

**Stratford-on-Avon District
Local Development Framework
Draft Core Strategy 2012**



Stratford-on-Avon District Local Development Framework

Draft Core Strategy 2012

February 2012

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Section 1 – Introduction

1. Introduction

1.1 Policy Context

- 1.1.1 Stratford-on-Avon District Council is producing a new spatial plan to replace the saved District Local Plan Review 1996 - 2011. The plan will set the strategic context for new development in the District until 2028. The plan is known as the Local Development Framework and the first document to be prepared is the Core Strategy.
- 1.1.2 This draft version of the Core Strategy seeks to accommodate new development in the District whilst reflecting issues of local concern that have been raised in the previous consultation periods in 2008, 2010 and more informally in 2011.
- 1.1.3 The Core Strategy is a strategic policy document and will provide a broad framework for determining planning applications and for making development control decisions. It will set the levels of development to be accommodated in the District, determine its distribution and provide the strategic direction for the location of future development. The draft Core Strategy seeks to ensure that master planning is integral to the planning process. However, it will not allocate specific sites for development at this stage. It is expected that this will be dealt with by the District Council's Site Allocations Development Plan Document, scheduled for January 2013, or by the neighbourhood planning process, whichever comes the sooner.
- 1.1.4 There are a number of key differences to this draft Core Strategy when compared to previous versions. The change of national government has resulted in a number of important changes to the planning process and there have been significant implications for the preparation of development plans.
- 1.1.5 Previously the draft Core Strategy was required to align with the policies set out in the West Midlands Regional Spatial Strategy and the regional planning process set the level of development to be accommodated in the District and where it should be located. However, with the enactment of the Localism Act in December 2011, the process for preparing Regional Spatial Strategies has been abolished and it will not be long before the West Midlands RSS will be revoked. As a result, it will be for Local Planning Authorities to determine their own local targets for housing, employment and other forms of development.
- 1.1.6 This version of the draft Core Strategy seeks to reflect this significant change and is the first opportunity for the District Council to consult upon a new housing figure for the District and a new spatial approach for the distribution of development, alongside other new targets relating to the provision of future employment, retail and community facilities. The District Council has collated a suite of new evidence to support this process and this consultation provides an opportunity to test the results and gain feedback on the work undertaken so far.

Section 1 – Introduction

- 1.1.7 The document aligns with existing national planning policy, which still sets the context for drawing up local policies and for making development control decisions. However, the recent publication of the draft National Planning Policy Framework also needs to be taken into account. A final version of the National Planning Policy Framework is likely to be issued by the Government during the draft Core Strategy consultation period. It is acknowledged that some draft policies may need to be altered before the final draft of the Core Strategy is submitted to the Secretary of State to reflect these ongoing changes at a national level.
- 1.1.8 Equally, previous public consultation has indicated that the Core Strategy should take a more 'local approach' to policy making. The document seeks to meet this request by including Area Profiles which include a number of local policy principles. This draft is therefore an opportunity for the community and partners of the District Council to give their views on the draft policies and the Council's preferred approach before the submission draft is produced in November 2012.

1.2 How do I make my comments?

- 1.2.1 The consultation document is divided into eleven sections and it can be seen that there are consultation questions located at the end of each sub-section. As there are a large number of topics that the draft Core Strategy needs to address there is no obligation to respond to everything in the document. It has been drafted so that those responding can 'dip in and out', and can respond to those issues of most interest or importance to them.
- 1.2.2 Also, it is a good opportunity to raise any additional issues that have been missed or that you feel should be considered before we prepare our final draft of the document.
- 1.2.3 Copies of the draft Core Strategy are available online at www.stratford.gov.uk and there is an online response form that we would encourage as many consultees as possible to use. Alternatively, CD versions and hard copies of the document can be obtained from the Policy Team, Elizabeth House, Church Street, Stratford-upon-Avon CV37 6HX.
- 1.2.4 Written consultation responses can also be sent to this address or emailed to the Policy Team using planning.policy@stratford-dc.gov.uk.
- 1.2.5 Alternatively you can visit us at one of our scheduled public consultation events which will be advertised in the local press, in public libraries, on Parish Council noticeboards and online at www.stratford.gov.uk.

Section 2 – Cross Boundary Relationships

2. Cross Boundary Relationships

2.1 The Duty to Co-operate

- 2.1.1 When producing the draft Core Strategy it is not possible to produce it in isolation as there are a number of cross boundary planning issues that need to be taken into account. Areas that neighbour the District and even those further afield can be affected by the proposals that Stratford-on-Avon District plans for the next 15-20 years.
- 2.1.2 The District Council has a 'Duty to Co-operate', which is a legal requirement set out in the Localism Act. As a result the Council has been working with neighbouring authorities to determine the key cross boundary issues that need to be addressed by the draft Core Strategy and subsequent LDF documents and to ensure that a coherent approach is prepared. The Inspector who will examine the draft Core Strategy will check whether it has been prepared in accordance with the duty to co-operate.

2.2 How does the District interact with neighbouring areas?

- 2.2.1 Stratford-on-Avon District is something of a crossroads between different counties. Although, it is part of Warwickshire, it borders Northamptonshire, Oxfordshire, Gloucestershire and Worcestershire as well as the Metropolitan Borough of Solihull and two other Warwickshire districts/boroughs, namely Warwick District and Rugby Borough. Many neighbouring authorities, for example Northamptonshire and Oxfordshire, have similar issues to Stratford-on-Avon District in terms of their landscape, tourism and the sparse distribution of their rural settlements.
- 2.2.2 Parts of the District fall within the Cotswolds Area of Outstanding Natural Beauty or the West Midlands Green Belt. The Cotswold AONB is the largest in England and Wales and extends south-westwards from the southern part of the District to the edge of Bath. It is a national designation aimed mainly at conserving the natural beauty of the landscape and countryside, and it shows that there is a degree of consistency in the character of the landscape ranging across administrative boundaries.
- 2.2.3 The West Midlands Green Belt extends all the way around the Birmingham and Black Country conurbation as well as around Coventry. It was established through previous development plans and has a range of functions including the control of urban sprawl and the prevention of towns merging into one another.
- 2.2.4 The connections of the District with areas beyond its boundary are also evident in the form of significant transport routes that cross the District, not least of which are the M40, the M42, together with the Chiltern and Shakespeare railway lines, which provide direct links with Birmingham and London. The Cotswolds railway line, skirts the south-west corner of the district and provides access to Worcester, Oxford and London. Transport links originating in the 19th century also are represented by the navigable waterways that pass through the District, namely the Stratford-upon-Avon, Grand Union and Oxford canals, together with the Upper Avon navigation.

Section 2 – Cross Boundary Relationships

- 2.2.5 Interaction with adjoining areas can be expressed in a number of ways. In terms of people, interaction is often seen in the form of journeys to workplaces, to places of education, to shops, healthcare and other facilities, and to visit friends and relations. Of these different types of journeys, commuting to and from work and places of education tend to have the greatest routine impact on the transport network. One of the most detailed sources of data regarding commuting patterns is the 2001, and shortly the 2011, Census and the Warwickshire Observatory has published analysis of these patterns and trends in commuting over time.
- 2.2.6 In addition, interaction with neighbouring areas comes in other forms such as migration in and out of the District to live, as well as the distribution of raw materials and goods to other parts of the country to support the national and global economy. The District has strong environmental links with different areas, for example through its river valleys and sources of water supply. There are many sub-regional green infrastructure links that pass through the District, which are beneficial not only in terms of supporting biodiversity but also in helping manage the impacts of climate change, and in supporting leisure and recreational uses. The supply of energy to the District is also a critical cross boundary issue.

2.3 The implications for development planning

- 2.3.1 All of this interaction means that development in one area can have a significant impact on adjoining areas, and the larger the development, the greater the potential for wider and stronger effects. Co-operation with neighbouring planning authorities on strategic matters is particularly important for those relating to sustainable development, strategic infrastructure or use of land that has, or would have, significant impact on at least two planning areas. Where these arise it may be appropriate to formally agree a joint approach to resolving these strategic matters during the preparation of development plan documents to ensure a consistent approach is taken.
- 2.3.2 The District Council has identified the following areas of development planning as needing a 'joint approach' and is seeking a resolution to these cross boundary issues before submitting the draft Core Strategy to the Secretary of State.
- 1) The growth of Redditch could have significant implications for its neighbouring authorities. The case for growth beyond the boundaries of the Borough will need to be well-founded for Stratford-on-Avon District and Bromsgrove District to accept additional housing development. Such a measure may require the adjustment of Green Belt boundaries and the loss of greenfield land. The issue of employment expansion at Redditch also needs to be resolved in the area of Winyates Green Triangle.
 - 2) The treatment of the High Speed 2 (HS2) railway proposal in the Core Strategy will require further consideration, and this will be very much dependent on how the scheme progresses at the national level. Other cross-boundary train connections, such as the Chiltern Line and Cotswold

Section 2 – Cross Boundary Relationships

Line and the potential for additional night services will also need to be addressed.

- 3) The District Council will need to ensure that those of its policies which affect the Cotswolds AONB have a good measure of consistency with those authorities, which cover other parts of the AONB and with the work of the Cotswolds Conservation Board.
- 4) There is a need to ensure cross-boundary consistency when developing future policies for the Vale of Evesham HGV Control Zone.
- 5) There is a need to ensure cross-boundary consistency when considering the safeguarding of mineral reserves and in formulating the District's response to applications for minerals extraction.
- 6) There is a need to ensure that future development proposals in the District do not adversely impact upon sub-regional green infrastructure assets, for example Earlswood Lakes and linear features such as rivers, canals, old railways and cycling routes. Opportunities should be sought to enhance these assets wherever possible.
- 7) The District Council will need to ensure that its future development proposals and the location of future development in the District do not adversely impact upon the Special Areas of Conservation to the south west of the District, including the Severn Estuary. This is particularly in the form of increased water abstraction affecting water levels and water pollution.

Consultation Questions

Q1 – Do you agree with the above mentioned cross boundary issues?

Q2 – Are there any others that the District Council should consider before preparing its final draft of the Core Strategy?

Section 3 – The Vision

3. The Vision

- 3.1 The draft Core Strategy needs to set a clear Vision for future development in the District and to positively direct the planning process in the local area until 2028. Previous public consultation during 2007, subsequent evidence gathering and the Sustainability Appraisal scoping report have identified a number of issues in the District that the planning process can help to address.
- 3.2 Based on this work the District Council needs to prioritise these issues and ensure its draft policies help influence the type of District and local places we want to see in 2028.
- 3.3 The Local Development Framework, and therefore the draft Core Strategy, needs to closely align with the Sustainable Communities Strategy for the District and help deliver its objectives. It proposes therefore to use the same Vision as that document, which also broadly reflects the policy preferences expressed by the District Council's Cabinet on 5 September 2011.

To maintain and enhance the heritage and green environment of the District while building healthy, safe, informed and active communities who are able to enjoy local services and employment opportunities.

- 3.4 It is essential that the draft Core Strategy strives to achieve this Vision. To enable this a number of Strategic Objectives are proposed in Section 4. All of the draft policies within this document contribute towards meeting these Strategic Objectives. In addition, throughout the document it can be seen that a monitoring framework has been proposed. By implementing a monitoring framework the District Council can measure the effectiveness of its planning policies on an annual basis and can judge whether the Strategic Objectives, and therefore overall Vision, are being achieved.

Consultation Questions

Q3 – Do you agree with the Vision? If not, what changes would you suggest?

Section 4 – Strategic Objectives

4. Strategic Objectives

4.1 The following Strategic Objectives are proposed in order to ensure the draft planning policies achieve the overall Vision for the District. They are listed in no particular order of priority.

- (1) Planning to meet the challenges of climate change;
- (2) Planning to protect the character of settlements and the countryside;
- (3) Planning to protect the District's heritage and distinctiveness;
- (4) Planning to promote and diversify the local economy;
- (5) Planning to provide for housing needs;
- (6) Planning to support the main commercial centres;
- (7) Planning to meet the need for improved infrastructure, community facilities and services; and
- (8) Planning to increase the use of sustainable transport.

4.2 As stated each of the draft planning policies seeks to achieve at least one of these Strategic Objectives and contribute towards the overall Vision. It can be seen throughout the draft Core Strategy that each policy has been cross-referenced to the relevant Objectives for ease of reference.

Consultation Questions

Q4 – Do you agree with the draft Strategic Objectives? If not, what changes would you suggest?

Section 5 – Sustainability Framework

5. Sustainability Framework

Strategic Objective

5.1 This policy relates to all of the Strategic Objectives.

Policy CS 1

Sustainable Development

All development must contribute to the development and maintenance of sustainable communities, leading to a continuous and sustained improvement to Stratford-on-Avon District's economic, social and environmental circumstances.

All new development proposals should contribute towards sustainable development and accord with the following principles:

- (a) Protect, enhance and manage the character and appearance of the individual towns and villages and landscape within Stratford-on-Avon District, maintaining and strengthening the distinctiveness of special qualities, and protecting the integrity of the District's countryside.
- (b) Protect, enhance and manage sites, features and areas of archaeological, historical and cultural heritage importance.
- (c) Ensure the prudent use of natural resources and conserve and enhance the District's natural, built and historic assets.
- (d) Reduce and adapt to the effects of climate change, particularly through the location of new development, design and construction techniques, renewable technologies, landscape and historic environment management, biodiversity, flood risk management and the use of green infrastructure.
- (e) Protect, enhance and manage the biodiversity and geodiversity in the District.
- (f) Improve the efficiency of transport networks by promoting and increasing sustainable forms of transport such as walking, cycling, public transport, community transport schemes and reducing the need to travel.
- (g) Minimise and manage waste in a sustainable manner, particularly through re-use and recycling.
- (h) Provide affordable, sustainable, durable and adaptable homes for all.
- (i) Seek to improve the overall quality of life for the community through the safeguarding of community health, safety, wellbeing and amenities, and the provision of adequate infrastructure, services and facilities.
- (j) Ensure access to employment, adequate and affordable housing and a range of services and facilities for all sectors of the community in the rural and urban areas, and promote social inclusion and cohesion.
- (k) Promote a dynamic, diverse and knowledge based economy that excels in innovation with higher value, lower impact activities.

Section 5 – Sustainability Framework

Sustainability Appraisal Implications

- 5.2 The high level assessment of the Sustainable Development Policy clearly shows a strong positive relationship towards the SA objectives. The policy's principles support all of the SA objectives. Many of the policy's eleven core principles support multiple SA objectives, reflecting the interconnectedness of economic, social, and environmental sustainability. All but SA objectives 8 and 11 have a strong positive relationship towards the SA objectives. Objectives eight and eleven are positively supported, but this support is gained through reflecting other SA objectives. This policy could include reference to reducing barriers to rural areas through improving transport networks and connections to local services. The policy could also include wording that makes direct reference to objective 8 rather than relying on an indirect positive relationship against the SA objective. Overall sustainable development is a positive policy which has strong environmental, economic, and social sustainability focuses.

Explanation

- 5.3 The draft Core Strategy seeks to promote sustainable development and this is the central theme that underpins the draft policies in the document. The draft National Planning Policy Framework* emphasises that the purpose of the planning system is to contribute to the achievement of sustainable development. This means that development should be able to meet the needs of the present without compromising the ability of future generations to meet their own needs. The principle recognises the importance of ensuring that all people should be able to satisfy their basic needs and enjoy a better quality of life, both now and in the future.
- 5.4 The draft NPPF defines sustainable development as follows:
- **Planning for prosperity (an economic role)** – use the planning system to build a strong, responsive and competitive economy, by ensuring that sufficient land of the right type, and in the right places, is available to allow growth and innovation; and by identifying and co-ordinating development requirements, including the provision of infrastructure.
 - **Planning for people (a social role)** – use the planning system to promote strong, vibrant and healthy communities, by providing an increased supply of housing to meet the needs of present and future generations; and by creating a good quality built environment, with accessible local services that reflect the community's needs and supports its health and well-being; and
 - **Planning for places (an environmental role)** – use the planning system to protect and enhance our natural, built and historic environment, to use natural resources prudently and to mitigate and adapt to climate change, including moving to a low - carbon economy.
- 5.5 This national direction is complemented by the District Council's own Sustainability Appraisal process. This process contributes towards the ongoing development of the draft Core Strategy and tests the impact of the levels of development proposed and its draft policies in economic, social and environmental terms. A Sustainability Appraisal of the draft policies accompanies this document and forms a part of this public consultation.

* The final draft of the National Planning Policy Framework is expected to be published during the consultation period of this Draft Core Strategy document.

Section 5 – Sustainability Framework

- 5.6 In addition, the Sustainability Framework established in the Sustainability Appraisal Scoping Report will contribute towards monitoring the planning policies once the Core Strategy has been adopted.
- 5.7 In order to ensure that decisions on planning applications contribute towards these overarching principles the above mentioned policy is proposed.

Key Drivers

- Planning Policy Statement 1: Delivering Sustainable Development (2005)
- Planning Policy Statement 1 Supplement: Planning and Climate Change (2007)
- Draft National Planning Policy Framework (2011)
- Stratford-on-Avon District Sustainability Appraisal Scoping Report (2011)
- Planning White Paper: Planning for a Sustainable Future (2007)
- Sustainable Community Strategy (2009)
- European Directive 2001/42/EC
- Planning and Compulsory Purchase Act (2004)
- UK Sustainable Development Strategy 'Securing the Future' (2005)

Development Management Considerations

- (1) The West Midlands Sustainability Checklist should be used to help ensure that planning applications will deliver sustainable development.

Delivery and Monitoring

- 5.8 This policy will be monitored through the achievement of the sustainability objectives of the draft Core Strategy Sustainability Appraisal. The Sustainability Framework in that document will be applied.

Consultation Questions

- Q5 – Does the draft policy support sustainable development in the District? If not, what changes would you make?**
- Q6 – Are there any other points the draft policy should address?**
- Q7 – Is there any other evidence that the District Council should be considering to help the development of this draft policy?**
- Q8 – Do you have any further suggestions for monitoring the delivery of this draft policy?**

Section 6 – Resources

6.1 Climate Change and Sustainable Energy

Strategic Objective

6.1.1 This policy relates to Strategic Objective 1 – *Planning to meet the challenges of Climate Change.*

Policy CS 2

Climate Change and Sustainable Energy

A. Climate Change

All residential and non-residential development should be built to allow for adaptation to Climate Change. The methods and materials used to renovate existing buildings should also encourage adaptation. Potential adaptation measures that should be taken in this area include:

- (a) Wherever possible, new development should be located in areas of low flood risk. Where, in exceptional cases, development in flood zones is permitted, it should be for the least vulnerable uses and appropriately protected from flooding.
- (b) Where vulnerable buildings in the flood zone undergo major refurbishment or change of use, they should be retrofitted to improve their resilience to flooding and extreme weather events.
- (c) Flood damaged buildings should be repaired to standards that improve their resilience to future floods.
- (d) Improving the water efficiency of plumbing, appliances and water features, encouraging re-use of grey water and rainwater harvesting where possible, and achieving Level 4 and above of the Code for Sustainable Homes for water conservation where appropriate.
- (e) Incorporating sustainable drainage systems into new developments.
- (f) Ensuring that buildings can cope with rising temperatures through the use of landform, layout, building orientation, construction materials and ventilation systems that do not increase carbon emissions, together with green infrastructure measures, such as vegetation and open space.

B. Sustainable Buildings and Carbon Reduction Targets

The District Council will require minimum standards of sustainability for all new build and retrofitted developments, to ensure that development minimises its impact on the environment. This includes reducing the demand for energy and water, securing the efficient use of resources and achieving greater resilience to climate change.

(i) Residential Buildings

The Council will expect all new residential development to achieve Level 4 of the Code for Sustainable Homes by 2013 and Level 5 from 2016 onwards.

Section 6 – Resources

(ii) Commercial Buildings

Development proposals of 1000 square metres or more of non-residential floorspace must achieve 15% reduction in energy demand, taken from Building Regulations 2006 requirements, and ensure that at least 5% energy use will be replaced by on-site renewable energy provision. The re-use of commercial buildings will be encouraged where development included greater energy efficiency measures.

Non-residential development must be compliant with a BREAM/Eco-building assessment rating of at least 'Very Good'.

Actual provision will be determined through negotiation, taking account of individual site characteristics and issues relating to the viability of development.

C. Renewable Energy Generation

Provision should be made for renewable energy generation within Stratford-on-Avon District to maximise environmental and economic benefits, while minimising any adverse local impacts. The District should strive to meet a proportion of its energy demand through a range of renewable energy technologies by 2020. Developments for biomass energy and wind energy will be assessed using the following criteria:

D. Biomass Energy Developments

Projects and developments which use bio-energy will be supported by the Council.

The use of biomass for domestic and small businesses heating will be encouraged.

Bio-energy heat and power proposals will be assessed using the following criteria:

- (a) Impact of the development proposal on designated biodiversity sites, species and ancient woodland;
- (b) Brownfield sites or co-located with other wood processing industries;
- (c) Scaled and located to avoid adverse off-site impacts;
- (d) Located close to the demand source or adjacent to existing transport corridors;
- (e) Minimisation of pollution, such as noise, emissions and odours;
- (f) Minimisation of any adverse impact on amenity and existing residential developments.

All major refurbishments are required to be Combined Heat and Power (CHP) ready and able to connect to a network at the earliest opportunity.

E. Wind Energy Development

Appropriate proposals for wind energy developments will be assessed, taking the following factors into consideration, with an overriding requirement for all alternatives sustainable energy schemes to have been considered.

- (a) The impact of the scheme, together with any cumulative impact (including associated transmission lines, buildings and access roads) on landscape character, visual amenity, historic features and biodiversity;

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- (b) The extent to which the scale and nature of the proposal reflects the capacity and sensitivity of the landscape to accommodate the development;
- (c) Evidence that the scheme has been designed and sited to minimise any adverse impact on the surrounding area as far as is practical for its effective operation;
- (d) Any unreasonable adverse impact on users and residents of the local area, including generation of emissions and noise;
- (e) A minimum separation distance of 700m between large scale wind turbines and dwellings will be expected. Appropriate separation distances may be influenced by the orientation of views, and the local effects of trees, other buildings and the topography, as well as other issues such as noise, safety, shadow flicker, and impacts on landscape or heritage assets;
- (f) The extent of any direct benefits to the local area or community;
- (g) Provision should be made for the removal of the facilities and reinstatement of the site, if it should cease to be operational.

Where a proposal affects a Listed Building, an Area of Restraint, any proposed Special Landscape Area, a Conservation Area, the Cotswolds Area of Outstanding Natural Beauty (AONB) or other national designation, a priority habitat or ecological network, the objective of the designation must not be compromised by the development. Within and adjacent to the Cotswolds AONB large scale wind farms are unlikely to be appropriate or any other national or locally designated protected landscape.

F. Energy from Waste schemes

Proposals will be considered where large scale developments accommodate localised energy from waste schemes.

Sustainability Appraisal Implications

6.1.2 The assessment shows that this policy reflects positively against the SA objectives, with the majority producing either a positive or neutral effect. The policy CS2 is the key driver for addressing climate change, with strong references to mitigation and adaptation. The policy could be strengthened further from an environmental perspective, by the recognition of the vulnerability of biodiversity to climate change. Furthermore, the link between adapting development to climate change and enhancing the biodiversity, thereby strengthening and supporting resilience, could be considered. The policy was assessed as resulting in uncertain impacts in relation to wind energy generation and the sustainability objective to protect the integrity of the district's countryside. Further consideration of this element of the policy was suggested in terms of potential loss of agricultural land.

Explanation

6.1.3 Mitigating and adapting to climate change are intrinsic to the whole of the draft Core Strategy and are key priorities for the District Council.

6.1.4 At a national level, the Planning and Climate Change supplement to PPS1 strongly advises that the planning system responds to the issue of climate change. The draft NPPF also states that planning should fully support the

Section 6 – Resources

transition to a low carbon economy in a changing climate. To help achieve this aim, it states that local planning authorities should adopt proactive strategies to mitigate and adapt to climate change.

- 6.1.5 The national energy consumption of the built environment accounts for approximately half of all CO₂ emissions. More than half of those emissions are generated from the energy used to heat, light and run our homes. In the absence of policy levers, it is considered that the existing energy consumption is likely to increase. There is therefore a clear need for the draft Core Strategy to focus on reducing energy use in new development and reducing the CO₂ emissions which it generates. There is also a need to ensure that new development is able to provide resilience to the effects of climate change.
- 6.1.6 Although energy savings in buildings will be achieved through the Building Regulations, planning has a key role in achieving these targets through promoting decentralised and renewable or low-carbon energy and ensuring that new development uses layout, landform and building orientation to minimise CO₂ emissions.
- 6.1.7 Changes to Building Regulations will result in increases to minimum standards of energy performance in dwellings equivalent to Code for Sustainable Homes Level 4 in 2013 and Level 5 in 2016. However, many other aspects of the Code such as materials, waste, pollution and ecology will not be implemented through application of Building Regulations alone. The Planning and Energy Act 2008 allows local planning authorities to set targets for renewable energy, low-carbon energy and overall energy efficiency in excess of the building regulations.
- 6.1.8 As a result the District Council will seek the highest standards of sustainable construction in all building projects. The Council will also encourage communities to incorporate into their locality plans, the related actions proposed to address the impacts of climate change.
- 6.1.9 In addition, the District needs to reduce its demand for energy and water and other resources and use these more efficiently. In the case of energy, it is important to increase the proportion of energy generated from renewable and low carbon resources, achieving a reduction in CO₂ emissions.
- 6.1.10 The District Council's Corporate Strategy seeks to achieve a reduction in the Council's carbon footprint, a reduction in the District's carbon footprint, a reduction in flood risk, and makes a commitment to promote renewable energy generation and improved energy efficiency. The District Council, therefore, together with other authorities in Warwickshire and Solihull, commissioned an evidence base study, known as the CAMCO report, to inform the development of policies relating to renewable energy. The findings demonstrated that the District has good potential to generate local renewable energy up to 2026. The potential for low and zero carbon for new build in smaller developments should comprise highly energy efficient buildings with individual building integrated technologies.
- 6.1.11 This potential for renewable energy generation needs to be balanced against the rural nature of the District, the character of its settlements and the importance of its landscape features, many of which are highly valued by residents and visitors to the area. The District includes many Conservation Areas and a part of the Cotswolds Area of Outstanding Natural Beauty, and there are proposals related to the reinstatement of the Special Landscape Areas. It is important that renewable energy schemes do not compromise the objectives of such designations. The

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Cotswolds AONB Conservation Board has issued guidance on renewable technologies it considers may be suitable, including information on design and scale, which could be used to help assess such schemes. In addition, the District Council is keen to investigate the reinstatement of the Special Landscape Areas, established in the Local Plan Review 1996-2011. It is presently in the process of commissioning a study to explore this option.

6.1.12 The draft Core Strategy therefore seeks to strike a balance, by supporting a positive and proactive approach towards mitigating and adapting to climate change whilst also respecting, wherever possible, the important character of the District.

Key Drivers

- The Stern Review (2006)
- Kyoto Protocol (1997)
- Climate Change Act (2008)
- EU Directive 2009/28/EC
- Nottingham Declaration on Climate Change (2000)
- UK Sustainable Development Strategy (2005)
- Policy CS 12: Draft Core Strategy (2010)
- Policy PR.6, DEV.8 - Local Plan Review 1996-2011 (2006)
- Energy White Paper: 'Our Energy Future; Creating Low Carbon Economy'(2005)
- Planning Policy Statement 1: Delivering Sustainable Development (2005)
- Planning Policy Statement 1 Supplement :Planning and Climate Change (2007)
- Planning Policy Statement 22: Renewable Energy (2004)
- Planning Policy Statement 23: Planning and Pollution (2004)
- Planning Policy Statement 25: Development and Flood Risk (2010)
- Draft National Planning Policy Framework (2011)
- Building for a Greener Future: Toward Zero Carbon Development (2006)
- The Code for Sustainable Homes (2006)
- West Midlands Regional Spatial Strategy : Phase Two Revision (2010)
- Warwickshire and Solihull Renewable and Low Carbon Energy Resource Assessment and Feasibility Study CAMCO (2010)
- West Midlands Renewable Energy Capacity Study (2011)
- Water Cycle Study (2010)
- Stratford-on-Avon District Strategic Flood Risk Assessment (2008)
- Stratford-on-Avon District Green Infrastructure Study (2010)
- Warwickshire County Council Sustainable Community Strategy (2006)
- Warwickshire Climate Change Strategy (2010)
- Stratford-on-Avon District Corporate Strategy 2011-2015 (2011)

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- Stratford-on-Avon District Sustainable Community Strategy (2009)
- Stratford-on-Avon District Climate Change Strategy (2006)
- Summary Report - Consultation Core Strategy Responses (2011)
- Parish/Member Workshops 2011

Development Management Considerations

- (1) The Renewable Energy Toolkit is a valuable online resource to assist in ensuring that planning applications are compliant with policy requirements. The Renewable Energy Toolkit is available on <http://enplanner.com/>
- (2) The West Midlands Sustainability Checklist is a valuable tool in the negotiation process between developers and Planning Officers. Developers should submit a completed Checklist to demonstrate how proposals will minimise energy consumption and adapt to the future impacts of Climate Change. Further information is available from <http://www.checklistwestmidlands.co.uk/>
- (3) Stratford-on-Avon District, Sustainable Low Carbon Buildings, Supplementary Planning Document, October 2007.
- (4) Conditions should be imposed to ensure the development is built to energy efficiency measures applicable at the time of construction, in line with the progressive tightening of the Building Control Regulations to reach zero carbon standards.

Delivery and Monitoring

- 6.1.13 Monitoring of the delivery of this policy will be undertaken by assessing planning applications for development to see whether they meet the criteria set out in this Policy.
- 6.1.14 A majority of the SA objectives will be used to monitor this policy.
- 6.1.15 This policy will be monitored by reporting the proportion of new homes achieving a four star or above sustainability rate for the 'Energy/CO₂' category as stipulated by the Code for Sustainable Homes. In addition, the percentage of non-commercial development achieving BREEAM 'very good' or above will be monitored, together with the number of major installations for renewable energy and low carbon energy projects. It is also proposed that the number of energy efficiency installations for residents initiated by the District Council should be reported.
- 6.1.16 In terms of adapting to climate change, this will be monitored by reporting the amount of new development (ha) situated within a 1:100 flood risk area or 1:200 tidal flood risk area (Flood Zone 3), including an allowance or climate change. The proportion of new homes achieving a four star or above sustainability rate for the 'Water Conservation' as stipulated by the Code for Sustainable Homes will also be monitored, as well as the number of planning permissions granted for development within Flood Risk Zone 3, contrary to the Environment Agency guidance.

Consultation Questions

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Q9 - Building Regulations are being progressively tightened to achieve zero carbon standards. This means that for all new homes have to meet the following standards:

- from 2010 - 25% carbon reduction beyond current (2006) requirements;
- from 2013 - 44% carbon reduction beyond current (2006) requirements;
- from 2016 – zero carbon reduction beyond current (2006) requirements.

Do you think that these standards should be accelerated ahead of these deadlines in the Stratford-on-Avon District?

Q10 - If development is unable to achieve the minimum targets towards zero carbon, do you think a financial contribution should be sought to cover the remaining carbon emissions, in line with the Government's idea of Allowable Solutions?

Q11 - Do you consider that the Council should identify a specific percentage of energy demand or carbon emissions savings to be met by a range of renewable and low carbon technologies by 2020?

Q12 - This policy encourages the use of renewable and low carbon technologies. Should there be a list of the type of technologies that the Council should encourage? Do you think that the draft policy should emphasise the need for a low impact on the historic landscape which supports our economy, for example, sensitive solar schemes could be supported?

Q13 - Is the use of the West Midlands Sustainability Checklist appropriate? If not what else could be used?

Q14 – Are there any other points the draft policy should address?

Q15 - Is there any other evidence that the District Council should be considering to help the development of this draft policy?

Q16 - Do you have any further suggestions for monitoring the delivery of this draft policy?

Section 6 – Resources

6.2 Safeguarding the Water Environment

Strategic Objective

6.2.1 This policy relates to Strategic Objective 1 – *Planning to meet the challenges of Climate Change*.

Policy CS 3

Safeguarding the Water Environment

Development proposals should take into account the potential impact of climate change on water resources, water quality and on the level of flood risk posed, as detailed in the Strategic Flood Risk Assessment.

A. Flood Risk Areas

The District Council fully supports the approach provided in national policy. There is a presumption against development in flood risk areas, identified in the most up to date Strategic Flood Risk Assessment.

Development within the Environment Agency's flood risk zones 2, 3a and 3b will only be acceptable when it is compatible with national policy and when the sequential test and the exception test, where applicable, as set out in PPS25, have been satisfied.

The flood plain will be maintained, and where opportunities arise, restored in order to maximise natural storage of flood water, reduce flooding problems and increase landscape and conservation value.

B. Surface Water run-off and Sustainable Urban Drainage Systems

Development which increases the risk of flooding elsewhere will not be permitted unless satisfactory mitigation measures accompany the proposal.

As a minimum, run off rates and volumes from development sites should not be greater than the run off rates and volumes prior to development up to a 100 year 6 hour rainfall event (plus an allowance for climate change). On brownfield development sites, a reduction in the run off rates and volumes should be achieved compared to existing rates and volumes. The run-off requirements for a development site should be agreed with the Environment Agency at an early stage in the planning process.

In greenfield development, there should be no flooding (from all sources) on properties up to the 100 year flood event with an allowance for climate change.

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Sustainable Urban Drainage systems (SUDS) should be proportionately incorporated in all scales of developments. Infiltration SUDS should be promoted where it is practical. Where infiltration SUDS are not applicable, surface water should be discharged to a watercourse in agreement with the Environment Agency. Where SUDs are provided arrangements must be put in place for their whole life management and maintenance.

C. Protection of the Water Environment

Where a development proposal lies adjacent to a river corridor or tributary, a natural sinuous river channel should be retained, or where possible, reinstated.

Culverts should only be used where there is no reasonable alternative and existing culverts should be removed where feasible.

A suitable maintenance access (usually 8 metres wide) will be required alongside all watercourse channels.

Development adjacent to canals should be supported with a level 2 SFRA to assess the residual risk of breach or overtopping.

Physical and visual access to the riverside should be improved for the benefit of all people, maintaining the balance between formalising access, maintaining a natural character to the river and safeguarding sensitive sections of the river.

Additional permanent moorings and marinas will be permitted if there is a proven need and to realise the potential of the navigable waterway, where there is adequate access to shops and local services, and where they will not compromise the use or operation of the navigable waterway.

All development proposed adjacent to a river corridor should be designed to take advantage of its proximity to the river through layout and orientation of buildings and spaces.

All new residential development should meet the water conservation standards in Level 4 of the Code for Sustainable Homes. Non-residential development shall demonstrate water efficiency of the relevant BREEAM very good standard.

D. Water Quality

In accordance with the Water Framework Directive's objectives, development proposals should not affect the water bodies' ability to reach good status or potential set out in the River Severn, Humber and Thames River Basin Management Plans.

Poor Ecological Status/ Potential:	Moderate Ecological Status/Potential:
River Stowe- (source to conf River Itchen)	Sor Brook (source to Broughton)
River Itchen –conf River Stowe to conf River Leam	Claverdon Brook (source to conf River Alne)
River Dene – conf Radway Brook to conf unnamed tributary	River Arrow (source to conf Sperrall Hall Fm, Studley)

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Poor Ecological Status/ Potential:	Moderate Ecological Status/Potential:
River Dene –conf unnamed tributary to conf River Avon	Preston Bagot Brook (source to conf River Alne)
Radway Brook – source to conf with River Dene	River Itchen (source to conf with R Stowe)
Sherbourne Brook – source to conf River Avon	River Leam (source to conf Rains Brook)
Tach Brook – source to conf River Avon	River Cole - (from source to Springfield)
	Marchfont Brook -(source to conf River Avon)
	River Dene – (source to conf Radway Brook)
	River Blythe from source to Cuttle Brook
	Unnamed trib of River Dene – (source to conf R Dene)
	Noleham Brook – (source to conf River Avon)
	River Avon – Tramway Brook Stratford to Workman Brook, Evesham
	River Avon conf to River Leam to Tramway Brook, Stratford
	Nethercote Brook (source to conf River Stour)
	Back Brook – (source to conf River Stour)
	Humber Brook – (source to conf River Stour)
	River Alne conf Preston Baget to conf Claverdon Brook
	River Arrow – Spennall Hall Farm, Studley to conf R Alne
	River Stour conf Nethercote Bk to Clifford Chambers Brook
	River Arrow – conf River Alne to conf River Avon
	Thelsford Brook – (source to conf River Avon)
These are the baseline classifications as issued in the 2009 RBMP – the class may change in the next cycle and next RBMP (2016-2021)	

Development will be permitted where proposals do not have a negative impact on water quality, either directly through pollution of surface or ground water, or indirectly through the overloading of Wastewater Treatment Works. Prior to any potential development, consultation must be held with Severn Trent Water. This is to ensure that appropriate wastewater infrastructure is in place in sufficient time, particularly where potential development will depend on Wellesbourne, Kington and Itchen Bank Wastewater Treatment Works, where there is a known capacity restriction.

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Sustainability Appraisal Implications

- 6.2.2 The assessment of water environment policy has a strong positive relationship against the SA objectives. All the SA objectives have been assessed as being either positively reflected or having a neutral effect. Overall, this policy encompasses a diverse range of issues relevant for the water environment and recognises its multifunctional importance and need for sustainable management.

Explanation

- 6.2.3 Development has the potential to have significant impact on water resources. Without good planning it can place additional strain on the existing supplies, affect water quality and affect flood patterns by increasing the amount of impermeable hard surfaces. It is therefore essential that key water management techniques are implemented to ensure current resources are used sustainably and that the water environment is not adversely affected by development.
- 6.2.4 The sub- regional Water Cycle Study has identified that the River Avon and its tributaries present the greatest flood risk within the District, with approximately 14% of the District located with Flood Zones 2 and 3. Fluvial (from river and canal overtopping) flooding has been recorded on a number of occasions. However, the most recent floods of summer 2007 were as a result of fluvial and surface water flooding. Planning Policy Statement 25 sets out the national approach to development and flood risk and advises that local authorities appraise the risk, manage the risk and reduce the risk.
- 6.2.5 Climate change is widely recognised as the world's greatest challenge. It is predicted that over the next few decades, the UK will see milder, wetter winters and hotter and drier summers. In Stratford District, it is expected that there will be greater fluvial (river) flooding. The existing rivers will not be able to cope with the increased rainfall in winter and flooding is likely to occur within the existing floodplains and possibly beyond. It is also predicted that at times of high rainfall, the volume of surface water will place existing local sewers, minor watercourses and highway drains under greater pressure to cope. As a result rainwater is more likely to occur and affect areas which had not previously experienced flooding.
- 6.2.6 The Council intends to use its draft planning policies to support proposals by flood relief agencies to minimise the number of properties at risk of flooding. The Council will also encourage communities to incorporate into their locality plans the related actions proposed to address the impacts of climate change. A number of the District's Parish Plans have highlighted flooding as an issue to address within their local area.
- 6.2.7 In addition, Planning Policy Statement 1 states that development plan policies should seek to minimise the need to consume new resources over the lifetime of the development, by making more efficient use or reuse of existing resources, rather than making new demands on the environment. Consequently, local authorities should promote the sustainable use of water resources and the use of sustainable drainage systems in the management and treatment of surface water run-off.
- 6.2.8 Furthermore, the Draft National Planning Policy Framework requires that development plan policies should help to deliver the provision of infrastructure for water supply and water quality. In supporting the transition to a low carbon economy in a changing climate, development

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plan policies must take full account of flood risk, developing policies to manage flood risk by applying the Sequential Test, avoiding inappropriate development in areas at risk of flooding, directing development away from areas at highest risk or where development is necessary, making it safe without increasing flood risk elsewhere.

- 6.2.9 The Water Framework Directive provides the opportunity to plan and deliver a better water environment and states that all water bodies must achieve a good ecological status by 2027 at the latest. It is important that housing growth does not cause detrimental environmental impacts that will hinder the ability of a water body to meet this target. All of the water bodies in the District are currently achieving 'moderate' ecological status.
- 6.2.10 River Basin Management Plans (RBMPs) are plans for protecting and improving the water environment and have been developed in consultation with organisations and individuals. They contain the main issues for the water environment and the actions we all need to take to deal with them. Local Planning Authorities have a major role in implementing the plans.
- 6.2.11 As a result, the draft Core Strategy policy above, seeks to include strong water efficiency policies, take into account the objectives of the RBMP, reduce the physical impacts of urban development, implement SUDs, increase resilience to surface water flooding and ensure that water quality is considered on a catchment basis and, promote the use of sustainable drainage.

