

LOCAL PLAN REG. 18 CONSULTATION: DEVELOPMENT STRATEGY AND SITE ALLOCATIONS

January 2015



COTSWOLD
DISTRICT COUNCIL

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1 Foreword

I Foreword

I would like to thank you for taking the time to take part in this consultation on the Cotswold District Council's proposed new Local Plan Development Strategy and Site Allocations. Please remember that, for the first time, this new Local Plan will cover a 20 year period from 2011 up to 2031; previous Local Plans have covered 10 years. This means that we are planning for a much higher housing allocation than in previous Local Plans.

This is the Council's fifth public consultation on the emerging Plan. We value your interest and input. We will give serious consideration to your comments and proposals where they are supported by robust evidence. Without such evidence a proposal will not convince the Government appointed Planning Inspector at the public examination of the new Local Plan. In terms of site allocations it must be demonstrated that proposed sites comply with the National Planning Policy Framework and must be available and deliverable.

One of our starting points has been the setting of the housing requirement over the period. Having joined neighbouring authorities in carrying out an objective review of these issues we are now recommending that the new Local Plan provides for a total housing requirement of 7,600 over the 20 years, many of which have already been permitted since April 2011.

Our previous work and consultations have led us to a proposed Development Strategy which incorporates a strategic site south of Chesterton, Cirencester and site allocations in 17 of the District's towns and villages. This represents a 70% increase in the number of settlements selected for allocations, when compared with the current Local Plan and helps to spread new development across the District. We are now seeking your views on the proposed site allocations set out in this consultation document.

In response to requests from some of the District's more rural communities we are also proposing a new Rural Housing Policy to enable limited development in other settlements, subject to defined criteria. We hope that this policy will help to sustain these smaller settlements. We have to acknowledge, however, that the uncertainties of predicting where and how such development will occur prevent us from relying on them to deliver homes in our calculations. Housing delivered under this policy, on the other hand, will count towards demonstrating that the District is meeting its obligations in terms of housing supply.

If you wish to respond to this consultation, the preferred method will be online where your input will be directly linked to the relevant part or parts of the documents. We are aware, however, that some people may find this difficult for a variety of reasons including poor broadband connections. The Council will accept input by letter or email, though we cannot guarantee that what you have to say will always be correctly allocated or interpreted. We look forward to receiving your response.



Nicholas Parsons

Cotswold District Council Deputy Leader and Portfolio Holder for Forward Planning

Introduction 2

2 Introduction

- 2.1** The Cotswold District Local Plan will set out policies, proposals and actions to meet the economic, social and environmental challenges facing the area over the twenty year period from 2011 - 2031. The Local Plan is the key planning policy document which guides decisions on the use and development of land in the District, now and in the future.
- 2.2** The Council has used a broad range of evidence; community involvement; professional judgement; and liaison with businesses, development and other interests to prepare a balanced approach to change. Throughout the preparation process, the plan has been adjusted to take account of responses to consultation and engagement, together with updates to the technical evidence base and changes in national policies.
- 2.3** This document comprises an informal consultation on key components of the emerging Local Plan. The entire draft Local Plan – incorporating responses to consultation on these components - will be brought forward during the summer of 2015 for a further informal round of public consultation.
- 2.4** The key Local Plan components addressed in this consultation are:
- the amount of housing and employment development and the strategy for its geographical distribution;
 - proposals to deliver the strategy; and
 - strategic policies to guide development across the district.
- 2.5** At the centre of the Local Plan is the Development Strategy, which outlines the distribution of development to sustainable towns and villages across the District, including new homes and employment land. The delivery of the Strategy is articulated through proposed site-specific allocations.
- 2.6** The next stage of the Local Plan will incorporate the results of this consultation including, where necessary, updated technical evidence. It will include detailed policies for managing development; various designations such as AONB; delivery; viability; and a framework for monitoring the Local Plan. Ultimately the Plan should be read as a whole.
- 2.7** To demonstrate the sustainability of the Strategy and proposals, the Sustainability Appraisal (SA) is published along with a suite of other evidence documents. The purpose of the SA is to promote sustainable development through better integration of social, economic and environmental considerations. The supporting documents demonstrate the SA testing of the preferred development strategy, and the other options that have been considered. A substantial evidence base has been compiled to inform the preparation of the Local Plan, which can be viewed on the website: [Local Plan evidence base](#)

2 Introduction

2.1 How you can comment

- 2.8** The Council welcomes comments on this consultation document. **The consultation document can be viewed online at <http://consult.cotswold.gov.uk> Once you have registered it is easy to submit comments on any section of the document or provide feedback on the document as a whole.**
- 2.9** As well as viewing the interactive on-line version, you can also see the document in its entirety and download a pdf version from the website.
- 2.10** Copies of the consultation document and necessary supporting papers are available to view at libraries across the District, and at the Council offices in Cirencester and Moreton-in-Marsh.
- 2.11** If you do not wish to provide comments online, it is possible to email your comments to localplan@cotswold.gov.uk Please indicate clearly to which section (paragraph number) your comments refer, and include your name, address and telephone number. If you represent a client, please let us know on behalf of whom you are making your representation.

Written comments can be sent to:

Local Plan Consultation
Forward Planning Team
Cotswold District Council
Council Offices
Trinity Road
Cirencester
GL7 1PX

- 2.12** **Please ensure your comments reach us by 5pm on Friday 27th February 2015.** We cannot guarantee that any comments received after the deadline will be taken into consideration.

2.2 The wider context

- 2.13** The National Planning Policy Framework (NPPF) requires each local planning authority to produce a Local Plan that plans positively for the development and infrastructure required in an area, preferably over a 15 year horizon. It requires Local Plans to allocate sites to promote development and use of land; identify areas where development would be inappropriate, (for instance because of its environmental or historic significance); and contain a clear strategy for enhancing the natural, built and historic environment.
- 2.14** Local Plans must be based on adequate, up-to-date and relevant evidence about economic, social and environmental characteristics and prospects of the area. The evidence and assessments of the strategy for housing, employment and other uses must be integrated and take full account of relevant market and economic signals.

Introduction 2

- 2.15** At the heart of the National Planning Policy Framework (NPPF) is a presumption in favour of sustainable development, which should be seen as a "golden thread" running through both plan-making and decision-taking.
- 2.16** The NPPF sets out three dimensions to sustainable development: economic, social and environmental. These dimensions give rise to the need for the planning system to perform a number of roles:
- **an economic role** - contributing to building a strong, responsive and competitive economy by ensuring that sufficient land of the right type is available in the right place and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure.
 - **a social role** - supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations; and by creating a high quality built environment, with accessible local services that reflect the community's needs and support its health, social and cultural well-being; and
 - **an environmental role** - contributing to protecting and enhancing our natural, built and historic environment; and, as part of this, helping to improve biodiversity; use natural resources prudently; minimise waste and pollution; and mitigate and adapt to climate change, including moving to a low carbon economy.
- 2.17** These roles should not be taken in isolation because they are mutually dependent.
- 2.18** The NPPF states that Local Plans are the key to delivering sustainable development that reflects the vision and aspirations of local communities. Local Plans must be prepared with the objective of contributing to the achievement of sustainable development. To that end, they must be consistent with the principles and policies set out in the NPPF.

3 Portrait

3 Portrait

- 3.1** Cotswold District has a population of 84,000 spread over an area of 450 sq. miles (1,165 sq km). Although very rural, the District lies in close proximity to large urban areas – notably Swindon, Gloucester/ Cheltenham, Oxford, and, slightly further afield, Bristol/ Bath, Coventry, Birmingham and Reading.

Natural and Historic Environment

- 3.2** The Cotswolds are internationally renowned for their natural beauty and magnificent historic buildings and settlements. Within the AONB and in other areas of the District, the interplay between the built and natural environment is a key characteristic.

- 3.3** The distinctive heritage includes its numerous *market towns and villages and their settings, as well as individual heritage assets.*

- 3.4** The quality of the built and natural environment of the District is reflected in the high number of environmental and heritage assets (both designated and non-designated). These include:

- 80% of the District is within the Cotswolds AONB (a greater coverage by a national landscape designation than any other District in England).
- 144 Conservation Areas (more than any other District in England)
- 5,264 entries on the statutory list of buildings of special architectural and historic interest (second after City of Westminster)
- 239 Scheduled ancient monuments
- Over 30 registered historic parks and gardens
- 37 Sites of Special Scientific Interest
- Over 260 locally designated Key wildlife Sites

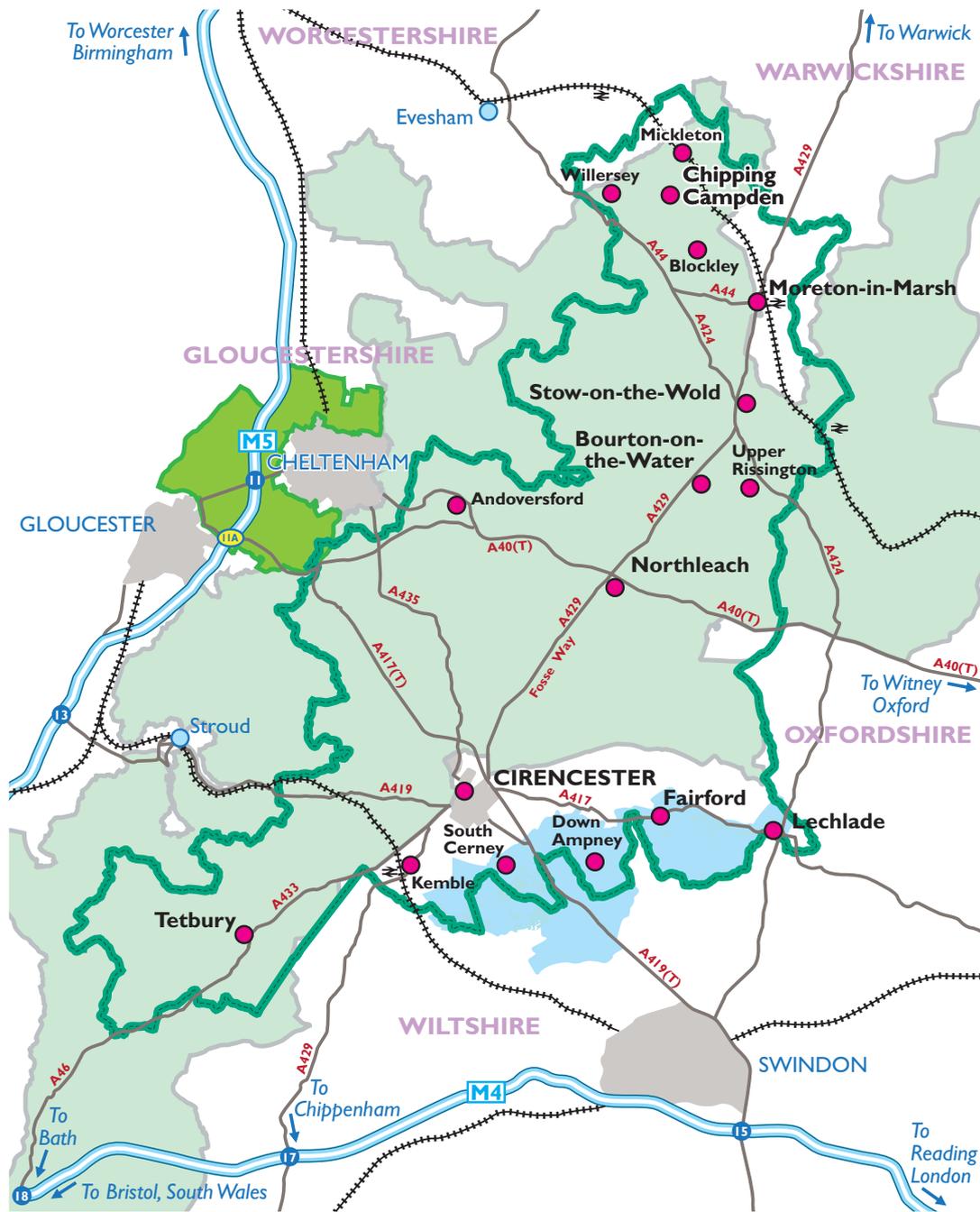


Moreton in Marsh

- 3.5** In the south of the District, beyond the AONB, the Cotswold Water Park (CWP) is the largest area of man-made lakes in the UK, covering an area of 33 sq. miles. The CWP is important for nature conservation, while also providing a major resource for tourism, notably water recreation. In recent years, certain parts of the CWP in Cotswold District have experienced large-scale holiday home development.

- 3.6** A small area of the Cheltenham and Gloucester Green Belt spills over into the District at Ullenwood in Coberley parish. This area is within the Cotswolds AONB designation.

Portrait 3



- Key Sustainable Settlements
- Cotswold District Boundary
- Cotswold Water Park
- Area Of Outstanding Natural Beauty
- Green Belt

3 Portrait

Map of Cotswold District

Population and Housing

- 3.7** Household growth between 2001 and 2011 was 5.3% in the Cotswold District (England 7.9%) whilst population growth at 3.1% has been slower. This is leading to a decrease in the average household size. Factors influencing the growth in household numbers include the number of older people living longer as well as family breakdown.
- 3.8** The District has a high proportion of elderly people and a low proportion of children and young people. Despite the increasing population, the District has the lowest population density, by far, of any of the districts in Gloucestershire ⁽¹⁾.
- 3.9** While most residents in the District enjoy a good quality of life, many live in places that lack good access to services, facilities, training and education. This presents problems for those who rely on public transport, particularly young and elderly people.
- 3.10** The attractiveness of the area has inevitably brought pressures for growth. Movement out of London and the south-east had spread to Gloucestershire by the 1970s, with the Cotswolds proving particularly attractive for retirement and holiday or second homes (it is estimated that 6.4% of the housing stock falls into this category ⁽²⁾). Some of these properties are occupied only at weekends, or for occasional holidays. The 2011 Census indicated that 9.3% of dwellings in the Cotswold District had no usual resident household, including second homes, vacant dwellings and short term occupation and visitors. On 1st April 2014 there were 691 empty properties in the district, of which 218 were long-term ⁽³⁾.
- 3.11** Although the area has high property values, the median earned income of full time employees in the Cotswold District is £25,817, and only Gloucester City has a lower figure within the County ⁽⁴⁾. Consequently, significant sections of the community experience social and financial deprivation, particularly access to housing. The problem is exacerbated by private sector rents rising faster than earnings across the county ⁽⁵⁾ (Strategic Housing Market Assessment 2014). The affordability of homes has worsened since the previous District Housing Needs Assessment was published in 2010 (HNA 2010). The ratio of house price to earnings in the District worsened from 10.88 in 2009 to 11.15 in 2013 ⁽⁶⁾.

1 <http://www.gloucestershire.gov.uk/inform/index.cfm?articleid=114247>

2 Gloucestershire Strategic Housing Market Assessment Update March 2014, paragraph 4.5.
http://www.cotswold.gov.uk/media/927160/Gloucestershire_SHMA_2014.pdf

3 CDC Housing Strategy – sourced from a report run of Council tax records

4 Annual Survey of Hours and Earnings, www.nomisweb.co.uk

5 Gloucestershire Strategic Housing Market Assessment Update March 2014
http://www.cotswold.gov.uk/media/927160/Gloucestershire_SHMA_2014.pdf

6 DCLG Live Table 576: Ratio of lower quartile house price to lower quartile earnings by district

Portrait 3

Local Economy

3.12 Each of the larger Cotswold towns has a strong and distinctive role. However, Cirencester is by far the most dominant centre with about a quarter of the District's population (nearly 20,000) and over 30% of jobs (around 13,500) based in the town ⁽⁷⁾. This is the key location for business services, finance, retail and public services.

3.13 Moreton-in-Marsh is regarded by many as the main centre for the north Cotswolds, while Bourton-on-the-Water, Chipping Campden, Fairford, Lechlade, Northleach, Stow-on-the-Wold and Tetbury perform the role of service centres for surrounding rural areas. Smaller local service centres exist at Andoversford, Blockley, Down Ampney, Kemble, Mickleton, Siddington, South Cerney and Willersey.



Stow on the Wold

3.14 A striking point about the District's main service centres is their relatively even geographical distribution, with each of them serving a significant catchment of smaller settlements. Many of these historic market towns and larger villages have developed at points along the Fosse Way, which is a major route running from the south-west to the north of the District.

3.15 There is a range of employment land and premises in most of the larger market towns and villages, although provision at Lechlade, Northleach and Stow-on-the-Wold is limited. Small rural enterprises, including those working from home, make a significant contribution to the economic well-being of the District and offer local employment opportunities ⁽⁸⁾.

3.16 There are significant levels of retail "leakage" of comparison (non-food goods) shopping trips to other centres outside the District ⁽⁹⁾.

3.17 In 2011, almost 8,000 (13.3%) people worked from home in Cotswold. This rate is double the national average and significantly higher than Gloucestershire's average of 8.5% ⁽¹⁰⁾. This is partly due to the rural nature of the district and a highly skilled and entrepreneurial workforce.

7 ONS Census 2011 Office for National Statistics and Business Register and Employment Survey Office for National Statistics Data to 2013: <https://www.nomisweb.co.uk/>

8 Inter Departmental Business Register (ONS): <https://www.nomisweb.co.uk/reports/lmp/la/1946157373/report.aspx?town=cotswold#tabidbr>

9 Town Centre and Retailing Study 2007 by GVA; Cotswold Retail Study 2012 by Peter Brett and Associates <http://www.cotswold.gov.uk/media/453359/part-3-volume-1-cotswold-retail-study-nov-2012.Pdf>
<http://www.cotswold.gov.uk/media/453362/part-3-volume-2-cotswold-retail-study-nov-2012.pdf>

10 ONS Census 2011 Office for National Statistics - Nomis Homeworking by age and industry: <http://www.ons.gov.uk>

3 Portrait

- 3.18** Despite poor broadband throughout much of the District, the economy has a strong representation of small businesses and a reasonably diverse economic base. Consequently, it has been fairly resilient to fluctuations in the national and global economies. Unemployment rates remain relatively low.
- 3.19** The wholesale and retail trade is the largest employer in the District (17.3%). The next largest groups are 10.7% in education and 8.3% in human health and social work activities. Cotswold has an above average proportion of residents working in agriculture, forestry and fishing, accommodation and food services, and professional, scientific and technical activities. The service sector, however, accounts for the largest proportion of local jobs with tourism being a major and growing part of the local economy⁽¹¹⁾. There are a number of large businesses including Campden BRI, St James Place and Fire Service College and educational institutions including the Royal Agricultural University which offer opportunities for higher value growth.
- 3.20** The economically active population is, however, declining across the District, and the labour market is considered tight by local businesses with labour supply issues⁽¹²⁾, particularly in the professional, skilled trades and engineering sectors, potentially impacting on economic growth.
- 3.21** Demand enquiries for employment land/premises particularly from small, knowledge-based businesses, who want to secure a quality environment or a site for an existing local business, tend to be focussed upon Cirencester and established business parks. The loss of employment land to housing development has reduced opportunities for employment growth in some areas; for example, at Tetbury 9.11 hectares of employment land has been lost to residential / care home development since 2011.

Transport

- 3.22** In 2011, almost 14,000 residents commuted out of the District; many using the area as a rural base from which to commute to larger employment centres, notably Swindon, Cheltenham and Gloucester, where there are higher value jobs. Conversely, almost 16,000 commuted into the District, an increase of around 5,000 since 2001⁽¹³⁾. 16,361 Cotswold residents also work in the



Kemble Railway Station

11 Business Register and Employment Survey Data. Office for National Statistics:
<https://www.nomisweb.co.uk/>

12 The District's resident skills base is polarised: 35% of the population has a degree level qualification and above; whereas 26% of the population have no qualification or level 1 qualification.

13 2011 Census

Portrait 3

District, excluding homeworkers and people with no fixed working location. Given the rural nature of the District, average travel-to-work times are longer than in most other parts of the County.

- 3.23** The District has good road links, with easy access to the M4 motorway via a network of A-class routes. However, the 'missing link' section of A417(T) between the Brimpsfield roundabout and Brockworth bypass is a major bottleneck at peak times, which badly delays access to the M5 motorway from the south. The District is served by two railway stations, at Kemble (on the Swindon-Gloucester line) and Moreton-in-Marsh (on the Oxford-Worcester line). Kingham and Honeybourne stations lie just outside the District boundary to the east and north respectively.

Climate Change and Flood Risk

- 3.24** Parts of the District are vulnerable to the impacts of climate change, including flooding. The area at greatest flood risk is the Upper Thames valley, which includes the Cotswold Water Park (CWP), although some other settlements such as Bourton-on-the-Water, Cirencester and Moreton-in-Marsh are also affected. The flooding experienced in the District in 2007, late 2012 and early 2013 highlighted the additional risk to both existing and new properties of sewer flooding.
- 3.25** To help address the issue of climate change the Council has granted permission in suitable locations for a number of solar farms and single wind turbines. These facilities are making a valuable local contribution to tackling the rate of climate change. However, the District's high quality landscape and heritage makes it challenging to bring forward acceptable renewable energy proposals and innovative designs will be required.

4 Issues

4 Issues

- 4.1** The challenge facing Cotswold District is to plan for future development requirements in the most sustainable way possible, making provision for homes, jobs and community facilities, while protecting the area's outstanding natural and built environment.

Natural and Historic Environments

- 4.2** It is imperative that the character, appearance and diversity of the District is protected and wherever possible enhanced, especially within areas of high historic, landscape or nature conservation importance. It is also important to ensure that new development is well designed; respects biodiversity and green infrastructure; and does not lead to the coalescence of settlements.
- 4.3** The District's natural and historic environments are its greatest assets. The challenge is to harness these sensitive assets to economic advantage by managing tourism, agricultural diversification and other changes to rural areas in a sustainable and non-intrusive manner.
- 4.4** Future housing, employment and other development will need to be suitably designed and located to minimise visual and other impacts on the sensitive Cotswold landscape and built heritage.

Population and Housing

- 4.5** The relatively large and growing numbers of elderly people, coupled with a reduction in the numbers of young persons, has implications for the structure of communities, and places demand on health and public services. In particular, more adaptable accommodation is likely to be required, together with the requisite service provision.
- 4.6** Delivering an appropriate mix of housing that meets the District's objectively assessed need, including the requirements of people on middle/ lower incomes and first time buyers, is a major challenge. Evidence conducted by the National Housing Federation suggests that the average price of a house in Cotswold District is 19 times the average salary⁽¹⁴⁾. Failure to provide an appropriate mix of housing has led to more economically-active people, particularly the young, being forced to look elsewhere for somewhere to live. This is likely to exacerbate the adverse economic, social and commuting consequences for the District.
- 4.7** The district's high levels of second home ownership adversely affects housing affordability.

Local Economy

- 4.8** The District has been resilient during the recession and the economy is forecast to continue growing. Although relatively self-contained, Cotswold District imports labour to support its growth and, as previously noted, experiences problems recruiting suitably skilled staff,

14 The report is based upon Mean house price (Land Registry 2013), gross median earnings (ASHE, ONS, 2013) <http://www.housing.org.uk/publications/browse/rural-housing-countryside-in-crisis/>

Issues 4

particularly in the professional, skilled trades and engineering sectors. A well-skilled and accessible workforce is required to support the growth of the District's existing and new employers.

- 4.9** Tourism is a major and growing part of the local economy. However, if not properly managed, it could have adverse impacts on the District's environment and the daily life of local people. The challenge is to enable and manage sustainable tourism, which will safeguard the countryside, heritage and culture for future generations while providing benefits to the local economy.
- 4.10** Significant 'leakage' of comparison (non-food) shopping trips from Cirencester to centres beyond the District needs to be addressed to help sustain the town's important retailing role⁽¹⁵⁾.

Infrastructure and Service Provision

- 4.11** The continuing loss of village shops, post offices, schools and pubs⁽¹⁶⁾ has meant that the retention of rural services and facilities has become a key issue throughout much of the District. The challenge will be to: resist the loss of important facilities wherever possible; support the delivery of new ones; and enable the provision of better access to local service centres for residents living in surrounding rural areas.
- 4.12** To help ensure the continued success of micro businesses, there is a need to support the improvement of broadband speeds and mobile telecommunication connections in many rural parts of the District.

Sustainable Travel

- 4.13** The high dependence on car travel, coupled with a significant proportion of residents who commute daily in and out of the District⁽¹⁷⁾, presents a major challenge to a District with poor sustainable transport options. In-commuting is likely to put pressure on parking provision in the main centres of employment, notably Cirencester, while out-commuting has added to parking pressures at Kemble and Moreton-in-Marsh rail stations.

15 Town Centre and Retailing Study 2007 (GVA); Cotswold Retail Study 2012 (Peter Brett and Associates) <http://www.cotswold.gov.uk/media/453359/part-3-volume-1-cotswold-retail-study-nov-2012.Pdf>
<http://www.cotswold.gov.uk/media/453362/part-3-volume-2-cotswold-retail-study-nov-2012.pdf>

16 Roles and Function of Settlements Study 2012; Employment Land Availability 2012; Employment Retail and Commercial Land Availability Report 2013; Economic Land Monitoring Report 2013 – 2014; Cotswold Corporate Strategy and Corporate Plan 2012 – 2015 Cotswold District Council: <http://www.cotswold.gov.uk>
English Indices of Deprivation 2010 Office for National Statistics
<http://data.gov.uk/dataset/index-of-multiple-deprivation>

17 Census 2011 ONS

4 Issues

Climate Change and Flood Risk

- 4.14** The potential impact of climate change needs to be taken into account in planning for all new development, both in terms of location and design⁽¹⁸⁾. Increased energy and water efficiency will have to be considered along with water storage measures, sustainable drainage systems, and renewable energy generation⁽¹⁹⁾.
- 4.15** Opportunities for larger scale renewable energy development, such as wind turbines and solar farms, will be enabled within the context of the objective to conserve the District's rich built heritage and scenic beauty of the Area of Outstanding Natural Beauty.

18 National Planning Policy Framework, 10 – Meeting the challenge of climate change, flooding and coastal change: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6077/2116950.pdf

19 Water Cycle Study, Cotswold District Council
<http://www.cotswold.gov.uk/residents/planning-building/planning-policy/emerging-local-plan/evidence-base-and-monitoring/>

Vision 5

5 Vision

The Local Plan's Vision supports the following priorities, which are set out in the Council's Corporate Strategy 2012-2015:

- Maintain and protect our environment as one of the best places to live, work and visit;
- Work with local communities to help them help themselves.

Vision

By delivering clear objectives, by 2031, Cotswold District will have:

- contributed to enabling a strong, competitive and innovative local economy;
- supported the delivery of a range of housing that helps meet the requirements of all sections of the community;
- further capitalised on its key strengths, notably its high quality historic and natural environment; and
- helped to create more sustainable, mixed communities.

Cirencester will continue to be the main focus for additional housing and employment growth, while its function as the dominant business location, service and cultural centre for much of the District will have been enhanced.

Beyond Cirencester, much of the planned, positive change will have occurred in the most sustainable towns and larger villages so that the provision of the majority of services and facilities is met from within those settlements, serving the surrounding rural areas.

The development needs of communities, businesses, and visitors will have been enabled taking particular account of:

- climate change and flood risk;
- the area's internationally recognised natural, built and historic environment; and
- the provision of adequate supporting infrastructure.

6 Objectives

6 Objectives

- 6.1** The following Strategic Objectives will help to deliver the Vision and guide development in the District over the period to 2031.

1. Natural and Historic Environment

Through application of appropriate planning policies in the development management process:

- a. Conserve and enhance the high quality, local distinctiveness, and diversity of the natural and historic environment
- b. Ensure new development is of high quality and sustainable design, which reflects local character and distinctiveness, is appropriately sited, and provides attractive and inclusive environments.
- c. Protect the open countryside against sporadic development, while also avoiding coalescence of settlements, particularly around Cirencester.
- d. Support the creation of new green infrastructure to enhance environmental quality and provide health benefits.

2. Population and Housing

Through establishment and implementation of the OAN and allocation of land:

- a. Provide an adequate supply of quality housing, of appropriate types and tenures, to meet objectively assessed needs.
- b. Identify suitable land in appropriate locations to provide sufficient pitches for gypsy and traveller accommodation, to meet the needs established through the GTAA.

3. Local Economy

Through implementation of the OAN, Economic Strategy and allocation of land:

- a. Support the local economy and enable the creation of more high quality jobs in the District, which meet local employment needs.
- b. Encourage vitality and viability of town and village centres as places for shopping, leisure, cultural and community activities, including maintaining Cirencester's key employment and service role.
- c. Support sustainable tourism in ways that enable the District to act as a tourist destination which attracts higher numbers of longer-stay visitors.

4. Infrastructure and Service Provision

Through implementation of the IDP:

Maximise the quality of life by maintaining and supporting the delivery of infrastructure, services and facilities needed to support local communities and businesses.

Objectives 6

5. Sustainable Travel

Reduce car use by:

- a. Locating most developments in sustainable locations where there is good access to jobs, services and facilities; and
- b. Supporting improvements in public transport and walking/ cycling networks.

6. Climate Change and Flood Risk

Reduce the environmental impact of development and vulnerability to the impacts of climate change (including the risk of flooding) by:

- a. Maximising water and energy efficiency, promoting the use of renewable energy sources and sustainable construction methods and reducing pollution and waste; and
- b. By locating development away from areas at high risk.

7 Strategic Policies

7 Strategic Policies

- 7.1** Strategic policies are policies that are generally applicable across the district and address matters that, if compromised, would undermine delivery of strategic objectives and/or the plan strategy as a whole.
- 7.2** Detailed development management policies will be outlined in the next stage of the Local Plan preparation consultation. These will amplify and clarify the strategic policies. In line with Government policy the Council will adopt a positive approach in seeking to meet the objectively assessed development needs of the District. The policies will provide a guide for development that creates positive and sustainable growth.

7.1 Sustainable Development

- 7.3** The Government's National Planning Policy Framework recognises that sustainable development is about change for the better and positive growth - making economic, environmental and social progress for this and future generations.
- 7.4** In line with Government policy the Council will adopt a positive approach in seeking to meet the objectively assessed development needs of the District. The policies in the Local Plan will provide a clear framework to guide development that creates positive and sustainable growth. This will enable proposals that accord with the Plan's objectives to be approved without delay.
- 7.5** The National Planning Policy Framework describes the presumption in favour of sustainable development as a "golden thread" running through plan making and decision taking. This is reflected in the planning authority's commitment to positively consider proposals which bring forward social, economic and environmental improvements.
- 7.6** The policies set out in the final Local Plan will need to be read as a whole. There are likely to be other policies relevant to an application and these may override or provide more detailed guidance for a particular application. They may also rule out the principle of that particular use in that particular location. This general set of criteria is to be read in that context.
- 7.7** A number of criteria may require evidence to be submitted with a planning application for a decision to be made.

Strategic Policies 7

Policy SP 1

Presumption in Favour of Sustainable Development

1. When considering development proposals the Council will take a positive approach. It will seek to work proactively with applicants to find solutions which mean that proposals can be approved wherever possible, and to secure development that improves the economic, social and environmental conditions in the area.
2. Planning applications that accord with the policies in this Local Plan will be approved, unless material considerations indicate otherwise.
3. Where there are no policies relevant to the application or where relevant policies are out of date at the time of making the decision the Council will take into account whether:
 - a) any adverse impacts of granting permission would significantly and demonstrably outweigh the benefits, when assessed against the policies in the National Planning Policy Framework taken as a whole; or
 - b) specific policies in that Framework indicate that development should be restricted.
4. Where these criteria are satisfied as appropriate, planning permission will be granted unless material planning considerations indicate otherwise.

7 Strategic Policies

7.2 Growth and Development

- 7.8** The Local Plan will set out how it will meet the objectively assessed needs of Cotswold district by providing for the housing, employment and retail requirements for the period 2011-2031. The Plan includes a strategic site and detailed site allocations to meet the residual requirement in accordance with the distribution strategy.

7.2.1 Economy

- 7.9** The evidence, Supplement to CES and Economy Evidence Paper 2013 (CDC, November 2014), indicates that an employment land requirement in the range of 20 to 28 hectares across the district, solely for B Class uses, would be appropriate for the plan period.
- 7.10** The District, however, has little vacant business space or land available that is allocated for B class uses. Moreover, many commitments for B class uses have tended to come forward outside the most sustainable settlements. In aiming to plan positively and facilitate the growth of the local economy in the most sustainable locations, a balance needs to be struck between oversupply and providing a flexible supply of land. Viability reports indicate that employment development tends to respond to a particular user's needs, rather than speculative development. Sites also come forward with different densities to those originally anticipated, making it difficult to forecast the amount of floor space and jobs that particular sites will deliver.
- 7.11** Although the District has seen an overall increase of classes B1 and B8, there has been an overall decline in class B2 employment space. Evidence indicates that planning for a gross employment land requirement figure would help to maintain a flexible and adaptable land supply to meet the needs of business. In addition, the Council proposes to plan for the higher end of the range of land required to provide a choice of land. Therefore, the employment land requirement proposed for B class employment land over the plan period is 28 hectares.
- 7.12** The Local Plan will provide flexibility for wider opportunities for a range of employment growth that supports economic communities through a suite of policies, allocations and proposals. Through the supply and demand analysis we consider that a variety of employment sites are available to enable market choice and to improve/maintain existing residents' opportunities to work locally.

Strategic Policies 7

Policy SP 2

Economic Development

The Council will support sustainable economic growth and improvement in its economic performance, whilst protecting and enhancing the attractive environment of the District, through reinforcing the economic functions of settlements by:

- a) making provision to meet the objectively assessed employment and economic needs of the District through allocating about 28 hectares of B class employment land
- b) ensuring a degree of flexibility and adaptability to changing economic circumstances in its assessment of proposals that come forward.
- c) seeking to sustain and support the resilience of the local economy and recognise the value of smaller businesses, as well as larger employers.
- d) encouraging employment opportunities linked to Further and Higher Education institutions and research establishments.
- e) enabling a prosperous and sustainable tourism economy, promoting a successful visitor economy which benefits visitors and local communities alike.

7.13 The Council will deliver this policy by:

- allocating land for a range of unit sizes and type of premises, both in quality and tenure and provision of suitable units, including for start-ups and SMEs (small and medium sized enterprises), including opportunities for more sustainable working practices such as home-working, requiring the provision of business incubation space and serviced workspace;
- wherever possible encouraging the growth and/or expansion of existing businesses together with employment opportunities which capitalise on the growth of Further and Higher Education institutions and research establishments;
- the development of knowledge industries, new environmental technology hubs, and attract knowledge based businesses in appropriate locations; and
- safeguarding employment sites for employment use and maximising potential of existing sites balanced against the environmental and heritage constraints of the District.

7 Strategic Policies

7.2.2 Housing

Policy SP 3

Land for new homes

1) To meet the objectively assessed need for housing, sufficient land will be made available to accommodate 7,600 dwellings across the district during the plan period. The distribution of dwellings between towns and villages will occur in the following hierarchy:

- a) the strategic site at Cirencester;
- b) specific allocated sites at settlements within the district, and
- c) other locations.

2) All proposals will be in accordance with the strategy, sustainable development criteria and other policies in the Local Plan.

3) Sufficient land will be allocated to accommodate 26 pitches to meet the identified gypsy and traveller need across the District.

7.14 One of the aims of the Local Plan is to ensure that the Council maintains a healthy supply of land for housing and national planning policy requires that Local Plans meet their objectively assessed need (OAN) for development. The Council has worked in co-operation with other authorities across the Gloucestershire housing market area to establish the level of housing need. The need for the whole of Gloucestershire is 53,800, of which the Cotswold contribution is 14%. The OAN assessment of 2014, conducted in conformity with national policy and guidance, forecasts a need of 7,600 dwellings over the 20 year plan period, which equates to 380 dwellings per year across the district. The evolution of the OAN and the housing requirement figure is explained in the supporting Evidence Paper: Housing December 2014.

7.15 Development will take place in sustainable locations in line with the strategy:

- addressing the challenges of climate change;
- delivering good quality living environments; and
- bringing infrastructure enhancements, such as leisure and recreation provision, improved access to services and better community facilities.

7.16 New housing will help deliver the vision for each settlement outlined in the Strategy.

7.17 Delivery in the first part of the plan period will include existing commitments (dwellings that are under construction, with planning permission or a resolution to approve subject to a section 106 agreement). From 1st April 2011 to 31st March 2014 a total of 1,317 dwellings were completed. At 1st April 2014 there were commitments for 2,627 and between April and September 2014 a further 901 dwellings were granted planning permission. This amounts to a total of 4,845 dwellings already accounted for. The site allocations proposed through the Local Plan will account for some 2,880.

Strategic Policies 7

- 7.18** It is a national policy requirement that the Local Plan identifies a supply of specific deliverable sites sufficient to provide five years worth of housing against the housing requirement, including an additional 20% buffer to provide a realistic prospect of achieving the planned supply and to ensure choice in the market for land. Further sites should then be available for years 6-10 and 11-15. The expected rate of housing delivery for the plan period and an accompanying 5 year supply calculation are provided in the housing evidence paper. The housing trajectory will be updated annually through the Annual Monitoring Report.
- 7.19** The Local Plan will include policies to outline a requirement for developments to deliver a wide choice of high quality homes, providing opportunities for home ownership and to create sustainable, inclusive and mixed communities. The size, type, tenure and range of housing required in settlements across the District will reflect local needs as outlined in the SHMA and any future updates to technical evidence.

7 Strategic Policies

7.3 Environment

Policy SP 4

Natural and Historic Environment

New development should:

- a) ensure the protection and enhancement of existing environmental and heritage assets (both designated and non-designated) and their settings;
- b) contribute to the delivery and enhancement of new and existing green infrastructure;
- c) address the challenge of climate change and habitat loss and fragmentation by creating new habitats and better management of existing habitats, paying particular attention to Gloucestershire Nature Map and Nature Improvement Areas (or similar designations);
- d) seek to improve air, soil and water quality where appropriate;
- e) ensure high quality design that complements the character of the area.

- 7.20** The built, natural and historic environment of the district is supported by a wide range of policy guidance and initiatives and through engagement and consultation is identified as being of key importance for communities. Cotswold District environmental and heritage assets are widely recognised as being of high quality and, in some cases, unique. The value of these assets to the area is evident, for example in providing a strong local identity, enhancing the overall quality of life and contribute to the area's economy by supporting the tourist trade.
- 7.21** Well-designed development can ensure that it contributes positively to this local character as well as meeting the identified needs of current and future generations.
- 7.22** Whilst development can contribute positively towards the creation of new environmental assets, including green infrastructure (and the management of existing ones), it is important that it is designed to take full account of the strategic dimension, for example Nature Improvement Areas, long distance footpaths etc. These assets can be of international, national or local importance. The level of importance of an asset and the significance of any feature that may be affected by a proposed development should be carefully considered and appropriate weight attributed to it. Even when development takes place without direct harm to the asset, it is important that the setting and potential wider area of influence is also protected. For example, development just outside the AONB may be clearly visible from within the AONB, thereby potentially causing harm to the character of the AONB. The role of environmental assets and features in their wider context should also be considered, for example their role in wildlife corridors and networks.

Strategic Policies 7

- 7.23** The need for development must be balanced with the requirement to minimise pollution and other adverse effects in the local and natural environment. In a sustainable development plan, land will be allocated with the least environmental, agricultural or amenity value, where consistent with other policies.

7 Strategic Policies

7.4 Distribution Strategy

7.24 Since publishing the Preferred Development Strategy in May 2013 (PDS), the Council has taken a number of important steps to move the strategy forward, including:

- The production of further evidence and data on many key topics, including a wholesale review of the objectively assessed housing and employment requirements.
- Analysing all representations made on the PDS and, where appropriate, amending the strategy accordingly.
- Commissioning the preparation of further sustainability appraisal to test key aspects of the emerging distribution of development.
- Working with local communities to help identify suitable sites (of non-strategic scale) to accommodate housing and employment development in the District's most sustainable settlements.

7.25 The 17 settlements identified in the PDS were selected on the basis of their social and economic sustainability - including accessibility to services and facilities - along with the availability of land to deliver future development. The latter, at that stage, focussed primarily on meeting housing requirements. The Development Strategy Evidence Paper (April 2013) explains the rationale and methodology in more detail. Environmental sustainability considerations helped to determine an acceptable scale of development in the 17 settlements.

7.26 In December 2013, the Council added Down Ampney to the list of settlements identified in the Development Strategy following the receipt of evidence demonstrating the existence of deliverable land for development in and around the village. Previously, no land had been put forward in response to 'calls for sites'. Conversely, the process of identifying suitable land for development has recently revealed that Siddington has insufficient development opportunities to justify inclusion in the Development Strategy, and the village has thus been removed. The resulting 17 settlements are considered to be the most sustainable locations where sufficient available and deliverable land has been identified to meet the District's future development requirements.

7.27 In taking forward the strategy, the Council is conscious that, in order to achieve sustainable, balanced communities, the delivery of housing for the District needs to be balanced with appropriate employment growth. To that end, the objectively assessed housing requirement takes various demographic factors into account, including the District's ageing population. The resulting employment land requirement and distribution strategy needs to reflect, and be able to deliver, the economic assumptions informing the housing requirement.

7.28 In determining the distribution of housing and employment, particular account has been taken of:

- the objectively assessed District housing need (at least 7,600);
- the employment land requirement (for B class land) of at least 28 hectares over and above existing commitments
- the latest available position on housing completions and outstanding planning permissions;

Strategic Policies 7

- potential non-strategic housing and employment site allocations (including viability reports);
- the contribution of the strategic development site south of Chesterton, Cirencester;
- the role of rural housing; and
- representations made in previous public consultations.

Policy SP 5

Distribution of Housing and Employment Development

The Cotswold District objectively assessed housing and Class B employment land requirements (2011-2031) will be met on identified sites in the following locations:

Settlements	Housing			Employment
	Built since 2011 and extant planning permissions	Proposed through allocation	Total	B-class employment (gross Ha)
Cirencester strategic site south of Chesterton	0	2,350	2,350	9.10
Cirencester (excl. strategic site)	1,006	31	1,037	-
Andoversford	68	40	108	-
Blockley	8	51	59	-
Bourton-on-the-Water	327	10	337	3.38
Chipping Campden	81	127	208	0.67
Down Ampney	23	31	54	-
Fairford	442	0	442	-
Kemble	58	12	70	-
Lechlade	96	18	114	1.25
Mickleton	149	0	149	-
Moreton-in-Marsh	819	21	840	7.13
Northleach	43	53	96	-
South Cerney	155	0	155	-
Stow-on-the-Wold	91	30	121	-
Tetbury	739	27	763	6.74
Upper Rissington	394	0	394	-
Willersey	5	80	85	-
Other locations	341	-	341	-
DISTRICT TOTALS	4,858	2,881	7,726	28.27

- 7.29** The council considers that these allocations make sufficient provision to meet the objectively assessed need for housing and employment during the Plan period. Proposals coming forward outside of these allocations will be considered within that context and having regard to the application of appropriate development management policies.

7 Strategic Policies

Proposed non-strategic site housing allocations

- 7.30** The site allocations process narrowed down potential SHLAA sites to 'Preferred' sites, which have a realistic chance of being delivered within the Plan period. The reasoning and justification for this process is fully outlined in the Evidence Paper: to inform non-strategic housing and employment site allocations.
- 7.31** To date, outstanding planning permissions and completions since April 2011 total 4,845 dwellings. Adding these commitments to the estimated housing on all of the preferred sites (531) produces a total of 5,376 dwellings. That figure is over 2,200 dwellings short of the revised objectively assessed housing requirement (7,600).

Strategic development site south of Chesterton, Cirencester

- 7.32** Evidence demonstrates that, even if all of the preferred sites were to be allocated, the District housing requirement could not be met without a site of 'strategic' scale also being proposed.
- 7.33** The planning arguments for allocating land south of Chesterton were set out in two earlier consultation papers⁽²⁰⁾. None of the evidence produced to date (including many objections made in response to the PDS), have identified compelling planning reasons for deleting the Chesterton site, which remains critical to the success of delivering the Development Strategy.
- 7.34** However, although the District housing requirement has increased by a further 600 dwellings since the PDS was published, the proposed scale of development at Chesterton has reduced from that previously proposed to 2,350 dwellings.
- 7.35** The Cotswold Economy Study 2012 (CES) recommended that 9.1 hectares of B class employment should form part of the proposed strategic development site. The review of the economic evidence has not deviated from that figure and viability reports have indicated that 9.1 hectares here is both viable and deliverable. Although the overall District requirement for employment land has increased, it is not considered appropriate to increase the amount of land earmarked south of Chesterton.

The contribution of housing 'windfalls'

- 7.36** The Council has robust evidence of the contribution that windfalls have made to the District's housing supply in recent years and has concluded that 69 dwellings p.a. can reasonably be expected to accrue from this source over the 13 year period 2018-2031 (a total of 897 dwellings). While the Council is not relying on windfalls to contribute to the total housing requirement in Policy SP3, they provide significant flexibility in the supply of housing if any of the commitments or preferred allocations fail to materialise within a reasonable timescale.

20 LDF Core Strategy Second Issues and Options Consultation Paper (Dec. 2010) and Local Plan Consultation Paper: Preferred Development Strategy (May 2013)

Strategic Policies 7

Employment land requirement

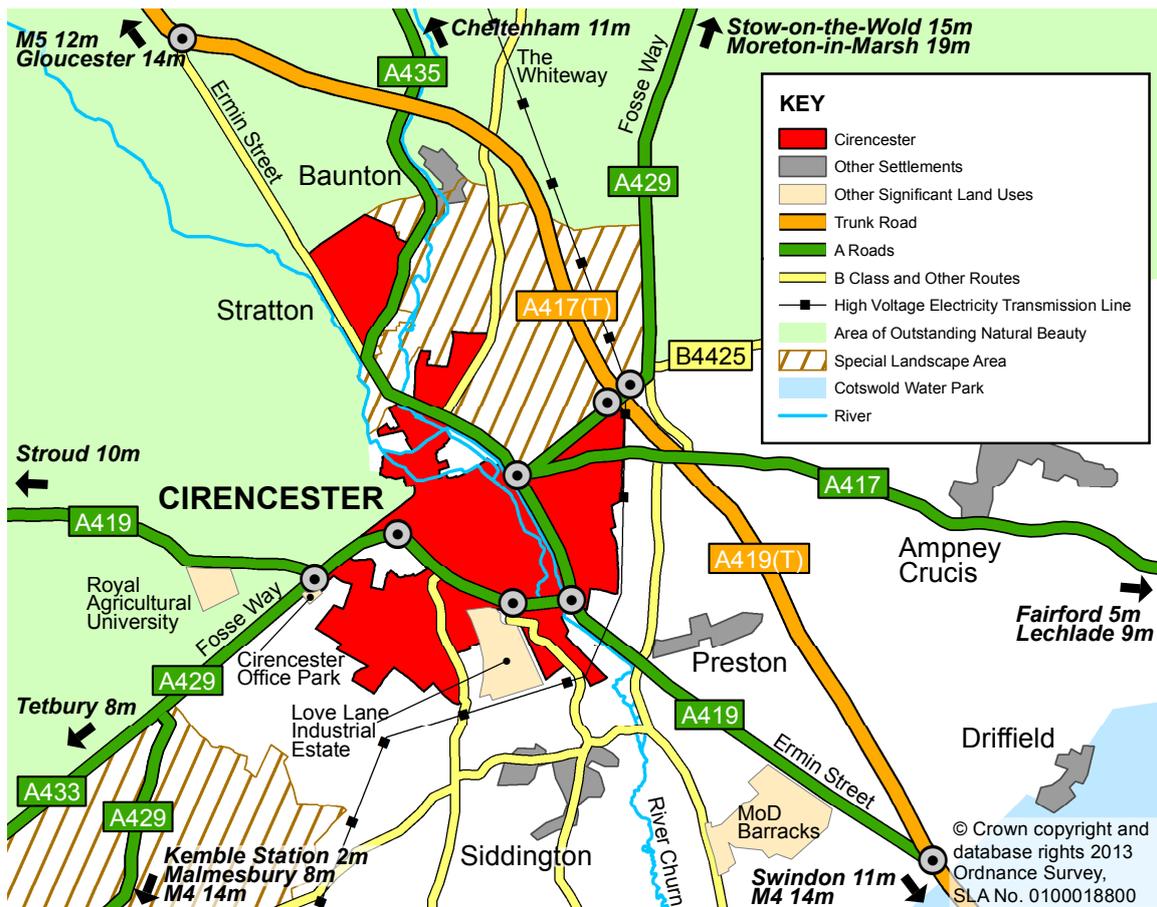
- 7.37** Although the employment land requirement figure relates only to B class uses, there are other employment-generating uses too. Where opportunities have arisen, mainly in Cirencester, these have been identified for various mixed use allocations and are reflected in Strategic Policy SP2. Development management policies will be developed to support the wider economy, for example, tourism, retail, agriculture for inclusion in the full Local Plan.

