resident and business community informed of the progress of the plan;
  - Engage the community in any decisions on the future direction of the plan;
  - Introduce new ideas and new people to the process.

### 3 Employment, the economy and tourism

- 3.1 In 2001 unemployment in Fairford was less than half the national average and the proportion of residents in managerial, professional or technical occupations was above the national average. The proportion in sales and services, including tourism, was below average.<sup>1</sup>
- 3.2 The town has an above average level of convenience retail and service businesses and together with its historic attractions, Fairford has the Royal International Air Tattoo, the Fairford Festival and the Fairford Steam Rally to bring visitors to the town. The fact that less than the national and Cotswold average are employed in the service industries indicates that there may be scope for improvement such as extending the length of time visitors stay in the town.

#### **Project 1: Increase the number of visitors to Fairford and their length of stay**

##### *Proposed Actions:*

- 3.3 Fairford Town Council will:
- Produce, early each year, an annual summary of events in the town and publicise this on the Town Council website, in local Tourist Information Offices and in the Cotswold Water Park visitor/ second home accommodation;
  - Produce and publicise a comprehensive list of B&B, hotels, campsites and self-catering accommodation in and around the town;
  - Review the "Fairford Welcomes You" leaflet and make it widely available to residents and visitors;
  - Improve visibility and access to the Information Point/Room
  - Identify additional locations for the display of tourist information leaflets, such as St Mary's Church, the Bull Hotel and local shops and keep these locations well stocked with up-to-date information; and, where possible display 'Tourist Information' signs;
  - Prepare information for visitors to the Royal International Air Tattoo and Steam Rally to encourage additional, longer visits;
  - Consider the feasibility of employing professional PR help to publicise the town;
  - Support the establishment of a Walkers are Welcome group.

#### **Project 2: Improve Fairford's commercial potential**

- 3.4 There is a need to encourage people to shop locally and promote market activity if businesses in Fairford are to remain viable and to keep the town's economy healthy.

##### *Proposed Actions:*

- 3.5 Fairford Town Council will:
- Continue to promote Fairford and Lechlade Business Club's Food and Drink Festival, Fairford Festival; Wednesday weekly market and Christmas Market.



**Fairford Market**

#### **Project 3: Maintain Fairford's long term prosperity**

##### *Proposed Actions:*

- 3.6 Fairford Town Council will:
- Set up a system to monitor the likely impact on the local economy of reduced activity at Fairford RAF base;
  - Encourage Cotswold District Council through the Local Development Framework to pursue opportunities to provide additional employment sites and accommodation in Fairford, particularly for skilled occupations;
  - Lobby Cotswold District Council to ensure small businesses are encouraged to develop in the town;
  - Encourage a 'Shop Local' campaign.

<sup>1</sup> Census Data



## 4 Our environment

- 4.1 Fairford has retained its rural character and is a thriving, sustainable community, highly rated by its residents. To help to maintain this, measures have been taken to ensure that its built and natural environment are preserved and enhanced wherever possible. Any future development must be managed sensitively, be sustainable and in keeping with the town's rural location.

### **Project 4: Maintain the balance between sustainable economic development and conservation of the natural and historic built environment.**

- 4.2 This means monitoring developments in the eastern section of the Cotswold Water Park and pressing for balance between economic progress and maintenance of the environment.



#### *Proposed Actions:*

- 4.3 Fairford Town Council will:
- Work with Cotswold District Council to ensure that the Council protects the natural and historic built environment when planning applications are being considered;
  - Work with Cotswold District Council to include the economy/built development/environment balance and the results of other planning/biodiversity and environmental consultations in the emerging Local Development Framework;
  - Work with Cotswold District Council to ensure that nature conservation issues are borne in mind when the District Council monitors applications and responds to consultations;
  - Support Fairford Environmental Society's promotion of the national '10-10 Campaign' to reduce carbon emissions by shopping locally and

other actions;

- Work with the Cotswold Water Park Society to produce a successful bid for a Heritage Landscape Lottery grant.

### **Project 5: Provide new site for allotments**

- 4.4 There is an unfulfilled demand for allotments in the town which the Council is unable to satisfy at present. The Town Council needs to work with others to meet or fulfill this demand.

#### *Proposed Actions:*

- 4.5 Fairford Town Council will:
- Continue to seek offers of land for this purpose and work with East Cotswold Strategic Partnership and others to explore the possibility of joint provision;
  - Work with Cotswold District Council to have land allocated for allotments as a planning condition of any appropriate large-scale development;
  - Encourage a garden share scheme.

### **Project 6: Reduce the amount of litter in the town**

- 4.6 A campaign is needed to discourage use of plastic bags and fast-food containers. By reducing the number of plastic bags used and increasing the number of recycling bins, including dialogue with the community, it should be possible to reduce the amount of litter in the Town.

#### *Proposed Actions:*

- 4.7 Fairford Town Council will:
- Support the 'Recycle week campaign' in local schools;
  - Continue to press for a campaign to extend kerbside recycling;
  - Invite the Business Club to encourage members to control the issue of plastic bags;
  - Investigate the feasibility and cost of launching a local litter recycling campaign;
  - Encourage more groups to join in litter picks in the town.

## 5 A safer community

- 5.1 A significant factor in the determination of community safety is the public perception of how safe people believe themselves to be. However, this perception is not necessarily a rational one based on the crime statistics.
- 5.2 On the whole, Fairford is fortunate to be 'statistically' a safe place to live, without major crime or traffic-related incidents despite some very busy roads.
- 5.3 To improve public perception of safety, assured deterrents, safeguards and strategies can be employed which will have the real advantage of improving actual safety.