Key Drivers

- Planning Policy Statement 1: Delivering Sustainable Development (2007)
- Planning Policy Statement; Planning and Climate Change Supplement (2007)
- Planning Policy Statement 25; Development and Flood Risk (2010)
- Stratford-on-Avon District Council Strategic Flood Risk Level One (2008)
- Draft National Planning Policy Framework (2011)
- Water Cycle Study (2010)
- Water Framework Directive (2003)
- Future Water, Water Strategy for England (2008)
- The Water Act (2003)
- River Basin Management Plan Severn River Basin District (2009)
- River Severn Catchment Flood Management Plan (2009)
- Thames Region Catchment Flood Management Plan (2009)
- Stratford District's Green Infrastructure Study (2011)
- Stratford District Council's Sustainable Community Strategy
- Stratford-on-Avon District Council Corporate Strategy 2011 – 2015 (2011)
- Parish Plans including:
 - Wootton Wawen
 - Coughton
 - Great Alne
 - Welford on Avon
 - Hampton Lucy
 - Luddington
 - Shipston-on-Stour

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Alcester, Kinwarton, Arrow and Weethley
Beaudesert and Henley-in-Arden
Bidford-on-Avon
Combroke
Exhall and Temple Grafton
Fenny Compton
Long Compton
Long Itchington
Ladbroke
Moreton Morrell
Snitterfield
Tysoe

- Policy PR.6, DEV.8 - Local Plan Review 1996-2011 (2006)
- Stratford District Council's Supplementary Planning Document Sustainable
- Low- Carbon Buildings (2007)
- Policy CS 23 - Draft Core Strategy (2008)
- Policy CS 11 - Draft Core Strategy (2010)
- Sustainability Appraisal of the Stratford-on-Avon Core Strategy (2012)
- Parish/Member Workshops (2011)
- Summary Report - Consultation Core Strategy Responses (2011)

Development Management Considerations

Surface Water Management

- (1) Where SUDs are proposed, this must be supported by a groundwater risk assessment, carried out by the developer, to ensure that the groundwater is not polluted. Ground water flooding should also be considered where infiltration SUDs is proposed. The presence of Nitrate Vulnerable Zones (NVZs) must also be considered as part of the development proposal.
- (2) Surface water should not be connected to the sewerage network, unless there is no practicable alternative. When surface water is required to be connected to the sewerage network, the runoff rate, the runoff rate from the development site should be controlled to greenfield.
- (3) Flooding in the greenfield developments can be avoided by effective master planning of the development site, and may need to include an allowance for managing exceedance flows, if surface water drainage infrastructure is exceeded. In brownfield development, it may not be possible to achieve this level of protection depending on the nature of the existing risk, but there should be a presumption against building in areas of high risk.
- (4) A mixture of infiltration and attenuation SUDs approaches will be suitable across the District. Infiltration SUDs should be prioritised where possible. This must be confirmed by infiltration tests on site.
- (5) Developers should consider the required drainage provision in the early stages of the planning application, and strategic provision of surface water drainage infrastructure (e.g. attenuation basins) should be explored.

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Waste Water Infrastructure

- (6) Surface water should be kept out of the sewerage network, where possible. There is no longer an automatic right to connect to the sewerage network. However, it is recognised that in some locations, there will be no practicable alternative other than connecting the surface water to the sewerage network. It is the developer's responsibility to demonstrate that all other possible alternatives have been explored.
- (7) Foul water flows from new developments can be reduced by water efficiency measures and metering of all new development. This will reduce the new net burden on the waste water network and at the wastewater treatment works.
- (8) All development proposals should be discussed with the relevant Water Company, at the earliest possible opportunity, to determine the constraints for development and potential upgrades required.
- (9) Severn Trent will approach the EA when they have reached the capacity of their STWs at Itchen Bank, Kineton and Wellesbourne to apply for a new consent.

Delivery and Monitoring

- 6.2.12 Monitoring of delivery of this policy will be undertaken by assessing planning applications for development to see whether they meet the criteria set out in this Policy.
- 6.2.13 This policy will be monitored by reporting the number of planning permissions granted contrary to Environment Agency (EA) advice on flooding and water quality grounds. This would show developments which are potentially located where they would be at risk of flooding, or increase the risk of flooding elsewhere, or adversely affect water quality. EA advice covers both flood risk areas and flood defence.
- 6.2.14 With regard to planning for climate change, which is potentially likely to increase flood risk, the Policy encourages development prepared for the impacts of climate change by promoting sustainable drainage systems. The number of planning applications incorporating SUDS will therefore be monitored.

Consultation Questions

Q17 - Do you consider that the water conservation policy is sufficient in requiring Code for Sustainable Homes Level 4?

Q18 - Do you consider that the policy contains sufficient measures to safeguard against flooding and adapts towards the impacts of climate change? If not, what changes do you think should be considered?

Q19 - Are there any other points the draft policy should address?

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Q20 - Is there any other evidence that the District Council should be considering to help the development of this draft policy?

Q21 - Do you have any further suggestions for monitoring the delivery of this draft policy?

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6.3 Waste

Strategic Objective

6.3.1 This policy relates to Strategic Objective 1 – *Planning to meet the challenges of Climate Change*.

Policy CS 4

Managing Waste

A. Waste Management Plans

All building projects over £300,000 in cost are required to submit a site waste management plan. This is to identify the volume and type of materials to be demolished and/or excavated, opportunities for the re-use and recovery of materials, and to demonstrate how off-site disposal of waste will be minimised and managed.

B. Design of New Development

It will be expected that all new build, including residential and commercial buildings, conversions and changes of use will provide dedicated on-site storage space for waste and recycling material. New development also will be required to provide bins for waste collection.

All new residential developments of one or more dwellings will require suitable, well designed and appropriate facilities for the storage, segregation and subsequent removal and/or disposal of waste and recyclable materials. For example, bin stores, and recycling bring sites are to be provided as an integral part of any new build development. Such details will need to be submitted alongside any planning application.

Consideration should be given to providing composting facilities in new developments, including communal gardens space in multi-occupation premises, as treatment of waste at source is recognised as the most sustainable method of treatment. Gardens should, where possible, be laid out so that sufficient space has been allowed for home composting.

C. Provision of Waste Management facilities

Proposals for the provision of waste management facilities will be supported, providing they do not adversely impact the environment or communities. Proposals for the provision of waste management facilities will be assessed against the following criteria, in line with the Warwickshire Draft Waste Core Strategy 2011:

- visual intrusion, noise, illumination, odour, dust, and emissions (to air, water or soil);
- measures to protect and enhance ecological, geological, archaeological and other historic assets;

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- site design - including location, design and size of buildings or structures;
- landscaping, protection/provision of vegetation, flood prevention and sustainable drainage systems; and
- measures for the restoration of the site to a beneficial after use.

Sustainability Appraisal Implications

6.3.2 The high level assessment has concluded that the policy on managing waste fares favourably against the SA Objectives with the majority being assessed as either having a positive or neutral affect. The high level assessment has concluded that the policy on managing waste fares favourably against the SA Objectives with the majority being assessed as either having a positive or neutral affect. The policy seeks to minimise and manage waste during construction phases of development. New development will provide dedicated on site storage of waste and recycling material. The policy seeks to address waste at source and could also lead to biodiversity improvements, especially if it involves providing garden space.

Explanation

6.3.3 Stratford-on-Avon District Council is a part of the Warwickshire Waste Partnership. As a partner the District Council is committed to moving away from landfill to more sustainable methods of waste management, including Energy from Waste options. In comparison with national and regional averages, recycling rates in the District are very favourable with 59% of waste being recycled or composted in 2008/09, an increase from 43% in 2007/08. In addition, waste collected per household has decreased since 2007/08 from 583kg to 403kg in 2009/10.

6.3.4 There are four Household Waste and Recycling Centres in the District which are managed by Warwickshire County Council and these are located at:

- Brailes Road, Shipston-on-Stour
- Burton Farm, Bishopton
- Rugby Road, Stockton
- Loxley Road, Wellesbourne.

In addition Stratford-on-Avon District Council also manages seven smaller recycling centres in the District.

6.3.5 The Warwickshire Municipal Waste Strategy, adopted in 2005, provides the framework for managing waste until 2020 and the local authorities within the county have been set challenging targets to increase the amount of waste material that is recycled and composted, rather than sent to landfill. The Warwickshire Climate Change Strategy 2006 aims to reduce greenhouse gas emissions through better waste management, including waste minimisation and increased recycling and more efficient use of resources.

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- 6.3.6 In addition, the draft Warwickshire 'Waste Core Strategy: Preferred Options 2011', when adopted, will set out the strategic approach to waste issues in the District. The draft document seeks to promote sustainable development and prioritise waste management in the following order:
- Reduce
 - Re-use
 - Recycle and compost
 - Energy recovery
 - Disposal.
- 6.3.7 The document also seeks to enable sufficient and timely provision of waste management facilities whilst taking into account the potential adverse effects associated with the provision of facilities on local communities, the environment, climate change and the transport network. Although the County Council is the Waste Planning Authority, there may be a need to deliver waste management infrastructure in the District and new facilities need to be integrated into land uses proposed in the draft Core Strategy.
- 6.3.8 At a national level, Planning Policy Statement 1 and 10 seek to promote sustainable development through the planning process, including protecting human health and the environment by producing less waste and by using waste as a resource wherever possible. By encouraging more sustainable waste management the policies aim to break the link between economic growth and the environmental impact of waste. The draft NPPF does not contain specific waste policies, since national waste planning policy will be published alongside the National Waste Management Plan for England.
- 6.3.9 The District Council is keen to support the national objectives stated above and also, to align the draft Core Strategy with the policy development underway at a County level to prepare the Waste Core Strategy. In addition, a number of Town and Parish Plans produced by local communities in the District are keen to increase recycling opportunities in their local area and to promote a cleaner, greener environment and sustainable waste management.
- 6.3.10 The draft Core Strategy therefore has an important role in delivering sustainable waste management not only through the development of appropriate strategies for growth, regeneration and the prudent use of resources but also, by providing sufficient opportunities for new waste management facilities of the right type, in the right place and at the right time.

Key Drivers

- Policy PR.5 Local Plan Review 1996-2011
- Warwickshire Municipal Waste Strategy (2005)
- Warwickshire Climate Change Strategy (2006)
- Warwickshire County Council 'Draft Waste Core Strategy – Preferred Options' (2011)
- Planning Policy Statement 1: Delivering Sustainable Development (2005)
- Planning Policy Statement 1 Supplement: Planning and Climate Change (2007)
- Planning Policy Statement 10: Planning for Sustainable Waste Management (2011)
- Draft National Planning Policy Framework (2011)

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- Site Waste Management Plan Regulations (2008)
- DTI Draft Strategy for Sustainable Construction (2006)
- EC Sixth Environmental Action Programme 2002-2012 (2002)
- EC Waste Framework Directive (1975, updated 2006)
- EC Landfill Directive (1999)
- Cabinet Office 'Waste Not, Want Not, A Strategy for tackling the waste problem' (2002)
- DEFRA Waste and Emissions Trading Act (2003)
- DEFRA Waste Strategy for England (2007)
- Midlands Regional Waste Strategy (2001)
- Summary Report – Consultation Core Strategy Responses (2011)
- Town and Parish Plans – including Alcester, Avon Dassett, Beaudesert and Henley-in-Arden, Bidford-on-Avon, Brailes and Winderton, Combroke, Coughton, Exhall and Temple Grafton, Fenny Compton, Great Alne, Harbury, Ilmington, Kineton, Ladbroke, Lighthorne Heath, Long Compton, Long Itchington, Long Marston, Loxley, Luddington, Morton Morrell, Napton-on-the-Hill, Newbold Pacey and Ashorne, Priors Marston,, Ratley and Upton, Shipston-on-Stour, Snitterfield, Southam, Stockton, Studley, Stretton-on-Fosse, Tysoe and Warmington, Welford-on-Avon, Wellesbourne & Walton, Whichford & Ascott, Wilmcote & Pathlow, Wootton Wawen.

Development Management Considerations

- (1) Ensure planning applications for developments with a cost of £300,000 or over are accompanied by a Waste Management Plan.
- (2) Assess the design of new development to ensure there are dedicated on-site storage space for waste, recycling material and communal composting.
- (3) Assess the proposed garden size to ensure there is space for home composting.
- (4) Use a planning condition to ensure bins for waste collection are provided to serve new development.
- (5) Ensure the assessment of applications for new Waste Management facilities against the policies of the draft plan to determine whether there would be an adverse impact upon the local community and the local environs, including the natural and historic environment.

Delivery and Monitoring

- 6.3.11 Monitoring of delivery of this policy will be undertaken by assessing planning applications for development to see whether they meet the criteria set out in this Policy.
- 6.3.12 This policy is also linked to the Stratford-on-Avon District's sustainability objective to reduce waste generation and disposal, and achieve the sustainable management.
- 6.3.13 The Policy will be monitored by Warwickshire County Council through the assessment and determination of planning applications for waste management facilities.

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Consultation Questions

Q22 – Does the draft policy support sustainable waste management in new developments? If not, what changes would you suggest?

Q23 – Does the draft policy help determine applications for new Waste Management facilities in the District and consider sufficiently the potential adverse impacts of providing these facilities. If not, what changes would you suggest?

Q24 – Are there any other points the draft policy should address?

Q25 – Is there any other evidence that the District Council should be considering to help the development of this draft policy?

Q26 – Do you have any further suggestions for monitoring the delivery of this draft policy?

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6.4 Minerals

Strategic Objective

6.4.1 This policy relates to Strategic Objective 1 – *Planning to meet the challenges of Climate Change*.

Policy CS 5

Minerals

A. Safeguarding

The sustainable use of the District's resources will be supported. Development of land which has been identified as containing important mineral reserves should be avoided and safeguarded to prevent resources being sterilised for future users.

The following areas will be safeguarded from other forms of development to preserve their mineral deposits for possible future extraction:

1. Land at Millers Bank, Broom Lane
2. Alveston Pastures
3. Southam – extension to the existing quarry
4. Land at Berry Coppice, Dunnington, adjacent to B4088
5. Land North of Broom Lane
6. Land east of A46 Broom
7. Atherstone-on-Stour Airfield
8. Spiers Farm, Southam
9. West of Dry Hill Quarry, Hornton
10. Hampton Lucy
11. Hunscombe

A buffer of 250m for all mineral resources which do not require blasting, and 500m for those that require blasting, will be maintained to safeguard the mineral resource from proximal development.

For locations other than those listed, it will be necessary to demonstrate that development will not adversely impact upon potential mineral reserves of importance as defined in Warwickshire County Council's Minerals Safeguarding Areas.

B. Applications for Minerals Extraction

Development proposals for mineral extraction which would result in unacceptable harm to the natural or historic environment or human health will not be permitted. All development proposals for mineral extraction will be determined in accordance with the Warwickshire Minerals Core Strategy - Revised Spatial Options 2009 or its replacement.

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C. Opportunities for Restoration

The District Council will expect all applications for the restoration schemes of former mineral extraction sites to be carried out to the highest environmental standards. All development proposals for such restoration schemes will be determined in accordance with the Warwickshire County Council's Warwickshire Minerals Core Strategy - Revised Spatial Options 2009 or its replacement.

Sustainability Appraisal Implications

6.4.2 The high level assessment shows that the majority of SA objectives will not be affected by this policy. SA Objective 8 will be positively supported by the policy.

Explanation

- 6.4.3 Minerals are an important national resource, and Warwickshire, including Stratford-on-Avon District, is expected to significantly contribute towards meeting the national demand for minerals. The county produced 1.2 tonnes of sand and gravel in 2007, which equates to 12% of the West Midlands' supply.
- 6.4.4 Historically Stratford-on-Avon District has produced a range of minerals including ironstone, gravel and sand, and crushed rock. However, the mineral resources currently in demand in the District are mainly in the form of sand and gravel (aggregates) along the main river valleys. The main use of these materials is now for aggregate in construction, and the demand is primarily from development areas and infrastructure projects. The Jurassic Lias limestones, clays and shales near Southam are also valuable for producing cement. Quarries producing local building stone in the district have largely closed, creating issues relating to repairing local buildings and retaining local distinctiveness.
- 6.4.5 The 'Warwickshire Minerals Core Strategy: Revised Spatial Options 2009' identifies important mineral resources in the District. These mineral resources need to be assessed and possibly safeguarded, if they are affected by development proposals. The document has identified eleven strategic sites in the District with a potential for future extraction which are listed in the draft policy above.
- 6.4.6 Planning Policy Statement 12 refers to mineral safeguarding and advises that District Local Planning Authorities should include on their Proposals Map, minerals and waste matters, including safeguarding areas. Minerals Safeguarding Areas comprise areas of known mineral resources which have sufficient economic and conservation value to warrant protection for future generations.
- 6.4.7 The draft National Planning Policy Framework also states that it is important to secure an adequate and steady supply of indigenous minerals needed to support sustainable growth, whilst encouraging the recycling of suitable materials to minimise the requirement of new primary extraction, and to facilitate the sustainable use of energy minerals.
- 6.4.8 The District Council is keen to support the national objectives stated above and also, to align the draft Core Strategy with the policy development under way at a County level to prepare the Minerals Core Strategy. The District Council also recognises the potential impact of minerals extraction upon the local community, the natural environment and the historic

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environment and seeks to assess planning applications for minerals extraction in line with Policy CS 25 Countryside and other relevant draft policies such as Policy CS 8 AONB, Policy CS 10 Landscape and Policy CS 12 Heritage Assets of this draft plan.

- 6.4.9 In addition, the draft Core Strategy seeks to maximise the opportunity to use former minerals sites for landscape and biodiversity/geodiversity led restoration, recognising the benefits that restoration can bring in terms of the protection of natural assets as well as providing a leisure and recreation resource for the local community.

Key Drivers

- Policy CS 20: Draft Core Strategy (2008)
- Policy CS 10: Draft Core Strategy (2010)
- Warwickshire County Council 'Minerals Core Strategy: Revised Spatial Options' (2009)
- Minerals Safeguarding Areas for Warwickshire (2009)
- Planning Policy Statement 1: Delivering Sustainable Development (2005)
- Minerals Policy Statement 1: Planning and Minerals (2006)
- Planning Policy Statement 12: Local Spatial Planning (2008)
- Draft National Planning Policy Framework (2011)
- Summary Report - Consultation Core Strategy Responses (2011)

Development Management Considerations

- (1) Assessment of all planning applications to determine whether they adversely affect the safeguarding of the Minerals Safeguarding Areas and the eleven strategic sites listed above.
- (2) Assessment of applications for minerals extraction against the policies of the draft plan to determine whether there would be an adverse impact upon the local community and the local environs, including the natural and historic environment.
- (3) Maximise opportunities to restore former sites of mineral extraction where there would be benefits to the local community, the landscape and the natural and historic environment.
- (4) Where applications for development could sterilise mineral resources, developers should provide a mineral assessment. Proposals which would sterilise proven mineral reserves would then either be recommended for refusal by the MPA or the viability of prior extraction will be assessed.

Delivery and Monitoring

- 6.4.10 Monitoring delivery of this policy will be undertaken by assessing planning applications for development to see whether they meet the criteria set out in this Policy.
- 6.4.11 This policy is also linked to the Stratford-on-Avon District's Sustainability Objective to reduce waste generation and disposal, and achieve the sustainable management.

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6.4.12 The Policy will be delivered by Warwickshire County Council through the assessment and determination of planning applications for waste management facilities. The areas of land with potential for minerals use sterilised, and the number of planning applications on areas of mineral safeguarding, which have been granted or refused may be monitored. The number of completed site restoration schemes.

Consultation Questions

Q27 – Does the draft policy sufficiently safeguard mineral resources for future minerals extraction in the District? If not, what changes would you suggest?

Q28 – Does the draft policy help determine applications for minerals extraction and consider sufficiently the potential impacts of mineral extraction? If not, what changes would you suggest?

Q29 – Does the draft policy help encourage the restoration of former minerals extraction sites? If not, what changes would you suggest?

Q30 – Are there any other points the draft policy should address?

Q31 – Is there any other evidence that the District Council should be considering to help the development of this draft policy?

Q32 – Do you have any further suggestions for monitoring the delivery of this draft policy?

Section 7 – District Designations

7.1 Green Belt

Strategic Objective

7.1.1 This policy relates to Strategic Objective 2 – *Planning to protect the character of settlements and the countryside.*

Policy CS 6

Green Belt

The purposes of the Green Belt will be upheld by resisting inappropriate development within it, except in cases where very special circumstances are justified, in accordance with the provisions of Planning Policy Statement 2 (PPG2) or any replacement national policy.

The principle of the following forms of development in the Green Belt will be acceptable:

- (a) A small-scale housing scheme within or adjacent to a Local Service Village, in accordance with Policy CS25 Countryside, subject to its impact on the openness and character of the area being minimal.
- (b) A small-scale development which meets a housing, employment or other need identified by a local community, in accordance with Policy CS25 Countryside, subject to its impact on the openness and character of the area being minimal.
- (c) A small-scale extension to or replacement of an existing building for a similar use, as long as the extended or new building does not have a more harmful effect on the openness and character of the area.
- (d) The limited infilling, redevelopment or change of use of an existing previously developed ('brownfield') site, subject to it not having a greater impact on the openness and character of the area. The proposed form of development should be consistent with the overall development strategy for the District.
- (e) The construction of new buildings and the carrying out of activities defined in PPG2, or any replacement national policy, as not being inappropriate development in the Green Belt.

Sustainability Appraisal Implications

7.1.2 The high level assessment shows this policy has a positive relationship with the SA objectives, graded as being positive or neutral. Through the protection of green belt this policy will also aid in the protection of the wider countryside including agricultural land, habitats and biodiversity and help preserve the rural landscape character of the district. Within the wider countryside and especially on the urban fringe of settlements this policy could also positively support the protection and enhancement of areas of historical significance including archaeological remains.

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Explanation

- 7.1.3 The fundamental aim of Green Belt policy, as set out in Planning Policy Guidance Note 2 Green Belts (1995), and proposed to be carried forward into the National Planning Policy Framework, is to prevent urban sprawl. The essential characteristics of Green Belts are their openness and their permanence. Once established, Green Belt boundaries should be altered only in exceptional circumstances.
- 7.1.4 The West Midlands Green Belt wraps around Birmingham, the Black Country and Coventry and extends to a ring of towns beyond the conurbation. Within Stratford-on-Avon District it stretches from the northern edge of Stratford-upon-Avon, along the A46 westwards and the A439 eastwards up to the District boundary with Redditch (apart from small areas of land to the west of Mappleborough Green), Bromsgrove, Solihull and Warwick. The settlements of Alcester, Henley and Studley are excluded from the Green Belt.
- 7.1.5 There are no reasons for extending the area covered by the Green Belt within Stratford-on-Avon District. The current extent of the approved Green Belt has been established since 1975 and complies with the purposes of including land within it as set out in PPG2 (para.1.5).
- 7.1.6 Likewise, there is no justification for making a significant reduction to the current extent of the approved Green Belt. However, a number of specific instances have been identified where 'exceptional circumstances' for removing land from the Green Belt may apply. These are set out below:

1. Land to the north of Arden Road, Alcester

Exceptional Circumstances:

Further employment land is required to meet the town's needs. This has been recommended in the Employment Land Study. The Alcester Town Plan also identified a need for business expansion and the release of this land has local support. No suitable land outside the Green Belt for this scale of employment development to meet the needs of Alcester has been identified. While 5 hectares of adjacent land is available outside the Green Belt, an access off the northern end of Kinwarton Farm Road would be required to avoid crossing the land within the Green Belt. However, this would be both substandard and inconvenient. Development would provide the opportunity for substantial landscaping to improve the visual impact of the industrial area from the surrounding countryside to the north which lies in the Green Belt.

2. Land to the west of Bear Lane, Henley-in-Arden

Exceptional Circumstances:

Henley-in-Arden is inset within the Green Belt. On that basis, there are no alternative areas of land for development adjacent to the urban area that are outside the Green Belt. Development on this site should provide a comprehensive scheme meeting several local aspirations including employment opportunities, open space, vehicle access to allotments, and improved station car parking and access. This is a relatively enclosed site with only limited impact on the character and openness of the Green Belt in this area.

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3. Gorcott Hill, north of Mappleborough Green

Exceptional Circumstances:

An area of land to the north of the A4023 and to the west of the A435 should be assessed for its suitability for employment development. It abuts land in Bromsgrove District that has been identified as an extension to the existing Ravensbank Industrial Estate. As such, there may be scope for a further extension of such a development into Stratford District. However, the amount of land that is suitable for development is likely to be restricted by the attractive nature of the landscape and the setting of the listed Gorcott Hall to the north.

4. West of Birmingham Road and north of A46, Bishopton, Stratford-upon-Avon

Exceptional Circumstances:

The Employment Land Study produced for the District Council as part of its evidence base for the Local Development Framework, recommended that an additional 5-10 hectares of land be allocated for Class B1 employment uses at Stratford-upon-Avon. It specified that at least five hectares should take the form of a business park and that the best location for this would be close to the A46 and the proposed Stratford Parkway Station. Due to the nature of the land and existing uses south of the A46 there is no scope to develop such a business park south of the A46 in the vicinity of the Parkway Station. Detailed assessment will need to be carried out in conjunction with the County Highway Authority and the Highways Agency to establish whether a suitable access can be provided off the A3400 Birmingham Road and that traffic flows on the A46(T), particularly at Bishopton Island, would not be impaired. A pedestrian underpass of the A46 would also need to be provided.

- 7.1.7 If small-scale development is to be supported in villages that lie within the Green Belt, consideration should be given to defining boundaries for each one to 'inset' them from the Green Belt. Such development would then be expected to take place within those boundaries. Conversely, the approach taken in the current District Local Plan could be retained whereby no boundaries are defined and small-scale development to meet a need identified by a community may be appropriate within or adjacent to the settlement.
- 7.1.8 Any detailed changes to Green Belt boundaries will be defined in the Site Allocations Development Plan Document.
- 7.1.9 The Draft NPPF proposes a change of approach to PPG2 regarding previously developed sites in the Green Belt. It does not refer to local plans identifying 'major existing developed sites' for specific treatment. Instead, it supports in principle the limited infilling, or the partial or complete redevelopment of any previously developed site, whether redundant or in continuing use (para. 144). This approach is taken forward in the Core Strategy, although it will be necessary to assess any proposal affecting such a site as to whether it is consistent with the overall development strategy.

Key Drivers

- Planning Policy Guidance Note 2: Green Belts (1995)
- Draft National Planning Policy Framework (2011)
- Study into the Growth Implications of Redditch (2009)

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Development Management Considerations

- (1) It is intended to drop the 30% maximum threshold (from paragraph 3.3.4 of the Local Plan Review) relating to the scale of house extensions and replacement dwellings in the Green Belt. Instead, the extension to or replacement of any existing building situated within the Green Belt should not cause demonstrable harm to the open character of the local area. In this respect, every scheme will raise specific issues and require a thorough assessment of its impact.
- (2) Proposals for the limited infilling or redevelopment or the change of use of an existing employment site in the Green Belt should seek to secure alternative forms of employment uses in order provide jobs and support the rural economy. Other uses may be appropriate but it is necessary to ensure that policies regarding the location of development are applied to an individual case.

Monitoring and Delivery

7.1.10 Monitoring of delivery of this policy will be undertaken by assessing planning applications for development to see whether they meet the criteria set out in this Policy.

7.1.11 Monitoring of this policy will use the following indicator:

- Number of applications granted planning permission despite being defined as 'inappropriate development' in the Green Belt. This could be expressed as a proportion of all decisions on relevant applications in the Green Belt.

These decisions are likely to be exceptions and it may be appropriate to list them in monitoring reports and explain the reason for the decision.

Consultation Questions

Q33 - Will the policy provide sufficient protection to the character and openness of the Green Belt?

Q34 - Is it appropriate to provide scope for small-scale development in villages that lie within the Green Belt?

Q35 - Should boundaries be defined for villages where development is proposed in order to 'inset' them in the Green Belt?

Q36 - Is it appropriate to drop the current 30% threshold which sets an upper limit on the size of dwelling extensions or replacements in the Green Belt?

Q37 - Are there any other points the draft policy should address?

Q38 - Is there any other evidence that the District Council should be considering to help the development of this draft policy?

Q39 - Do you have any further suggestions for monitoring the delivery of this draft policy?

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7.2 Areas of Restraint

Strategic Objective

- 7.2.1 This policy relates to Strategic Objective 2 – *Planning to protect the character of settlements and the countryside.*

Policy CS 7

Areas of Restraint

Within a designated Area of Restraint development must not harm or threaten its open nature which makes an important contribution to the character of the settlement, taking into account any possible cumulative effects.

Specific circumstances will need to apply for substantial forms of development to be supported, including a clear demonstration that no alternative site outside an Area of Restraint would be feasible.

Sustainability Appraisal Implications

- 7.2.2 The high level assessment shows that overall this is a positive policy with SA objective aspirations either being affected in a neutral or positive way. Through designating areas of restraint in order to preserve the character of a settlement, this policy will also help to preserve archaeological features and areas of ecological significance. Many of the areas which would need preserving within or on the edge of a settlement are often important habitats and ecologically significant features, such as river corridors. This policy, through designating areas of restraint, will positively support multiple SA objectives, such as flood alleviation, protecting natural resources and community wellbeing.

Explanation

- 7.2.3 While there is no overt reference in national planning policy guidance to such a designation, it recognises the importance of countryside around urban areas and its use by local people. Whilst Planning Policy Statement 7: Sustainable Development in Rural Areas protects open countryside, it is debatable whether this is always sufficient to protect small areas of sensitive land such as river valley corridors on the fringes of a settlement which may be under particular development pressure.
- 7.2.4 Areas of Restraint are not considered to be local landscape designations. They apply to relatively small areas within or adjacent to settlements and their overriding purpose is to protect the inherently open character of a particular area because of the valuable contribution it makes to the character of the settlement. This may take the form of significant areas of open space within the urban area or a physical feature which is important in establishing its setting.

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7.2.5 The District Local Plan Review designated a number of Areas of Restraint in and around Stratford-upon-Avon and certain Main Rural Centres. The current boundaries to these areas are identified on the Proposals Map in the Local Plan. However, these boundaries will be reassessed as part of preparing the Site Allocations Development Plan Document. The existing and proposed Areas of Restraint are as follows:

- Alcester
- Bidford-on-Avon
- Kineton (proposed)
- Southam
- Shipston-on-Stour
- Stratford-upon-Avon
- Wellesbourne.

7.2.6 The District Council believes their purpose remains valid and intends to carry them forward into the Local Development Framework. This has been upheld by the Landscape Sensitivity Study produced in 2011, which concluded that they are worthy of protection as they contribute strongly to settlement character. The existing Areas of Restraint are generally considered to be justifiable with some minor adjustments and additions to help guide development form.

7.2.7 An additional Area of Restraint is proposed for land on the southern edge of Kineton which, though essentially rural in character, merits the same approach as other settlements in protecting the River Dene valley between it and the separate village of Little Kineton.

7.2.8 It is not intended to restrict all forms of development within Areas of Restraint. There is a wide range of activity supported by each of them, mainly of an agricultural or recreational nature. It is reasonable to allow these uses to be maintained and to take account of their needs. On that basis, various forms of development may be appropriate, including limited extension or alteration to existing buildings, buildings related to existing or proposed outdoor sport and recreation facilities, cemeteries, allotments, farm diversification schemes and small-scale additions to existing groups of farm buildings.

7.2.9 Circumstances may arise whereby proposals in Areas of Restraint for more substantial forms of development need to be considered. Support will only be given where a proposal would have demonstrable benefits and contribute significantly to meeting the objectives of the Core Strategy. It will also need to be demonstrated that no alternative site outside the Area of Restraint would be feasible for the proposed development.

Key Drivers

- Planning Policy Statement 1: Delivering Sustainable Development (2005)
- Draft National Planning Policy Framework (2011)
- Landscape Sensitivity Study (2011)

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Development Management Considerations

- (1) Support for a large-scale form of development in an Area of Restraint will only be given where a proposal would have demonstrable benefits and contribute significantly to meeting an objective of the Core Strategy.

Delivery and Monitoring

7.2.10 Monitoring of delivery of this policy will be undertaken by assessing planning applications for development to see whether they meet the criteria set out in this Policy.

7.2.11 In terms of sustainability indicators, development in Areas of Restraint should be assessed as to whether it safeguards and enhances the character of the landscape or townscape.

7.2.12 Relevant planning applications granted in Areas of Restraint are likely to be exceptions and it may be appropriate to list them in monitoring reports and explain the reason for the decision.

Consultation Questions

Q40 - Is the principle of designating Areas of Restraint still justified?

Q41 - Are the existing Areas of Restraint as defined in the District Local Plan Review still appropriate?

Q42 - Should the boundary of any existing Area of Restraint be amended in any way?

Q43 - Is it appropriate to designate a new Area of Restraint between Kington and Little Kington along the valley of the River Dene?

Q44 - Are there any other points the draft policy should address?

Q45 - Is there any other evidence that the District Council should be considering to help the development of this draft policy?

Q46 - Do you have any further suggestions for monitoring the delivery of this draft policy?

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7.3 Cotswolds Area of Outstanding Natural Beauty

Strategic Objective

7.3.1 This policy relates to Strategic Objective 2 – *Planning to protect the character of settlements and the countryside.*

Policy CS 8

Cotswolds Area of Outstanding Natural Beauty

Development proposals should conserve and enhance the special qualities of that part of the Cotswolds AONB that lies within the District and be consistent with the policies set out in the Cotswolds AONB Management Plan. The same principles apply to proposals outside the AONB which could have an adverse impact on its character and setting.

In determining planning applications in the AONB, the District Council will work closely with the Cotswolds Conservation Board and will pay particular attention to the following issues:

- The setting of the AONB
- The keeping of horses
- Tranquillity and dark skies
- Biodiversity
- Housing and development
- Affordable housing
- Minerals and waste
- Renewable energy
- Transport.

Those parts of the AONB that lie within the District are defined as 'tranquil areas' within which the minimisation of noise, traffic congestion and light pollution is a priority.

In line with national policy, large scale development will be resisted. Small-scale schemes in accordance with Policy CS 25 Countryside and Villages, are appropriate but should not undermine the historic or built character, local distinctiveness or landscape quality of the AONB.

Sustainability Appraisal Implications

7.3.2 Overall the high level assessment shows this policy to be positive with all SA objectives being positive or neutral in terms of impact. Through seeking to enhance the character and natural beauty of the Cotswold AONB the policy will also contribute to enhancing biodiversity and landscape and could aid in the protection of key habitats and areas of historical significance. The policy could also have positive implications in

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terms of air pollution through seeking to minimise traffic congestion, providing these involve promoting sustainable modes of transport.

Explanation

- 7.3.3 Nationally designated areas, including Areas of Outstanding Natural Beauty (AONB), have been confirmed by the Government as having the highest status of protection in relation to landscape and scenic beauty. The conservation of the natural beauty of the landscape and countryside should therefore be given great weight in planning policies and development control decisions in these areas.
- 7.3.4 The Draft National Planning Policy Framework makes it clear that planning permission should be refused for major developments in designated areas such as AONB's, other than in exceptional circumstances where it can be demonstrated that it is in the wider public interest for a scheme to take place in such a location.
- 7.3.5 That part of Stratford-on-Avon District lying within the Cotswolds AONB requires specific protection. It includes most of the southern fringes of the District between Upper Quinton in the west and Warmington in the east. The Local Development Framework process does not provide an opportunity to revise the AONB boundaries as they are determined by the Government through a separate process.
- 7.3.6 The Cotswolds AONB Management Plan has been prepared by the Cotswolds Conservation Board and currently covers the period 2008-13. In December 2008 the District Council resolved to support the implementation of the Management Plan and endorsed the latter as supplementary guidance. Again, the LDF is not the means by which the Management Plan can be amended.
- 7.3.7 The Management Plan sets out five main objectives for conserving and enhancing the AONB as follows:
- (1) National policy continues to support the range of benefits provided by the Cotswolds. These cannot be achieved through the market economy alone.
 - (2) The viability of farming and of livestock and dairy farming in particular is maintained and thereby the retention of grazing animals to enable farming to continue its vital role in managing the grassland landscapes of the Cotswolds.
 - (3) The resilience of the Cotswold landscape, habitats and water environment to the effects of climate change is increased, through landscape scale restoration, and the re-linking and management of habitats.
 - (4) All major management decisions take account of the interdependence of different aspects of the environment and their contribution to public understanding and enjoyment.
 - (5) Employment and housing is provided, particularly for those involved in the promotion and care of the landscape, as part of a buoyant rural economy and viable communities.
- 7.3.8 In assessing proposals for development within the AONB, the District Planning Authority will take a broad view of factors which contribute to 'natural beauty'. The landscape of the Cotswolds has evolved over many

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centuries and clearly shows the influence of human endeavour. The latter has given rise to many typical Cotswold characteristics such as dry stone walls, stone buildings and historic monuments. The role which the built environment and historic heritage has had in shaping the Cotswolds landscape will be taken into account when considering development proposals, in addition to the contribution of natural features.

Key Drivers

- Planning Policy Statement 7: Sustainable Development in Rural Areas (2004)
- Draft National Planning Policy Framework (2011)
- Cotswold AONB Management Plan 2008–2013 - Cotswolds Conservation Board (2008)
- Cotswolds AONB Conservation Board Position Statements (as per bulleted list in the policy - various dates)
- Cotswolds AONB Landscape Character Assessment (2003)
- Local Distinctiveness and Landscape Change - Cotswolds AONB Partnership (2002)
- Local Distinctiveness Guide – Cotswolds AONB Conservation Board (2004)

Development Management Considerations

- (1) Small-scale sport and recreation facilities may be acceptable within the AONB. New buildings associated with such uses will only be acceptable where the position, shape, size and height of the building would not harm the special character of the AONB.

Monitoring and Delivery

7.3.9 Monitoring of delivery of this policy will be undertaken by assessing planning applications for development to see whether they meet the criteria set out in this Policy.

7.3.10 Monitoring of this policy will use the following indicator:

- Number of applications granted planning permission despite being considered to be inappropriate in the AONB or which would affect its character and setting. This could be expressed as a proportion of all decisions on relevant applications in the AONB.

These decisions are likely to be exceptions and it may be appropriate to list them in monitoring reports and explain the reason for the decision.

Consultation Questions

Q47 - Should the draft policy provide additional guidance on how development will be controlled within the Cotswolds AONB?

Q48 - Is it appropriate to allow small-scale development in the AONB or should greater restrictions be applied?

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Q49 - Are there any other points the draft policy should address?

Q50 - Is there any other evidence that the District Council should be considering to help the development of this draft policy?

Q51 - Do you have any further suggestions for monitoring the delivery of this draft policy?

Section 7 – District Designations

7.4 Vale of Evesham Control Zone

Strategic Objective

7.4.1 This policy relates to Strategic Objective 8 – *Planning to increase the use of sustainable transport.*

Policy CS 9

Vale of Evesham Control Zone

Within the Vale of Evesham Control Zone business-related proposals which would result in a 5% or more increase in Heavy Goods Vehicles traffic will need to demonstrate the following:

- (a) the economic benefits, particularly to the local community, outweigh the impact of the increase in HGV traffic;
- (b) the proposal cannot be accommodated on a site with better access to the Heavy Goods Vehicles Route Network defined by Warwickshire County Council; and
- (c) the supply and distribution routes proposed to serve the development are the most appropriate with regard to amenity impacts on local communities.

Sustainability Appraisal Implications

7.4.2 HGV movements across Stratford-on-Avon and through the wider areas of the vale, which includes parts of Gloucestershire and Worcestershire, have been identified in association with potential adverse effects on a range of factors. These include, but are not limited to, rural tranquillity and expanded carbon footprints. Associated with rural tranquillity are the sustainability topics of landscape, biodiversity, and noise. Increased HGV volumes are likely to carry potential negative effects. The magnitude and frequency of effect is difficult to quantify without detailed facts and figures.