8 The Strategy

8 The Strategy

8.1 Cirencester

- 8.1** Good practise in spatial planning for strategic-level growth is to focus on the most sustainable locations. In Cotswold District, as in many other areas across the country, the optimum location for this level of growth is the edge of existing large settlements. This is because incremental growth reduces environmental impact and enables cost-effective integration with existing infrastructure. About 25% of the District's population lives in Cirencester. A third of all employment is based in the town, and it is listed in the top 200 retail centres in the UK.
- 8.2** To help Cirencester remain a good place to live and work, and improve its facilities in the future, the town must continue to accommodate a sizeable share of the District's future housing and employment.



Cirencester Location

The Strategy 8

- 8.3** The Cotswolds AONB designation wraps around the northern and western sides of Cirencester. Cirencester Park (grade 1 historic parkland) also lies to the west of the town and effectively precludes any development in that direction. The ‘green wedges’ and views of the Parish Church tower, are particular characteristics of Cirencester when approaching the town from various directions. Other significant constraints around the town include:
- the River Churn and Daglingworth stream floodplains, with flood zone 3 covering extensive areas at Stratton meadow, Kingsmeadow, and alongside the inner bypass, effectively separating the main part of the town from Beeches/ Kingshill, Bowling Green and Stratton;
 - a special landscape area to the north east of the town, including the visually and archaeologically sensitive Hare Bushes/ Tar Barrow area; and
 - the close proximity of neighbouring settlements, whose individual identities should be protected from coalescence with the town’s urban area.
- 8.4** For the purposes of the Local Plan’s Development Strategy, Cirencester is considered to include the developed parts of adjacent parishes that abut, and are effectively part of, the built-up area of the town, such as Kingshill Meadow and Siddington Road/North Hill Road (except the area around Siddington Primary School and The Old Rectory). All of Love Lane Industrial Estate is considered to fall within Cirencester.
- 8.5** Evidence indicates that only limited growth could be accommodated within the existing urban area of Cirencester without developing town centre car parks or building on parkland and open spaces, all of which are important to the town’s character and appearance. Moreover, options for substantial development adjacent to the town are limited because of the significant constraints referred to in the previous paragraph.
- 8.6** Having tested many options and combinations for delivering the appropriate amount of housing for Cirencester, evidence concludes that a single strategic site is the only viable solution. Recent independent appraisal work has confirmed that land south of Chesterton, which is available and deliverable, remains the most suitable option for accommodating a strategic scale of development.
- 8.7** To achieve flexibility and allow for possible non-delivery, particularly sites in the central area, the Preferred Development Strategy (PDS May 2013) proposed an overall total of up to 3360 dwellings for Cirencester over the period April 2011 to March 2031. Suitable land was identified to the south of Chesterton for mixed use development of 2500 dwellings, at least 9 hectares of employment and appropriate community infrastructure. Completions and planning permissions (to 30th September 2014) amount to 1006 dwellings. Further potential sites have been considered through the Strategic Housing Land Availability Assessment (SHLAA 2014) and a detailed site allocation assessment. Through these assessments, sites C_17, C_39, C_101A and C_97 were identified as being suitable for housing (or residential-led mixed use) development within this plan period. These sites have a potential combined capacity of 31 dwellings.
- 8.8** Economic evidence concludes that 9.1 ha of land should be allocated for B1, B2, B8 employment uses in association with the strategic site south of Chesterton, including land at Wilkinson Road/Spratsgate Lane. About 6 hectares of the employment land should be

8 The Strategy

allocated for B1 use to support the existing successful Cirencester Office Park and 3.1 hectares for B2/B8 uses to support the well-established Love Lane Industrial Estate. Evidence demonstrates that developing land adjoining existing, successful business parks / industrial estates is the most suitable and viable way of delivering employment development.

- 8.9** The Strategic site to the south of Chesterton is discussed in detail in Section 8.2.
- 8.10** In addition to allocating land for employment development, it is recognised that a more bespoke approach is needed to support the continued prosperity of the District's larger institutions and employers, such as the Royal Agricultural University (RAU). These organisations have significant and substantial sites in the District's more sustainable settlements and some have approached the Council with their future growth plans and aspirations. The Council recognises their need for certainty in a fluctuating economic climate, and it is appropriate that it seeks to provide support through the local plan process. Sites have been assessed through a rigorous process, but the view is taken that a more holistic 'master planning' approach is necessary - led by the relevant organisation. Therefore, the relevant sites are recommended to have a 'special policy' status in the Local Plan.
- 8.11** The importance of the Royal Agricultural University (RAU) and its associated activities to the local economy are acknowledged. The RAU 'triangle site' already has planning permission (10/00964/OUT) for development comprising educational, research, agricultural business uses / conference facility, access and ancillary works. Through the Strategic Employment Land Availability Assessment (SELAA), site CIR_E6 which adjoins the RAU has been put forward for employment development. Although a substantial part of this site is constrained by a gas pipeline buffer zone, approximately 2.44 hectares is developable, planned in conjunction with the adjoining 'triangle' site. It is therefore proposed that both sites are identified in the local plan as 'special policy', which encourages the preparation of a comprehensive masterplan, the future needs of the RAU and its research/development aspirations, whilst having regard to the site's sensitive location.
- 8.12** The following potential mixed use development sites have also been considered through the SELAA process and a detailed site allocation assessment:
- CIR_E10 has the potential to offer a retail-led mixed use scheme;
 - CIR_E11 has been identified as being suitable for a hotel development;
 - CIR_E13 provides an opportunity for a mixed use scheme to be achieved; and
 - CIR_E14 is likely to be the most appropriate location for an intensification of the current car parking use along with some office provision on the frontage.
- 8.13** The Council is undertaking a Cotswold Parking Study, which will comprehensively review the existing position, including examining potential to rationalise car parking in Cirencester town centre onto fewer sites. The review of parking sites could result in the release of land for potential redevelopment. Any resulting options will inform the emerging Local Plan. The potential for 'Park and Ride' will also be considered and, if considered viable, included in the review of the Local Transport Plan.

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- 8.14** Economic evidence indicates that new retailing floorspace would not be required until after 2017. This should provide sufficient time for the assembly of town centre sites and for the development south of Chesterton to have commenced.
- 8.15** The principles set out in the Cirencester Town Centre Supplementary Planning Document (SPD), adopted in November 2008, remain pertinent and should continue to be supported. In addition, various local initiatives have come forward through community-level planning, and these, too, are supported in principle. Furthermore, Cotswold District Council has worked collaboratively with Cirencester Town Council on the emerging Local Plan, particularly in relation to the proposed strategic site, south of Chesterton. This has built on previous successful joint working which sought to deliver the 'Vision for Cirencester' initiative through the publication of the SPD and adoption of the Community Plan 'Our Future Cirencester'. The Town Council is currently reviewing the Community Plan, alongside a planning-related concept statement.
- 8.16** For information purposes only, Appendix A includes a map of Cirencester showing the proposed housing allocations along with dwellings built since April 2011 and any outstanding residential planning permissions.

8 The Strategy

Settlement Strategy 1

PROPOSED STRATEGY FOR CIRENCESTER

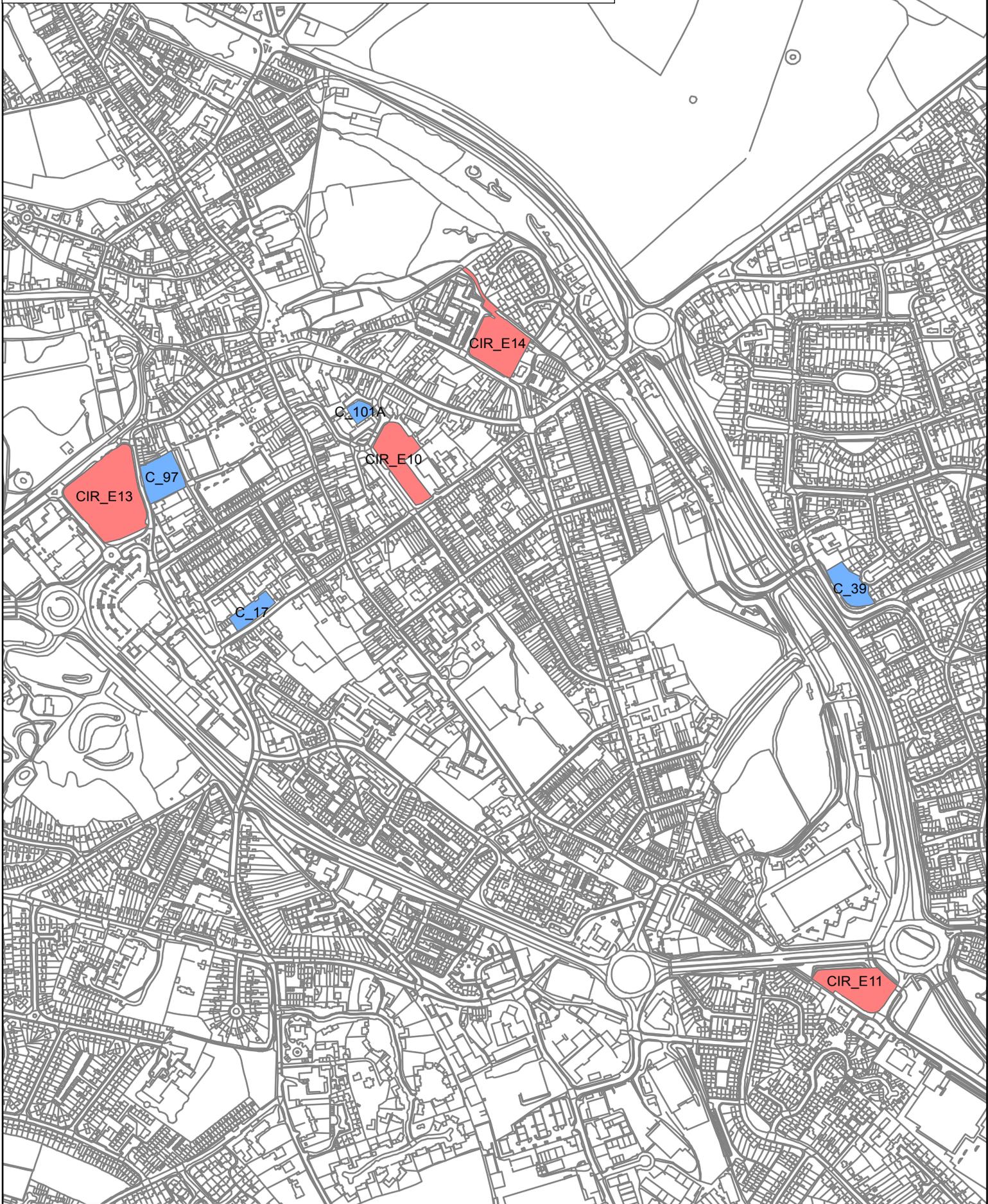
1. An overall total of up to 3,387 dwellings is proposed for Cirencester over the period April 2011 to March 2031, including housing built to date and outstanding permissions. Of these, up to 2,350 dwellings will be provided on land to the south of Chesterton phased over the period to 2031, together with 9.1 hectares of employment, and appropriate community infrastructure to support the new development (see separate policy in Section 7.2).
2. The following sites are proposed for allocation for housing development:
 - C_17 42-54 Querns Lane (capacity 6 dwellings)
 - C_39 Austin Road Flats (capacity 9 dwellings)
 - C_101A Magistrates Court (capacity 5 dwellings)
3. The following site is proposed for a residential-led mixed use development:
 - C_97 Memorial Hospital (capacity 11 dwellings)
4. To help ensure that there is a sufficient economically active population to support the local economy, any proposal for housing development (open market and affordable) should include an appropriate mix of housing types.
5. The following employment areas in Cirencester will be protected:
 - Love Lane Industrial Estate
 - Phoenix Way
 - Cirencester Office Park (Smith's Field)
 - Querns Business Centre
 - College Farm
 - Whiteway Farm
 - Mitsubishi HQ
 - St James Place
6. The redevelopment of the following town centre sites will be encouraged:
 - CIR_E10 Forum Car Park (Site area 0.54 hectares), is allocated for a retail-led mixed use scheme, subject to the findings of the Cotswold Parking Study.
 - CIR_E11 Cirencester Lorry Park (Site area 0.6 hectares), is allocated for a hotel use (D2)

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- CIR_E13 Sheep Street Island (Site area 1.29 hectares), is allocated for a mixed use scheme, subject to the findings of the Cotswold Parking Study.
 - CIR_E14 Waterloo Car Park (Site area 0.67 hectares), is allocated for intensification of car parking use, and office provision on frontage, subject to the findings of the Cotswold Parking Study.
7. The preparation of a master plan for the whole RAU area will be encouraged through a 'special policy' in the full draft Local Plan to ensure that a holistic, long term, approach is taken, which is responsive both to the RAU's needs and the site's environmental sensitivities.
 8. Provision will be required for sport and recreation facilities in Cirencester as part of any development proposals, in line with current and emerging evidence.
 9. Proposals to aesthetically and functionally improve Cirencester's townscape, broadly in line with the provisions of the Cirencester Town Centre SPD, are supported in principle, notably the scheme to transform the Market Place into a more pedestrian-friendly environment.
 10. The aim shall be for the town centre to maintain a varied shopping offer and a locally distinctive shopping experience, with some national multiples supporting niche independent shops, resulting in greater retention of shopping expenditure.
 11. Provision will be made for 5,600m² of comparison retail floorspace and 1,300m² of convenience floorspace (net) in the period 2017-2031. Subject to the findings of the Cotswold Parking Study, town centre sites at the Brewery and Forum car parks are preferred, with a smaller, complementary, provision incorporated into the strategic site south of Chesterton, which will be designed to meet local needs rather than to compete with the town centre. Provision could be brought forward before 2017 if competitive and viable schemes can be demonstrated.
 12. Suitable tourism proposals will be encouraged to strengthen the contribution of tourism to the local economy, and aimed at enhancing Cirencester's attraction to visitors.
 13. The following community projects are supported, in principle:
 - Provision of additional play space and facilities for children and young people;
 - Improvement of the functionality, amenity, safety, biodiversity, environment and attractiveness of City Bank;
 - Restoration and upgrading of Cirencester's open air swimming pool;
 - Improving pedestrian / cycle linkages between Chesterton, the Amphitheatre and the town centre.

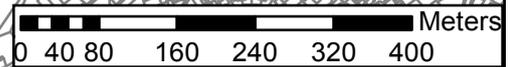
Map 1: Proposed Housing and Employment Allocations

Cirencester



Key

-  Proposed Housing Allocation
-  Proposed Mixed Use/Other Allocation



8.2 Strategic Site, south of Chesterton, Cirencester

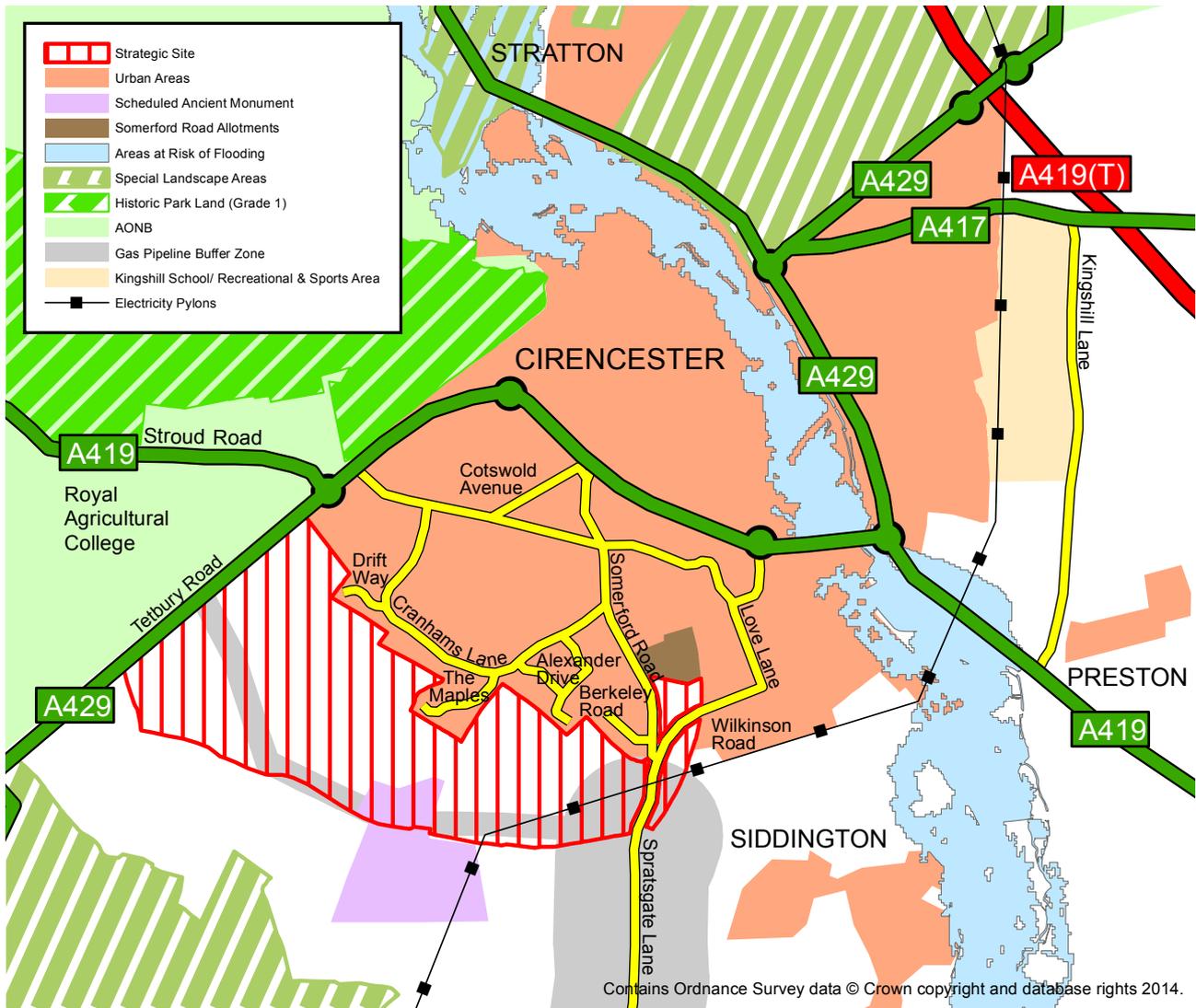
Introduction

- 8.17** The allocation of a strategic site at Cirencester is required to help meet the District's future needs for housing and employment land. Evidence demonstrates that land to the south of Chesterton is the most suitable location for this development.

Site Context and Constraints

- 8.18** The A429 (Tetbury Road) forms a defined boundary to the western edge of the site, while the eastern boundary is less clearly defined, abutting the Wilkinson Road industrial estate, the Somerford Road allotments and Spratsgate Lane.
- 8.19** The strategic site comprises 120 hectares of predominantly agricultural land, divided into small to medium sized arable fields. The site does not lie within a designated landscape; the AONB terminates at the western edge of the A429 and the Kemble/Ewen Special Landscape Area lies beyond the southern boundary of the site.
- 8.20** The landscape is open, only very gently rolling with a number of individual trees and groups of trees covered by Tree Preservation Orders. Public Rights of Way cross the site, providing access into the town and to the surrounding countryside. The town centre is approximately 1.3km to the north of the site.
- 8.21** There are a number of heritage assets in and around the site. At the centre of the site lies the Grade 2 listed Chesterton Farmhouse and Barn, with a number of associated outbuildings and cottages. To the north of the site lies The Cranhams, while to the west lies the Royal Agricultural University, both of which are Grade 2 listed buildings.
- 8.22** Approximately 4.7 hectares of a large Scheduled Ancient Monument, a Romano-British settlement lies at the southern edge of the site.
- 8.23** The majority of the northern boundary of the site abuts modern residential development; with the cemetery and Cirencester Business Park adjoining the north western edge of the site. Other man-made constraints on the site include two gas pipelines and overhead cables. The site does not lie within any areas designated by the Environment Agency to be at risk from flooding.

8 The Strategy



South of Chesterton, Cirencester- Strategic Site Location

Vision for the Strategic Site

8.24 The Council, with community participation, has set out a vision for the site. The vision sets out how the development will look and function, and will inform the design principles and Masterplan Framework.

Settlement Strategy 2

Strategic Site Vision

1. Development of the land south-west of Chesterton and adjacent to the Royal Agricultural University presents an opportunity to create a new and attractive south-western edge to Cirencester. This vision statement describes the ultimate ambition for the place. The development will sit comfortably within the gently undulating landform, successfully incorporating significant trees and hedgerows within green corridors. A range of public open spaces will also help to green the place. In its town planning, the development will reflect the built environment of Cirencester. All buildings will exhibit high architectural quality, making optimum use of modern systems internally. The external appearance will avoid pastiche whilst preserving contact with the best local building traditions, not least in the use of high quality materials. The built environment will strike a successful balance between variety and harmony. As in the best historic townscapes the scale, massing and detailing of particular buildings will respond to the character and role of the street they address. Within the layout, focal points and landmarks will be highlighted with distinctive buildings and spaces. A carefully planned network of green infrastructure will serve as a foil to the built environment, helping to create and define smaller, recognisable neighbourhoods within the development. As a consequence, the layout will be easy to understand and navigate. Integration with existing streets and paths in the vicinity, which will be enhanced where necessary, will ensure this new part of Cirencester is well connected to Chesterton, the rest of the town, and the countryside beyond.

2. The mix of homes and tenure types will reflect the needs and ambition of the local community. Residents will have convenient access to community facilities such as schools, shops, health care and play areas. Sufficient employment land and buildings will be provided to ensure a wide range of job opportunities, and these will be closely integrated with residential uses where practicable. All properties will have convenient access to public transport and to a finely branched network of safe and direct walking and cycling routes, linking people to schools, work places and services, both within the development and beyond. Ready access to high speed broadband will enable home working and help reduce the number of journeys by private car. Public spaces will be well designed, with suitable management and maintenance arrangements in place to ensure their continued upkeep. All public spaces and routes will be overlooked to ensure they feel safe.

3. This new part of Cirencester will have a range of site-wide features to reduce its environmental impact including low carbon energy generation, SuDS, and convenient access to recycling facilities. Homes will provide ample space for living and storage. Allotments and gardens will provide opportunities for residents to grow their own food. The development will promote innovation in residential, commercial and infrastructure design with a view to achieving more sustainable ways of living and a place that is future-proof. Essential infrastructure and services will be fully integrated in the design of the place from the outset and delivered in phase with the building work.

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Development Objectives

- 8.25** The development objectives are intended to provide a basis for more detailed urban design and master planning work which will ultimately deliver the vision. They are site specific and will be used in conjunction with other design policies within the Local Plan to ensure that a well designed place is achieved.

Character, Form and Attractiveness

- 8.26** The character and form of the development will reflect the best traditions of historic built form in the Cotswolds. Achieving local distinctiveness is a core development objective, and designers will be required to reinterpret local building traditions and use local materials to create a contemporary and sustainable urban extension. Density is a key determinant of the character and form of the built environment. Achieving the average net density will be critical, but this average allows scope for varying densities across the site as a whole. The highest densities will be found close to key locations (e.g. the local centre) and along public transport routes, with lower densities being found along sensitive edges of the development, in order to ease the transition from town to countryside.
- 8.27** Existing trees and hedgerows will be retained where practicable and the use of green infrastructure will not only enhance the attractiveness of the site and integrate it into the landscape, but will also provide habitats for wildlife.

Continuity and enclosure

- 8.28** Creating a coherent and permeable built environment, is a core development objective. The proposed development will be a place where public and private spaces are clearly distinguished. The Master Plan Framework and the subsequent stages of the master planning process will be expected to provide more detail on how this objective will be achieved.

Mixed Uses and Tenures

- 8.29** A mix of dwelling types and tenures, along with employment and commercial uses, will assist in making the development economically and socially successful. All residents should have easy access to facilities and the neighbourhood centre is intended to meet the day-to-day needs of people living and working within the site. The new services and facilities will, however, also be readily accessible to people living in the surrounding areas.
- 8.30** By providing new employment floor space, in addition to the new housing, the development will make a positive contribution to Cirencester's economy and to its self-containment. The practice of allocating open-ended employment sites can sometimes fail to deliver an appropriate range of employment buildings and uses. Whilst investment interest is always welcomed, the market alone may not always provide a sufficient range of accommodation. The Council is concerned to ensure this does not hamper the site and the development's ability to make a significant contribution to the growth of a diverse local economy in Cirencester. The Council wants to see the local economy expand in all sectors including tourism. The Council's objective is to work with the landowner and partners to attract employment uses that will complement the overall vision and add significant value to the development.

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- 8.31** The quality and density of jobs created will also be important considerations and the Council will require that the employment land will meet future employment needs and demands for a mix of types and sizes of business spaces suitable, for example, for business start-up and incubation, expansion of existing businesses, technical hubs and company headquarters.
- 8.32** The vision requires development that will create an attractive south-western edge to Cirencester. This will require careful consideration of, among other things, what forms of employment development might be appropriate in different parts of the site. For example, there may well be a land use rationale for further employment development adjacent the existing Cirencester Office Park (Tetbury Road), but promoting the right form of development will be critical to realising the vision. High quality B1 office development and/or a new hotel may be appropriate employment uses for this part of the site. Conversely employment uses that are normally accommodated in very utilitarian building types (e.g. general industry) are highly unlikely to be considered appropriate in this part of the site, but would be accommodated on the land to the east of Wilkinson Road.
- 8.33** Whilst the Council will seek to ensure that concentrations of certain types of employment uses/buildings are directed towards the most appropriate parts of the site, the development shall otherwise avoid rigid 'zoning' of different uses to different parts of the site. Uses that would not prejudice residential amenity (e.g. small scale light industrial, office, retail and sociable uses) will be encouraged across the residential areas, in order to create places with variety and choice. For example, the ground floor of buildings adjacent to the main nodes may be particularly suitable for small-scale retail and sociable uses. Encouraging a mix of uses across the development, at the various scales described above, is a core development objective.

Lively Streets and Spaces

- 8.34** The streets, communal areas and public open spaces within this development will be the focus for community activity and social interaction for all ages. Streets and junctions will be designed as public spaces, rather than merely as functional routes for vehicular traffic. They will be enclosed and overlooked by built form to impart a feeling of security for all users.
- 8.35** Street trees will provide shelter for pedestrians and cyclists, as well as enhancing the appearance of the street scene, and minimising the visual impact of on-street car parking. Conveniently placed benches and places to rest will allow the less able to move in and around the development in addition to providing informal places for social interaction.
- 8.36** High quality playing fields and supporting infrastructure will also be provided to serve the needs of residents. Informal open space and structured landscaping will provide opportunities to successfully integrate existing landscape assets into the new development. Existing heritage assets shall be carefully integrated, in ways that preserve and enhance their settings. The development shall also include new allotments, or community gardens, to meet needs arising from the development, and these shall be provided on the highest quality agricultural land within the site. The provision of attractive and safe outdoor areas that display the highest standards of design in terms of materials, planting, street furniture, lighting and access is a core development objective.

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Functionality, Adaptability and Resilience

- 8.37** The vision calls for a development with a range of site-wide features to reduce its environmental impact including low carbon energy generation, SuDS and convenient access to allotments and recycling facilities. The Council, working with developers, will seek to use the appropriate assessment methodologies to secure enhanced building and environmental performance above statutory minima where practicable. Any proposed new technologies, including opportunities for decentralised energy production, will be carefully integrated from the outset, particularly those with the potential to have adverse impacts on the external appearance of individual or groups of buildings and/ or where widely visible from public viewpoints.
- 8.38** The most successful built environments are those that have proved robust enough to adapt to changing circumstances and demands. In order to achieve this quality, the built environment of this strategic development needs to be adaptable at every scale. The layout itself should be based on block sizes and a pattern of streets that allow flexibility in terms of the variety of uses that could be developed over time. Public spaces within the scheme should be designed to accommodate a variety of uses and activities. Developers and designers should seek to ensure that the buildings they deliver within the development are as robust as practicable, by giving careful consideration to characteristics such as height, depth and access, all of which influence how adaptable buildings are to new uses.
- 8.39** A key factor affecting the robustness of housing is the amount of space that individual units provide. The vision here is for a range of house types offering choice in the amount of space provided. In particular the Council will seek to ensure that some house types provide sufficient space to facilitate home working. Where possible the design of housing should also provide opportunities for future enlargement, which would not compromise the original design concept for the surrounding part of the development (e.g. the street).
- 8.40** Places that are easy and practical to manage tend to be more resilient, for example where maintenance and policing are supported by good access, natural surveillance and hard wearing, easy to repair materials.

Ease of Movement

- 8.41** The application of these development objectives shall create an environment that is easily understood. Successful towns are typically arranged around one or two primary streets lined by commercial uses, with smaller scale streets leading off into residential areas. In historic townscapes the most important streets are often distinguishable from others because of their width and their grand buildings, whereas quiet residential streets often have a much more intimate character. Public buildings and other landmarks are often located at key nodes. Places with this sort of hierarchy of streets, nodes and built form are easier to understand than large areas of uniform housing development. Emulating this traditional approach to town planning is a key development objective.

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- 8.42** It is envisaged that a main street will be provided through the site between the Tetbury Road and Wilkinson Road. The option of including a bus gate, to control the amount of traffic that can access Wilkinson Road, will be carefully considered. Master planning work will investigate options for locating the proposed neighbourhood centre at an appropriate point on the main street, ideally on an intersection with other key routes.
- 8.43** Specially designed buildings will mark important corners, and formal groupings of buildings will enclose and define key public spaces. Developers and designers will be required to ensure that their scheme proposals play a positive role in improving legibility across the development. In particular they will be required to identify and maximise opportunities for landmark buildings, vistas and focal points.
- 8.44** The intention is not, however, to create areas with contrived or superficial characters that derive primarily from the external appearance of buildings. Rather the intention is to create a new townscape, where intrinsic variations in development form (e.g. layout, density, scale and massing) create an easily understood hierarchy of streets and spaces. The introduction of special or unusual features will be encouraged to add a further layer of legibility and to enrich the public realm.
- 8.45** The 'street' will be of the utmost importance within this development. As well as providing places for interaction, each street will contribute to the creation of a comprehensive interconnected network.
- 8.46** A finely branched network of footpaths and cycleways will complement the street network. Together they will form a highly permeable grid of movement for pedestrians and cyclists, which always offers a choice of routes to facilitate efficient and direct journeys. This network of footpaths and cycleways will help connect the development to destinations beyond the site boundaries (e.g. the town centre, Kemble station and the Water Park). The network will be less permeable for private cars, making walking and cycling more attractive options for local trips.
- 8.47** Traffic management will be integral to the urban form within this development, and will be achieved through a wide variety of means. Whilst cars will not be excluded (as they can contribute to the liveliness of the public realm) the design will encourage drivers to behave in a manner that is conducive to a pedestrian/cyclist friendly environment. The relationships between building frontages and the streets will be carefully designed to encourage lower vehicle speeds. Along the primary streets vehicle speeds will be restricted to 30mph and this will drop to 20mph in secondary streets and minor residential streets.
- 8.48** The integration of public transport, primarily new bus services, into the built environment and into the lifestyles of those living and working within this development is a key development objective.
- 8.49** A bus service route will be provided through the development to connect key locations and facilitate efficient public transport penetration of the development. All homes will be within 400 metres of a sheltered bus stop, and the bus route will allow buses to circulate in each

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direction increasing frequency and convenience. The provision of new high frequency, high quality bus services between the development and significant destinations beyond the site is a key development objective.

Policy SP 6

Proposed strategic allocation for mixed use development on land south of Chesterton, Cirencester

1. A sustainable and high quality mixed-use development is proposed on approximately 120 hectares of land south of Chesterton, between the A429 Tetbury Road and Wilkinson Road/Spratsgate Lane [cross-reference to the proposals map].
2. The development will include the following:
 - a) Phased delivery of up to 2,350 dwellings (including up to 50% affordable housing) in a mix of sizes, types and tenure to meet local needs;
 - b) Phased delivery of approximately 9.1 hectares to meet future employment needs which are appropriate for their location and would not cause unacceptable environmental problems;
 - c) A neighbourhood centre to meet the day-to-day needs of people living and working within the site, with an appropriate scale of A1 retail to protect the vitality and viability of the existing town centre;
 - d) The provision of, or contributions towards, education, community services and social infrastructure required to meet the needs of the development;
 - e) A comprehensive package of transport measures to mitigate the impact of the proposed development on the existing road network and to ensure that the site is well connected to the town and surrounding areas, maximising the opportunities for sustainable travel with the early provision of key transport infrastructure requirements;
 - f) The site will adhere to National best practice guidelines for the provision of public open spaces, both informal and formal, equipped and non-equipped play areas and opportunities for residents to grow their own food as well as the creation of new habitats to be distributed within the site. Measures to secure the long term maintenance and upkeep of these areas will be taken.
 - g) The retention, where practicable, of important and protected trees, groups of trees and hedgerows and the establishment of new structure landscape planting as part of a network of Green Infrastructure;

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h) Supporting infrastructure and facilities to support the development including the early provision of drainage infrastructure and the provision of a site-wide Sustainable Urban Drainage System;

i) Approximately 1.5 hectares reserved for an extension to the existing cemetery;

3. The development will be master planned and implemented on a comprehensive basis. The first stage in the master planning process will involve the production of a Master Plan Framework for the whole site by the landowner (see the implementation section below). The Council will then decide whether that Master Plan Framework has been produced with an appropriate level of community participation, as described in the Council's Statement of Community Involvement.

4. The development will be designed and phased to ensure maximum practicable integration between the different uses within and beyond the site, and to ensure that all necessary supporting infrastructure and community facilities are delivered in sync with housing and employment development.

5. Proposals for development at this site will also be expected to meet the requirements of other relevant policies in the Local Plan.

Explanation

- 8.50** Policy SP6 sets out the requirements that the development will be required to deliver. The development will be undertaken over a 15-20 year period and will have to be phased to ensure a steady, sustainable delivery of housing and employment land. Infrastructure will have to be delivered in accordance with the phases of development to meet the needs and demands of the development as it grows.
- 8.51** The development will include a range of housing types and in accordance with Local Plan Policy SP6, up to 50% of the dwellings will have to be affordable, unless a viability assessment can demonstrate otherwise. Affordable housing will include social and affordable rented along with shared ownership and shared equity.
- 8.52** The Council will seek to ensure that a range of open market dwelling sizes and types are provided to meet local existing and future needs and to provide a mixed community. These could include self-build and dwellings specifically designed to meet the needs of an ageing population.
- 8.53** The strategic site will deliver a significant part of the employment land provision for the district over the plan period and the amount allocated reflects the anticipated future needs of the district. Options for new employment uses shall respond to the findings of the latest economy evidence⁽²¹⁾ and meet future employment needs and demands for a mix of types and sizes of business spaces suitable, for example, for business start-up and incubation, expansion

21 Supplement to Cotswold Economy Study 2012 and Economy Evidence Paper 2013 (CDC, November 2014)

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of existing businesses, technical hubs and company headquarters. The evidence also identifies future accommodation needs for business and visitors to the area, in order to support the local tourist and business economy.

- 8.54** The neighbourhood centre will provide convenience shopping and the Council will seek to restrict the floor area of the retail (A1) units to protect the vitality and viability of the existing town centre. The neighbourhood centre will also include facilities to serve the new community e.g. community meeting space and healthcare facility. Developers will be expected to provide these facilities in phase with development.
- 8.55** The County Education Authority will require the provision of a new primary school and it is expected that this will be a three-form entry primary school. Contributions will be sought for pre-school and secondary education; the exact level of provision will be assessed during the course of the planning application depending upon the final number of dwellings proposed.
- 8.56** The County Council will also require contributions towards youth services and library facilities.
- 8.57** The development is likely to have a significant impact on the existing highway system. In terms of the existing highway network there are likely to be impacts of varying significance notably at: the A429 Tetbury Road/A419 Stroud Road Roundabout; the junction of Chesterton Lane with A429; the Waitrose Roundabout; and the A429 /A433 junction.
- 8.58** The onus will therefore be on the prospective developer to address any associated problems and propose appropriate mitigating measures for the local highways authority to consider. The development will therefore have to include contributions to key enabling development (for example a roundabout at the A429) and off-site improvements to the existing highways network.
- 8.59** The development will have to maximise the opportunities for sustainable modes of travel. The development will include a comprehensive network of safe and convenient footpaths and cycleways (including necessary improvements to existing routes) linking different uses within the site and beyond the site, such as Deer Park School, the town centre, Kemble station and the Cotswold Water Park.
- 8.60** Prospective developers will be required to identify, in liaison with the County and District councils, a comprehensive package of public transport improvements which will have the effect of reducing car dependency. Public transport improvements must be implemented as early as practicable, offering residents/employees viable alternatives to travelling by private car, and thus influencing travel behaviour from the outset.
- 8.61** However, despite the provision of public transport, it is recognised that some residents of the new development will choose the private car to visit the town centre. This will have an impact upon town centre parking and contributions will be sought to mitigate the impact of the development.
- 8.62** The expansion of the local population as a result of the Chesterton Farm development will create significant additional demand for sport and recreation facilities. Based on the application of evidence-based local planning standards, the following requirements have been identified and the recommended method of delivery is noted alongside each facility type:

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Facility	Proposed delivery mechanism
Sports halls	In the absence of any spare capacity after 2019, provide on-site in conjunction with either the proposed primary school or the community facilities.
Swimming pools	In the absence of any spare capacity after 2019, examine the feasibility of developing a seasonal cover for the existing outdoor pool, to extend its usable season.
Health and fitness	In the absence of any spare capacity, either provide on-site in conjunction with the community facilities, or seek a financial contribution towards expanding/improving off-site provision.
Indoor tennis	No additional provision required
Indoor bowls	No additional provision required

Facility	Proposed delivery mechanism
Squash courts	Additional demand can be accommodated by existing spare capacity.
Athletics tracks	An off-site financial contribution towards the provision and/or expansion of the proposed Compact Athletics Facility or Club Training Venue.
Outdoor bowls	An off-site financial contribution towards access improvements at Cirencester Bowls Club, to take advantage of existing spare capacity.
Outdoor tennis	A mix on on-site provision of three courts at the community facilities and an off-site financial contribution to expand provision to the equivalent of three further courts at Cirencester Tennis Club.
Golf courses	Additional demand can be accommodated by existing spare capacity.
Artificial turf pitches for hockey	Assuming that a '3G football turf pitch is provided to create more hockey capacity at the existing pitches additional demand will be accommodated by spare capacity.
'3G' football turf pitches	There is already sufficient local demand for one '3G' pitch, so the additional requirement for 0.31 of a pitch (equivalent to a 60m x 30m small-sided pitch) would best be provided at either the proposed primary school or the community facilities, or through a financial contribution to expand/improve off-site provision.
Adult football pitches	Provide 2 pitches on-site in conjunction with the community facility.
Youth football (11v11) pitches	Provide 1 pitch on-site in conjunction with the community facility.

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Facility	Proposed delivery mechanism
Youth football (9v9) pitches	Provide 1 pitch on-site in conjunction with the primary school.
Mini-soccer (7v7) pitches	Provide 1 pitch on-site in conjunction with the primary school.
Mini-soccer (5v5) pitches	Provide 1 pitch on-site in conjunction with the primary school.
Cricket pitches	An off-site financial contribution to expand capacity at Cirencester Cricket Club.
Rugby pitches	An off-site financial contribution to expand capacity at Cirencester Rugby Club. This might include a contribution towards '3G' pitch provision with a 55mm - 60mm pile, suitable for football and rugby use.
Children's play and youth provision	On-site provision of 3 children's play areas, one complying with the Fields in Trust definition of a Neighbourhood Equipped Play Area and two Local Equipped Play Areas.

- 8.63** Public open space will include a variety of uses for residents of the development in addition to those listed above. National best practice guidelines will be used to establish the amount of informal open space, allotment space and/or community gardens and natural green spaces to be included on the site.
- 8.64** For the structural landscaping of the site, the outline planning application will be accompanied by an Environmental Statement, with a Landscape and Visual Impact Assessment. This will enable decisions regarding the amount and types of structural landscaping required to ensure the development is properly integrated in the landscape.
- 8.65** The location of some of the public open space, particularly informal space, may be influenced by the constraints on the site, such as the power lines, gas pipeline and Scheduled Ancient Monument.
- 8.66** The public open space provision provides an opportunity for the creation of new habitats to enhance biodiversity, for example through the creation of ponds. This can include the use of native planting and the creation of 'green corridors' across the site, and linking to green infrastructure beyond the site.
- 8.67** Sustainable Urban Drainage systems (SUDS) also provide an opportunity to create habitats for biodiversity while retaining surface water runoff rates to the same level as the undeveloped site.
- 8.68** A Tree Preservation Order protects various trees across the site and the development will have to incorporate these where practicable, and protect them during construction. The Council will require that replacement trees are planted where protected trees have to be removed.

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- 8.69** Supporting infrastructure and services will include the provision of superfast broadband, utilities and foul sewers. The latter is likely to include strategic upgrades to the sewage network and detailed modelling will be required to establish the precise nature and extent of any upgrades.
- 8.70** The provision of high speed broadband will support new and relocating businesses as well as allowing for residents to work from home.
- 8.71** Approximately 1.5 hectares of the site will be reserved for the future expansion of the cemetery. This requirement was identified within the 2001-2011 and 1999 Local Plans and although the land hasn't been required so far, the allocation should remain in order to allow for the cemetery's eventual expansion. The expansion can include provision for traditional or "green burials" and the details would be subject to a future application.
- 8.72** The development proposals must accord with other local plan policies and the National Planning Policy Framework (or subsequent national planning policy). This would include the requirement that the development safeguards and enhances existing heritage assets within the site, as well as those beyond the site boundary that are likely to be significantly affected by the development.

Implementation and Monitoring

- 8.73** In order to achieve high standards of design and all the other objectives described above the development will be master planned and implemented on a comprehensive basis. The master planning process will ensure that all aspects of development form (e.g. layout, landscape, density, mix of uses, scale, materials and detailing) are properly addressed to ensure the overall vision and objectives described above are fully realised.
- 8.74** The first stage in the master planning process will involve the production of a Master Plan Framework for the whole site by the landowner. Production of the Master Plan Framework will be the focus for pre-application consultation with the community. The completed Master Plan Framework document will be submitted to the Council for consideration prior to the submission of any planning applications for the site. The Council will then decide whether the Master Plan Framework has been produced with an appropriate level of community participation, as described in the Council's Statement of Community Involvement. Providing this is the case the Council will treat the Master Plan Framework as a material consideration in the determination of subsequent planning applications relating to all or any part of the site. The decision-making weight to be attached to the Master Plan Framework will depend on how well it addresses concerns raised by the community during the pre-application stage, and its consistency with Policy SP6 and other relevant Local Plan policies.
- 8.75** As the entire site is controlled by one landowner, the Council will seek to negotiate the submission of a single outline application for this mixed use development, as an effective way to ensure comprehensive master planning of the site. Submission of a single outline application would also enable the Council and the landowners to set out clear arrangements for infrastructure delivery within an associated Section 106 agreement. The Council will, however, maintain an open mind about other potential approaches to the planning application process, particularly if they present advantages in terms of phasing of the development. At

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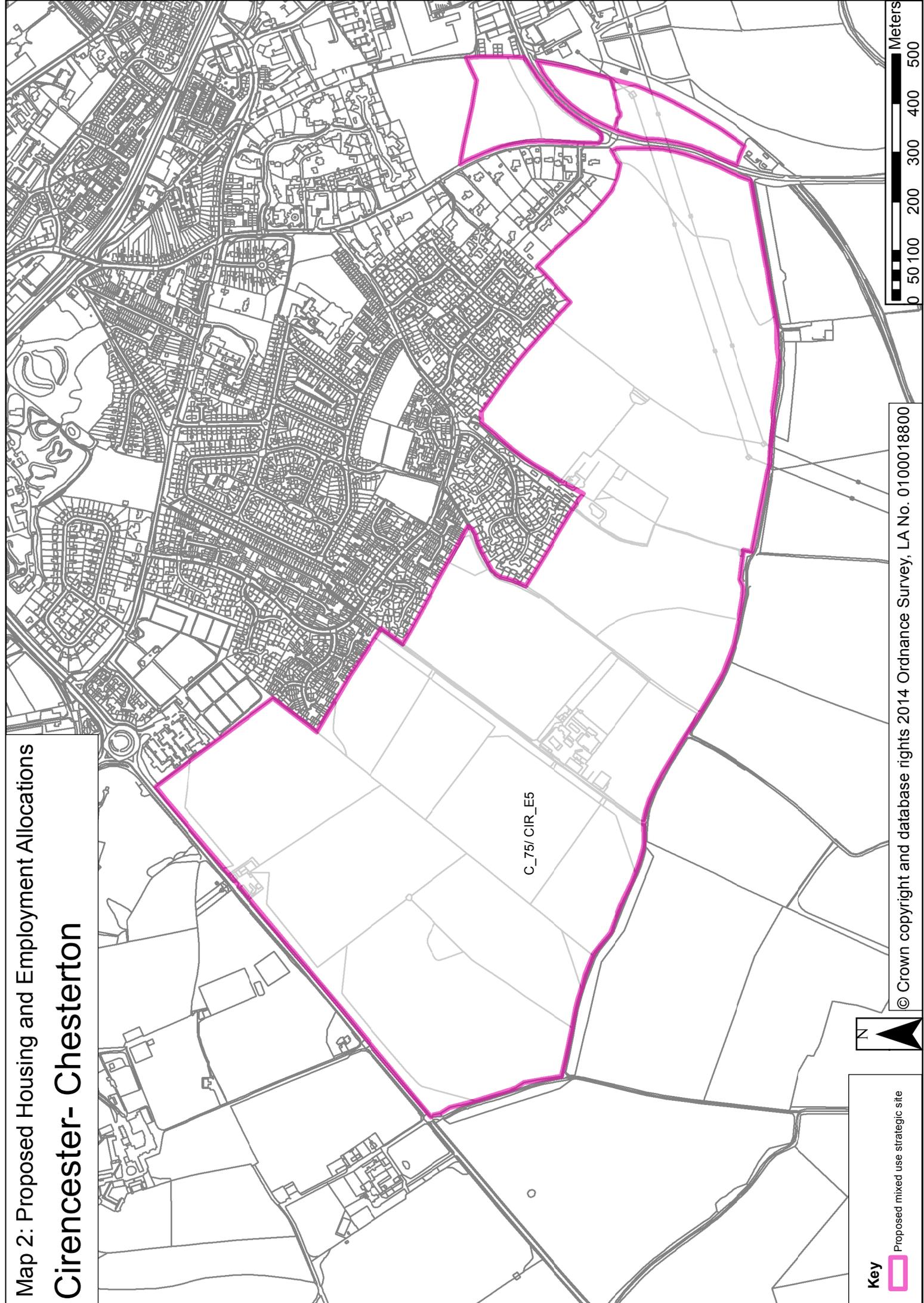
the outline planning application stage the design proposals set out in the Master Plan Framework will be progressed and further refined through the accompanying design and access statement(s) and the application drawings.

8.76 The Master Plan Framework and the anticipated single outline planning application and related section 106 agreement will be key stages in the overall master planning process. Together they will establish a set of parameters and principles for the site, within which high quality design will flourish. The Council will also attach appropriate planning conditions to the outline permission to (among other things) establish arrangements for post-outline continuation of the master planning process. These arrangements will be negotiated with the landowner, but the Council will consider the use of sub-area detailed master plans, design coding and design briefs for key components of the development (e.g. the proposed local centre and key areas of open space). This post-outline stage of more detailed master planning work will precede the submission of reserved matters applications. In effect the Council will seek to protect design quality, in the widest sense, by negotiating with the landowner to put in place a master planning and approval process, which is appropriate to the scale and complexity of the proposed development and consistent with national policy guidance.

8.77 In addition the Council will utilise some or all of the measures summarised below

- Effective pre-application engagement at the outline and reserved matters stages.
- The use of design review.
- Continual monitoring and if necessary review of detailed master planning material (e.g. design codes).
- Engagement with key partners and the local community.
- Planning Performance Agreements.
- The use and implementation of planning conditions.
- Post occupancy surveys of residents.

