

Welcome to Fairford Horizon 2016

What we aim to achieve

Fairford is loved and admired by everyone who lives here. 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 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.

These goals are very much in line with Cotswold District Council's strategy for Fairford.



Twenty eight projects have been identified:-

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

- 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's, 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;
- Work with the Fairford & Lechlade Business Club to promote the town as a visitor centre;
- Improve visibility and access to the Information Office
- 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

Continue to promote Fairford and Lechlade Business Club's Food and Drink Festival, Fairford Festival; Wednesday weekly markets and Christmas Market.

Project 3: Maintain Fairford's long term prosperity

- 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.

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

- Work with Cotswold District Council to ensure that the Council keeps the economic/ environment balance in mind when planning applications are being considered;
- Work with Cotswold District Council to include the economic/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

- Continue to seek offers of land for this purpose and work 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

- 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.

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

- In order that Fairford residents have confidence in the new CCTV system, to maintain 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

- 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

- 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.

Project 10: Support the long term development and retention of Fairford Pre-School, Primary School and Farmor's School

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

Project 11: Develop a Community Cohesion Programme with Farmor's School

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

Project 12: Develop Adult Education Opportunities.

Initiate discussion with Farmor's about potential courses that could be provided if funding could be made available.