Explanation

7.4.3 Planning Policy Guidance Note 13: Transport makes it clear that local authorities should seek to ensure that development generating substantial freight movements is located away from residential areas. It is appropriate to apply this principle to rural communities.

7.4.4 The Vale of Evesham covers a substantial geographical area within Stratford-on-Avon, Cotswold and Wychavon Districts and has a traditional association with agriculture, horticulture and market gardening. The Vale is also home to a number of former military bases and airfields where redevelopment for employment uses, especially storage and distribution, has occurred on a large scale. The various employment uses have led to significant growth in the numbers of heavy goods vehicles (HGVs) passing through the area. The resultant intrusion is a major concern to the communities affected by the lorry routes.

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- 7.4.5 There is no specific reference in the Local Transport Plan to the Vale of Evesham Control Zone. However, the Sustainable Freight Distribution Strategy seeks to encourage the road haulage industry to use the agreed best available routes for heavy goods vehicles travelling within and through Warwickshire.
- 7.4.6 Wychavon District Council, in conjunction with Malvern Hills District Council and Worcester City Council, is preparing the South Worcestershire Development Plan. The three Councils have recently published a Draft Preferred Options Document. There is an intention to retain the Vale of Evesham Heavy Goods Vehicle Control Zone and a policy specifying the requirements attached to the Zone. The Preferred Options Document states that to be fully effective a similar policy needs to be implemented in the neighbouring districts of Cotswold and Stratford-on-Avon. It is understood that Cotswold District Council also intends to include a policy on this topic in its Core Strategy.
- 7.4.7 The policy seeks to control the extent to which new development or the expansion of existing businesses generates additional HGV movements in the Vale area. In general, employment proposals which can demonstrate that only a very modest increase in HGV movement would be generated will be acceptable where they are consistent with other policies in the Plan.
- 7.4.8 Where a proposal would result in a significant increase in HGV movements, it will be supported only if it can be demonstrated that the reasons for the proposal, such as economic benefits to the local economy, outweigh the impact of the increase in traffic. Increases of more than 5% may be acceptable where proposals are small-scale and the impact of additional HGV traffic would be of no consequence.
- 7.4.9 In 2001 the District Council, along with the neighbouring Districts of Cotswold and Wychavon, adopted supplementary planning guidance entitled 'Lorries in the Vale of Evesham'. The SPG provides further guidance on the information which will be required to be submitted as part of any application for business development that would potentially generate HGV movements in the area.

Key Drivers

- Warwickshire County Council traffic counts
- Parish Councils, including Welford-on-Avon and Long Marston
- Stratford-on-Avon District Corporate Strategy (2011)
- Stratford-on-Avon District Sustainable Community Strategy (2009)
- Warwickshire County Council Local Transport Plan LTP3 2011-2026 (2011)
- Lorries in the Vale of Evesham SPG – (2001)
- Planning Policy Guidance 13: Transport (2011)
- Draft National Planning Policy Framework (2011)
- Welford Parish Plan (2007)
- Parish Council Workshops (2011)
- Policy COM.11A - Local Plan Review (2006)

Development Management Considerations

- (1) The extent of the Vale of Evesham Control Zone is defined on the Proposals Map in the Stratford-on-Avon District Local Plan Review.

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- (2) For the purposes of this policy a Heavy Goods Vehicle is classed as a lorry over 7.5 tonnes maximum gross weight.

Delivery and Monitoring

- 7.4.9 Policy will be delivered and monitored by the assessment and decision on relevant planning applications which would generate significant HGV movements affecting the Vale of Evesham Control Zone.
- 7.4.10 Limiting HGV traffic flows is also relevant to sustainability indicators of reducing carbon footprint, improving air quality and improving road safety.
- 7.4.11 Decisions to grant relevant applications are likely to be exceptions and it may be appropriate to list them in monitoring reports and explain the reason for the decision.

Consultation Questions

Q52 - Is it still appropriate to operate a policy to restrict development in the Vale of Evesham that generates heavy vehicle movements?

Q53 - Are there any other points the draft policy should address?

Q54 - Is there any other evidence that the District Council should be considering to help the development of this draft policy?

Q55 - Do you have any further suggestions for monitoring the delivery of this draft policy?

Section 8 – District Assets

8.1 Landscape

Strategic Objective

- 8.1.1 This policy relates to Strategic Objective 2 – *Planning to protect the character of settlements and the countryside* and Strategic Objective 3 – *Planning to protect the District's heritage and distinctiveness*.

Policy CS 10

Landscape

A. Landscape Character and Enhancement

Development should have regard to the local distinctiveness and historic character of the District's different landscapes.

Development should protect landscape character and avoid detrimental effects on patterns and features which make a significant contribution to the character, history and setting of a settlement or area.

Wherever possible, measures should be incorporated into development schemes to enhance the landscape character of the locality.

B. Visual Impacts

Proposals for development should include an assessment of the likely visual impacts of the development on the local landscape or townscape, and the site's immediate setting. Applications for major developments should be accompanied by a full Landscape and Visual Impact Assessment.

Where visual impacts are predicted, new landscaping should be incorporated to reduce the impacts and enhance the existing landscape.

C. Trees, Woodland and Hedges

Due to the quality of ancient semi-natural woodland and veteran trees in the former Forest of Arden, and their relative scarcity elsewhere in the District, the onus is on those making development proposals that affect these features to make clear how they are to be safeguarded.

Proposals that will have an impact on woodlands, hedges and trees should incorporate measures to recognise their contribution to landscape character, public amenity and biodiversity.

Where possible, proposals should enable the expansion of native woodland to help climate change adaptation by buffering and extending fragmented ancient woodlands, to promote recreation, public health and the local economy.

Sustainability Appraisal Implications

- 8.1.2 The high level assessment shows this policy is positive in relation to the SA objectives, with all policies being categorised as being positive or neutral when assessed against the SA objectives. It will lead to a positive approach to the District's landscape and important features. There is scope to strengthen the policy to maximise the sustainability performance and include provision for the restoration of landscapes that have become

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degraded or damaged by previous development. The focus on enhancement is welcome, but it would be worth adding protection and restoration into the policy to make it more robust. Strengthening policy wording to ensure no development will be permitted where it would lead to the loss or damage of ancient woodland may be appropriate.

Explanation

- 8.1.3 The Government's overall aim is to protect the countryside for the sake of its intrinsic character and beauty, the diversity of its landscapes, heritage and wildlife, the wealth of its natural resources and so it may be enjoyed by all.
- 8.1.4 While individual sites and features will need protection and management, the stewardship of the District's landscape must also be addressed at the wider scale in response to a greater appreciation of the challenges posed by climate change.
- 8.1.5 The European Landscape Convention that came into force in April 2004, promotes the protection, management and planning of European landscapes and organises European co-operation on landscape issues. The Convention advocates an approach to landscape that considers all landscapes to be important. Plans should include policies to ensure the quality of the area as a whole by defining policies for appraising, planning, developing and managing everyday or degraded landscapes, rather than merely identifying and protecting areas of special landscape quality.
- 8.1.6 In broad terms, south Warwickshire can be divided into a number of landscape character areas. Historically the Forest of Arden covered the area north of the River Avon; it was heavily wooded and still retains a high tree cover. The valleys of the Rivers Avon and Stour provide an attractive vale landscape where market gardening has been a traditional industry. Between the Avon and the Cotswolds escarpment is the Feldon area, a lowland and more open area with less tree cover and larger enclosures. In the east of the District are the Ironstone Uplands which extend into Northamptonshire.
- 8.1.7 Further details on each Character Area are set out in 'Countryside Character Volume 5: West Midlands', published by the former Countryside Agency. This includes a description of the key characteristics of each character area and the key issues that need to be addressed. More detailed profiles for these areas are being developed by Natural England.
- 8.1.8 There is a desire to protect the visual character of open landscape. The draft NPPF recognises that open landscapes should also be protected where they contain local ecological networks that contribute to the distinctiveness and character of the area. The District Council is, therefore, keen to investigate the reinstatement of the Special Landscape Areas established in the Local Plan Review 1996-2011 and is in the process of commissioning a study to inform this process. Four particular areas that will be re-assessed include:
- The Arden landscape
 - The Feldon Parklands
 - The Cotswold Scarp fringes
 - The Leam Valley.

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The draft NPPF emphasises the need to identify land which is genuinely important to protect from development, for instance because of its environmental or historic value, and this exercise will help meet this requirement.

- 8.1.9 The Warwickshire Historic Landscape Characterisation project maps the present historic character of the County's landscape. It provides a good understanding of the historic landscape resource and its capacity for change, and information from it has been used to assist in assessing the environmental impact of proposals through the development plan and planning application process. A similar study has also been undertaken in the Cotswolds AONB, including that part which falls within Stratford District.
- 8.1.10 A Landscape Sensitivity Study was produced in 2011 to form part of the LDF evidence base. The main aim of the Study was to examine the degree to which landscape within and on the edge of the main settlements of the District is sensitive to change that would arise as a result of housing or commercial development. The sensitivity assessment was based on land description units (LDUs) that were identified through the earlier County Landscape Assessment.
- 8.1.11 Overall, the study found that there is some capacity for development adjacent to the larger settlements when assessed from the perspective of landscape sensitivity, although most landscape zones [around 75% for housing and 91% for commercial development] are considered to be areas of high or high/medium sensitivity.
- 8.1.12 There are extensive areas of the District in which there is little ancient woodland left; a situation that underlines the need to conserve those areas that remain in view of their contribution to the historic character of the landscape and to biodiversity. Veteran trees are important in the same ways and there are examples in this District which are considered to be of national importance.
- 8.1.13 An independent assessment was commissioned by the Forestry Commission to examine the potential of the UK's trees and woodlands to mitigate and adapt to our changing climate. This is presented in the Read Report 'Combating Climate Change – a role for UK Forests' (2009). The key headline findings from the report included a clear need for more woodlands and the need for them to be managed wisely as an important environmental asset
- 8.1.14 The District Council wishes to encourage developers and others to take a pro-active stance on conserving these features, rather than merely describe how it might react to proposals. The same applies to other woodlands, trees and hedgerows and applicants should design schemes to make the most of these features. Designers should be aware of the important role of hedgerows in contributing to the character of the District's landscape and the way they support a great range of plants and animal species, as well as acting as wildlife corridors.

Key Drivers

- Planning Policy Statement 7: Sustainable Development in Rural Areas (2004)
- Draft National Planning Policy Framework (2011)
- The Read Report: Combating Climate Change - a role for UK Forests (2009)
- Growing Our Future – The West Midlands Forestry Framework (2004)

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- European Landscape Convention (2004)
- National Landscape Character Areas - Countryside Character Volume 5: West Midlands, published by the former Countryside Agency (1999)
- Warwickshire Historic Landscape Characterisation
- Landscape Sensitivity Study (2011)
- Countryside Design Summary
- District Design Guide (2001) (update during 2012)

Development Management Considerations

- (1) Assessment of development proposals will have regard to cumulative impact. On an individual basis some proposals may seem innocuous but they could form part of a general trend towards decline in the quality of the landscape which needs to be considered.
- (2) Applications for development should include an assessment of their likely visual impacts. For major applications, a full Landscape and Visual Impact Assessment should be submitted, which has been undertaken in accordance with national guidelines for such assessments.
- (3) All planning applications will be expected to incorporate an assessment of the impact of the individual scheme on existing trees and hedgerows and, where appropriate, show how new planting will be incorporated to mitigate impact and/or to enhance provision.

Delivery and Monitoring

- 8.1.15 Sustainability indicators relating to safeguarding and enhancing landscape character and impact of development on local landscape and townscape should be used to assess characterisation studies relating to new development.
- 8.1.16 Proposals impacting on identified trees, woodland and hedges or enabling their expansion should be reported through sustainability indicators relating to the protection, enhancement and management of biodiversity.
- 8.1.17 Relevant planning applications requiring landscaping schemes to mitigate the impact of development or add enhancement should be monitored to ensure compliance especially in areas of landscape sensitivity on the edge of settlements.
- 8.1.18 Mechanisms will be considered for monitoring landscape change as a result of development against the baselines set out through the Landscape Sensitivity Study and the Warwickshire Landscapes Guidelines.

Consultation Questions

Q56 - Does the draft policy provide sufficient guidance at a strategic level to assist in assessing the landscape impacts of development proposals?

Q57 - Should the policy provide more guidance on how development proposals should enhance the character and quality of the landscape affected?

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Q58 - Is the section of the policy on trees, woodlands and hedges appropriate or is additional guidance needed at a strategic level?

Q59 - What are your views on the potential reinstatement of the Special Landscape Areas in the District? Do you agree or disagree with their reinstatement?

Q60 - Are there any other points the draft policy should address?

Q61 - Is there any other evidence that the District Council should be considering to help the development of this draft policy?

Q62 - Do you have any further suggestions for monitoring the delivery of this draft policy?

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8.2 Natural Features

Strategic Objective

- 8.2.1 This policy relates to Strategic Objective 2 – *Planning to protect the character of settlements and the countryside* and Strategic Objective 3 – *Planning to protect the District's heritage and distinctiveness*

Policy CS 11

Natural Features

A. Biological

Development proposals should aim wherever possible to bring about a net gain in biodiversity by:

1. Safeguarding existing habitats

- (a) Those subject to national and international designations such as Sites of Special Scientific Interest, in accordance with relevant national policy and the Habitats Directive.
- (b) Those that are irreplaceable in view of their unique characteristics arising from, for example, a particular combination of site specific circumstances and/or a prolonged evolution of the site's ecosystem, such as ancient woodland.
- (c) Those subject to local designations, such as Local Wildlife Sites, except where there is good reason to permit development and where it is possible to secure the creation and long-term maintenance of equivalent habitat elsewhere.
- (d) Those not yet subject to formal designation but which are known to make a positive contribution to biodiversity, taking account of their current or potential role in strategic networks of habitats across the District.
- (e) Those which comprise or host habitats or species of principal conservation importance.

Particular attention should be paid to priority habitats, ecological networks and priority species recognised as being of importance in the Local Biodiversity Action Plan.

2. Creating new habitats

Making provision, where appropriate, for measures that will secure the creation and management of additional habitats, to strengthen networks of habitats, to foster landscape scale habitats in line with identified opportunities and priorities, to address the priorities of the Local Biodiversity Action Plan and to support an increase in the local populations of species of principal importance.

B. Geological

Proposals which affect sites that contain features of geological interest need to safeguard these features on a similar basis to the approach to safeguarding biological habitats set out in part A above, and with reference to the Local Geodiversity Action Plan.

Proposals should also seek, wherever possible, to conserve and enhance features of geological interest for the future.

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Sustainability Appraisal Implications

8.2.2 The high level assessment shows the policy to be positive with all but one policy being either positive or neutral in terms of their relationship to SA objectives. The wide remit of this policy encompasses a range of designations and captures the wider ecological network. By doing so this policy has the potential to bring a number of benefits in relation to the SA objectives. This policy could bring about a positive effect in terms of acting as a carbon store and adapting to climate change could be a key part of the policy. The policy does, through Section A, seek to create new habitats and strengthen networks but a stronger focus on connectivity and de-fragmentation could be made. Section B seeks to conserve and enhance geodiversity features and is positive in respect of SA objectives.

Explanation

8.2.3 In the past, natural features have tended to be regarded as separate from other issues and human activities. However, it is increasingly the view that such features are fundamental to people's wellbeing and prosperity. They are of considerable importance in a District that covers such a largely rural area and one which sustains a wide range of wildlife habitats and species. Their importance is given additional weight through the role that conservation of biodiversity can play in mitigating the effects of climate change by, for example, providing natural flood storage areas.

8.2.4 A key objective of national planning policy is to promote sustainable development by ensuring that biological and geological diversity are conserved and enhanced as an integral part of social, environmental and economic development, so that policies and decisions about the development and use of land integrate biodiversity and geological diversity with other considerations (Planning Policy Statement 9: Biological and Geological Conservation).

8.2.5 PPS9 sets out a number of key principles that the Government expects to be followed by local planning authorities. They are required to take a strategic approach to conservation, enhancement and restoration of biodiversity and geology and ensure that appropriate weight is attached to designated sites. Policies should be based on up to date information and decisions should seek to avoid harm to biodiversity and geodiversity interests.

8.2.6 This approach is re-iterated in the Draft National Planning Policy Framework, which states that planning should help to deliver a healthy natural environment for the benefit of everyone by conserving the natural and local environment, including protecting valued landscapes, minimising impacts on biodiversity and providing net gains where possible.

8.2.7 The 'Natural Choice: Securing the Value of Nature' White Paper (2011) sets out how society should value the economic and social benefits of a healthy natural environment while continuing to recognise nature's intrinsic value. It states that, "Through reforms of the planning system, we [the Government] will take a strategic approach to planning for nature within and across local areas. This approach will guide development to the best locations, encourage greener design and enable development to enhance natural networks. We will retain the protection and improvement of the natural environment as core objectives of the planning system."

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- 8.2.8 The Warwickshire, Coventry and Solihull Local Biodiversity Action Plan outlines how landowners, land-managers and policy makers will protect the characteristic wildlife and landscapes of the sub-region. The Plan is the local response to the management of key species and habitats, as set out in the UK Biodiversity Action Plan. It contains 26 Species Action Plans for threatened plants and animals and 24 Habitat Action Plans covering farmland, woodlands, wetlands, grasslands, urban areas and post-industrial land.
- 8.2.9 While the District does not have habitats identified as being of international importance and protected by European Directives, it does support species that are subject to EU-based protection, including bats, great crested newts and otters. National and EU policy applies to development schemes affecting these species. The District also hosts habitats and species of principal importance as identified on a list prepared by Natural England under the requirements of the Natural Environment and Rural Communities Act 2006. It contains 37 Sites of Special Scientific Interest (SSSI) of national importance which enjoy strict protection.
- 8.2.10 However, SSSIs are only a representative sample of sites; other sites in the District may be of similar quality. In accordance with PPS9, they are afforded recognition through designation as Local Wildlife Sites. A number of Local Geological sites, including Regionally Important Geological and Geomorphological Sites (RIGS) have also been identified and are on a par with Local Wildlife Sites in terms of planning status.
- 8.2.11 A Local Geodiversity Action Plan for Warwickshire is also being prepared. This will identify and audit the geodiversity resource, set out how features should be conserved and managed, and seek to protect them through the planning system.
- 8.2.12 A Ecological and Geological Assessment was undertaken in 2009 as part of the evidence base for the Local Development Framework. It focused on ecological and geological features in relation to the main settlements in the District, assessing the potential impacts of development on their periphery. A further assessment is to be carried out of land around the Local Service Villages identified in Policy CS 16.
- 8.2.13 The local natural environment has seen unfavourable trends and threats, particularly the depletion of ecologically rich habitats and a lack of sensitive habitat management. In response, the District Council will encourage opportunities to create new habitats and ensure that appropriate management is secured for both new and existing habitats.
- 8.2.14 Development should provide an opportunity to achieve a net gain for the environment. Assessing the degree of gain includes consideration of the wider environmental effects of a proposal, not just local impact. Safeguarding is more than merely preventing the destruction of natural features. It is expected that development proposals should embody the long-term management of these features to enhance their value to biodiversity and geodiversity.
- 8.2.15 Good developments incorporate biodiversity considerations but can still result in some biodiversity loss when there are impacts that cannot be avoided through design and locations, or mitigated by other measures. National planning policy in PPS9 requires compensation for this loss to be made. The principle of biodiversity offsetting is taking on increasing

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prominence. This approach is designed to compensate for losses to ecological assets as a result of a development on appropriate biodiversity projects elsewhere in the area. The Natural Environment White Paper announced a two-year pilot project for biodiversity offsetting from April 2012.

8.2.16 The District Council supports this principle and will initially apply it to development proposals affecting local designations, such as Local Wildlife Sites. It will consider extending the approach in due course.

Key Drivers

- Warwickshire County Council – Warwickshire Landscapes Guidelines (1993)
- Natural England Corporate Plan 2011 – 2015, National Character Area Descriptions
- Warwickshire, Coventry and Solihull Biodiversity Action Plan 2001 – 2007
- Growing Our Future – The West Midlands Forestry Framework (2004)
- Cotswold AONB Management Plan 2008–2013 - Cotswolds Conservation Board (2008)
- Planning Policy Statement 7 – Sustainable Development in Rural Areas (2004)
- Planning Policy Statement 9 – Biodiversity and Geological Conservation (2005)
- Draft National Planning Policy Framework (2011)
- Draft Planning Policy Framework – Planning for a Natural and Healthy Environment (2010)
- The Natural Choice: Securing the Value of Nature – the Natural Environment White Paper (2011)
- Making Space for Nature – The Lawton Report (2010)
- National Ecosystem Assessment (2011)
- Combating Climate change – a role for UK forests – the Read Report (2009)
- European Landscape Convention (2004)
- National Landscape Character Areas - Countryside Character Volume 5: West Midlands, published by the former Countryside Agency (1999)
- Working with the grain of nature: a biodiversity strategy for England (2002)
- A New Focus for England's Woodlands – England Forestry Strategy (1999)
- Warwickshire Historic Landscape Characterisation
- Landscape Sensitivity Study (2011)
- Local Geodiversity Action Plan for Warwickshire (2009)
- Ecological and Geological Assessment (2009)
- Habitats Regulations Assessment (2010)
- Historic Environment Assessment (2008)
- Warwickshire, Coventry and Solihull Sub-Regional Green infrastructure Study (2011)
- Green Infrastructure Study for the Stratford-on-Avon District (2011)
- Members workshops (2011)
- Town and Parish Council workshops (2011)

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- Area Profiles, including Alcester and Bidford-on-Avon, Henley and Studley, Stratford-on-Avon, Wellesbourne, Stour Valley / Cotswold Fringe and Southam
- Summary Report – Consultation Core Strategy Responses (2011)

Development Management Considerations

- (1) The Local Biodiversity Action Plan for Warwickshire, Coventry and Solihull has a significant role to play regarding this issue. It contains habitat and species action plans and will need to be taken into account when assessing the impact of development proposals on nature conservation.
- (2) Geological sites have also been under pressure, particularly through landfill, and this has resulted in the concealment of important strata. Developers involved in schemes which may affect geological strata of scientific importance will be requested to allow Warwickshire Museum staff access to development sites for recording/collecting purposes. This also includes schemes where features of geological interest are revealed while development is being carried out. Developers may be required to inform the Museum when geological strata are visible and accessible and to provide the Museum with geological research data pertaining to the site.

Delivery and Monitoring

- 8.2.17 Monitoring will be undertaken by assessing impacts of development on national and local habitat designations such as SSSIs and Local Wildlife Sites, together with other locally known sites which contribute to biodiversity in the District.
- 8.2.18 All sustainability indicators relating to protecting enhancing and managing biodiversity and geodiversity are appropriate to this Policy to ensure that existing sites and any new habitats are maintained in good condition.
- 8.2.19 Relevant sustainability indicators will be used to monitor species, including the extent of priority species in the District, and particularly those identified in the Warwickshire, Coventry and Solihull Biodiversity Action Plan.

Consultation Questions

- Q63 - Does the policy accurately define the categories of habitat designation?**
- Q64 - Are the various aspects of habitat creation specified in the policy appropriate?**
- Q65 - Do you agree the District Council should be supporting biodiversity off-setting?**
- Q66 - If so, how should the principle of biodiversity off-setting be taken forward in relation to development in the District?**

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Q67 - Are there any other points the draft policy should address?

Q68 - Is there any other evidence that the District Council should be considering to help the development of this draft policy?

Q69 - Do you have any further suggestions for monitoring the delivery of this draft policy?

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8.3 Heritage Assets

Strategic Objective

8.3.1 This policy relates to Strategic Objective 3 – *Planning to protect the District's heritage and distinctiveness.*

Policy CS 12

Heritage Assets

A. Preservation and Enhancement

Particular priority will be given to preserving and enhancing:

- (a) The wide range of heritage assets that contribute to the historic significance of the District, including designated sites such as Listed Buildings, Conservation Areas, Scheduled Monuments, Historic Parks and Gardens, and the Battle of Edgehill Historic Battlefield, and their settings;
- (b) The international importance of Stratford-upon-Avon and sites associated with William Shakespeare;
- (c) The distinctive character of market towns and villages;
- (d) The designs of new developments that reflect the local distinctiveness of their area through protecting vernacular building styles and choosing appropriate building materials;
- (e) The significance of historic farmsteads by ensuring that any development for alternative uses is appropriate to their character and to the significance of the site as a whole and its sensitivity to change; and
- (f) The features associated with canals and navigations.

New development should be integrated with its historic context using evidence gained through historic characterisation, and the retention of heritage features secured through sensitive design and layout of development proposals.

B. Management and Interpretation

The positive management of heritage assets through partnership approaches and measures will be encouraged, including the use of Conservation Area Appraisals and Management Plans where they are produced.

Where appropriate, opportunities should also be taken to assist people's understanding of the history of the asset by such measures as permitting public access and the provision of interpretation displays. This will be particularly important if the asset has relevance to the District's special contribution to the nation's literary and cultural history.

Sustainability Appraisal Implications

8.3.2 The high level assessment shows this policy to be positive with all SA objectives assessed as either leading to likely positive effects of having a neutral impact. Section A provides strong focus on protecting and enhancing heritage and cultural assets that contribute to the heritage

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significance of the district including listed buildings, conservation areas, scheduled monuments, historic parks and gardens and the Battle of Edge Hill Historic Battlefield. It reflects the aspirations of SA objectives, focussing mainly on historic character, and could be strengthened in relation to protecting features. Section B encourages the positive management of heritage assets through the use of management plans and conservation area appraisals. It also seeks to encourage opportunities to be taken to assist in peoples understanding of historical assets through public access and interpretation boards. This aspect of the policy supports Sustainability Appraisal objectives.

Explanation

- 8.3.3 Planning Policy Statement 5 seeks to deliver sustainable development by ensuring that policies and decisions concerning the historic environment recognise that heritage assets are a non-renewable resource. In addition, planning policies should take account of the wider social, cultural, economic and environmental benefits of heritage conservation; and recognise that intelligently managed change may sometimes be necessary if heritage assets are to be maintained for the long term.
- 8.3.4 The draft National Planning Policy Framework emphasises that the historic environment and its heritage assets should be conserved and enjoyed for the quality of life they bring to this and future generations. The planning process should therefore seek to conserve heritage assets in a manner appropriate to their significance and contribute to our knowledge and understanding of our past by capturing evidence from the historic environment and making this publicly available, particularly where a heritage asset is to be lost.
- 8.3.5 The NPPF also specifies that local planning authorities should set out a strategy for the conservation and enjoyment of the historic environment, including heritage assets most at risk through neglect, decay or other threats.
- 8.3.6 The Warwickshire Historic Environment Record is a database maintained by Warwickshire County Council, which keeps an up-to-date record of information on archaeological sites, finds and buildings of historic interest. It provides essential information for assessing the likely impacts of new developments on the local heritage. Using this and the Warwickshire Historic Landscape Characterisation (HLC) project, which digitally maps the present day historic character of the Warwickshire landscape, it is possible to assess the likely impacts of the proposed development of strategic sites on the historic environment of the District.
- 8.3.7 During previous public consultations on the Core Strategy it was generally agreed that Heritage, Design and Distinctiveness are important issues that fall within the remit of the District Council and that need to feature strongly in the draft Core Strategy. Particular concern was expressed about the quality of house design and the fact that new houses and the scale of new development may be out of character with the important historic character of the District and the quality of the street scene.
- 8.3.8 The draft policy above seeks to balance new development alongside the preservation and enhancement of the District's heritage. The management and interpretation of the cultural heritage is also felt to be of particular importance in this District, not only for its own sake, but also due to the attractiveness of the area to visitors and the importance of the tourism industry.

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Key Drivers

- Planning Policy Statement 5 – Planning for the Historic Environment (2010)
- Draft National Planning Policy Framework (2011)
- English Heritage – National Heritage Protection Plan (2011)
- English Heritage – National Heritage List for England
- Stratford on Avon District Green Infrastructure Study (2011)
- Landscape Sensitivity Study (2011)
- District Design Guide (2001, update during 2012)
- Warwickshire Historic Landscape Characterisation project (completed 2009)
- Warwickshire County Council – Historic Environment Assessment of Proposed Strategic Sites (2008)
- Warwickshire Historic Environment Record
- West Midlands Farmsteads and Landscapes Project (2010)
- Members Workshops (2011)
- Town and Parish Council Workshops (2011)
- Draft Core Strategy Consultation November 2008- February 2009. Analysis of Representations (2009)
- Consultation Core Strategy – Summary of Representations Received (2010)

Development Management Considerations

- (1) Where development is likely to impact on heritage assets, developers should take into account local information provided by Conservation Area Appraisals, the Warwickshire Historic Landscape Characterisation Project, the West Midlands Farmsteads and Landscapes Project and the Warwickshire Historic Environment Record. They should demonstrate through their supporting documents how the proposed development would preserve or enhance heritage assets.
- (2) There will be a presumption in favour of the physical in situ preservation of archaeological remains of national importance, whether scheduled or otherwise. Developers will be expected to assist in that process where such remains are affected by development proposals.
- (3) If proposing development on sites which may contain important archaeological remains, developers will need to submit the results of an archaeological assessment/field evaluation with their planning application. Failure to supply such an assessment or evaluation may delay the progress of the application or lead to refusal of planning permission.

Delivery and Monitoring

- 8.3.9 Monitoring will be undertaken through sustainability indicators relating to protecting, enhancing and managing sites, features and areas of archaeological, historical and cultural heritage importance.

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8.3.10 New development in heritage areas should have regard to sustainability indicators relating to protecting, enhancing and managing the character and appearance of the landscape and townscape to strengthen its distinctiveness.

8.3.11 Monitoring will also consider the impact of new developments on any Scheduled Monuments at risk and any changes to their 'at risk' status.

Consultation Questions

Q70 - Does the draft policy support the protection and enhancement of the historic environment? If not, what changes would you suggest?

Q71 - Does the draft policy support the management and interpretation of heritage assets for the public? If not, what changes would you make?

Q72 - Do you consider that the policy should include the preservation and enhancement of gateways to historic settlements?

Q73 - Are there any other points the draft policy should address?

Q74 - Is there any other evidence that the District Council should be considering to help the development of this draft policy?

Q75 - Do you have any further suggestions for monitoring the delivery of this draft policy?

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8.4 Green Infrastructure

Strategic Objective

- 8.4.1 This policy relates to Strategic Objective 2 – *Planning to protect the character of settlements and the countryside*, Strategic Objective 3 – *Planning to protect the District’s heritage and distinctiveness*, Strategic Objective 7 – *Planning to meet the need for improved infrastructure, community facilities and services* and Strategic Objective 8 – *Planning to increase the use of sustainable transport*.

Policy CS 13

Green Infrastructure

The existing Green Infrastructure network in the District will be enhanced through the principles of protection, enhancement, restoration and creation. The network will help to:

- support the growth of a strong, competitive low carbon economy;
- create a more attractive District for visitors and support tourism;
- promote healthy and active communities;
- protect and support historic and archaeological settings, sense of place and the distinctive landscape and character of the District; and
- form a place for biodiversity to survive and thrive in the face of climate change.

Opportunities to improve Green infrastructure assets will be identified and secured through the assessment of development proposals and in the management of existing features. In considering individual schemes, the following two principles will be applied:

- (i) maximising the manner in which green infrastructure features interconnect
- (ii) achieving multi-functional, compatible uses of green infrastructure features.

A. Improving Access to Green Infrastructure

The availability of and access to open spaces, waterways and other green infrastructure features will be increased as a contribution towards:

- (a) quality of life and attractive communities;
- (b) biodiversity and the provision of habitats;
- (c) landscape character and quality;
- (d) non-vehicular modes of movement; and
- (e) sustainable drainage, flood management, carbon sinks and other climate change mitigation and adaptation measures.

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Access to natural areas and the countryside through nature reserves, rights of way, green corridors, woodland and country parks, together with connections between built up areas and the countryside, will be maintained and improved.

The District Council will encourage the creation of new footpaths in the countryside.

B. Protecting Existing Open Spaces

Development proposals that would result in the loss of public or private open space, including allotments, without suitable replacement being made, will be resisted unless:

- (a) it can be demonstrated by the applicant that there is an over-provision of that particular type of open space in the local area; and
- (b) it does not make a valuable contribution to the amenity and character of the area.

The standards of provision for recreational open space are set out in Policy CS 27.

Where outdoor recreation facilities are proposed, either within urban areas or open countryside, a management plan will be sought to enhance the green infrastructure features of the site. Such management plans will also be encouraged in relation to existing facilities.

Policy CS 14

Earlswood Lakes Country Park

The creation of a Country Park based on Earlswood Lakes, Clowes Wood and New Fallings Coppice will be supported, in conjunction with the Canal and River Trust (currently British Waterways), Warwickshire Wildlife Trust, Tanworth-in-Arden Parish Council, Warwickshire County Council and Solihull Metropolitan Borough Council.

Sustainability Appraisal Implications

8.4.2 The high level assessment shows that this policy has a positive relationship towards the SA objectives with the majority likely to have strong positive effects. The policy makes good links to the role of green infrastructure in supporting a range of social, environmental, and economic aspects. There is a strong focus on the key principles of GI, such as promoting connectivity and multifunctionality. The policy has a strong focus towards access and availability of open space and green infrastructure features and how this will contribute in a positive way to a range of objectives. This policy will have a positive impact upon the majority of the SA objectives due to the nature of GI as a bridging mechanism between multiple disciplines and its versatility towards social, economic, and environmental issues.

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Explanation

- 8.4.3 A succinct definition of Green Infrastructure (GI) is provided in Planning Policy Statement 12: Local Spatial Planning which states that 'Green Infrastructure is a network of multi-functional green space, both new and existing, both urban and rural, which supports the natural and ecological processes and is integral to the health and quality of life of sustainable communities' (para. 2.4).
- 8.4.4 GI has taken on greater significance in recent years due to the wide ranging environmental, economic and social benefits it can achieve. The concept seeks to move away from the conservation versus development argument. Instead, it recognises the importance of actively managing and protecting GI assets by planning them into and alongside new development.
- 8.4.5 The enhancement of GI features raises the following issues and opportunities relating to Stratford-on-Avon District:
- Due to the extent of flood risk in the area, a high quality GI network should incorporate flood risk management at its heart, utilising flood attenuation measures, flood plain restoration, naturalisation of river courses and floodwater storage.
 - Given the ageing population structure of the District, the provision of recreational and leisure opportunities for older people should be a key consideration for the development of the GI network.
 - The development of a high quality GI network provides numerous opportunities to support the further development of the visitor economy in the District. This includes improving access to visitor attractions by enhancing walking and cycling links.
 - Improvements to the GI network can help limit many of the potential effects of climate change and increase the resilience of the District to the predicted impacts of climate change.
- 8.4.6 Open spaces are a valuable GI asset. Government guidance clearly states that open spaces make an important contribution to the health and wellbeing of communities. As such, they should be protected by the planning system unless it can be demonstrated that there is, or would be, a surplus of provision in the local area. This principle is equally applicable to open spaces that have restricted public access, such as school playing fields and private sports grounds, and these are also afforded protection under the scope of this policy.
- 8.4.7 Allotments are an important community facility and demand for them is growing steadily. They make a valuable contribution to biodiversity and healthy lifestyles, represent years of public and individual investment, and are worthy of protection.
- 8.4.8 A District-wide Green Infrastructure Study has been prepared to form part of the Local Development Framework evidence base. It identifies four overarching themes which Green Infrastructure can help to support:
1. A sustainable, competitive and prosperous economy;
 2. A healthy, active and involved community;
 3. Flooding and a changing climate; and
 4. Biodiversity and natural resources.

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- 8.4.9 The remit of the Study is the whole of Stratford-on-Avon District but specific attention is paid to Stratford-upon-Avon and the eight main rural centres. The Study provides information on the current green infrastructure resource for each of the nine settlements and proposes a suite of recommendations and actions for strengthening this network. For each settlement, GIS based maps displaying current GI provision have been produced to aid in identifying the existing network.
- 8.4.10 The recommendations developed for each settlement provide a focus for the Core Strategy, acting as a guide to show how the Green Infrastructure Framework can facilitate action on the ground. While they are not designed to dictate what action should be taken at specific locations, they offer a guide as to what possible targeted activity could take place to strengthen the GI Network. They should form the basis for discussion and consultation with local communities as a part of the Core Strategy and neighbourhood planning processes. As such, they have been identified in the Policy Profiles for the nine settlements (see Section 10).
- 8.4.11 Although the focus of the Study is around the nine main settlements, there is a need to look at the District as a whole. There are important GI opportunities that are strategic in nature and cover the wider District beyond the remit of settlement scale intervention. Therefore, a suite of strategic district-wide recommendations have been developed that seek to act as overarching principles to ensure a strong, robust network is recognised and realised.
- 8.4.12 The District-wide strategic recommendations cover the following topics:
- green workplace design
 - woodland management
 - access and recreational network
 - allotments and orchards
 - awareness, education and involvement
 - water quality and river corridors
 - ponds and gardens
 - tree planting
 - local standards of provision.
- 8.4.13 A separate, but complementary Green Infrastructure Strategy is also being developed for the Coventry, Solihull and Warwickshire Sub-Region. This takes an overarching, strategic approach to defining and assessing the provision of large-scale GI assets. These features tend to cover an extensive area, sometimes crossing local authority boundaries, and/or attract a large number of visitors from a wide area.
- 8.4.14 The initial Study identified the GI assets that are of sub-regional importance. An assessment was undertaken to highlight the areas of the sub-region that had a deficiency in such assets. Deficiencies were identified as either in:
- Provision (for example as a result of spatial distribution);
 - Access (due to restricted access to sites); or
 - Function.

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8.4.15 From the analysis, four projects for the sub-region in terms of strategic GI assets have been identified. The main functions that the assets could perform have been indicated, along with the spatial deficits that they could help to address. Two of the four projects affect Stratford-on-Avon District:

1. National Forest to Cotswolds link – creation of a new north–south walking and cycling route that links the main cities and towns in the sub-region with two significant areas of countryside, whilst also providing useful links between individual settlements.
2. Earlswood Lakes Country Park – creation of a new recreation-focused attraction to the south of Solihull, which also seeks to reduce woodland fragmentation and enhance the existing lakes and visitor attraction in the area. Solihull (along with Coventry) has the most significant deficit in terms of sub-regional GI resources. Earlswood Lakes are easily accessible by train from Solihull (Shirley) as well as from various settlements in Stratford-on-Avon District.

8.4.16 The second of these projects relates to a specific location in the District. A detailed assessment as to whether such a proposal is suitable or achievable has not yet been carried out. However, it has been put forward at this stage in preparing the Core Strategy so that interested and affected parties have an early opportunity to comment on it.

8.4.17 The Community Infrastructure Levy (CIL) has a potentially significant role to play in delivering local and strategic green infrastructure requirements that are identified by the District Council, with a tariff being set for developer contributions towards specific projects.

Key Drivers

- Stratford-on-Avon District Council Sustainable Community Strategy (2009)
- Planning Policy Statement 12: Local Spatial Planning (2008)
- Draft National Planning Policy Statement (2011)
- Sub-Regional Green Infrastructure Study (2011)
- District Green Infrastructure Study (2011)
- PPG17 Study and Playing Pitch Strategy (2011)
- Water Cycle Study (2010)
- Parish Plans, including Charlecote, Bidford-on-Avon, Beaudesert & Henley, Snitterfield, Wellesbourne and Ilmington
- Town and Parish Council workshops (2011)
- Summary Report– Consultation Core Strategy Responses (2011)

Development Management Considerations

- (1) Encourage the incorporation of green infrastructure features into the design and operation of new and existing workplaces. Schemes should include careful landscaping with native tree planting and, where appropriate, green roofs and walls.
- (2) Opportunities should be taken to include ponds and standing water in development schemes to benefit biodiversity, tranquil recreation and the character of an area.

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- (3) New residential developments should contribute appropriate garden space either for individual households or community gardening. Schemes should recognise the important role gardens can play in bridging gaps in connectivity of different habitats and facilitating species migration.
- (4) A comprehensive approach to Green Infrastructure is required, particularly in relation to large-scale development proposals. The following key design considerations should be addressed:
- Landscape setting and context for development
 - Habitat provision and access to nature
 - Access, recreation, movement and leisure
 - Energy production and conservation
 - Food production and productive landscapes
 - Flood attenuation and water resource management
 - Countering the 'heat island' effect of urban areas.