Map 2: Proposed Housing and Employment Allocations Cirencester- Chesterton



Key
Proposed mixed use strategic site

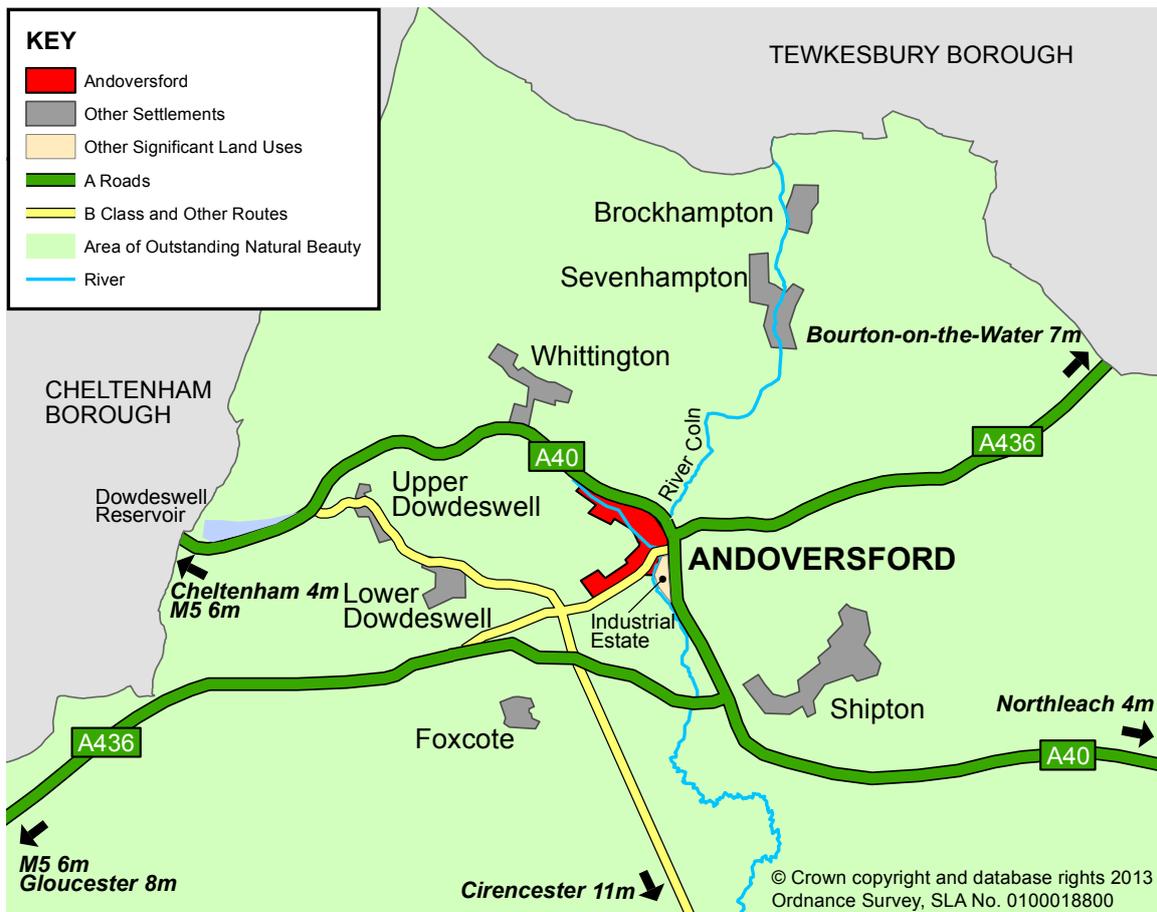
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Meters
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8.3 Andoversford

- 8.78** Although Andoversford is a modest sized settlement, it has an above-average level of services and facilities for a village of its size. Importantly, it also has a well established industrial estate and good employment base. These factors largely explain why the village ranks 11th in the District, in terms of its social and economic sustainability.



Andoversford Location

- 8.79** At 38%, self-containment (the percentage of travel to work journeys that start and finish in the Ward) is low. This could be explained by the relatively close proximity of the village to Cheltenham. Also, bus services to neighbouring Cheltenham have improved and are convenient for commuting to work during normal hours. From Andoversford, bus passengers can gain access to Northleach, Burford and beyond for both employment and leisure trips.

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- 8.80** At less than 4 miles away, Charlton Kings is the nearest existing service centre, whilst the other nearest existing centres in the District are 8-10 miles away. Andoversford's role as a local service and employment centre should be enhanced to help enable it to service a number of villages within a few miles' radius, and reduce reliance on car travel to Cheltenham/ Charlton Kings to the west.
- 8.81** Although located within the Cotswolds AONB, the village itself has few heritage constraints. Being comparatively 'modern', Andoversford is one of only a handful of recognised settlements in the District that has few listed buildings and no designated conservation area.
- 8.82** A substantial 'corridor' through the main part of village lies within the floodplain of the River Coln's upper reaches. All areas within the floodplain have been excluded from the Strategic Housing Land Availability Assessment (SHLAA 2014), irrespective of their potential for housing development. Significant areas of higher ground further to the south have, however, been identified in the SHLAA as having potential to accommodate 40 dwellings. Although the valley side in this area is sensitive to longer-distance views from the north, well designed development would help to mitigate the visual impact of modern development in this part of the village. There is also an opportunity to provide a more positive edge to the settlement than the existing housing. It would be important for the hedges and trees on the boundaries to be retained to soften any built form. Furthermore, the setting to the valley floor to the north is particularly important to the character of the village.
- 8.83** Taking account of environmental constraints, the Preferred Development Strategy (PDS May 2013) proposed an overall total of up to 130 dwellings for Andoversford over the period April 2011 to March 2031. Completions and commitments to 30th September 2014 have delivered 68 dwellings leaving 62 dwellings to allocate to meet the PDS figure. Potential sites have been considered through the SHLAA process and a detailed site allocation assessment. Through this assessment two sites (SHLAA Sites A_2 and A_3A) were identified as being suitable for development, subject to detailed flood and access issues being resolved. The sites have a potential combined capacity of 40 dwellings. This figure was reduced from 73 originally identified in the SHLAA (October 2012) on landscape sensitivity grounds.
- 8.84** It is therefore concluded that a lower total of 108 dwellings is proposed for Andoversford over the Plan period. This represents a reasonable level of house building, despite Andoversford's modest size. The consequent growth in the community's population will – in association with its continuing employment role – help to sustain existing facilities. Importantly, it will also help to enhance Andoversford's potential role as a local service centre in an otherwise poorly-served part of the District. Additional house building will also address the relatively modest need for affordable housing in the Andoversford area. Furthermore, any development proposal should include provision for new natural open space or a pocket park, in order to meet the needs identified in the Open Space, Sport and Recreation and Study (2011) and Interim Infrastructure Delivery Plan (2013).
- 8.85** For information purposes only, Appendix A includes a map of Andoversford showing the proposed housing allocations along with dwellings built since April 2011 and any outstanding residential planning permissions.

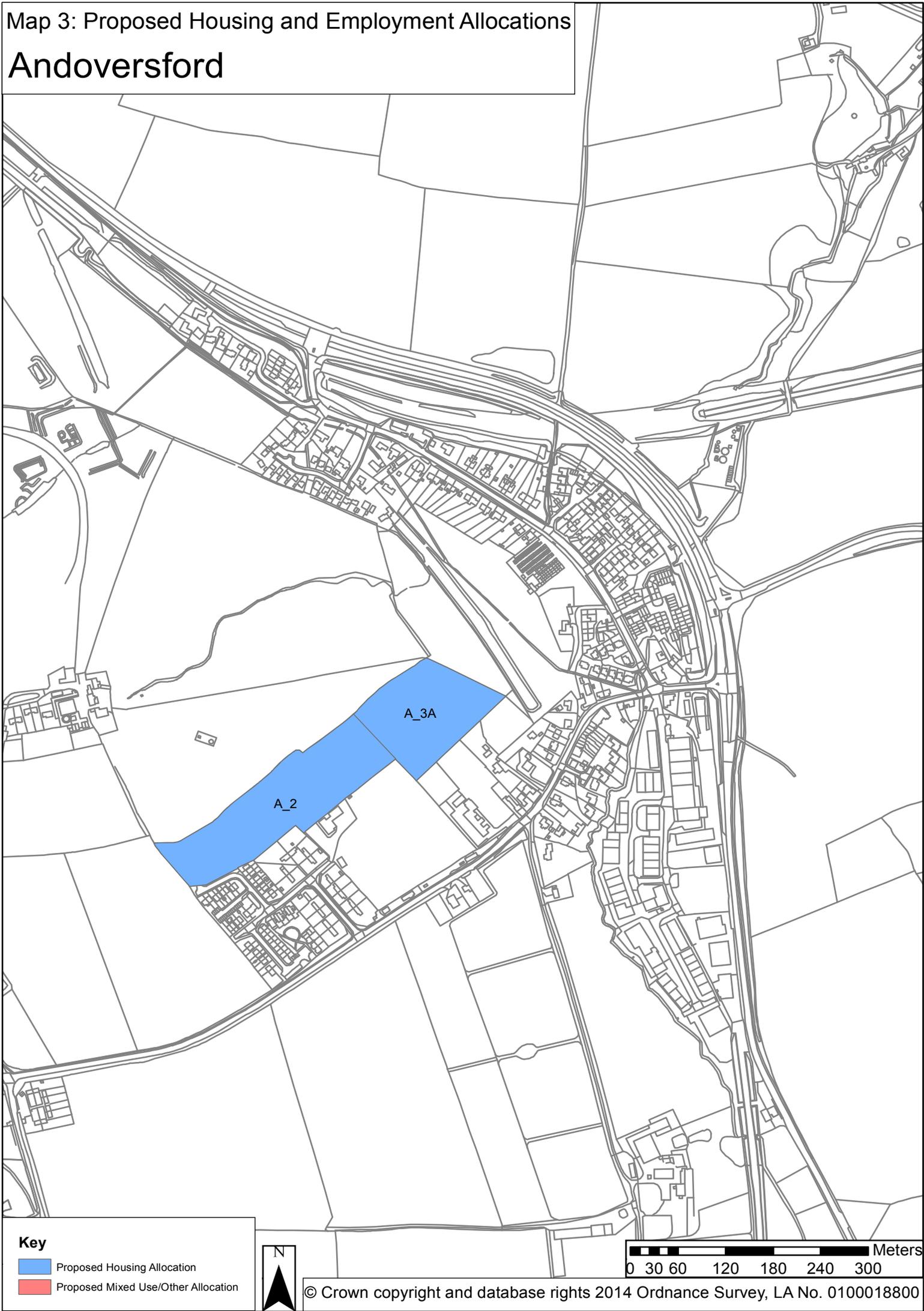
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Settlement Strategy 3

PROPOSED STRATEGY FOR ANDOVERSFORD

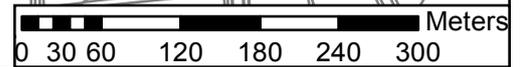
1. A total of 108 dwellings is proposed over the period April 2011 to March 2031, including housing built to date and outstanding permissions. The following sites, subject to the resolution of flood and access issues, are proposed for allocation for housing development:
 - A_2 Land to rear of Templefields and Crossfields
 - A_3A Land to west of Station Road (combined capacity of A_2 and A_3A is 40 dwellings)
2. Contributions will be sought towards bus routes connecting the village with other key settlements.
3. Provision will be required for new natural open space or pocket park in Andoversford as part of any development proposals, in line with current and emerging evidence.
4. Andoversford Industrial Estate will be safeguarded for continued employment use.

Andoversford



Key

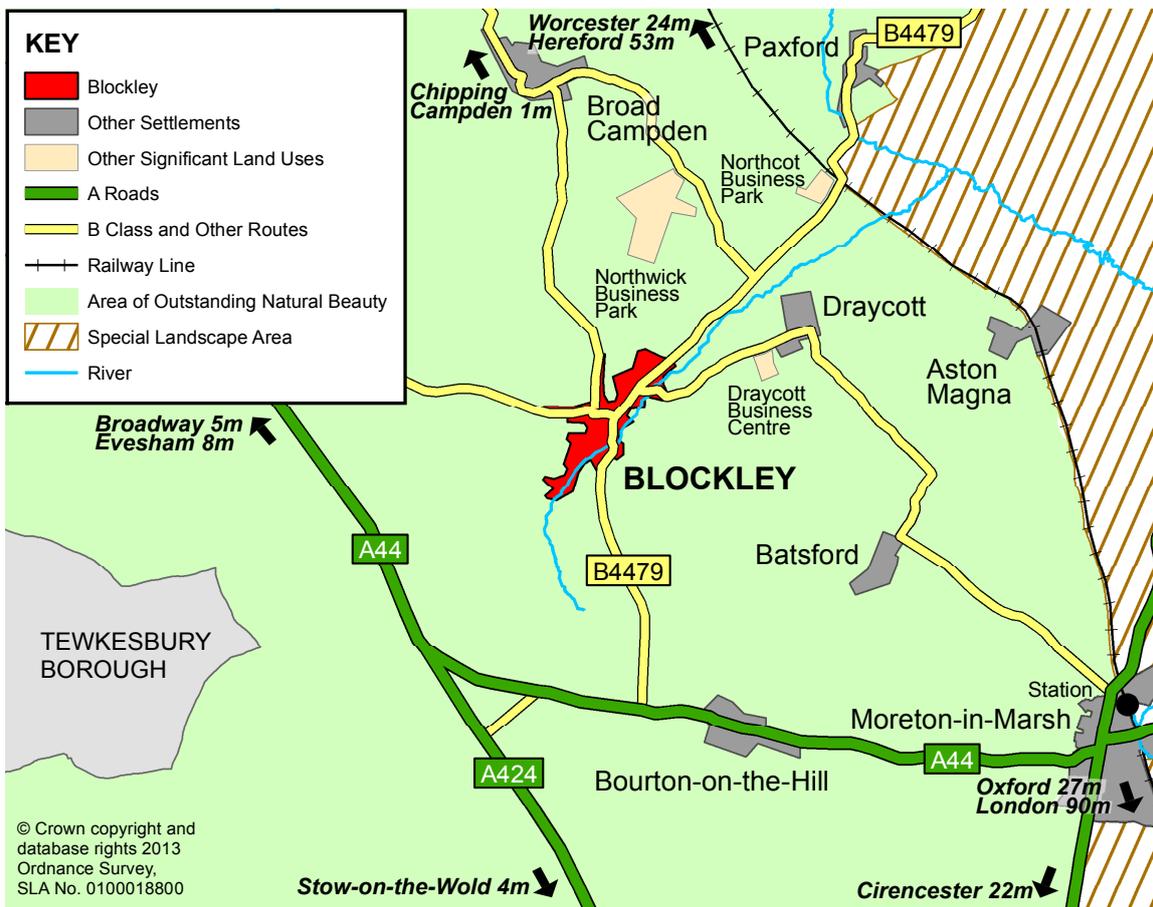
-  Proposed Housing Allocation
-  Proposed Mixed Use/Other Allocation



8 The Strategy

8.4 Blockley

- 8.86** Blockley is a sizeable village, which is able to cater for certain day-to-day community needs. These include convenience shopping, post office services, primary education, GP services, and social activities. It's close proximity to the larger service centre of Moreton-in-Marsh, moreover, means that residents do not have to travel very far to access higher level services that are not available in the village, including secondary education, banking and leisure facilities.
- 8.87** There are limited job opportunities within Blockley, but there are several employment sites nearby within Blockley parish, including Draycott Works, Northcot Business Park (Paxford Brickworks) and Northwick Business Centre, as well as at Moreton-in-Marsh. Overall, Blockley ranks 12th in the District in terms of its social and economic sustainability.



Blockley Location

The Strategy 8

- 8.88** Taking account of environmental constraints and the size of the village, the Preferred Development Strategy (PDS May 2013) proposed an overall total of up to 60 dwellings for Blockley over the period April 2011 to March 2031. Completions and commitments to 30th September 2014 have only delivered 8 dwellings leaving 52 dwellings to allocate to meet the PDS figure. Potential sites have been considered through the Strategic Housing Land Availability Assessment (SHLAA 2014) and a detailed site allocation assessment. Through this process three sites (SHLAA Sites BK_5, BK_8 and BK_14A) were identified as being suitable for development in the plan period. The sites have a potential combined capacity of 51 dwellings.
- 8.89** Therefore, 59 dwellings are proposed for Blockley over the Plan period. In general terms, this represents a reasonable level of house building for a village of Blockley's size and taking account of the village's environmental sensitivity. The resultant growth in the community's population will help to address local affordable housing needs; sustain existing facilities; and maintain Blockley's role as a local service centre.
- 8.90** For information purposes only, Appendix A includes a map of Blockley showing the proposed housing allocations along with dwellings built since April 2011 and any outstanding residential planning permissions.

8 The Strategy

Settlement Strategy 4

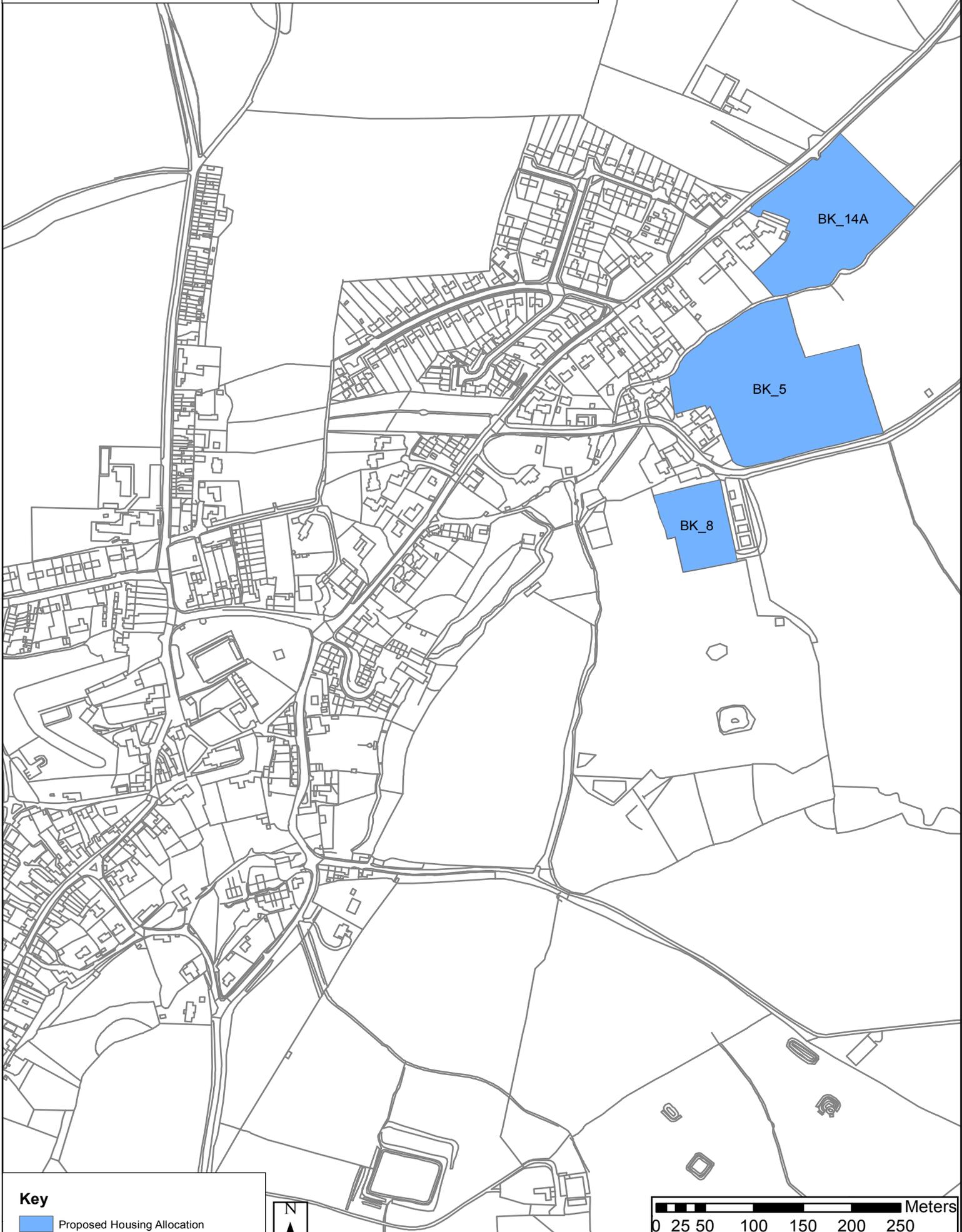
PROPOSED STRATEGY FOR BLOCKLEY

1. A total of 59 dwellings is proposed for Blockley over the period April 2011 to March 2031, including housing built to date and outstanding permissions. The following sites are proposed for allocation for housing development:
 - BK_5 Land north of Sheafhouse Farm (capacity 22 dwellings)
 - BK_8 Land at Sheafhouse Farm (capacity 13 dwellings)
 - BK_14A The Limes, Station Road (capacity 16 dwellings)

2. Existing employment uses at the following areas around Blockley will be protected:
 - Draycott Works, Blockley;
 - Northcot Business Park (Paxford Brickworks);
 - Northwick Business Centre, Blockley.

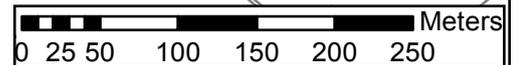
3. The following projects identified through the Blockley Parish Plan (2010), are supported, in principle:
 - Provision of allotments
 - Improvement of footpath and cycle links
 - Provision of youth shelter or other appropriate facility.

Blockley



Key

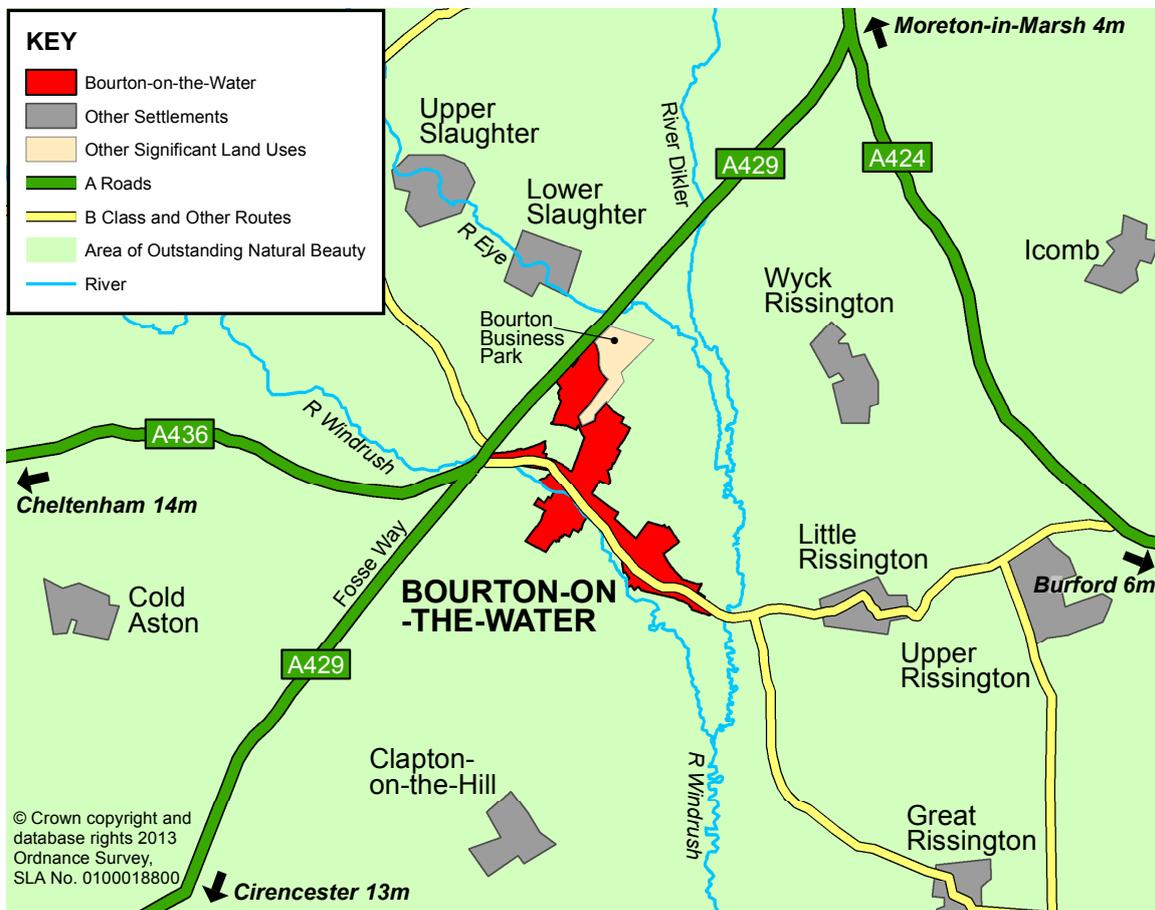
- Proposed Housing Allocation
- Proposed Mixed Use/Other Allocation



8 The Strategy

8.5 Bourton-on-the-Water

8.91 Bourton-on-the-Water is one of the best known Cotswold villages, famous for its unique riverside setting, and renowned visitor attractions. Although regarded as a village rather than a town, Bourton-on-the-Water is the fifth most populous settlement in the District, and, in terms of its social and economic sustainability, ranks 2nd in the District after Cirencester, alongside Moreton-in-Marsh. This is due to its healthy range of services and facilities, sound employment base, and good access to other centres.



Bourton-on-the-Water Location

8.92 Bourton's location within the broad vale carved by the Windrush, Eye and Dikler rivers makes the village setting sensitive to development in certain places. Development will, however, be needed to help ensure that Bourton remains vibrant and viable as a local service centre. While it is inevitable that development at Bourton will have some visual impact, it is imperative that the most sensitive views of the village are protected. Wherever development is located,

The Strategy 8

it should be carefully conceived to ensure that it blends into the landscape as well as possible. Moreover, the traditional village character of Bourton-on-the-Water, upon which the local tourism industry is dependent, should be protected as an economic priority.

- 8.93** Although Bourton-on-the-Water is heavily reliant on tourism, the village does have other significant employment opportunities, notably at the substantial industrial estate, which is well used and helps diversify the local economy. A potential site for significant employment development has been considered through the Strategic Employment Land Availability Assessment and a detailed site allocation assessment. The site would enable the established industrial estate at Bourton to expand. Evidence demonstrates that developing land adjoining an existing, successful industrial estate is the most suitable and viable way of delivering employment development. Therefore, subject to mitigation of potential flood risk through detailed site design, site BOW_E1 is proposed for B class employment development. The site would make a significant contribution to meeting the District-wide requirement for B class employment land.
- 8.94** The village has a good range of shops, supported by the tourist industry. The retail centre ranks third in the District, above Moreton-in-Marsh and Tetbury. The number of comparison shops is above-average while the convenience offer is consistent with the national average. Parking has been consistently raised as an issue of concern in Bourton, particularly its impact on the centre. The District Council is working with local stakeholders, including the County Council, on a Cotswold Parking Study. The findings of this Study will be incorporated into the Local Plan in due course.
- 8.95** Due to its sensitive setting within the AONB, and concerns about potential impacts of development on open spaces and the conservation area, as well as flood risk, the Preferred Development Strategy (PDS May 2013) proposed an overall total of up to 300 dwellings for Bourton-on-the-Water over the period April 2011 to March 2031. Completions and commitments to 30th September 2014 have delivered 327 dwellings, an overprovision on the PDS figure. However, potential sites have still been considered through the Strategic Housing Land Availability Assessment (SHLAA 2014) and a detailed site allocation assessment. Through this process one previously developed site (SHLAA Site B_20) is identified as being suitable for redevelopment within the plan period. The site has a potential capacity of 10 dwellings.
- 8.96** Therefore, 337 dwellings are proposed for Bourton over the Plan period. This represents a reasonable level of house building over 20 years for Bourton-on-the-Water and will address the currently sizable need for affordable housing in the area. Additional housing will also help to sustain existing services and facilities. Furthermore, the Parish Council are seeking to provide a multi-purpose community facility in Bourton, and this is supported in principle through the Local Plan.
- 8.97** For information purposes only, Appendix A includes a map of Bourton-on-the-Water showing the proposed housing allocations along with dwellings built since April 2011 and any outstanding residential planning permissions.

8 The Strategy

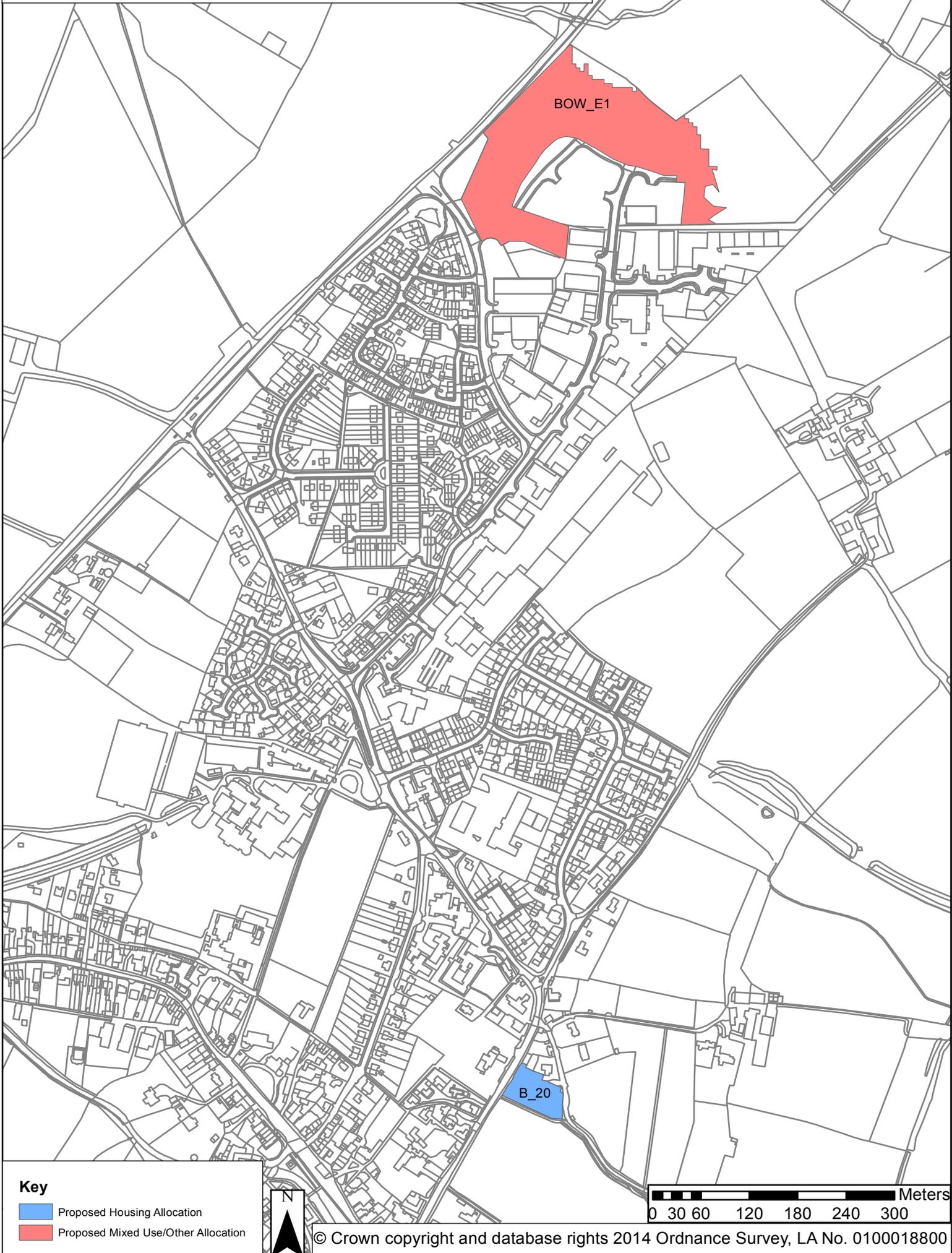
Settlement Strategy 5

PROPOSED STRATEGY FOR BOURTON-ON-THE-WATER

1. A total of 337 dwellings is proposed over the period April 2011 to March 2031, including housing built to date and outstanding permissions. The following site is proposed for allocation for housing development:
 - B_20 Pulman's Bus Depot, Station Road (Capacity 10 dwellings)
2. Proposals for new development will take account of the provision of parking facilities and congestion issues in the centre of the village, and also the findings of the emerging Cotswold Parking Study.
3. To help ensure that there is a sufficient economically active population to support the local economy, any proposal for housing development (open market and affordable) should include an appropriate mix of housing types.
4. Existing uses at Bourton Industrial Estate / Business Park will be protected.
5. The following site is proposed for allocation for B1, B2 and B8 employment uses, subject to a high standard of design and layout sensitive to the AONB, the mitigation of any impact on the local and strategic road network, and mitigation of potential flood risk:
 - Site BOW_E1 Land north of Bourton Industrial Estate / Business Park (Site area 3.38 hectares)
6. Opportunities to maintain the position of Bourton-on-the-Water as a 'town centre'⁽²²⁾ in the District's retail hierarchy will be promoted. As a guide, 250m² of comparison floorspace and 60m² net convenience retail growth should be allowed to reflect housing and employment allocations after 2017. General policies to improve the retail offer, protect vitality and viability, improve the streetscape, promote traffic management improvements, and support and promote markets, should also apply.
7. The provision of a multi-purpose community development is supported in principle.

22 'Town centre' is a general term that has been applied to settlements having a certain level of retailing provision; it does not imply any change to Bourton-on-the-Water's status as a 'village'.

Bourton on the Water

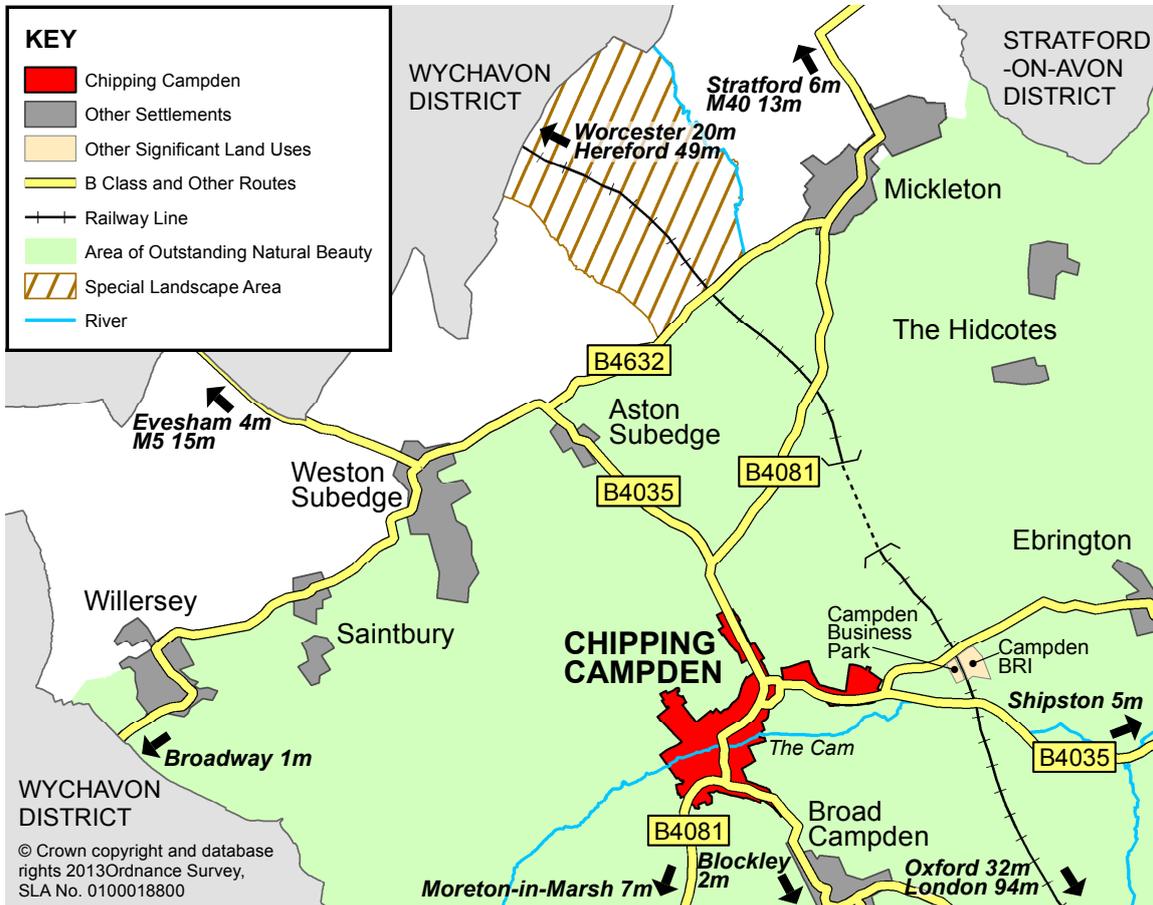


8 The Strategy

8.6 Chipping Campden

- 8.98** Although only supporting a population of around 2,000, Chipping Campden ranks 5th in the District in terms of its social and economic sustainability and is the main service centre in the far north of the District. The town possesses a good range of services and facilities, and the area has a good employment base, with a higher than average proportion of jobs in growth employment sectors. Along with Campden BRI, one of the District's largest employers, there are employment sites at Campden Business Park and at neighbouring Weston-sub-Edge.
- 8.99** However, Chipping Campden faces some significant issues. For example, the trend towards an ageing population is more extreme in the Campden Vale ward than elsewhere, as indicated by the lowest proportion of economically active people in the District. This will undermine the town's economy in the future. Furthermore, the proportion of people in senior management positions is high, which is perhaps a reflection of the high average house prices in Chipping Campden. The strategy for Chipping Campden will seek to address these issues by allocating land for the development of an appropriate mix of housing and employment.
- 8.100** Chipping Campden arguably has the highest quality townscape of all the conservation areas in Cotswold District, together with a fine landscape setting within the AONB. The strategy should be geared towards conserving Chipping Campden's high quality townscape and landscape setting, whilst enabling the town to accommodate an appropriate level of development that will help it to remain a vibrant local service centre.
- 8.101** To help achieve this, the neighbouring villages of Mickleton and Willersey have been identified, along with Chipping Campden, as a cluster of settlements that will help serve the needs of communities in this northernmost corner of the District. Collectively, these settlements have the necessary services, facilities and employment opportunities to provide for the local population.
- 8.102** Taking account of environmental constraints and the need to ensure that the town's historic character is maintained, the Preferred Development Strategy (PDS May 2013) proposed an overall total of up to 160 dwellings for Chipping Campden over the period April 2011 to March 2031. Completions and planning permissions (to 30th September 2014) are expected to deliver 81 dwellings, about 80 dwellings short of the PDS figure. Potential sites have been considered through the Strategic Housing Land Availability Assessment (SHLAA 2014) and a detailed site allocation assessment. Through this process, sites CC_23B, CC_23C and CC_40 are identified as being suitable for development within the plan period. These sites have a potential combined capacity of 127 dwellings.

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Chipping Campden Location

- 8.103** This level of house building over the Plan period will help to address the currently sizable need for affordable housing in this part of the District. This will enable young people to take up local employment opportunities and help provide sufficient accommodation for an economically active population to support the local economy. The additional housing will also help to sustain existing services and facilities.
- 8.104** Chipping Campden has an established and successful Business Park, providing important local employment opportunities. Potential sites for employment development have been considered through the Strategic Employment Land Availability Assessment and a detailed site allocation assessment. Site CCN_E1 would form a logical extension to the existing business park, and it is located where there is existing necessary infrastructure. Evidence demonstrates that this type of site is the most suitable and viable for delivering employment development. Therefore, site CCN_E1 is proposed for B class employment development.

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The site would make an appropriate contribution to meeting the District-wide requirement for B class employment land, which is commensurate with one of the District's more sustainable settlements.

- 8.105** In addition to allocating land for employment development, it is recognised that a more nuanced approach is needed to support the continued prosperity of the District's larger institutions and employers, such as the Campden BRI. These organisations have significant and substantial sites in the more sustainable settlements and some have approached the Council with their future growth plans and aspirations. The Council recognises their need for certainty in a fluctuating economic climate, and it is appropriate that it seeks to provide support through the local plan process. Sites have been assessed through a detailed assessment, but the view is taken that a more holistic 'master planning' approach is necessary - led by the relevant organisation. Therefore, the relevant sites are recommended to have a 'special policy' status in the Local Plan.
- 8.106** It is recognised that the wider Campden BRI site (CCN_E3B) needs to be conceptualised and planned as a comprehensive redevelopment to secure the future of the organisation in Chipping Campden. The overriding constraint for the wider site area is its location within Flood Zone 3b, and Campden BRI is working with the Environment Agency to resolve the issue. Further significant constraints, in particular those relating to access and also the location within the AONB, must also be addressed through the master planning process. Bearing these constraints in mind, it is nonetheless proposed that site CCN_E3A is allocated to enable the future redevelopment / expansion of Campden BRI.
- 8.107** Visitors clearly make an important contribution to Chipping Campden's economy, though the resulting additional car parking in the historic town centre is a long-standing issue. Off-street parking has been seen as a potential solution to the visual impact that parked vehicles have on the High Street. The allocation of land in the 2001-2011 Local Plan (Policy CHI.3) for the development of a car park at Wolds End is therefore retained as this remains the most realistic option for delivering off-street parking in Chipping Campden. Representations have been received from the site owners confirming the availability of the site for car parking and that the planning permission on the site has started to be implemented. The District Council is working with the County Council to undertake a review of on and off street car parking. The findings of the Cotswold Parking Study will be incorporated into the emerging Local Plan in due course. It is anticipated that HGV routes and traffic management issues will be reviewed in and around Chipping Campden as part of the latest review of the Local Transport Plan by Gloucestershire County Council.
- 8.108** A new railway station at Chipping Campden is included in a provisional list of major schemes in the current Local Transport Plan for the period 2019 – 2026; hence the station site should be protected. Given the location of part of the old station within the Campden BRI site, it should be considered as part of the potential redevelopment of the wider site, referred to above. Proposals for the Stratford - Honeybourne railway line re-opening are supported, as this will make a new station at Chipping Campden more viable.

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- 8.109** The existing cemetery at Chipping Campden is nearing capacity, and the Town Council, and other local groups, have indicated that there is an urgent need to identify a new site. In response to the PDS consultation, a potentially suitable site came forward, which has been earmarked as a potential new burial ground in this Consultation Document.
- 8.110** Community-led planning documents and surveys have identified a number of projects to address issues raised, these include the provision of an indoor-based tourist attraction; improving leisure and play provision; the re-opening of the railway station; provision of a car park; and provision of affordable housing. With regard to leisure and play provision, the District Council's evidence (Open Space, Sport and Recreation and Study 2011 and Interim Infrastructure Delivery Plan 2013) has identified a need for new open spaces or pocket parks to the east and the north of the town.
- 8.111** For information purposes only, Appendix A includes a map of Chipping Campden showing the proposed housing allocations along with dwellings built since April 2011 and any outstanding residential planning permissions.

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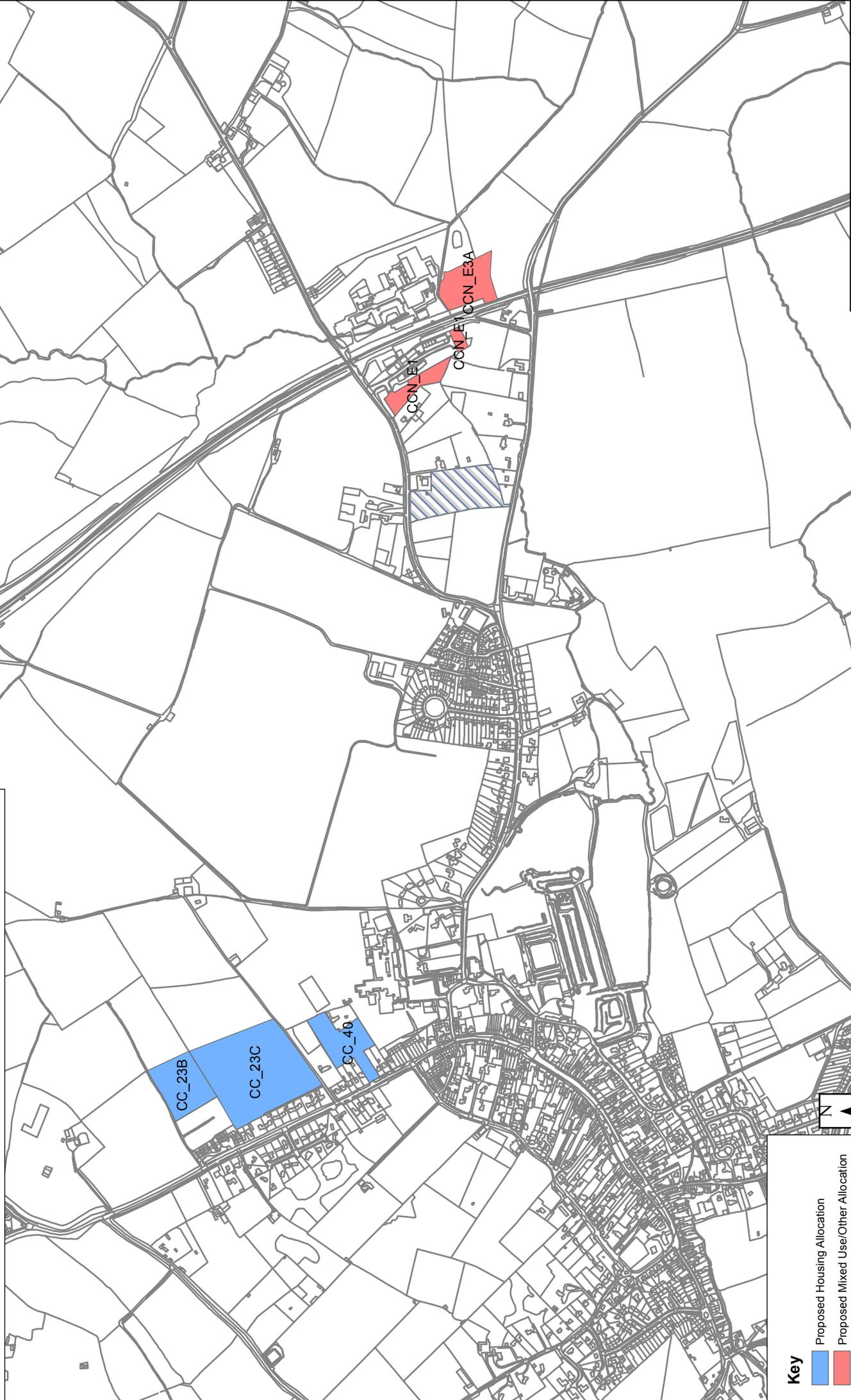
PROPOSED STRATEGY FOR CHIPPING CAMPDEN

1. A total of 208 dwellings is proposed for Chipping Campden over the period April 2011 to March 2031, including housing built to date and outstanding permissions. The following sites are proposed for housing development:
 - CC_23B Land at Aston Road (capacity 34 dwellings)
 - CC_23C Land at Aston Road (capacity 80 dwellings)
 - CC_40 Barrells Pitch, Aston Road (capacity 13 dwellings)
2. Small-scale development for class B1 employment uses, and craft / artist workshops, will be permitted in the town centre, subject to high standards of design that respect the exceptional built environment and where it does not detract from the vitality and viability of the town centre.
3. The existing employment site of Campden Business Park will be safeguarded for continued employment uses.
4. The following site is proposed for B1, B2 and B8 employment uses, subject to a high standard of design and layout sensitive to the AONB, the mitigation of any impact on the local and strategic road network, and mitigation of potential flood risk:
 - Site CCN_E1 Battle Brook / Extension to Campden Business Park (Site area 0.67 hectares)

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5. The following site is proposed for the redevelopment and expansion of Campden BRI:
 - Site CCN_E3A Campden BRI - Land not within Flood Zone 3b (Site area 1.09 hectares)
6. The District Council supports, in principle, the retention and expansion of Campden BRI. A larger site area than CCN_E3A (referred to above) - to be defined through a master planning process led by Campden BRI - will be the focus of a 'special policy' in the full draft Local Plan to help facilitate the redevelopment of Campden BRI, subject to the flood risk constraint being resolved with the Environment Agency, a suitable access, and high standards of design and layout in keeping with the AONB being achieved.
7. Opportunities to maintain the position of Chipping Campden as a 'town centre' in the District's retail hierarchy will be promoted. General policies to improve the retail offer; protect vitality and viability; improve the streetscape; promote traffic management improvements; and support and promote markets; should also apply. Policies to protect the retail vitality and viability of the High Street (covered by Article 4 Direction), such as resisting the change of use of retail units to residential use, will be developed further in the full draft Local Plan.
8. The allocation of land at Wold's End Orchard for a public car and coach park in the current Local Plan (2001-2011) under Policy CHI.3 will be retained.
9. The District Council supports the identification of land to be safeguarded for the provision of a new railway station at Chipping Campden.
10. Improvements to leisure, play, health (larger doctor's surgery) and community facilities will be required as part of any development proposal, in line with the current and emerging evidence set out in the Infrastructure Delivery Plan and other evidence studies.
11. Provision will be required for new open space or pocket park in the north and the east of Chipping Campden as part of any development proposals, in line with current and emerging evidence.
12. Land at Station Road, Chipping Campden is identified as a potential future allocation for use as a burial ground to meet local needs.