### **Project 7: Update the town's closed circuit TV system**

- 5.4 The town's hard-wired analogue system, which produced less than satisfactory pictures, has been replaced by one with the capacity to include areas not covered at present. The new installation is an Internet based system enabling remote access to recorded and live data. If an incident occurs, it can be monitored by police who can then generate an appropriate response.

#### *Proposed Actions:*

- In order that Fairford residents have confidence in the new CCTV system, it is recommended that Fairford Town Council maintains a fully functioning, up-to-date CCTV system, compliant with recent legislation, and that it is sensibly extended where required.

### **Project 8: Improve pedestrian safety in the town**

- 5.5 Fairford has a significant number of elderly residents and families with young children. There is a residential care home, sheltered accommodation, two pre-school facilities, a primary school, an 11- to 18-year old mixed comprehensive and a school catering for special educational needs. The A417 through the town in places is reduced to single-file traffic, yet there are none of the five UK designated safe crossings (Zebra, Pelican, Puffin, Toucan or Pegasus) on any road in the town. The only safe

road crossing facility is a school "lollipop" person working on restricted hours.

#### *Proposed Actions:*

- 5.6 Fairford Town Council will:

- Lobby the Highway authority, County Councillors and District Councillors to have a scheme of safer road crossings designed and implemented in the town.

### **Project 9: Take steps to minimize the risk of flooding in the south of the town**

- 5.7 There was severe flooding in the town in the summer of 2007, much of it due to the River Coln overflowing its banks. The Environment Agency originally stated that the 2007 inundation was a "one in a hundred years" event and that many of the properties were flooded by surface rather than fluvial water but this was by no means the first time some residents had suffered flooding in recent years. The Town Council has disputed the data produced and the conclusions reached by the EA and is determined that residents should not suffer again and is prepared to offer financial support over two years towards securing provision by the EA of a major flood alleviation scheme for the Coln.

#### *Proposed Action:*

- 5.8 Fairford Town Council will:

- In association with the Fairford Emergency Action Group, maintain pressure on the Environment Agency to carry out the necessary flood alleviation work to prevent further inundations and to support this with match funding if possible.

## 6 Broadening education

6.1 There are three schools in Fairford, all located at the Park Campus. These are:

- **Fairford Pre-School** - an independently run school which relies on raising funds locally. Over the past few years it has expanded its facilities but further improvements will depend on fund raising activities;
- **Fairford C of E Primary School** - a feeder school, mainly for Farmor's Comprehensive, attended by most Fairford children under 11. The school is housed in a modern building and uses other facilities at Farmor's School and at the Cotswold Dual Use Leisure Centre that is located on the same site;
- **Farmor's Comprehensive School** - has a roll of about 1100 pupils. Only about 200 live in Fairford, the rest commute from surrounding towns and villages. With a general decline in the child population, as things stand the school roll is expected to reduce by about 100 over the next two to three years. The school has a flourishing 6th form. Specialist School Status for Business Studies and Science has enabled the school to obtain funding for improved buildings and infrastructure to support these subjects. The buildings on the rest of the campus are of mixed quality. The school had hoped to obtain further funding under Government's 'School of the Future' programme but this initiative has stalled due to lack of Government funding. The school is short of playing field areas and its sports facilities are poor. One of the major Ofsted themes is Community Cohesion. Its aim is improve pupils' knowledge and understanding of their community. This has given added impetus to Farmor's School as the model for Business School specialist status also envisages and encourages closer links with the local business community and adult education. It is in this area that the Fairford Horizons 2016 initiative could have an important part to play.

### **Project 9: Support the long term development and retention of Fairford Pre-School, Primary School and Farmors School**

6.2 Fairford has an aging population. If the town is to maintain a balanced community, it is essential that

Fairford is able to attract young families to the area. The existence of the Pre-School and the Primary School and Farmors School are important prerequisites for this.

#### *Proposed Actions:*

6.3 Fairford Town Council will:

- Through the planning process, support the long-term balanced development of the town.

### **Project 10: Develop a Community Cohesion Programme in conjunction with Farmor's School**

6.4 There is no doubt that the gap in understanding between the young people of the town and the older generations must be recognised. Programmes need to be developed to help improve understanding on both sides and to forge closer links. Youngsters will have respect for their community environment only if they understand it and feel part of it.

#### *Proposed Actions:*

6.5 Fairford Town Council will:

- Involve community professionals in running/taking part in inter-curricular activities.

### **Project 11: Develop Adult Education Opportunities.**

6.6 Farmor's School is actively looking at building up its adult education capabilities. It currently runs a very successful 'Women in Business' course although central funding has recently been withdrawn. It is important to identify those areas of education that would be of most interest to the community and to investigate ways in which such courses can be supported and funded.

#### *Proposed Actions:*

6.7 Fairford Town Council will:

- Initiate discussion with Farmors about potential courses that could be provided if funding could be made available.
- Work with the U3A to ensure a continuation of its work with older residents.



## 7 Transport

- 7.1 Because of its position on the A417, transport issues are of particular importance to Fairford. Some of the largest vehicles using UK roads can be seen on the A 417 and contribute to the damage to the road surface. The section between Coln House School and the Police Station is effectively single lane for much of its length, yet carries heavy traffic.

