



WEST OXFORDSHIRE
DISTRICT COUNCIL

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Name and date of Committee	Cabinet: Wednesday 22 July 2020
Report Number	Agenda Item No. 8
Subject	Naming of the Garden Village
Wards affected	Eynsham and Cassington
Accountable member	Cllr Jeff Haine, Cabinet Member for Strategic Planning Email: jeff.haine@westoxon.gov.uk
Accountable officer	Sarah Hegerty Tel: 01993 861713; Email: Sarah.hegerty@publicagroup.uk
Summary/Purpose	To agree the settlement name for the Garden Village site.
Annex	Annex A – Submitted names and filtering criteria
Recommendation	That Cabinet decides to approve the name of Salt Cross for the Garden Village.
Corporate priorities	N/A
Key Decision	No
Exempt	No
Consultees/ Consultation	A public open competition. Consultation with; Royal Mail, WODC Street naming team, Oxfordshire County Council, Eynsham Parish Council and Grosvenor Developments Ltd on behalf of landowners.

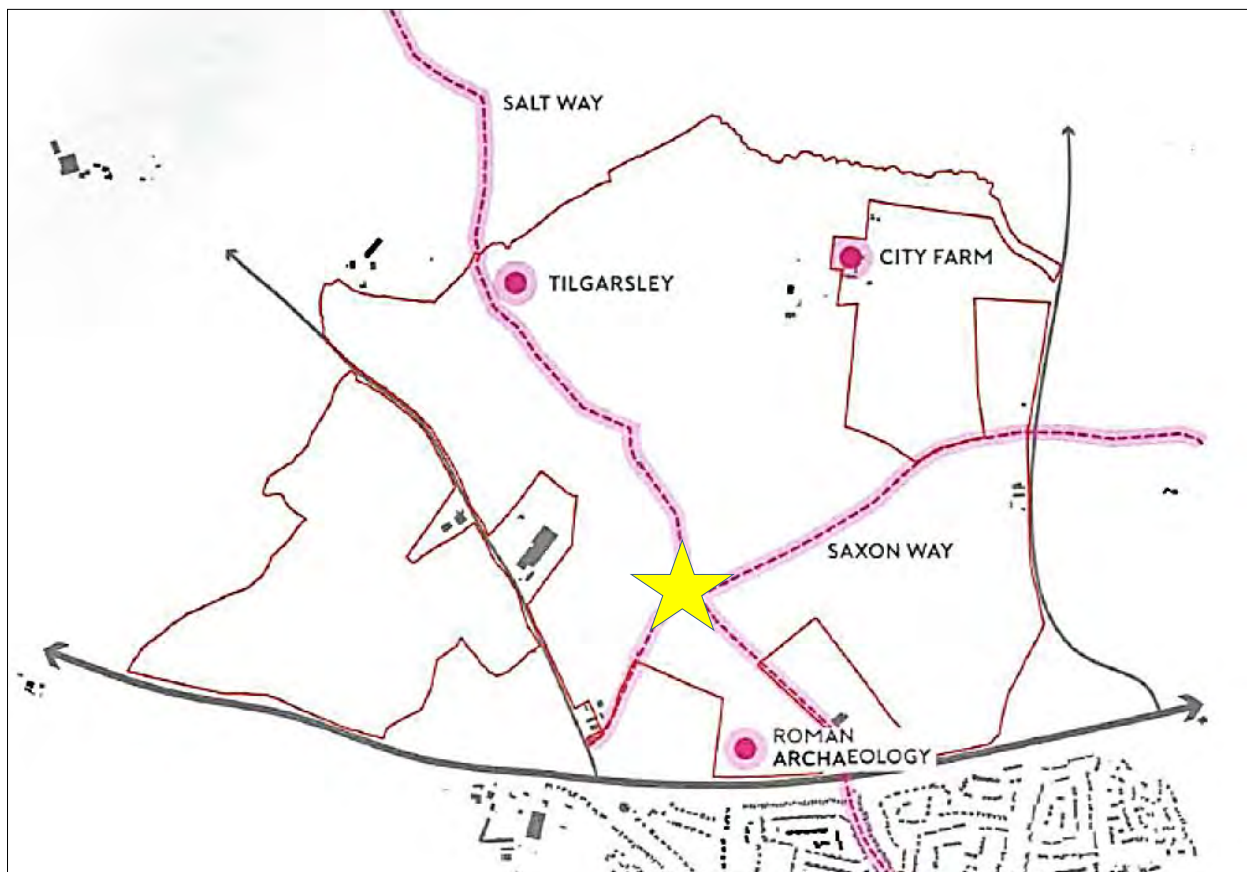
I. BACKGROUND

- 1.1. Land to the north of the A40 near Eynsham is allocated in the adopted West Oxfordshire Local Plan as a Strategic Location for Growth (SLG) to accommodate a new garden village of around 2,200 homes with business space and a range of other supporting services and facilities. To date the working title of the garden village site designated as one of Homes England national Garden Communities programme has been the Oxfordshire Cotswolds Garden Village. The Council has worked collaboratively with the existing community, Grosvenor Developments Ltd the land promoters acting on behalf of the land owners and Oxfordshire County Council. Collaborative working to develop a holistic vision reflects the Garden TCPA Garden Community principle of: Strong vision, leadership and community engagement.
- 1.2. This concept is further expanded within The Ministry of Housing, Communities and Local Government Garden Communities Prospectus paper from August 2018 which goes on to say in Paragraph 13, e
(https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/805688/Garden_Communities_Prospectus.pdf)
“Strong local vision and engagement – designed and executed with the engagement and involvement of the existing local community, and future residents and businesses. This should include consideration of how the natural and historic environment of the local area is reflected and respected”
- 1.3. The Council, Grosvenor Developments Ltd and the local community have worked together in a series of activities and events, to explore the sites opportunities and constraints and to develop a framework plan for the Garden Village. As part of this collaborative approach in May 2019 a public competition was launched which was open to all, to submit suggestions for a permanent settlement name. (<https://www.thegardenvillage.org/naming-competition/#https://www.thegardenvillage.org/events/oxfordshire-cotswolds-garden-village-naming-competition/>)