Map 6: Proposed Housing and Employment Allocations Chipping Campden



Key

- Proposed Housing Allocation
- Proposed Mixed Use/Other Allocation
- Proposed Allocation for Burial Ground

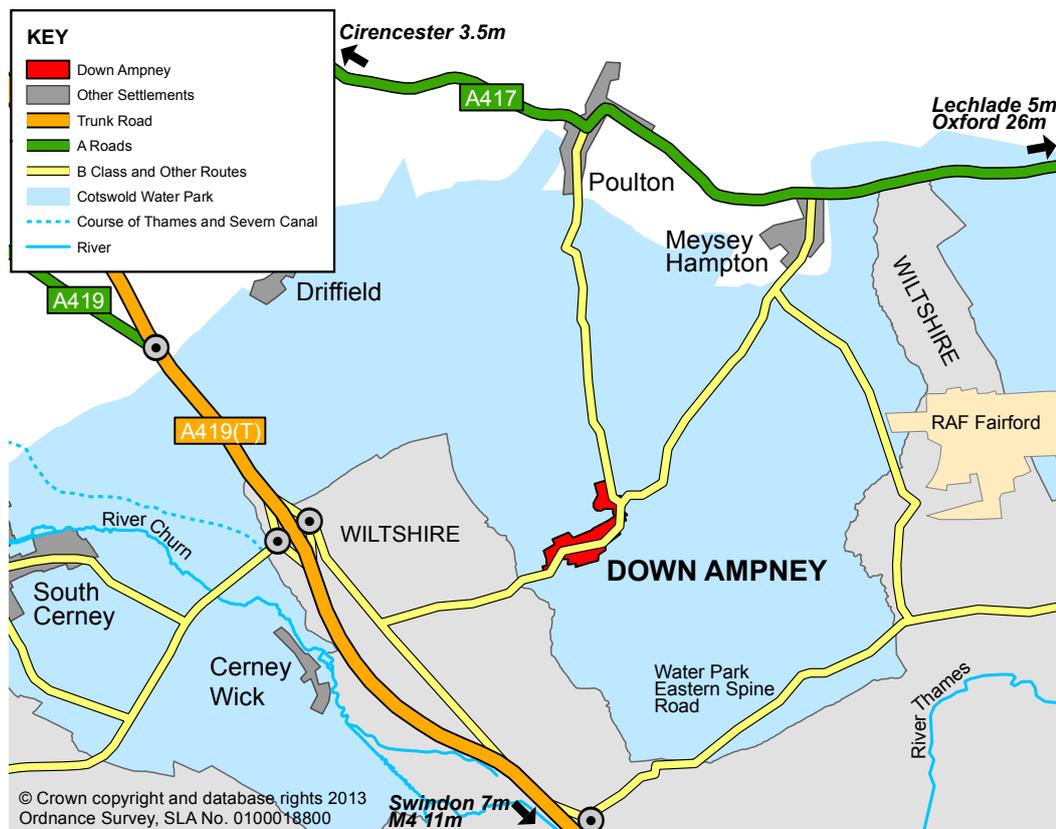
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8.7 Down Ampney

8.112 Down Ampney is a modest sized village with a population of less than 700. Although it has a relatively limited range of services and facilities, the village is capable of servicing certain day-to-day needs, including top-up shopping, post office services and primary education. The village benefited from development resulting from the 1991 award-winning village appraisal, which delivered good quality housing together with a closely linked package of community facilities.



Down Ampney Location

8.113 The Preferred Development Strategy (PDS May 2013) did not propose Down Ampney as a location for development because no available sites had been identified at that time. However, since public consultation on the PDS, a number of deliverable sites have been put forward by landowners, and the village was included as a sustainable settlement with potential for housing development⁽²³⁾. Based on the evidence of the then-emerging review of the Strategic

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Housing land Availability Assessment (SHLAA), a provisional estimate of between 50 and 100 dwellings was recommended as a potentially realistic and reasonable aim over the period April 2011 to March 2031.

- 8.114** Completions and planning permissions (to 30th September 2014) are expected to deliver 23 dwellings. Potential sites have been considered through the SHLAA (2014) and a detailed site allocation assessment. Through these assessments, sites DA_2, DA_5A and DA_8 were identified as being suitable for development. The sites have a potential combined capacity of 31 dwellings.
- 8.115** In general terms, the development of some 54 dwellings represents a reasonable level of house building over the Plan period for a village of Down Ampney's modest size. Additional house building will help address the relatively modest need for affordable housing in the Down Ampney area as well as help to sustain the village's facilities.
- 8.116** Through community engagement on potential site allocations, and also the Down Ampney Parish Plan, concerns have been raised regarding infrastructure provision in the village, especially in relation to: sewage and associated flood risk; the need for footpaths/ pedestrian crossing to improve safety and access; the need to protect open spaces; and the lack of public transport provision to Cirencester and Swindon. Down Ampney was not considered in the PDS and therefore was not subject to the accompanying Interim Infrastructure Delivery Plan (2013). However, the village will be included in the next review of the Infrastructure Delivery Plan which will provide further evidence on the infrastructure required to accompany any future development.
- 8.117** The District Council has evidence of the need for open space / recreational provision in Down Ampney from the Open Spaces, Sport and Recreation Study (2011). The Study identified that provision should be made for new natural open space or a pocket park to address deficiencies identified in the village. Also links should be improved to The Folley and Down Ampney Pits, and access should be improved via pedestrian routes and cycleway to existing nearby parks. The Study also recommended that new facilities for young people should be provided in the long term, and that provision should be made for allotments to cater for identified needs.
- 8.118** For information purposes only, Appendix A includes a map of Down Ampney showing the proposed housing allocations along with dwellings built since April 2011 and any outstanding residential planning permissions.

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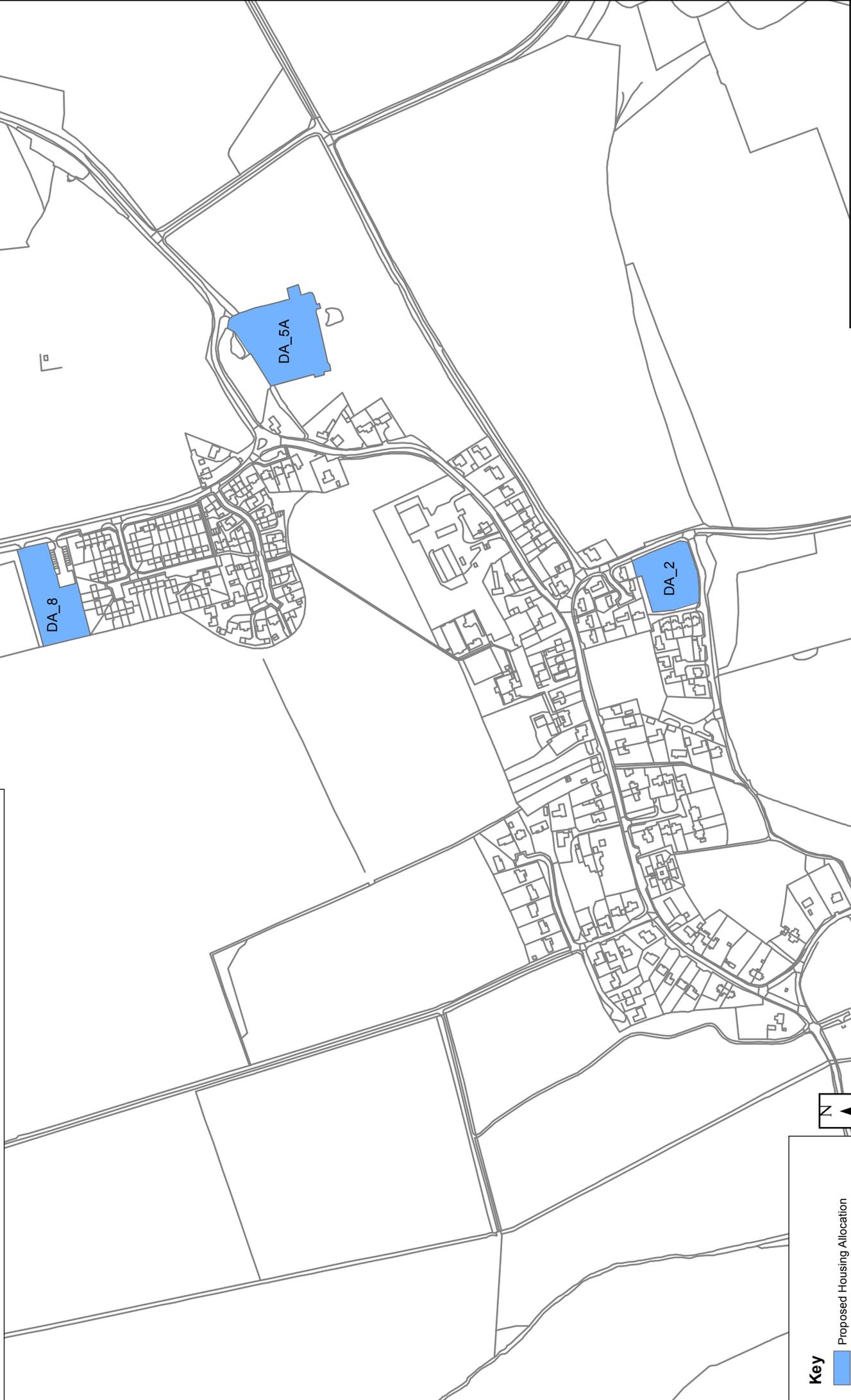
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PROPOSED STRATEGY FOR DOWN AMPNEY

1. A total of 54 dwellings is proposed for Down Ampney over the period April 2011 to March 2031, including housing built to date and outstanding permissions. The following sites are proposed for allocation for housing development:
 - DA_2 Dukes Field (capacity 10 dwellings)
 - DA_5A Buildings at Rooktree Farm (capacity 8 dwellings)
 - DA_8 Land at Broadleaze (capacity 13 dwellings)
2. Provision of, or contributions to, a new natural open space or pocket park in Down Ampney will be required as part of any development proposals, in line with current and emerging evidence.
3. The following initiatives are supported in principle:
 - Provision of allotments;
 - Improvements to footpaths in and around the village, including a pedestrian crossing in the village centre;
 - Improvements to public transport provision, particularly to Cirencester and Swindon;
 - Provision of new facilities for young people;
 - Improvements in links to The Folley and Down Ampney Pits, and existing pocket parks.

Map 7: Proposed Housing and Employment Allocations

Down Ampney



Key

- Proposed Housing Allocation
- Proposed Mixed Use/Other Allocation

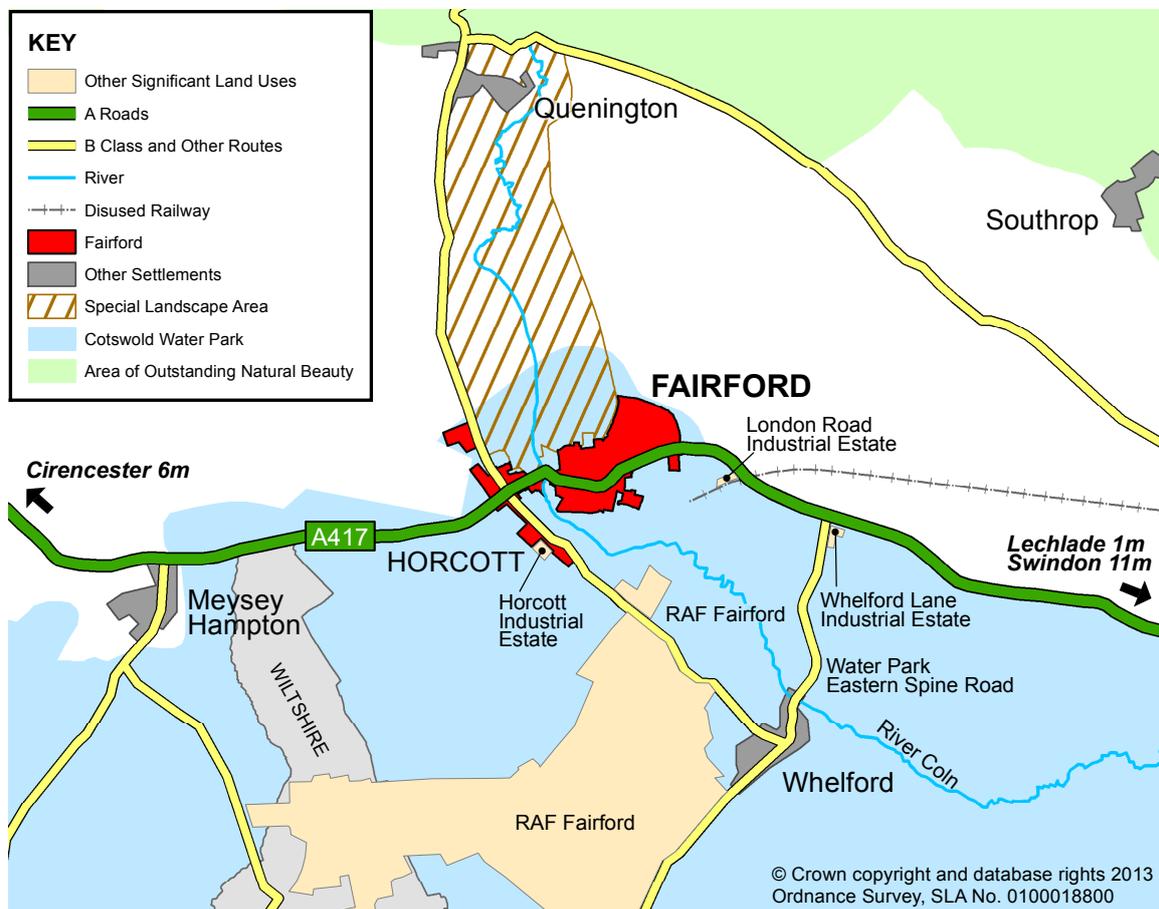
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8.8 Fairford

8.119 With a population of 3,300, Fairford ranks 7th in terms of its overall social and economic sustainability. Horcott, which is essentially made-up of modern suburban development, including an industrial estate, lies a very short distance to the south-west of Fairford's built up area. Although separated by the River Coln flood plain, the two areas all but join at the northern end of Horcott Road. Their physical separation is fairly imperceptible on the ground. Given this, and the fact that Horcott Industrial Estate is the town's main employment area, Horcott is considered to be an integral part of Fairford.



Fairford Location

8.120 The town has a good range of community facilities and services, while the Fairford area has a reasonable employment base with a higher than average proportion of those jobs in growth sectors. Fairford's employment role, however, is in danger of decreasing as there is a poor balance of jobs to workers.

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- 8.121** Perhaps unsurprisingly, given the close proximity of Swindon (12 miles), Fairford's self-containment (the percentage of travel to work journeys that start and finish in the ward) is just 42%. This is lower than some of the District's other larger settlements, though significantly better than neighbouring Lechlade.
- 8.122** Although Fairford is not located within the AONB, it has a pleasant riverside setting, with a Special Landscape Area (SLA) covering Fairford Park and the Coln valley to the north of the town. Wherever development is located, it should be carefully conceived to ensure that it helps the built environment, as far as possible, to blend into the town's subtle landscape setting.
- 8.123** Given a high number of outstanding commitments, and taking account of environmental constraints, the Preferred Development Strategy (PDS May 2013) proposed up to 260 dwellings for Fairford over the period April 2011 to March 2031. This level of house building over the Plan period would help to address the relatively high need for affordable housing in the Fairford area, as well as help to sustain existing facilities. Completions and planning permissions (to 30th September 2014) are expected to deliver 442 dwellings, far exceeding the scale of development envisaged in the PDS. Further potential sites have been considered through the Strategic Housing Land Availability Assessment (SHLAA 2014) and a detailed site allocation assessment. However, it was concluded that no further sites should be allocated for housing development in Fairford due to the high amount of dwellings already built or committed.
- 8.124** Tourism is important to Fairford's economy, and the wider Cotswold Water Park. The benefits of tourism to the town should be maximised. Therefore the proposed strategy for Fairford should support, in principle, the improvement of cycle/ footpath links with the Cotswold Water Park, Lechlade, and the canal route; along with the reinstatement of the Thames-Severn Canal. Parking in Fairford has been identified as a problem through public consultation. The District Council is working with the County Council to undertake a review of car parking (on and off street) in the District. The findings of the Cotswold Parking Study will be incorporated into the emerging Local Plan in due course.
- 8.125** Community-led planning documents and surveys have also identified projects to address further issues raised, these include: the provision of land for allotments; the development of sporting facilities; and provision of affordable housing.
- 8.126** RAF Fairford, located to the south of Horcott, is an important strategic 'stand by' airfield, which continues to host the world famous annual Air Tattoo.
- 8.127** As already indicated, there has been a significant amount of housing built or granted permission since the start of the Plan period. No further allocations are proposed, therefore there is no proposals map for Fairford. However, for information purposes only, Appendix A includes a map of Fairford showing the dwellings built since April 2011 and any outstanding residential planning permissions.

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PROPOSED STRATEGY FOR FAIRFORD

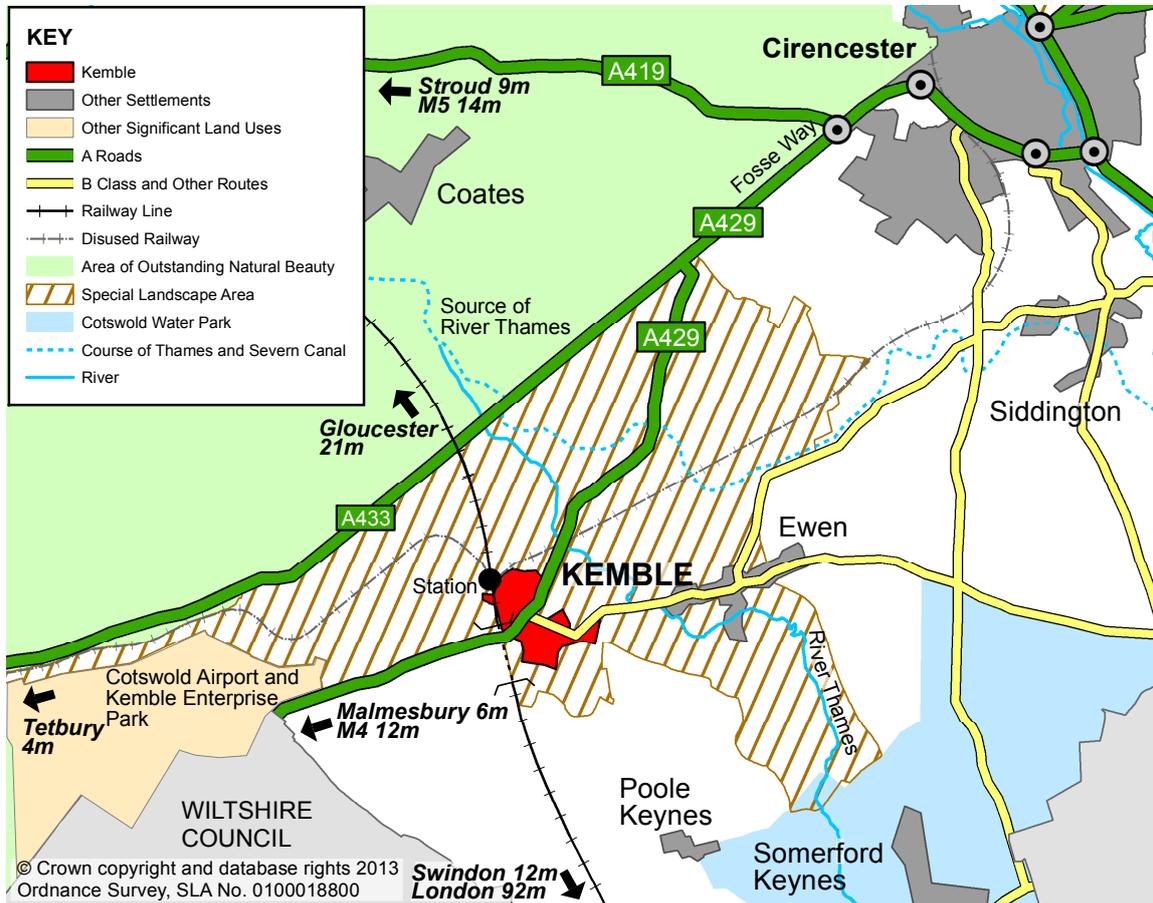
1. A total of 442 dwellings is proposed over the period April 2011 to March 2031, including housing built to date and outstanding permissions.
2. Existing uses at the following employment areas will be protected:
 - Horcott Industrial Estate;
 - London Road;
 - Whelford Lane Industrial Estate; and
 - New Chapel Electronics, Fairford.
3. In the longer term, opportunities to provide additional employment in and around Fairford will be encouraged in appropriate locations in order to meet local needs.
4. Opportunities to maintain the position of Fairford town centre as a District Centre will be promoted, whilst respecting and maintaining the historic character of the town centre. General policies to improve the retail offer; protect vitality and viability; improve the streetscape; promote traffic management improvements; and support and promote markets; should also apply. The town centre will remain the focus of local retail and service provision, mainly around the Market Place, where proposals to enhance the town centre public realm are supported in principle. Parking in the town centre will be reviewed and the findings of the Cotswold Parking Study will be incorporated into the full draft Local Plan.
5. The route for the multi-use path from Fairford to Lechlade along the line of the former railway will be safeguarded and, as part of any development proposal, contributions will be sought for the improvement of this link.
6. Improvements to the provision of footpath and cycle links between Fairford and the riverside, the Cotswold Water Park and canal route are all supported in principle.
7. The provision of suitable land for allotments as part of any potential large-scale development in Fairford will be required.
8. The development of sporting facilities in Fairford will also be supported, in principle.

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8.9 Kemble

- 8.128** Kemble is one of only two settlements in the District with a railway station. The station has regular services to London, Swindon, Gloucester and Cheltenham and is effectively a 'parkway' for Cirencester and Tetbury, together with many surrounding villages. The need to address the car parking issue at the station is recognised, and the District Council is commissioning a Cotswold Parking Study which will include a review of current provision and recommend possible solutions.
- 8.129** Despite Kemble's modest size (population under 1,000) and relatively limited range of community services and facilities, the village is capable of servicing certain day-to-day needs including top-up shopping, post office services, primary education, GP services, and social activities. The services and facilities, together with its good transport links, result in the village ranking 16th in the District, in terms of its social and economic sustainability.

8 The Strategy



Kemble Location

- 8.130** The village is relatively close to Cirencester (5 miles), to which it is accessible by bus and car, as well as within practical cycling distance. There are opportunities to improve cycling links, perhaps by investigating re-use of the former railway trackbed of the closed branch line to Cirencester. Similarly, a (stalled) Sustrans scheme to provide a cycle link to Tetbury along the former railway trackbed could be revisited. This would help to optimise the use of the railway station for sustainable travel.
- 8.131** Although there is minimal employment within the village, job opportunities exist at the nearby Kemble Enterprise Park, 2 miles to the west along the A429. Bus and cycle links between Kemble and the Enterprise Park are currently poor and improvements would facilitate more sustainable travel options. Surveys carried out for the Kemble and Ewen Parish Plan identified several priorities, which include the provision of a safe walking route between Kemble and Ewen, and the restoration of the Thames - Severn canal.

The Strategy 8

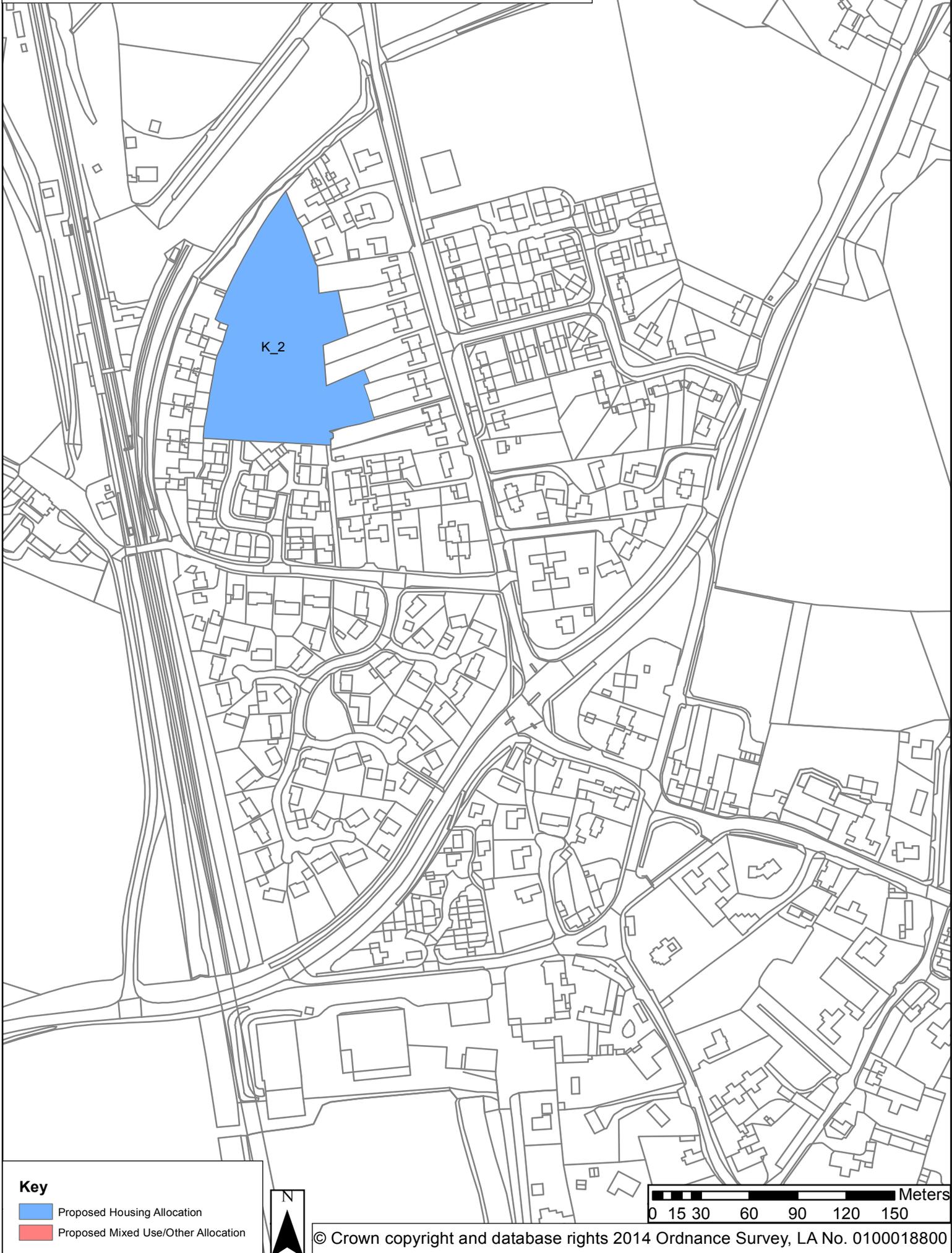
- 8.132** The Preferred Development Strategy (May 2013) proposed an overall total of 80 dwellings for Kemble over the period April 2011 to March 2031. Completions and planning permissions (to 30th September 2014) are expected to deliver 58 dwellings, which is 22 short of the PDS figure. Potential sites have been considered through the Strategic Housing Land Availability Assessment and a detailed site allocation assessment. Through this process only site K_2 has been identified as being suitable for development, subject to securing the long term protection of the community gardens. The site has a potential capacity of 12 dwellings.
- 8.133** It is therefore concluded that a lower total of 70 dwellings is proposed for Kemble over the Plan period. This is a reasonable level of house building for a village of Kemble's modest size. The resultant growth in the community's population will help to sustain existing facilities. Additional house building here will also address the relatively modest need for affordable housing in the Kemble area.
- 8.134** For information purposes only, Appendix A includes a map of Kemble showing the proposed housing allocations along with dwellings built since April 2011 and any outstanding residential planning permissions.

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PROPOSED STRATEGY FOR KEMBLE

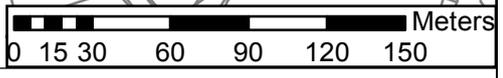
1. A total of 70 dwellings is proposed for Kemble over the period April 2011 to March 2031, including housing built to date and outstanding permissions. The following sites are proposed for allocation for housing development:
 - K_2 Land at Station Road (Capacity 12 dwellings), subject to securing the long term protection of the Community Gardens.
2. Existing uses at Kemble Enterprise Park should be protected.
3. Opportunities to address the parking needs at Kemble railway station will be pursued.
4. Opportunities will be taken to improve cycling links by investigating re-use of the former railway trackbed of the closed branch line to Cirencester. Similarly, a (stalled) Sustrans scheme to provide a cycle link to Tetbury along the former railway trackbed should be revisited.
5. Improvements will be sought to improve bus and cycle links between the village and Kemble Enterprise Park.
6. Provision of a safe footpath between Ewen and Kemble; safeguarding the route and restoration of the Thames-Severn Canal; and associated recreational benefits are supported in principle

Kemble



Key

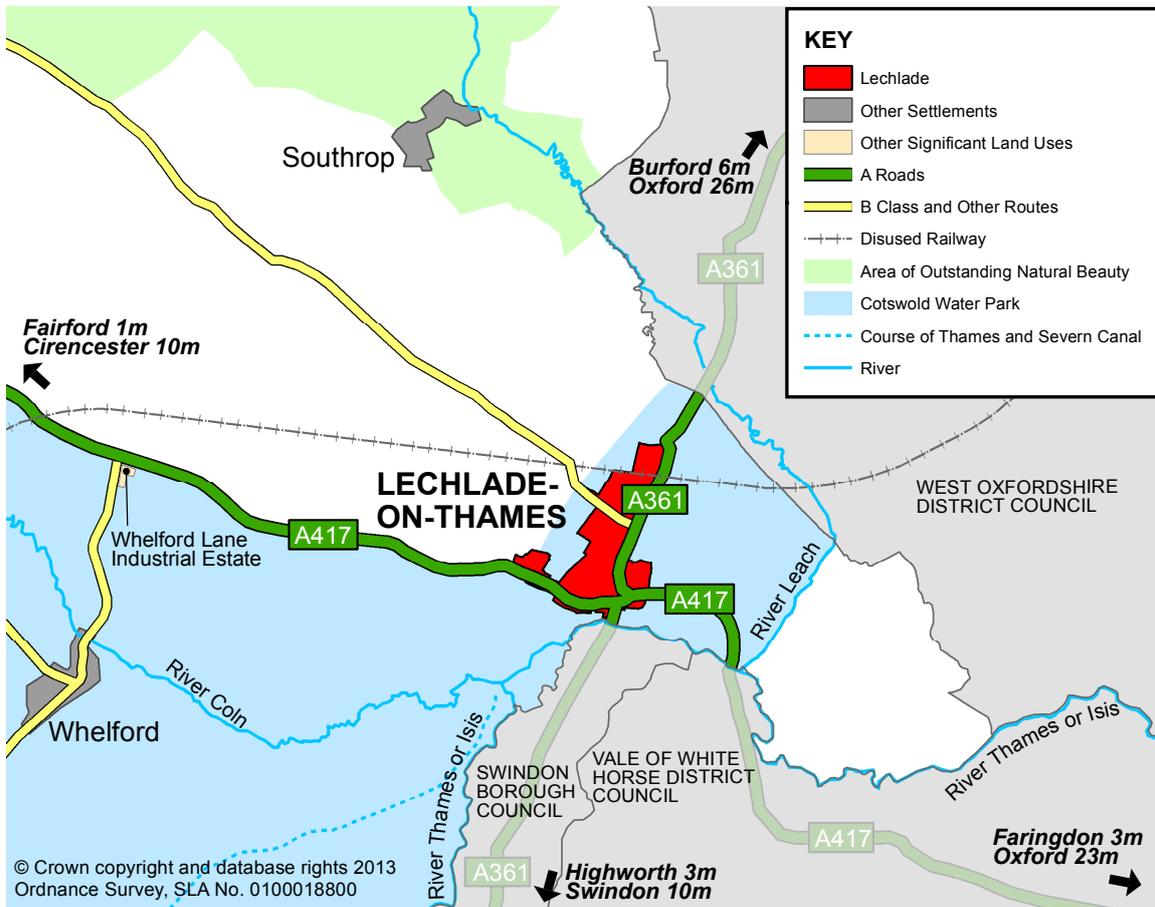
- Proposed Housing Allocation
- Proposed Mixed Use/Other Allocation



The Strategy 8

8.10 Lechlade

8.135 Lechlade-on-Thames is one of the District’s larger settlements, but the town has limited employment opportunities and its range of community facilities and services is limited. The town lacks higher order facilities, such as a secondary school, leisure centre and hospital. Overall, Lechlade ranks 9th in the District, in terms of its social and economic sustainability.



Lechlade Location

8.136 At 34%, Lechlade’s self-containment (the percentage of travel to work journeys that start and finish in the town) is low compared with similar settlements in the District, and the town does not currently have an established employment site. The need for an employment site to improve sustainability, reduce out-commuting and offer employment opportunities for local people is widely recognised.

8 The Strategy

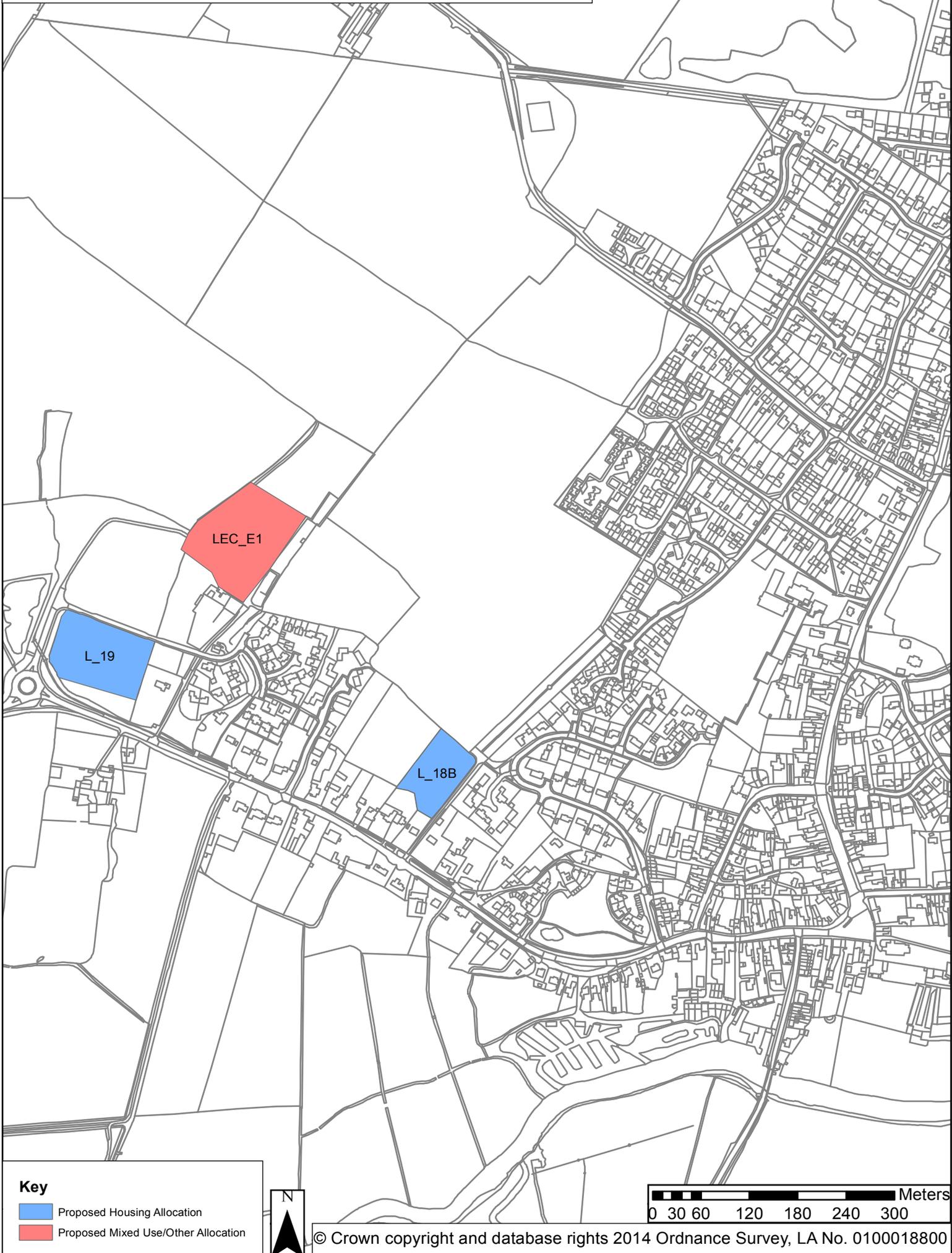
- 8.137** Two potentially suitable sites have been considered for employment development. Although the evidence showed there is a potential issue over viability, the Town Council and local community have consistently highlighted, through the local plan process, the need to have a dedicated employment site in Lechlade. On balance, site LEC_E1 presents the most suitable opportunity for achieving employment development.
- 8.138** Given the limited amount of land identified as deliverable and taking account of environmental constraints, the Preferred Development Strategy (PDS May 2013) proposed up to 140 dwellings for Lechlade over the period April 2011 to March 2031. Completions and outstanding planning permissions (to 30th September 2014) are expected to deliver 96 dwellings leaving 44 dwellings to allocate to meet the PDS figure. Potential sites have been considered through the Strategic Housing Land Availability Assessment (SHLAA 2014) and a detailed site allocation assessment. Through this process two sites (L_19 and L_18B) are identified as suitable for development with a potential combined capacity of 18 dwellings.
- 8.139** Lechlade is well-advanced in preparing a Neighbourhood Plan. The majority of residents favoured a growth rate of 140 new homes to 2031 in-keeping with the PDS. The Neighbourhood Plan identifies Sites L_19 and L_18B as suitable for housing development, and suggests that windfalls will make up the remainder of the requirement at a rate of 2-3 per year.
- 8.140** However, given the limited amount of suitable sites, a total of 114 dwellings is proposed for Lechlade over the next 20 years. Although modest, this level of house building over the Plan period would help to address the need for affordable housing in the Lechlade area, as well as help to sustain existing facilities.
- 8.141** Lechlade Town Council has drawn attention to abuse by HGV traffic which, unimpeded, currently use Halfpenny Bridge and St John's Bridge for North/South and East/West routes, to avoid designated priority routes.
- 8.142** The tourism industry is an important sector in the local economy and increasing the benefits it brings to Lechlade is seen as essential to the town's long term economic future. A number of schemes, which have come forward in support of tourism, should be supported in principle. Indeed, Lechlade is historically an inland port adjacent to the River Thames, the Thames-Severn Canal, and the Cotswold Water Park. There are many opportunities to develop these features to provide a major centre for tourism.
- 8.143** For information purposes only, Appendix A includes a map of Lechlade showing the proposed housing allocations along with dwellings built since April 2011 and any outstanding residential planning permissions.

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PROPOSED STRATEGY FOR LECHLADE-ON-THAMES

1. A total of 114 dwellings is proposed for Lechlade over the period April 2011 to March 2031, including housing built to date and outstanding permissions. The following sites are proposed for allocation for housing development:
 - L_18B Land west of Orchard Close, Downington (capacity 9 dwellings)
 - L_19 Land south of Butler's Court (capacity 9 dwellings)
2. The following site, capable of delivering B1 employment use, including small-scale workspace suitable for business start-ups, has been identified at:
3. LEC_E1 Land north of Butler's Court (Site area 1.25 hectares)
4. Small-scale development for class B1 employment uses will be permitted in the town centre, subject to high standards of design that respect the built environment and provided it would not detract from the vitality and viability of the town centre.
5. There is scope for hotel or similar tourist accommodation, to help support Lechlade's tourism-based economy, and this will be encouraged through the Local Plan process.
6. Opportunities to maintain the role of the town centre as a 'District Centre' will be promoted. General policies to improve the retail offer; protect vitality and viability; improve the streetscape; promote traffic management improvements; and support and promote markets; should also apply.
7. The following schemes are supported in principle:
 - provision of safe footpath and cycle links to the Cotswold Water Park, canal route and Fairford;
 - installation of a new footbridge over the River Thames;
 - improvements to the public realm at the entrances to Lechlade and the town centre;
 - the regeneration of the riverside area as a prominent gateway to the town for tourist, leisure and retail-related uses, taking into account the potential flood risk;
 - retaining the allocation of land for a small car park, or allocating an alternative suitable site(s);
 - traffic management improvements should include restrictions and traffic calming to create a safer environment, and restrict HGV traffic from using Halfpenny Bridge and St John's Bridge.

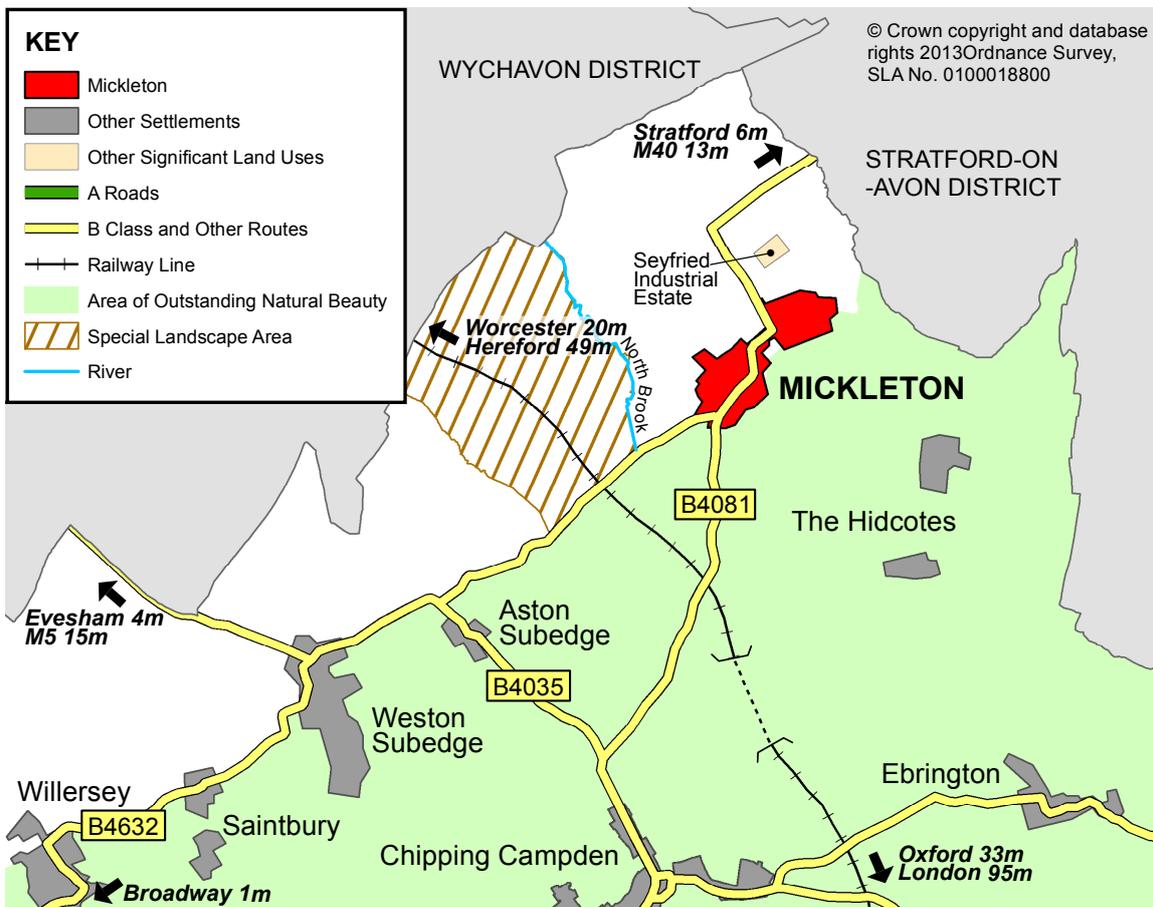
Lechlade



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8.11 Mickleton

8.144 Mickleton is a sizeable village, which caters for most day-to-day community needs including top-up shopping, routine post office services, primary education and social activities. Its close proximity to Chipping Campden, moreover, means that residents do not have to travel very far to access higher level services that are unavailable in the village, such as secondary education, doctor's surgery, banking and leisure facilities.



Mickleton Location

8.145 There is limited employment within Mickleton, although the small Seyfried Industrial Estate, to the north of the village, offers some job opportunities along with the Four Seasons hotel. Other employment is available at Weston-sub-Edge, Willersey and Chipping Campden, all within 5 miles. Overall, Mickleton ranks 13th in the District in terms of its social and economic sustainability.

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- 8.146** Along with Chipping Campden and Willersey, Mickleton is part of a cluster of settlements that serve the northernmost part of the District. Collectively, these settlements have the necessary services, facilities and employment opportunities to provide for the local population. The opportunity to improve bus services between Mickleton and Chipping Campden should be encouraged.
- 8.147** Taking account of environmental constraints and the size of the village, the Preferred Development Strategy (PDS May 2013) proposed up to 80 dwellings for Mickleton over the period April 2011 to March 2031. In general terms, this represented a reasonable level of house building over the Plan period for a village of this size. The resultant growth in the community's population would help to address local affordable housing needs; sustain existing facilities; and maintain Mickleton's role as a local service centre. Completions and commitments to 30th September 2014 have, however, delivered 149 dwellings, significantly exceeding the scale of development envisaged in the PDS.
- 8.148** Planning permission has been granted for a substantial development of houses, self catering lodges and holiday homes the Long Marston Estate, now called Meon Vale (2 miles north of Mickleton). It is understood that affordable housing will be based on 35% of the total residential floor area and that residents of Campden-Vale ward would qualify. No additional employment is proposed as part of the development over and above the existing storage and distribution uses. This is a stand-alone development that accords with the spirit of the Stratford-upon-Avon Local Plan. As such, it does not have any bearing on proposals for Mickleton.
- 8.149** Further potential sites have been considered through the Strategic Housing Land Availability Assessment (SHLAA 2014) and a detailed site allocation assessment, but it is concluded that no further sites should be allocated for housing development at Mickleton due to the large number of dwellings built since 2011 and outstanding planning permissions.
- 8.150** As already indicated, there has been a significant amount of housing built or granted permission since the start of the Plan period. No further allocations are proposed, therefore there is no proposals map for Mickleton. However, for information purposes only, Appendix A includes a map of Mickleton showing dwellings built since April 2011 and any outstanding residential planning permissions.

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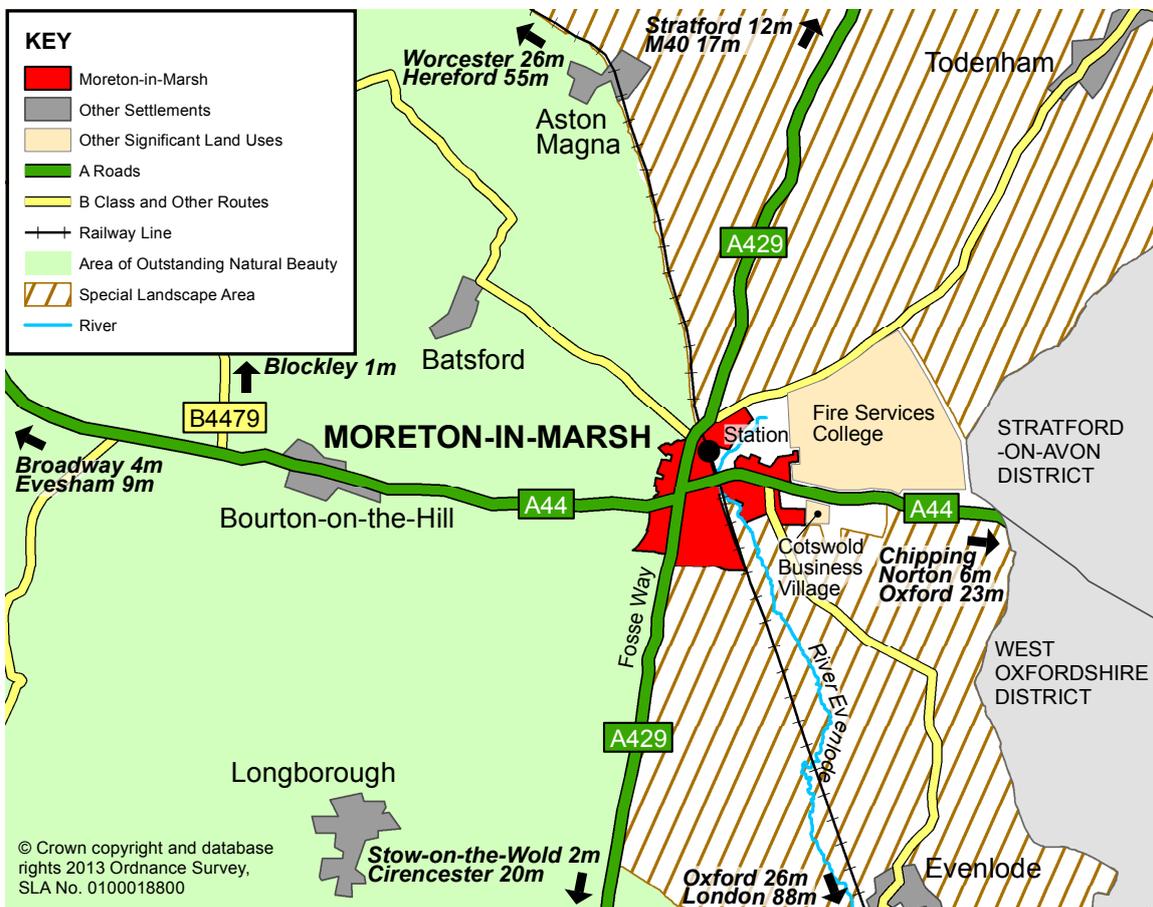
PROPOSED STRATEGY FOR MICKLETON

1. A total of 149 dwellings is proposed for Mickleton over the period April 2011 to March 2031, including housing built to date and outstanding permissions.
2. Existing uses at the Seyfried Industrial Estate near Mickleton will be protected.
3. To help ensure that there is a sufficient economically active population to support the local economy, any proposal for housing development (open market and affordable) should include an appropriate mix of housing types.