### **Project 13: Reduce the number of HGVs passing through Fairford**

#### *Proposed Action:*

- 7.2 Fairford Town Council will:

- Lobby the County Highways Authority, the Chief Constable, County Councillors and district councillors to have a comprehensive traffic survey undertaken and traffic management scheme designed and implemented in Fairford which will divert HGVs from using the town centre as a through route.



***The Busy A417 in Fairford***

### **Project 14: Review parking provision in the town centre**

- 7.3 There are 19 parking spaces, three for disabled use but sometimes used by able drivers, in front of the Bull Hotel. There are more spaces on the east of the Square and in the High Street, some with restricted waiting. The free car park is well used but rarely full. Following representations from town centre residents, the Town Council is piloting a scheme whereby no parking restrictions will apply. Parking enforcement has been abandoned - until the signs comply with legal requirements. The scheme will be reviewed after one year.

#### *Proposed Action:*

- 7.4 Fairford Town Council will:

- Monitor the situation arising out of the trial

period during which no restrictions apply.

- Seek to improve the surface of the free car park.

### **Project 15: Footpath improvements**

- 7.5 The pavement between the cricket ground and primary school, used largely by children and their parents, is developing a significant camber as the unsupported inside of the path is falling into the ditch. The narrow footpath beneath the room overhang of the White Hart development remains a hazard as the character of the main road at this point and on the bridge brings very large vehicles very close to pedestrians.

#### *Proposed Action:*

- 7.6 Fairford Town Council will:

- Continue to bring these dangers to the attention of the County Highways Department requesting that they be addressed as soon as possible.

### **Project 16: Reduce conflict between cars and pedestrians**

- 7.7 The schools entrance in Leafield Road poses severe problems at times despite the operation of staggered hours.

#### *Proposed Action:*

- 7.8 Fairford Town Council will:

- Discuss with the Highways Authority and the Ernest Cook Trust the possibility of increasing the use of the access road behind the Sports Centre.

### **Project 17: Support for Fairford / Lechlade cycle path**

- 7.9 New cycle routes are being designated in most counties and national cycle routes exist in Oxfordshire and Gloucestershire. The A417 remains a dangerous road for cyclists.

#### *Proposed Action:*

- 7.10 Fairford Town Council will:

- Continue to support local efforts to progress a Fairford to Lechlade multi-use cycle/ footpath.

## 8 Community considerations

- 8.1 There is a number of issues which directly affect the well-being of the Fairford community including the provision of affordable housing, the future of the Palmer Hall and the new Community Centre, the need for a new burial ground and public involvement in Council affairs.

### **Project 18: Provision of additional affordable / social housing**

- 8.2 For the town to thrive young people and families need to be able to afford to live here. The need for affordable social housing and homes to rent in Fairford is already well documented, but possible sites that conform to planning regulations remain elusive. A district wide Housing Needs Survey has just been completed, which has found an annual housing need of 119 for Fairford. This represents 13.8% of the entire need in the district.

- 8.3 Apart from various sites that are currently being advanced for free market housing, there are no confirmed sites capable of providing any more than a handful of affordable homes through infilling.

#### *Proposed Actions:*

- 8.4 Fairford Town Council will:
- Encourage Cotswold District Council through the Local Development Framework to ensure that affordable/social housing continues to be available in Fairford, in turn ensuring support for local schools;
  - Continue to press for more such accommodation, publicising the need and lobbying by all available means;
  - Actively maintain pressure on Cotswold District Council to ensure that any future development includes affordable and social housing

### **Project 19: Palmer Hall**

- 8.5 Palmer Hall is well used by the local community but it requires a certain amount of upgrading;

#### *Proposed Action:*

- 8.6 Fairford Town Council will:
- Provide financial support to help funding applications by the Hall charity.

### **Project 20: Fairford Community Centre maintenance**

- 8.7 As part owners of Fairford Community Centre, the Town Council has a responsibility for maintaining the fabric of the building, and, by extension, wants to ensure the long-term success of the building. All parties agree that grant support will taper off over the next five years with the centre management taking the strain by commercial means. However, it is important that the council remains prepared for exceptional costs along the line.

#### *Proposed Action:*

- 8.8 Fairford Town Council will:
- Allocate for unexpected maintenance costs for the Community Centre in its budgeting.

### **Project 21: New burial ground**

- 8.9 The discovery of extra spaces at the existing churchyard has removed the urgency of buying land for additional plots. However, the Town Council has been granted an option by the Ernest Cook Trust to buy a new site. Best estimates are that the new plot will not be needed for another ten years.

#### *Proposed Action:*

- 8.10 Fairford Town Council will:
- Keep its options open with the Ernest Cook Trust to obtain a site for a new burial ground.

### **Project 22: Public involvement in council affairs**

- 8.11 The council's intention to serve the community to maximum effect will mean it places increasing importance in involving the public in its affairs.

#### *Proposed Action:*

- 8.12 Fairford Town Council will:
- Investigate additional ways in which it can involve the community in its affairs including:
    - Maintaining and developing the council's publicity outlets such as the Newsletter and the web site;
    - Inviting non-councillors to take part in some of its committees or sub-committees such as a new Playing Fields Committee;

- Establishing a Junior Parish Council to meet at regular intervals and make suggestions to the council.

### **Project 23: Improve street furniture**

- 8.13 Although Fairford is quite well provided with public benches, notice boards and bus stops, there are gaps that need to be addressed.

#### *Proposed Action:*

- 8.14 Fairford Town Council will:
- Carry out an audit of all street furniture and arrange a costed programme for its repair and improvements over the next two years.