Delivery and Monitoring

8.4.18 This is a positive policy which aims to enhance, improve, improve access to and protect the District's assets. It should be delivered and monitored through the assessment of development proposals and management of existing features.

8.4.19 Its contribution to the economy, community, flooding and climate change and biodiversity is covered by many sustainability indicators including:

- Landscape and townscape character, biodiversity and geodiversity, reducing the risk of flooding, planning for climate change, pollution and community health;
- 100% of population with Accessible Natural Greenspace of at least 2ha within 300m (or 5 minutes of their home) (Natural England). SDC standards are currently being developed;
- Percentage of residents that are satisfied with the quantity/quality of open space;
- Area of public/private/allotment open space lost to development.
- Area of public/private/allotment open space created/restored/enhanced; and
- Any increase or loss of areas of green infrastructure should be reported.

Consultation Questions

Q76 - Does the draft policy provide sufficient guidance on how to improve and secure green infrastructure features through development proposals?

Q77 - In what specific ways could green infrastructure features and networks be enhanced through the planning system and development schemes?

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Q78 - Is sufficient protection given in the draft policy to existing open spaces?

Q79 - Should the potential for providing a Country Park based on Earlswood Lakes be pursued and, if so, what issues need to be addressed?

Q80 - Are there any other points the draft policy should address?

Q81 - Is there any other evidence that the District Council should be considering to help the development of this draft policy?

Q82 - Do you have any further suggestions for monitoring the delivery of this draft policy?

Section 8 – District Assets

8.5 Design and Distinctiveness

Strategic Objective

- 8.5.1 This policy relates to Strategic Objective 2 – *Planning to protect the character of settlements and the countryside* and Strategic Objective 3 – *Planning to protect the District’s heritage and distinctiveness*

Policy CS 15

Design and Distinctiveness

All forms of development are expected to be of high quality design and reflect the character and distinctiveness of the locality, taking into account the principles set out in the Stratford-on-Avon District Design Guide.

Proposals that would damage or destroy features which contribute to the distinctiveness of the local area will not be permitted unless significant public benefit would result from the scheme.

Wherever possible, the design approach shall ensure that development is:

- (a) Attractive - it is essential that, through high quality architectural design and infrastructure provision, development creates places where people want to live, work and visit.
- (b) Sustainable - the inclusion of energy efficiency measures and renewable energy sources, the use of local materials and effective water management and integration of new development into existing areas is imperative. New buildings should adopt the Code for Sustainable Homes or BREEAM standards, as set out in Policy CS2.
- (c) Adaptable - a building should be flexible enough to allow changes to be made to meet the needs of the occupier, adopting the Lifetime Homes Standards wherever practicable.
- (d) Sensitive - to the site and setting, making best use of views and vistas and not harming existing ones, protecting occupants from noise and harsh surroundings and providing a good standard of amenity.
- (e) Distinctive - the locality sets the context and there should be a continuity of key design features that establishes the identity of the place.
- (f) Innovative - where such an approach is appropriate it should be based on the characteristics of the built environment in the local area and have a purpose.
- (g) Connected - the layout of development should create a network of streets, footpaths and green infrastructure for public and biodiversity benefit across the site and the wider area and protect existing rights of way.
- (h) Accessible - all people need to be able to get into and use a building, irrespective of any disability, and it should be capable of being reached by a range of transport modes and service vehicles.
- (i) Safe - effective measures should be incorporated to help reduce crime and the fear of crime and to minimise danger from traffic.

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Design and Access Statements should be used to set out how new developments would maintain and enhance local distinctiveness, including how they would respect and enhance historic assets, the local environment and their setting. For residential developments, the Design and Access Statement should be structured to take into account the Building for Life criteria. The Design and Access Statement should demonstrate how the criteria will be achieved through the design and layout proposed.

Design innovation will be encouraged where it reflects and complements the immediate local environment and maximises sustainability benefits. Designs should improve the quality and design of the public realm, its character, identity and overall health. Other key issues to be considered include energy cost, resource use, multi-purpose use and adaptability.

Sustainability Appraisal Implications

8.5.2 The high level assessment shows the policy is positive with all but one objective being graded as having a positive or neutral effect. The range of criteria in the policy enables it to positively meet the aspirations of the majority of the SA objectives. It remains uncertain as to how the policy will impact on the SA objective relating to climate change. To ensure this policy reflects the need to respond to climate change the policy wording for criteria C could be amended. Clearly, citing the need for the design of buildings to respond to anticipated levels of climate change would ensure this policy was robust when viewed against the aspirations of the SA objectives.

Explanation

8.5.3 It is ingrained in national policy that planning should facilitate and promote sustainable and inclusive patterns of urban and rural development (Planning Policy Statement 1: Delivering Sustainable Development).

8.5.4 The Draft National Planning Policy Framework states that 'The Government attaches great importance to the design of the built environment. Good design is indivisible from good planning and should contribute positively to making places better for people. The Government's objective for the planning system is to promote good design that ensures attractive, usable and durable places. This is a key element in achieving sustainable development' (para. 114).

8.5.5 The District Council expects the design of development to bring together various factors that affect quality of life. The principles that contribute to good design should not be considered in isolation, but in the manner in which they interact to create a sense of place. This relates not only to physical appearance but also to such matters as public/private space, landscape, control of crime and noise and community relations, as a means of creating an enriched environment for people to live, work and visit.

8.5.6 The individual settlements and landscapes across the District have their own distinctive character which has evolved through their historical development and management. They are highly valued and need to be preserved for future generations to enjoy. This distinctiveness is what defines a place and is often the key attraction of an area. The need to

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have regard to the character and quality of the local area and respect local distinctiveness is a fundamental principle underlying the District Council's design policies set out in the District Design Guide.

- 8.5.7 There is concern that certain aspects of recent development have impacted negatively on the established character of the District's towns and villages. For example, high density development and the loss of gardens are thought to have been unsuitable in many locations.
- 8.5.8 The involvement of local residents and communities in the design of development which affects their locality is critical to achieving good design. A number of communities have prepared Town or Village Design Statements and Parish Plans which should be taken into account when making decisions about the design of new development.
- 8.5.9 There are a number of national design-related initiatives that the District Council supports and expects to be applied as appropriate.
- 8.5.10 Building for Life is run by a partnership comprising the Commission for Architecture and the Built Environment (CABE), the House Builders Federation and Design for Homes and aims to promote design excellence and celebrate best practice in the house building industry. It is a national standard for well-designed homes and neighbourhoods, which is applied by qualified assessors. The assessment is based on 20 criteria which aim to achieve functional, attractive and sustainable housing.
- 8.5.11 The Code for Sustainable Homes is a standard which seeks to consider sustainability issues during the design and construction process for new homes. Developments are measured against a series of nine design categories and allocated a score for each. The total score attained determines which of the six levels of the Code the development complies with. Level 6 is the highest level and is regarded as a zero-carbon home. The Code is closely linked to the building regulations.
- 8.5.12 The Lifetime Homes Standard aims to provide design solutions to enable homes to be adapted to meet the changing needs of the occupants. The standard is based on 16 design criteria. The standard was set up by a group of housing experts with the aim of raising the quality of new housing.
- 8.5.13 The District Council encourages the use, where appropriate, of the Local Design Review Panel process. This should be used for all significant development projects and in particular those where design issues have been raised as a key concern. The funding for a Design Review Panel at pre-application or application stage is the responsibility of the applicant. Applicants are strongly encouraged to undertake the design review at pre-application stage to assist in improving the project and avoiding potential conflicts and delays at a later stage in the process.

Key Drivers

- Planning Policy Statement 1: Delivering Sustainable Development (2007)
- Planning Policy Statement: Planning and Climate Change - Supplement to Planning Policy Statement 1 (2007)
- Planning Policy Statement 4: Planning for Economic Growth 4 (2009)
- Planning Policy Statement 5: Planning for the Historic Environment (2010)
- Planning Policy Statement 7: Sustainable Development in Rural Areas (2009)

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- Planning Policy Guidance 8: Telecommunications (2001)
- Planning Policy Statement 9: Biodiversity and Geological Conservation (2005)
- Planning Policy Statement 10: Planning for Sustainable Waste Management (2005)
- Planning Policy Guidance 13: Transport (2011)
- Planning Policy Statement 25: Development and Flood Risk (2010)
- Draft National Planning Policy Framework (2011)
- By Design: Urban Design in the Planning System - Towards Better Practice (2000)
- Better Places to Live by Design: A Companion Guide to PPG3 (2001)
- Manual for Streets (2007)
- Manual for Streets 2 – Wider Application for the Principles (2010)
- Planning for Places: Delivering Good Design through Core Strategies - CABI (2009)
- The Bishop Review; The Future of Design in the Built Environment (2011)
- Building for Life Standards (2008)
- Code for Sustainable Homes (2006)
- Lifetime Homes Standard (2008)
- Urban Design Compendium UDC1 Urban Design Principles (2000) UDC2 Delivering Quality Places (2007)
- Historic Environment Assessment of Proposed Strategic Sites (2011)
- Landscape Sensitivity Study (2011)
- Green Infrastructure Study for the Stratford-on-Avon District (2011)
- PPG17 Study and Playing Pitch Strategy (2010)
- Stratford-on-Avon District Design Guide (2000)
- Stratford-on-Avon District Town and Parish Plans
- Stratford on-Avon District Town and Village Design Statements
- West Midlands Farmsteads and Landscape Project (2010)
- Extensive Urban Survey for Warwickshire (2010)
- Stratford-on-Avon District Council Supplementary Planning Document: Car and Cycle Parking Standards (2007)
- Stratford-on-Avon District Council Supplementary Planning Document: Stratford-upon-Avon Urban Design Framework (2007)
- Stratford-on-Avon District Council Supplementary Planning Document: Sustainable Low-Carbon Buildings (2007)
- Stratford-on-Avon District Council Supplementary Planning Document: Meeting Housing Needs (2008)
- Stratford-on-Avon District Council Supplementary Planning Guidance: Provision of Open Space (2005)

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- Stratford-on-Avon District Council Supplementary Planning Guidance: Stratford-on-Avon Design in Residential Areas (2005)
- Stratford-on-Avon District Council Supplementary Planning Guidance: High Street Study (2009)
- Stratford-upon-Avon Town Design Statement (2002)
- Summary Report – Consultation Core Strategy Responses (2011)
- Member workshops (2011)
- Town and Parish Council workshops (2011)
- Policy DEV.1, DEV.2 - District Local Plan Review 1996 – 2011 (2006)

Development Management Considerations

- (1) The District Council encourages the use, where appropriate, of the Local Design Review Panel process. This should be used for all significant development projects and in particular those where design issues have been raised as a key concern. The funding for a Design Review Panel at pre-application or application stage is the responsibility of the applicant. Applicants are strongly encouraged to undertake the design review at pre-application stage to assist in improving the project and avoiding potential conflicts and delays at a later stage in the process.
- (2) The involvement of local communities in the design of development which affects their locality is critical to achieving good design. A number of communities have prepared Village Design Statements and Parish Plans which will be taken into account when making decisions about the design of new development.

Delivery and Monitoring

- 8.5.14 Planning applications for development should be assessed as to whether they meet the criteria set out in this Policy
- 8.5.15 Several sustainability indicators relate to this Policy including the number of properties or buildings achieving BREEAM Standards for commercial buildings (very good or above) and the Code for Sustainable Homes (4* and above).
- 8.5.16 In terms of adaptability: the number and proportion of new homes adopting the Lifetime Homes Standard should be reported.
- 8.5.17 In terms of design and distinctiveness which enhance the built and natural environment: % of applications approved for residential development with Design and Access statements taking account of Building for Life Criteria (CABE).
- 8.5.18 Parish Plans and Village Design Statements plus future Neighbourhood Plans identify good design as a priority in their local areas and areas for improvement which should be taken into account when determining relevant planning applications.
- 8.5.19 Every two years Building Control run Built in Quality awards for new development in Stratford-on-Avon District. Winners should be reported as exemplars of good quality, well designed and sustainable buildings.
- 8.5.20 Public realm improvements identified in Area Profiles and Town/Parish Plans.

Section 8 – District Assets

Consultation Questions

Q83 - Are there any other key design principles that should be included in the policy?

Q84 - Should the use of innovative forms of design be encouraged in the District?

Q85 - Are there any other points the draft policy should address?

Q86 - Is there any other evidence that the District Council should be considering to help the development of this draft policy?

Q87 - Do you have any further suggestions for monitoring the delivery of this draft policy?

Section 9 – Spatial Strategy

9.0 The Preferred Option for Development

9.01 As stated in Section 1, with the enactment of the Localism Act in December 2011, the process for preparing Regional Spatial Strategies has been abolished. As a result it will be for local planning authorities to determine their own local targets for housing, employment and other forms of development. There is therefore no longer an obligation to plan for 7,500 homes and a new housing figure can be determined for the District based on more up to date evidence.

9.02 Feedback from the 2010 consultation on the draft Core Strategy and more informal consultation with Parish Councils in 2011 has indicated that the District Council's previous proposed approach is considered too restrictive. It does not allow the potential for the rural areas of the District to sustain themselves by encouraging new development and therefore keeping key services and community facilities running.

9.03 On 5 September 2011 the District Council's Cabinet, in response to the GL Hearn Housing Provision Option Study, opted for a housing figure of 8000 dwellings for the District for the plan period 2008-2028 based on the following rationale:

- Aim for lower net in-migration.
- Lack of certainty in the GL Hearn based forecasting.
- GL Hearn has not assessed the contribution of Tourism to the local economy where visitors, not residents are the economic driver.
- Preserve the special nature of the District.
- Duty to protect our countryside for future generations.
- No need for mass building in Stratford-upon-Avon.

9.04 The Cabinet also expressed the following policy preferences to provide a new strategic direction for the Core Strategy which can be listed as follows:

- New housing to be dispersed across the District.
- Strong growth of affordable family homes.
- Encourage building to cover the deficit of three bedroom housing.
- Preserve the character of settlements.
- Provide for extra care accommodation.
- Maximum estate size of 100 homes, but aim for small developments, especially in rural settlements.
- Re-use brownfield sites, in preference to new greenfield sites.
- Review policy of redundant farm buildings.

9.05 In respect of developments outside Stratford, it is proposed that the maximum estate size is smaller than 100 homes and no more than 2% of the existing housing stock to lessen any potential adverse impacts of development upon the character of smaller settlements in the District. Proposals for larger developments will be considered but only if they are compliant with an agreed Masterplan and/or Neighbourhood Plan fully supported by appropriate infrastructure.

Section 9 – Spatial Strategy

- 9.06 In response to the above, the following two options are presented in Table 1 as possible approaches to the distribution of 8000 dwellings for the period 2008-2028. Both options encourage a wider dispersal of development throughout the District than previous versions of the Core Strategy. Option F is the preferred approach of the District Council.

Table 1:

Distribution Location	E. Wider Dispersal	F. Wider Dispersal – Preferred Approach
Stratford-upon-Avon	15% 840	10% 560
Main Rural Centres	20% 1,120	30% 1,680
Local Service Villages and other rural areas	55% 3,080	50% 2,800
Rural brownfield sites	10% 560	10% 560
Total	100% 5,600	100% 5,600

- 9.07 For clarity, Option F proposes in the rural areas that 40% of the development total is directed to the Local Service Villages and 10% to the other smaller rural settlements.
- 9.08 At 1 April 2011, about 2,400 of the 8000 dwellings were accounted for by having been built in the period 2008-2011, being under construction, having planning permission, or those brownfield sites that comply with existing policy identified in the SHLAA without planning permission. This leaves a further 5,600 to be provided on allocated sites through the LDF process. Table 1 assesses how this 5,600 dwelling requirement can be met by applying the locational options. Applying these options clearly has different implications for the amount of land that would need to be allocated for housing development in particular locations.
- 9.09 It also should be noted that in reality the development totals will be less than that stated in Table 1 as there have been a number of planning permissions since 1 April 2011.

Background to the development of the Spatial Options

- 9.010 At the Issues and Options stage of preparing the Core Strategy (May 2007), a number of options for the spatial distribution of development were consulted upon.
- 9.011 These were to:
1. Concentrate development in and on the edge of Stratford-upon-Avon;
 2. Concentrate development in and on the edge of the larger rural towns and villages;
 3. Spread development around most towns and villages throughout the District;
 4. Focus development in the form of a new settlement or as a major expansion of an existing settlement;
 5. Locate development along main public transport routes (existing or potential); and
 6. Focus development on large brownfield (previously developed) land in the countryside.

Section 9 – Spatial Strategy

- 9.012 The outcome of the public consultation exercise showed a clear preference for a wide dispersal of future housing development across most settlements in the District, with 41% of respondents giving this option as their first choice. The situation was less clear cut for employment development, with a concentration on the larger settlements in the District gaining similar support to a more dispersed approach.
- 9.013 In the February 2010 draft of the Core Strategy Option 3 was proposed as the preferred approach with the following components:
- A significant amount of development within and on the edge of Stratford-upon-Avon.
 - A significant amount of development in the larger rural towns and villages, but with a varying amount in each reflecting the specific constraints and opportunities that apply and the importance of retaining their individual character and distinctiveness.
 - An allowance for some development in the smaller villages, to provide scope for the needs of these communities to be met and to help sustain the services that they support.
 - Some scope for housing development to be provided on the large rural brownfield sites in the District.
- 9.014 In addition, the previous document required a further assessment to determine the most appropriate distribution between the three categories of settlement, namely Stratford-upon-Avon, the Main Rural Centres and the Local Service Villages. An allowance was also made for the large brownfield sites in the rural parts of the District.
- 9.015 This was based on the 7,500 dwelling requirement recommended by the Regional Spatial Strategy Revision Panel. Subtracted from this figure were the number of dwellings since 2006, with planning permission, urban sites without planning permission identified in the Strategic Housing Land Availability Assessment (SHLAA) and a post 2021 windfall allowance. This left a gap of 4,797 dwellings to be met on allocated sites and other provisions of the Core Strategy.
- 9.016 Table 2 demonstrates the range of approaches considered in 2010 for the geographical distribution of development based on the three categories in the settlement hierarchy. It also makes a small, constant allowance for the large rural brownfield sites.

Table 2:

Housing Development Options 2011-2026 (taken from the February 2010 Core Strategy)

Distribution Location	A. Focus on Stratford – upon-Avon	B. Focus on Main Rural Centres	C. Moderate Dispersal	D. Extensive Dispersal
Stratford-upon-Avon	50% 2398	30% 1439	35% 1679	30% 1439
Main Rural Centres	30% 1439	50% 2398	35% 1679	30% 1439
Local Service Villages	10% 480	10% 480	20% 959	30% 1439
Rural brownfield sites	10% 480	10% 480	10% 480	10% 480
Total	100% 4797	100% 4797	100% 4797	100% 4797

Section 9 – Spatial Strategy

9.017 Option C was felt to be the most appropriate way of distributing development at that time and was presented for consultation in the February 2010 draft of the Core Strategy.

Consultation questions:

Q88 - Do you agree with the proposed housing figure of 8000 dwellings for the plan period 2008-2028?

Q89 - Do you agree with a wider dispersal approach to development throughout the District?

Q90 - If so, which is your preferred option from Option E or Option F?

Q91 - If you do not agree, how should the draft Core Strategy distribute development throughout the District? Is there another option we should be considering?

Section 9 – Spatial Strategy

9.1 Distribution of Development

Strategic Objective

- 9.1.1 This policy relates to Strategic Objective 4 – *Planning to promote and diversify the local economy* and Strategic Objective 5 – *Planning to provide for housing needs*.

Policy CS 16

Spatial Distribution of Development

Within Stratford-on-Avon District during the period 2008-2028, approximately 8,000 dwellings will be provided. The distribution of housing development, in accordance with Option F, will follow a pattern of wider dispersal of housing and employment based on the defined settlement hierarchy.

The hierarchy reflects the character and function of the District's landscape and settlements. The location and scale of development is designed to and should:

- A. Provide for up to 560 dwellings in Stratford-upon-Avon through:
- (i) Sites allocated for development in the Site Allocations DPD or the Stratford Town Neighbourhood Plan, whichever is produced the sooner.
 - (ii) Redevelopment and re-use of land and properties within its Built Up Area Boundary.
 - (iii) Regeneration opportunities within and adjacent to its Built Up Area Boundary.
 - (iv) Small scale 'local choice' schemes which meet housing and other needs identified by the local community.

To preserve the character of Stratford-upon-Avon estate sizes of a maximum of 100 homes will be required. Consideration will be given to larger schemes if accompanied by a detailed Masterplan and/or are compliant with an adopted Neighbourhood Plan and supported by adequate infrastructure.

- B. Provide for up to 1,680 dwellings in the Main Rural Centres. This will be in accordance with the divisions by settlement proposed in Section 10, 'Area Profiles' and through:
- (i) Sites allocated for development in the Site Allocations DPD or Neighbourhood Plans, whichever is produced the sooner.
 - (ii) Redevelopment and re-use of land and properties within their Built Up Area Boundaries.
 - (iii) Regeneration opportunities within and adjacent to their Built Up Area Boundaries.
 - (iv) Small scale 'local choice' schemes which meet housing and other needs identified by the local community.

To preserve the character of Main Rural Centres estate sizes should be less than 100 homes and no more than 2% of the existing housing stock. Consideration will be given to larger schemes if accompanied by a detailed Masterplan and/or are compliant with an adopted Neighbourhood Plan and supported by adequate infrastructure.

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- C. Provide for up to 2,240 dwellings in the Local Service Villages through:
- (i) Sites allocated for development in the Site Allocations DPD or Neighbourhood Plans, whichever is produced the sooner.
 - (ii) Redevelopment and re-use of land and properties within the existing settlements.
 - (iii) Regeneration opportunities within and adjacent to the existing settlements.
 - (iv) Small scale 'local choice' schemes which meet housing and other needs identified by the local community.

To preserve the character of Local Service Villages estate sizes should be no more than 2% of the existing housing stock. Consideration will be given to larger schemes if accompanied by a detailed Masterplan and/or are compliant with an adopted Neighbourhood Plan and supported by adequate infrastructure.

- D. Provide for up to 560 dwellings within and adjacent to the smaller settlements of the District through small scale 'local choice' schemes which meet housing and other needs identified by the local community.

All 'local choice' schemes will be considered against the following criteria:

- (i) the robustness of the justification made in support of the scale, location and type of housing and other forms of development sought;
- (ii) the scope to use previously developed land which is available;
- (iii) the need to ensure that the character of the area affected by the scheme and the settlement as a whole is maintained.

- E. Provide for up to 560 dwellings on large previously developed land in the countryside, outside the Green Belt, subject to the requirements of Policy CS6 Green Belt, Policy CS25 Countryside and Policy CS26 Rural Brownfield sites.

Sustainability Appraisal Implications

9.1.2 The high-level assessment has identified a number of positive and uncertain effects. The positive effects are for SA objective 13, *Provide affordable, environmentally sound and good quality housing for all*. There are a number of uncertainties within this policy which could be remedied through cross-referral to the specific policies within the rest of the Core Strategy.

9.1.3 For example, the policy is unclear on the effects to the landscape/character of the district. However, it does state "the hierarchy reflects the character and function of the Districts landscape and settlements", and the preservation of character is also mentioned through limiting estate sizes and volumes at each spatial scale. Paragraphs (ii) and (iii) in sections A, B and C all provide limits to development. However, this development could affect the character of the settlements and wider area.

9.1.4 There is also uncertainty as to the effect on the bio/geo-diversity and natural resources as regeneration adjacent to the built-up area boundary could have a negative effect upon important features in proximity. Limited references to infrastructure are present within the policy. Investment and development of the districts network and the increase in sustainable travel

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are vital to manage the increased development. As stated above, this could be remedied through cross-referral to the specific policies within the rest of the Core Strategy.

Explanation

9.1.5 In considering the prospects of the District it is important to establish the distinct functions that its different parts perform now and should have in the future. The District Council believes there is a clear and well-established arrangement to the way in which the District is perceived and performs.

9.1.6 Stratford-upon-Avon as the main town provides a wide range of shops, services and jobs for its own population and a large rural area around it, as well as having a national and international role as a tourist attraction.

9.1.7 A number of smaller market towns and large villages each support a good range of shops and facilities for a more localised area. These are termed Main Rural Centres and include the following settlements:

Alcester
Bidford-on-Avon
Henley
Kineton
Shipston-on-Stour
Southam
Studley
Wellesbourne.

9.1.6 Other villages provide key services and have reasonable access by public transport. These were previously known as Local Centre Villages but are now termed Local Service Villages. These include the following settlements:

Alderminster	Ilmington	Snitterfield
Alveston	Lighthorne Heath	Stockton
Bearley	Long Compton	Tanworth-in-Arden
Bishops Itchington	Long Itchington	Tiddington
Brailes (Upper and Lower)	Long Marston	Tredington
Claverdon	Mappleborough Green	Tysoe (Upper & Middle)
Clifford Chambers	Moreton Morrell	Welford-on-Avon
Earlswood	Napton-on-the-Hill	Wilmcote
Ettington	Newbold-on-Stour	Wootton Wawen
Fenny Compton	Northend	
Gaydon	Oxhill	
Great Alne	Pillerton Priors	
Halford	Priors Marston	
Hampton Lucy	Quinton (Lower)	
Harbury	Salford Priors	

9.1.7 In addition, the District contains an extensive swathe of open countryside within which numerable smaller villages, hamlets, farms and other activities sit, as well as some large brownfield sites, mainly comprising former military operations and minerals workings.

9.1.8 This classification above derives from the former District Local Plan and there is no apparent reason why this settlement hierarchy should be called into question. It has been derived from the number of facilities and services in each of the settlements and has been consulted upon in previous drafts of the Core Strategy. Responses to previous consultation were in the main supportive of the approach.

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- 9.1.9 The key issue for the draft Core Strategy to resolve is how new development is to be divided up between these different settlements. National policy requires a focus on development in the most sustainable settlements in terms of access to public transport and services, but it has also placed increasing emphasis on some development in rural areas to meet housing needs.
- 9.1.10 It can be seen that Option F 50% of new housing will be distributed to the rural areas and 40% of this to the Local Service Villages. It is proposed that 10% of the future growth is directed to the smaller villages and hamlets via the 'local choice' scheme where smaller rural communities are able to identify their own needs and schemes can come forward that are specifically geared to meeting them.
- 9.1.11 It should be noted that not all of the Local Service Villages currently have a Built Up Area Boundary. It will need to be decided therefore in the final version of the Core Strategy whether all of these settlements should have a Built Up Area Boundary defined.

Key Drivers

- Stratford on Avon District Local Plan Review – 1996-2011
- Planning Policy Statement 1: Delivering Sustainable Development – 2005
- Planning Policy Statement 3: Housing - 2011
- Draft National Planning Policy Framework – 2011
- Stratford-on-Avon District Sustainability Appraisal Scoping Report – May 2011
- Methodology for identifying Local Service Villages – Autumn 2009
- Housing Provision Options Study – GL Hearn 2011
- Core Strategy consultation November 2008 – February 2009. Analysis of representations.
- Consultation Core Strategy – Summary of Representations received. February - April 2010.
- Parish/Member Workshops 2010.
- Stratford-on-Avon District Council Cabinet Reports – 5 September 2010 and 16 January 2011.

Development Management Considerations

- (1) The types of locations, according to their characteristics, should form the basis for managing the future pattern of development.
- (2) Housing development should seek to support shops, services and job opportunities and ensure that the functions of the settlements within the hierarchy are retained.
- (3) The policy should be used in conjunction with the Area Profiles in Section 10 which specifies the amount of development for each of the Main Rural Centres. This will also be applied to each of the Local Service Villages when the update to the District's Strategic Housing Land Availability Assessment is complete.
- (4) When considering proposals the use of brownfield land and infill plots should be prioritised wherever possible, including in rural areas. This approach should reduce the loss of Greenfield land in the District. The

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rationalisation of existing sites and mixed use development opportunities should be explored to provide dwellings. However, this should not be at the expense of local businesses, services or the amenity of the area.

- (5) The estate size and density of development should not adversely impact upon the character of the existing settlement, for example where the established character of an area is defined by its low density of urban form. Proposals that are larger than the specified estate size must be accompanied by a detailed masterplan and must clearly demonstrate that infrastructure requirements will be met and ideally, enhanced.
- (6) Community support for larger estate sizes should also be taken into consideration.
- (7) Further guidance on 'local choice' can be found in the 'Local Choice – meeting the needs of Rural Communities' Supplementary Planning Document.
- (8) In the smaller rural settlements (D) and open countryside there may be instances where development is justified to remove a problematic use. The views of the local community on the merits of a specific proposal will be taken fully into account and Policy CS25 Countryside applies.

Delivery and Monitoring

9.1.12 Monitoring of the delivery of this policy will be undertaken by assessing the District's five year housing land supply and the supply of ready to develop housing sites.

9.1.13 SA Objective 13, *Provide affordable, environmentally sound and good quality housing for all*, will particularly be used to monitor this policy.

9.1.14 This policy also will be monitored by reporting the percentage of new development completed on previously developed land. In addition, the net additional housing completed over the plan period to 2028 will be reported, as per the proportions allocated in the Policy. The draft Core Strategy will be monitored on a five year rolling basis to determine whether this policy is effective and to determine if, and what, intervening action needs to be taken.

Consultation Questions

Q92 - Do you agree with the methods proposed to provide dwellings in Sections A-D of the above draft policy? If not, what changes would you suggest?

Q93 - Do you agree with the estate sizes proposed? If not, what changes would you suggest? Should the District Council use this approach to protect the character of existing settlements?

Q94 - Should Built Up Area Boundaries be defined for all or any of the Local Service Villages?

Q95 - Are there any other settlements that should be included in the Local Service Village category?

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Q96 - Do you have any views on phasing housing development through the plan period?

Q97 - Are there any other points the draft policy should address?

Q98 - Is there any other evidence that the District Council should be considering to help the development of this draft policy?

Q99 - Do you have any further suggestions for monitoring the delivery of this draft policy?

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9.2 Affordable Housing

Strategic Objective

9.2.1 This policy relates to Strategic Objective 5 - *Planning to provide for housing needs.*

Policy CS 17

Affordable Housing

A. Provision in Stratford-upon-Avon and the Main Rural Centres

A minimum of 35% of the proposed residential floorspace (measured against gross internal floor area) on a site that is suitable of accommodating 5 or more dwellings will be required as affordable, subject to an assessment of the viability of the scheme where necessary.

B. Provision in the Local Service Villages (and other rural areas)

A minimum of 35% of the proposed residential floorspace (measured against gross internal floor area) on a site that is suitable for accommodating 5 or more dwellings will be required as affordable, subject to an assessment of the viability of the scheme where necessary.

C. Mechanisms for Implementation

The requirement for affordable housing will apply to all schemes incorporating self-contained units of accommodation, including sheltered and extra care housing schemes for the elderly and live-work schemes.

Schemes must be genuinely affordable, appropriate and sustainable relative to local need, and have effective mechanisms in place to ensure their delivery, management and retention.

In mixed tenure schemes the affordable housing element, unless justified under special circumstances:

- (a) shall be funded without public subsidy;
- (b) be provided on the application site as an integral part of the overall scheme.

In exceptional circumstances support may be given to off-site provision (at parity) where it would offer an overall better outcome in all respects.

Sustainability Appraisal Implications

9.2.2 Policy CS 17 is the key driver to meeting future affordable housing requirements. This policy is likely to have strong positive effects with regard to providing affordable, environmentally sound and good quality housing for all (objective 13), Climate Change (objective 5) and Sustainable Energy. However there could be negative effects in relation to

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reducing air, soil and water pollution (objective 8). Increased provision of affordable housing in rural areas may increase car dependency as sustainable alternative forms of transport may not be viable.

Explanation

- 9.2.3 The Stratford-on-Avon District Housing Strategy 2009 – 2014 accepts that the District has a shortage of affordable housing. At the time of writing the Strategy in 2009/10 the District had an annual shortfall of 532 affordable homes. One of the main aims of the Strategy is to increase the supply of affordable housing and to provide a choice of quality affordable housing for local people, particularly in rural areas. To help resolve this challenge, local choice schemes are being promoted in market towns and larger villages.
- 9.2.4 As at December 2011 there were 4,919 households on the Stratford-on-Avon District housing waiting list / housing register (Table 3) (Housing Advisory Panel 20 January 2012), up from 3,810 households in 2010. Table 3 provides a definition of each banding type and the total for each banding and a grand total for year 2010 and 2011.

Table 3: Home Choice Plus Housing Register

Banding	Definition	Dec 2010	Dec 2011
Priority	Applicants who are accepted as statutorily homeless by SDC	17	16
Gold Plus	Applicants with a high housing need and a local connection	159	212
Gold	Applicants with a housing need and a local connection.	352	446
Silver Plus	Applicants with a high housing need but no local connection	14	11
Silver	Applicants with a housing need and no local connection.	44	58
Bronze Plus	Applicants with a low housing need and a local connection	2,606	3,310
Bronze	Applicants with a low housing need and no local connection.	618	866
TOTAL		3,810	4,919

- 9.2.5 The affordability of open market housing for sale and private rented accommodation is a big issue. The underlying cause of poor affordability levels is the high price of housing against relatively low incomes. In 2010 the ratio of median house prices to median earnings in the district was 9.05 (DCLG) and the ratio of lower quartile house prices to lower quartile earnings was even worse at 9.84 (DCLG).
- 9.2.6 The District Council's Development Viability Assessment (2009) supports the need for a 35% affordable housing threshold. Lower site size thresholds are viable in rural areas, while higher affordable housing proportions are supported in Local Service Centres. In the interests of equitability and flexibility these requirements are based on floorspace rather than absolute numbers of dwellings, although they will need to be translated into an optimum stock and tenure profile.

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- 9.2.7 The stated 35% proportion represents the minimum expected level of provision. Exceptionally, where an applicant proposes a lower level of provision robust evidence of exceptional circumstances will be required, including a financial viability assessment.
- 9.2.8 Where an applicant proposes to make a lower affordable housing contribution via Section 106 contributions, sufficient evidence of exceptional circumstances will be required, including a financial viability assessment.
- 9.2.9 Further guidance will be provided in a revised Affordable Housing Supplementary Planning Document.

Key Drivers

- Stratford-on-Avon District Council Affordable Housing Enabling Programme - 2011
- Stratford-on-Avon District Council Corporate Strategy 2011 – 2015
- Stratford-on-Avon District Council Sustainable Community Strategy
- Warwickshire Sustainable Community Strategy
- Warwickshire Local Investment Plan
- Planning Policy Statement 3: Housing
- Draft National Planning Policy Framework – 2011
- Stratford-on-Avon District Housing Strategy 2009 – 2014
- Stratford-on-Avon District Meeting Housing Needs Supplementary Planning Document – 2008
- Stratford-on-Avon District Council Strategic Housing Market Assessment: Market Review 2009
- Stratford-on-Avon District Council Development Viability Assessment – 2009
- Stratford-on-Avon District Council Housing Provision Options Study – 2011
- West Midlands Housing Crisis, House Builders Federation – 2011
- Stratford-on-Avon District Homeless Review and Strategy 2008 – 2011
- Parish Plans, including Fenny Compton and Snitterfield
- Housing Needs Surveys
- Summary Report 2011 – Consultation Core Strategy Responses
- Member workshops – 2011
- Parish Council workshops - 2011
- District Local Plan Review 1996 – 2011 Policy COM 13 & CTY 5

Development Management Considerations

- (1) In exceptional cases where on site affordable housing is not provided, a cash in lieu contribution will be required. Further detail is outlined in the Developer Contribution section.
- (2) Agreement shall be reached between the developer and Stratford-on-Avon District Council regarding: -
 - The timed release of affordable housing schemes/development timescales;
 - Special site considerations;

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- The occupation of accommodation. Only those in need of affordable housing shall be provided for; and
 - The management of the scheme and the role of Registered Social Landlords.
- (3) Consideration needs to be given to the requirements in the Affordable Housing Supplementary Planning Document.
- (4) Where residential development is normally restricted in rural settlements, affordable housing shall be promoted as exception sites.

Delivery and Monitoring

- 9.2.10 This Policy will be delivered through the determination of planning applications and the completion and implementation of planning obligations. Key partners will be the District Planning Authority and Homes and Communities Agency, partner housing associations.
- 9.2.11 The policy will be monitored by the number, proportion and profile of affordable housing completions.
- 9.2.12 The reduction of the number of households on the housing register.
- 9.2.13 Sustainability indicators relating to providing affordable environmentally sound and good quality housing for all are applicable.
- 9.2.14 Number of people in need of an affordable home.

Consultation Questions

Q100 - Do you agree that there should be site thresholds?

Q101 - Do you agree with the proposed minimum site thresholds? If not, what do you suggest?

Q102 - Should there be a definition of the viability of schemes?

Q103 - Do you agree with the basic requirements outlined in terms of implementation? If not, what do you suggest?

Q104 - Does the draft policy contain sufficient guidance to help assess planning applications? If not, what changes would you suggest?

Q105 - Are there any other points the draft policy should address?

Q106 - Is there any other evidence that the District Council should be considering to help the development of this draft policy?

Q107 - Do you have any further suggestions for monitoring the delivery of this draft policy?

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9.3 Protection of Housing Stock

Strategic Objective

9.3.1 This policy relates to Strategic Objective 5 - *Planning to provide for housing needs.*

Policy CS 18

Protection and adaptation of the existing Housing Stock

The District's existing housing stock will be managed and safeguarded as a vital resource by restricting the loss of existing dwellings to other uses, unless specific overriding circumstances apply and by securing the re-use of empty dwellings for residential use.

In order to maximise the potential of individual properties to meet the District's housing needs and also, to bring empty homes back into use the principles of extensions, subdivisions, adaptation and replacement will be supported subject to the following criteria:

- (i) That proposals would not result in the net loss of dwellings through demolition or change of use unless there is a specific and over riding justification;
- (ii) That no adverse impact is caused to neighbouring properties or the character of the locality;
- (iii) That the historic character of the existing housing stock is respected by sensitive design and retained within new proposals wherever possible.

Sustainability Appraisal Implications

9.3.2 Policy CS 18 is the key driver for the protection and adaptation of existing housing stock. This high level assessment indicates that the policy has the potential to impact positively on the need to protect the historic character (objective 1) of existing housing and maintaining the character and appearance of the landscape / townscape (objective 2). Redevelopment and adaptation of existing vacant dwellings has an uncertain effect in regards to providing affordable, environmentally sound and good quality housing for all (objective 13) as older properties may match the sustainability performance a new build would meet.

Explanation

9.3.3 The effective management of existing housing stock reduces the net loss of dwellings, impacting on overall housing need and the need to build new houses.

9.3.4 At 1 April 2011, Council's records show that 1,329 dwellings were empty in the District. Of these, 748 dwellings had been empty for six months or more. The District Council has a programme of bringing vacant homes back into use, making a contribution to the supply of housing.

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Key Drivers

- Stratford-on-Avon District Housing Strategy 2009 – 2014, Evidence Log
- Empty Homes Agency
- Stratford-on-Avon District Council Revenues Department
- Stratford-on-Avon District Council Corporate Strategy 2011 – 2015
- Stratford-on-Avon District Council Sustainable Community Strategy
- Warwickshire Sustainable Community Strategy
- Planning Policy Statement 3: Housing
- Draft National Planning Policy Framework – 2011
- New Homes Bonus, Final Scheme Design (CLG) - 2011
- Stratford-on-Avon District Housing Strategy 2009 – 2014
- Stratford-on-Avon District Council Empty Homes Strategy 2008 – 2011
- Stratford-on-Avon District Council Private Sector House Condition Survey – 2009
- Joint Housing Assessment for South Warwickshire Housing Needs of Stratford-on-Avon – 2006
- Stratford-on-Avon District Homelessness Review and Strategy 2008 – 2011
- Summary Report 2011 – Consultation Core Strategy Responses
- Member workshops – 2011
- Parish Council workshops - 2011
- Local Plan Review – 1996 – 2011 Policy COM 12

Development Management Considerations

- (1) Beyond the developed areas of Stratford-on-Avon and the Main Rural centres replacement dwellings need to lie within the curtilage of the existing dwelling. In addition, the existing dwelling should be a lawful planning use and not have been demolished and / or abandoned.