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8.12 Moreton-in-Marsh

8.151 Moreton-in-Marsh is widely regarded as the main service centre for the north Cotswolds. Benefiting from a wide range of services, retailing, a popular weekly market, banking, and employment opportunities, it is also has one of only two railway stations in the District. This, together with good bus services, makes Moreton-in-Marsh one of the most accessible settlements. The town is also home to the North Cotswold Hospital and the northern area branch office of the District Council. Overall, Moreton ranks joint 2nd in the District, after Cirencester, in terms of its social and economic sustainability.



Moreton-in-Marsh Location

8.152 Moreton has a good employment base (about 2,000 jobs), with a higher than average proportion of those jobs in growth employment sectors and a good balance of jobs to workers. At 50%, the town’s self-containment (the percentage of travel to work journeys that start and finish in the Ward) is relatively high, ranking only behind Cirencester and

8 The Strategy

Bourton-on-the-Water. The town is home to the internationally-renowned Fire Services College (FSC) while Cotswold Business Village, also on the eastern side of the town, is one of the main employment areas in the District.

- 8.153** Given these factors, the town has the potential for its employment role to increase. However, the economically active population is decreasing faster than almost anywhere else in the District, and this is expected to undermine its economy in the future. Having regard to Moreton's key employment role in the District, there is a strong case for attempting to boost the town's economically active population through the Development Strategy by making provision for a mix of housing types within both open market and affordable housing developments.
- 8.154** The town's high sustainability ranking is despite the lack of both a secondary school and publicly-available leisure facilities. While there is no prospect of the former being realised in the foreseeable future, the Fire Services College has indicated a willingness to work with the wider community with the aim of making the College's facilities more widely available than has been the case to date.
- 8.155** The town's retail centre ranks 4th in the District. Moreton fulfils a 'town centre' role in the District's retail hierarchy, functioning as an important service centre and providing for an extensive rural catchment area. Representations in response to the Preferred Development Strategy (PDS May 2013) raised the need for a car parking strategy for the town centre to address on and off street parking and congestion. Parking issues and congestion hinder the retail and tourism function of the town, adversely affects local residents, and hampers the town's ability to strengthen / maintain its position as the main service centre for the north Cotswolds. In addition, the car parking at the train station is considered to be inadequate. The District Council is working with the County Council and the Town Council on a Cotswold Parking Study which will seek to assess and address these problems in a co-ordinated way.
- 8.156** Given the high number of outstanding planning permissions, and taking account of environmental constraints, the Preferred Development Strategy (PDS May 2013) proposed an overall total of up to 520 dwellings for Moreton over the period April 2011 to March 2031. This level of house building will help to address the relatively high need for affordable housing in the Moreton-in-Marsh area, as well as help to sustain existing facilities and maintain the town's strategic importance to the District as an employment and service centre. Completions and planning permissions (to 30th September 2014) are expected to deliver 819 dwellings, far exceeding the scale of development envisaged in the PDS. Further potential sites have been considered through the Strategic Housing Land Availability Assessment (SHLAA 2014) and a detailed site allocation assessment, and site M_60 (capacity 21 dwellings) has been identified as suitable for development in this plan period. The site assessment work recommended that, with the exception of M_60, no further sites should be allocated for housing development in Moreton for the Plan period.
- 8.157** Potential sites for employment development have been considered through the Strategic Employment Land Availability Assessment and a detailed site allocation assessment. Site MOR_E6 has potential to provide a high quality business park to meet the requirements of Moreton and support the Fire Services College. The site lies opposite the well established and successful Cotswold Business Village, and evidence demonstrates that locating

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employment next to an existing, successful business park is the most suitable and viable for delivering employment development. Therefore, site MOR_E6 is proposed for B1 use class employment development. The site would also make a significant contribution to meeting the District-wide requirement for B class employment land.

- 8.158** In addition to allocating land for employment development, it is recognised that a more targeted approach is needed to support the continued prosperity of the District's larger institutions and employers, such as the Fire Services College. These organisations have significant and substantial sites in the more sustainable settlements and some have approached the Council with their future growth plans and aspirations. The Council recognises their need for certainty in a fluctuating economic climate, and it is appropriate that it seeks to provide support through the local plan process. Sites have been evaluated through a detailed assessment process, but the view is taken that a more holistic 'master planning' approach is necessary - led by the relevant organisation. Therefore, the relevant sites are recommended to have a 'special policy' status in the Local Plan.
- 8.159** It is proposed that the Fire Services College larger site, MOR_E5, has a 'special policy' status which seeks to support the modernisation and upgrading of facilities directly related to the fire and emergency services training sector. The 'special policy' will be developed further in the full draft local plan.
- 8.160** For information purposes only, Appendix A includes a map of Moreton-in-Marsh showing the proposed housing allocation along with dwellings built since April 2011 and any outstanding residential planning permissions.

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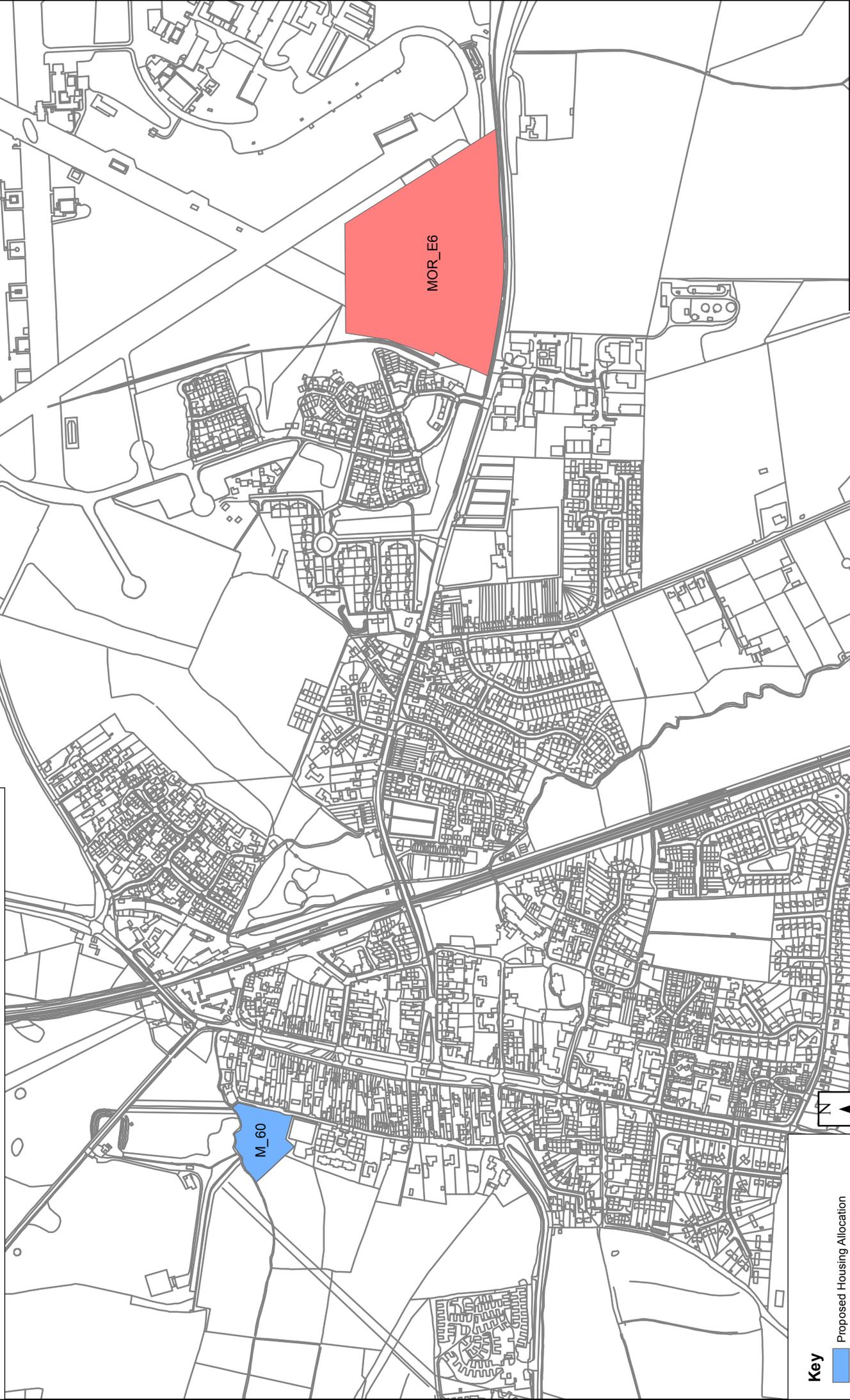
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PROPOSED STRATEGY FOR MORETON-IN-MARSH

1. An overall total of 840 dwellings is proposed over the period April 2011 to March 2031, including housing built to date and outstanding permissions. The town will assimilate new housing and employment development into areas where there will be the least impact on the AONB. The following site is proposed for allocation for housing development:
 - M_60 Former Hospital site (capacity 21 dwellings)
2. Existing uses at Cotswold Business Park/Village and Fosseyway Industrial Estate will be protected.
3. The following site is allocated for B1 class employment uses, subject to a high standard of design and layout, and the mitigation of any impact on the local and strategic road network:
 - Site MOR_E6 Fire Service College B (Site area 7.13 hectares)
4. Proposals for development at the Fire Services College (FSC) site (excluding MOR_E6) that enable the expansion of the College's activities, and/or the establishment of other businesses related to the emergency services sector, will be supported in principle. Any proposal should include enabling access to the College's sport and leisure facilities for local residents. The site (to be defined through a master planning process) will be the focus of a 'special policy' in the full draft Local Plan to help facilitate and guide the appropriate development of the site that is sensitive to environmental constraints and also the long term needs of the FSC.
5. Up to 600m² net of comparison floorspace and 150m² net convenience retailing should be permitted.. In addition, opportunities to maintain the position of Moreton-in-Marsh as a 'town centre' in the District's retail hierarchy will be promoted.

Map 10: Proposed Housing and Employment Allocations

Moreton in Marsh



0 40 80 160 240 320 400 Meters

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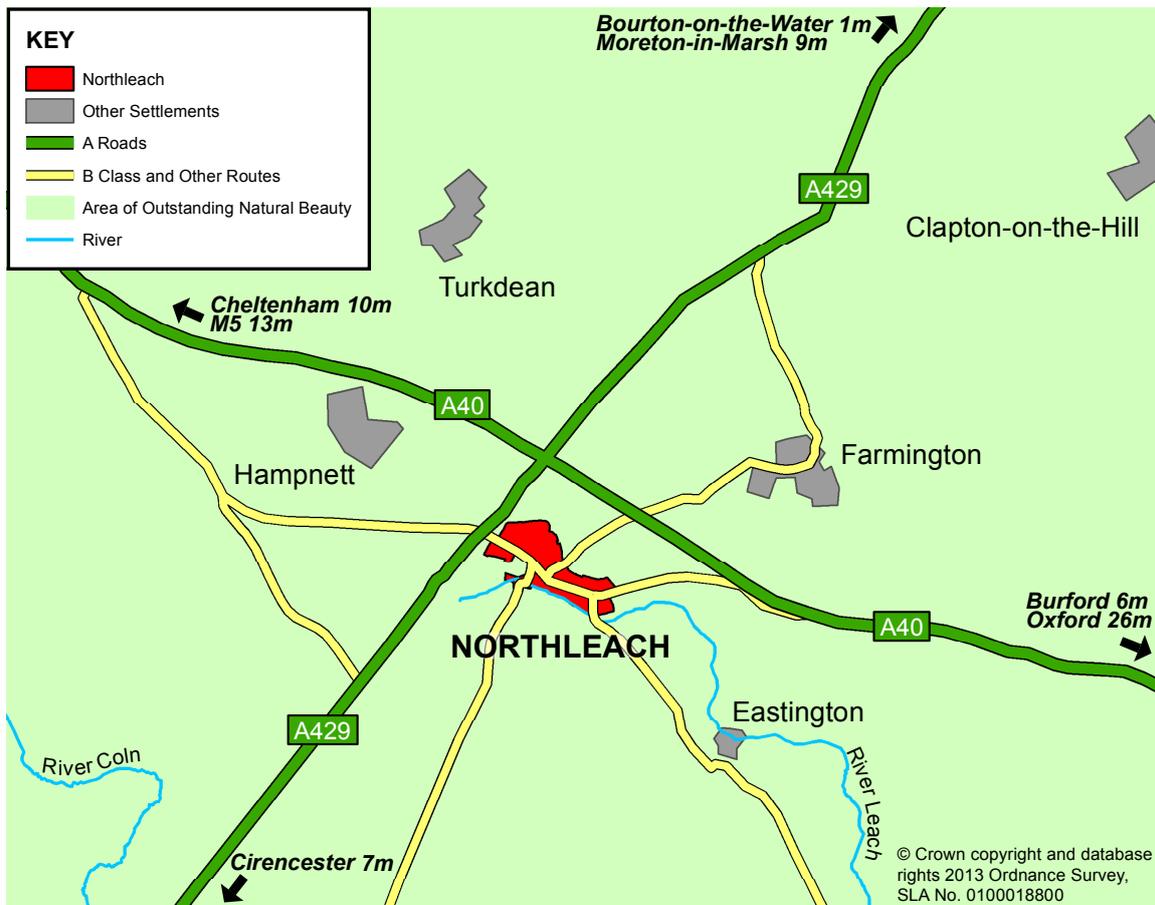
Key

- Proposed Housing Allocation
- Proposed Mixed Use/Other Allocation

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8.13 Northleach

- 8.161** Due to its relatively remote location from other service centres, Northleach has always been an important hub for the many villages within its sparsely-populated rural catchment area. The town's low ranking of 18th in terms of its social and economic sustainability is largely due to the relative lack of local job opportunities (around 380 jobs).



Northleach Location

- 8.162** To address this important issue, opportunities to accommodate existing businesses seeking to expand in Northleach, together with a suitable site for the development of small-scale workspace, have been sought. This would help to reduce out-commuting and improve self-containment beyond the current low level of 37%. However, evidence demonstrates that there is a viability issue regarding the development of sites for employment purposes at Northleach.

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- 8.163** Tourism is a key employment growth sector in Northleach. Given the importance of tourism to the long term economic prosperity of the town, several initiatives have been identified in the proposed strategy, including the establishment of a small visitors' car park and improvements to the Market Place. These initiatives would also support the vitality and viability of the town centre. The District Council is working with the County Council on a Cotswold Parking Study which will seek to address these problems in a co-ordinated way. The development of the tourism facility at the Old Prison has also been identified as an economic opportunity.
- 8.164** Given the limited amount of housing land identified as deliverable on acceptable sites, the Preferred Development Strategy (PDS May 2013) proposed up to 130 dwellings for Northleach over the period April 2011 to March 2031. This level of house building over the Plan period will address the currently modest need for affordable housing in the Northleach area and help maintain an economically active population to support a growing economy. Additional housing will also help to sustain existing services and facilities. Completions and commitments to 30th September 2014 have delivered 43 dwellings leaving 87 dwellings to allocate to meet the PDS figure. Through the Strategic Housing Land Availability Assessment (SHLAA 2014) and a detailed site allocation assessment, three sites (N_1A, N_13B and N_14B) were identified with a potential combined capacity of 53 dwellings. The resulting overall increase of 96 dwellings over 20 years is considered to be a reasonable level of housing building over the Plan period for Northleach.
- 8.165** Northleach with Eastington Town Council has produced several community planning documents which set out objectives for the town and development and infrastructure needs and priorities. Several projects are identified which would support the vitality and viability of the town and the local economy. Projects include reconfiguring and improving the Market Place, facilitating increased car parking and enabling greater local employment opportunities. The Town Council is currently progressing work on the Northleach with Eastington Neighbourhood Plan (NENC) and published the Northleach State of the Parish Report in October 2014, which is the starting point for formulating policies.
- 8.166** For information purposes only, Appendix A includes a map of Northleach showing the proposed housing allocations along with dwellings built since April 2011 and any outstanding residential planning permissions.

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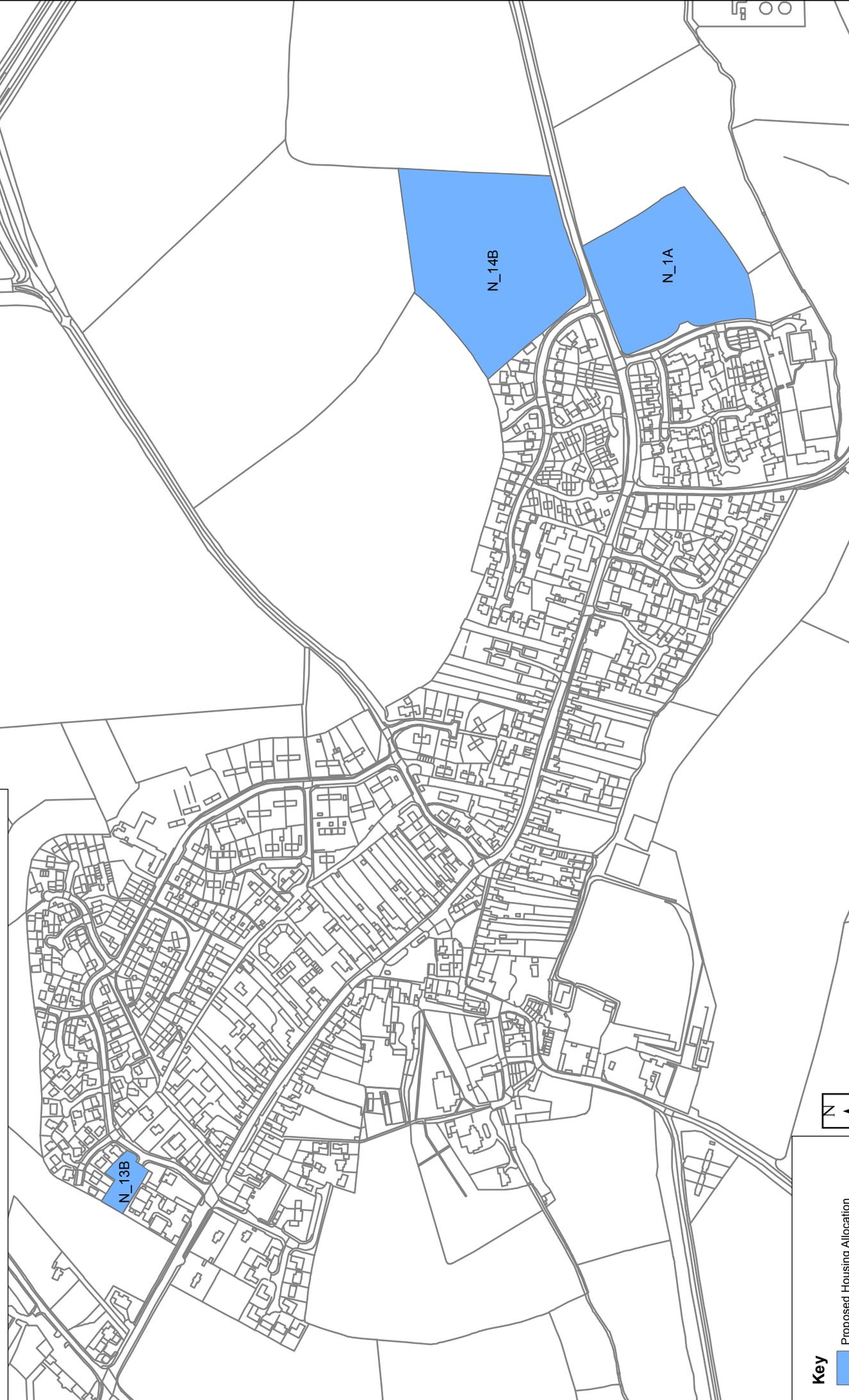
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PROPOSED STRATEGY FOR NORTHLEACH

1. A total of 96 dwellings is proposed for Northleach over the period April 2011 to March 2031, including housing built to date and outstanding permissions. The following sites are proposed for allocation for housing development:
 - N-1A Land off Bassett Road (capacity 31 dwellings);
 - N_13B Land north west of Hammond Drive and Midwinter Road (capacity 5 dwellings);
 - N_14B Land adjoining East End and Nostle Road (capacity 17 dwellings)
2. Small-scale development for employment uses will be permitted in appropriate locations, subject to high standards of design that respect the built environment and setting of the town in the AONB.
3. The existing employment uses at Old Coalyard Farm Industrial Estate and the Old Brewery will be protected.
4. Opportunities to maintain and improve the position of Northleach as a 'Local Centre' in the District's retail hierarchy will be promoted. General policies should be applied to: improve the retail offer; protect the town centres' vitality and viability; improve the streetscape; promote traffic management improvements; and support and promote markets.
5. The release of suitable land for allotments is supported, in principle.
6. The following tourism initiatives are supported in principle:
7. the development of the new discovery centre at the Old Prison;
 - improvements to the Market Place; and
 - the establishment of a small visitors' car park.

Map 11: Proposed Housing and Employment Allocations

Northleach



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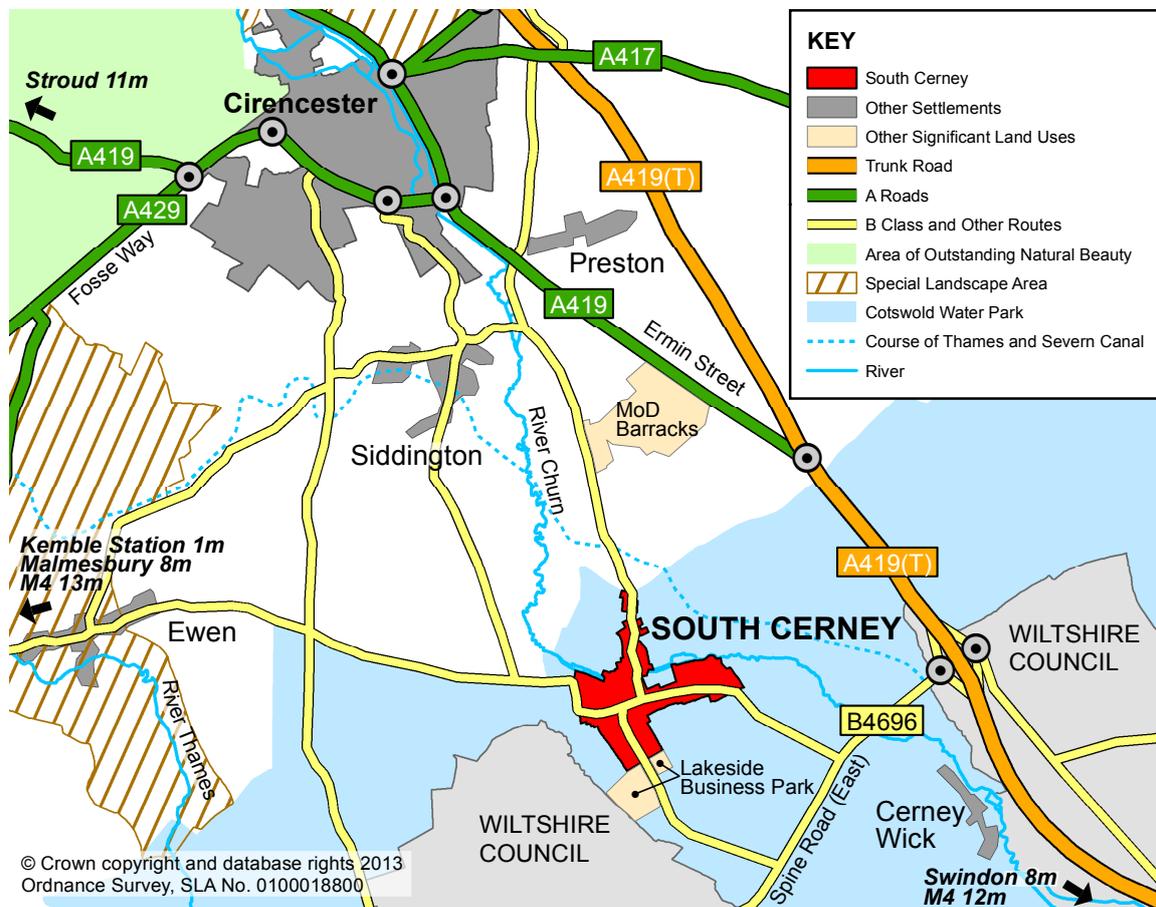
Key

- Proposed Housing Allocation
- Proposed Mixed Use/Other Allocation

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8.14 South Cerney

- 8.167** South Cerney currently has a limited service centre role, essentially providing for the basic needs of the village's sizable population, which, at around 3,000, makes it the 6th largest settlement in the District. The rural catchment is relatively small - and the dominance of Cirencester, just 4 miles to the north, suggests that South Cerney is, effectively, a 'satellite' of its larger neighbour. There is no evidence to suggest that the village's service centre role needs to be enhanced beyond its current level.



South Cerney Location

- 8.168** Despite only having a modest level of services and facilities, South Cerney was defined as a Principal Settlement in the Local Plan 2001-2011. The primary aim of this was to promote employment (rather than housing) growth. In terms of its social and economic sustainability, the village ranks 7th in the District.

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- 8.169** South Cerney is classed as a 'Local Centre' in the District's retail hierarchy, and opportunities to help maintain this position will be promoted through the Local Plan. The village also has a large, well established, successful business park.
- 8.170** The Preferred Development Strategy (PDS May 2013) proposed up to 220 dwellings at South Cerney over the period April 2011 to March 2031, including housing built to date and outstanding permissions. This took into account built and permitted dwellings as well as potential site SC_13A. Whilst this site had a capacity for 64 dwellings, the detailed site assessment raised concerns about deliverability and, therefore, it has not been recommended for allocation. There are no other suitable sites available in the village. Thus the proposed total for South Cerney consists of those built since 2011 or with planning permission yet to be implemented - a total of 155 dwellings. This level of house building over the Plan period will help to address the need for affordable housing in the South Cerney area as well as help to maintain the existing facilities in the village.
- 8.171** The village lies within the Cotswold Water Park and close to the route of the Thame-Severn Canal. The canal route will be safeguarded through the Local Plan, and the restoration of the canal could bring several benefits. For example, there may be opportunities for marina-based employment uses to be developed, as well as tourism / leisure related uses. This would be supported in appropriate locations.
- 8.172** Community-led planning documents have identified several action points which include the provision of cycle paths to Cirencester and the rest of the Cotswold Water Park.
- 8.173** As already indicated, there has been a significant amount of housing built or granted permission since the start of the Plan period. No further allocations are proposed, therefore there is no proposals map for South Cerney. However, for information purposes only, Appendix A includes a map of South Cerney showing dwellings built since April 2011 and any outstanding residential planning permissions.

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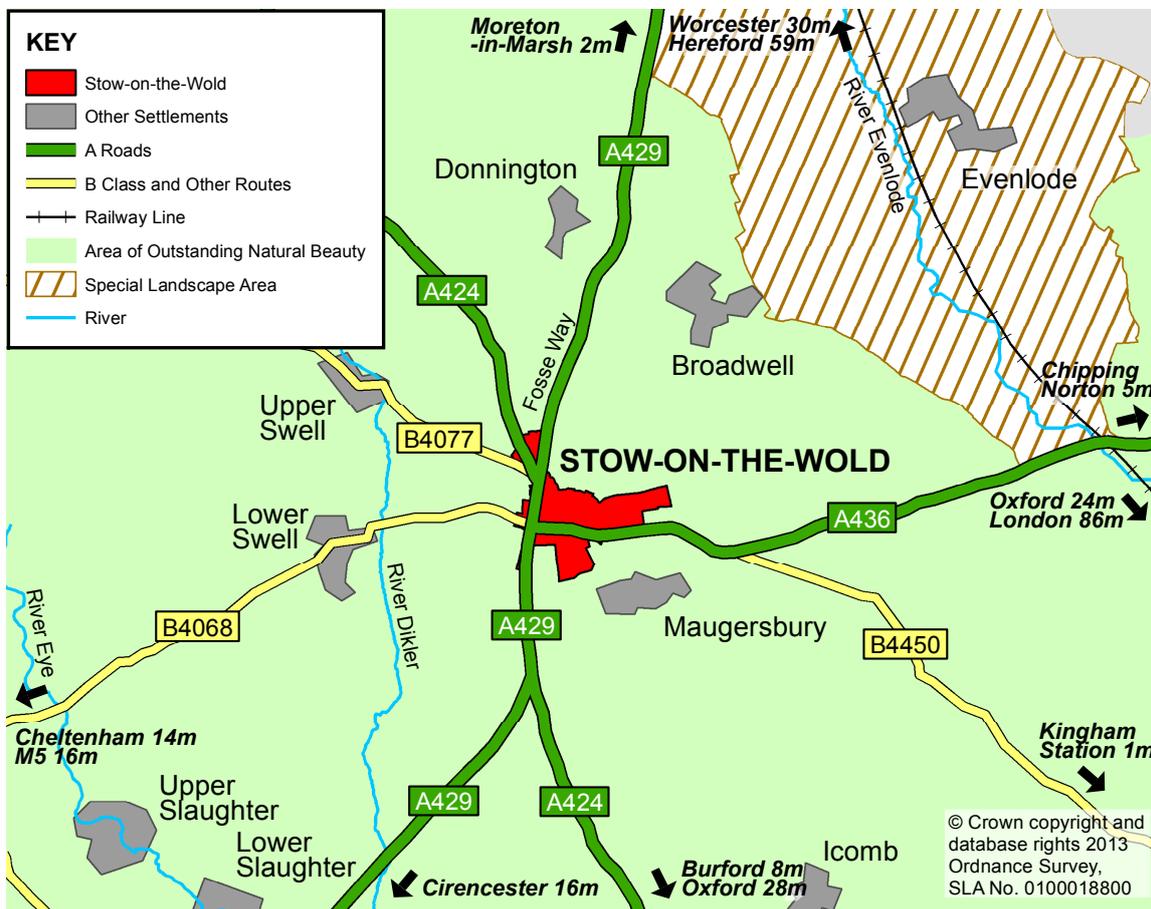
PROPOSED STRATEGY FOR SOUTH CERNEY

1. A total of 155 dwellings is proposed for South Cerney over the period April 2011 to March 2031, including housing built to date and outstanding permissions.
2. Opportunities to maintain the position of South Cerney as a 'Local Centre' in the District's retail hierarchy will be promoted. General policies should be applied to improve the retail offer; protect vitality and viability; improve the streetscape; promote traffic management improvements; and support and promote markets.
3. The Lakeside Business Park should be protected as an employment site.
4. The restoration and protection of the route of the Thames and Severn Canal, along with the associated tourism, accessibility and other benefits it would bring to the local economy, should be supported. In addition, opportunities for marina-based employment uses in connection with the Thames – Severn Canal at South Cerney will be considered through the Local Plan process.
5. As part of the master plan for the Cotswold Water Park ⁽²⁴⁾, tourism / leisure related development will be supported at appropriate locations in and around South Cerney.
6. New development proposals will be required to contribute to the provision of infrastructure (e.g. new and improved cycle paths from South Cerney to Cirencester, the Cotswold Water Park and Duke of Gloucester Barracks). This would give people the opportunity to use a more sustainable mode of transport between home and work, and enhance tourism opportunities.

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8.15 Stow-on-the-Wold

8.174 Stow-on-the-Wold is a compact market town, known both nationally and internationally as a tourist attraction, and locally as a service centre for nearby villages. With its striking and unusually prominent hilltop setting, Stow sits high on the Wold wholly within the Cotswolds Area of Outstanding Natural Beauty. The town, along with neighbouring Maugersbury boasts many listed buildings.



Stow-on-the-Wold Location

24 Endorsed by Cotswold DC on 2 February 2012 – “the Council endorses the Cotswold Water Park Strategic Review and Implementation Plan (Master Plan) and uses it to help guide and inform policy development and decision-making.”

8 The Strategy

- 8.175** As one of the district's main tourist attractions, Stow on the Wold is an important contributor to the area's success, with a good range of shops and services. Hotels, pubs, restaurants and tea/ coffee shops are abundant, and the town has a high proportion of holiday accommodation with short term and long term stay sustaining the economy all year round. About 50% of working age residents are employed within the town in about 1,130 jobs. An appropriate and discreetly located site, capable of delivering a development of small local workshops at Stow, would beneficially diversify the town's economy.
- 8.176** The latest Strategic Housing Land Availability Assessment (SHLAA 2014) suggests that about 263 dwellings could be delivered at Stow within the Plan period. Given the town's sensitive, hilltop setting, together with the limited amount of land identified as deliverable on acceptable sites, a lower overall total of up to 180 dwellings was proposed for the town in the Preferred Development Strategy.
- 8.177** Two of the sites that would have been assessed in the detailed site allocations process - S_14 and S_14B - are subject to a planning appeal⁽²⁵⁾ and will not be considered further in this document. If the Secretary of State allows the appeal then the resulting housing numbers will be taken into account; if the appeal is dismissed, the reasons will need to be carefully assessed to determine whether this site should ever be suitable for residential development. Sites S_8A and S_46 have been assessed as suitable for housing development through the SHLAA and the detailed site allocations assessment. These sites have a combined potential capacity of 30 dwellings. Added to the 91 dwellings built or granted permission since 2011, Stow-on-the-Wold will be allocated 121 dwellings over the period April 2011 to March 2031. This level of house building over the Plan period will help to address the currently sizeable need for affordable housing in the Stow-on-the-Wold area. Additional housing will also help to sustain existing services and facilities.
- 8.178** New development could, potentially, help to fund the development of a new community facility, which has been identified as an important requirement for the town.
- 8.179** The Preferred Development Strategy sought to identify an appropriate and discreetly located site capable of delivering a development of small local workshops in Stow. No sites have come forward through the Strategic Employment Land Availability Assessment. Indeed, evidence demonstrates that there is a viability issue regarding the development of sites for employment purposes at Stow-on-the-Wold.
- 8.180** A recent town centre health check ranked Stow-on-the-Wold 2nd among the town centres in Cotswold District. The centre is healthy and vibrant with lower than average vacancies. The Study noted that improvements to the pedestrian environment would enhance the centre. Representations to the PDS highlighted parking as an issue that needs to be addressed. The District Council is working with the County Council to undertake a review of on and off street car parking. The findings of the Cotswold Parking Study will be incorporated into the emerging Local Plan in due course.

The Strategy 8

- 8.181** Tourism is crucial to the long term economic prosperity of Stow, and the high quality of the town's environment has been a key factor in the town's economic success. Enhancing the town centre further (e.g. by reinstating the Market Square as the focal point of the town) is, therefore, seen as an important economic priority. Addressing car parking and congestion problems in the town would help achieve this while also supporting the town centre economy. The development of a Town Museum has been identified as a key project that would enhance the attraction of Stow to visitors.
- 8.182** For information purposes only, Appendix A includes a map of Stow-on-the-Wold showing the proposed housing allocations along with dwellings built since April 2011 and any outstanding residential planning permissions. The sites (S_14 and S_14B) that are subject to a planning appeal are also indicated.

8 The Strategy

Settlement Strategy 15

PROPOSED STRATEGY FOR STOW-ON-THE-WOLD

1. A total 121 dwellings is proposed for Stow-on-the-Wold over the period April 2011 to March 2031, including housing built to date and outstanding permissions. The following sites are proposed as allocations for housing development:
 - S_8A Stow Agricultural Services, Lower Swell Road (capacity 10 dwellings);
 - S_46 Ashton House, Union Street (capacity 20 dwellings).
2. Small-scale development for class B1 employment uses will be permitted in appropriate locations in Stow, subject to high standards of design that respect the town's environmental constraints.
3. Opportunities to maintain the position of Stow-on-the-Wold as a 'Town Centre' in the District's retail hierarchy will be promoted. General policies to improve the retail offer, protect vitality and viability, improve the streetscape, promote traffic management improvements, and support and promote markets, should also apply.
4. Options should be explored for improving the physical environment of the town centre, including moving car parking provision from the Market Square to a suitable location within easy reach of the town centre. A suitable site should also be identified for additional off-street car parking provision to alleviate the impact of tourism and maintain the contribution that visitors make to the town's economy. The findings of the Cotswold Parking Study will be incorporated into the local plan in due course.
5. The following initiatives are supported in principle:
 - the development of a town museum to support the tourism economy; and
 - the provision of a new community facility, incorporating sports and leisure provision, and potentially new library facilities and health services.

Map 12: Proposed Housing and Employment Allocations

Stow on the Wold



Key

- Proposed Housing Allocation
- Proposed Mixed Use/Other Allocation

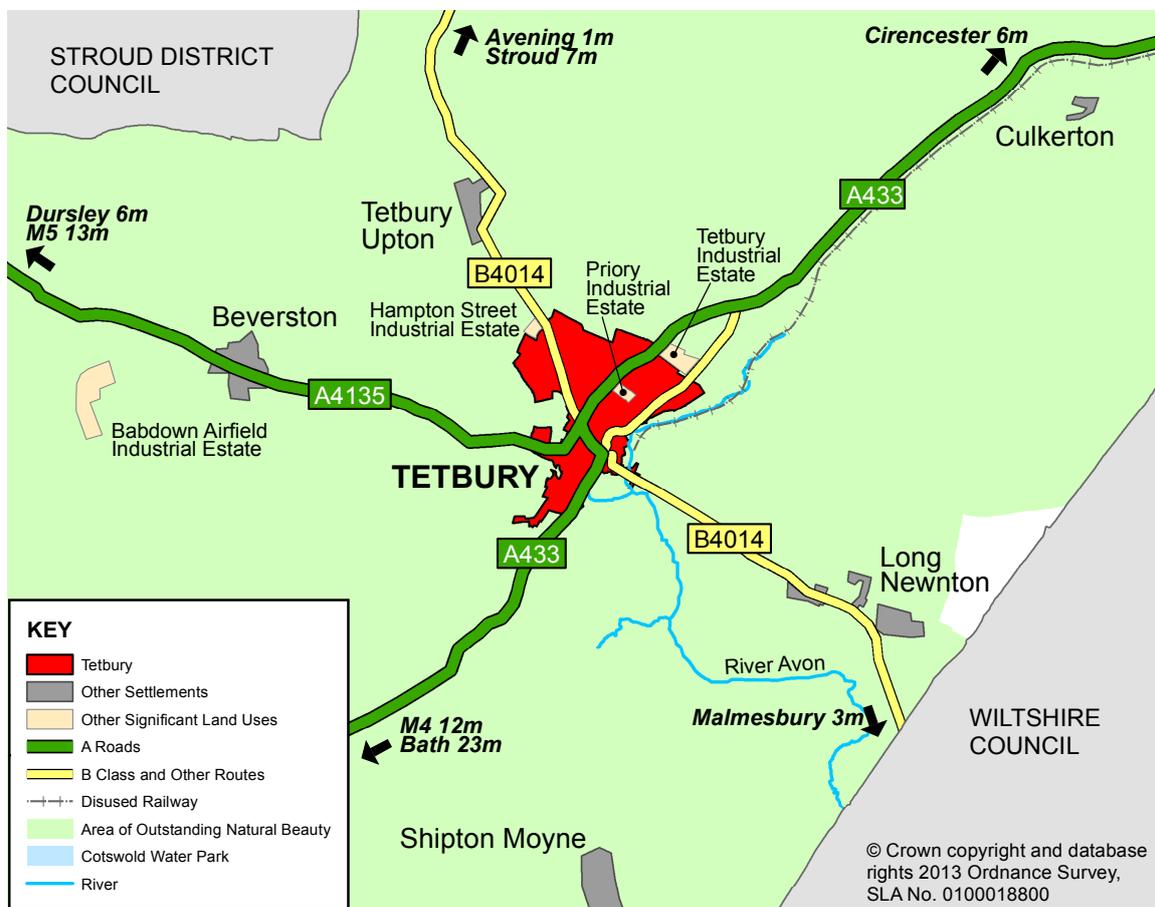
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8 The Strategy

8.16 Tetbury

- 8.183** With a population of around 5,500, Tetbury is the second most populous settlement in the District after Cirencester. Tetbury is also the main service centre for the south-western corner of the District, benefiting from a wide range of services, including retailing, banking, education, leisure, health and employment opportunities. Combined with a good level of bus services, these factors led to Tetbury being ranked 4th in the District in terms of its social and economic sustainability.



Tetbury Location

- 8.184** The Gloucestershire Local Enterprise Partnership has informally indicated that Tetbury represents a good opportunity for inward investment. The town has a thriving retail centre and a good employment base with potential for its employment role to increase. Compared with other parts of the District, it has an above-average proportion of people who are

The Strategy 8

economically active. Evidence and public consultation has shown that there is both need and support for the development of new local employment opportunities, particularly for small-scale workspace suited to business start-up and incubation.

- 8.185** Potential sites for employment development have been considered through the Strategic Employment Land Availability Assessment process and a detailed site allocation assessment. Site TET_E2 has potential to provide a prestige, high quality long-term employment site to meet the requirements of Tetbury. It would also make a significant contribution towards meeting the District-wide requirement for business, general industrial and storage/distribution employment land.
- 8.186** Given the landscape sensitivities to the south, east and west of the town, future employment development should be focused on the triangle of land defined by London Road, Cirencester Road and Tetbury Industrial Estate.
- 8.187** Tetbury is classed as a 'Town Centre' in the retail hierarchy for the District, and opportunities to help maintain this position will be promoted through the local plan. With regard to local infrastructure, evidence (from the Interim Infrastructure Delivery Plan (2013) and also previous public consultation) indicates that local service infrastructure is in need of investment in order to cater for increased and changing demands that are placed upon it - notably leisure, health and education facilities. The Dolphins Hall, for example, requires investment as a community hub.
- 8.188** For the purposes of the Local Plan's Development Strategy, Tetbury is considered to include the developed parts of adjacent parishes that abut, and are effectively part of, the built-up area of the town. A number of recent planning permissions have resulted in 739 dwellings being built since 2011 or permitted but yet to be built. This far exceeds the Preferred Development Strategy (PDS May 2013) proposed figure of 650 dwellings. Given this committed level of housing growth, the allocation of further large-scale sites would not be appropriate regardless of the town's importance as a service centre. However, through the Strategic Housing Land Availability Assessment (SHLAA 2014) and detailed site allocation assessment, two small sites with a potential combined capacity of 29 dwellings have been identified as suitable for allocation. Together with the large number of commitments, this level of house building over the Plan period will help to address the relatively sizeable need for affordable housing in the Tetbury area, as well as help to sustain existing facilities.
- 8.189** Re-use of the former railway to Kemble as a cycle route had reached a fairly advanced stage with the involvement of Sustrans. Although the initiative has stalled, this remains a worthy project, which would complement sustainable transport objectives.
- 8.190** For information purposes only, Appendix A includes a map of Tetbury showing the proposed housing allocations along with dwellings built since April 2011 and any outstanding residential planning permissions.

8 The Strategy

Settlement Strategy 16

PROPOSED STRATEGY FOR TETBURY

1. A total of 763 dwellings is proposed over the period April 2011 to March 2031, including housing built to date, outstanding permissions and other commitments. The following sites are proposed for allocation for housing development:
 - T_24B Former Matbro Site (capacity 9 dwellings)
 - T_51 Northfield Garage (capacity 18 dwellings)

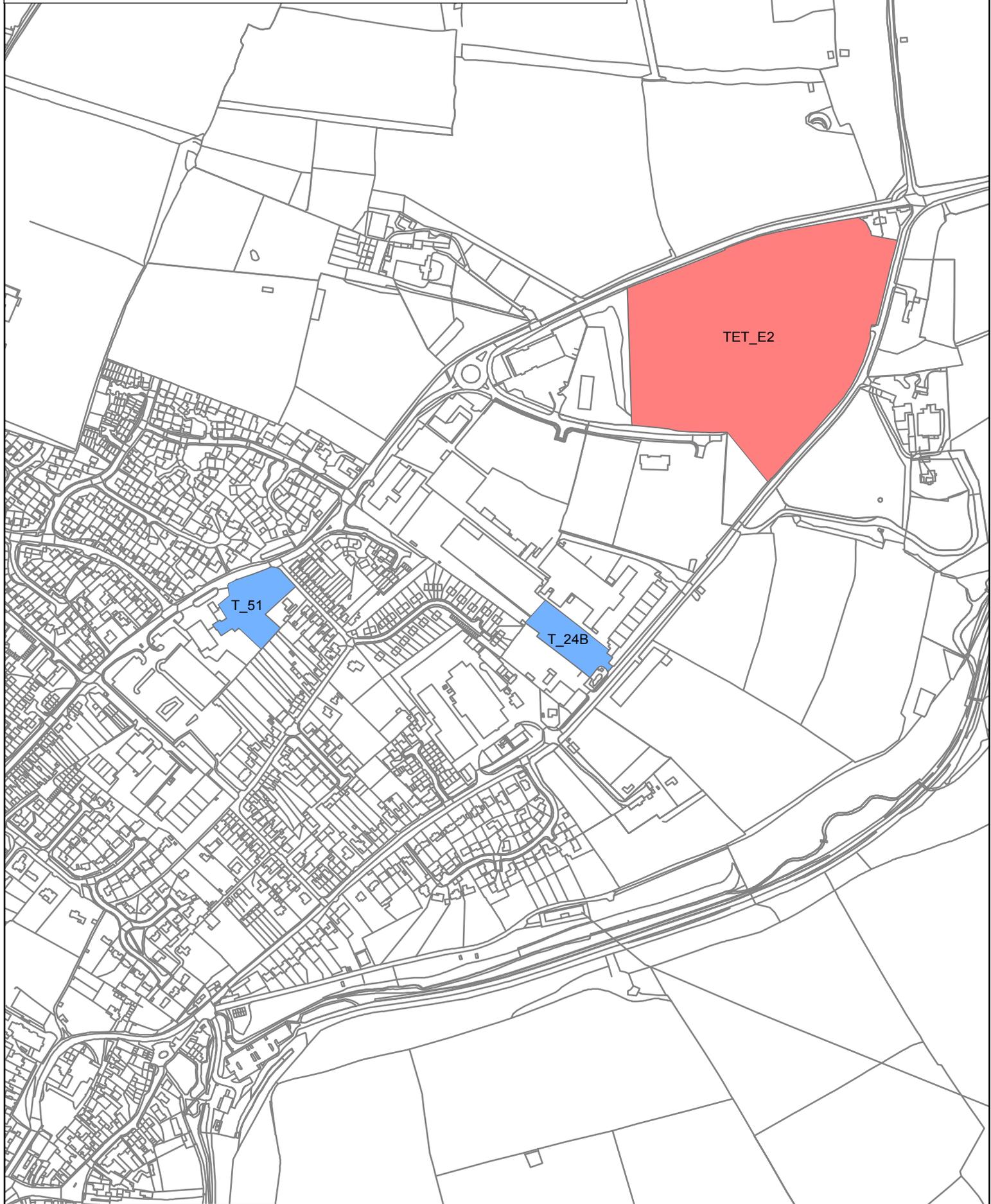
2. New employment development will be positively encouraged at the Tetbury Industrial Estate. The Council will work with the community, the development industry and partners (including the Gloucestershire Local Enterprise Partnership) to help achieve a successful scheme, which includes a hi-tech enterprise hub consisting of low cost small-scale workspace units, to help business start-up and incubation. The following site is allocated for B1, B2 and B8 class employment uses, subject to a high standard of design and layout sensitive to the AONB, and the mitigation of any impact on the local and strategic road network:
 - TET_E2 Pike Field, Extension to Tetbury Industrial Estate (site area 6.74ha)

3. Existing uses at the following employment areas will be protected:
 - Tetbury Industrial Estate
 - Hampton Street Industrial Estate; and
 - Priory Industrial Estate

4. Up to 200m² net of comparison floorspace and 40m² net convenience retailing should be allowed to reflect housing and employment allocations after 2017. In addition, opportunities to maintain the position of Tetbury as a 'Town Centre' in the District's retail hierarchy will be promoted. General policies to improve the retail offer, protect vitality and viability, improve the streetscape, promote traffic management improvements, and support and promote markets, should apply.