### **Project 24: Walnut Tree Field playground**

- 8.15 Fairford Town Council took over responsibility for running the play area in May, 2010. The land is leased from the Ernest Cook Trust.

#### *Proposed Actions:*

- 8.16 The council will seek to maintain it as a safe play area for children aged under 12 and if possible make improvements by:
- Undertaking regular safety checks of the equipment and making repairs where appropriate;
  - Encouraging parents and other members of the community to help with the maintenance of the playground and fund-raise for new equipment;
  - Ensure the playground is a bright, welcoming environment in which children can play safely.



***Walnut Tree Field Children's Play Area***

### **Project 25: Improvements to public transport**

- 8.17 The public bus service is under-used and yet with

the facility of free bus passes for pensioners the concession is there to be used by at least one section of the community.

#### *Proposed Actions:*

- 8.18 Fairford Town Council will:

- Investigate the possibility of advertising the free travel scheme to encourage greater use and ensure more services are not lost to all age-groups.
- Lobby the bus operators to provide buses at sensible times to enable workers travelling to Swindon and Cirencester to use them; continue to lobby for a bus route into Horcott.

## 9 A healthy future

- 9.1 Fairford is a ward containing 3,998 residents, of whom 2,942 claimed to be in good health, leaving 1,056 in fairly good health (829) or not good health (227).<sup>2</sup> 560 residents are living with a Limiting Long-Term illness, 14% of the total. 385 residents are providing unpaid care for others, and over 50 of those are doing so for over 50 hours each week. 75 residents are in receipt of Disability Living Allowance.<sup>3</sup>
- 9.2 Satisfaction surveys of primary care services in Fairford in 2007 and 2008 were extremely positive.
- 9.3 While the residents of Fairford are a little healthier than those elsewhere in Gloucestershire, and nationally, many people are living with significant problems. In addition, obesity has been identified as a growing national problem.
- 9.4 The Fairford Hospital League of Friends conducted a health needs review with GPs, nurses and users in 2006 / 2007 which resulted in the identification of foot care and palliative care as important needs, which have been subsequently provided. An update of this exercise for Fairford Horizon presently has resulted in exercise opportunities being identified as an area for potential action.
- 9.5 The partnership between Cotswold District Council and Farmor's School provides indoor sport activities, groups based through the U3A provide outdoor exercise through walking groups and includes a gym and healthy living programme run in conjunction with the Surgery. There may be a need though for lower level outdoor exercise - walking or cycling - for those not wishing to work out in a gym, and / or not able to keep up with fitter groups.

### Project 25: Improve community health

#### *Proposed Actions:*

- 9.6 Fairford Town Council will:
- Support the conclusions of the Fairford Hospital League of Friends health needs review and any actions that flow from it;
  - Support the partnership between Cotswold District Council, Farmor's School and the efforts

of U3A and investigate the possibility of working with 'Walkers are Welcome' to develop lower level exercise activities.

- Encourage the formation of a Fairford group to become members of the Walkers are Welcome organisation.



**Fairford Cottage Hospital**

<sup>2</sup> Office for National Statistics

<sup>3</sup> (Information reproduced under PSI Licence C2009002811)

## 10 Special provision for young people

- 10.1 If young people are of a sporty disposition, there are many sports clubs for them to join. Likewise, there are quite a few organizations providing more formal activities like the Scouting Movement. However, it has been recognized that there is a need for more informal provision for young people where they can enjoy themselves in a more leisurely way, but in a supervised environment.
- 10.2 In view of Gloucestershire County Council's withdrawal from the provision of youth facilities, it is vitally important that the Town Council steps in to fill the void. It has budgeted to achieve this aim.
- 10.3 Greater efforts need to be made to prevent the sale, proxy or otherwise, of alcohol to, or for passing on to under-18s. Extra efforts need to be made to educate young adults in responsible alcohol use and more support is needed for programmes aimed at the reduction and eradication of substance abuse.

### ***Project 26: Improve proactive youth provision***

#### *Proposed Actions:*

- 10.4 Fairford Town Council will:
- Seek the support and involvement of all agencies and young people themselves in research to identify the recreational and activity needs of young people in Fairford;
  - Remain proactive in the community drive to preserve and enhance facilities available to young people in the town.

## 11 Sports facilities

- 11.1 Fairford's flourishing sporting clubs were invited to contribute to the Horizon 2016 exercise and painted a picture of commendable self-help achieved largely without direct financial help from the Town Council. As a matter of principle, the Council will continue to support the efforts of local sporting clubs to develop their facilities

### *Fairford Town Football Club*

- 11.2 The club provides football in the community by way of competition in the Hellenic League while making available training facilities for its own teams, those of Real Fairford and various age groups of Fairford Youth Football Club. The Football Association regularly requires facilities to be upgraded and existing facilities need constant attention. Over the last few years the club has focused on community use and with funding intends to continue to improve the availability and standards on offer. If football is to progress in the town, Fairford Town Football Club and Fairford Town Youth Football Club might consider coming together for the good of the game. A single organisation could see a way forward to the improvement of facilities and usage.

### *Fairford Rugby Club*

- 11.3 Fairford Rugby Club has developed substantially since its inception in 1997 and the senior team continues to be, very successful. The Club runs a rapidly expanding and successful junior section providing coaching and match experience to youngsters in the area. The Club does not have a permanent home and relies on the good offices of Coln House School (seniors) and Farmor's School (juniors) for pitch and changing facilities. Over the years, the Club has raised money towards providing its own facilities, so far unsuccessfully. About 3 years ago, a feasibility project team was established at Farmor's School to review outdoor sports facilities. Other clubs in the area were invited to participate in this study and the Rugby Club took an active part in the review.