- 1.4. Competition criteria were set out for name submissions (as detailed within the above link) and 115 responses were received.

2. MAIN POINTS

- 2.1. Following the close of the competition on 31 October 2019 the 115 names submitted were filtered in accordance with the published criteria (see [Annex A](#)).
- 2.2. The criteria were an adaptation of the West Oxfordshire street naming guidelines 2018, as outlined at <https://www.westoxon.gov.uk/media/dkanc1t1/street-naming-and-numbering-policy.pdf>.
- 2.3. The criteria are as follows:
 - 1 Names should try to avoid duplicating any similar name already in use for a town/village or in the same postcode area.
 - 2 We will avoid having two phonetically similar names within the postal area, for example Churchill Road and Birch Hill Road.
 - 3 Names should not be difficult to pronounce or awkward to spell.
 - 4 Where possible, names should reflect the history of the site or acknowledge the geography of the area.
 - 5 Names that may be considered or construed as obscene which would contravene any aspect of the council’s equal opportunities policies will not be acceptable.
 - 6 Names that may be open to re-interpretation by graffiti or shortening of the name should be avoided.

- 7 Any name that promotes a company, service or product may not be allowed. Names based on a developers trading name are seen as advertising and are not acceptable. An exception to this may be made for a company that no longer exists, if used solely in a historical context and the claim of advertising cannot be made.
 - 8 Names should not be named after living individuals.
- 2.4. The key criteria which echoed the Garden Village principles, was to ensure that the name was specifically linked to the site in some way (criteria 4) to reflect uniqueness of place.
 - 2.5. The four potential Garden Village names that met the set criteria were sent to key stakeholders (which included but was not limited to Royal Mail, the County Council and the Parish Council) to ensure the shortlisted names did not conflict locally. Both Eynsham Parish Council and Grosvenor Developments Ltd were consulted on and are supportive of the proposed settlement name.
 - 2.6. Finally, the four potential names were informally considered by Cabinet, the consequent decision being to bring forward the proposed name of Salt Cross for the Garden Village.
 - 2.7. The name Salt Cross meets all the identified criteria outlined above and has a strong local connection which is unique to the site, in that the historic Salt Way (running north to south) and Saxon Way (running east to west) cross within the site (see below). The crossing points of these historic routes forms a cross fairly central to the site.