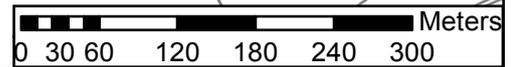
5. The following community initiatives are supported, in principle:
 - Renovation of the Goods Shed for community space / workshops
 - Improve community hub at the Dolphins Hall
 - Improve leisure provision
 - Improve medical / health services
 - Improvements to local education facilities
 - Provision of a sustainable transport link between Tetbury and Kemble railway station.

Tetbury



Key

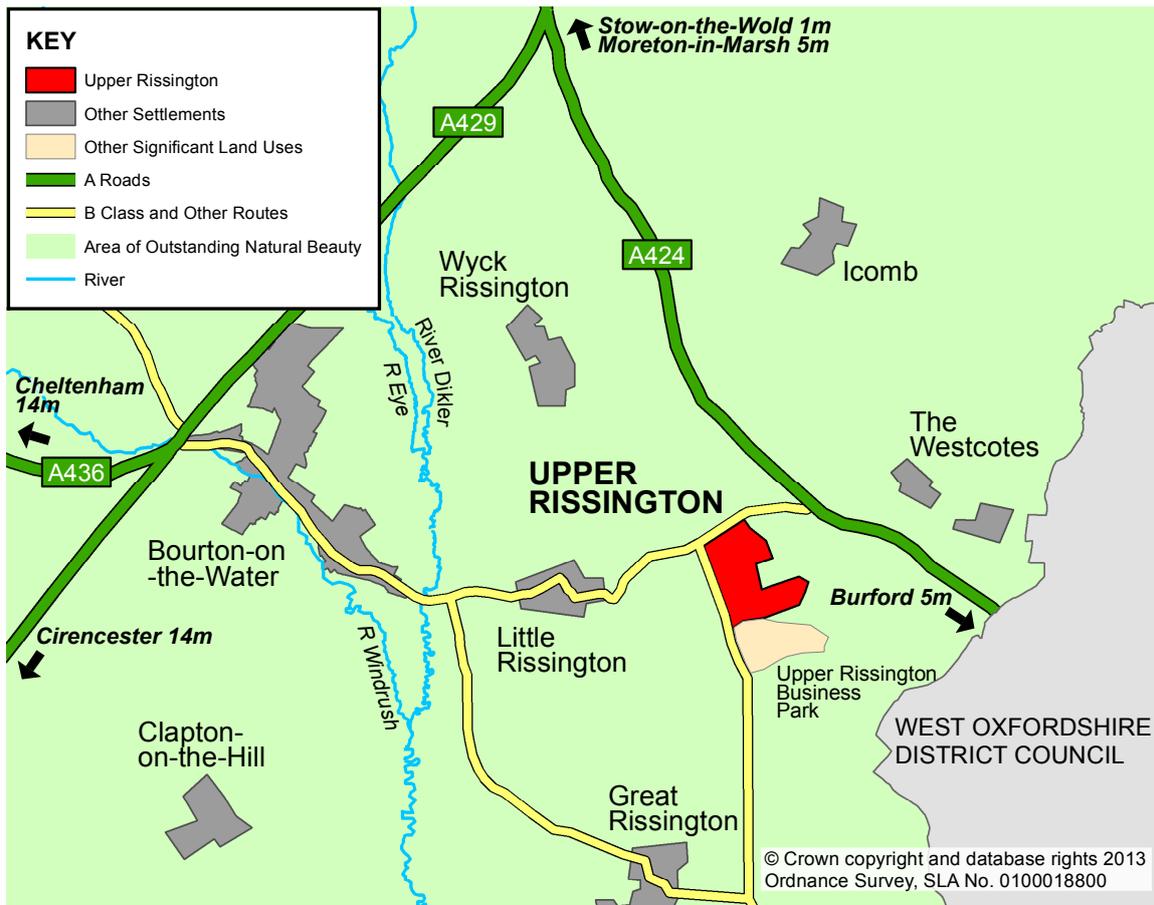
-  Proposed Housing Allocation
-  Proposed Mixed Use/Other Allocation



8 The Strategy

8.17 Upper Rissington

- 8.191** Upper Rissington is part of a former air base (RAF Little Rissington), which currently comprises 346 houses and the Upper Rissington Business Park.



Upper Rissington Location

- 8.192** Despite its current poor level of facilities and low sustainability ranking (20th in the District), Upper Rissington is included in the Development Strategy. This is because of the large number of outstanding housing commitments and the significant infrastructure improvements proposed for the settlement. The commitment of 368 new dwellings ⁽²⁶⁾, will require the provision of a significant range of community benefits.

The Strategy 8

- 8.193** The scale and nature of the Victory Fields development makes its inclusion in the Development Strategy appropriate, not least because of the potential impact it could have on the role and function of neighbouring Bourton-on-the-Water, and also the anticipated large number of affordable homes that will be provided. The latter goes well beyond the requirements for the area around Upper Rissington, including Bourton-on-the-Water. No other sites are therefore proposed for development at Upper Rissington during the plan period.
- 8.194** As already indicated, there has been a significant amount of housing built or granted permission since the start of the Plan period. No further allocations are proposed, therefore there is no proposals map for Upper Rissington. However, for information purposes only, Appendix A includes a map of Upper Rissington showing dwellings built since April 2011 and any outstanding residential planning permissions.

Settlement Strategy 17

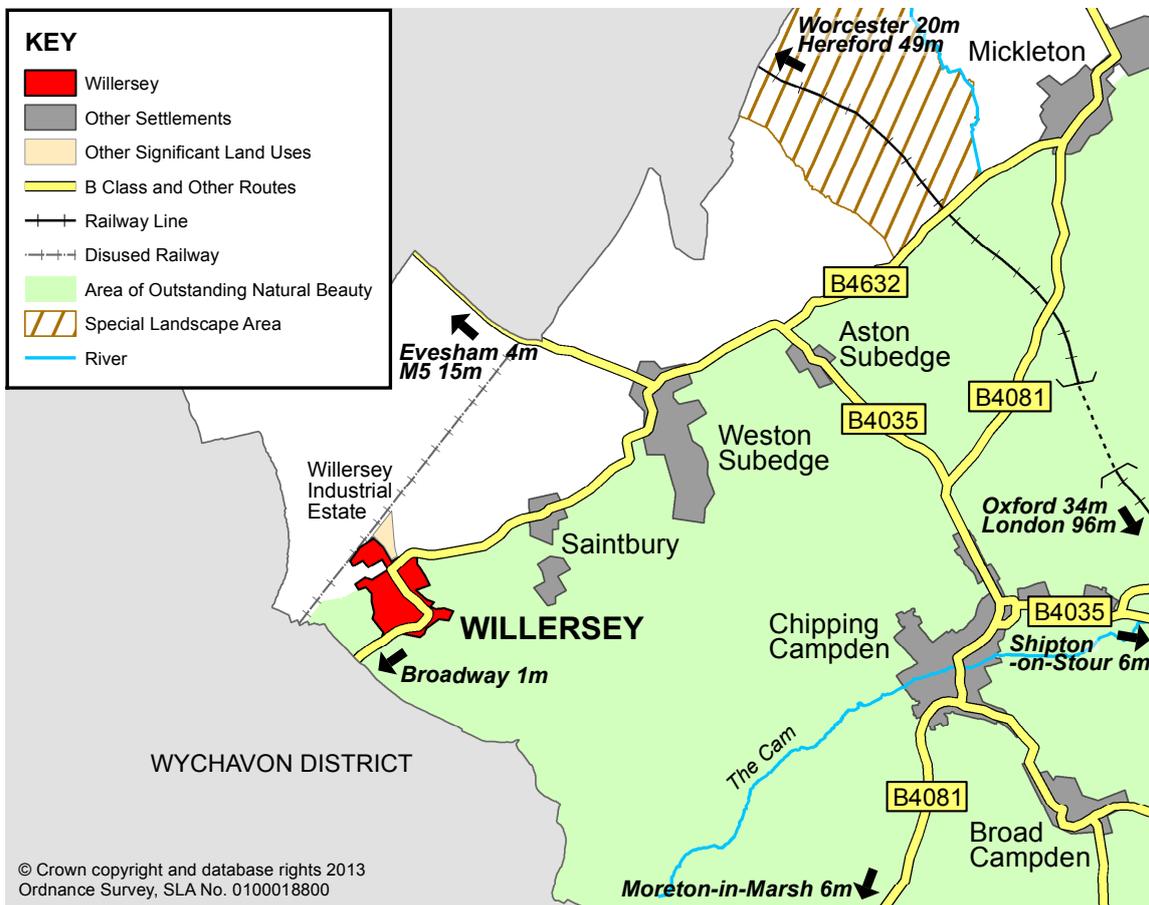
PROPOSED STRATEGY FOR UPPER RISSINGTON

1. Residential development at Upper Rissington will be restricted to an overall total of up to 394 dwellings over the period April 2011 to March 2031, which includes housing built to date and outstanding permissions.
2. The existing employment area of Upper Rissington Business Park will be protected, subject to the provisions of outline planning permission 08/03697/OUT and subsequent reserved matters approvals. The redevelopment of derelict buildings on the Business Park for employment uses is supported.

8 The Strategy

8.18 Willersey

8.195 Although Willersey is a relatively small village, it ranks 9th in the District in terms of its social and economic sustainability. Besides having a number of everyday facilities, the village has its own industrial estate, and is also located near other job opportunities at neighbouring Weston-sub-Edge and in Worcestershire. Willersey has good bus links to larger service centres, including Broadway, Evesham and Cheltenham.



Willersey Location

8.196 Although facilities are fewer than they once were, Willersey’s close proximity to Broadway means that residents are less than 2 miles from most services that are unavailable in the village. Moreover, Chipping Campden, which has secondary education and leisure facilities, is within 3 miles.

The Strategy 8

- 8.197** Along with Chipping Campden and Mickleton, Willersey is part of a cluster of settlements that serve the northernmost part of the District. Collectively, these settlements have the necessary services, facilities and employment opportunities to provide for the local population.
- 8.198** The Preferred Development Strategy (PDS May 2013) proposed an overall total of 50 dwellings for Willersey over the Plan period April 2011 - March 2031. Completions and planning permissions (to 30th September 2014) are expected to deliver 5 dwellings, leaving 45 short of the PDS figure. Potential sites have been considered through the Strategic Housing Land Availability Assessment (SHLAA 2014) and a detailed site allocation assessment, which included feedback from the community. Through this process sites W_1A, W_1B and W_7A have been identified as being suitable for development. The sites have a combined capacity of 80 dwellings.
- 8.199** Therefore, a total of 85 dwellings are proposed at Willersey over the Plan period, including housing built to date and outstanding permissions. This is a reasonable level of house building for a village of Willersey's modest size and will help to satisfy: the community's expressed desire for smaller starter homes; sustain existing facilities; and maintain Willersey's role as a local service centre. In addition, the Interim IDP has identified the need for hydraulic modelling to understand the extent of the sewerage upgrades necessary for further housing development. This should be taken into account in phasing future development.
- 8.200** Evidence demonstrates that there was only one potentially suitable site for allocation for employment: WIL_E1C. However, taking into account viability and community aspirations, it is considered more appropriate to allocate this site for housing (W_7A). The existing uses at Willersey Industrial Estate will be protected.
- 8.201** For information purposes only, Appendix A includes a map of Willersey showing the proposed housing allocations along with dwellings built since April 2011 and any outstanding residential planning permissions.

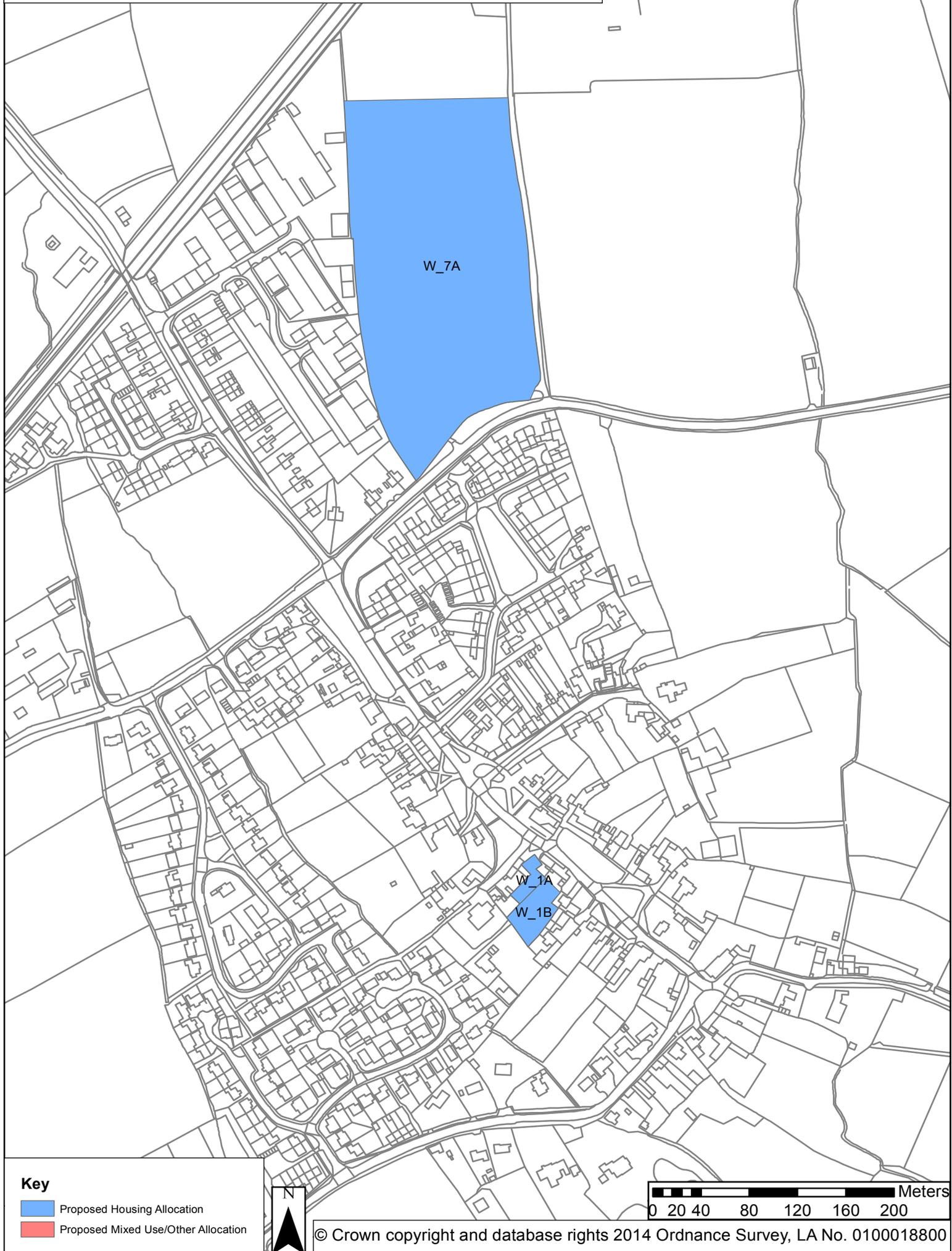
8 The Strategy

Settlement Strategy 18

PROPOSED STRATEGY FOR WILLERSEY

1. A total of 85 dwellings is proposed for Willersey over the period April 2011 to March 2031, including housing built to date and outstanding permissions. The following sites are proposed for allocation for housing development:
 - W_1A and W_1B Garage Workshop and Garden behind the Nook, Main Street (capacity 5 dwellings)
 - W_7A land north of B4632 and east of employment estate (capacity 75)
2. Existing uses at Willersey Industrial Estate will be protected.
3. To help ensure that there is a sufficient economically active population to support the local economy, any proposal for housing development (open market and affordable) should include an appropriate mix of housing types.

Willersey



Key

-  Proposed Housing Allocation
-  Proposed Mixed Use/Other Allocation



8 The Strategy

8.19 Rural Housing

- 8.202** The Local Plan must demonstrate certainty that it can deliver the District's housing requirement; otherwise it will fail to be tested sound at examination. Any additional dwellings that result from development on 'unplanned sites' will contribute to the overall housing supply. However, unlike housing allocations, they would be counted retrospectively through the Council's annual monitoring process.
- 8.203** The Local Plan Development Strategy envisages that the majority of new housing development, over the period up to 2031, will take place in the District's 18 most sustainable settlements. Cotswold District, however, is a large, rural area, with 140 or so 'smaller settlements' lying beyond the 18 main service centres. About 40% of the District's population lives in these smaller settlements – mostly villages - and surrounding rural areas.
- 8.204** Policy SP7 potentially applies to any village that is not specifically mentioned in the Development Strategy.
- 8.205** The majority of these smaller settlements lack services and facilities such as shops and schools, and many are relatively 'remote' from other centres that are better-served. The NPPF (paragraph 54) allows for some open market housing in such settlements to facilitate the provision of significant additional affordable housing to meet local needs. Any resulting residential development would be additional to housing allocated in the most sustainable villages.
- 8.206** Policy SP7 sets out criteria, which proposals would need to satisfy in order for open market housing in villages to meet the principles of sustainable development, as set out in the NPPF.
- 8.207** Evidence will need to be provided in terms of meeting local housing need and how the development responds to the village's distinctiveness. The latter includes demonstrating the appropriateness of the site itself. Such evidence will need to be generated through appropriate engagement with the local community via the parish council or parish meeting. This will enable a consistent and transparent approach to the presentation and evaluation of such schemes. A pro-forma (appendix B) is the method by which prospective applicants will be required to demonstrate accordance with policy SP7. A wide range of information will be required in order to be able to address the challenge of demonstrating appropriateness. However, the work involved will be lessened by spending time engaging with local people. The submission of a completed pro-forma will be required with any planning application for housing in a rural area.
- 8.208** Any village that lacks community facilities, especially a shop, and does not have good public transport access to a local service centre, is unlikely to be a suitable location for new housing.

The Strategy 8

Policy SP 7

Rural Housing

1. Proposals for new-build open market housing will be considered for planning permission within or immediately adjacent to villages⁽²⁷⁾ that are not identified in the Development Strategy provided there is good public transport access⁽²⁸⁾ to community services and facilities; it has been demonstrated (if more than one open market dwelling is proposed) that a proven affordable housing need exists in that locality; and the development would:
 - (a) demonstrably support or enhance the vitality of the local community;
 - (b) for development that would result in an extension to an existing settlement, it should exhibit the appearance of a natural, organic enlargement of the existing built-up area by being proportionate in size and scale to the village and have regard to neighbouring development in terms of materials, design and positioning;
 - (c) contribute positively to the Local Plan's Strategic Objectives; and
 - (d) in instances where more than one open market dwelling is proposed, include a mix of house types and tenures to meet the needs of the whole community, including affordable dwellings.
2. Planning applications for rural housing will only be permitted if it is shown that there are clear social, economic or environmental benefits resulting from the development; and it has been demonstrated that there would be no material adverse impacts on one or more of the following criteria:
 - (a) the character or appearance of the landscape or the setting of the settlement;
 - (b) the setting, character or appearance of designated or non-designated heritage assets;
 - (c) arboriculture;
 - (d) biodiversity and protected species;
 - (e) best and most versatile agricultural land;
 - (f) highway safety, or would have an unacceptably detrimental effect on the highway network due to a material increase in car-borne commuting;
 - (g) flooding or drainage, either to the application site or the surrounding area; and
 - (h) the amenity of nearby residents, or would result in an unacceptable level of amenity for residents of the proposed development.
3. Prospective applicants will be expected to complete a pro-forma and submit this with the planning application (see Appendix B).

27 A self-contained collection of dwellings forming a community that is larger than a hamlet, is situated in a rural area, but is not isolated from everyday services and facilities

28 A return daily bus service would be the minimum to constitute good public transport access

8 The Strategy

- 8.209** The Local Plan Development Strategy envisages that the majority of new housing development, over the period up to 2031, will take place in the District's 18 most sustainable settlements. Cotswold District, however, is a large, rural area, with 140 or so 'smaller settlements' lying beyond the 18 main service centres. About 40% of the District's population lives in these smaller settlements – mostly villages - and surrounding rural areas.
- 8.210** Policy SP7 potentially applies to any village that is not specifically mentioned in the Development Strategy.
- 8.211** The majority of these smaller settlements lack services and facilities such as shops and schools, and many are relatively 'remote' from other centres that are better-served. The NPPF (paragraph 54) allows for some open market housing in such settlements to facilitate the provision of significant additional affordable housing to meet local needs. Any resulting residential development would be additional to housing allocated in the most sustainable villages.
- 8.212** Policy SP7 sets out criteria, which proposals would need to satisfy in order for open market housing in villages to meet the principles of sustainable development, as set out in the NPPF.
- 8.213** Evidence will need to be provided in terms of meeting local housing need and how the development responds to the village's distinctiveness. The latter includes demonstrating the appropriateness of the site itself. Such evidence will need to be generated through appropriate engagement with the local community via the parish council or parish meeting. This will enable a consistent and transparent approach to the presentation and evaluation of such schemes. A pro-forma (appendix B) is the method by which prospective applicants will be required to demonstrate accordance with policy SP7. A wide range of information will be required in order to be able to address the challenge of demonstrating appropriateness. However, the work involved will be lessened by spending time engaging with local people. The submission of a completed pro-forma will be required with any planning application for housing in a rural area.
- 8.214** Any village that lacks community facilities, especially a shop, and does not have good public transport access to a local service centre, is unlikely to be a suitable location for new housing.
- 8.215** Most Cotswold villages have considerable architectural and historic interest, set within fine landscapes. They are particularly sensitive to change. Not all open spaces are suitable infill opportunities; for example, where they make a positive contribution to the character, appearance or setting of the village. Any proposal must be proportionate in scale and designed to blend in with its surroundings. The cumulative effects of more than one development allowed in the same village under this policy will be a material consideration. All applications will be assessed against Local Plan policies, the NPPF and the principles of sustainable development.

Gypsy and Traveller Accommodation 9

9 Gypsy and Traveller Accommodation

- 9.1** The planning policy for traveller sites (PPTS)⁽²⁹⁾ requires Local Authorities to use evidence to plan positively and manage development for the travelling community, using ‘*a robust evidence base to establish accommodation needs to inform the preparation of Local Plan and make planning decisions*’.
- 9.2** An assessment of the anticipated number of pitches required was commissioned jointly in 2013 to assess the needs of the travelling community across the Gloucestershire housing market area⁽³⁰⁾ (GTTSSA). The GTTSSA concluded that there was a need to provide an additional 26 pitches for travellers over the period 2013-2031 in Cotswold District, essentially broken down into five year periods as follows:

Period	Pitches required
2013-17	5
2018-22	6
2023-27	8
2028-31	7

Figure 1 Table showing identified future pitch requirements

- 9.3** A report examining potential travellers’ sites⁽³¹⁾ concluded that sufficient land had been identified to meet the need for 26 pitches in accordance with the GTTSSA. The report found there to be a potential over-supply of specific sites for years 1-5 (2013-2017) and years 6-10 (2018-2022).
- 9.4** All potential sites were assessed by an advisory panel before concluding which of them should be proposed for allocation in the Local Plan⁽³²⁾. The outcome of this exercise confirmed that sufficient, suitable sites are available to meet the accommodation needs of gypsies and travellers to 2022. After that date, some of the ‘broad locations’ identified in the November 2014 sites report, together with any others that may come forward in the meantime, would need to be assessed to establish suitable sites for the remainder of the plan period.

29 Planning Policy for Traveller Sites (DCLG, 23rd March 2012)

<https://www.gov.uk/government/publications/planning-policy-for-traveller-sites>

30 The Gloucestershire County Gypsy, Traveller and Travelling Showpeople Accommodation Assessment (Peter Brett Associates, October 2013)

31 Gypsy and Traveller – Identification of Potential Sites for Cotswold District (WS Planning & Architecture, November 2014)

32 Evidence Paper: Advisory Panel on Gypsy and Travellers Site Allocations Assessment (CDC, November 2014)

9 Gypsy and Traveller Accommodation

- 9.5** The position will be monitored carefully over the course of the Plan period and, while the Council is confident there is a sufficient supply of sites to 2022, an early review will be undertaken should a shortfall become evident at any point.
- 9.6** The GTTSAA concluded that there was no requirement to provide pitches for travelling showpeople within Cotswold District.

Policy SP 8

Gypsy and Traveller Need

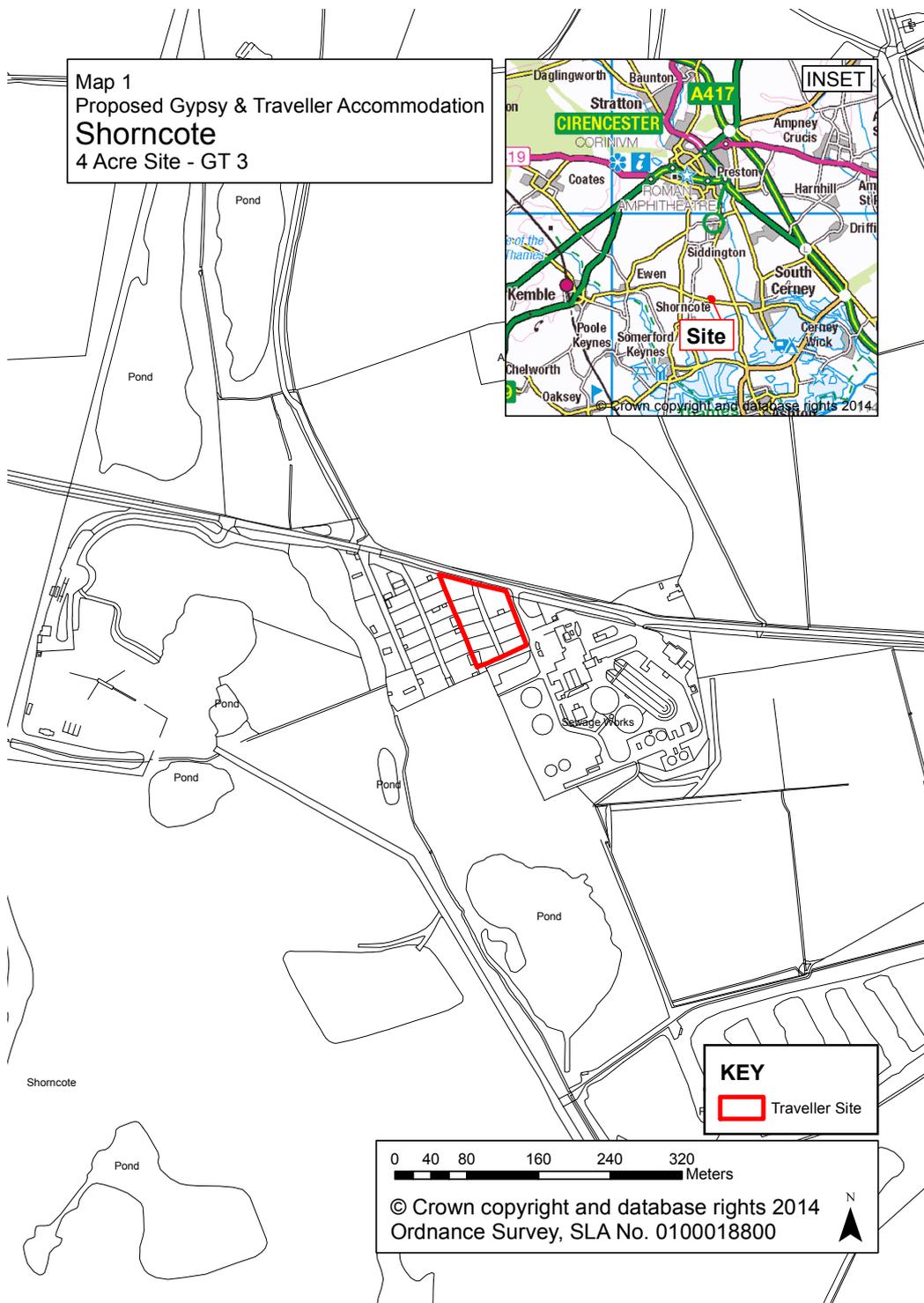
1. The following locations, indicated on proposals maps 1,2,3 and 4, have been identified as preferred sites for accommodating the needs of gypsies and travellers:

- Shorncote, South Cerney – 2 pitches
- Seven Springs, Coberley – 1 pitch
- Meadowland, Fosseway, Bourton-on-the-Water – 4 pitches
- Green's Close, Great Rissington – 2 pitches

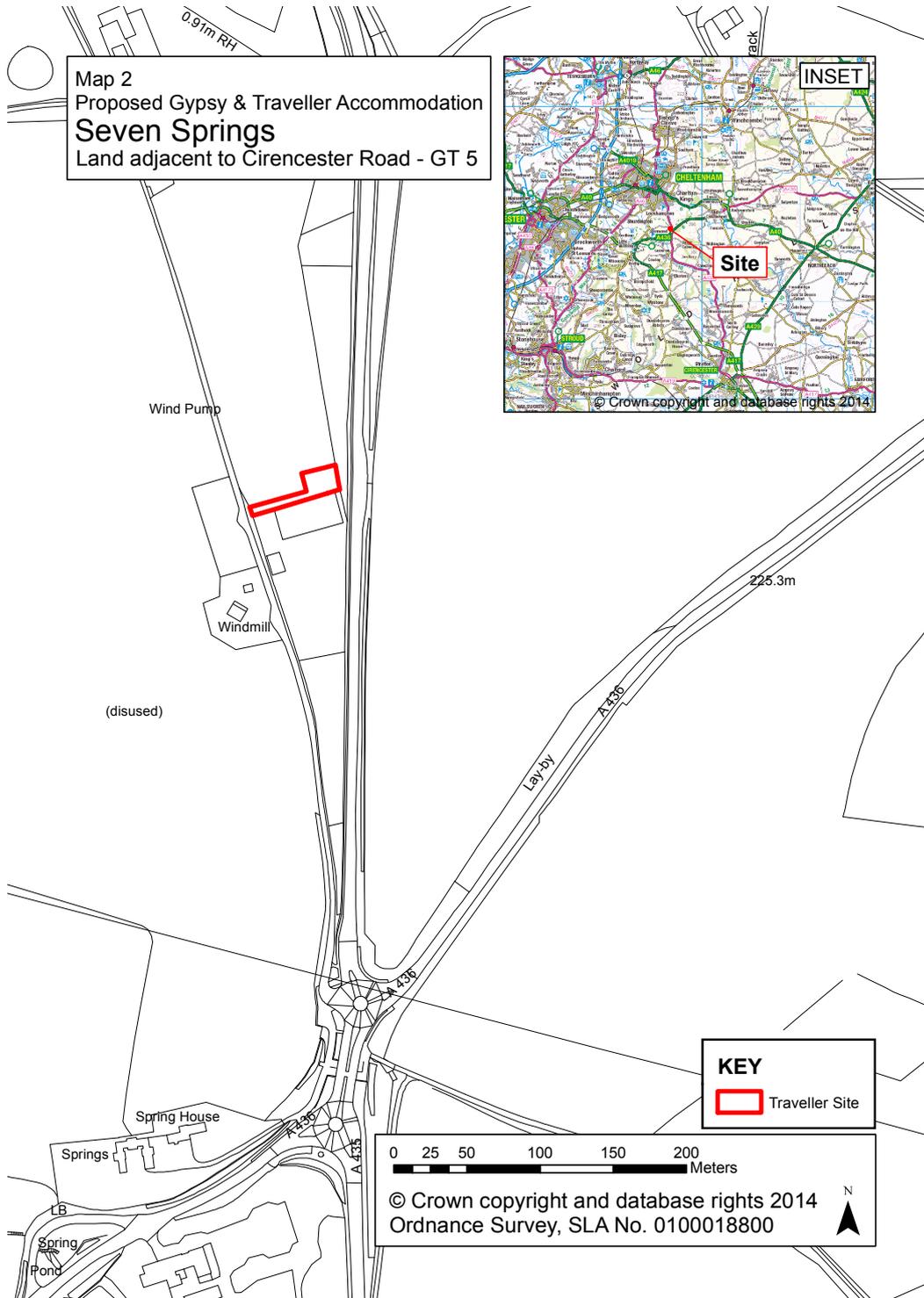
2. If any shortfall is identified in the gypsies and travellers accommodation supply, the following reserve site, indicated on proposals map 5, will be brought forward:

- Seven Springs, Coberley (second site) – 2 pitches

Gypsy and Traveller Accommodation 9

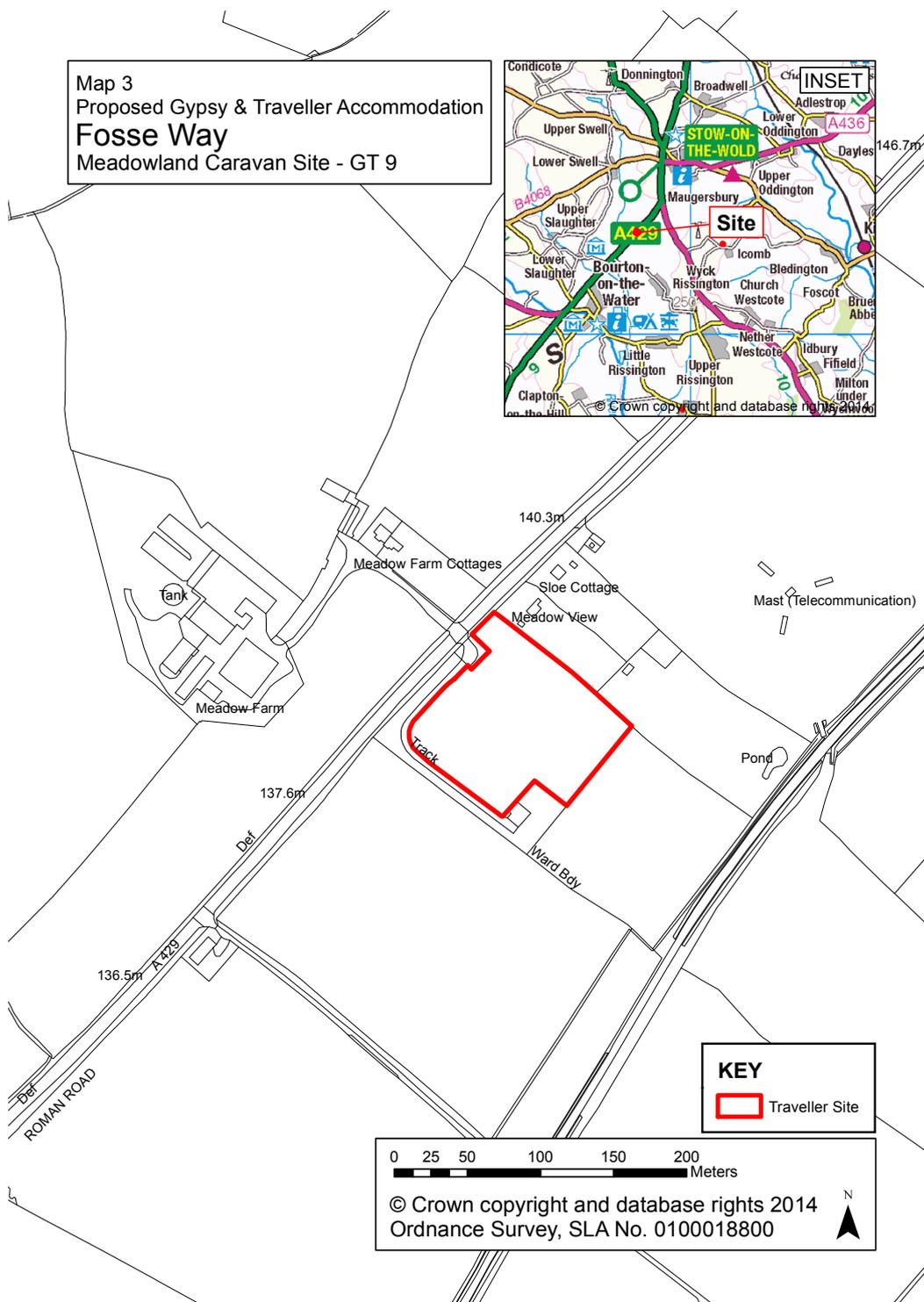


9 Gypsy and Traveller Accommodation



Gypsy and Traveller Accommodation 9

Map 3
 Proposed Gypsy & Traveller Accommodation
Fosse Way
 Meadowland Caravan Site - GT 9



KEY

Traveller Site

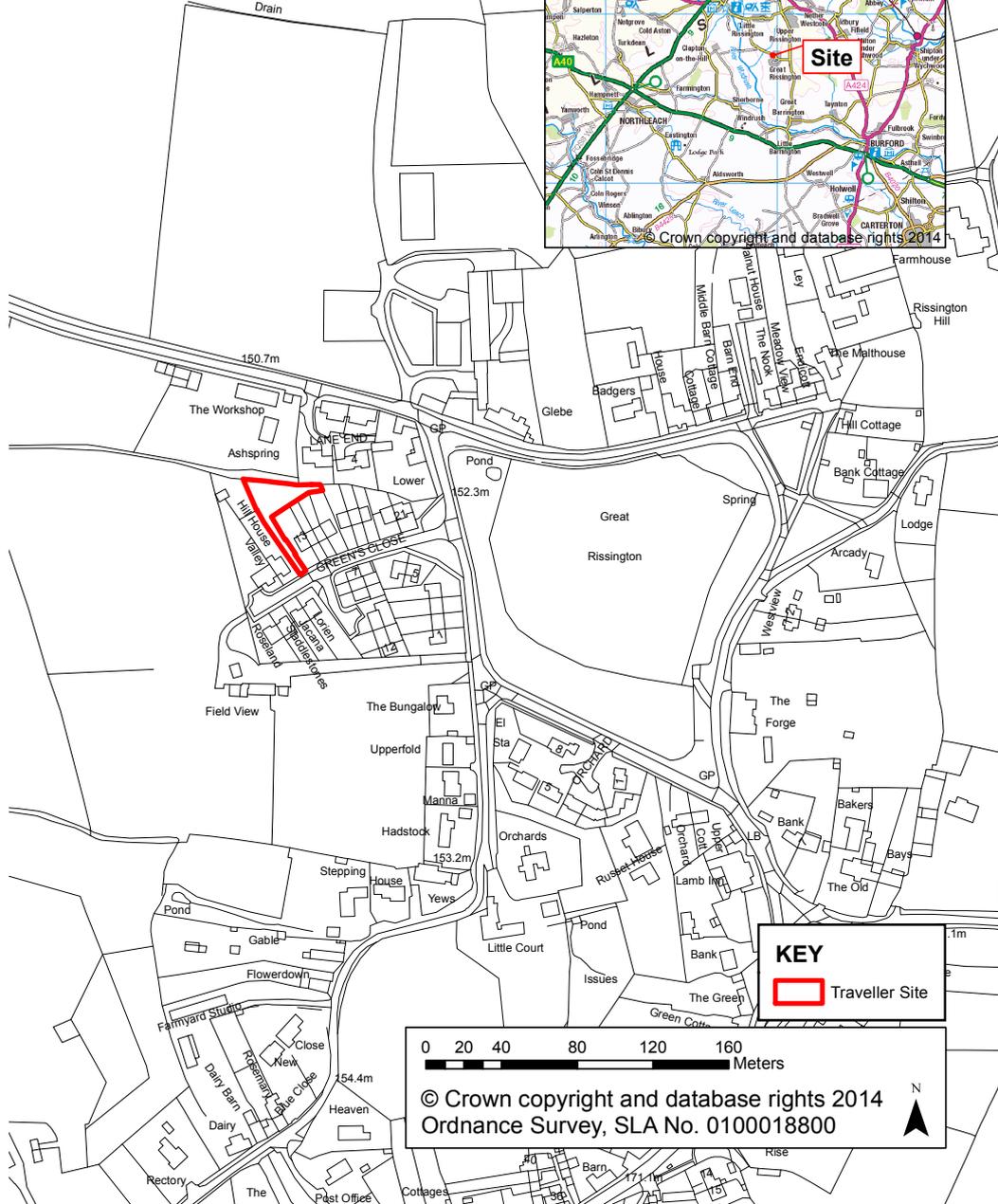
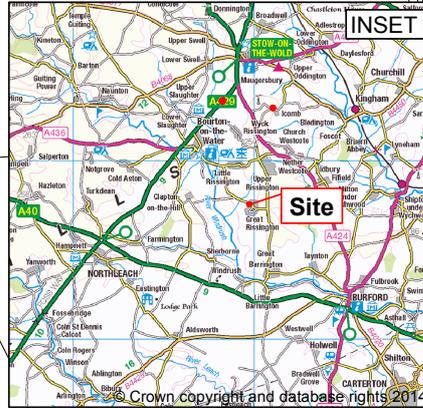
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9 Gypsy and Traveller Accommodation

Map 4
 Proposed Gypsy & Traveller Accommodation
 Great Rissington
 Land to the Rear of Greens Close - CDC6



10 Local Green Spaces

10 Local Green Spaces

- 10.1** The NPPF (para 76-78) makes provision for local communities to identify green areas of particular importance to those communities, where development will not be permitted except in very special circumstances. These Local Green Spaces can be designated through the local plan or through neighbourhood plans.
- 10.2** A development management policy will be included in the full consultation draft of the Local Plan (summer 2015); however given that the Local Green Spaces are a type of site allocation it was considered appropriate to include a draft of the Local Green Space development management policy within this Reg. 18 Local Plan consultation draft (January 2015), alongside the boundaries of the sites to be allocated.
- 10.3** The sites to be allocated as Local Green Spaces are shown on maps over the following pages and are listed within the proposed policy. The supporting evidence is available on the Council's website *Evidence Paper: Local Green Spaces*.

Local Green Spaces 10

Policy SP 9

Local Green Spaces

1. Local communities are encouraged to include new and robustly justified Local Green Spaces within their neighbourhood plans, where this designation does not prevent identified development needs being met. The selection of these sites should be guided by the advice in “Local Green Spaces – a toolkit for local communities in Cotswold District”.

2. Development will not be permitted within a Local Green Space, designated either within the Cotswold District Local Plan, or an approved Neighbourhood Plan unless there are very special circumstances which outweigh the harm to the Local Green Space. Particular attention will be paid to the views of the local community in assessing any development proposals that affect a designated Local Green Space.

3. The following sites (as identified on the following maps) are proposed for designation as Local Green Spaces within the Local Plan

- Blockley – Blockley allotments, Station Road
- Blockley – Blockley Mill (also known as Water Board site)
- Bourton on the Water – Manor Fields
- Church Westcote – Land adjacent to Close Cottage
- Cirencester – The Humpty Dumps
- Kemble – Green at West Lane
- Kemble – Community Gardens at Station Road
- Kemble – Playing field at Clayfurlong
- Lechlade - Eric Richardson and Phyllis Amey Nature Reserve
- Siddington – Allotments, Ashton Road
- Siddington – Playing Fields, Park Way
- South Cerney – Church Lane allotments
- South Cerney – Upper Up Playing Field
- Temple Guiting – Recreation Field

- 10.4** In response to the introduction of the new Local Green Space designation outlined in the NPPF, additional guidance was produced by Cotswold District Council - “Local Green Spaces – a toolkit for local communities in Cotswold District”. This guidance was circulated to all parish and town councils in 2014 along with a call for potential Local Green Spaces to be put forward. A total of 23 sites were submitted for consideration. These were assessed based on the evidence provided by the local community, the current development status of the site (for example if the site was already allocated for development or had been included in the SHLAA) and their accordance with the criteria laid out in the NPPF. It was considered that 14 sites were suitable for Local Green Space designation as these are listed in the policy above and these are illustrated on the following maps.

10 Local Green Spaces

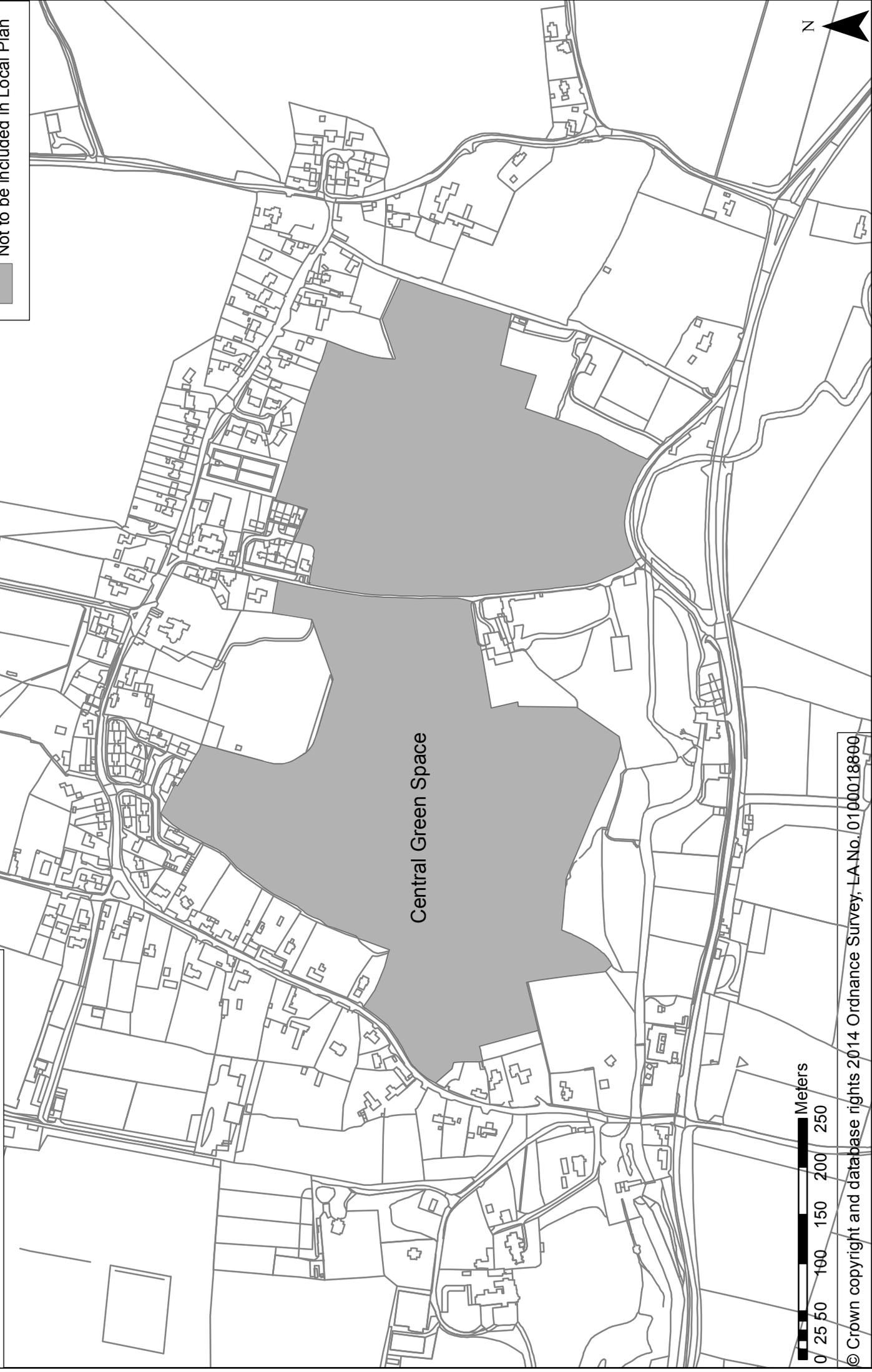
- 10.5** There are two sites that have been included in the SHLAA as potentially deliverable as well as being considered suitable for Local Green Space designation. The boundaries that are shown on the current consultation draft proposals map for the two Local Green Spaces (Kemble Community Gardens and Blockley allotments) will be further refined during the local plan process.
- 10.6** Neighbourhood plans, when produced, should seek the provision and enhancement of green infrastructure, including Local Green Spaces where designated, as well as including the designation of new Local Green Spaces where appropriate.