### *Fairford Tennis Club*

- 11.4 In 2009, the club, which has 100 members, refurbished its two hard courts on a site leased from the Ernest Cook Trust in the Walnut Tree Field. With the help of a new committee it has revived its activities and reviewed its objectives. It has a

flourishing junior section and provides coaching sessions on Tuesday and Thursday afternoons, a Junior Club Evening on Wednesdays during the summer, a closed tournament as part of the national 'Road to Wimbledon' competition and aims to field teams in the AEGON sponsored Team Tennis in future years. Adult tennis includes fielding teams in the Gloucestershire LTA Summer League, but the main focus in the adult section is on 'social' tennis for fun and exercise.

- 11.5 Recent refurbishment of the courts has meant they are increasingly well used and the facilities will come under increased pressure as the junior section is developed. The possibility of a community combined sports facility at Fairford Park is under discussion, but discussions are at an early stage and members are reluctant to relinquish the club's prime site in favour of an arrangement where they might have to share facilities.

### *Joint Sports Centre (Sports Arena)*

- 11.6 As many of the sporting activities do not have a permanent home, the development of a facility which could be shared would be desirable for the town.

## **Project 27: Support for the efforts of local sporting clubs to develop their facilities**

### *Proposed Actions:*

- 11.7 Fairford town council will
- Encourage efforts to bring about a closer relationship between the town's football club;
  - Encourage new playing areas and joint clubhouse/ changing facilities available for use by sports clubs not having or unable to continue supporting their own independent facilities;
  - Continue to support Fairford Rugby Club's efforts to develop a permanent site;
  - Continue to support the principle of the development of a 'Sports Arena' within the town to provide facilities for clubs without access to their own.



## 12 Cotswold Local Development Framework

12.1 The Cotswold LDF Core Strategy proposes the following:

- *'Fairford is a historic market town 9 miles to the east of Cirencester. Many of the finest buildings of the town date from the 15th Century. The centre of the town is based around the triangular shaped market place and the High Street, at the northern end of which is Fairford Park - the close proximity of the High Street and parkland gives the town a distinctive quality. Fairford has expanded to accommodate a considerable amount of modern development. Nevertheless, the Town Council thinks there is a need for further development, particularly for affordable housing.'*
- *Settlement profile work, as well as dialogue with the Town Council, identified the following to be issues for the town:*
  - *Appreciation of tourism contribution towards local economy*
  - *Catering for young people*
  - *Importance of sports facilities*
  - *Commuting and school traffic from Swindon*
  - *Local community is increasingly supporting local shops*
  - *Improved links between the East and West areas of the Cotswold Water Park, through footpath links to the canal and reinstatement of the canal route*
  - *Improved bus service in terms of frequency and routes*
  - *Ensuring the attractiveness of the environment to entice people to use the local town centre*

### **Fairford towards 2030**

#### **Proposed Vision**

- *Fairford will retain its green character, with safe links to the riverside, the local footpath/cycle path network, and with Lechlade and the RAF base. The town centre will remain the focus of local retail and service provision, mainly around the Market Place, where the town centre public realm will have been enhanced.*
- *Some further housing will be needed to allow the community to grow sufficiently to help*

*maintain and develop local services and facilities, and to enable affordable housing to be provided. Local residents should have improved access to enjoy leisure opportunities at Cotswold Water Park, and a cycle link to Lechlade will be sought. As far as employment is concerned, redeveloping an existing site off London Road will be looked into - Rhymes Lane has been suggested as a possible employment site. Out-commuting will be tackled in new developments by home working facilities.*

- *Issues that will need to be addressed in connection with further development:*
  - *Road capacity along A417: the Town Council would like to see a ban on HGV's travelling through the town*
  - *Access to hospital care*
  - *Bus service; commuter journeys to be catered for*
  - *Sewerage capacity'*

## 13 Other matters

### *Working with others*

- 13.1 In preparing this plan the Council has sought the views of and/or worked with a number of public and private organizations including:
- Local bodies
  - Clubs and organisation
  - Fairford residents
  - Outside bodies

### *How the plan was developed*

#### **Step 1: Consult the community/ prepare and analyse the Healthcheck and Review existing Plans**

- 13.2 Step 1 involved carrying out and analyzing the Fairford 'Healthcheck'. It was also important to examine any proposals that Cotswold District Council, Gloucestershire County Council and the PCT had for the Town so that any proposals could be reflected in the Final Plan.

#### **Step 2: Identify the Key Issues and agree the Vision for the Plan**

- 13.3 Having analysed the 'Heathcheck' information, the key issues facing the town were identified. At this stage it was also important to agree a 'Vision' and goals for the future of Fairford so that the actions proposed in the Plan could have a focus and the effects of the actions could be measured.

#### **Step 3: Theme Group activity and partner consultation**

- 13.4 A small team was set up to investigate the Key issues and to come up with realistic projects that would go some way at least to tackling the issues identified. The partners required to implement these issues were then consulted to establish their views on the proposed projects.

#### **Step 4: Prepare the Final Draft Plan**

- 13.5 Once the comments from the potential partners were received a Final Draft Plan – 'Fairford Horizon' was prepared.

### *Steps 6 and 7: Present the Plan to the Community for approval and implement the*

### *Plan*

- 13.6 Stages 6 and 7 are perhaps the most important parts of the process. They are where the community agrees to put its weight behind the Plan and the projects in the Plan are implemented.