Delivery and Monitoring

- 9.3.5 The policy will be delivered through the determination of planning applications.
- 9.3.6 The policy will be monitored by the number of private sector empty homes brought back into use and the number of dwellings lost to other uses.
- 9.3.7 Sustainability indicators relating to providing affordable environmentally sound and good quality housing for all are applicable especially:
- 9.3.8 All new homes to be designed and built to Lifetime Homes or comparable standard.

Consultation Questions

Q108 - Does the draft policy provide a framework to adequately safeguard existing housing stock and manage change within it? If not, what changes do you suggest?

Q109 - Should the draft policy be more prescriptive regarding the loss of empty homes to other uses?

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Q110 - Are there any other issues the draft policy should address?

Q111 - Is there any other evidence that the District Council should be considering to help the development of this draft policy?

Q112 - Do you have any further suggestions for monitoring the delivery of this draft policy?

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9.4 Specialised Accommodation

Strategic Objective

9.4.1 This policy relates to Strategic Objective 5 - *Planning to provide for housing needs*.

Policy CS 19

Specialised Accommodation

Housing which effectively caters for the housing, care and support needs of local older people and other local vulnerable people, including extra care accommodation, will generally be encouraged in Stratford-on-Avon, Main Rural Centres and Local Service Villages. However, such provision will only be supported if:

- (a) The type and location of the proposed development meets identified local needs and enables people to live independently;
- (b) It contributes to maintaining the balance of the housing stock in the locality concerned;
- (c) Arrangements are in place to ensure the delivery of appropriate care and support packages.

Sustainability Appraisal Implications

9.4.2 Policy CS 19 is the key driver in the provision of specialised accommodation, catering to meet the needs of older and vulnerable people. This high level assessment indicates that the policy has the potential to lead to positive effects against the SA Objectives. This policy is highly specific in its remit and will fulfil the requirements to provide affordable, environmentally sound and good quality housing for all (objective 13).

Explanation

9.4.3 Demographic trends (especially the growing numbers and proportion of older people) coupled with changes in the way people's housing, care and support needs are met (especially the emphasis on facilitating independent living) have highlighted the need for a strategic policy to drive change in the provision of specialised accommodation. Old models of provision are sometimes inflexible and no longer fit for purpose.

9.4.4 There is a lack of appropriate provision. For example, the Stratford-on-Avon District Council's 2009 Private Sector House Condition Survey found that many of the District's older and more vulnerable members of society are living in poor housing conditions. Supporting evidence, such as the Joint Housing Assessment for South Warwickshire: Housing Needs of Stratford-on-Avon District, recommends that more should be done to support older people and those with disabilities, to allow them to live

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independently for as long as possible and to have access to decent accommodation. The Warwickshire Supporting People programme outlines the needs of vulnerable people. Stratford-on-Avon District is faced with a shortage of affordable accommodation and specialist housing, for example: extra care housing, accommodation and support for young people and single homeless people of all ages. All groups in the district, including older people and vulnerable people, need to be given a choice of housing options.

9.4.5 Related to the provision of extra care housing and other forms of specialised housing is the need to apply lifetime home standards to all new housing.

Key Drivers

- Stratford-on-Avon District Core Strategy, Issues and Options – 2007
- Sustainability Appraisal of the Stratford-on-Avon Core Strategy: SA Scoping Report - 2011
- Stratford-on-Avon District Council Housing Provision Options Study- 2011
- Stratford-on-Avon District Council Sustainable Community Strategy
- Warwickshire County Council Quality of Life for an Ageing Population Strategy 2008 – 2012
- Warwickshire Local Area Agreement 2008 – 2011
- Warwickshire Supporting People 5 Year Strategy 2008 – 2013
- Planning Policy Statement 3: Housing
- Draft National Planning Policy Framework
- Laying the Foundations: A Housing Strategy for England - 2011
- Stratford-on-Avon District Housing Strategy 2009 – 2014
- Warwickshire Supporting People Strategy 2008-2013
- Joint Housing Assessment for South Warwickshire: Housing Needs of Stratford-on-Avon District – 2006
- Stratford-on-Avon District Council Private Sector House Condition Survey – 2009
- Stratford-on-Avon District Homelessness Review and Strategy 2008 – 2011
- Parish Plans
- Housing Needs Surveys
- Summary Report 2011 – Consultation Core Strategy Responses
- Member workshops – 2011
- Parish Council workshops - 2011
- Local Plan Review 1996 – 2011 – Policy COM 15

Development Management Considerations

- (1) To ensure that specialised accommodation is accessible, all buildings shall be in accordance with the lifetime home standards.

Delivery and Monitoring

9.4.6 This Policy will be delivered by the determination of planning applications. Key partners will be the District Council, Warwickshire County Council, Homes and Communities Agency, partner housing associations, Health organisations.

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- 9.4.7 It will be monitored by specialised housing completions and whether public or private provision.
- 9.4.8 Sustainability indicators relating to providing affordable environmentally sound and good quality housing for all are applicable especially:
- 9.4.9 All new homes to be designed and built to Lifetime Homes or comparable standard.

Consultation Questions

- Q113 - Does the draft policy adequately support the provision of specialised accommodation? If not, what changes would you suggest?**
- Q114 - Should the policy be more specific with regard to the type of specialised accommodation?**
- Q115 - Should the draft policy be more prescriptive with regards to development standards and delivery mechanisms?**
- Q116 - Are there any other issues the draft policy should address?**
- Q117 - Is there any other evidence that the District Council should be considering to help the development of this draft policy?**
- Q118 - Do you have any further suggestions for monitoring the delivery of this draft policy?**

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9.5 Housing Mix & Type

Strategic Objective

9.5.1 This policy relates to Strategic Objective 5 - *Planning to provide for housing needs.*

Policy CS 20

Housing Mix and Type

All residential development should contribute to the creation of balanced and sustainable communities by meeting the full range of identified local and District housing needs in terms of mix, size and tenure to cater for the full range of different household types. For example, identified needs for the District include:

- 2 and 3 bedroom family homes
- 1 bedroom flats
- Bungalows.

All residential development must be designed to provide accommodation that can be easily adapted to suit changing household needs, including through the use of Lifetime Homes Standards.

Sustainability Appraisal Implications

9.5.2 Policy CS 20 is the key driver in meeting housing need/changing housing need. This high-level assessment identified that the policy has positive effects on the provision of affordable housing, environmentally sound and good quality housing for all (objective 13).

Explanation

9.5.3 The Stratford-on-Avon Strategic Housing Market Assessment: Market Review 2009 and the District Council Housing Provision Options Study (June 2011) shows a shift towards smaller dwellings, largely due to demographic changes and associated impact on market demand. Modelling also shows strong demand for 2 and 3 bedroom affordable houses.

9.5.4 At Stratford-on-Avon District Council Cabinet meeting held on 5 September 2011, a decision was made to encourage building to cover the district's deficit of three bedroom houses.

9.5.5 Housing mix and types shall be further tested through a revised Strategic Housing Market Assessment and additional evidence gathering. In addition, Local Needs Surveys undertaken by Parishes and the local community will be an important source of evidence to inform this policy.

Key Drivers

- Stratford-on-Avon District Core Strategy, Issues and Options – 2007
- Sustainability Appraisal of the Stratford-on-Avon Core Strategy: SA Scoping Report – 2011

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- Stratford-on-Avon District Council Corporate Strategy 2011 – 2015
- Warwickshire Sustainable Community Strategy
- Warwickshire Local Investment Plan
- Planning Policy Statement 3: Housing
- Draft National Planning Policy Framework
- Stratford-on-Avon District Housing Strategy 2009 – 2014
- Stratford-on-Avon District Council Strategic Housing Market Assessment: Market Review 2009
- Stratford-on-Avon District Council, Meeting Housing Needs Supplementary Planning Document – 2008
- Stratford-on-Avon District Council Housing Provision Options Study – 2011
- Parish Plans, including Bidford-on-Avon, Long Marston and Napton
- Summary Report 2011 – Consultation Core Strategy Responses
- Member workshops – 2011
- Parish Council workshops – 2011
- Stratford-on-Avon District Council Cabinet Decision of Monday, 5 September 2011
- Local Plan Review 1996 – 2011 – Policy COM 14.

Development Management Considerations

- (1) The range, mix and type of affordable housing schemes shall accord with the requirements of the Strategic Housing Market Assessment.
- (2) Consideration shall be given to the impact of affordable housing schemes on surrounding market housing, both physically and socially.
- (3) Consideration needs to be given to existing housing stock within towns and villages. This will help inform decisions about the appropriate range and mix of dwelling types and sizes.
- (4) Development standards shall accord with the Code for Sustainable Homes.

Delivery and Monitoring

- 9.5.6 The policy will be delivered through the determination of planning applications.
- 9.5.7 The policy will be monitored by the type, size and tenure of completed dwellings including the number of bedrooms.
- 9.5.8 Sustainability indicators relating to providing affordable, environmentally sound and good quality housing for all are applicable especially:
- 9.5.9 All new homes to be designed and built to Lifetime Homes or comparable standard.

Consultation Questions

Q119 - Does the draft policy adequately identify housing need (mix, type and tenure)? If not, what changes do you suggest?

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Q120 - Should the policy be more specific with regard to the mix, type and tenure of housing?

Q121 - Should the draft policy be more prescriptive with regards to development standards?

Q122 - Are there any other issues the draft policy should address?

Q123 - Is there any other evidence that the District Council should be considering to help the development of this draft policy?

Q124 - Do you have any further suggestions for monitoring the delivery of this draft policy?

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9.6 Gypsies & Travellers

Strategic Objective

9.6.1 This policy relates to Strategic Objective 5 - *Planning to provide for housing needs.*

Policy CS 21

Provision for Gypsies, Travellers and Travelling Showpeople

Provision will be made for an additional 52 (net) permanent gypsy and traveller pitches over the next five years, of which 25 pitches will be public (if funding becomes available), and an extra 10 pitches for every five years thereafter during the period to 2028.

The District Council's preferred locations for Gypsy and Traveller provision are in Broad location 1 or Broad location 2 as shown on Map 1.

Proposals for the provision of permanent gypsy and traveller sites will be supported where all of the following criteria are met:

- (i) The site will not be located within an international environmental designation;
- (ii) If adjacent to the Area of Outstanding Natural Beauty (AONB) the site will have a buffer to minimise any adverse visual impact upon the AONB;
- (iii) The site will not compromise the objectives of any nationally recognised designations and must not be located within the Green Belt unless there are special circumstances;
- (iv) The site will not be at high risk of flooding;
- (v) The site will not be located on unstable or contaminated land that cannot be mitigated;
- (vi) The site will have good road access and avoid significant impact on minor rural roads;
- (vii) The site will be in reasonable proximity to local services and facilities;
- (viii) The development and use of the site will not have adverse impacts on the landscape, biodiversity or the built environment. This includes unacceptable noise levels;
- (ix) The site will have a good residential environment and be of good quality design;
- (x) The site will not adversely impact on neighbouring residential amenity; and
- (xi) Arrangements are put in place to ensure the proper management and retention of the site.

Proposals for the provision of sites for travelling showpeople will be considered on a case-by-case basis and a proven need must be demonstrated.

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Sustainability Appraisal Implications

9.6.2 Policy CS 21 is the key driver to meeting gypsy and traveller site needs. This high-level assessment identified a number of likely positive effects, including access to services and suitable provision of transportation links (objective 10) and impacts on the landscape (objective 2), biodiversity (objective 3) or built environment.

Explanation

9.6.3 National planning policy requires the Council to identify sites to meet the accommodation needs of the gypsy and traveller community. Even though Government policy requires the identification of sites for permanent and temporary pitches, the Council's Gypsy and Traveller Needs Assessment (2011) indicates that at present there is no need for Travelling Showpeople sites. There is also no demonstrated need for transit site provision in the District, although it is acknowledged the County Council are seeking to allocate a transit site in the County and the District Council and its neighbours will be key partners in this process.

Key Drivers

- Stratford-on-Avon District Gypsy and Traveller Accommodation Assessment – 2011
- Stratford-on-Avon District Council Corporate Strategy 2011 – 2015
- Stratford-on-Avon District Council Sustainable Community Strategy
- Warwickshire Local Investment Plan – 2010
- Planning Policy Statement 3: Housing
- Planning for Traveller Sites - Consultation – 2011
- New Homes Bonus, Final Scheme Design (CLG) - 2011
- Joint Housing Assessment for South Warwickshire: Housing Needs of Stratford-on-Avon District – 2006
- Stratford-on-Avon District Housing Strategy 2009 – 2014
- Summary Report 2011 – Consultation Core strategy Responses
- Member workshop – 2011
- Parish Council workshops - 2011
- Local Plan Review 1996 – 2011

Development Management Considerations

- (1) Further guidance will be contained in a Gypsy and Traveller Site Allocations Development Plan Document.
- (2) Site development must accord with national guidance on site design and facility provision.

Delivery and Monitoring

- 9.6.4 The policy will be delivered through the determination of planning applications.
- 9.6.5 The policy will be monitored by the number of additional pitches provided for gypsies and travellers in appropriate locations as detailed in the Policy criteria;

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- 9.6.6 Recording additional unauthorised pitches; and
- 9.6.7 Sustainability indicators relating to providing affordable environmentally sound and good quality housing for all are applicable.

Consultation Questions

Q125 - Do you agree with the proposed number of traveller pitches and proposed locations for new pitches in the draft policy? If not, what do you suggest?

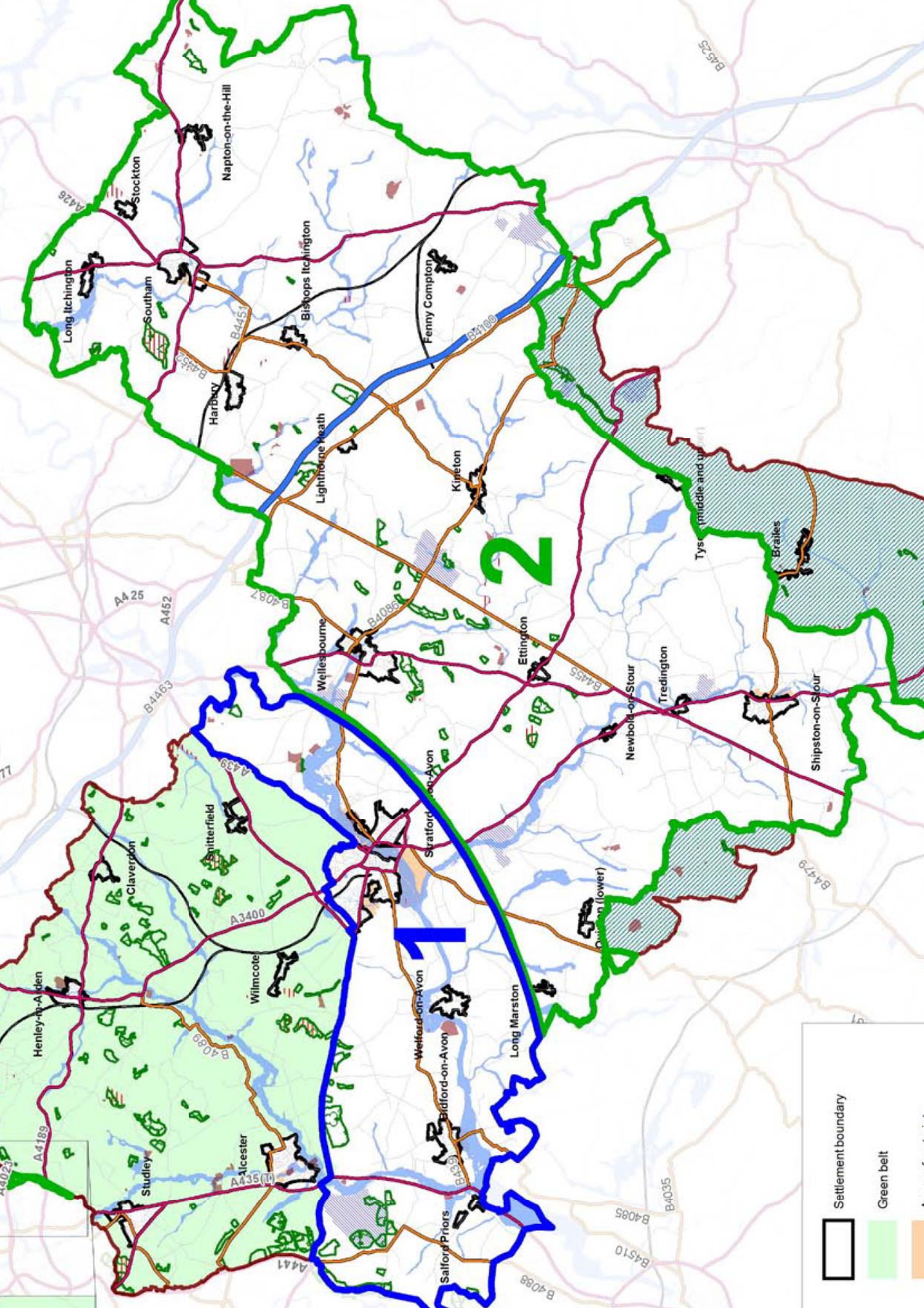
Q126 - Do you agree with the proposed site criteria? If not, what do you suggest?

Q127 - Do you think the draft policy needs to be more specific regarding the size of traveller sites? If you do, what minimum and maximum numbers do you suggest?

Q128 - Are there any other points the draft policy should address?

Q129 - Is there any other evidence that the District Council should be considering to help the development of this draft policy?

Q130 - Do you have any further suggestions for monitoring the delivery of this draft policy?



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9.7 Economic Development

Strategic Objective

9.7.1 This policy relates to Strategic Objective 5 – *Planning to promote and diversify the local economy* and Strategic Objective 6 – *Planning to support the main commercial centres*.

Policy CS 22

Economic Development

Development that provides for a wide range of business and commercial activity will be promoted in order to maintain the economic health and competitiveness of the District.

Provision will be made for an additional 25-30 hectares of employment land over the plan period 2008-2028. The primary purpose of this land is to provide opportunities for businesses falling within Class B1a (offices) and Class B1b (research and development) of the Town and Country Planning (Use Classes) Order.

A flexible approach will be taken to accommodating a wide range of employment-generating uses, including public and community uses, on existing industrial areas. This is subject to the specific provisions of other policies in the Core Strategy, including Policy CS 23 Retail Development and Town and Local Centres. The exception to this approach is in relation to recently developed and proposed business parks where the primary uses are expected to be within Class B1 of the Use Classes Order.

A wide range of opportunities for business development will be provided in the countryside, in accordance with Policy CS 25.

Scope for business uses will be provided on previously developed sites in rural areas, dependent upon the nature of the activities involved, the character of the site and its accessibility.

The expansion of firms in their existing locations will be supported, dependent upon the nature of the activities involved, the character of the site and its accessibility.

The incorporation of workspace associated with residential development will be encouraged in order to increase the scope for home-based working.

An existing employment site should not be redeveloped or converted to non-employment uses unless it is no longer viable or appropriate for that purpose. The same principle applies to a site with planning permission for employment uses that has not been implemented.

Schemes involving companies in the knowledge-based and other high value-added sectors will be encouraged in order to support the restructuring of the local economy and to provide more highly skilled and paid jobs.

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Requirements for business investment in the District that are not specifically catered for elsewhere in this policy will be considered thoroughly and will be supported where the economic and social benefits of an individual proposal outweigh any particular harm likely to be caused.

Sustainability Appraisal Implications

- 9.7.2 Policy CS 22 is the key driver to supporting the development of a strong and diverse district economy, to maintain economic competitiveness and to support the growth of local businesses. This high level assessment identified that continued growth of firms at their existing locations, homeworking and the scope for business development at sites in rural areas would reduce barriers to rural areas (objective 11). At the same time development outside urban areas may adversely affect the efficiency of transport networks by increasing the load on infrastructure and increasing car dependency.

Explanation

- 9.7.3 An overarching Government objective is to achieve sustainable economic growth. This is reflected in Planning Policy Statement 4: Planning for Sustainable Economic Growth (2009) and in the Draft National Planning Policy Framework. The Draft NPPF identifies the economic role of planning as building a 'strong, responsive and competitive economy, by ensuring that sufficient land of the right type, and in the right places, is available to allow growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure'.
- 9.7.4 For the purposes of national and local planning policies, economic development includes that within Class B of the Use Classes Order, public and community uses and main town centre uses (eg. retail, leisure, culture and tourism). The policies also apply to other development which achieves at least one of the following objectives: provides employment opportunities, generates wealth, produces or generates an economic output or product. The policies for economic development apply to rural areas as they do to urban areas, subject to specific requirements.
- 9.7.5 Stratford-on-Avon District contains around 53,900 jobs. The area saw strong employment growth between 2003 and 2008, but has experienced a decline more recently due to the effects of the economic recession. The District has a strongly performing business base, comprising around 8,100 businesses – at a very high density of around 120 businesses per 1,000 working age population. Again, business base growth between 2003 and 2008 has been replaced more recently by a small decline in the number of businesses.
- 9.7.6 Employment activity in the District is spread across a relatively broad range of sectors. The top five employment sectors district-wide are accommodation and food services; professional; scientific and technical; manufacturing; and education. Around a quarter of businesses in the District are classified as being knowledge-based.
- 9.7.7 The current unemployment rate (Job Seekers Allowance claimants) stands at 1.5% in December 2011 and is well below the national and regional situation (3.9% and 4.8% respectively).

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- 9.7.8 Stratford-on-Avon District has experienced a higher increase of in-commuting than other parts of Warwickshire, rising from about 20% in 1981 to nearly 36% in 2001. There has also been an increase in out-commuting during the same period, from about 32% to nearly 40%, again the highest in the county. Overall, there is a daily net outflow of commuters to surrounding areas of around 3,600 people (2001 Census). Generally, those commuting out of the District to work are more highly skilled than those commuting into the area. This is more likely to reflect the high levels of skills in the resident population than a deficit in highly skilled jobs within the District.
- 9.7.9 The most significant workplace destinations outside the District are Warwick District (11.5%), Worcestershire, particularly Redditch (5.7%), Birmingham (4.7%), Coventry (3.6%), Oxfordshire, particularly Banbury (3.1%), and Solihull (2.6%). The most significant origins of commuting into the District are Worcestershire (11.8%), Warwick District (6.3%), Birmingham (2.6%), Solihull (2.3%) and Coventry (2.0%).
- 9.7.10 A key aim of the District Council's Corporate Strategy (February 2011) is 'A District where business and enterprise can flourish'. The Council wishes to increase the proportion of its residents that can find work in the District and increase the economic viability of the area. The Strategy specifies the importance of improving the prospects of success for rural businesses and to encourage the development of locality plans (Parish and Town Plans) that incorporate proposals for business development.
- 9.7.11 The Coventry & Warwickshire Local Enterprise Partnership 5-Year Strategy identifies the priority to create more jobs, particularly by higher growth, private sector businesses. It has set a number of key ambitions:
- to create an environment where it is easy for businesses to start, locate and thrive;
 - to accelerate growth in the economy through targeted support in key strategic sectors; and
 - to ensure that appropriate sites, premises and infrastructure are provided to support economic growth.
- 9.7.12 The District Council commissioned an Employment Land Study to form part of the evidence base for the Core Strategy. The Study found that:
- given the economic context, the employment floorspace and land take-up will be more moderate than past rates of completions, based on the expectations of future economic growth relative to performance in the pre-recession decade. It is not unreasonable to assume that land take-up in the District over the plan period will be lower than has occurred over the past 10 years.
 - Over the longer-term, Stratford-on-Avon District is considered to be relatively well positioned. It lies within one of the most economically dynamic parts of the West Midlands located close to the M40 corridor that connects London and Birmingham. It benefits from a high quality of life and environment, a strong skills base and high levels of economic participation. It is entrepreneurial, with higher than average business births, relatively strong business survival rates and self-employment almost twice regional and national averages. Whilst recognising macro-level risks, the District's economic structure means it is expected to be more economically resilient than many others.

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- Economic weaknesses or threats include housing supply/affordability, which if not addressed could result in longer distance commuting and could potentially constrain economic growth; as well as transport links in terms of both highways and public transport.
 - The strategy for economic development should look to create the conditions to allow businesses to prosper and grow. This will require a combination of measures addressing skills and labour supply; the commercial property offer; wider infrastructure; business support measures; ICT infrastructure and cluster and supply-chain development. The District Council is well-placed to take forward key aspects of this through the Core Strategy, particularly in providing a framework for ensuring that the commercial property offer meets identified needs and demand. In working with wider partners through the LEP, it can work to support action on the other fronts.
 - It is likely that the District's geography and quality of life will support further growth of small and home-based businesses, including within rural areas. There is potential for both home and remote working to increase and for growth of home-based businesses over the plan period. It is important that the District Council works to provide support to the small business base in these areas. It will also be important that good quality telecommunications infrastructure is provided, particularly high-speed broadband.
- 9.7.13 The Study concluded that it would be appropriate to plan for the provision of 25-30 hectares (net) of employment land over the plan period to 2028. Limited additional employment allocations are appropriate to support higher value economic growth in Class B1a offices and B1b research development sectors. Specific locations for this form of development are identified as being at Stratford-upon-Avon and Alcester, and possibly Southam.
- 9.7.14 Conversely, in overall land terms, there is a potential surplus of between 44.5-69 hectares of land across the District for the plan period to 2028. This land is currently primarily used for industrial activities (Class B1c and B2). The Study considers that there is potential for selective release of existing poorer quality employment land in Stratford-upon-Avon. It recommends implementing a criteria-based policy for the release of existing industrial sites.
- 9.7.15 The District Council believes that the area has an important role to play in providing greater opportunities for investment by the high technology sector given its accessible location and environmental attractiveness. Increasing the provision of these types of jobs would help to address the loss of traditional employment, reduce the amount of out-commuting and maintain the District's economic competitiveness.
- 9.7.16 Rural employment sites in the District are generally well occupied and actively used, and play an important role in supporting the rural economy. Planning policy should support the sustainability of the rural economy in permitting the re-use and possible redevelopment of farm buildings for employment-generating activities.
- 9.7.17 PPS4 and the Draft NPPF both expect local authorities to be flexible in the manner in which proposals for economic development are treated. PPS4 states that they should adopt a positive and constructive approach

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towards planning applications for economic development. Planning applications that secure sustainable economic growth should be treated favourably (Policy EC10). Likewise, the Draft NPPF looks to local authorities to find solutions to overcome any substantial planning objections where practical and consistent with other considerations (para. 74). The District Council is prepared to apply this approach.

Key Drivers

- Stratford-on-Avon District Council Corporate Strategy (approved February 2011)
- Stratford-on-Avon District Sustainable Community Strategy (2009)
- Coventry & Warwickshire Local Enterprise Partnership – 5 Year Strategy (April 2011)
- Coventry & Warwickshire Local Enterprise Partnership – 2011/12 Business Plan (April 2011)
- Coventry & Warwickshire Economic Assessment (Warwickshire County Council & Coventry City Council, March 2011)
- Planning Policy Statement 4: Planning for Sustainable Economic Growth (2009)
- Draft National Planning Policy Framework (July 2011)
- Stratford-on-Avon District Employment Land Study (August 2011)
- Study into the Growth Implications of Redditch (January 2009)

Development Management Considerations

- (1) Planning applications involving the loss of employment land or floorspace will be assessed against the following criteria:
 - Is the site allocated for employment uses? The assumption is that allocated sites should be protected for such purposes.
 - Is there an adequate supply of employment land of sufficient quality in the locality to cater for a range of business requirements?
 - Is the site capable of being served by a catchment population of sufficient size to provide local jobs? What is the balance between population and employment in the local area? What might be the impact of employment loss on commuting patterns? Would there be a detrimental impact on the local economy due to the loss of employment land?
 - Is there evidence of active marketing of the site for employment uses? How does the size and quality of employment space provided match local demand, taking account of market conditions and expected future economic trends?
 - Is redevelopment for employment purposes practical, taking account of site characteristics and location, and would redevelopment be viable? If redevelopment is not practical or viable, could a mixed use scheme be brought forward?
 - If firms are likely to be displaced through redevelopment to other uses, is there a supply of alternative suitable accommodation in the locality to support their relocation? Would this promote or hinder sustainable communities and travel patterns?

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(2) When considering planning applications for economic development which are not in accordance with the provisions of this policy, the following factors will be rigorously assessed:

- weigh market and economic information and impact against environmental and social information and impact;
- take full account of any longer term benefits, as well as the costs of development such as job creation or improved productivity, including any wider benefits to the national, regional or local economy;
- consider whether the proposal would help to meet the wider objectives of the Core Strategy.

Monitoring and Delivery

9.7.18 The Policy will be delivered by the assessment and determination of planning applications for economic development.

9.7.19 Economic Development has been monitored over many years and for consistency should be continued including an annual schedule of industrial sites in the District indicating their status and progress.

9.7.20 In relation to Use Classes B1, B2 and B8:

- Amount of land developed for employment (including additional land allocated as defined by this Policy)
- Total amount of employment floorspace completed by type
- % of employment development on previously developed land
- % of employment floorspace on previously developed land
- Employment land available by type
- Loss of employment land (redeveloped for other use).

9.7.21 These indicators, together with labour market profile statistics, provide a picture of the health of the economy, development and workforce.

9.7.22 All economic development should also relate to relevant sustainability indicators.

Consultation Questions

Q131 - Will the approach taken in the policy provide sufficient scope and flexibility to support the District's economy?

Q132 - Is the additional amount of employment land specified in the policy sufficient to meet the needs of the District's economy and should its focus be on Class B1 uses?

Q133 - Should the provision of additional employment land be phased over the plan period?

Q134 - Should a flexible approach be taken to supporting a wide range of economic and community uses on existing industrial estates? For example, the reuse of employment units for retail uses?

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Q135 - Is it appropriate to apply a rigorous assessment of development proposals that involve the loss of employment land? Are the criteria identified in the Development Management Considerations section appropriate?

Q136 - Should there be a particular emphasis on attracting high technology companies to the District?

Q137 - Are there any other points the draft policy should address?

Q138 - Is there any other evidence that the District Council should be considering to help the development of this draft policy?

Q139 - Do you have any further suggestions for monitoring the delivery of this draft policy?

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9.8 Retail Development and Town and Local Centres

Strategic Objective

9.8.1 This policy relates to Strategic Objective 4 – *Planning to promote and diversify the local economy* and Strategic Objective 6 *Planning to support the main commercial centres*.

Policy CS 23

Retail Development and Town and Local Centres

Retail development will be provided in a manner that helps to strengthen the function and character of the District's town and local centres for the benefit of residents and visitors.

The roles of Stratford-upon-Avon town centre as a shopping and service centre of sub-regional importance, and the commercial core of each of the Main Rural Centres as a focus of shopping and services for their local area, will be supported through the encouragement of new and enhanced shopping and other commercial uses.

Large-scale retail development, defined as exceeding 1,000 square metres (gross), should take place within or on the edge of Stratford-upon-Avon town centre.

The town centre boundary for Stratford-upon-Avon is defined on Map 2.

Retail (Class A1) should remain the predominant activity at ground floor level on the primary shopping streets in Stratford-upon-Avon town centre as defined on Plan 1.

Any large-scale retail proposal that is promoted elsewhere in the District requires a comprehensive retail impact assessment, in accordance with national planning policy, to seek to justify the proposed scale and location of the development, and to show that:

- (a) There are no suitable sites available for the proposed development within or on the edge of Stratford-upon-Avon town centre.
- (b) The proposal would not have a detrimental impact on the vitality and viability of:
 - Stratford-upon-Avon town centre;
 - town centres outside the District; or
 - the commercial core of any of the Main Rural Centres.

Retail proposals of less than 1,000 square metres (gross) are appropriate in principle outside Stratford-upon-Avon town centre and in any of the Main Rural Centres.

Throughout the District, the loss of a shop or service falling within Class A of the Town and Country Planning (Use Classes) Order will be resisted unless it is demonstrated to be unviable or not required by the community.

The provision of new shops in neighbourhood centres and villages is encouraged.

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Sustainability Appraisal Implications

- 9.8.2 Policy CS 23 is the key driver for the future provision of suitable retail and commercial development within Stratford-upon-Avon and local rural centres. This high-level assessment identified that increased development could effect the character (objective 2) of the district as the proliferation of high street chains reducing diversity. The development of main local centres in the region could result in a positive effect on climate change (objective 6).
- 9.8.3 The development and diversity of services in the main rural centres reduces barriers (objective 11) to rural areas through increased accessibility and increased quality of life.

Explanation

- 9.8.4 A network of centres across the District is recognised as being essential to provide easily accessible shops and services to meet the day-to-day needs of residents, as well as being the focus of local community facilities.
- 9.8.5 National planning policy, as currently set out in Planning Policy Statement 4: Planning for Sustainable Economic Growth (2009), states that local planning authorities should, as part of their economic vision for their area, set out a strategy for the management and growth of centres over the plan period.
- 9.8.6 The Draft National Planning Policy Framework takes forward this approach and expects planning policies to be positive in promoting competitive town centre environments and setting out policies for the management and growth of centres over the plan period. Local planning authorities should:
- recognise town centres as the heart of their communities and pursue policies to support the viability and vitality of town centres;
 - define a network and hierarchy of centres that is resilient to anticipated future economic changes'
 - define the extent of the town centre and the primary shopping area, based on a clear definition of primary and secondary frontages in designated centres, and set policies that make clear which uses will be permitted in such locations
 - allocate a range of suitable sites to meet the scale and type of retail, commercial and other uses needed in town centres;
 - allocate appropriate edge of centre sites where suitable and viable town centre sites are not available, and if sufficient edge of centre sites cannot be identified, set policies for meeting the identified requirements in other accessible locations; and
 - set policies for the consideration of retail and leisure proposals which cannot be accommodated in or adjacent to town centres.
- 9.8.7 In relation to communities, the Draft NPPF stresses the importance of providing facilities and services that they need by:
- planning positively for the provision and integration of community facilities and other local services to enhance the sustainability of communities and residential environments;

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- safeguarding against the unnecessary loss of valued facilities and services, particularly where this would reduce the community's ability to meet its day-to-day needs; and
 - ensuring that established shops, facilities and services are able to develop and modernise in a way that is sustainable, and retained for the benefit of the community.
- 9.8.8 Stratford-upon-Avon is the only 'strategic centre' in the District and, as such, it is the most appropriate location for major retail, leisure, commercial and office developments. It has a good quality retail offer given its size and a wide range of other commercial and leisure uses are supported. However, high rents have meant that some independent traders and 'local' businesses have been pushed out of the main shopping area.
- 9.8.9 The town is facing growing competition from larger shopping centres nearby, such as Solihull, Royal Leamington Spa, Redditch and Banbury, and, increasingly, from electronic retailing - although increasing consumer spending and growth in leisure shopping had bolstered the town centre until the recent down-turn.
- 9.8.10 Consistent with national policy, the District Council will pursue a strong 'town centre first' approach in order to maximise the prospects for new retail investment coming forward, to enable it to continue to compete with larger centres elsewhere, and to control the level and type of competition with other retail facilities in the town.
- 9.8.11 Although there are physical and environmental constraints to providing a substantial amount of additional retail and other commercial floorspace in the town centre, the regeneration of the area between Rother Street and Grove Road (the Rother Quarter) provides a significant opportunity (see Stratford-upon-Avon Area Policy Profile).
- 9.8.12 The boundary of Stratford-upon-Avon town centre has been extended to include land up to the railway station, including the old Cattle Market site, and existing commercial and leisure uses on the Bridgeway. This reflects the manner in which the commercial core of the town has grown in recent years and embraces other community and leisure uses that should be provided in town centres in accordance with national planning policy.
- 9.8.13 The out-of-centre Maybird Retail Park is playing an increasingly important role and was extended in 2008. While there is some concern that it is causing harm to the town centre, it should be borne in mind that this scale of retail outlet could not have been provided more centrally. Furthermore, it means that local residents do not have to travel further afield for this form of shopping. However, it is important that the Maybird Centre functions in a way that is complementary to the town centre. Accordingly, measures to further improve the physical and functional relationship between the two will be considered, with the principal objective of boosting trips to, and trade within, the town centre.
- 9.8.14 It is important to support the role of larger rural market towns in the District as commercial centres by attracting new shops and other businesses, with a specific emphasis on offering a wide choice of local produce. Market Town Visions and Parish Plans produced for the Main Rural Centres stress the importance of supporting their local shops and services.

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- 9.8.15 Main Rural Centres are not of sufficient size to require a boundary to define their commercial core and a degree of flexibility could be justified in relation to the location of retail and commercial development in order to help bolster their role.
- 9.8.16 A Convenience Goods Retail Study commissioned by the District Council in 2008 specifically covered the towns of Stratford-upon-Avon, Alcester, Shipston-on-Stour and Southam. It presented two alternative scenarios:
1. Increase the market share of spending for the three rural market towns to reflect much higher levels of locally retained expenditure consistent, in order to support their role as service centres and to help reduce the need to travel long distances for food shopping. This is the strategy recommended in the Study, although it recognised that it is far from easy to develop appropriately sized new food stores within the centres of the rural market towns.
 2. Do not adjust the current market share of spending for the three rural market towns. Thus it is assumed that the existing relative strengths and attractions of centres will continue unchanged throughout the plan period. Under this scenario, the three rural market towns will continue to leak high volumes of locally generated expenditure to more distant towns.
- 9.8.17 Under Scenario 2, there is no justification for providing a large foodstore in any of the established rural commercial centres. The District Council is concerned about the impact a large foodstore on the edge of a main rural settlement would have on the role of the existing centre. While such a Tesco foodstore was provided on the edge of Southam in 2010, it is too early to gauge its effect on the town centre. Although it is acknowledged that such stores would widen choice for local residents and reduce the need to travel, the view is taken that the likely impact on the existing centres would be too great a risk to take.
- 9.8.18 The Study concluded that there is no apparent requirement to provide further convenience goods floorspace in Stratford-upon-Avon. This is particularly the case as a foodstore (due to be occupied by Waitrose) has been granted planning permission on an edge of town site at Shipston Road and the Tesco store on Birmingham Road has planning permission for an extension.
- 9.8.19 A Comparison Goods Retail Study has also prepared for the District Council in 2011. This Study covered Stratford-upon-Avon specifically as it is the focus of this form of shopping, being the only main town in the District. It found that 42% of all non-bulky comparison goods floorspace in the town is located out of centre, whilst the corresponding figure for bulky comparison goods is 89%. For the comparison sector as a whole, almost 60% of retail floorspace in Stratford-upon-Avon town is now located out of centre.
- 9.8.20 Based on a dwelling requirement of 8,000 dwellings in the District over the plan period, and the increase in population that is projected as a result, the Study identifies the need for a further 3,850 square metres of non-bulky comparison goods floorspace (although none is needed until after 2018) and about 8,000 square metres of bulky goods floorspace in the town by 2028.

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- 9.8.21 As acknowledged in the Study, the existing consumer choice in Stratford-upon-Avon town centre is more than adequate, but no centre can afford to 'rest on its laurels'. Therefore, the District Council will encourage any appropriate opportunities that may arise in the future to refresh and improve the town centre's retail offer. Further large-scale non-bulky comparison goods provision out of centre could put at risk the existing healthy levels of vitality and viability of the town centre; particularly given the recent economic recession, the on-going economic fragility and the forecast modest growth in consumer retail expenditure.
- 9.8.22 Although it is recommended that any additional bulky comparison goods floorspace is provided within the town centre, it is recognised that, in practice, this may be hard to achieve. Should further floorspace for this purpose be located out of centre (within the levels of need identified in the Study), it is not felt this will materially undermine the existing vitality and viability of the town centre due to its nature.
- 9.8.23 Permitting further significant out of centre retail development in the town (particularly in non-bulky comparison goods and in volumes which exceed the need estimated), could impact adversely on the scope for improving the town centre and potential planned retail investment. Consequently, in accordance with that recommended in the Study, the District Council intends to apply a threshold of 1,000 square metres gross for when a retail impact assessment is required, where an application site is out of the town/retail centre.