Map 1: Proposed Local Green Space

Ampney Crucis

Legend

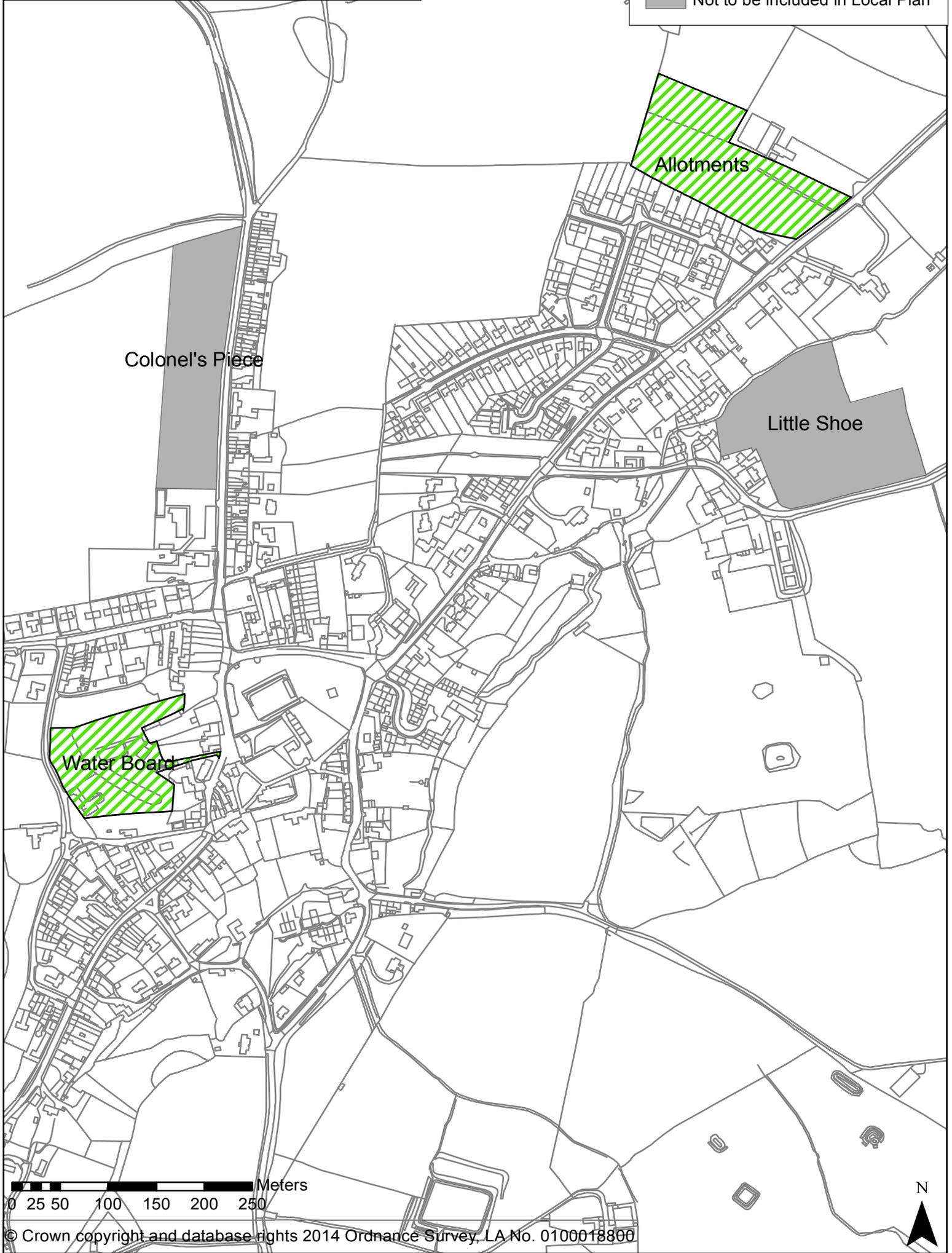
-  Proposed Local Green Space
-  Not to be included in Local Plan



Blockley

Legend

-  Proposed Local Green Space
-  Not to be included in Local Plan



Colonel's Piece

Allotments

Little Shoe

Water Board

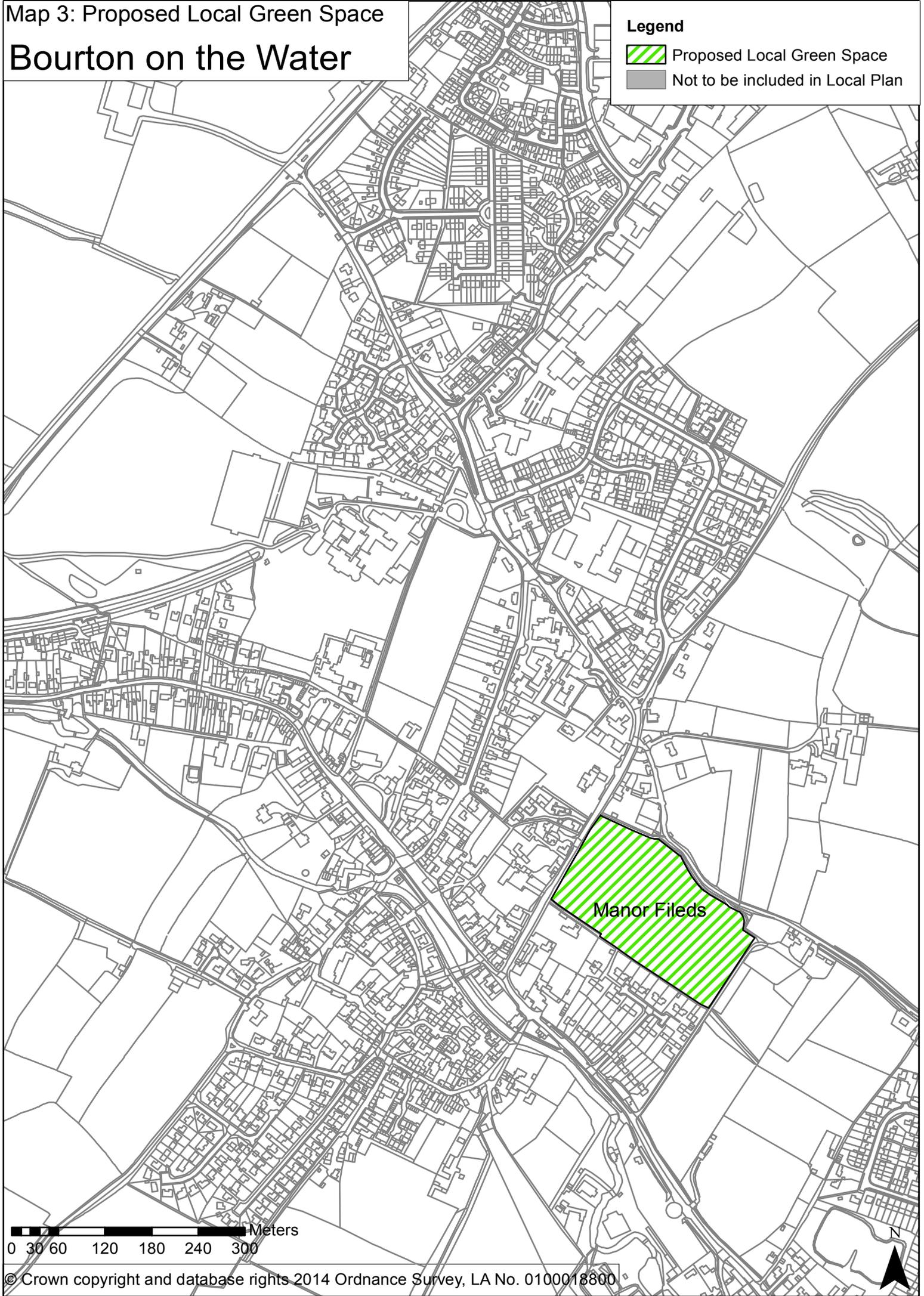
0 25 50 100 150 200 250 Meters

N

Bourton on the Water

Legend

-  Proposed Local Green Space
-  Not to be included in Local Plan



Manor Fields

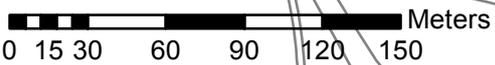
0 30 60 120 180 240 300 Meters

Aston Magna

Legend

-  Proposed Local Green Space
-  Not to be included in Local Plan

Timber Yard and Woodland



Church Westcote

Legend

-  Proposed Local Green Space
-  Not to be included in Local Plan



Land adjacent to Close Cottage

 Meters
0 5 10 20 30 40 50

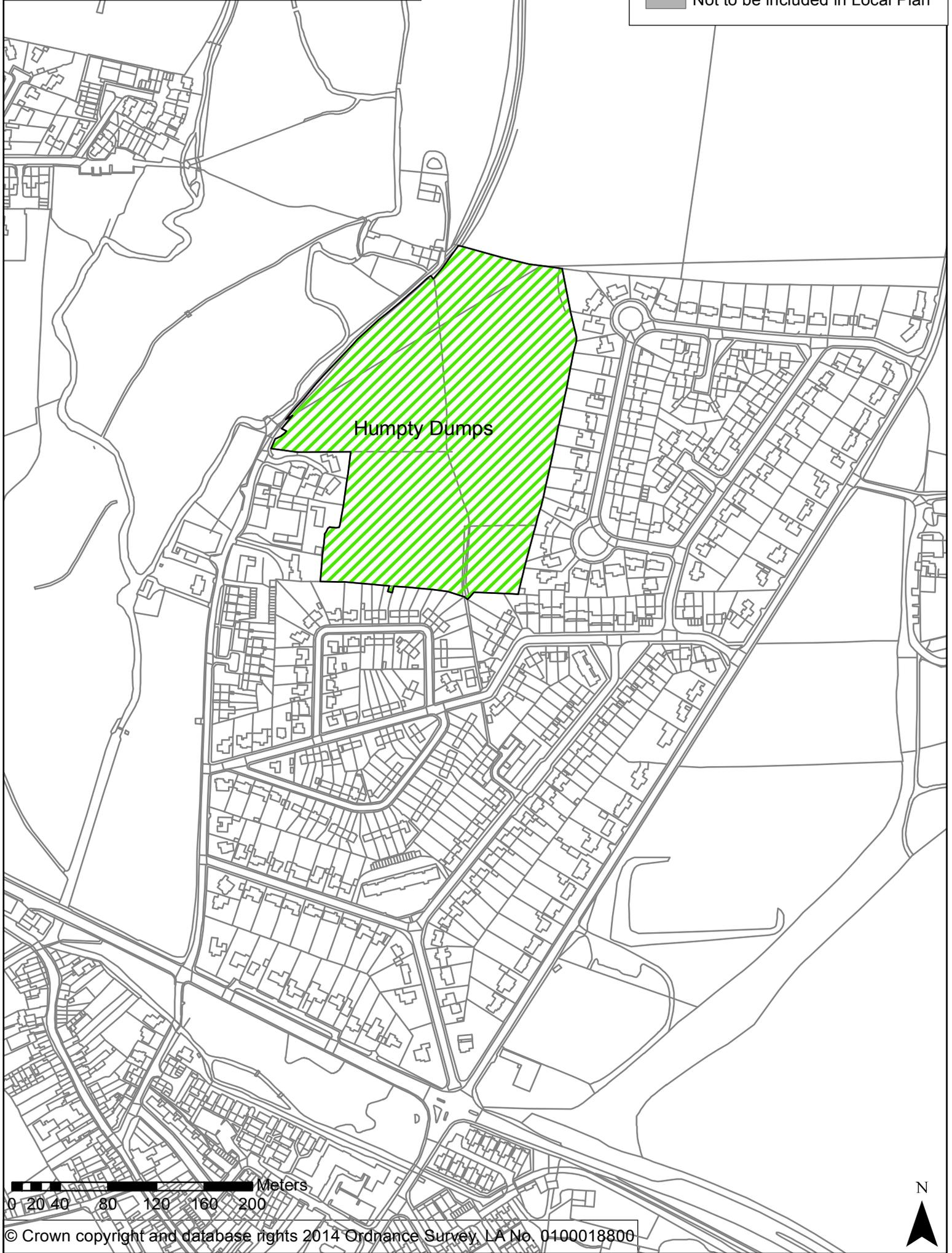


Map 6: Proposed Local Green Space

Cirencester

Legend

-  Proposed Local Green Space
-  Not to be included in Local Plan



Humpty Dumps

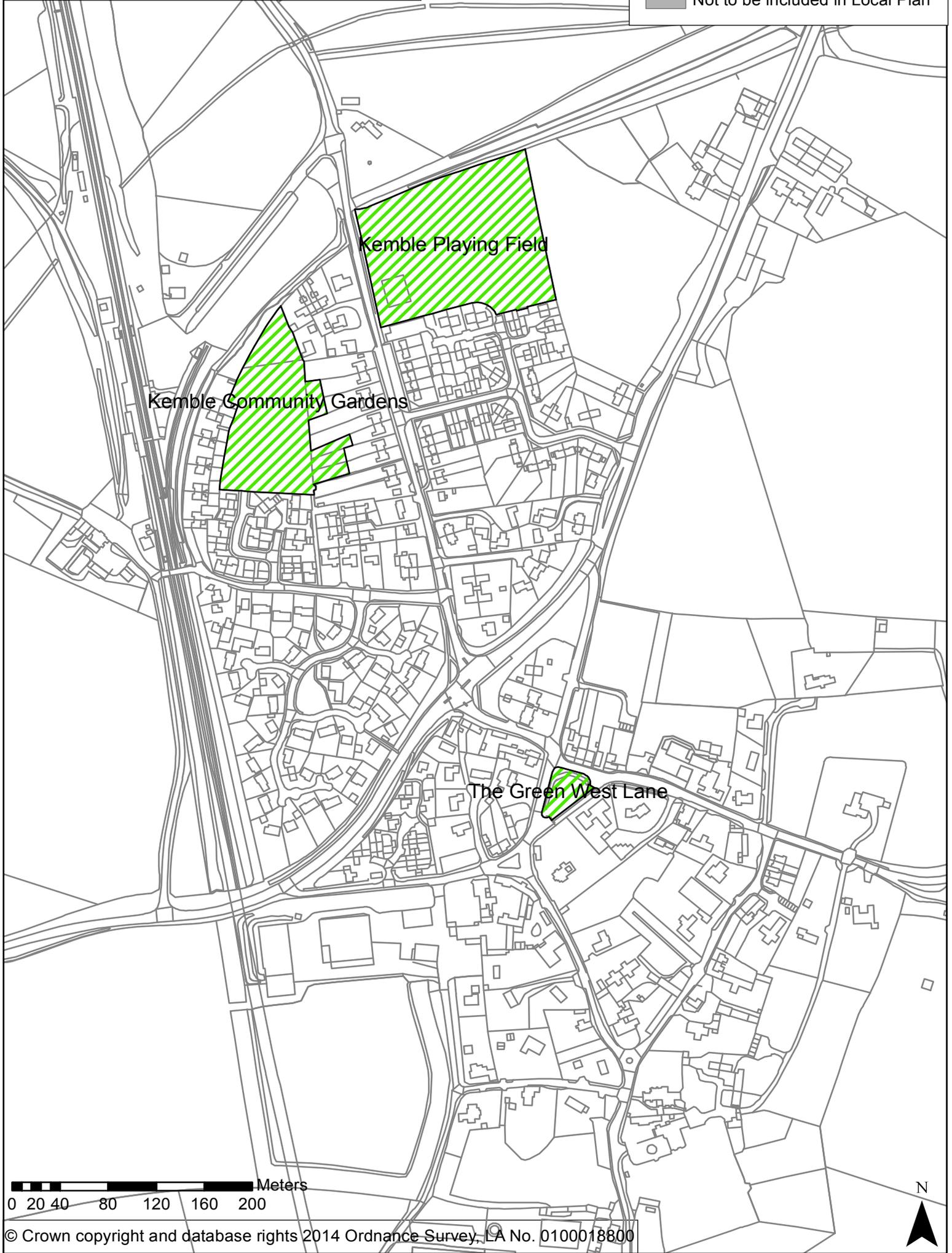
0 20 40 80 120 160 200 Meters



Kemble

Legend

-  Proposed Local Green Space
-  Not to be included in Local Plan

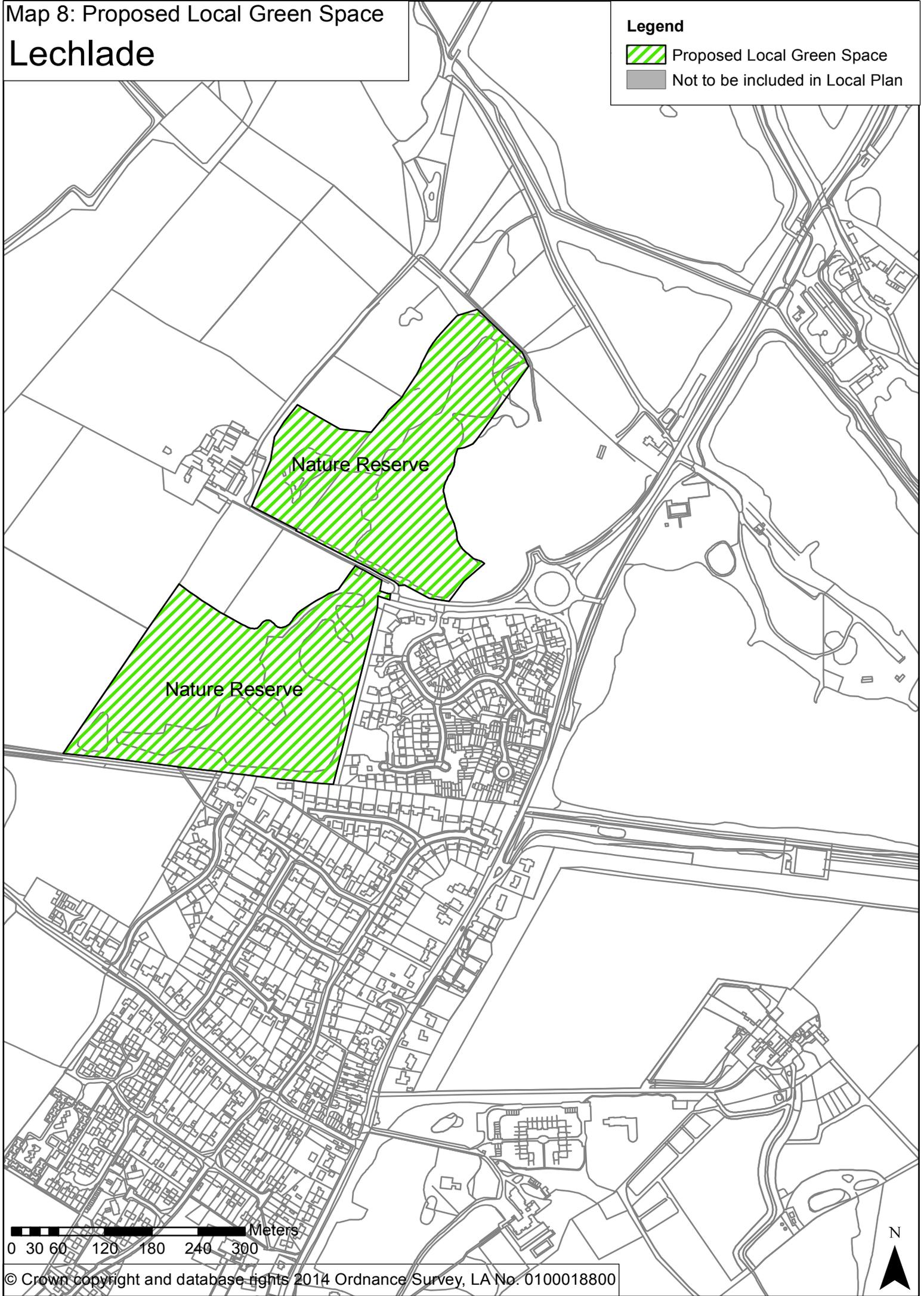


0 20 40 80 120 160 200 Meters

Lechlade

Legend

-  Proposed Local Green Space
-  Not to be included in Local Plan



0 30 60 120 180 240 300 Meters

Poulton

Legend

-  Proposed Local Green Space
-  Not to be included in Local Plan

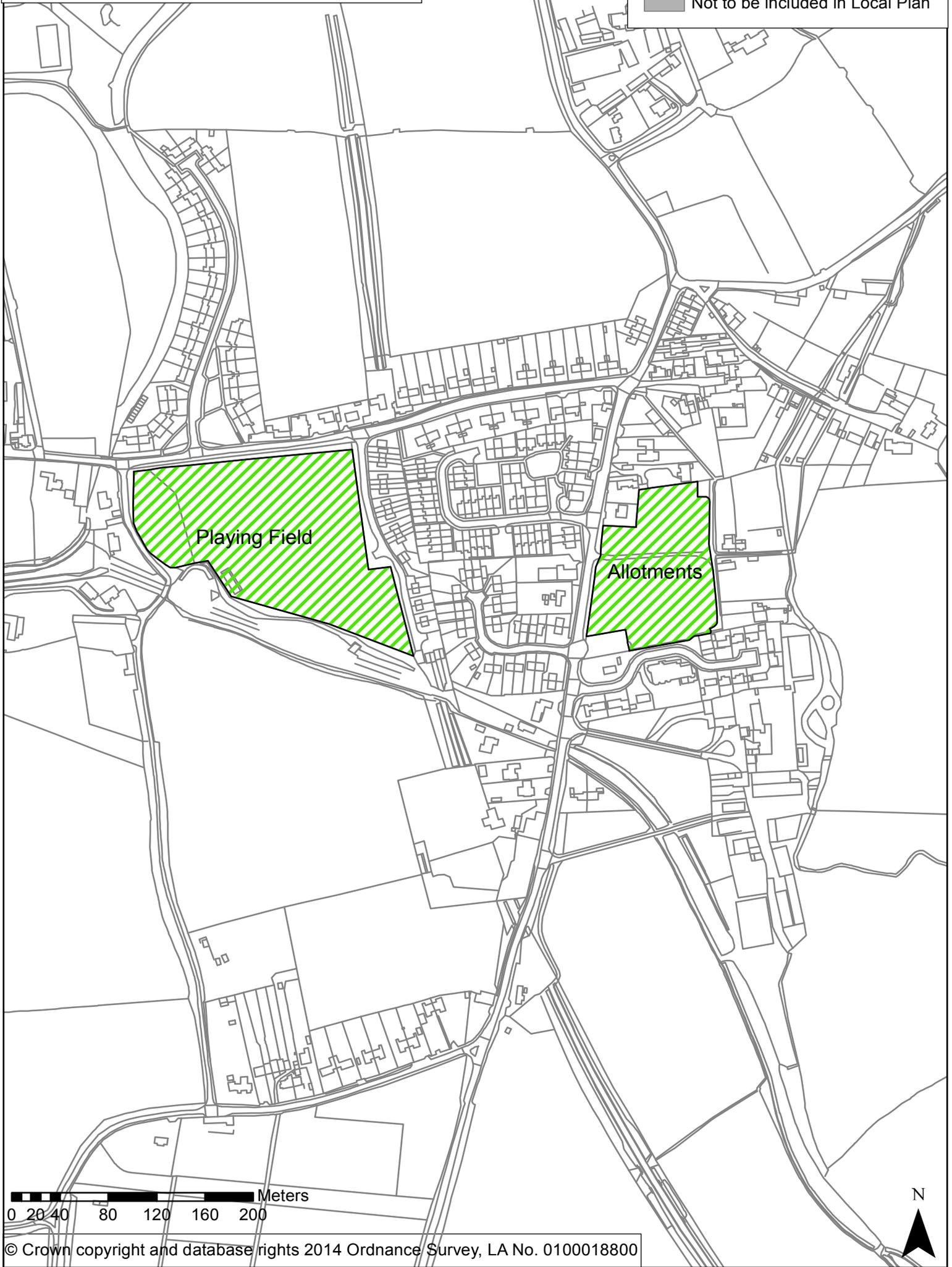


0 25 50 100 150 200 250 Meters

Siddington

Legend

-  Proposed Local Green Space
-  Not to be included in Local Plan



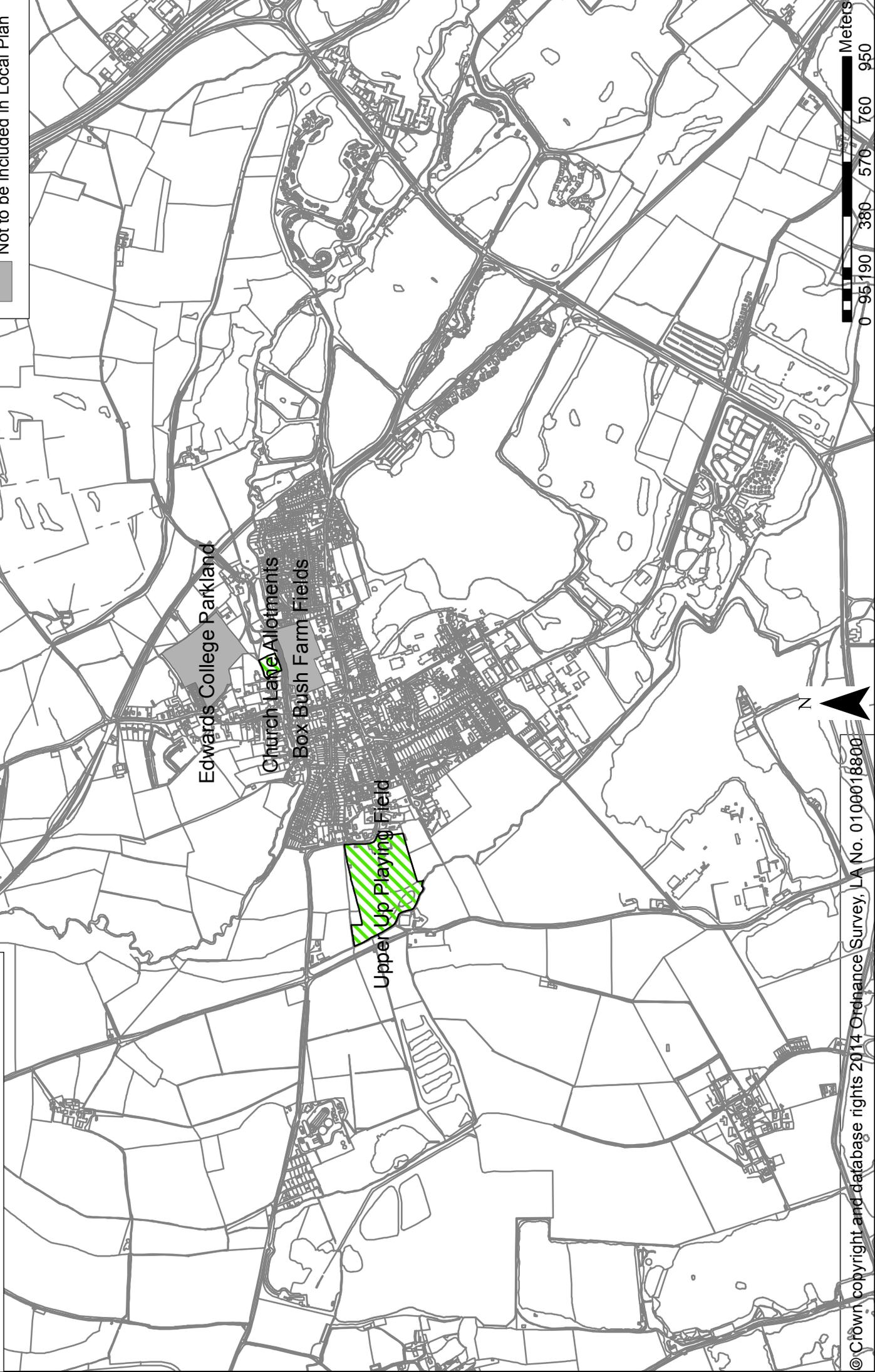
0 20 40 80 120 160 200 Meters

Map 11: Proposed Local Green Space

South Cerney

Legend

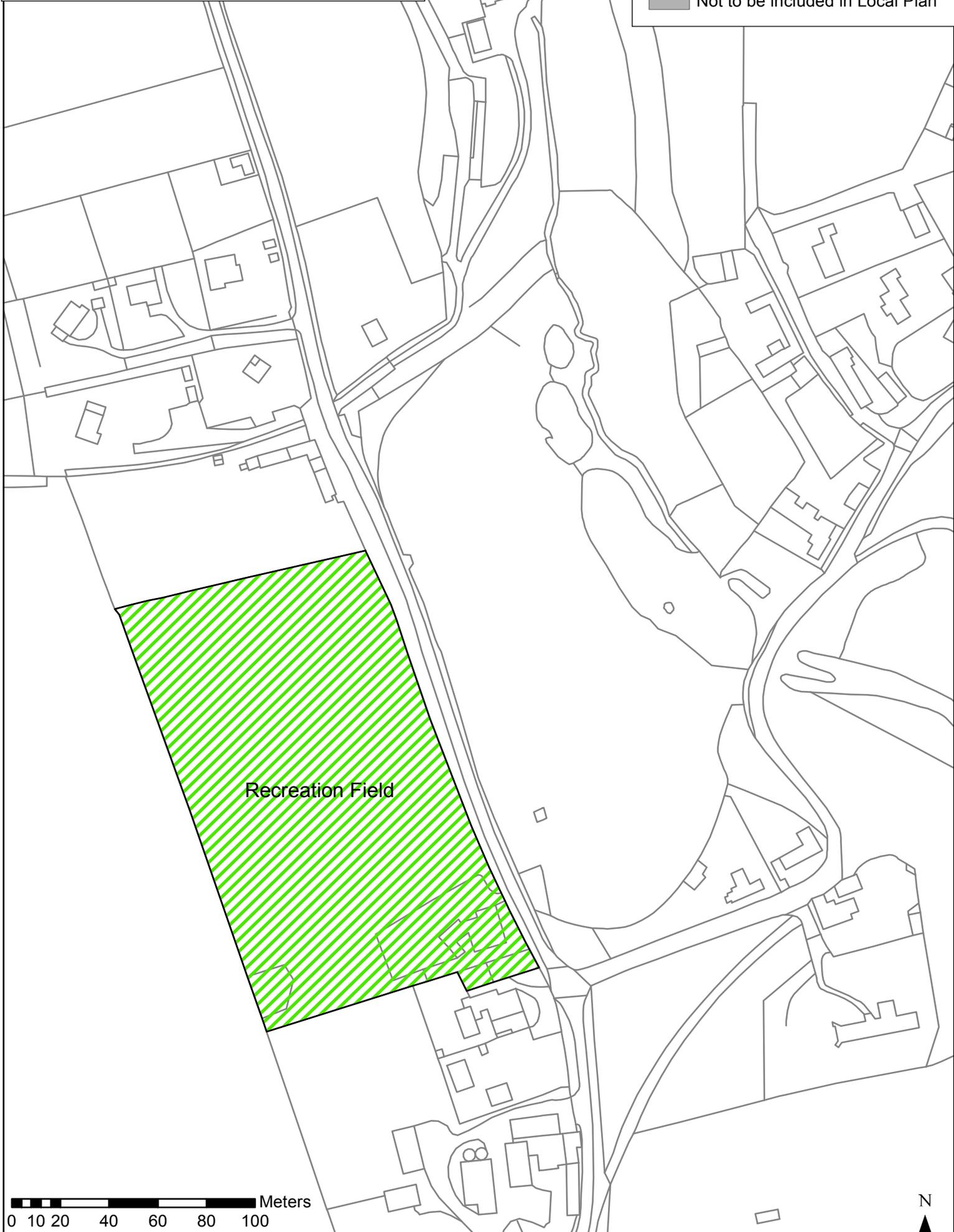
-  Proposed Local Green Space
-  Not to be included in Local Plan



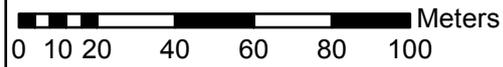
Temple Guiting

Legend

-  Proposed Local Green Space
-  Not to be included in Local Plan



Recreation Field

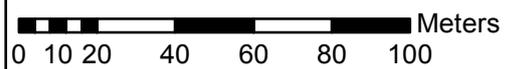


Weston Sub Edge

Legend

-  Proposed Local Green Space
-  Not to be included in Local Plan

Area surrounding Village Hall

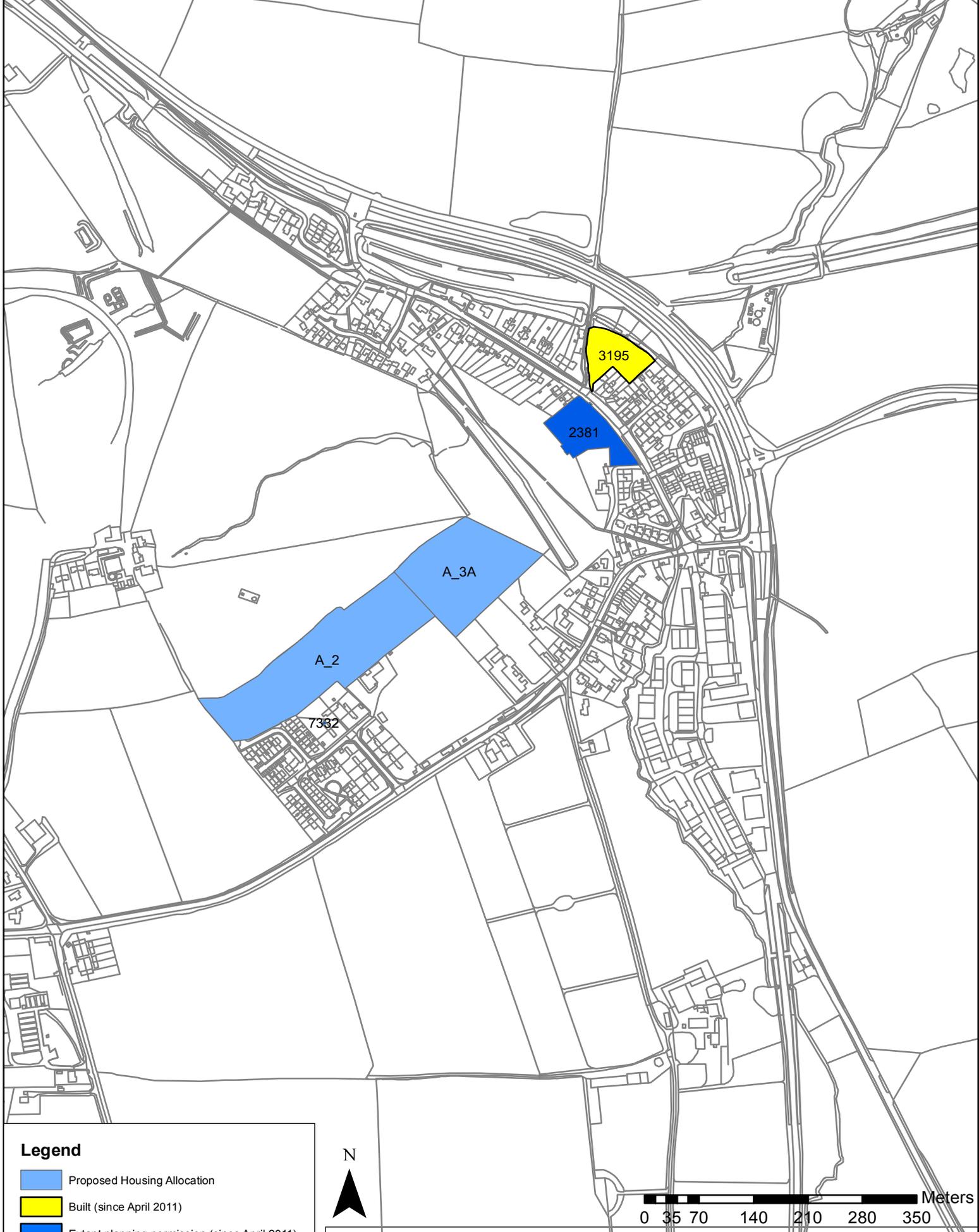


A Maps showing residential sites built/ with planning permission and proposed allocations

Appendix A: Maps showing residential sites built/ with planning permission and proposed allocations

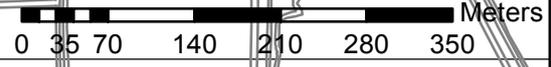
Proposed Housing Allocations, Dwellings Built (since April 2011), and Outstanding Residential Planning Permissions

Andoversford



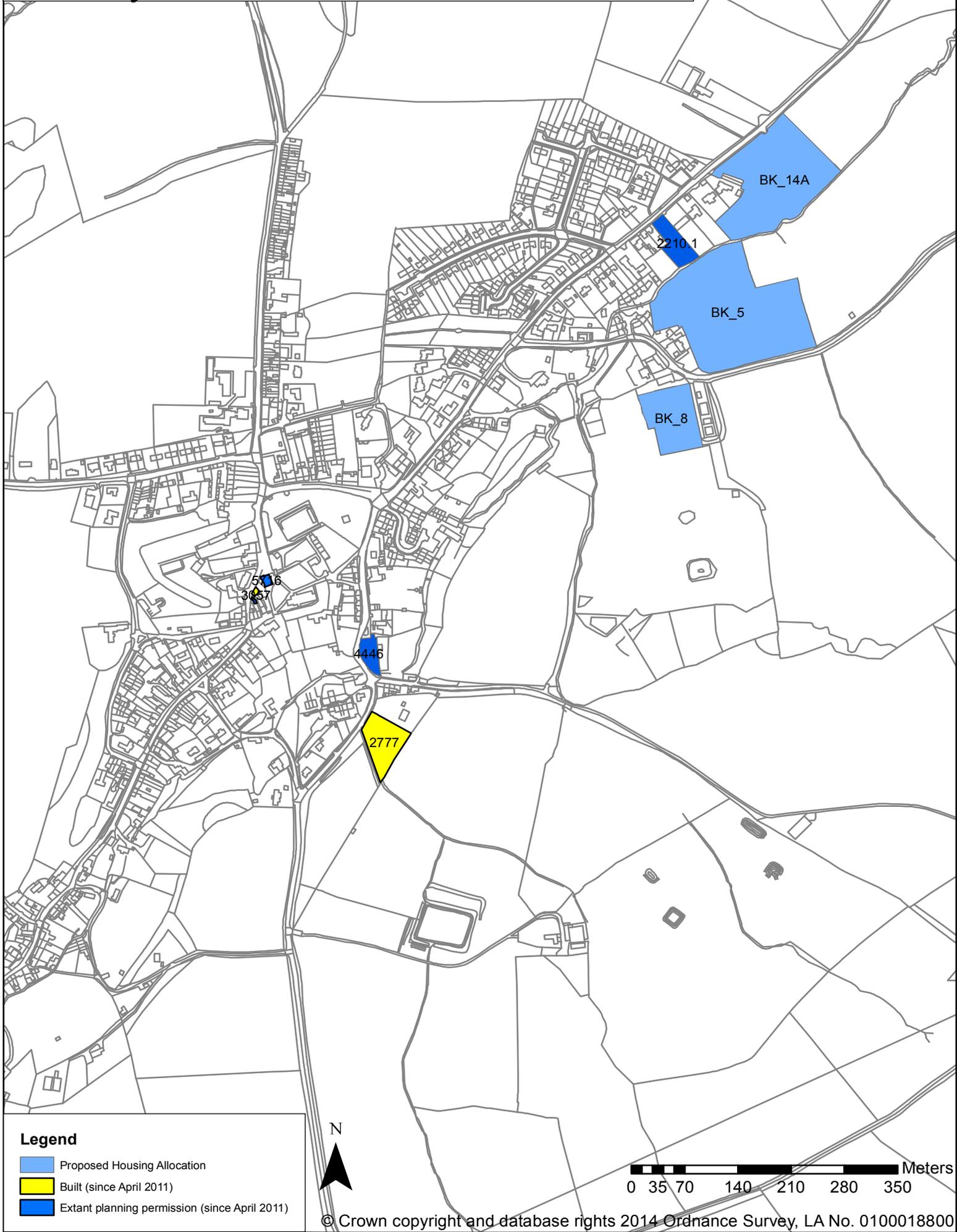
Legend

- Proposed Housing Allocation
- Built (since April 2011)
- Extant planning permission (since April 2011)



Proposed Housing Allocations, Dwellings Built (since April 2011), and Outstanding Residential Planning Permissions

Blockley



Legend

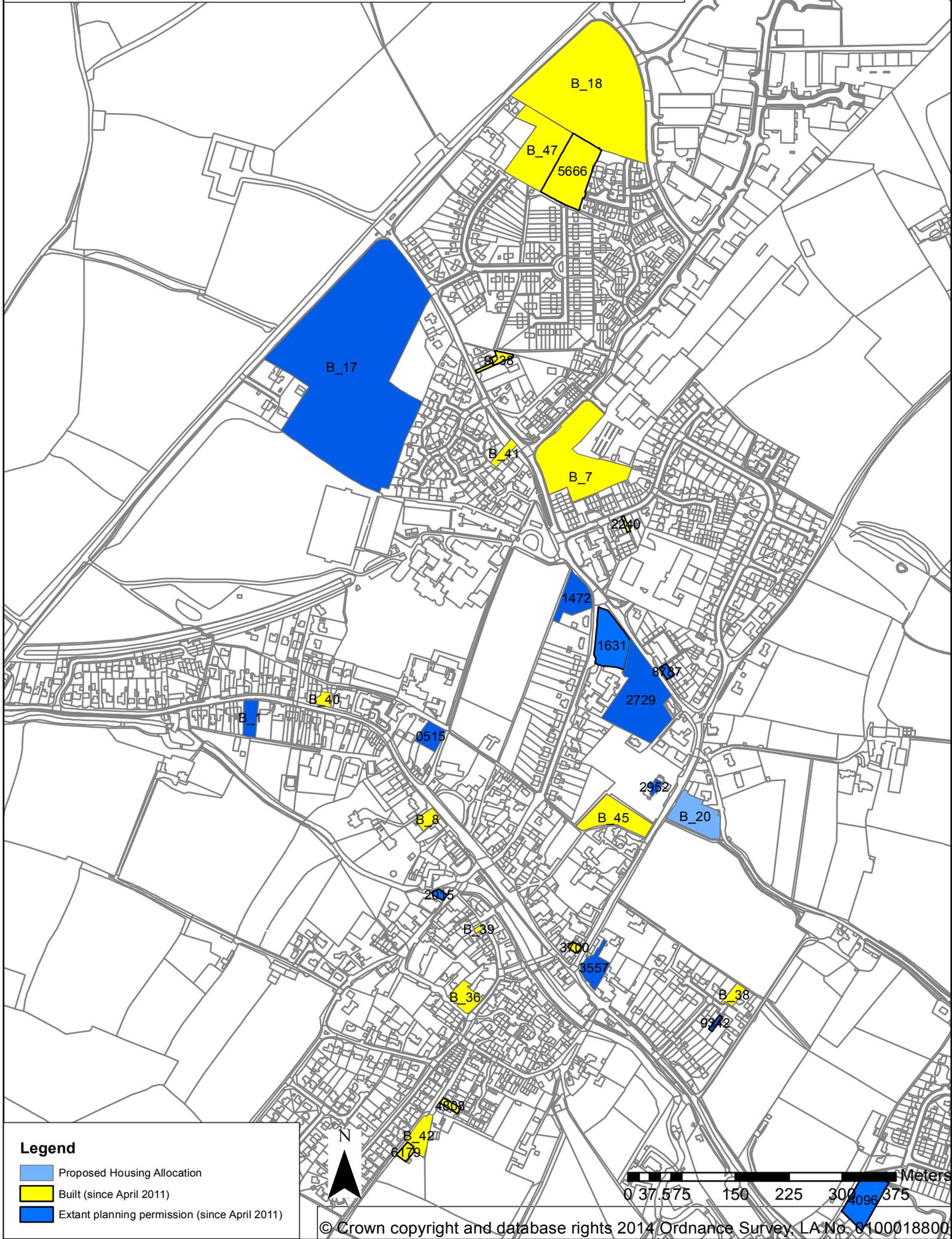
- Proposed Housing Allocation
- Built (since April 2011)
- Extant planning permission (since April 2011)



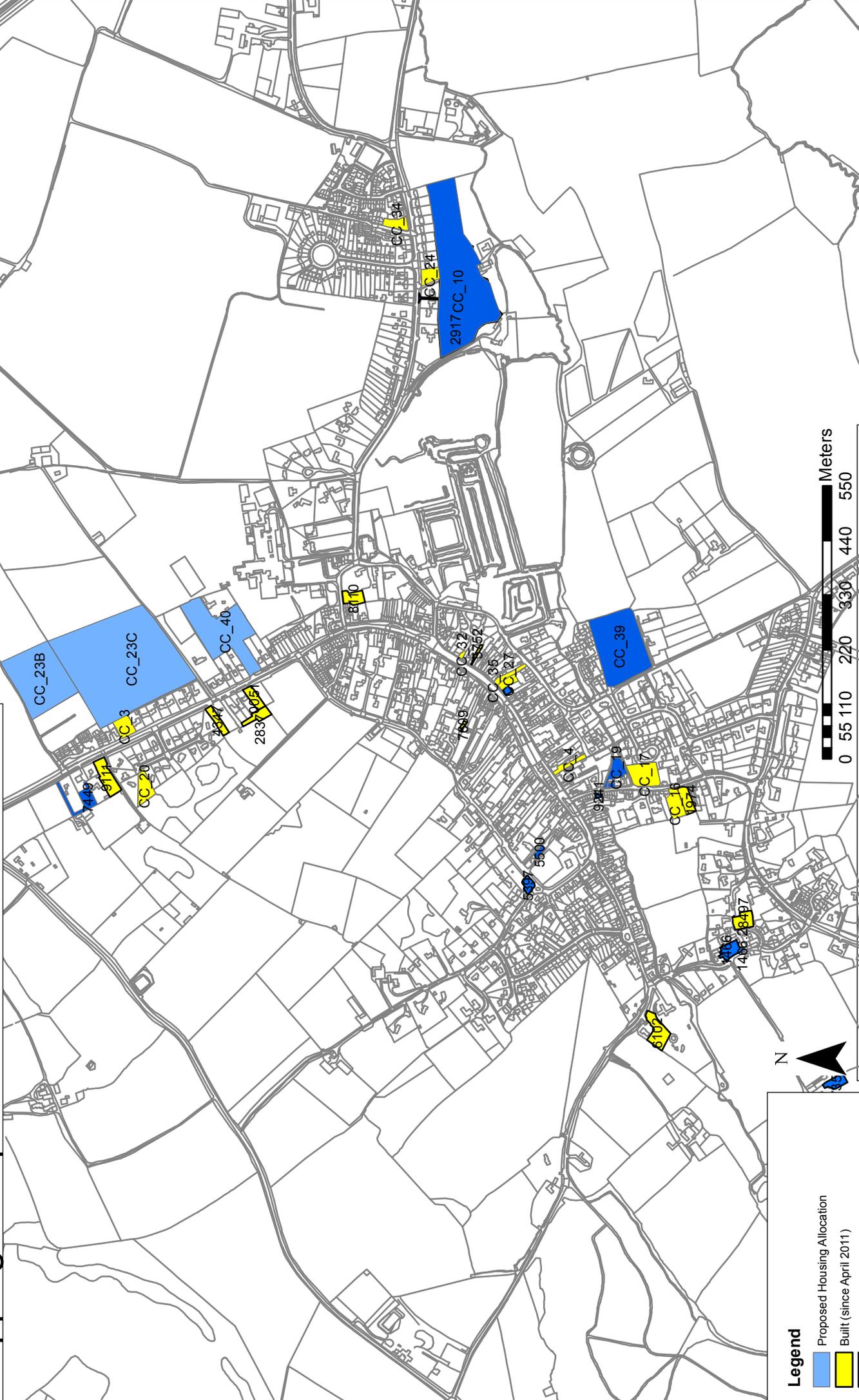
0 35 70 140 210 280 350 Meters

Proposed Housing Allocations, Dwellings Built (since April 2011)
and Outstanding Residential Planning Permissions