### *How the plan will be delivered*

- 13.7 The nature of the projects proposed in the Plan means that, where projects are in the public sector, the relevant public sector body will take the lead. It is also the case that the Town Council will not be in a position to implement every project. In these instances the role of the Council will be to provide support and encouragement for the projects, monitor the Plan's implementation, influence future strategy and ensure that the local community's views are made known and that it is kept informed of progress.
- 13.8 There are projects within the plan where the Council will take the lead and for these it will bring together the necessary public and private interests required to make the project happen.

### *How to contact us*

- 13.9 The Fairford Town Council Group involved in preparing this Plan comprised:
- Martin Harwood – Fairford Town Council
  - Caroline Mumford – Fairford Town Council
  - Joe Cusack – Fairford Mayor
  - Jim Frank – Former Town Councillor
  - Dr Roger Johnson
  - Suzanne Jones – Fairford Town Council
  - Trevor Hing – Fairford Town Council
  - Clive Watson
- 13.10 We can be contacted through Fairford Town Council  
Tel 01285 712344/713326 or by email at [clerks@fairford-tc.gov](mailto:clerks@fairford-tc.gov)

### **Our thanks**

- 13.11 We would like to thank the following people and organisations who helped in the preparation of the Plan:
- Fairford Town Football Club;
  - Fairford Rugby Club.

## 14 Project contributions to goals

Project	Contribution to Goals		
	Goal 1: Maintain Fairford as a shopping and tourist destination;	Goal 2: Ensure that Fairford has appropriate community facilities and other services;	Goal 3: Ensure that Fairford is an attractive place to live and work.
<b>Employment, the economy and tourism</b>			
Project 1: Increase the number of visitors to Fairford and their length of stay	√		√
Project 2: Improve Fairford's commercial potential	√		√
Project 3: Maintain Fairford's long term prosperity	√	√	√
<b>Our environment</b>			
Project 4: Maintain the balance between sustainable economic development and residential built development on the one hand with conservation of the natural and historic built environment on the other.	√		√
Project 5: Provide new site for allotments		√	√
Project 6: Reduce the amount of litter in the town	√	√	√
<b>A safer community</b>			
Project 7: Update the town's closed circuit TV system	√	√	√
Project 8: Improve pedestrian safety in the town	√	√	√
Project 9: Take steps to minimize the risk of flooding in the south of the town		√	√
<b>Broadening education</b>			
Project 10: Support the long term development and retention of Fairford Pre- School and Primary School		√	√
Project 11: Develop a Community Cohesion Programmes in conjunction with Farmor's School		√	√
Project 12: Develop Adult Education Opportunities.		√	√

Project	Contribution to Goals		
	Goal 1: Maintain Fairford as a shopping and tourist destination;	Goal 2: Ensure that Fairford has appropriate community facilities and other services;	Goal 3: Ensure that Fairford is an attractive place to live and work.
<b>Transport</b>			
Project 13: improve the availability of parking in the town centre	√	√	√
Project 14: Reduce the number of HGVs passing through Fairford	√	√	√
Project 15: Footpath improvements	√	√	√
Project 16: Reduce conflict between cars and pedestrians	√	√	√
Project 17: Support for Fairford / Lechlade footpath/ cycle path	√	√	√
Project 18: Improvements to public transport	√	√	√
<b>Community considerations</b>			
Project 19: Provision of additional affordable / social housing		√	√
Project 20: Palmer Hall		√	√
Project 21: Fairford Community Centre maintenance		√	√
Project 22: New burial ground		√	√
Project 23: Public involvement in council affairs		√	√
Project 24: Improve street furniture	√	√	√
Project 25: Walnut Tree Field playground		√	√
<b>A healthy future</b>			
Project 26: Improve community health		√	√
Project 27: Improve proactive youth provision		√	√
<b>Sports</b>			
Project 28: Support for the efforts of local sporting clubs to develop their facilities		√	√

## 15 Project actions, delivery, costs and timescales

Project Actions	Annual Cost						Total	Implemented by
	10/11	11/12	12/13	13/14	14/15	15/16		
Employment, the economy and tourism								
Project 1: Increase the number of visitors to Fairford and their length of stay								
<ul style="list-style-type: none"><li>Produce, early each year, an annual summary of events in the town and publicise this on The Town Council website, in local Tourist Information Offices and in the Cotswold Water Park visitor/ second home accommodation;</li></ul>								Fairford Town Council
<ul style="list-style-type: none"><li>Produce and publicise a comprehensive list of B&amp;B, hotels, campsites and self-catering accommodation in and around the town;</li></ul>								
<ul style="list-style-type: none"><li>Review the “Fairford Welcomes You” leaflet and make it widely available to residents and visitors;</li></ul>		250		250		250	750	
<ul style="list-style-type: none"><li>Identify additional locations for the display of tourist information leaflets, such as St Mary’s Church, the Bull Hotel and local shops and keep these locations well stocked with up-to-date information; and, where possible display ‘Tourist Information’ signs;</li></ul>								
<ul style="list-style-type: none"><li>Prepare information for visitors to the Royal International Air Tattoo and Steam Rally to encourage additional, longer visits;</li></ul>								
<ul style="list-style-type: none"><li>Contact travel editors of national newspapers and consider the feasibility of employing professional PR help to publicise the town.</li></ul>								
Project 2: Improve Fairford’s commercial potential								
<ul style="list-style-type: none"><li>Continue to support local markets and Fairford and Lechlade Business Club’s Food and Drink Festival;</li></ul>		150	150	150	150	150	750	FTC
Project 3: Maintain Fairford’s long term prosperity								
<ul style="list-style-type: none"><li>Set up a system to monitor the likely impact on the local economy of reduced activity at Fairford RAF base;</li></ul>								FTC
<ul style="list-style-type: none"><li>Encourage Cotswold District Council through the Local Development Framework to pursue opportunities to provide additional employment sites and accommodation in Fairford, particularly for skilled occupations.</li></ul>								FTC, CDC
Our environment								
Project 4: Maintain the balance between sustainable economic development and conservation of the natural and historic built environment.								
<ul style="list-style-type: none"><li>Work with Cotswold District Council Planning to ensure that the Council protects the natural and historic built environment when planning applications are being considered;</li></ul>								FTC, CDC
<ul style="list-style-type: none"><li>Work with Cotswold District Council to include the economy/environment balance and the results of other planning/biodiversity/environmental consultations in the emerging Local Development Framework;</li></ul>								FTC, CDC