3. LEGAL IMPLICATIONS

- 3.1. It has been confirmed by legal services that the Council has various statutory powers to name new streets, and that the naming of settlements is 'calculated to facilitate, or is conducive, or incidental to the discharge' of those statutory powers. Therefore under section 111 of the Local Government Act 1972 the council has the power to name settlements.

4. CONCLUSION

- 4.1. It is recommended to agree to **Salt Cross** being the settlement name for the Garden Village.

5. BACKGROUND PAPERS

- 5.1. The Adopted West Oxfordshire Local Plan 2031 (Policy EWI Pg 228), online competition listed under the below link and Appendix A.
- 5.2. <https://www.thegardenvillage.org/naming-competition/#https://www.thegardenvillage.org/events/oxfordshire-cotswolds-garden-village-naming-competition/>

Submitted names and filtering criteria**Short Listed Names**

Wintlesham
Caverswell Village
Cottesham
Salt Cross

Removed By Criteria 1 - Names should try to avoid duplicating any similar name already in use for a town/village or in the same postcode area.

East Barnard	South Freeland	North Acre End
Little Eynsham	Lower Freeland	Marlborough
Little Blenheim	Freeland Fisheries	Acre Hill Village
Little Woodstock	East Barnard	Langford
Lower Woodstock	West Cassington	Allbury
North Eynsham	Barnard View	Thamesmead
Eynsham Fisheries	South Rushey Meadows	Newham Park
Eynsham Strawberry Fields	West Worton	Eynsham Garden Village
South Hanborough	Chilbury	North Eynsham
Lower Hanborough	Marlborough	Eynsham North

Removed By Criteria 2 - We will avoid having two phonetically similar names within the postal area, for example Churchill Road and Birch Hill Road.

No names removed using this criteria.

Removed By Criteria 3 - Names should not be difficult to pronounce or awkward to spell.

Agriaquaham or Agriaquum	Aylmar Meadows	elfricstowe
Dujardin	Alfricton	Safbury
Safridbury	Elfricton	alfricsted
Harribury,	Alfricham	elfricsted
Didaton	Elfricham	Didan
Didaning	Harriham	Didham
Didanton	Didanbury	Didanton
Didanham	Beaulea.	Didbury
Harriton,	Llandaff	alfricstowe
Enland	Kitchin's View	Safriton
Freeham	Eynborough	Eynland
Hansham	Enborough	

Removed By Criteria 4 - Where possible, names should reflect the history of the site or acknowledge the geography of the area

Blenheim	Northfield	Fairshakes
Windrush Garden Village	Wychwood Garden Village	Fairview
Kitewell	Adam's Orchard	Accordia
Chilbrook	Churcham	Accordia Gardens
West Oxgrove	West Worton	Harmony Gardens
Spring Meadow	Clarendon	Garmony
Meadow village	Cuckoo Meadow	Cricketville
hedgerow village	Swinbury	Concordia

Farmgate village
Cowyard village
Acre Hill Gardens

Sophia Gardens
Fairlands
Greenham

Woodbury
Churchwood Gardens

Removed By Criteria 5 - Names that may be considered or construed as obscene which would contravene any aspect of the council's equal opportunities policies will not be acceptable

Death Row Village

Removed By Criteria 6 - Names that may be open to re-interpretation by graffiti or shortening of the name should be avoided.

Tilgarsley garden village	Nouvo Tilgarsley
Tilgarsley	Kitebury
Strawbury	Coxham
Isis Gate	Tilgarsley
Blandford	
Winston Green	

Removed By Criteria 7 - Any name that promotes a company, service or product may not be allowed. Names based on a developers trading name are seen as advertising and are not acceptable. An exception to this may be made for a company that no longer exists, if used solely in a historical context and the claim of advertising cannot be made.

Wychwood Garden Village	West Evenlode
Cotsville	Jordan's Fields
Lively's	Evenlode Meadows
Priestley's	Evenlode Brook
Evenlode Village	Evenbrook

Removed By Criteria 8 - Names should not be named after living individuals

Packerann
George's Fishery
Sophia Verde

Please note that the same name may appear multiple times