Key Drivers

- Stratford-on-Avon District Council Corporate Strategy (approved February 2011)
- Sustainable Community Strategy (2009)
- Planning Policy Statement 4: Planning for Sustainable Economic Growth (2009)
- Draft National Planning Policy Framework (July 2011)
- Convenience Goods Retail Study (June 2008)
- Comparison Goods Retail Study (May 2011; revised floorspace assessment October 2011)
- Parish Plans, including Kineton, Lighthorne Heath, Charlecote, Wilmcote & Pathlow, Bidford-on-Avon, Beaudesert & Henley, Studley, Wootton Wawen, Wellesbourne, Shipston, Halford, Long Compton, Stretton-on-Fosse
- Member workshops (Spring 2011)
- Parish Council workshops (Spring 2011)
- Summary Report 2011 – Consultation Core Strategy Responses
- Local Plan Review 1996 – 2011 Policy COM.21 & COM.22

Development Management Considerations

- (1) Main Rural Centres are not of a size and nature to require a boundary to define their commercial core and a degree of flexibility could be justified in relation to the location of retail and commercial development in order to help bolster their role.

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- (2) In assessing proposals involving the loss of a Class A1 retail use on a primary shopping street in Stratford-upon-Avon town centre, at least 60% of the total gross floorspace at ground floor level on an individual primary shopping street should be retained in retail use.

Monitoring and Delivery

9.8.24 Retail Development and town centres have been monitored over many years and for consistency should be continued.

- Amount of floorspace completed for town centre uses (including retail). Covers Stratford-on-Avon town centre/outside town centre and elsewhere in the District. Will include additional floorspace allocated by this Policy.
- Areas of commercial development in Main Rural Centres (Foodstores)

9.8.25 For Stratford-upon-Avon town centre:

- Diversity of main town centre uses
- Presence of national multiples and high profile retailers
- Shopping rents (to compare Stratford with other nearby shopping centres)
- Proportion of vacant street level property
- Quality and mix of services
- Pedestrian flows

9.8.26 Loss or gain of shops/services in settlements throughout the district should also be reported.

9.8.27 All retail and town centre development should also relate to relevant sustainability indicators.

Consultation Questions

Q140 - Does the policy provide the necessary protection to support the vitality and viability of the District's town and local centres?

Q141 - Is the definition of large-scale development, i.e. over 1,000 square metres (gross), appropriate in relation to Stratford-on-Avon District?

Q142 - Is the proposed definition of the Stratford-upon-Avon town centre boundary appropriate?

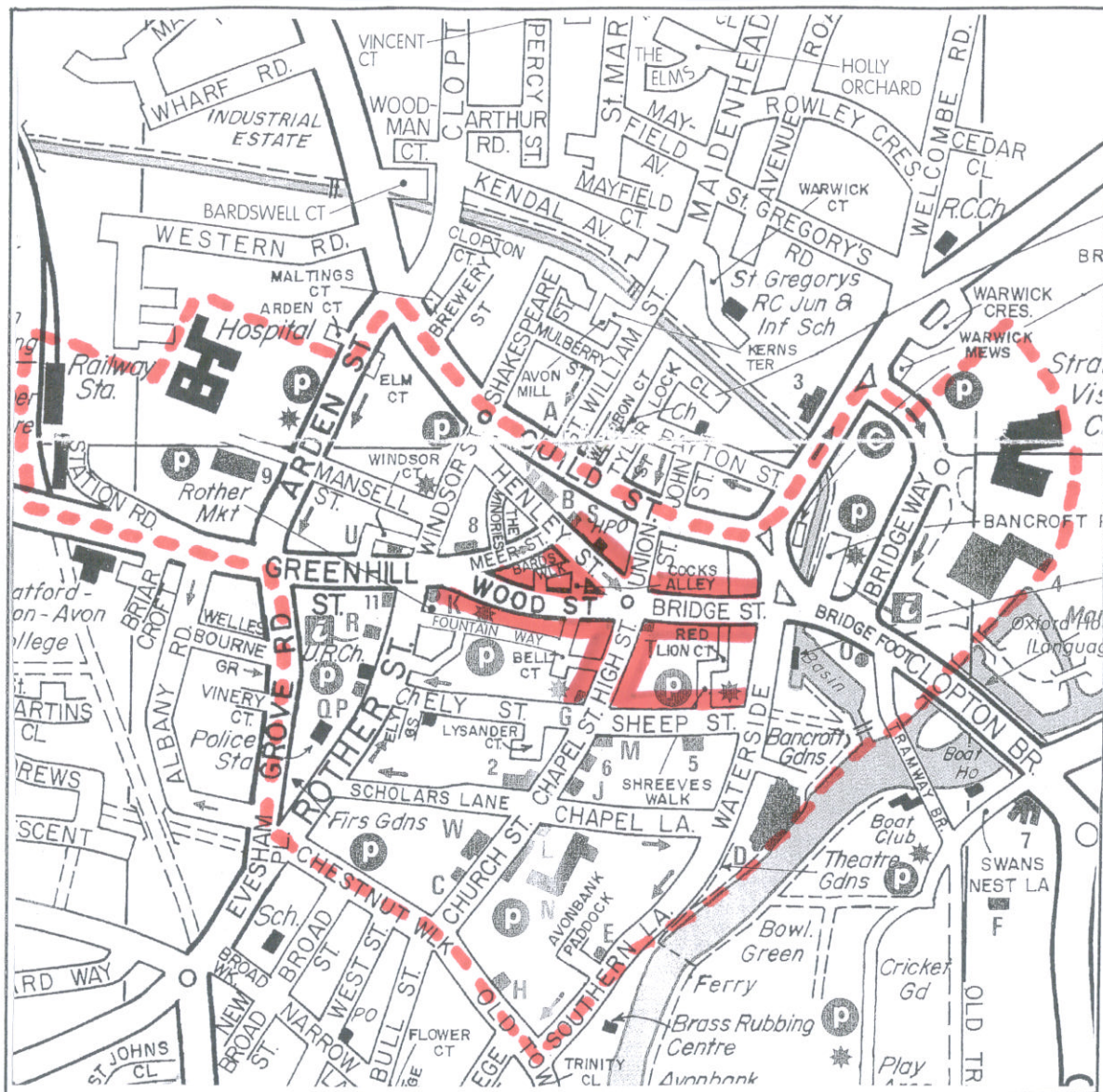
Q143 - Are the primary shopping streets identified in Stratford-upon-Avon town centre the appropriate ones?

Q144 - Are there any other points the draft policy should address?

Q145 - Is there any other evidence that the District Council should be considering to help the development of this draft policy?

Q146 - Do you have any further suggestions for monitoring the delivery of this draft policy?

Map 2: Stratford-upon-Avon town centre



Proposed town centre boundary



Proposed primary shopping streets

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9.9 Tourism Development

Strategic Objective

- 9.9.1 This policy relates to Strategic Objective 5 – *Planning to promote and diversify the local economy* and Strategic Objective 6 – *Planning to support the main commercial centres*.

Policy CS 24

Tourism Development

The role of tourism will be maximised by encouraging new attractions and dispersing them throughout the District, in order to support the local economy and to provide the opportunity for local communities to enjoy the benefits that would be derived.

Large-scale schemes for visitor attractions or overnight accommodation should ideally be located within or close to Stratford-upon-Avon or a Main Rural Centre.

Elsewhere in the District, large-scale proposals for new and major extensions to existing tourism-related development, including accommodation, will need to be justified taking into account:

- (a) the nature of the activity and whether it can only reasonably be located in a rural area;
- (b) its impact on the character of the local landscape and settlements, including historic and natural features;
- (c) the benefits that the scheme offers to the local communities; and
- (d) the accessibility of the site by existing public transport and the scope to improve services.

Large-scale visitor accommodation may be justified in the rural parts of the District where it is directly associated with a major existing tourist, recreation, business or conference use.

The provision of large-scale conference facilities is encouraged in order to support business tourism. These should be located in Stratford-upon-Avon, a Main Rural Centre, or in the rural area of the District in relation to an existing hotel, visitor attraction or business.

Small scale tourism and visitor-based schemes, including those for new or extensions to existing visitor accommodation and conference facilities, will be supported where they are appropriate to the size and role of the settlement and/or to the specific nature of the location.

Development should be sensitive to the character of the area and designed to maximise the benefits for the communities affected in terms of job opportunities and support for local services.

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Wherever possible, tourist and visitor facilities should be located in existing or replacement buildings if they are suitable for the purpose, particularly where they are located outside settlements.

Facilities requiring new buildings in the countryside should, where possible, be provided in, or close to, a settlement but may be justified in other locations where the facilities are required in conjunction with a particular countryside attraction and there are no suitable existing buildings or developed sites available to re-use.

In areas that are statutorily designated for their natural and cultural heritage qualities, there will be scope for tourist and leisure related developments, subject to appropriate control over their number, form and location to ensure the particular qualities or features that justify the designation are conserved.

Sustainability Appraisal Implications

9.9.2 Policy CS 24 is the key driver for strengthening the tourism sector. The tourism sector could provide new employment opportunities (objective 15), but increased visitor numbers could adversely effect bio/geo-diversity. Increases in tourism related activities in the wider countryside could put further pressure on the district's ability to minimise its impacts on climate (objective 6) and increased pressure could be placed on the infrastructure/transportation networks (objective 10) if the majority of visitors are travelling by car.

9.9.3 There is a level of uncertainty regarding the protection of the districts countryside (objective 12).

Explanation

9.9.4 Tourism plays an essential role in supporting the economy of Stratford-on-Avon District. It currently attracts about 4.9 million visitors a year, who spend about £336 million in the area. Tourism is one of the main sources of employment in the District with over 8,000 jobs supporting the industry.

9.9.5 Stratford-upon-Avon itself has been highlighted as one of the "Attract Brands" by Visit England. It represents a huge opportunity to be the gateway to discover not only the town and its Shakespearean heritage but also the surrounding attractions in the rest of Stratford District.

9.9.6 National planning policy, currently provided in Planning Policy Statement 4: Planning for Sustainable Economic Growth, identifies tourism as falling within the definition of economic development. Tourism is defined as being a town centre use and, as such, it is expected that major arts, culture and tourism development should be located in town centres.

9.9.7 PPS4 also emphasises the importance of local planning authorities supporting sustainable rural tourism and leisure developments that benefit rural businesses, communities and visitors but are not harmful to the character of the area. The Draft National Planning Policy Framework makes a similar statement.

9.9.8 The Good Practice Guide on Planning for Tourism (2006) explains that local planning policies should aim to maximise the benefits of tourism, in particular ensuring that the development is able to reach its potential to

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contribute to tourism in the area and for local communities to enjoy those benefits.

- 9.9.9 While engendering a positive approach to rural tourism, the Guide stresses that large-scale tourist proposals must be assessed against the whole range of sustainable development objectives. This includes not only their transport implications but also other sustainability considerations such as how they would assist rural regeneration and the well-being of communities.
- 9.9.10 A Stratford-upon-Avon Destination Tourism Strategy has been agreed by a wide range of agencies and organisations, including the District Council. By helping to develop this strategy, the District Council is acting as a catalyst in partnership with the private sector, and other tourism stakeholders, to ensure a balanced approach to tourism in the District, being led and developed by experts in the field that can deliver an effectively managed destination to visit, experience and return to.
- 9.9.11 Tourism itself and the drivers for visitors are changing and in the last few years several significant trends have emerged or gained momentum. The 'staycation' phenomenon continues to grow and holidaying at home remains a key area of interest for the domestic market. There has also been an increase of interest in 'green, sustainable or responsible' tourism amongst consumers, who are looking increasingly for authentic experiences that provide benefit to the host destination and minimise the impacts. Overseas markets traditionally relied upon are not growing as fast, or at all but new markets are emerging that can take their place. In short, despite the global economic recession, tourism offers plenty of opportunities for growth.
- 9.9.12 Tourism is a vital component of the District's economy as it supports hospitality, catering, accommodation, retail, business and business tourism. It also benefits local programmes of events, including the arts, sports and festivals, where local traditions can be shared with visitors. These activities help to build local pride and provide opportunities for new businesses, business growth and development.
- 9.9.13 As a catalyst for economic growth and employment, tourism provides opportunities for an increase in demand for businesses as well as tourist attractions for both visitors and residents. We need to ensure tourism works to the advantage of the District by attracting and dispersing visitors to discover and experience all the attractions our District has to offer and to maximise on opportunities to increase the number of overnight stays, length of visitor stay and visitor spend.
- 9.9.14 The emerging Strategy identifies a range of objectives, all of which will be dependent on the planning system in various ways to help achieve:
- Develop a sustainable and viable model of destination management.
 - Attract more domestic and international visitors to the District.
 - Increase length of visitor stay.
 - Increase visitor spend.
 - Increase the spread of tourism benefit across the district.
 - Improve the productivity of the local tourism economy.
 - Increase employment in tourism, and tourism related businesses.

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- Increase the profile of the district as a destination.
- Increase awareness and engagement with tourism from the resident population.

9.9.15 The Stratford-upon-Avon Urban Design Framework identifies the Bridgeway area as providing scope to increase and widen the range of tourist facilities offered by the town (see Stratford-upon-Avon Policy Profile).

9.9.16 The larger rural centres provide an appropriate focus for smaller-scale tourism activity outside Stratford-upon-Avon. Alcester wishes to develop a reputation as a festival town, a stop-over for walkers and cyclists, and to promote its Roman heritage. Shipston is looking to promote itself as a base from which to explore the Cotswolds and Shakespeare country. Southam has schemes underway to support local attractions such as the Holy Well ancient monument and to promote its Civil War links. Wellesbourne has a new tourist attraction underway known as Chedham's Yard, a restored blacksmith's and wheelwright's workshop dating from the early 19th century.

9.9.17 There is also a wide range of visitor attractions in the countryside, including country houses, parks and gardens and the canal network. These have a vital role to play in broadening the tourism offer, providing jobs and supporting local services.

Key Drivers

- District Council Corporate Strategy (approved February 2011)
- Sustainable Community Strategy (2009)
- Planning Policy Statement 4: Planning for Sustainable Economic Growth (2009)
- Good Practice Guide on Planning for Tourism (July 2006)
- Draft National Planning Policy Framework (July 2011)
- Destination Tourism Strategy for Stratford-on-Avon District (January 2012)

Development Management Considerations

- (1) For schemes involving large-scale hotels or similar accommodation in rural locations, the accommodation should be directly associated with an existing use which has to be of such a nature and scale that it can justify the provision of overnight accommodation in its own right. In other words, it must be genuinely ancillary to the needs of the existing use on the site. Consequently any proposal should be of a scale appropriate to the needs of that use, and it will be a requirement for all applicants to justify why the accommodation proposed is appropriate in relation to the particular existing use.
- (2) It is a major objective of the planning system to maximise the use of brownfield land for new development. Visitor attractions can claim large swathes of agricultural land and the District Planning Authority will wish to take into account the scope to utilise previously developed sites. In appropriate cases, the applicant will be expected to submit evidence on the extent to which alternative brownfield sites have been investigated.

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- (3) Water-based recreation is covered by the provisions of this policy. However, additional permanent moorings and marinas will only be supported where there is adequate access, availability of existing facilities such as transport links or shops, and where they will not compromise the use or operation of existing navigable waterway features such as junctions or locks.

Monitoring and Delivery

9.9.18 Scale and location of new visitor accommodation has been monitored over many years and for consistency should be continued including a schedule of schemes over five bedrooms in the District indicating their status and progress.

9.9.19 New large scale schemes for visitor attractions, accommodation and conference facilities should be reported. Other indicators that could be monitored include:-

- Footfall;
- Visitor spend
- Number of nights stay and occupancy rates in hotel and guesthouses.
- Number of jobs.

9.9.20 All tourism related development should also relate to relevant sustainability indicators.

Consultation Questions

Q147 - Is it appropriate to seek to spread tourism activity across the District rather than focus it on Stratford-upon-Avon?

Q148 - Are the criteria for assessing proposals for large-scale tourism-related development on sites outside Stratford-upon-Avon and the Main Rural Centres appropriate?

Q149 - Should scope be provided to attract additional conference facilities in the District in the manner set out in the draft policy?

Q150 - Are there any other points the draft policy should address?

Q151 - Is there any other evidence that the District Council should be considering to help the development of this draft policy?

Q152 - Do you have any further suggestions for monitoring the delivery of this draft policy?

Section 10 – Area Policy Profiles

10.1 Stratford-upon-Avon Area Policy Profile

Context

- 10.1.1 Stratford-upon-Avon remains a rare example of a largely intact medieval planned town. A charter was issued around 1196 for a New Town to be established to the north of the original settlement. The preservation of the town's medieval character and layout stems from the decline of the wool trade at the end of the 16th Century and only modest change as a result of the arrival of the canal and then the railway. Improved infrastructure allowed a greater number of visitors to experience the town's association with Shakespeare. Since then, tourism has become the key driver in Stratford's economy and development.
- 10.1.2 The town is comparatively small, having approximately 26,000 residents at 2008 (excluding Tiddington and Alveston), an increase of 24% since 1981. However, in terms of dwellings there has been a 52% increase between 1981 and 2008, reflecting the national trend towards a smaller average household size and the considerable amount of housing development that has taken place in the town over the past ten years. It is estimated that in 2008 there were about 11,500 dwellings in the town itself.
- 10.1.3 The town is the focus of international cultural attractions in the form of the Shakespeare properties and the Royal Shakespeare Theatre, as well as being attractive for its riverside and historic centre. It is well-positioned in the heart of the UK to take advantage of the demand for short breaks. It is essential that the town capitalises on these invaluable assets and works towards improving those features that require enhancement.
- 10.1.4 It is estimated that the town attracts around 4.9 million visitors a year. Of these, about 70% are day visitors, with only 30% staying overnight. Expenditure by day visitors is only about £7.50 per head, whereas for staying visitors it is £32.50. This significantly greater spending on shopping, services and other attractions shows the importance of encouraging more people to stay overnight in the town.
- 10.1.5 In order to retain its high profile tourist image, it is essential that the historic character of the town, its key buildings and open spaces, as well as the world famous Shakespeare legacy, is protected and enhanced. This should embrace the town as whole, so that its market town scale and attractive landscape setting, are retained. It is worth noting that in a recent visitor survey, 91% of visitors rated their overall enjoyment of the visit to the town as very high or high.
- 10.1.6 The huge numbers of visitors places a massive burden on the fabric and infrastructure of such a small town. Its description as the 'international market town' is no coincidence and conveys the tension between meeting the needs of local residents and the expectations of the visitors it attracts. This pressure manifests itself in the central area in particular, where there is a considerable degree of conflict between pedestrians and vehicles. This affects the quality of the visitor experience and undermines the historic character of the town centre.
- 10.1.7 Specific aspects of the town's infrastructure and services are under heavy pressure and are reaching capacity thresholds. This is the case with traffic on the road network, particularly during the morning peak and on certain days during the year such as Bank Holidays, where queuing and delays on certain routes into the town centre are considerable. Traffic causes adverse environmental impacts on various parts of the town due to noise, air quality and visual intrusion.

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- 10.1.8 There are also major issues in education provision, with both the primary and secondary provision having little, if any, additional capacity. Conversely, it would appear that the drainage system, including the Milcote Water Treatment Works, has some spare capacity.
- 10.1.9 Stratford-upon-Avon is an important commercial centre for its own residents and businesses and an extensive catchment area. The town retains 94% of the available convenience goods expenditure within its primary catchment area according to the Retail Study produced in 2008. In terms of non-food shopping, again the town itself is the dominant destination for local residents (58%), with Leamington the next most popular at only 5%.
- 10.1.10 For its size, the town supports a much wider range of shops and services than would be expected because of the large numbers of visitors it attracts. However, it cannot afford to 'rest on its laurels' and ongoing attention is needed to bolster its role as a sub-regional centre for shopping and other attractions.
- 10.1.11 There has been a considerable amount of out-of-town centre retail development over the past twenty years which has boosted the commercial base of the town. The effect is significant and has meant that local residents do not have to travel elsewhere for this form of shopping. So far, this has not undermined the health of the town centre because it performs a wide range of roles not just for shopping. However, it is important to ensure that this balance is not undermined.
- 10.1.12 As is to be expected with a relatively large town, the proportion of its employed residents that also work in Stratford-upon-Avon itself is much higher than for the rural market towns and large villages. At the time of the 2001 Census, 63% lived and worked in the town. Besides this, its residents work in a wide range of places, with the next most important source of jobs being Warwick/Leamington at only 7%.
- 10.1.13 As with most towns, certain parts have become outworn, even redundant, over time. In recent years, much of the Birmingham Road area, which was the focus of industrial activity throughout the 1900s, has been redeveloped. However, there is further scope to improve the appearance and image of this key route into the town. Opportunities for environmental improvements and regeneration exist, such as in the Timothy's Bridge Road/Masons Road area and the canal corridor through the town.

Policy Principles

- 10.1.14 A wide range of issues and opportunities have been identified in relation to the future planning of the Stratford-upon-Avon area. These have been identified through various sources, including plans produced by the local community and studies produced for the District Council to form the evidence base for its Local Development Framework.
- 10.1.15 Development proposals and other initiatives and projects in and around Stratford-upon-Avon will be expected to contribute to the achievement of the following policy principles where it is appropriate and reasonable to do so:

Principle
<p>(a) Environmental</p> <ul style="list-style-type: none">• Ensure that the town presents an attractive image and experience given its international standing and significance.• Retain the scale, character and form of the town and enhance it with good building and landscape design in all parts.

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Principle
<ul style="list-style-type: none"> • Protect the individual character of each area of the town and ensure that all development improves upon it. • Maintain a strong sense of place and local distinctiveness in all new development • Co-ordinate new developments and public spaces to create a distinctive whole, integrated with the existing fabric of the town. • Improve the publicly accessible areas and connectivity within the town in order to enhance the visitor experience and create an environment that will support business growth and job creation. • Protect the views into and out of the town in order to maintain its close relationship to the countryside. • Ensure that any development on the approaches to the town retains the existing landscape and green spaces and augments them. • Improve the quality and image of the main corridors and gateways to the town centre. • Improve the ways in which the town’s historical, architectural and landscape heritage are conserved, interpreted and presented. • Seek to protect those areas of High Landscape Sensitivity surrounding Stratford-upon-Avon from development unless there are very special circumstances. Where sites of Medium Landscape Sensitivity are affected by future development, ensure appropriate mitigation measures and enhancement opportunities are taken wherever possible. • Seek to preserve and/or record any well-preserved archaeological deposits within and adjacent to the town should they be affected by future development. • Enhance multi-functional green infrastructure networks, including walking and cycling, along the river corridor to the north-east of the town. • Enhance the attractiveness of Stratford Enterprise Park and the Avon/Wharf Road Industrial Estate. • Support and enhance the biodiversity value of the River Avon corridor, while recognising the importance of river meadows in flood management and increasing public access. • Improve linkages between key biodiversity sites and corridors, including the river, the racecourse, Welcombe Hills and Local Wildlife Sites. • Support and enhance the setting and context of the town’s rich and diverse historic environment. • Identify opportunities to increase the provision of Parks & Gardens and Amenity Greenspace in the Stratford-upon-Avon area given the current shortfall of 2.37 hectares against the recommended standard of provision in Policy CS 27. • Identify opportunities to increase the provision of Natural Accessible Greenspace specifically in the Tiddington area given the current shortfall of 1.07 hectares against the recommended standard of provision in Policy CS 27.
<p>(b) Social</p> <ul style="list-style-type: none"> • Increase the number of suitable and affordable homes in the town and its surrounding area. • Identify opportunities to increase the provision of Play Space for Children & Young People in the Stratford-upon-Avon area given the current shortfall of 5.68 hectares against the recommended standard of provision in Policy CS 27. • Increase the provision of pitches for mini and junior football and junior rugby given the shortfall identified.

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Principle
<ul style="list-style-type: none"> • Identify opportunities to increase the provision of Allotments in the Stratford-upon-Avon area given the current shortfall of 5.06 hectares against the recommended standard of provision in Policy CS 27. • Improve links to Stratford Recreation Ground from the western side of the river. • Ensure that adequate services are provided to meet the needs of an increasing proportion of older residents. • Support the provision of a replacement Leisure Centre. • Provide for an increased supply of primary and secondary education in the town.
<p>(c) Economic</p> <ul style="list-style-type: none"> • Provide for more business development to exploit the town's economic success. • Allocate an additional 5-10 hectares of land for Class B1 uses at Stratford-upon-Avon. • Investigate the potential for selective release of existing poorer quality employment land in the town. • Investigate the potential to provide an Innovation Centre in the town subject to comprehensive feasibility testing. • Promote a strong 'town centre first' approach to encourage new retail investment • Seek to improve the diversity of retail outlets in the town centre. • Provide scope for additional non-bulky comparison goods floorspace in the town centre. • Provide scope for additional bulky comparison goods floorspace, if possible within the town centre. • Improve the physical and functional links between the town centre and the Maybird Centre. • Ensure Stratford-upon-Avon remains as one of the country's pre-eminent cultural destinations by improving the quality and variety of the visitor experience. • Support the creation of a new International Shakespeare Centre in Henley Street to be promoted by the Shakespeare Birthplace Trust. • Provide scope for a major conference facility in the town or nearby.
<p>(d) Transport</p> <ul style="list-style-type: none"> • Reduce the dominance of traffic in the town centre such as through managing access for deliveries and coaches, improving public transport and facilities for walking and cycling, and innovative traffic management measures. • Assess the scope to improve traffic management on Birmingham Road. • Provide a bus-rail interchange as part of the redevelopment of the former Cattle Market site. • Investigate the scope for providing a bus station in the town centre. • Support the implementation of a Parkway Rail Station at Bishopton adjacent to the park and ride facility. • Support improvements to Stratford Rail Station and its relationship to the town centre. • Investigate the scope for providing a park and ride facility on the south side of the town.

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Principle
<ul style="list-style-type: none">• Achieve an effective balance between long-stay and short-stay parking in the central area of the town.• Promote and implement the Historic Spine Project to improve pedestrian facilities through the town centre.• Reduce the impact of HGV movements, particularly in the town centre and on Clopton Bridge.• Assess the scope for a third river crossing to provide a route to take traffic around the town.• Provide a new road link between Warwick Road and Bridgeway.• Improve the pedestrian route across Bridgefoot between Bridgeway and the town centre.• Create a new pedestrian/cycle link between Masons Road and Western Road.• Promote targeted on and off road cycle routes with partners such as Warwickshire County Council and Sustrans.• Extend and improve cycle routes in the town, including between the railway station and the town centre.• Investigate the potential for upgrading Lucy's Mill Footbridge to make it more accessible to a range of users.

Future Development Strategy

- 10.1.16 Stratford-upon-Avon has a dichotomy of roles; as a small market town which is expected to meet the day-to-day needs of its residents to the national and international tourist destination for which the historic character and heritage needs to be preserved. It is essential that the town meets these diverse expectations in an effective manner, and the scale of future development has an important bearing on this.
- 10.1.17 Considerable concern has been expressed by the local community that the town is growing too large and that its character is being threatened. This is due in part to the recent large-scale housing development along Birmingham Road and at Bridgetown (Trinity Mead). There is a risk that the image of the town will deteriorate if this type of development continued which, in turn, could undermine its vital tourism role.
- 10.1.18 There are a number of significant constraints to development on the edge of the urban area, not least the fact that the approved Green Belt abuts the northern edge of the town and up to the A46 Northern Bypass between Alcester Road and Birmingham Road. There are also Areas of Restraint along the River Avon valley through the heart of the town and at Shottery Fields. It is expected that the generally open nature of these areas should be maintained.
- 10.1.19 The Landscape Sensitivity Study identifies land at Clopton on the north-east edge of the town, Bordon Hill to the west and the Avon Valley as being of high sensitivity to housing development. The extent of this is even wider for industrial and other forms of commercial development, with the entire western flank of the town being of high landscape sensitivity.
- 10.1.20 In terms of ecological and habitat value, the Welcombe Hills to the north of the town are a Local Nature Reserve. There is also a Site of Special Scientific Interest known as Racecourse Meadow on the south western edge of the town which is sensitive to water run-off associated with Shottery Brook.

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- 10.1.21 The central part of the town is a designated Conservation Area, within which there are a substantial number of listed buildings, and it extends eastwards to cover the river environs. Clopton Bridge is an Ancient Monument, as is the site of the Romano-British settlement at Tiddington.
- 10.1.22 Flood risk is a major constraint to development; with an extensive swathe of land along the Avon Valley lying within Flood Zone 3a which has a high probability of flooding. There are further localised areas prone to flooding, particularly in relation to Shottery Brook on the western side of the town.
- 10.1.23 The whole of Stratford-upon-Avon was designated an Air Quality Management Area in January 2010. As a result, development proposals in the town need to show that air quality would not deteriorate as a result.
- 10.1.24 Much of the land on the south-eastern side of the town, between Banbury Road and Wellesbourne Road, is high quality agricultural land, being Grade 2 or 3a.
- 10.1.25 There is a particular heritage constraint in relation to Shottery, which was a separate village community until the post-war housing estates were built to the north and south of it. Nevertheless, the historic part retains its character and is a designated Conservation Area. There are a number of listed buildings within it, including the Grade 1 Anne Hathaway's Cottage and associated registered garden. It is critical that the character of the Cottage as a major tourist attraction, and its setting, are preserved.
- 10.1.26 It is anticipated that a number of sites within the urban area will come forward for redevelopment during the life of the plan. The Employment Land Study identified scope for certain industrial and commercial areas which have become outworn to be considered for mixed use purposes, including residential, such as the Western Road area and off Masons Road. Consideration will also be given to the need to release small sites on the edge of the town for housing development, subject to the landscape setting and visual approaches to the town not being harmed.
- 10.1.27 In terms of business development, the Employment Land Study recommended that an additional 5-10 hectares of land should be allocated at Stratford-upon-Avon for Class B1 uses. Specifically, it identified the need for a site of at least 5 hectares to form a business park, with the preferred location being close to the A46 and the proposed Stratford Parkway Station. Given the nature of existing uses to the current urban edge, it is apparent that such a development would have to be north of the A46. An initial assessment suggests that an area to the west of Birmingham Road would be the most appropriate. However, it will be necessary for the Highways Agency and County Highway Authority to consider the impact of such a development on the capacity of the A46, Bishopton Island and Birmingham Road into the town. A suitable pedestrian crossing arrangement between the site and the park-and-ride and proposed Parkway Station would also need to be provided.
- 10.1.28 It is evident from the Convenience Goods Retail Study that there is no need for any significant increase in this type of floorspace during the plan period. Conversely, the Comparison Goods Retail Study identified the need for additional floorspace to be provided. With respect to non-bulky goods, although no further provision is needed until after 2018, by the end of the plan period, nearly 4,000 square metres (gross) should be provided based on present forecasts. The Study stresses the importance of locating this in the town centre in order to maintain its vitality and viability. The regeneration of the Rother Quarter could provide the most appropriate location for retail floorspace as part of a mixed use scheme.
- 10.1.29 For bulky goods comparison goods floorspace, the Retail Study identifies the need for additional provision to be made throughout the plan period, amounting to about 8,000 square metres (gross) by 2028. While it should ideally be provided in the

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town centre, this type of floorspace tends to take the form of large units on retail parks. No specific site is readily available or suitable for this purpose and it may well be that the District Council consciously decides not to make such a provision, at least in the short-term, given the nature of the town.

- 10.1.30 In terms of leisure and tourism related development, it is important that the range of attractions is broadened to help lengthen the visitor stay, increase expenditure in the town and attract a wider range of visitors and investors. This can be also be achieved by promoting the evening economy, enhancing the quality of the hotel offer and encouraging further high quality retail outlets. A purpose-built conference facility would also help to support the local economy. The profile of the town means that it offers an interesting venue for delegates.
- 10.1.31 There are a number of important opportunities to enhance the appearance and function of the town through the regeneration and/or redevelopment of previously developed sites within the urban area. These have already been identified in the Urban Design Framework Supplementary Planning Document (SPD) which was adopted in 2007. The three most significant of these are:
- Western Road/Wharf Road area (Canal Quarter)
 - Rother Street/Grove Road area (Rother Quarter)
 - Bridgeway/Bridgefoot area.
- 10.1.32 It is intended that the Site Allocations Development Plan Document will establish the District Council's intentions regarding these 'brownfield' sites by setting out the mix of appropriate uses and identify the scope for environmental enhancement and infrastructure improvements.
- 10.1.33 Based on the two options put forward in Section 9 for distributing housing development in the District, approximately 560-840 dwellings should be provided in Stratford-upon-Avon during the remainder of the plan period (ie. 2011-2028). A proportion of these will be built on infill and redevelopment sites or through the change of use of existing properties within the town. However, further land on the edge of the town will need to be identified for housing development.
- 10.1.34 Plan 1 indicates a number of potential locations for development on the edge of the town. At this stage, specific sites for future development have not been identified. However, any development proposal will be expected to meet the provisions set out in Policy CS 16 regarding the scale of suitable development.
- 10.1.35 It is emphasised that not all of these areas of land will be needed given the scale of development that is proposed for the town. Furthermore, it may be found that certain locations are unsuitable or unachievable for particular reasons. The views of interested parties – local people, landowners, developers and agencies – on these locations are invited through the consultation process on this plan.

Consultation Questions:

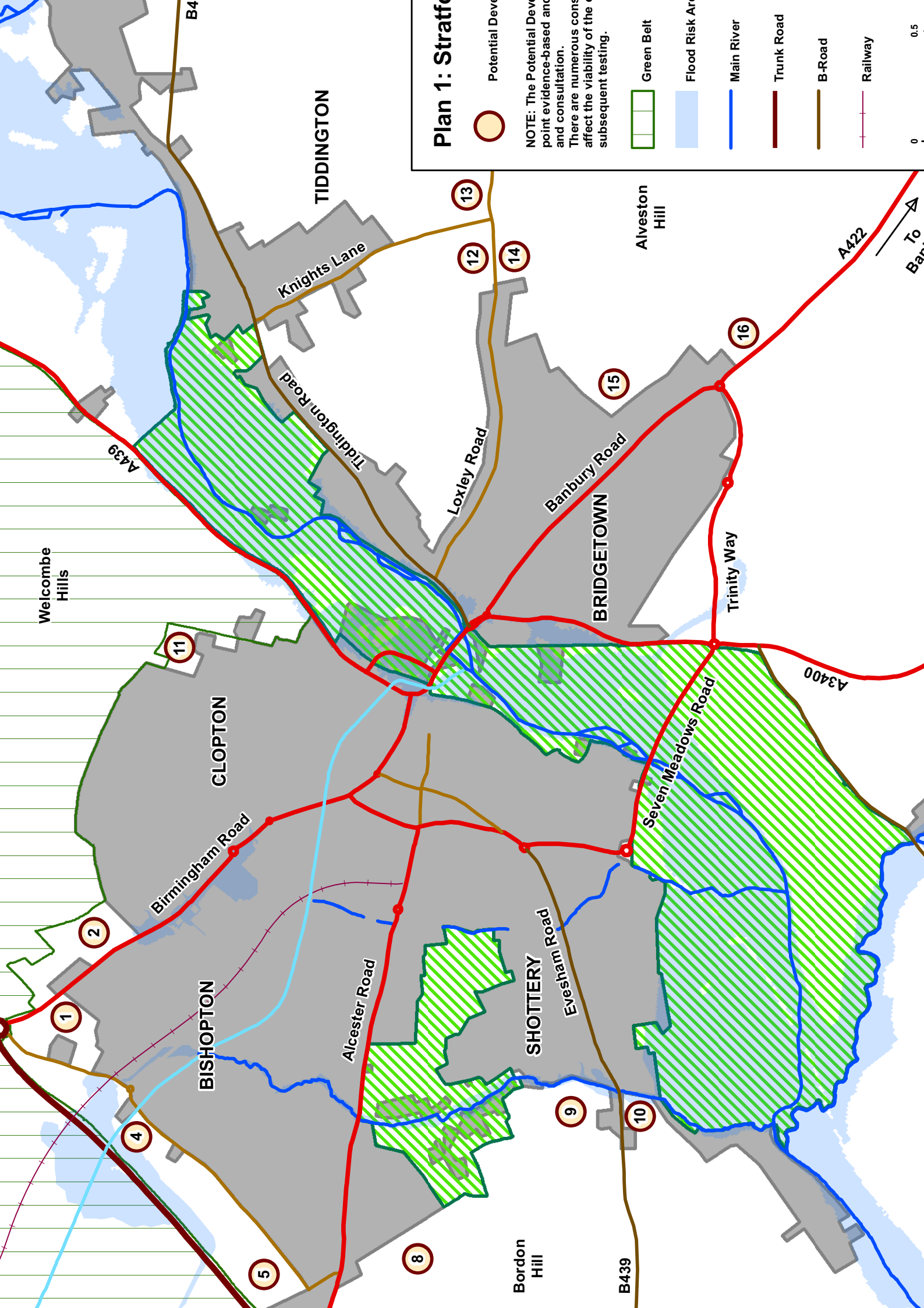
Q153 - Are the policy principles identified for the Stratford-upon-Avon area appropriate? Should any of them be deleted? Are there any others that should be added?

Q154 - Are the issues identified in the Future Development Strategy for the Stratford-upon-Avon area appropriate? Is the proposed scale of housing, employment and retail development appropriate?

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Q155 - Which of the potential locations identified on Plan 1 are suitable or unsuitable for development? Are there any other potential locations that should be considered?

Q156 - Should consideration be given to amending the Green Belt boundaries to provide scope for future development on the edge of Stratford-upon-Avon?



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10.2 Alcester Area Policy Profile

Context

- 10.2.1 The historic market town of Alcester overlies the site of a significant Roman settlement on Icknield Street. The town was granted a Royal charter to hold a weekly market in 1274 and prospered throughout the next centuries. In the 17th century it became a centre of the needle industry. With its long narrow Burbage plots and tueries (interlinking passageways), the town centre street pattern of today and many of its buildings are medieval.
- 10.2.2 The town sits at the confluence of the Rivers Arrow and Alne, about 7 miles west of Stratford-upon-Avon and 6 miles south of Redditch. It is the largest of the main rural centres in the District with a population of about 7,400 at the time of the 2001 Census (Alcester and Kinwarton parishes combined), an increase of 20% since 1981. However, the actual number of dwellings has increased by 48% between 1981 and 2008, although there has been very little residential development in the town during the past ten years or so. At 2008 it is estimated that the town comprised about 3,200 dwellings, including that part of the urban area within Kinwarton Parish. The bypasses were completed in 1990 and take through traffic around the west and south of the town. There are frequent bus services to Stratford, Redditch and Evesham.
- 10.2.3 Alcester has experienced serious flooding from surface water and its ancient watercourses the Rivers Arrow, Alne and Spittle Brook. In the July 2007 floods more homes were affected in Alcester than in any other settlement in the District. Alcester formed a unique Town Flood Forum that has been very active in the last 4 years. The surface water drainage system has been responsible for much of the pluvial flooding. This has been remedied by the installation of two pumping sets and the repair and replacement of substantial parts of the 'Old Town Drain'. This work was undertaken by a joint agency approach involving WCC, SDC and the EA. The flood risk from fluvial flooding has been reduced by the recent survey and improvement of the 'Horse Shoe Bund', the town's river protection. This work has given Alcester a 1/100 year risk of a flood event from the rivers. The combined sewerage system in Alcester will have had a complete overhaul involving Severn Trent. £2.4M will have been spent on massively improving the town's sewage infrastructure by the end of the 2011/2012 financial year. Alcester is well prepared to meet the challenge of changing weather patterns and higher water levels.
- 10.2.4 The town has a wide range of services, including primary and secondary schools, doctors, dentists, library, leisure centre, fire station, and a one-stop shop for district and county council services. Alcester Hospital is currently being replaced with a primary care centre incorporating GP surgeries. Residents value the number of small independent shops concentrated in or adjacent to the High Street and are concerned that these are gradually been lost to other uses. Alcester supports a diverse economy with a wide range of jobs and a substantial proportion (42%) of its employed residents work within the town. The other dominant relationship in terms of workplace is with Stratford-upon-Avon (14%), whereas only 7% work in Redditch.
- 10.2.5 Most industry is based on the estate at Arden Forest, in neighbouring Kings Coughton and the high-technology innovation centre/incubation units at Minerva Mill. The Town Plan 2007 found that local businesses experienced problems enlarging or relocating in Alcester due to a lack of available sites, and finding employees with suitable skills and experience.