Project Actions	Annual Cost						Total	Implemented by
	10/11	11/12	12/13	13/14	14/15	15/16		
<ul style="list-style-type: none"> <li>Work with Cotswold District Council to ensure that nature conservation issues are borne in mind when the District Council monitors applications and responds to consultations.</li> </ul>								FTC, CDC
<ul style="list-style-type: none"> <li>Support Fairford Environmental Society's promotion of the national '10-10 Campaign' to reduce carbon emissions by shopping locally.</li> </ul>								FTC, CDC
<b>Project 5: Provide new site for allotments</b>								
<ul style="list-style-type: none"> <li>Continue to seek offers of land for this purpose and work with East Cotswold Strategic Partnership to explore the possibility of joint provision;</li> </ul>								FTC
<ul style="list-style-type: none"> <li>Work with Cotswold District Council to have land allocated for allotments as a planning condition of any appropriate large developments.</li> </ul>								FTC, CDC
<b>Project 6: Reduce the amount of litter in the town</b>								
<ul style="list-style-type: none"> <li>Support the 'Recycle week campaign' in local schools;</li> </ul>								FTC
<ul style="list-style-type: none"> <li>Investigate with Cory Environmental a campaign to extend kerbside recycling;</li> </ul>								FTC, CDC
<ul style="list-style-type: none"> <li>Invite the Business Club to encourage members to control the issue of plastic bags;</li> </ul>								
<ul style="list-style-type: none"> <li>Investigate the feasibility of launching a local plastic recycling campaign;</li> </ul>								FTC
<b>A safer community</b>								
<b>Project 7: Update the town's closed circuit TV system</b>								
<ul style="list-style-type: none"> <li>In order that Fairford residents have confidence in the new CCTV system, it is recommended that Fairford Town Council unanimously endorses the development of a fully functioning, up-to-date CCTV system, compliant with recent legislation, and that it is sensibly extended where required.</li> </ul>		3000		1500			4,500	FTC
<b>Project 8: Improve pedestrian safety in the town</b>								
<ul style="list-style-type: none"> <li>Lobby the Highway authority, County Councillors and District Councillors to have a scheme of safer road crossings designed and implemented in the town.</li> </ul>								FTC
<b>Project 9: Take steps to minimize the risk of flooding in the south of the town</b>								
<ul style="list-style-type: none"> <li>Maintain pressure on the Environment Agency to carry out the necessary flood alleviation work to prevent further inundations and to support this with match funding.</li> </ul>		7500	7500				15,000	FTC
<b>Broadening education</b>								
<b>Project 10: Support the long term development and retention of Fairford Pre- School and Primary School</b>								
<ul style="list-style-type: none"> <li>Through the planning process, support the long-term balanced development of the town.</li> </ul>								FTC, CDC
<b>Project 11: Develop a Community Cohesion Programmes in conjunction with Farmor's School</b>								
<ul style="list-style-type: none"> <li>Work with the school to ensure full use can be made of available facilities.</li> </ul>								FTC, Farmors School



Project Actions	Annual Cost						Total	Implemented by
	10/11	11/12	12/13	13/14	14/15	15/16		
Project 12: Develop Adult Education Opportunities.								
<ul style="list-style-type: none"><li>Initiate discussion with Farmors about potential courses that could be provided if funding could be made available</li></ul>								FTC, Farmors School
Transport								
Project 13: improve the availability of parking in the town centre								
<ul style="list-style-type: none"><li>Monitor the situation arising out of the trial period during which no restrictions apply.</li></ul>		500	500				1,000	FTC, Glos Highways
Project 14: Reduce the number of HGVs passing through Fairford								
<ul style="list-style-type: none"><li>Lobby the County Highways Authority, the Chief Constable, County Councillors and district councillors to have a comprehensive traffic survey undertaken and traffic management scheme designed and implemented in Fairford which will divert HGVs from using the town centre as a through route.</li></ul>								FTC, GCC, CDC
Project 15: Footpath improvements								
<ul style="list-style-type: none"><li>Bring these dangers to the attention of the County Highways Department requesting that they be repaired at the earliest time.</li></ul>								FTC, Glos Highways
Project 16: Reduce conflict between cars and pedestrians								
<ul style="list-style-type: none"><li>Discuss with the Highways Authority and the Ernest Cook Trust the possibility of increasing the use of the access road behind the Sports Centre.</li></ul>								FTC, ECT, Glos Highways
Project 17: Support for Fairford / Lechlade footpath/ cycle path								
<ul style="list-style-type: none"><li>Continue to support local efforts to progress a Fairford to Lechlade multi-use path.</li></ul>		2,000	1,000		500	500	4,000	Cotswold Water Park Committee. Lechlade Footpaths Committee Lechlade Town Council and Fairford Town Council
Project 18: Improvements to public transport								
<ul style="list-style-type: none"><li>Investigate the possibility of advertising the free travel scheme to encourage greater use and ensure more services are not lost to all age-groups.</li><li>Lobby the bus operators to provide buses at sensible times to enable workers travelling to Swindon and Cirencester to use them; continue to lobby for a bus route into Horcott.</li></ul>								FTC, GCC, bus operators
Community considerations								
Project 19: Provision of additional affordable / social housing								
<ul style="list-style-type: none"><li>Encourage Cotswold District Council through the Local Development Framework to ensure that family homes continue to be available in Fairford, in turn ensuring support for local schools;</li></ul>								FTC, CDC
<ul style="list-style-type: none"><li>Continue to press for more such accommodation, publicising the need and lobbying</li></ul>								FTC, CDC