Bourton on the Water

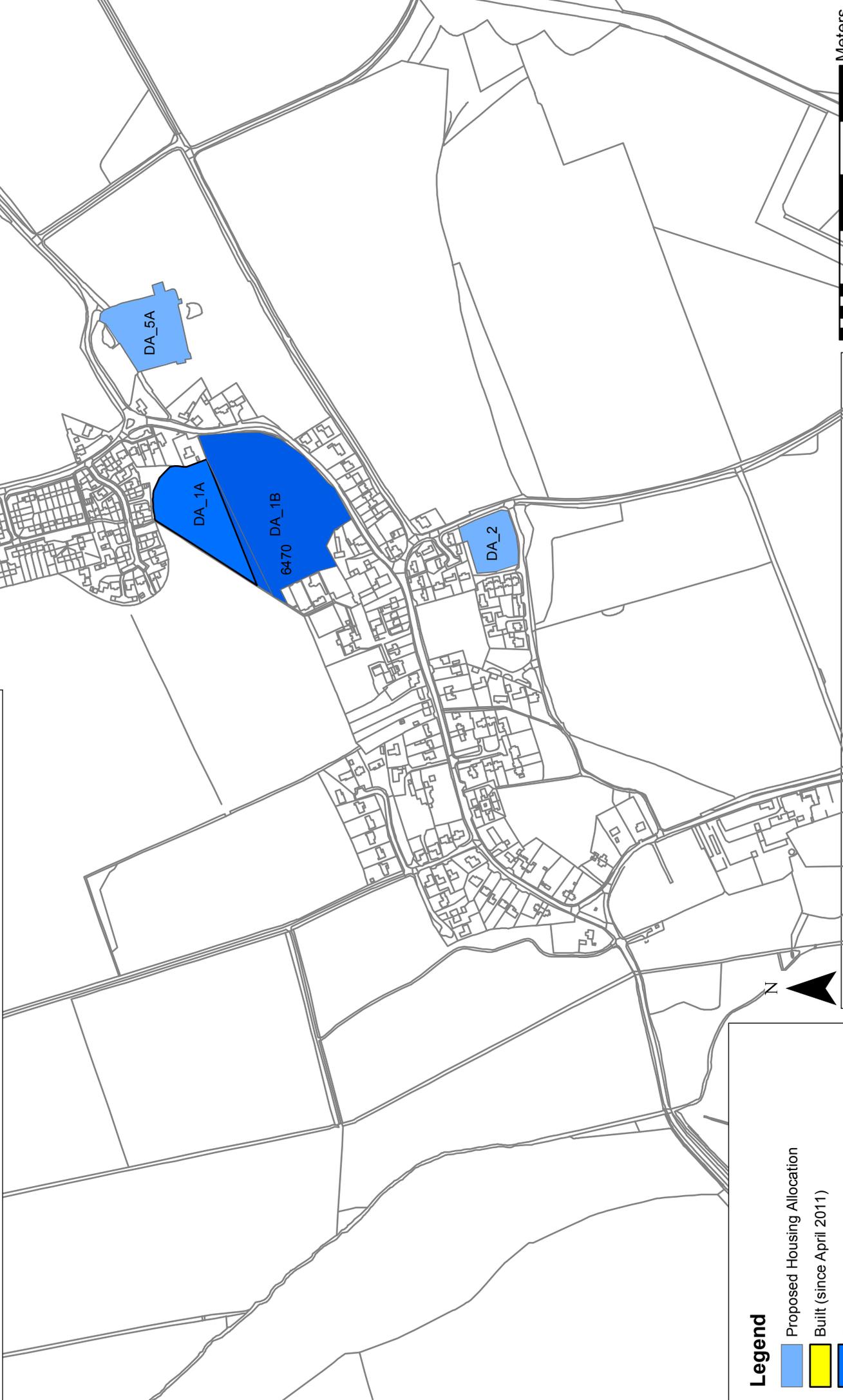


Proposed Housing Allocations, Dwellings Built (since April 2011), and Outstanding Residential Planning Permissions Chipping Campden



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Proposed Housing Allocations, Dwellings Built (since April 2011), and Outstanding Residential Planning Permissions Down Ampney



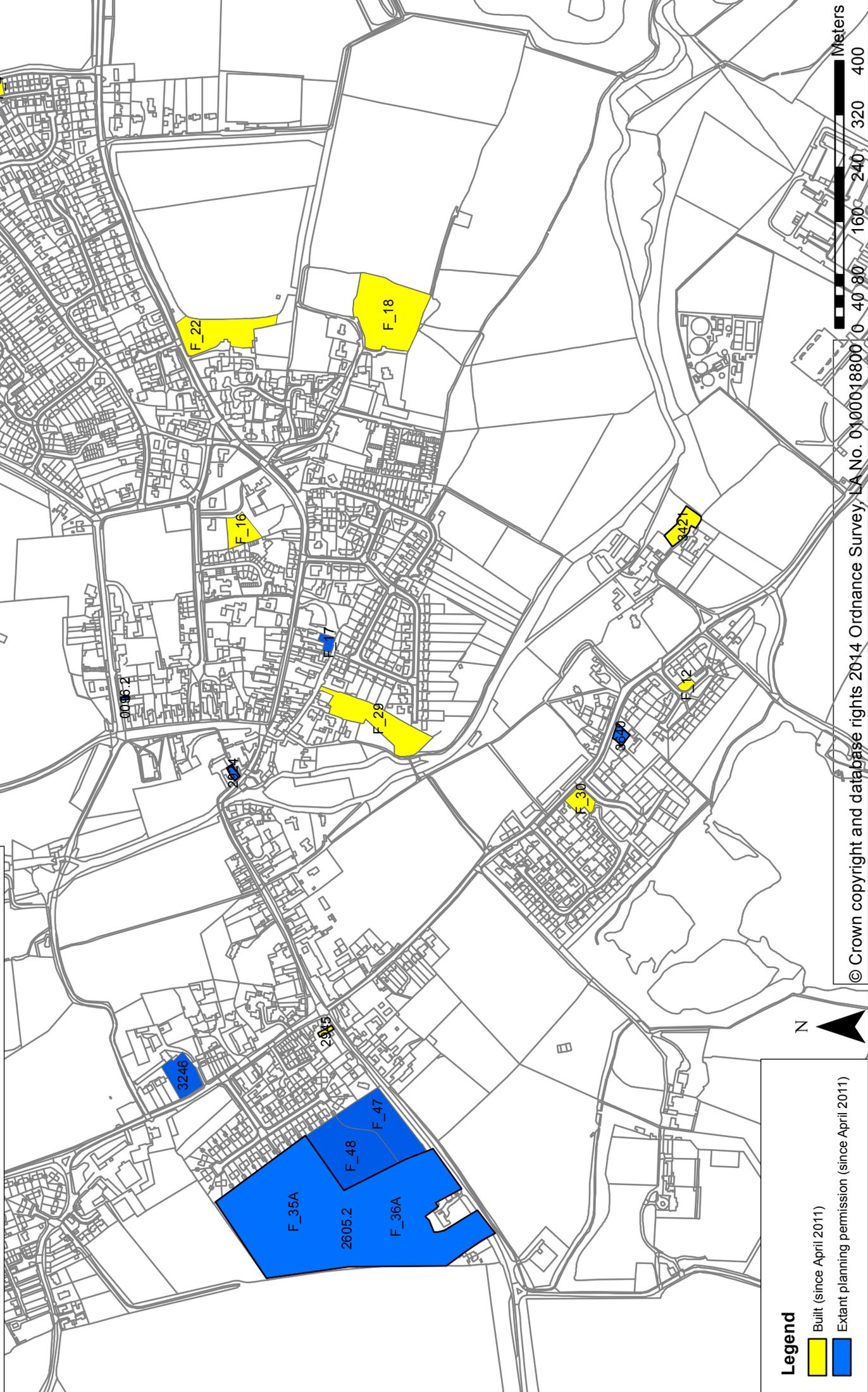
Legend

- Proposed Housing Allocation
- Built (since April 2011)
- Extant planning permission (since April 2011)

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Dwellings Built (since April 2011), and Outstanding Residential Planning Permissions Fairford



Legend

 Built (since April 2011)

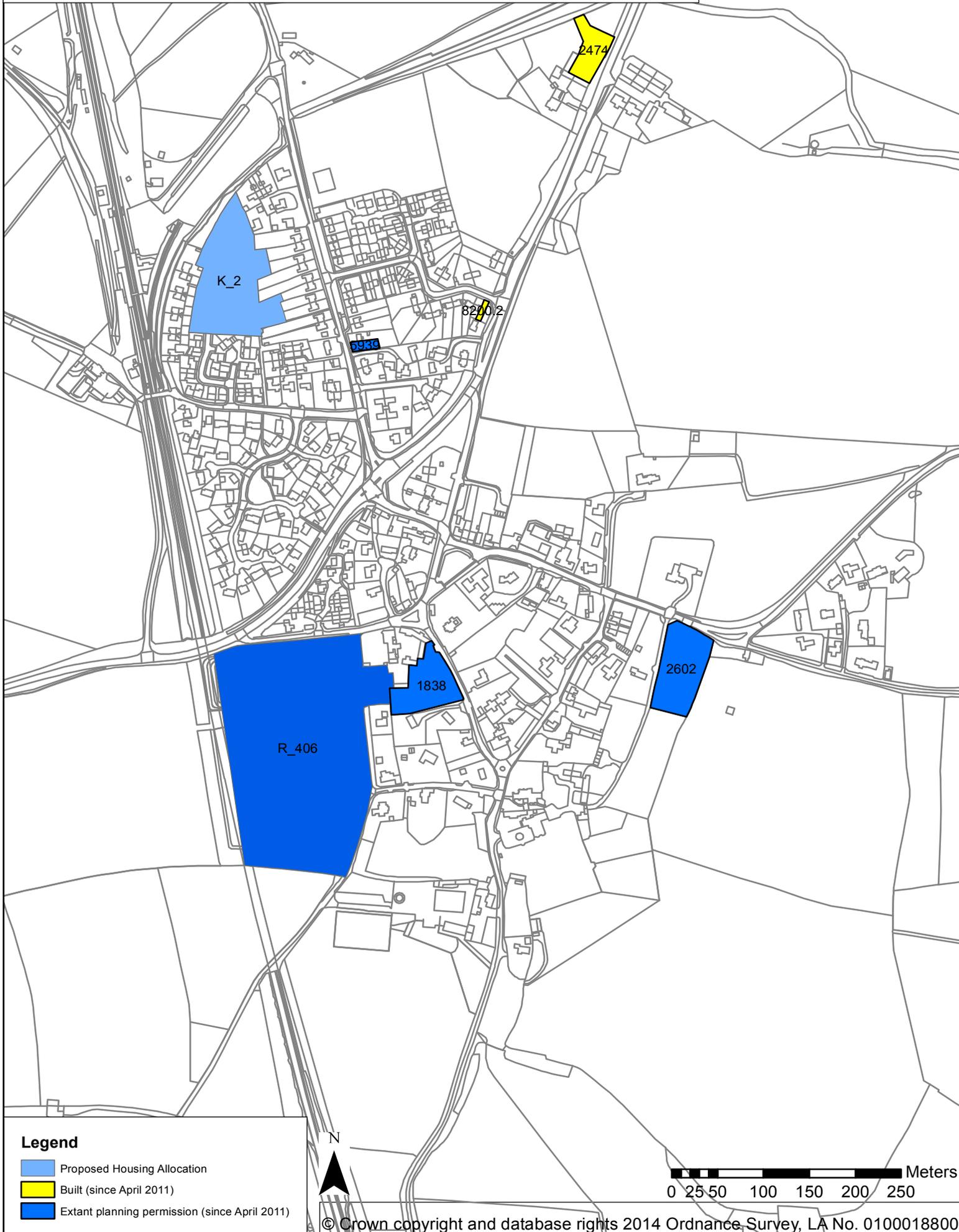
 Extant planning permission (since April 2011)



© Crown copyright and database rights 2014 Ordnance Survey, LA No. 0100018800 0 40 80 160 240 320 400 Meters

Proposed Housing Allocations, Dwellings Built (since April 2011), and Outstanding Residential Planning Permissions

Kemble



Legend

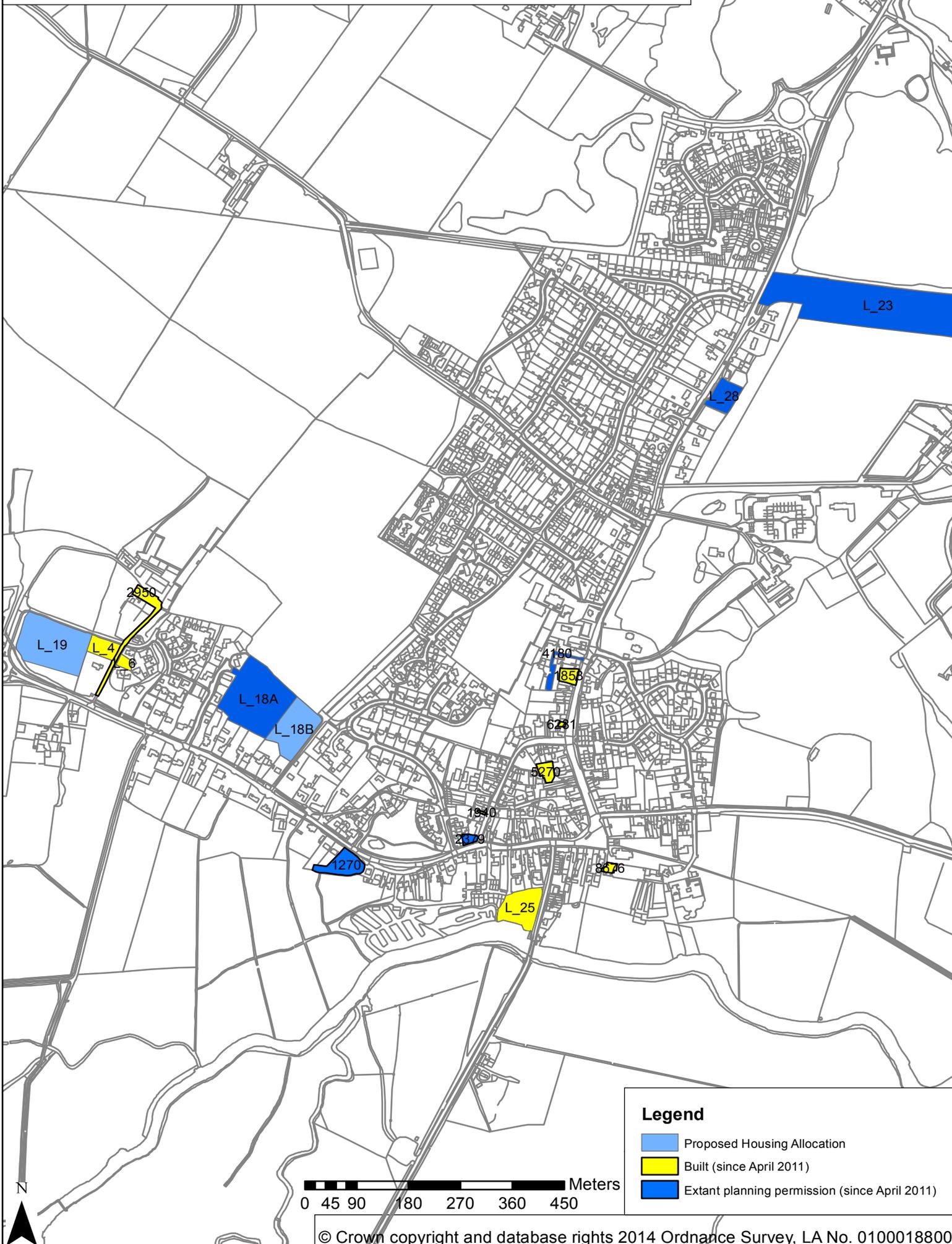
-  Proposed Housing Allocation
-  Built (since April 2011)
-  Extant planning permission (since April 2011)



0 25 50 100 150 200 250 Meters

Proposed Housing Allocations, Dwellings Built (since April 2011), and Outstanding Residential Planning Permissions

Lechlade



Legend

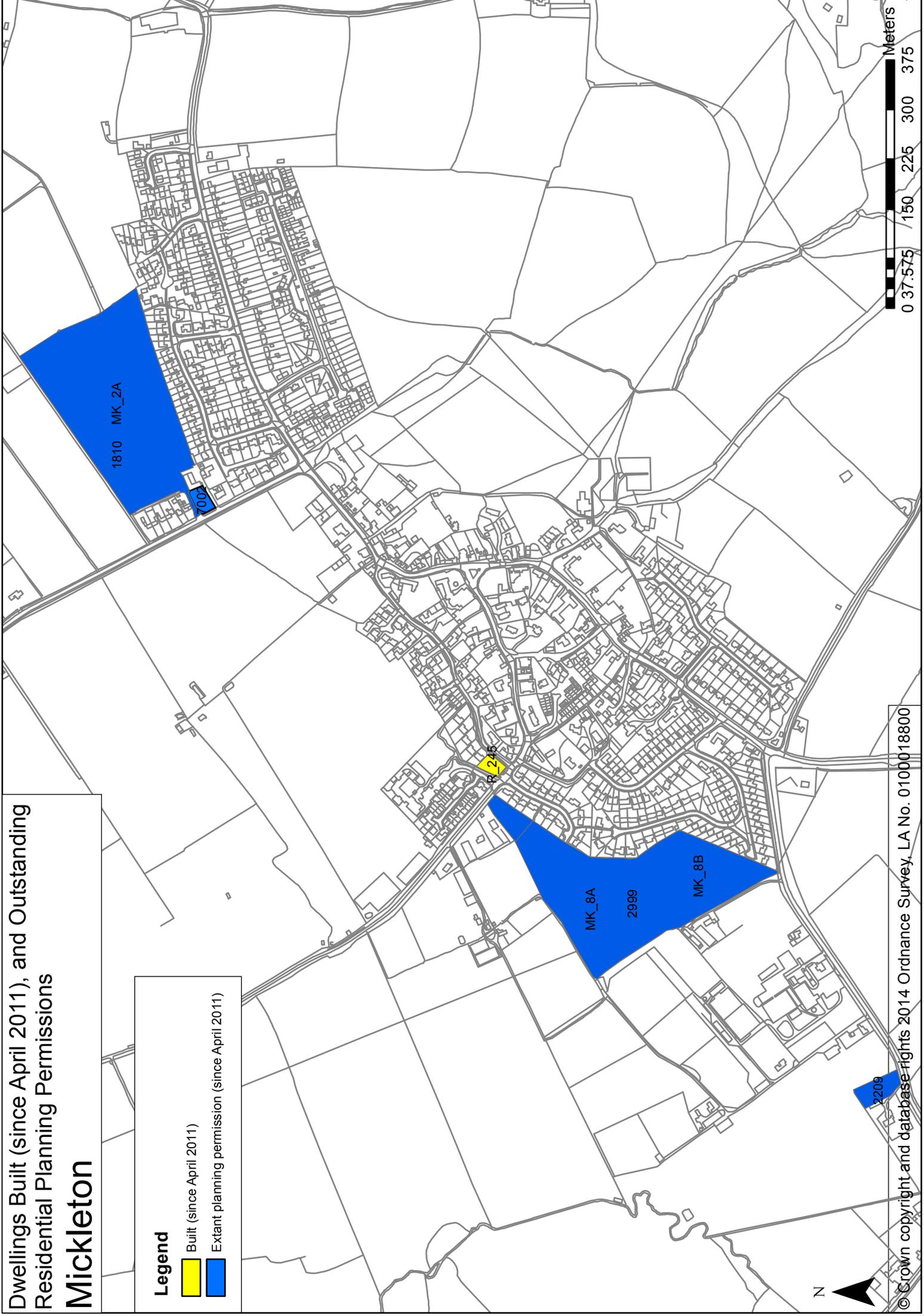
- Proposed Housing Allocation
- Built (since April 2011)
- Extant planning permission (since April 2011)

Dwellings Built (since April 2011), and Outstanding Residential Planning Permissions

Mickleton

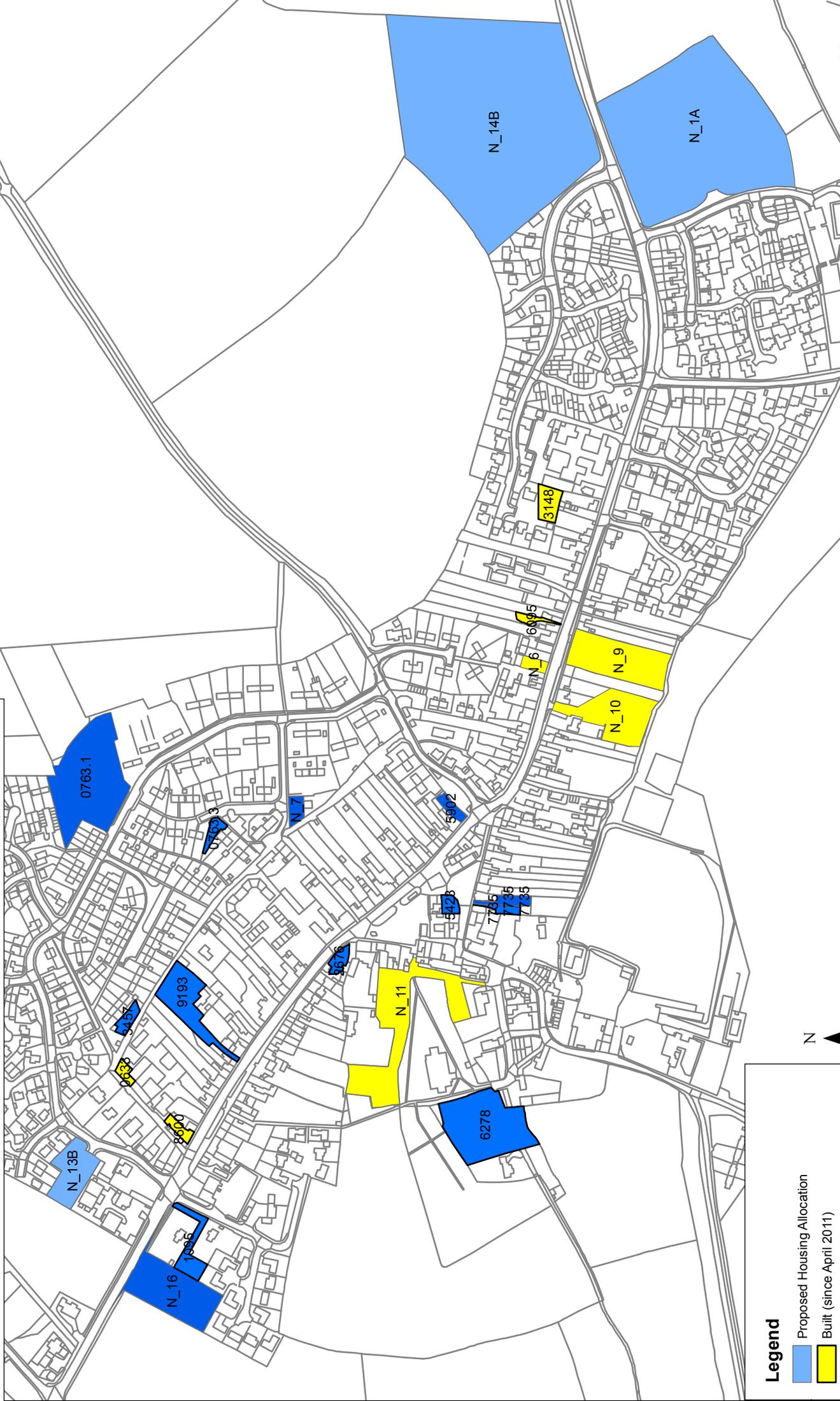
Legend

-  Built (since April 2011)
-  Extant planning permission (since April 2011)



Proposed Housing Allocations, Dwellings Built (since April 2011), and Outstanding Residential Planning Permissions

Northleach



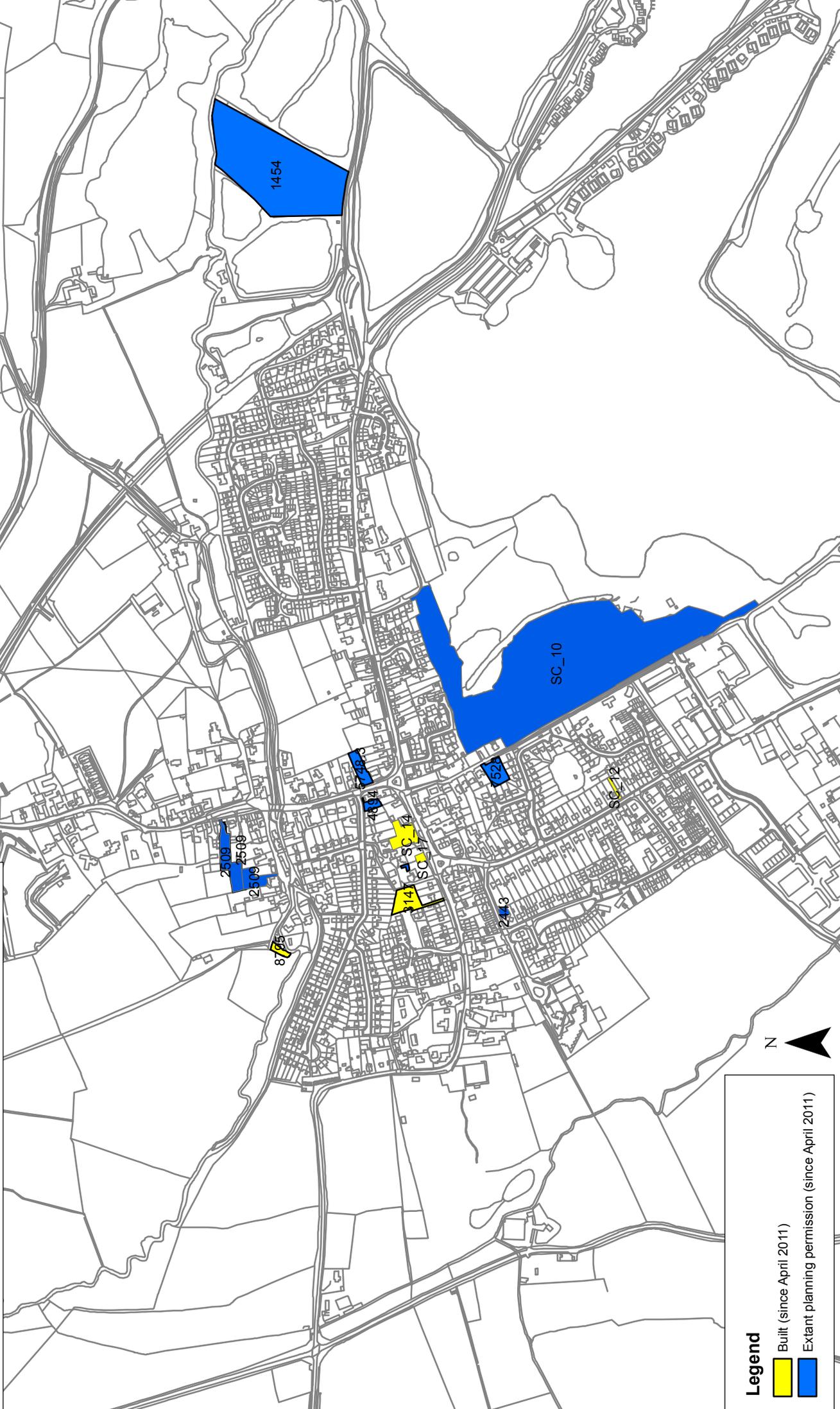
Legend

- Proposed Housing Allocation
- Built (since April 2011)
- Extant planning permission (since April 2011)



© Crown copyright and database rights 2014 Ordnance Survey, LA No. 0100018800 0 20 40 80 120 160 200 Meters

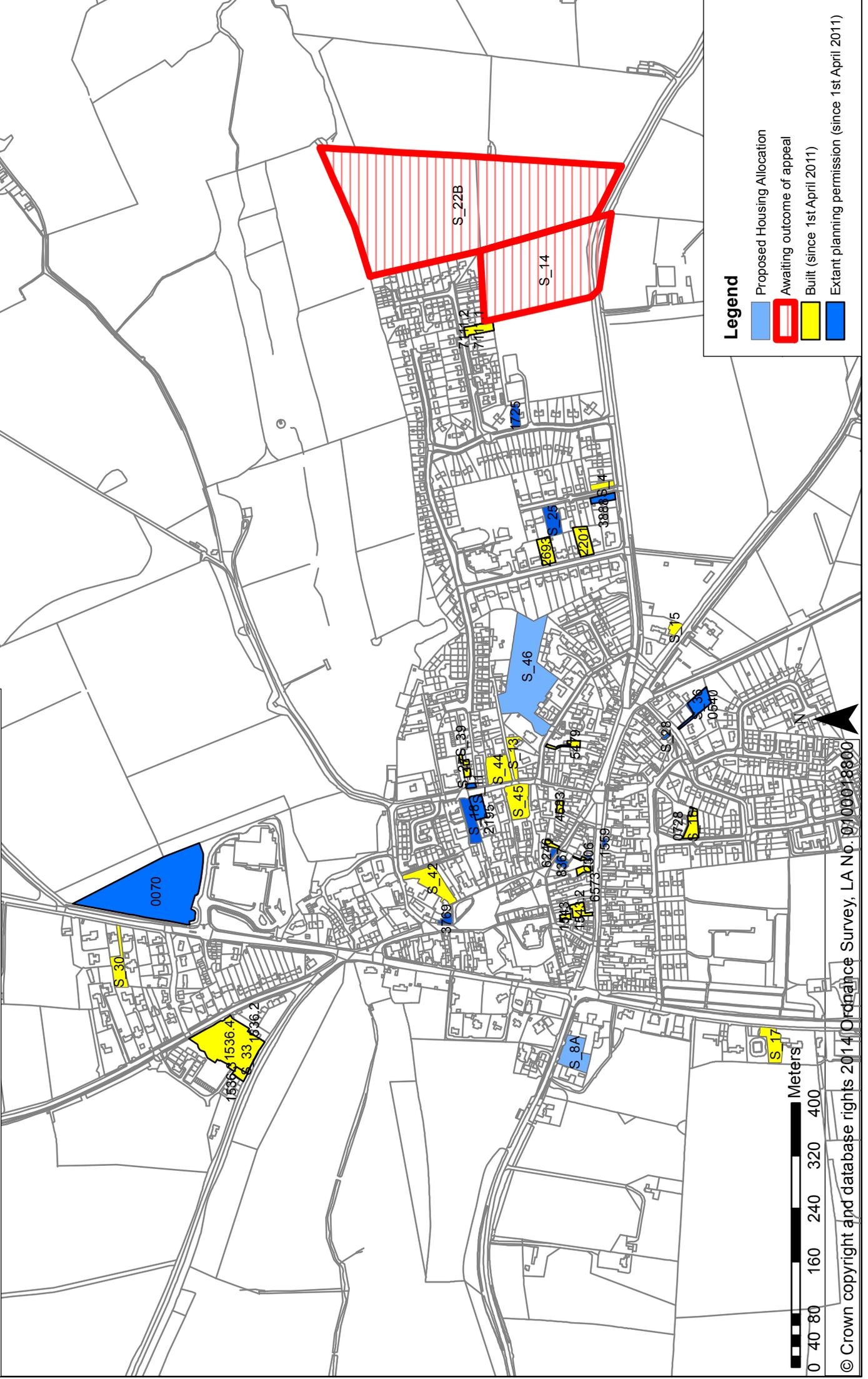
Dwellings Built (since April 2011), and Outstanding Residential Planning Permissions South Cerney



Legend

- Built (since April 2011)
- Extant planning permission (since April 2011)

Proposed Housing Allocations, Dwellings Built (since April 2011), and Outstanding Residential Planning Permissions
Stow on the Wold



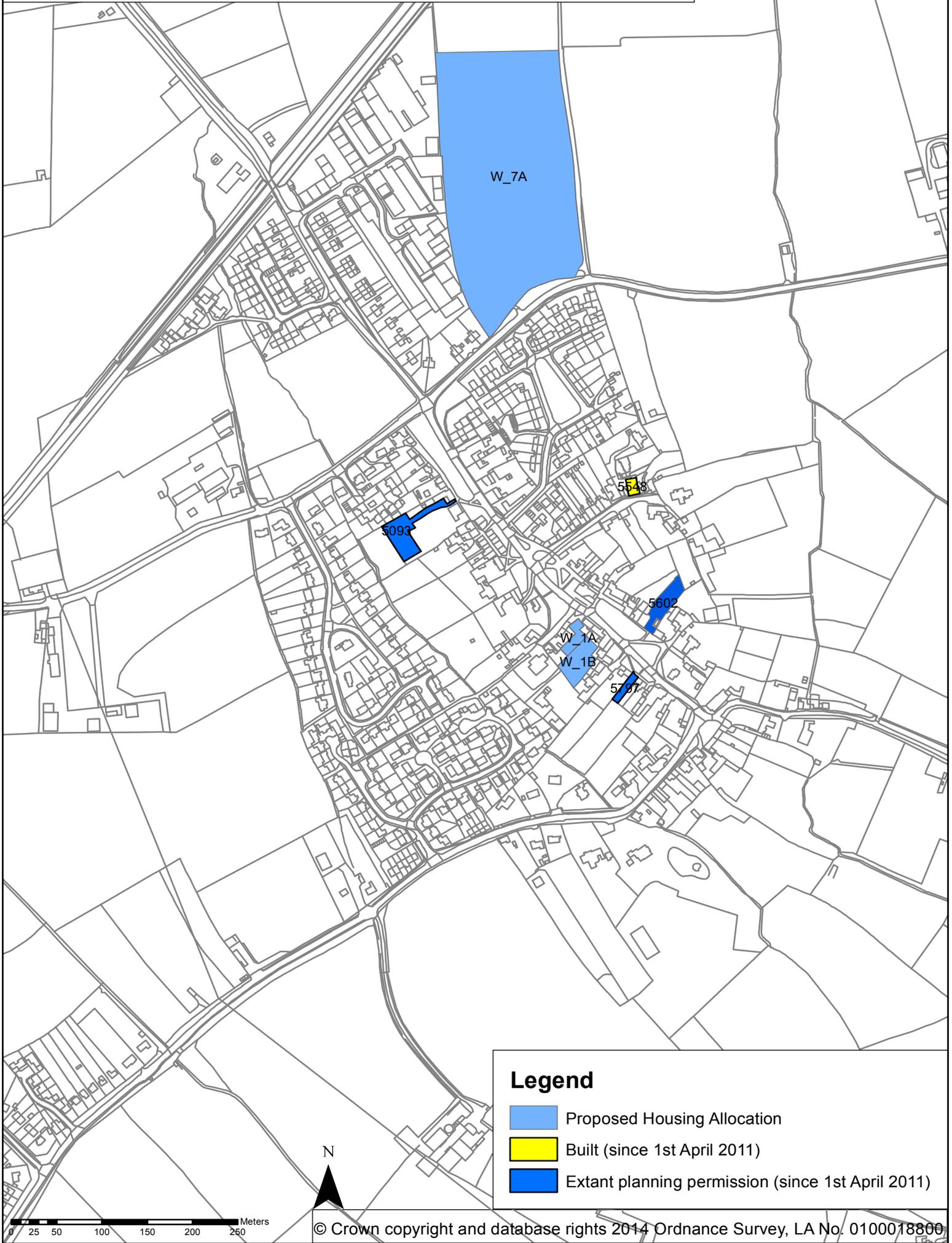
Legend

- Proposed Housing Allocation
- Awaiting outcome of appeal
- Built (since 1st April 2011)
- Extant planning permission (since 1st April 2011)



Proposed Housing Allocations, Dwellings Built (since April 2011),
and Outstanding Residential Planning Permissions

Willersey



Legend

-  Proposed Housing Allocation
-  Built (since 1st April 2011)
-  Extant planning permission (since 1st April 2011)

B Rural Settlements Developments Pro-Forma

Appendix B: Rural Settlements Developments Pro-Forma

Rural Settlements Developments Pro-Forma B

RURAL SETTLEMENTS DEVELOPMENT PROFORMA

Site Name:

Site Address:

Name and address of applicant:

All sections to be completed by the applicant, supported by additional information if necessary (eg. for Stage 1 below).

Information included for Stages 2 and 3 in particular can be valuably backed up with annotated plans and photographs.

STAGE 1: LOCAL NEED

1a: Housing Needs Study

- This to be completed in line with the associated guidance.

1b: Demographic Balance

- This to be completed in line with the associated guidance.

The results of these assessments should be appended to the completed proforma.

Only continue if some level of local need has been shown and information on demographic balance is supportive of the proposals.

B Rural Settlements Developments Pro-Forma

STAGE 2: THE SITE

2a: CORE INFORMATION

If the site has been considered by the Council through the SHLAA (Strategic Housing Land Availability Assessment) process, they will have this information and it can simply be added in here and in 2b. If not, they can help with calculating site size and provide any previous planning history information. Otherwise, please complete. Comments must be sought from the Highways Authority and from the Cotswolds Area of Outstanding Natural Beauty team, perhaps also Natural England. Please check this list with the District Council, who will also supply contact details.

Settlement Name		Site Reference (Yours or SHLAA)	
Gross area (Hectares)			
Current/recent uses			
Site Planning History			

2b: DESIGNATIONS AND KNOWN CONSTRAINTS

Some of this information may be known at local level but all should be available from the Council. Simply tick in the right hand box where a designation or constraint applies. Where appropriate, more detailed information can be valuable through more detailed comments in the boxes to the right, eg. if part of a site not in a flood zone is known by you or local people to flood regularly.

Area of Outstanding Natural Beauty (AONB) / Special Landscape Area (SLA)	
Site of Special Scientific Interest (SSSI)	
Key Wildlife Site (KWS)	
Local Nature Reserve (LNR)	
Special Area of Conservation (SAC)	

Rural Settlements Developments Pro-Forma B

Landscape Character Type (from LCA)	
Regionally important Geological Site	
Archaeological constraints, eg. ridge and furrow	
Conservation Area	
Listed Buildings	
Scheduled Ancient Monument (SAM) / Historic Battleground / Regionally Important Geological Site	
Public Rights of Way Access Land Named routes (eg. Cotswold Way)	
Flood Risk/Drainage/Sewage Springs	
Tree Preservation Orders (TPOs) / Ancient Woodland	
Registered Parks & Gardens National Trust Asset Registered Common/Village Green	
Agricultural Best and Most Versatile Land (give classification)	
Other Known / Recorded Constraints Comments	

B Rural Settlements Developments Pro-Forma

2c: SITE CONNECTIONS AND ACCESS

This is strictly local information. It can be assessed in part with local knowledge as a 'desk work' but is best undertaken on the ground, especially to confirm distances and specific access circumstances.

Walking to Local Facilities (ie. within the village)

Add in Distances, tick/ring Quality and add Comments if appropriate. If none, add N/A.

Facility	Distance (metres)	Route Quality	Comments and observations on safety and quality of route
Shop		Good Fair Poor	
School		Good Fair Poor	
Public Open Space		Good Fair Poor	<i>(This is about the nearest publicly accessible space)</i>
Bus Stop		Good Fair Poor	
Places of Employment		Good Fair Poor	<i>(This is the nearest, though you may wish to note more than one.)</i>
Any other facility (eg. village hall)		Good Fair Poor	<i>Other facility name:</i>

Rural Settlements Developments Pro-Forma B

Site Access

Type and Quality of Access	
How many road access points to site?	
How many pedestrian access points?	
Any other access points?	
Comments on the nature and quality of the above:	

Broadband/Fibre Optics

Available?	Quality	Comments

2d: SITE ENVIRONMENT

This is about **the site itself** (aspects of the site's surroundings are covered in the subsequent section) and is strictly local information. It requires some desk work but certainly some on the ground survey work. Decide which of the following are relevant and then either just ring/tick words that best apply or, in addition, make some comments. Annotated plans and photos are particularly valuable.

Site Characteristics

Landform: Flat Gently Undulating Strongly Undulating Steep Valley Valley Floor Plateau Aspect (to north, south etc.)
Comments:

B Rural Settlements Developments Pro-Forma

<p>Land use: Arable farmland Grassland Grazing Mixed Forestry Industrial Brownfield Orchards Horticultural Quarrying Recreational Other</p>
<p>Observations:</p>
<p>Views Out: Wide Channelled Long Short Glimpsed</p>
<p>Quality and Value of Views:</p>
<p>Natural Features: (Age/Condition/Value):</p> <p>Boundary Hedgerow Trees Freestanding Shrubs Grass Other</p>
<p>Observations:</p>
<p>Ecology: (Known/Observed and Value):</p> <p>Birds Lizards/Frogs Mammals Important Plants Wildlife Corridors Water Habitats</p>
<p>Observations:</p>
<p>Buildings, structures on the Site:</p> <p>Walls (what materials) Sheds Freestanding buildings/structures Wellheads Troughs Gateposts Stiles etc. How much of the site do they cover?</p>
<p>Observations:</p>

Only continue if the results of this show that the suggested site is appropriate.

If it is appropriate, move to the Summary below

Rural Settlements Developments Pro-Forma B

2e: SITE SUMMARY

Note in the box below the aspects or features of the site that must be addressed to achieve an acceptable development, eg. improve pavements to the village centre, retain a hedgerow, create a safe vehicle entrance.

STAGE 3: CHARACTER OF THE SITE CONTEXT

If there is a Village Design Statement, Conservation Area Assessment, Landscape Assessment or other design guidance/assessment material (eg. in any Parish Plan), that can be used (if not out of date) to supply the following site-specific information. If that is the case, reference needs to be made to that assessment. Comments can be annotated on a plan, ideally with some photos.

3a: LANDSCAPE CONTEXT

Many sites will be on the edge of a settlement and will have a landscape context (ignore this section if not). The main assessment below covers the area of landscape visible from different parts of the site. It requires some desk work but certainly some on the ground survey work. Decide which of the following are relevant and then either just ring/tick words that best apply or, in addition, make some comments. Annotated plans and photos are particularly valuable.

1. DESCRIPTION

A. Land Form:	Flat	Gently undulating	Strongly undulating	Steep valley
	Valley side/floor	Plateau	Other	

B Rural Settlements Developments Pro-Forma

<p>B. Land Cover: <i>Open farmland</i> <i>Farmland with trees/woods</i> <i>Woodland</i> <i>Parkland</i> <i>Wetland</i> <i>Other</i></p>
<p>C. Land Use: <i>Arable farmland</i> <i>Grassland</i> <i>Grazing</i> <i>Mixed</i> <i>Forestry</i> <i>Industrial</i> <i>Brownfield</i> <i>Orchards</i> <i>Other</i></p>
<p>D. Field Boundaries: <i>Tall</i> <i>Clipped</i> <i>Intermittent</i> <i>Hedgerow</i> <i>With/without trees</i> <i>Fences</i> <i>Walls(what materials?)</i> <i>Other</i></p>
<p>E. Field Sizes and Patterns: <i>Small</i> <i>Medium</i> <i>Large</i> <i>Regular</i> <i>Angular</i> <i>Linear</i> <i>Irregular</i> <i>Ridge and Furrow</i> <i>Other</i></p>
<p>F. Routeways: <i>Few roads</i> <i>Dense road network</i> <i>Tracks</i> <i>Straight/Winding /Narrow</i> <i>Footpaths</i> <i>Bridleways</i> <i>Other</i></p>
<p>G. Buildings and Structures: <i>What manmade elements are in the landscape? Village(s)/Town</i> <i>Isolated Farms</i> <i>Barns</i> <i>Groups of dwellings</i> <i>Pylons</i> <i>Other</i> <i>Masts</i> <i>Wires. How do they 'sit' and what natural features influence that?</i></p>
<p>H. Water and Drainage: <i>Stream</i> <i>River</i> <i>Reservoir</i> <i>Wet ditches</i> <i>Ponds</i> <i>Lake</i> <i>Other</i></p>
<p>I. Landmarks: <i>Buildings</i> <i>Structures</i> <i>Natural features</i> <i>History</i> <i>Archaeology</i> <i>Smaller Features</i> <i>Other</i></p>

Rural Settlements Developments Pro-Forma B

2. VIEWS

A. Nearby Views: Sweeping Channeled Long Short Glimpsed

Across/to a place or landmark.

B. Distant Views: The site may be visible from a long way off, well beyond its immediate context. Do a check on this and note where those views are from and what they show of the site.

3b: SETTLEMENT CONTEXT

No site will be entirely isolated, so all will have a built settlement context. It is important not to just look at those buildings and spaces surrounding the site but at the wider area of the village in which the site sits (which may or may not be all of the settlement). Note that wider area on a map. This requires some desk work but certainly some on the ground survey work. Decide which of the following are relevant and then either just ring/tick words that best apply or, in addition, make some comments. Annotated plans and photos are particularly valuable.

1. PATTERN

A. Topography: Flat Hilly Steep Shallow Plateau Valley

Linear valley Several valleys Other

B. Location: Valley Bottom Valley Side Hill Terrace Hill Top Other

C: Layout: Linear Grid-like Winding Regular Irregular Ribbon Dispersed Radial

Buildings close to the road Buildings well set back Front gardens

Back gardens Long plots Thin plots Short plots Wide plots Burgage Plots

Clear centre No obvious centre Other

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<p>D: Spaces: <i>Gaps between buildings Green spaces Hard space</i></p> <p><i>Places where local events take place Well used Not well used Other</i></p>
<p>E: Green and Natural Features: <i>Trees Bushes Hedges</i></p> <p><i>Green backcloth to buildings Areas of intense greenery</i></p> <p><i>Areas without greenery Other</i></p>
<p>F: Wildlife and Ecology: <i>Area used/inhabited by wildlife (eg. foxes, bats)</i></p> <p><i>Area used for wildlife to pass through What wildlife? Important plants?</i></p>
<p>G: Roads, Streets and other Movement Routes: <i>Pavements Kerbs Grass verges Drainage ditches Wide roads Narrow roads Straight roads Curving roads Cul-de-sacs Through roads Footpaths/alleyways On-plot parking On-street parking Parking courts Street lighting Other</i></p>
<p>H. Landmarks: <i>Are there key landmarks visible from a distance (church tower), community landmarks (pub) or special but smaller features (old milestone)?</i></p>
<p>I: Views Out: <i>Are there places (often, occasional) where one can see out to other areas or to the landscape?</i></p>

2. BUILDINGS AND DETAILS

<p>A: Predominant Building Shape and Heights: <i>Wide frontages Narrow frontages Terraced Semi-detached Detached 1 storey/2 storeys/3 storeys Common shapes Varied shapes</i></p>
<p>B: Roofs: <i>Flat roofs Pitched roofs Steep pitch Shallow pitch</i></p> <p><i>Varied pitch Lean-tos Parapet fronts (hidden roofs)</i></p>

B Rural Settlements Developments Pro-Forma

STAGE 4: COMMUNITY VITALITY

This is notoriously difficult to pin down. What follows covers, and asks for comments on, some well-known and more objective factors (eg. somewhere to meet) but it also offers an opportunity to say something in more subjective terms about the village and its community, local identity, distinctiveness etc.

This can be done as desk work. It is extremely important to include information on (a) facilities not in the village but in nearby villages and used by the village community, and (b) facilities in the village used by other nearby communities. This and the next section can be informed by the Cotswold Conversation 'Community Assets' survey results (available electronically).

FACILITIES AND SERVICES

- Does your village have any of the following? If so:
- Place a tick in column 2.
- If that facility (eg. a primary school) also serves other nearby communities, name them in column 3.
- If you do not have that facility, where if at all – and how far - do people go to use one? Note that in column 4.
- Blank spaces are left for others not listed.

1. Facility/Service	2. Have one?	3. Others who use it?	4. Where do people go to?
Village hall			
Shop			
Post Office			
Primary School			
Public House			
Pre-school or nursery			
Church			
Doctor			

Rural Settlements Developments Pro-Forma B

Recreation area			
Playing field			
Playground			
Bus Service			

Please add below any comments on any of the above (eg. 'really well used hall', 'struggling village shop', 'rather outdated playground' etc.).

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COMMUNITY AND IDENTITY

Outline in the box below something about the character of the village community, for example:

- The number of voluntary/community groups.
- Self-help services such as car-sharing or community transport.
- Village events and activities (eg. annual fair).
- People helping each other.
- Something available for all ages and needs.
- Neighbourhood Watch or other schemes.
- High levels of engagement in consultation events.
- Good public attendance at Parish Council meetings.

5. VALIDATION

Process and Results of Parish Council Involvement

This should take the form of short notes in the chart below about meetings with the Parish Council – stages, purposes etc. Meeting notes should be appended. Tick in the final column if notes/minutes are appended

Date	Purpose	Attendees	Minutes?

Rural Settlements Developments Pro-Forma B

Process and Results of Wider Community Involvement

This should take the form of a short note about the community involvement undertaken and its main outcomes. Reports of events should be appended.

Validation Statement

*This should be a short statement from the Parish Council summarising their conclusions about the acceptability of the process and its results and about the proposed development **in principle**. The acceptability of the application as a whole will depend on the extent to which the scheme content and design respond to what is in the Proforma and to general Cotswold standards. Parish Councils will have an opportunity to comment on this through the usual statutory consultation procedures.*

This document can be produced in Braille, large print, audio tape and in other languages.

If you would like a copy in one of these formats, please phone the Print and Design Department on 01285 623215.