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- 10.2.6 In terms of retail catchments, the 2008 household survey revealed that for residents of the Alcester and Bidford-on-Avon area, the main destinations for main food shopping is Stratford-upon-Avon (34%), Alcester itself (25%) and Evesham (14%) and Redditch (10%). For non-food shopping, the dominant relationship is with Stratford-upon-Avon (33%), followed by at Redditch (16%).
- 10.2.7 The promotion of tourism is an important objective of the community, with a particular focus on the town's Roman heritage, about which a museum has been established containing a wide range of local finds. The Vision for Alcester initiative has also identified projects to promote its attractive environment links to nearby attractions.
- 10.2.8 The Conway Estate in the northern part of Alcester contains the most deprived areas in the District, falling within the top 30% of Wards nationally in terms of income, education and skills according to the Indices of Deprivation 2007 produced by Warwickshire Observatory. The Town Plan indicates that there is a strong support for housing to meet the needs of local people, particularly affordable housing to rent and to buy, and sheltered or adapted housing for elderly people.
- 10.2.9 There is a lack of facilities in Alcester for young people, especially for teenagers. Vision for Alcester and Alcester Town Council has instigated the provision of improved facilities for all ages at Conway Fields, including a youth club venue and a Multi Use Games Area. The Town Council has recently obtained further facilities for outdoor sports, in particular football. It is also keen to resolve the shortage of allotment and cemetery space.
- 10.2.10 There is scope to introduce a range of transport-related measures, including improvements for pedestrians and parking management around the Town Hall and High Street, traffic management in the central area, and a network of walking and cycling routes within the town and into the countryside. As a rural market town, Alcester is predominantly served by the motor car. The town has identified a desperate shortage of long stay parking facilities.
- 10.2.11 As the Alcester Town Plan stresses, the small size of the town, and easy access to town and countryside contribute to the feeling of a close knit community, proud of its heritage and traditions.

Policy Principles

- 10.2.12 A wide range of issues and opportunities have been identified in relation to the future planning of the Alcester area. These have been identified through various sources, including plans produced by the local community and studies produced for the District Council to form the evidence base for its Local Development Framework.
- 10.2.13 Development proposals and other initiatives and projects in and around Alcester will be expected to contribute to the achievement of the following policy principles where it is appropriate and reasonable to do so:

Principle
<p>(a) Environmental</p> <ul style="list-style-type: none">• Protect the quality of the urban fabric of the town and associated spaces.• Support the development and promotion of the town's Roman heritage.• Protect the attractive countryside and natural environment surrounding the town.• Assess the scope for introducing traffic management measures in the town centre, particularly High Street.

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Principle
<ul style="list-style-type: none"> • Protect and enhance the biodiversity and recreational value of the River Arrow Local Nature Reserve. • Seek to expand conservation efforts along the River Arrow whilst ensuring it does not become fragmented. • Protect and seek to reverse the fragmentation of woodland around Alcester to support biodiversity by utilising buffer zones and island stepping stones. Where possible maximise the multi-functional aspects of local woodlands and encourage recreational opportunities. • Investigate the feasibility of enhancing the setting of the industrial estate by utilising small scale Green Infrastructure features to provide a more attractive environment for local businesses which also supports biodiversity. • Maintain floodplain areas and seek to utilise Green Infrastructure assets to aid in flood alleviation.
<p>(b) Social</p> <ul style="list-style-type: none"> • Increase the number of suitable and affordable homes in the town and its surrounding area. • Seek to improve public transport services in the area, including community transport initiatives. • Support the future of the Greig Centre and provide improved indoor recreation and leisure facilities. • Continue to improve the play and leisure facilities on Conway Fields. • Provide a public swimming pool in the town. • Increase provision of sheltered and adapted housing. • Increase provision of low-cost and rented housing accommodation. • Promote targeted on and off road cycle routes with partners such as Warwickshire County Council and Sustrans. • Enhance the Public Rights of Way network ensuring existing routes are well signposted and connected to networks within the wider countryside. Circular routes should be encouraged to maximise links to wider Green Infrastructure assets such as Ragley Hall and Oversley Woods. • Investigate the feasibility of utilising the rivers Arrow and Alne as multi-functional linear features for walking and cycling and recreational opportunities. • Create additional cycle routes connecting to nearby settlements and the National Cycle Network Route 5. • Identify opportunities to increase the provision of Play Space for Children & Young People in Alcester given the current shortfall of 1.37 hectares against the recommended standard of provision in Policy CS 27. • Identify opportunities to increase the provision of Allotments in Alcester given the current shortfall of 0.94 hectares against the recommended standard of provision in Policy CS 27.
<p>(c) Economic</p> <ul style="list-style-type: none"> • Provide for the needs of existing companies who need scope to expand or relocate within the town.

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Principle

- **Allocate at least 5 hectares of land to allow for an extension to the Arden Forest Industrial Estate.**
- **Consider favourably the conversion of farm or other buildings in the surrounding rural areas for employment-generating activities.**
- **Provide scope to meet the needs of small businesses, including incubation/start up space and move on space, in the surrounding rural areas.**
- **Support the continuing employment use of successful local employment sites in the surrounding rural areas.**
- **Make Alcester more attractive to visitors and tourists.**
- **Maximise the tourism potential of natural and historic assets such as the River Arrow Local Nature Reserve and Coughton Court.**
- **Increase parking in order to encourage more people to use the town centre shops and facilities.**

Future Development Strategy

- 10.2.14 Alcester is the largest of the main rural settlements in the District and supports a wide range of shops, services and jobs. For that reason, the town is a suitable location for further housing and employment, particularly as it has seen very little development in recent years.
- 10.2.15 The Green Belt surrounds the town, although three parcels of land on the edge of the urban area are excluded from it in order to provide scope for future development. There is also a designated Area of Restraint that runs along the Arrow Valley through the town which should be protected from development that would harm its open character.
- 10.2.16 The River Arrow runs north to south through the town and the River Alne joins it from the east at Oversley Green just south of the urban area. Together, their valleys form an extensive flood risk area. Careful planning and investment will be required when considering development in the town regarding the sustainability of the sewerage system which has recently been upgraded to meet the challenge of future weather conditions in relation to the existing housing stock.
- 10.2.17 The other significant constraint to development is the extensive archaeological remains from the Romano-British period. There are a number of Scheduled Ancient Monuments within and adjacent to the urban area and other remains that are worthy of protection.
- 10.2.18 The Landscape Sensitivity Study identifies extensive areas of land adjacent to the town as being of high sensitivity to development. These are mainly along the river valleys and the rising land to the east forming Captains Hill. Land between the urban area and the western bypass is of low to medium sensitivity for housing development, although much more sensitive for commercial development. Areas of land to the north of the town and east of Kinwarton Farm Road are of medium sensitivity.
- 10.2.19 There is no high quality agricultural land around the town. Neither are there any nationally significant ecological or geological features on the edge of the town.
- 10.2.20 As identified both in the Alcester Town Plan and the Employment Land Study, there is a need for more employment land to be provided to meet the requirements of existing companies and to attract new ones to the town. The most appropriate location for this form of development would seem to be north of the existing

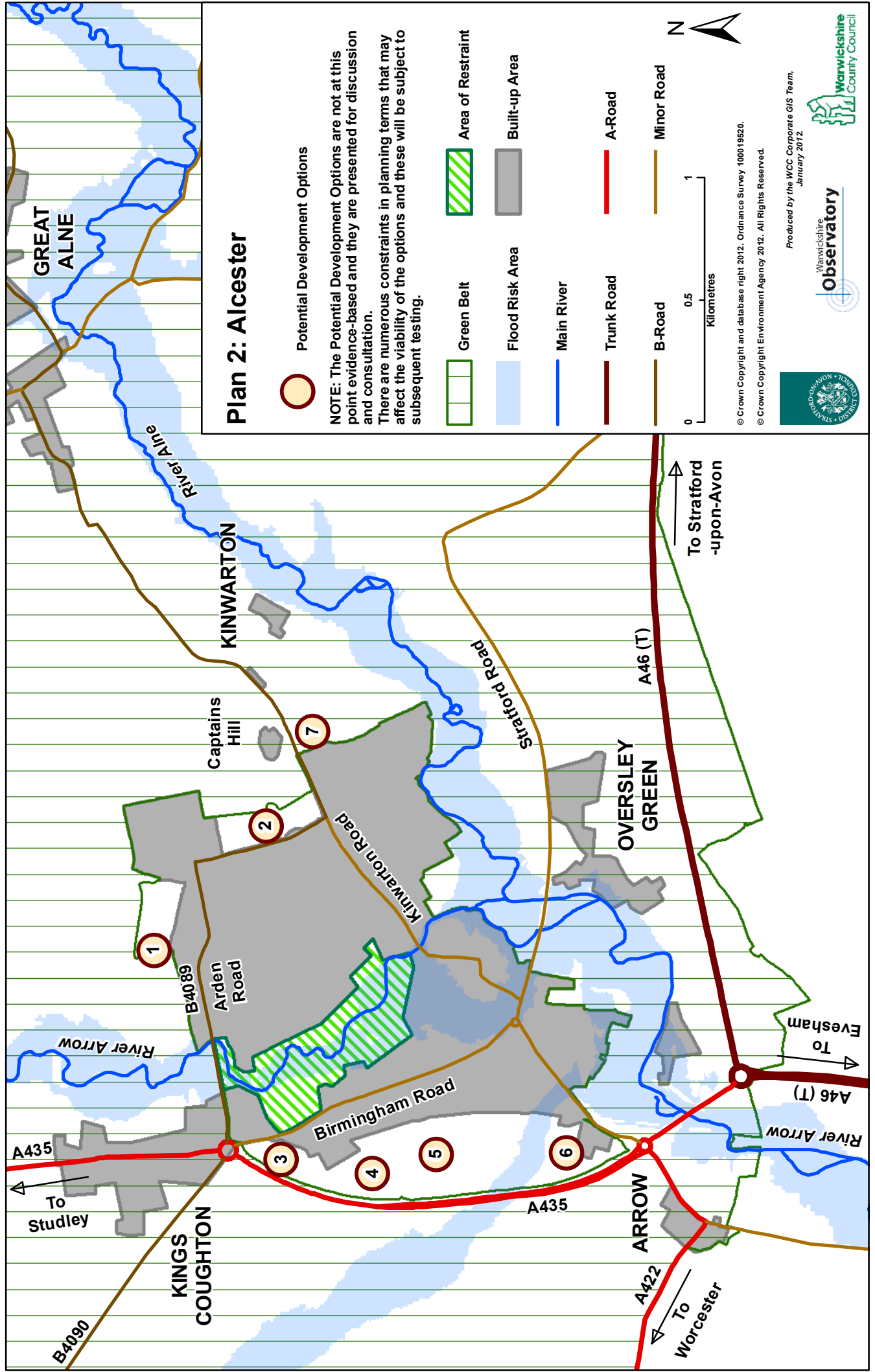
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industrial estate off Arden Road and land has been earmarked for this purpose for sometime. The Employment Land Study recommends a five hectare extension for B1 (office, research & development and light industry), B2 (general industry) and a limited amount of B8 (storage & distribution) uses. A larger allocation might be justifiable depending on the scale of future housing development in the town.

- 10.2.21 Another main focus of attention is the need to support the role of the town centre which is a very attractive and important rural centre for shops and services. There is also considerable scope to attract more visitors given the town's historic heritage and character. While there is no need for a significant increase in shopping provision, opportunities should be taken to bolster the town's commercial base in order to maintain its role and viability.
- 10.2.22 Based on the two options put forward in Section 9 for distributing housing development in the District, approximately 200-300 dwellings should be provided in Alcester during the remainder of the plan period (ie. 2011-2028). A proportion of these will be built on infill and redevelopment sites or through the change of use of existing properties within the town. However, further land on the edge of the town will need to be identified for housing development.
- 10.2.23 Plan 2 indicates a number of potential locations for development on the edge of the town. At this stage, specific sites for future development have not been identified. However, any development proposal will be expected to meet the provisions set out in Policy CS 16 regarding the scale of suitable development.
- 10.2.24 It is emphasised that not all of these areas of land will be needed given the scale of development that is proposed for the town. Furthermore, it may be found that certain locations are unsuitable or unachievable for particular reasons. The views of interested parties – local people, landowners, developers and agencies – on these locations are invited through the consultation process on this plan.

Consultation Questions:

- Q157 - Are the policy principles identified for the Alcester area appropriate? Should any of them be deleted? Are there any others that should be added?**
- Q158 - Are the issues identified in the Future Development Strategy for the Alcester area appropriate? Is the proposed scale of housing and employment development appropriate?**
- Q159 - Which of the potential locations identified on Plan 2 are suitable or unsuitable for development? Are there any other potential locations that should be considered?**
- Q160 - Should consideration be given to amending the Green Belt boundary to provide scope for future development on the edge of Alcester?**



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10.3 Bidford-on-Avon Area Policy Profile

Context

- 10.3.1 Bidford-on-Avon dates back to Saxon times, although the Roman Rykneld Street originally crossed the River Avon at this point.
- 10.3.2 This large village lies six miles to the west of Stratford-upon-Avon and six miles to the north-east of Evesham. The parish population (which includes the villages of Broom, Barton and Marlcliff), was 4,830 according to the 2001 Census; an increase of about 65% since 1981. It is estimated that the Bidford-on-Avon village population had reached around 4,600 by 2008 and there were about 2,200 dwellings at that time.
- 10.3.3 The relief road, which was built in 1978, tends to sever some of the more recent residential areas from the village centre, although two pedestrian/cycle crossings help the situation. The centre itself has many attractive features and the riverside recreation ground, known as Big Meadow, is a popular attraction.
- 10.3.4 There is a reasonable range of shops and services, including a primary school and medical centre, which meet the needs of local residents and surrounding villages. However, the closure of the secondary school in 1985 is still regretted by the community. The existing medical centre is at capacity and needs to be replaced as a matter of urgency. There is a concern that shops and other outlets in the village centre itself struggle to be viable. A large foodstore was built on the Salford Road, just outside the village centre, in the late 1990s.
- 10.3.5 A frequent (half-hourly) bus service runs through Bidford-on-Avon on Mondays to Saturdays linking with Evesham and Stratford-upon-Avon. There is also a daily (including Sunday) service between Redditch and Evesham which passes through the village.
- 10.3.6 A well-established industrial estate off Waterloo Road supports a wide range of jobs, although the 2001 Census showed that only 34% of employed residents also worked in the local area (Bidford-on-Avon and Salford Ward).
- 10.3.7 Bidford-on-Avon's main functional relationship is with Stratford-upon-Avon for jobs, shopping and services. At the time of the 2001 Census, 19% of the Bidford-on-Avon & Salford Ward's employed residents work in Stratford-upon-Avon, compared with only 5% who work in Alcester and 3% in Evesham.
- 10.3.8 The household survey carried out in 2008 for the Retail Study showed that Stratford-upon-Avon is used by 34% of residents in the Alcester and Bidford-on-Avon area for their main food shopping, compared with 14% who go to Evesham and 10% to Redditch. Only 8% use the food shops in Bidford-on-Avon itself for this purpose. For non-food shopping, 33% of residents use Stratford-upon-Avon on a regular basis, 16% go to Redditch and only 4% to Evesham.
- 10.3.9 The local shops and services help to meet the day-to-day needs of the village's residents and those who live in surrounding communities. However, Bidford-on-Avon's catchment is relatively small due to the proximity of larger settlements.

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- 10.3.10 The community is concerned about the scale of development that has taken place in Bidford-on-Avon in recent decades, which has changed its character. The number of dwellings in the parish increased from 1,200 to 2,200 (ie. 84%) between 1981 and 2008. Bidford-on-Avon itself has about 1,900 dwellings. Despite this level of growth, there has been little investment in infrastructure and there is limited and, in some respects, a declining range of shops and services in the village.
- 10.3.11 There is also local concern that the drainage system, both surface and foul, has little spare capacity and that further development would increase the risk of flooding in some parts of the village. Furthermore, certain services, such as the medical centre and primary school do not have any scope to deal with further large-scale development. Such development would also lead to an increase in out-commuting due to the limited number of local jobs available.

Policy Principles

- 10.3.12 A wide range of issues and opportunities have been identified in relation to the future planning of the Bidford-on-Avon area. These have been identified through various sources, including plans produced by the local community and studies produced for the District Council to form the evidence base for its Local Development Framework.
- 10.3.13 Development proposals and other initiatives and projects in and around Bidford-on-Avon will be expected to contribute to the achievement of the following policy principles where it is appropriate and reasonable to do so:

(a) Environmental

- **Protect and enhance the historic character of the village core.**
- **Preserve the riverside setting of the village and the views towards it.**
- **Seek to protect those areas of High Landscape Sensitivity surrounding Bidford-on-Avon from development unless there are very special circumstances. Where sites of Medium Landscape Sensitivity are affected by future development, ensure appropriate mitigation measures and enhancement opportunities are taken wherever possible.**
- **Seek to preserve and/or record any well-preserved archaeological deposits within and adjacent to the village should they be affected by future development.**
- **Improve the drainage infrastructure in order to reduce flooding including the combined sewer outflow at The Pleck.**
- **Tighten Water Quality Consents to ensure compliance with the Water Framework Directive.**
- **Reduce the impact of traffic through the village.**
- **Identify opportunities to increase the provision of Natural Accessible Greenspace in the Bidford-on-Avon area given the current shortfall of 3.56 hectares against the recommended standard of provision in Policy CS 27.**
- **Ensure the multi-functional use of land to the south of the river for recreation, biodiversity and flood alleviation.**
- **Support and enhance the biodiversity of the rivers Avon and Arrow by maintaining bankside vegetation and buffers, whilst recognising the multi-functional potential of these features as important linear access routes.**

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- **Recognise the multi-functional potential of St Laurence Churchyard for biodiversity and supporting the historic setting of the church.**
- **Enhance the setting of the industrial estate to provide a more attractive environment for local businesses.**
- **Support and enhance biodiversity at Bidford Grange Hotel and Golf Course, where possible by increasing tree planting and promoting the recreational opportunities that the course has to offer.**

(b) Social

- **Increase the number of suitable and affordable homes in the village and its surrounding area.**
- **Provide specialised housing for disabled residents and those with specific needs.**
- **Support the redevelopment of Friday Furlong for housing and open space. (NB. Planning permission has been granted)**
- **Provide a new Medical Centre. (NB. Outline planning permission has been granted as part of the proposed development at Friday Furlong)**
- **Provide new sports and social facilities, including the ongoing modernisation of Crawford Hall.**
- **Seek to improve public transport services in the area, including community transport initiatives.**
- **Investigate the feasibility of providing a pedestrian/cycle bridge across the River Avon to improve links between the village and Big Meadow.**
- **Identify opportunities to increase the provision of Play Space for Children & Young People in the Bidford-on-Avon area given the current shortfall of 0.88 hectares against the recommended standard of provision in Policy CS 27.**
- **Increase the provision of pitches for mini and junior football given the locally identified need.**
- **Support the proposal for a Quality Bus Corridor between Stratford-upon-Avon and Evesham through Bidford-on-Avon.**
- **Improve the quality of local bus services, particularly to and from the surrounding villages.**
- **Improve pedestrian and cycle links within the village and into the surrounding countryside.**
- **Investigate the feasibility of creating a greenway along the dismantled railway line that runs along the northern side of the village.**

(c) Economic

- **Support the provision of more local job opportunities.**
- **Encourage the regeneration and redevelopment of vacant and underused parts of the Waterloo Road/Bidavon Industrial Estate.**
- **Assess the need to identify additional land for employment development.**
- **Consider favourably the conversion of farm or other buildings in the surrounding rural areas for employment-generating activities.**
- **Provide scope to meet the needs of small businesses, including incubation/start up space and move on space, in the surrounding rural areas.**

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- **Support the continuing employment use of successful local employment sites in the surrounding rural areas and protect them.**
- **Support the role of the village centre as a focus of shops and services**
- **Retain and increase the variety of shops in the village centre.**
- **Encourage the provision of new visitor attractions and activities.**

Future Development Strategy

- 10.3.14 The scale of development in the village is intended to be limited given the comparatively modest provision of shops, services and infrastructure. It is essential that further development does not increase the drainage problems experienced and preferably helps to alleviate the situation. Opportunities should be taken to limit the impact of vehicles in the village, through the use of traffic management measures and improvements to pedestrian and cycle links.
- 10.3.15 There are significant constraints affecting large areas of land on the edge of the village. All of the southern edge along the Avon valley is affected by flood risk (mostly Flood Zone 3a, high probability). This land is also designated as an Area of Restraint within which the open nature of the landscape should be protected. Small Brook, a minor watercourse that runs along the northern and western edges of the village, is also prone to flooding.
- 10.3.16 The land rises quite sharply to the east and particularly to the west of the village at Marriage Hill. The Landscape Sensitivity Study identifies these rising areas as being of high/medium sensitivity to development. It also specifies the Avon Valley as being of high sensitivity. Furthermore, much of the land around the village is high quality (Grade 2) agricultural land, including the area between Victoria Road and Waterloo Road.
- 10.3.17 There are no nationally significant archaeological constraints affecting land around the village apart from the bridge over the River Avon which is an Ancient Monument. The village centre and river environs to the south lie within a Conservation Area. There are no nationally significant ecological or geological features on the edge of the village.
- 10.3.18 While the Employment Land Study concludes that additional land for employment purposes is not required in Bidford-on-Avon unless there is large-scale housing development, a small amount may be appropriate to help increase the opportunity for residents to work locally. The regeneration of certain parts of the well-established Waterloo Park Industrial Estate will be encouraged.
- 10.3.19 Particular attention needs to be given to enhancing the role of the village centre so that it provides an attractive focus of services and activities for the local community. The provision of small-scale shopping and other commercial uses will be encouraged, along with projects to enhance the environmental quality of the centre and its links with the rest of the village.
- 10.3.20 Based on the two options put forward in Section 9 for distributing housing development in the District, approximately 140-200 dwellings should be provided in Bidford-on-Avon during the remainder of the plan period (ie. 2011-2028). A proportion of these will be built on infill and redevelopment sites or through the change of use of existing properties within the village. However, further land on the edge of the village will need to be identified for housing development.

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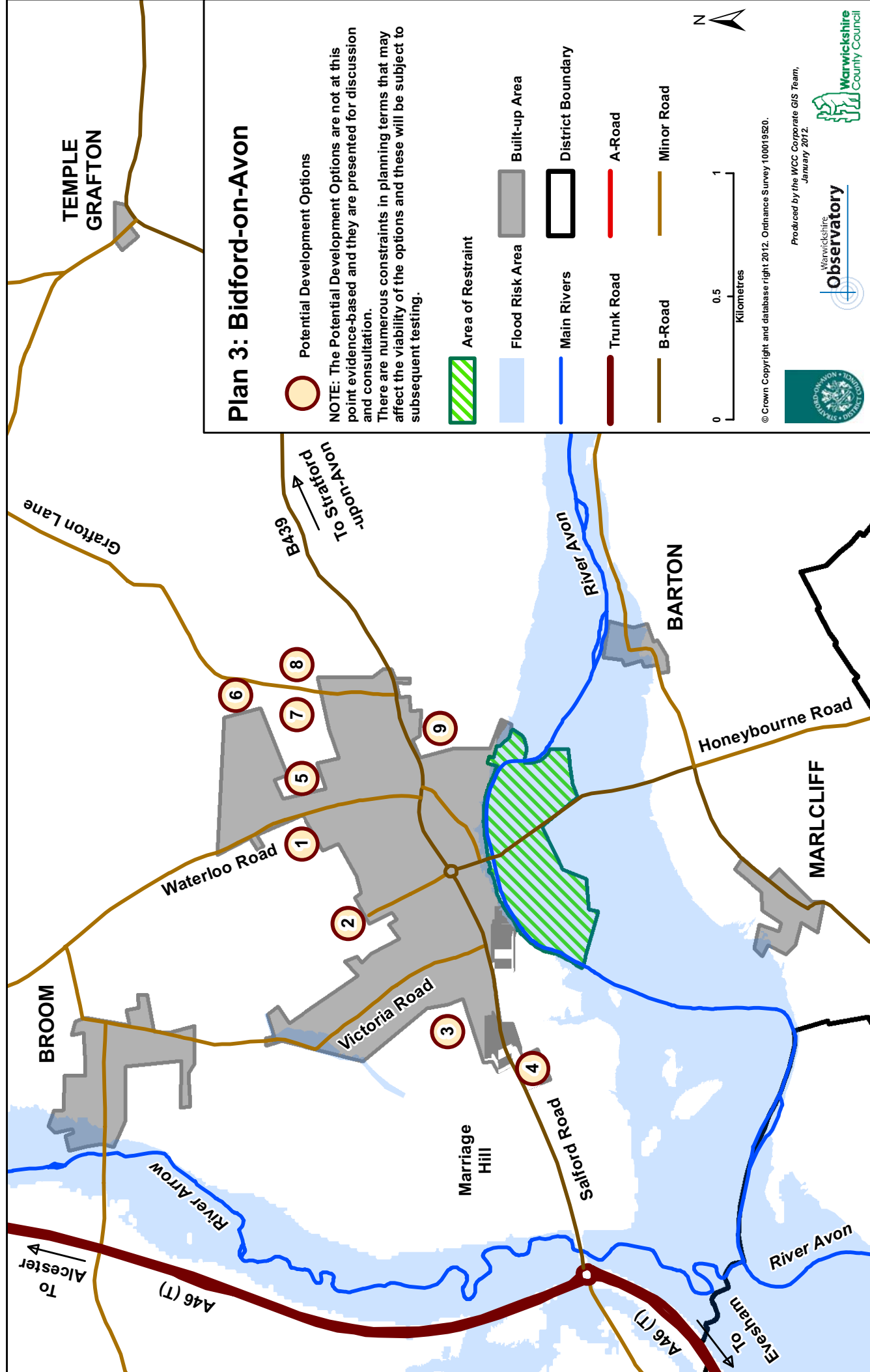
- 10.3.21 Plan 3 indicates a number of potential locations for development on the edge of the village. At this stage, specific sites for future development have not been identified. However, any development proposal will be expected to meet the provisions set out in Policy CS 16 regarding the scale of suitable development.
- 10.3.22 It is emphasised that not all of these areas of land will be needed given the scale of development that is proposed for the village. Furthermore, it may be found that certain locations are unsuitable or unachievable for particular reasons. The views of interested parties – local people, landowners, developers and agencies – on these locations are invited through the consultation process on this plan.

Consultation Questions:

Q161 - Are the policy principles identified for the Bidford-on-Avon area appropriate? Should any of them be deleted? Are there any others that should be added?

Q162 - Are the issues identified in the Future Development Strategy for the Bidford-on-Avon area appropriate? Is the proposed scale of housing and employment development appropriate?

Q163 - Which of the potential locations identified on Plan 3 are suitable or unsuitable for development? Are there any other potential locations that should be considered?



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Warwickshire
Observatory



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10.4 Henley-in-Arden Area Policy Profile

Context

- 10.4.1 Henley-in-Arden is an attractive market town with a renowned one mile-long main street. It lies eight miles to the north of Stratford-upon-Avon and six miles east of Redditch.
- 10.4.2 The powerful De Montfort family settled here after the Norman Conquest. It built the castle which stood on the site of a former hill fort known locally as the Mount, which is now an ancient monument. Market charters were granted in the 12th and 13th centuries and the 15th century Market Cross still stands in the old Market Place. In the 18th century, Henley was a thriving town with numerous inns serving the coaches passing between Birmingham and London. The length of the High Street is lined with historic red brick and black and white half-timbered buildings and is designated a Conservation Area.
- 10.4.3 The combined population of Beaudesert and Henley-in-Arden Parishes was about 2,750 in 2001, an increase of around 6% since 1981. However, the actual number of dwellings has increased by about 39% between 1981 and 2008 and the town now consists of about 1,400 dwellings, including those lying within Beaudesert Parish. The population of the town itself is estimated to be around 2,950 (at 2008).
- 10.4.4 Henley-in-Arden's position on the road network and its proximity to the M40 makes it an attractive location for business, for example the coach and haulage operators on Liveridge Hill. On the other hand the town is well-placed for commuting and has been a popular location for affluent Birmingham commuters to live or retire to. The town benefits from being on the Shakespeare Railway Line, which provides a regular service between Birmingham and Stratford-upon-Avon. Improvements to the service frequency, passenger information and access to the station are planned.
- 10.4.5 Only 24%, a relatively small proportion, of Henley's employed residents actually work in the town. However, there is no dominant destination in terms of commuting patterns, with 10% travelling to Birmingham/Solihull, 8% to Stratford-upon-Avon, 7% to Warwick/Leamington and only 2% to Redditch.
- 10.4.6 In terms of shopping habits, a Household Survey carried out in 2008 showed that Redditch is the most popular place for main food shopping (34%) and non-food shopping (43%) for people who live in the Henley and Studley area.
- 10.4.7 The Parish Council is working with partners, such as local companies and agencies, to encourage and attract business and employment to the town. It wishes to retain existing employment sites and is particularly keen to provide small units for local industrial, craft and high-tech businesses.
- 10.4.8 Henley-in-Arden has a secondary school, an annex to a further education college, and a wide range of community and leisure facilities. It also supports a variety of shops, food and drink establishments, banks and other services. The once thriving agricultural market has sadly ceased to operate. The Parish Plan of 2004 showed the strong level of support for improving the range of shops. The historic environment, heritage centre, specialist shops and cafes all attract tourists to the town and the Parish Council is working with the County Council to encourage coach parties to stop off when passing through.
- 10.4.9 While the community wishes to meet local need for both housing and employment, it also wishes to preserve the existing character of the settlement and resist expansion into the surrounding Green Belt wherever possible. Other priorities for local people include providing and improving recreation spaces and allotments, and increasing police presence.

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Policy Principles

- 10.4.10 A wide range of issues and opportunities have been identified in relation to the future planning of the Henley-in-Arden area. These have been identified through various sources, including plans produced by the local community and studies produced for the District Council to form the evidence base for its Local Development Framework.
- 10.4.11 Development proposals and other initiatives and projects in and around Henley-in-Arden will be expected to contribute to the achievement of the following policy principles where it is appropriate and reasonable to do so:

Principle
<p>(a) Environmental</p> <ul style="list-style-type: none">• Restrict the erosion of the Green Belt due to development.• Retain the historic character and appearance of the town.• Protect the open spaces within the boundary of the town.• Seek to protect those areas of High Landscape Sensitivity surrounding Henley-in-Arden from development unless there are very special circumstances. Where sites of Medium Landscape Sensitivity are affected by future development, ensure appropriate mitigation measures and enhancement opportunities are taken wherever possible.• Seek to preserve and/or record any well-preserved archaeological deposits within and adjacent to the town should they be affected by future development.• Improve the appearance of and access to Henley railway station.• Tighten Water Quality Consents to ensure compliance with the Water Framework Directive.• Enhance biodiversity along the disused railway line and increase tree planting to connect fragmented woodland to connect to Bush Wood.• Protect existing woodland and seek to reverse the fragmentation by new planting, using buffer zones and enhancing or restoring woodland connections.• Support the aspirations and goals of the biodiversity action plan at Henley Golf and Country Club.• Promote and encourage strong connections to nearby green infrastructure assets such as the Stratford-on-Avon Canal, Austy Wood and Bannam's Wood.
<p>(b) Social</p> <ul style="list-style-type: none">• Increase the number of suitable and affordable homes in the town and its surrounding area.• Seek to improve public transport services in the area, including community transport initiatives.• Improve the facilities at Henley railway station, including a new interchange and a car park to the west of the line.• Promote targeted on and off road cycle routes with partners such as Warwickshire County Council and Sustrans.• Improve access by creating a cycle route and upgraded Public Right of Way to May's Wood. Seek to enhance the recreational opportunities and expand May's Wood.• Enhance the multi-functionality of the area around Beaudesert Mount, without degrading the archaeological significance of the area, to create a popular and high quality recreational resource.

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Principle
<ul style="list-style-type: none"> • Recognise the importance of the riverside park and seek to open up a multi-functional linear access route along the River Alne. • Identify opportunities to increase the provision of Parks & Gardens and Amenity Greenspace in Henley-in-Arden given the current shortfall of 0.87 hectares against the recommended standard of provision in Policy CS 27. • Identify opportunities to increase the provision of Play Space for Children & Young People in Henley-in-Arden given the current shortfall of 0.65 hectares against the recommended standard of provision in Policy CS 27. • Increase the provision of pitches for junior and mini football and junior rugby given the shortfall identified.
<p>(c) Economic</p> <ul style="list-style-type: none"> • Encourage business and employment activities in the town and ensure it is an attractive location for businesses. • Provide small workspace units in the town to support local jobs. • Consider favourably the conversion of farm or other buildings in the surrounding rural areas for employment-generating activities. • Provide scope to meet the needs of small businesses, including incubation/start up space and move on space, in the surrounding rural areas. • Support the continuing employment use of successful local employment sites in the surrounding rural areas. • Support the provision of more shops in the town centre. • Encourage more visitors to the town, including those who are on coach tours.

Future Development Strategy

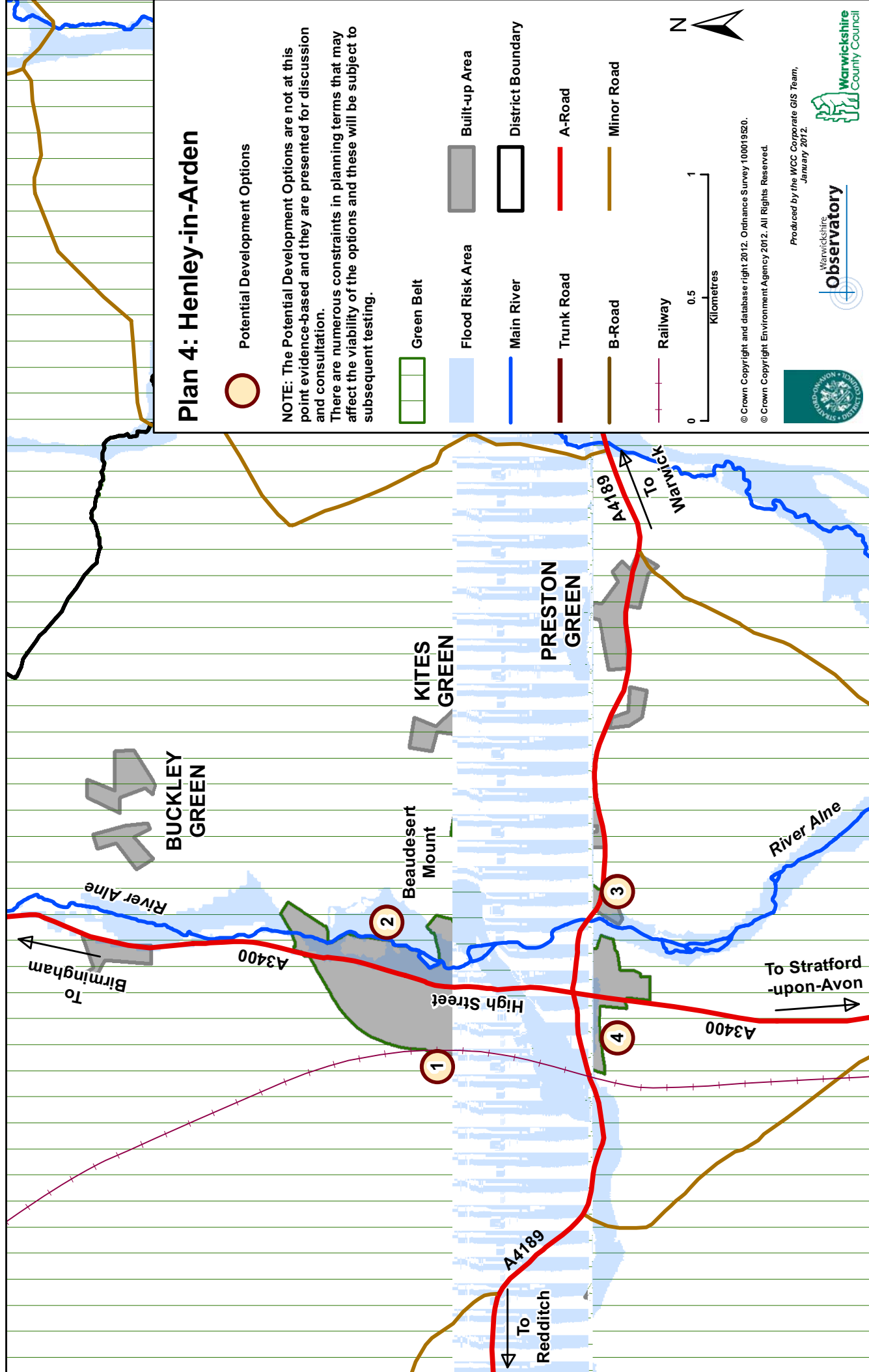
- 10.4.12 The key factor that influences the extent and manner in which future development should take place at Henley-in-Arden is the designated Green Belt that surrounds the town. As such, exceptional circumstances will need to be proven if land currently within the Green Belt is to be identified for development.
- 10.4.13 In reality, there are significant constraints affecting the periphery of the town. The railway line is carried on an embankment along much of its western boundary and this creates a very strong physical edge. To the east of the town, the valley of the River Alne is a flood risk area and there is an extensive Scheduled Ancient Monument covering Beaudesert Mount. This is part of a steeply rising scarp that creates a distinctive backdrop to the town. An embankment associated with a disused railway line forms a strong edge to the north and there are extensive playing fields associated with the secondary school and further education college on the southside.
- 10.4.14 These features are reflected in the Landscape Sensitivity Study which identifies all of the countryside around the town as being of high or high/medium sensitivity to development.
- 10.4.15 In terms of other constraints, there is no high quality agricultural land around Henley-in-Arden or designated ecological sites of national importance. However, Beaudesert Mount and the river environs on the eastern and southern edges of the town lie within the town's Conservation Area.

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- 10.4.16 There is no case for large-scale employment development at Henley-in-Arden. However, the Employment Land Study did identify the need for small workspace units in the town. Such provision would help to off set the loss of employment opportunities in the town over recent years. The potential development proposal off Bear Lane, as identified previously, specified business floorspace as being a necessary component of any scheme.
- 10.4.17 Based on the two options put forward in Section 9 for distributing housing development in the District, approximately 90-130 dwellings should be provided in Henley-in-Arden during the remainder of the plan period (ie. 2011-2028). A proportion of these will be built on infill and redevelopment sites or through the change of use of existing properties within the town. However, further land on the edge of the town will need to be identified for housing development.
- 10.4.18 Plan 4 indicates a number of potential locations for development on the edge of the town. At this stage, specific sites for future development have not been identified. However, any development proposal will be expected to meet the provisions set out in Policy CS 16 regarding the scale of suitable development.
- 10.4.19 It is emphasised that not all of these areas of land will be needed given the scale of development that is proposed for the town. Furthermore, it may be found that certain locations are unsuitable or unachievable for particular reasons. The views of interested parties – local people, landowners, developers and agencies – on these locations are invited through the consultation process on this plan.

Consultation Questions:

- Q164 - Are the policy principles identified for the Henley-in-Arden area appropriate? Should any of them be deleted? Are there any others that should be added?**
- Q165 - Are the issues identified in the Future Development Strategy for the Henley-in-Arden area appropriate? Is the proposed scale of housing and employment development appropriate?**
- Q166 - Which of the potential locations identified on Plan 4 are suitable or unsuitable for development? Are there any other potential locations that should be considered?**
- Q167 - Should consideration be given to amending the Green Belt boundary to provide scope for future development on the edge of Henley-in-Arden?**



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 Observatory

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10.5 Kineton Area Policy Profile

Context

- 10.5.1 The first recorded mention of Kineton, spelt Cynton, is in a Saxon Charter of AD969. In 1227, it was granted a Market charter and two years later, a Charter for Fairs. Kineton's role as an important administrative centre can be traced back to 1160 where, following the reorganisation of local government by Henry II, it gained an important role by being the centre of the Kineton Hundred.
- 10.5.2 Kineton's relationship with the English Civil War Battle of Edgehill in 1642, is well documented. Today the battlefield lies mostly within the restricted area of Defence Munitions (DM) Kineton (owned by the Ministry of Defence) although a monument commemorating the battle and those who died can be found on the Banbury road, about a mile outside the village.
- 10.5.3 The village is located approximately 5 miles south east of Wellesbourne and 10 miles north east of Shipston-on-Stour. Located to the east and south east is the restricted area of DM Kineton (owned by the Ministry of Defence). About 2 miles to the north is former RAF Gaydon, which is now a vehicle testing ground and its motor vehicle research and development centre for Jaguar Landrover and Aston Martin.
- 10.5.4 By the time of the 2001 Census, the population of Kineton was about 2,250, an increase of nearly 13% since 1981, but it has not increased since then. The number of dwellings has increased by 37% between 1981 and 2008 and the village now comprises about 1,000 dwellings. Housing in the village is predominantly privately owned and the issue of the affordability and suitability of housing for younger residents and key workers is a major issue.
- 10.5.5 Kineton has an important role in providing services and employment opportunities to the local area. The village has a well-established centre supporting a range of shops and facilities. It has an industrial estate which provides a variety of jobs. It has a primary and a secondary school, a doctor's surgery and other health related services. The availability of and access to services is particularly an issue for people living in rural areas with and/or without a car. Burton Dassett, Hampton Lucy and the Wellesbourne South Super Output Areas are ranked within the top 10% most deprived areas nationally for barriers to housing and services.
- 10.5.6 Kineton published a Village Appraisal in 2003. It encourages appropriate new employment opportunities and emphasises that infill and redevelopment proposals should be sensitive to the character of the area. The need for better facilities for children is identified. The retention of village shops and other services through the planning process is one of the key actions.
- 10.5.7 The capacity of transport infrastructure, including roads and public transport, is a key concern in rural parts of the District. The Community Transport Strategy seeks to mainstream community transport services in order to sustain established initiatives.