Project Actions	Annual Cost						Total	Implemented by
	10/11	11/12	12/13	13/14	14/15	15/16		
by all available means;								
<ul style="list-style-type: none"> <li>Actively maintain pressure on Cotswold District Council to ensure that sufficient sites in the town are available for possible social housing.</li> </ul>								FTC, CDC
<b>Project 20: Palmer Hall</b>								
<ul style="list-style-type: none"> <li>Provide financial support to match fund the application being made by the Hall charity.</li> </ul>	3,000	3,000	1,500	1,500	3,000	1,500	<b>13,500</b>	FTC, Palmer Hall Committee
<b>Project 21: Fairford Community Centre maintenance</b>								
<ul style="list-style-type: none"> <li>In its budgeting the Town Council will make provision for unexpected Community Centre maintenance costs</li> </ul>	1,000	1,000	1,000	1,000	1,000	1,000	<b>6,000</b>	FTC, Church, FCC Ltd
<b>Project 22: New burial ground</b>								
<ul style="list-style-type: none"> <li>Keep its options open with the Ernest Cook Trust to obtain a site for a new burial ground.</li> </ul>								
<b>Project 23: Public involvement in council affairs</b>								
<ul style="list-style-type: none"> <li>Investigate additional ways in which it can involve the community in its affairs including:</li> </ul>								FTC
– Maintaining and developing the council's publicity outlets such as the Newsletter and the web site;	2,000	2,000	2,000	2,000	2,000	2,000	<b>12,000</b>	FTC
– Inviting non-councillors to take part in some of its committees or sub-committees such as a new Playing Fields Committee;								FTC
– Establishing a Junior Parish Council to meet at regular intervals and make suggestions to the council.								FTC
<b>Project 24: Improve street furniture</b>								
<ul style="list-style-type: none"> <li>Carry out an audit of all street furniture and arrange a costed programme for its repair and improvements over the next two years.</li> </ul>		250	250				<b>500</b>	FTC
<b>Project 25: Walnut Tree Field playground</b>								
<ul style="list-style-type: none"> <li>Undertaking regular safety checks of the equipment and making repairs where appropriate;</li> <li>Encouraging parents and other members of the community to help with the maintenance of the playground and fund-raise for new equipment;</li> <li>Ensure the playground is a bright, welcoming environment in which children can play safely.</li> </ul>	3,000	3,000	1,500	3,000	1,500	1,500	<b>13,500</b>	FTC
<b>A healthy future</b>								
<b>Project 26: Improve community health</b>								
<ul style="list-style-type: none"> <li>Support the conclusions of the Fairford Hospital League of Friends health needs review and any actions that flow from it;</li> </ul>								FTC, Hospital Friends, health providers

Project Actions	Annual Cost						Total	Implemented by
	10/11	11/12	12/13	13/14	14/15	15/16		
<ul style="list-style-type: none"> <li>Support the partnership between Cotswold District Council, Farmor's School and the efforts of U3A Work and investigate the possibility of working with 'Walkers are welcome' to develop lower level exercise activities.</li> </ul>								FTC, community
<b>Project 27: Improve proactive youth provision</b>								
<ul style="list-style-type: none"> <li>Seek the support and involvement of all authorities and young people in research to identify the recreational and activity needs of young people in Fairford.</li> <li>Remain proactive in the community drive to preserve and enhance facilities available to young people in the town</li> </ul>		5,000	5,000				10,000	FTC
<b>Sports</b>								
<b>Project 28: Support for the efforts of local sporting clubs to develop their facilities</b>								
<ul style="list-style-type: none"> <li>The council encourages efforts to bring about a closer relationship between Fairford Town Football Club and Fairford Youth Football Club.</li> </ul>								
<ul style="list-style-type: none"> <li>The Town Council will continue to support the principle of the development of a 'Sports Arena' within the town to provide playing areas and joint clubhouse/changing facilities available for use by sports clubs either not having or unable to continue supporting their own independent facilities.</li> </ul>								
<ul style="list-style-type: none"> <li>The Council will continue to support Fairford Rugby Club's efforts to develop a permanent site</li> </ul>								FTC, Rugby Club
<b>Totals</b>	<b>£7,000</b>	<b>£27,650</b>	<b>£20,400</b>	<b>£9,400</b>	<b>£8,150</b>	<b>£6,900</b>	<b>79500</b>	