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- 10.5.8 Travel to work patterns show a relatively strong relationship with adjacent areas outside the District. Approximately 18% of Kineton Ward's employed residents work in Warwick/Leamington. This compares with 8% that work in Stratford-upon-Avon. An identified issue for the local area is the need to increase local job opportunities in order to reduce relatively high levels of out-commuting.
- 10.5.9 The household survey carried out in 2008 for the Retail Study showed that Stratford upon Avon is used by 34% of residents in the Wellesbourne and Kineton area for their main food shopping compared to 25% who go to Leamington/Warwick and 8% to Wellesbourne. For non-food shopping the main destinations are Stratford-upon-Avon (45%), Leamington (18%) and Banbury (17%). There is no identified need for further retail floorspace in Kineton although the established role of the existing centre should be maintained.
- 10.5.10 Other local concerns include the significant capacity constraints at Kineton Wastewater Treatment Works. Despite likely spare capacity in the network at Kineton, the impact of any future growth upon the Combined Sewer Overflow at Banbury Road needs further investigation.
- 10.5.11 The River Dene is the main water course in the area although there are other un-named tributaries. There is a significant risk of flooding in the Dene Valley, although this is far greater downstream from Kineton. The ecological quality of the River Dene within the Kineton area has been categorised as poor. A new discharge consent therefore would be required to support growth at Kineton.
- 10.5.12 Situated on the south bank of the River Dene is the site of the Scheduled Monument of King John's Castle. The site features the earthwork remains of a Motte and Bailey Castle, which until recently was an allotment site, but now is open to the public and forms important amenity open space. Additional amenity and recreational green space can be found within Little Kineton.

Policy Principles

- 10.5.13 A wide range of issues and opportunities have been identified in relation to the future planning of the Kineton area. These have been identified through various sources, including plans produced by the local community and studies produced for the District Council to form the evidence base for its Local Development Framework.
- 10.5.14 Development proposals and other initiatives and projects in and around Kineton will be expected to contribute to the achievement of the following policy principles where it is appropriate and reasonable to do so:

Principle
<p>(a) Environmental</p> <ul style="list-style-type: none">• Maintain a clear 'green wedge' along the Dene Valley to preserve the separate identities of Kineton and Little Kineton.• Enhance biodiversity at DM Kineton by supporting the aspirations of the Warwickshire Biodiversity Action Plan.

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Principle
<ul style="list-style-type: none"> • Recognise and protect the importance of King John’s Castle site as an important multifunctional area for biodiversity, recreation and archaeological significance. • Protect and enhance biodiversity along the River Dene, whilst investigating the feasibility of a multiple all user access route that links Kineton to the SSSI at Oxhouse Farm. • Maximise the multifunctional potential of existing amenity green space to support recreation and Biodiversity Action Plan aspirations. • Seek to preserve and/or record any well-preserved archaeological deposits within and adjacent to the village should they be affected by future development. • Ensure Seven Trent Water has carried out the necessary works at Kineton Waste Water Treatment Works before new housing is implemented. • Seek to protect those areas of High Landscape Sensitivity surrounding Kineton from development unless there are very special circumstances. Where sites of Medium Landscape Sensitivity are affected by future development, ensure appropriate mitigation measures and enhancement opportunities are taken wherever possible. • Protect the proposed Area of Restraint to the south of the existing settlement boundary, in order to preserve the River Dene and the open nature of the landscape in this area.
<p>(b) Social</p> <ul style="list-style-type: none"> • Increase the number of suitable and affordable homes in the village and its surrounding area. • Support the replacement or major refurbishment of Kineton High School. • Seek to improve public transport services in the area, including community transport initiatives. • Promote targeted on and off road cycle routes with partners such as Warwickshire County Council and Sustrans. • Identify opportunities to increase the provision of Play Space for Children & Young People in the Kineton area given the current shortfall of 0.56 hectares against the recommended standard of provision in Policy CS 27. • Seek to create circular walking routes to the north of Kineton leading from within the settlement out into the wider countryside. • Create additional cycle routes that connect to established routes. The proposed extension to the NCN Route 48 will provide a good north-east south-west route, but efforts should seek to also connect routes found to the north west and south east. • Provide additional pitches for junior football, mini football, cricket and additional tennis courts for which there is a locally identified need.

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Principle
<p>(c) Economic</p> <ul style="list-style-type: none">• Seek to retain the already established industrial estate within Kineton and retain existing levels of employment.• Consider favourably the conversion of farm or other buildings in the surrounding rural areas for employment-generating activities.• Provide scope to meet the needs of small businesses, including incubation/start up space and move on space, in the surrounding rural areas.• Support the continuing employment use of successful local employment sites in the surrounding rural areas.• Maintain the existing level of shops in the village centre and support the provision of new retail outlets.

Future Development Strategy

- 10.5.15 The scale of development in Kineton is intended to be limited given the comparatively modest provision of shops and services. Opportunities should be taken to limit the impact of vehicles in the village, through the use of traffic management measures and improvements to pedestrian and cycle links, and to encourage accessibility to the rural areas through public transport links.
- 10.5.16 The Conservation Area and historic character of the village is an important local feature which offers distinctiveness to the village centre. Infill and redevelopment proposals should be sensitive to the character of the area therefore.
- 10.5.17 Particular attention needs to be given to enhancing the role of the village centre so that it provides an attractive focus of services, facilities and activities for the local community. The retention and provision of small-scale shopping and other commercial uses will be encouraged, along with projects to enhance the environmental quality of the centre and its links with the rest of the village.
- 10.5.18 There are significant constraints affecting large areas of land on the edge of the village. The southern edge is bordered by the Avon Valley but due to the steep valley is not adversely affected by flood risk in this immediate location. In addition, the Battle of Edgehill Historic Battlefield lies to the south and south east of the village. These constraints make development to the south and south east largely unsuitable.
- 10.5.19 The landscape surrounding Kineton is described as being highly sensitive to commercial development. Areas of High Landscape sensitivity bound the majority of the village to the north, south and east. Landscape of High/Medium sensitivity is located to the west of the existing settlement boundary. The sensitivity to commercial development is higher than to housing development because of its larger scale and height, its potential impact on sloping ground where terracing may be needed and its potential effect on adjacent residential areas.

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- 10.5.20 In terms of sensitivity to residential development, the picture is more mixed. There are two areas located to the south east and south west of the village of High Landscape Sensitivity. Areas to the north west and south of the existing settlement boundary are recorded as High/Medium landscape sensitivity. Land parcels to the north east of the village, in the vicinity of the secondary school, have the least sensitivity to residential development and are classified as 'Medium'.
- 10.5.21 An additional Area of Restraint is also proposed for Kineton, which although essentially rural in character, merits the same approach as other settlements in protecting the River Dene. The open nature of the landscape in this area should be protected.
- 10.5.22 While the Employment Land Study concludes that additional land for employment purposes is not required in Kineton, it is important to retain the already established industrial estate in the village and existing levels of employment in the area. In addition, within the surrounding rural areas employment proposals should seek to meet the needs of small businesses and support the continuing employment use of successful local employment sites, supporting the intensification of use within existing site boundaries where appropriate.
- 10.5.23 The Employment Land Study recognises the strategic national significance of the Gaydon Site and considers it to have potential to provide for a wider range of research and design activities than just motor vehicles. Policy CS 26 in this plan is supportive of such an approach.
- 10.5.24 Based on the two options put forward in Section 9 for distributing housing development in the District, approximately 60-90 dwellings should be provided in Kineton during the remainder of the plan period (ie. 2011-2028). A proportion of these will be built on infill and redevelopment sites or through the change of use of existing properties within the village. However, further land on the edge of the village will need to be identified for housing development.
- 10.5.25 Plan 5 indicates a number of potential locations for development on the edge of the village. At this stage, specific sites for future development have not been identified. However, any development proposal will be expected to meet the provisions set out in Policy CS 16 regarding the scale of suitable development.
- 10.5.26 It is emphasised that not all of these areas of land will be needed given the scale of development that is proposed for the village. Furthermore, it may be found that certain locations are unsuitable or unachievable for particular reasons. The views of interested parties – local people, landowners, developers and agencies – on these locations are invited through the consultation process on this plan.

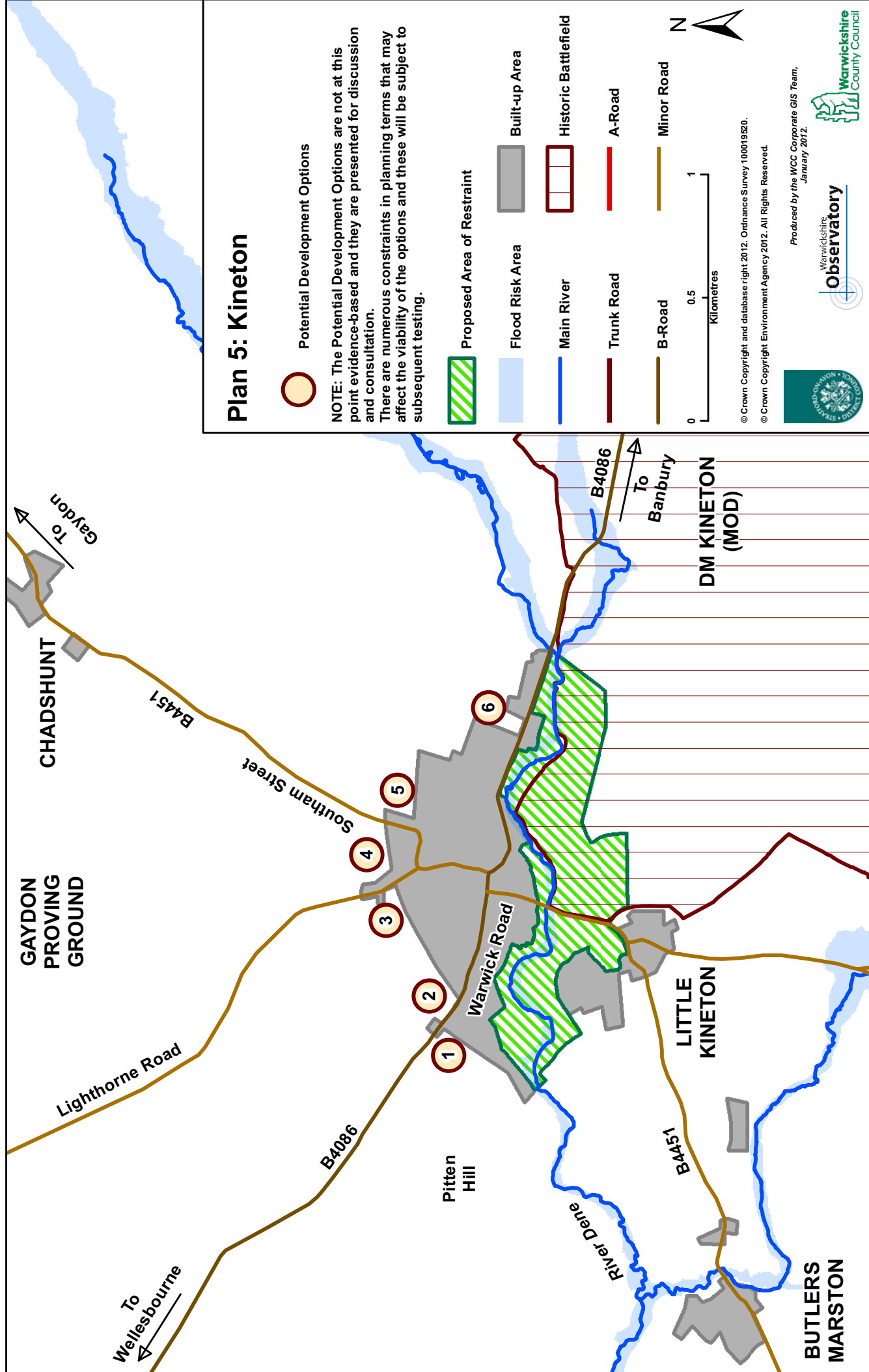
Consultation Questions

Q168 - Are the policy principles identified for the Kineton area appropriate? Should any of them be deleted? Are there any others that should be added?

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Q169 - Are the issues identified in the Future Development Strategy for the Kineton area appropriate? Is the proposed scale of housing and employment development appropriate?

Q170 - Which of the potential locations identified on Plan 5 are suitable or unsuitable for development? Are there any other potential locations that should be considered?



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10.6 Shipston-on-Stour Area Policy Profile

Context

- 10.6.1 The town is of Anglo-Saxon origin; its name being derived from Scepeswasce or Sheepwash. It was founded on the grant of land to the monks of Worcester cathedral confirmed by King Edgar in his charter of AD964, and the town and surrounding hundred remained an outlier of Worcestershire until 1931. Following a fall in the demand for local wool, the local economy was in part sustained by the opening, in 1836, of a horse-drawn Stratford and Moreton tramway, which allowed agricultural produce to be transported more quickly to Birmingham.
- 10.6.2 The 2001 Census recorded a population of 4,450 in the parish as a whole, a growth of 43% since 1981. By 2008 the population of the town itself was estimated to have reached about 5,300. However, in terms of increase of dwellings, the town has grown by 95% between 1981 and 2008, the largest increase of any settlement in the District. There were about 2,300 dwellings in the town at 2008.
- 10.6.3 The town is located on the River Stour at the heart of probably the most rural part of the District, lying about 10 miles south of Stratford-upon-Avon and 14 miles to the west of Banbury. It is close to the northern edge of the Cotswolds and is a focal point for communities within an extensive rural area. Located on the A3400 (formerly the A34) between Stratford-upon-Avon and Oxford, the town was once an important stopping place for stagecoaches and many former coaching inns remain.
- 10.6.4 Shipston-on-Stour's distinctiveness and townscape is a key asset, and provides the town with a unique sense of place and character. The town is home to a rich historic environment, including a wealth of Medieval and Georgian buildings, which mirrors the settlement's historic importance as a regionally important sheep and wool market town. The cultural heritage resource of the town is reflected by the designation of much of the town as a Conservation Area, and the presence of numerous listed buildings from a range of periods. These historic assets are key townscape and landscape features.
- 10.6.5 Just to the south of Shipston lies the Cotswolds Area of Outstanding Natural Beauty and the town is one of the 'gateways' to it. The protection and enhancement of the landscape of this important asset is a priority for the local community.
- 10.6.6 While 55% of its working residents commute out of the town for employment, Shipston has the highest proportion of people working locally of all the main rural centres, reflecting its greater distance from larger towns. 44% of Shipston Ward's employed residents work in the same ward. There is a relatively modest relationship with adjacent areas outside the District and approximately 5% work in neighbouring parts of Gloucestershire, 5% in Oxfordshire, 9% in Warwick and 12% in Stratford-upon-Avon.
- 10.6.7 The recent loss of IMI Norgren, which was the largest local employer in Shipston, and several other local firms has hit hard. Consequently the Town Plan looks for a concerted effort to meet the needs of new and expanding businesses. It also seeks to promote tourism opportunities, taking advantage of the town's proximity to Stratford-upon-Avon and the Cotswolds, which will help to bolster the local economy.

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- 10.6.8 The capacity of transport infrastructure, including roads and public transport, is a key concern in rural parts of the District. The Community Transport Strategy seeks to mainstream community transport services in order to sustain established initiatives. The services provide an essential link to Shipston for many rural communities nearby. There have been two cycle routes implemented recently from Shipston to Moreton-in-Marsh and to Southam.
- 10.6.9 The household survey carried out in 2008 for the Retail Study showed that Stratford-upon-Avon is used by 35% of residents in the Shipston area for their main food shopping compared to 25% who go to Banbury, 25% who shop in Shipston itself and 9% in Stow. For non-food shopping the main destinations are Stratford-upon-Avon (48%), Banbury (20%) and Shipston (12%). There is local support for maintaining a strong retail presence in the town centre.
- 10.6.10 The Town Plan identifies the importance of improving sport and recreation facilities for local people. There is also an emphasis on education with a specific reference to the prospect of creating a Sixth Form at the High School.
- 10.6.11 The centre of Shipston-on-Stour was very badly affected by the 2007 flood event. As a result of this, the Environment Agency is undertaking further modelling to determine the most effective way of reducing the risk of a similar situation occurring.
- 10.6.12 In addition, as a result of the known flooding, upsizing of the waste water infrastructure network would be required to accommodate future growth at Shipston-on-Stour. This however, is not considered a significant constraint to future development.

Policy Principles

- 10.6.13 A wide range of issues and opportunities have been identified in relation to the future planning of the Shipston-on-Stour area. These have been identified through various sources, including plans produced by the local community and studies produced for the District Council to form the evidence base for its Local Development Framework.
- 10.6.14 Development proposals and other initiatives and projects in and around Shipston-on-Stour will be expected to contribute to the achievement of the following policy principles where it is appropriate and reasonable to do so:

Principle
<p>(a) Environmental</p> <ul style="list-style-type: none">• Minimise the risk of flooding from the River Stour.• Provide a riverside walk along the Stour and protect the eastern side of the town along the Stour from development.• Identify opportunities to increase the provision of Natural Accessible Greenspace in the Shipston area given the current shortfall of 3.63 hectares against the recommended standard of provision in Policy CS 27.

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Principle
<ul style="list-style-type: none"> • Protect and enhance the character of the historic town centre. • Upgrade the attractiveness of the River Stour corridor. • Seek to preserve and/or record any well-preserved archaeological deposits within and adjacent to the town should they be affected by future development. • Liaise with Severn Trent Water about any other significant development proposals, including those affecting smaller Waste Water Treatment Works, to ensure that capacity is adequate and provided in a timely manner. • Ensure that where required, Seven Trent Water has carried out upsizing of the Waste Water infrastructure network to accommodate future growth. • Investigate and identify a suitable area that could be designated a Local Nature Reserve to support biodiversity. • Investigate the creation of accessible woodland within 2km of Shipston-on-Stour. • Seek to protect those areas of High Landscape Sensitivity surrounding Shipston from development unless there are very special circumstances. Where sites of Medium Landscape Sensitivity are affected by future development, ensure appropriate mitigation measures and enhancement opportunities are taken wherever possible.
<p>(b) Social</p> <ul style="list-style-type: none"> • Increase the number of suitable and affordable homes in the town and its surrounding area. • Provide a new Medical Centre facility in the town. • Support the provision of a Sixth Form at Shipston High School. • Refurbish or replace the community hall and improve leisure facilities • Seek to improve public transport services in the area, including community transport initiatives. • Where identified by the Highways Authority, support improvements of the A429/B4035 junction (Portobello Crossroads) which may require provision of a roundabout. • Promote targeted on and off road cycle routes with partners such as Warwickshire County Council and Sustrans. • Seek to sustain established community transport initiatives and address poor accessibility to the transport network, including public transport. • Improve access between Shipston-on-Stour and Honington village via the River Stour whilst maintaining Honington Hall as an important visitor destination. • Improve the public Rights of Way network, in particular to link Shipston-on-Stour with open countryside to the west. • Maximise opportunities to develop the riverside area as a multi-functional area for recreation and leisure. • Improve the provision of playing fields in the town and where possible, create new ones. • Identify opportunities to increase the provision of Parks & Gardens and Amenity Greenspace in Shipston given the current shortfall of 2.12 hectares against the recommended shortfall of provision in Policy CS 27.

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Principle
<ul style="list-style-type: none">• Identify opportunities to increase the provision of Play Space for Children & Young People in the Shipston-on-Stour area given the current shortfall of 0.65 hectares against the recommended standard of provision in Policy CS 27.• Identify opportunities to increase the provision of Allotments in Shipston-on-Stour given the current shortfall of 0.94 hectares against the recommended standard of provision in Policy CS 27.• Increase the provision of pitches for junior rugby, mini football, cricket and hockey given the shortfall identified.
<p>(c) Economic</p> <ul style="list-style-type: none">• Diversify the local economy and increase premises for local businesses.• Support the existing employment uses at the Tileman's Lane site and retain the site to support the town's future employment needs. Encourage new businesses to locate there and maximise the use of the site.• Support the growth of new local enterprises fostered by effective business support.• Develop additional sites in Shipston and surrounding villages to meet local employment needs.• Consider favourably the conversion of farm or other buildings in the surrounding rural areas for employment-generating activities.• Provide scope to meet the needs of small businesses, including incubation/start up space and move on space, in the surrounding rural areas.• Support the continuing employment use of successful local employment sites in the surrounding rural areas.• Improve local shopping facilities in the town centre.• Provide specifically for a modest additional amount (approx. 410 sq.m net) of food retail to support the town centre.• Promote tourism in the town and surrounding area.• Improve the quality of local visitor accommodation.

Future Development Strategy

10.6.15 The Conservation Area and historic character of the town is an important local feature which offers distinctiveness to the town centre. Infill and redevelopment proposals should be sensitive to the character of the area therefore.

10.6.16 Particular attention needs to be given to enhancing the role of the town centre so that it provides an attractive focus of services, facilities and activities for the local community. The retention and provision of small-scale shopping and other commercial uses will be encouraged, along with projects to enhance the environmental quality of the centre and its links with the rest of the town. A modest additional amount of convenience goods floorspace will be supported to serve the town, preferably located in the town centre.

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- 10.6.17 The town has already been extended considerably southwards in recent years and further development in this direction would be some distance from shops and facilities. On the eastside the floodplain of the River Stour is an overriding constraint to development. To the north, landscape constraints and the sloping ground rule out major expansion.
- 10.6.18 The landscape surrounding Shipston-on-Stour is described as being highly sensitive to commercial development. Areas of High Landscape sensitivity bound the majority of the town to the north and east. Landscape of High/Medium sensitivity is located to the northwest, west and south west of the existing settlement boundary. The sensitivity to commercial development is higher than to housing development because of its larger scale and height, its potential impact on sloping ground where terracing may be needed and its potential effect on adjacent residential areas.
- 10.6.19 In terms of sensitivity to residential development, the picture is more mixed. There are areas located to the northwest, north and east of High Landscape Sensitivity and High/Medium landscape sensitivity. Land parcels to the west and south west have the least sensitivity to residential development and are classified as 'Medium'. It is felt, with appropriate mitigation measures, small parcels of housing development could be accommodated in this area therefore.
- 10.6.20 Despite the rising land along the western flank of the town, the reuse of the Norgren factory site is an issue that needs to be addressed. Previous proposals to link the Norgren site to the existing settlement by developing land to either side of Campden Road have raised significant local concerns. Redevelopment of this existing brownfield site would require landscaping within and around the development in order to mitigate impact on views from the east of the town and on the setting of the Cotswold AONB.
- 10.6.21 The Employment Land Study concludes that Shipston-on-Stour's remoteness from the motorway network and larger settlements affect its commercial attractiveness, albeit the quality of the place is high. There are 1.9 hectares of land available for employment development at Tileman's Lane which would appear adequate to support the future employment needs of the settlement. The 5.3ha Norgren site is being marketed for employment use. If this is not successful, further consideration will need to be given to the future use of this land.
- 10.6.22 In addition, within the surrounding rural areas, employment proposals should seek to meet the needs of small businesses and support the continuing employment use of successful local employment sites, supporting the intensification of use within existing site boundaries where appropriate.
- 10.6.23 Based on the two options put forward in Section 9 for distributing housing development in the District, approximately 140-220 dwellings should be provided in Shipston-on-Stour during the remainder of the plan period (ie. 2011-2028). A proportion of these will be built on infill and redevelopment sites or through the change of use of existing properties within the town. However, further land on the edge of the town will need to be identified for housing development.

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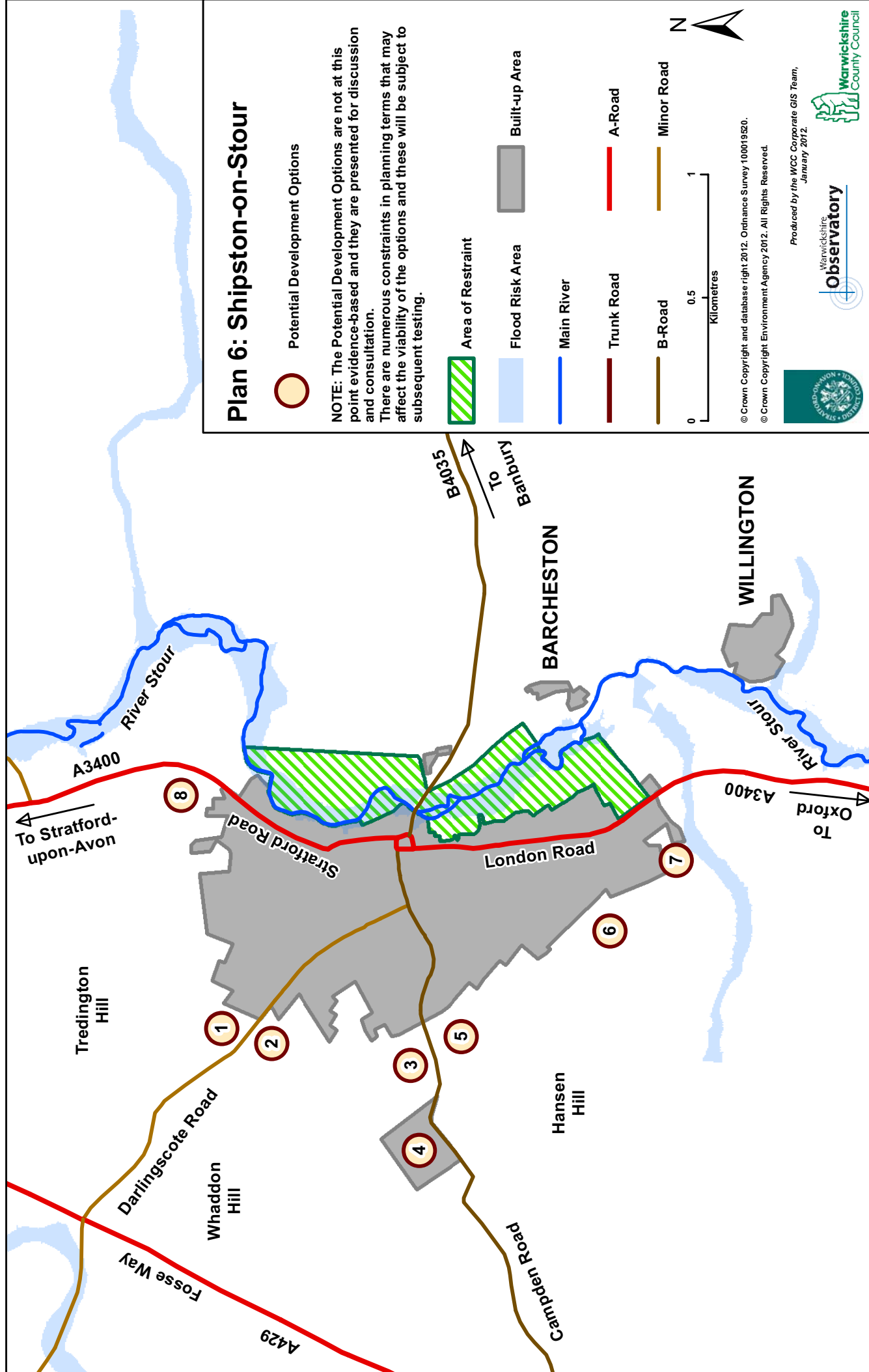
- 10.6.24 Plan 6 indicates a number of potential locations for development on the edge of the town. At this stage, specific sites for future development have not been identified. However, any development proposal will be expected to meet the provisions set out in Policy CS 16 regarding the scale of suitable development.
- 10.6.25 It is emphasised that not all of these areas of land will be needed given the scale of development that is proposed for the town. Furthermore, it may be found that certain locations are unsuitable or unachievable for particular reasons. The views of interested parties – local people, landowners, developers and agencies – on these locations are invited through the consultation process on this plan.

Consultation Questions:

Q171 - Are the policy principles identified for the Shipston-on-Stour area appropriate? Should any of them be deleted? Are there any others that should be added?

Q172 - Are the issues identified in the Future Development Strategy for the Shipston-on-Stour area appropriate? Is the proposed scale of housing and employment development appropriate?

Q173 - Which of the potential locations identified on Plan 6 are suitable or unsuitable for development? Are there any other potential locations that should be considered?



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10.7 Southam Area Policy Profile

Context

- 10.7.1 Southam is a market town situated in the north east corner of the District, about six miles to the east of Leamington Spa. It grew up at the intersection of several roads, including the Welsh Road used by cattle drovers en route to London. It was first mentioned in AD998 when it was granted to the Priory of Coventry by King Ethelred. In 1227 it was granted a charter for a market and annual fair.
- 10.7.2 By 2001 the Parish population was about 6,500, 25% more than in 1981. In terms of dwellings, this increased by 55% between 1981 and 2008. The number of dwellings at that date is estimated to be about 2,800. The town has seen significant development in recent years. A large housing development took place on the east side of the town during the 1990s after the bypass was constructed. The population of the town itself, as at 2008, is estimated to be approximately 6,500.
- 10.7.3 The bypass (A423) provides significant benefits by diverting through traffic between Banbury and Coventry away from the town centre and residential neighbourhoods. However, it is also a significant constraint to integrating communities to the east of the road with the rest of the town. Further growth of the town must be sensitive towards this particular issue.
- 10.7.4 Southam town centre retains a range of shops, commercial activities such as banks, local services and facilities and pubs. Other services include primary and secondary schools, a leisure centre, library, medical centre, police station and post office. There are good public transport services to the towns of Leamington Spa and Rugby, as well as community transport services that connect the town with nearby villages.
- 10.7.5 There is a well established industrial estate that provides a range of jobs. However, at the time of the 2001 Census, a relatively modest 33% of the Southam's employed residents actually worked in the town. The other dominant source of jobs for local people is Leamington and Warwick at 23%. There has been a significant expansion of the main employment area off Kineton Road in recent years, including Holywell Business Park, and the town has been successful in attracting a number of large companies.
- 10.7.6 A Retail Study Household Survey (2008) indicated that the dominant destinations for main food shopping by local residents are Leamington (68%), Southam itself (18% - pre Tesco) and Banbury (11%). For non-food goods, the main destinations are Leamington (50%), Southam (30%) and Banbury (10%).
- 10.7.7 Southam performs a range of functions for its rural hinterland and this role should be protected and enhanced. Furthermore, accessibility to and from surrounding villages should be continuously improved if its importance as a service centre is to be sustained. A Tesco foodstore was opened on the Business Park in 2010 and it will be important to ensure that this functions in a manner that supports rather than undermines the role of the town centre.
- 10.7.8 The local community, as reflected in the Southam Town Plan produced in 2007, wishes to preserve and enhance the environment of the town, and to retain its 'identity, soul and character'. It wishes to enhance the town centre, including the open space and shops and services. The provision of adequate housing of the right type to meet the needs of future generations and promotion of the local economy are also key priorities.

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- 10.7.9 The Government has recently announced its intention to proceed with the High Speed Two railway on a route that passes just to the south of the town. As such, it will have an impact on certain existing uses, generate noise and affect the landscape. It will be essential to ensure that mitigation measures are effective in reducing such impacts.

Policy Principles

- 10.7.10 A wide range of issues and opportunities have been identified in relation to the future planning of the Southam area. These have been identified through various sources, including plans produced by the local community and studies produced for the District Council to form the evidence base for its Local Development Framework.
- 10.7.11 Development proposals and other initiatives and projects in and around Southam will be expected to contribute to the achievement of the following policy principles where it is appropriate and reasonable to do so:

Principle
<p>(a) Environmental</p> <ul style="list-style-type: none">• Maintain and enhance the character of Southam as a historic market town.• Safeguard the green space on High Street as a focus for community activities and events.• Promote and enhance the function and appearance of the recreation ground off Park Lane which lies within and adjacent to the Conservation Area.• Investigate the scope for pedestrianisation and traffic management measures in parts of the town centre.• Seek to protect those areas of High Landscape Sensitivity surrounding Southam from development unless there are very special circumstances. Where sites of Medium Landscape Sensitivity are affected by future development, ensure appropriate mitigation measures and enhancement opportunities are taken wherever possible.• Seek to preserve and/or record any well-preserved archaeological deposits within and adjacent to the town should they be affected by future development.• Enhance green infrastructure to support the function and use of the River Stowe and River Itchen as natural river corridors, which provide multi-functional benefits for flood defence, biodiversity, recreation and historic landscape quality.• Support the restoration of the disused quarry alongside A426 to provide a high quality area for leisure and recreation, whilst supporting biodiversity and nature conservation interests.• Improve the green infrastructure network to enhance linkages to and between important biodiversity and geodiversity features in the town's hinterland. This includes the Ufton Fields SSSI and Long Itchington and Ufton Woods SSSI, and Stockton Railway Cutting and Quarry Geological SSSI.• Tighten Water Quality Consents to achieve compliance with the Water Framework Directive.• Ensure development proposals provide adequate capacity at Itchen Bank Wastewater Treatment Works and in a timely manner.• Seek to minimise and effectively mitigate the impact of the proposed High Speed Two railway (should it be constructed) on the landscape and properties in the local area.

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Principle
<p>(b) Social</p> <ul style="list-style-type: none">• Increase the number of suitable and affordable homes in the town and its surrounding area.• Provide a new Library facility in the town centre.• Enhance leisure and educational facilities in the town to provide better access to and a wider range of leisure and sporting activities.• Seek to improve public transport services in the area, including community transport initiatives.• Improve pedestrian and cycling links to the town centre.• Promote targeted on and off road cycle routes with partners such as Warwickshire County Council and Sustrans.• Improve access to countryside walks, particularly along the Stowe Valley.• Development of a traffic free cycle link to the National Cycle Route 41 and the Grand Union Canal to the north of the town.• Provide for local housing needs, including affordable housing.• Identify opportunities to increase the provision of Parks & Gardens and Amenity Greenspace in Southam given the current shortfall of 0.37 hectares against the recommended shortfall of provision in Policy CS 27.• Identify opportunities to increase the provision of Play Space for Children & Young People in the Southam area given the current shortfall of 0.72 hectares against the recommended standard of provision in Policy CS 27.• Increase the provision of pitches for mini football and junior rugby given the shortfall identified.
<p>(c) Economic</p> <ul style="list-style-type: none">• Promote the local economy and support the provision of more local job opportunities.• Maintain the role of the town centre as a focus of shops and services.• Provide a museum in the town to display local historical artefacts, including the Cardell Collection.• Support opportunities for heritage and tourism attractions including the canal corridor and Civil War links.• Retain the remainder of Holywell Business Park for employment use.• Assess the need to identify additional land for employment development.• Consider favourably the conversion of farm or other buildings in the surrounding rural areas for employment-generating activities.• Provide scope to meet the needs of small businesses, including incubation/start up space and move on space, in the surrounding rural areas.• Support the continuing employment use of successful local employment sites in the surrounding rural areas.• Encourage the use of disused quarries for employment and leisure uses.

Future Development Proposals

10.7.12 Southam is one of the largest rural centres in the District and is the focal point of shops, services and jobs for a sizable rural catchment. As such, it is reasonable for the town to be considered suitable for additional housing and business

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development. Having said that, its character as a rural market town needs to be protected and there are various constraints to further development on its periphery.

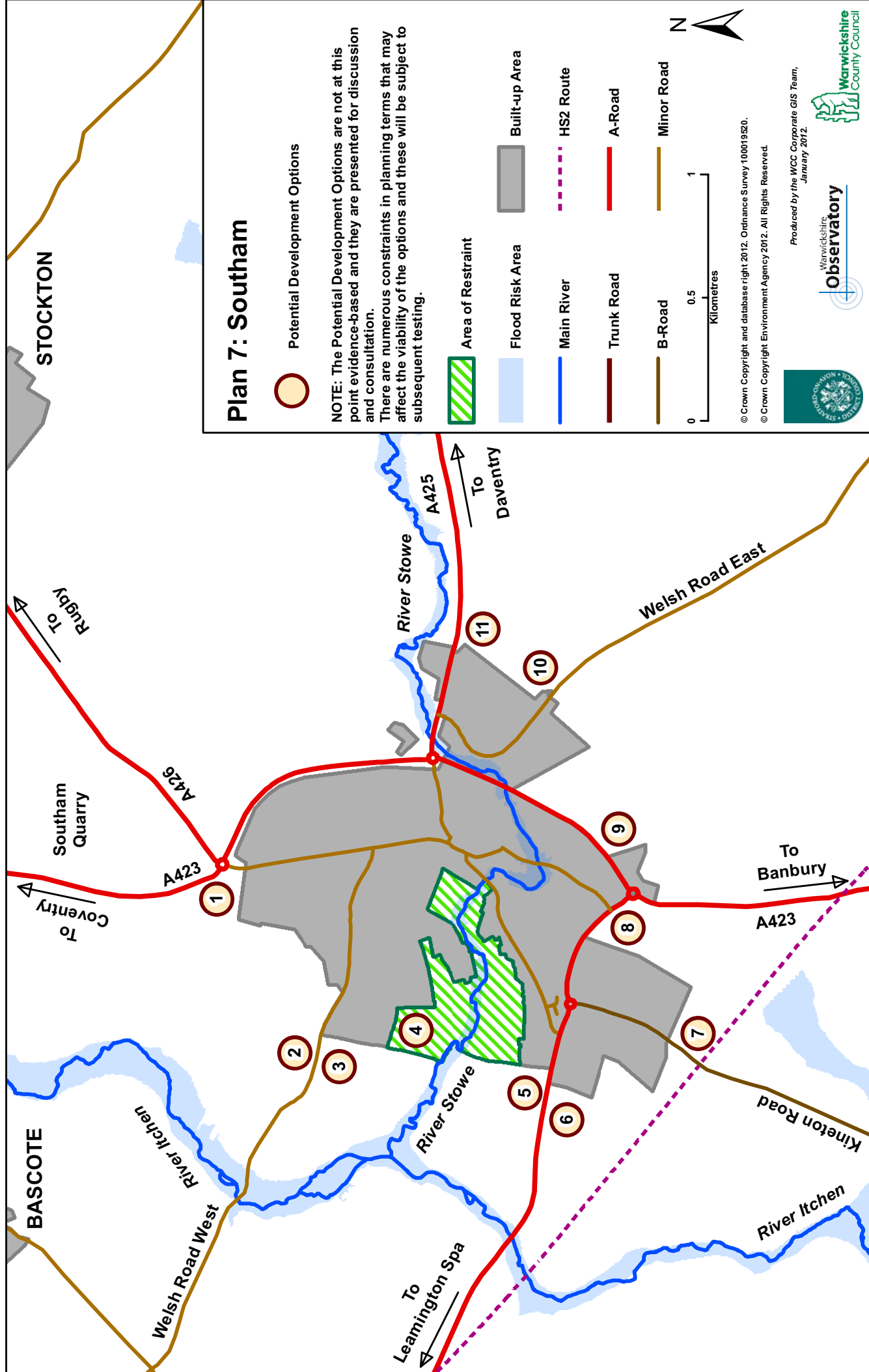
- 10.7.13 Development to the east of the bypass would tend to exacerbate the issues of severance and integration that has been experienced with large housing estates built in the 1990s. If any development is to be acceptable in this area, high quality crossings of the bypass for pedestrians and cyclists will be essential in order to provide attractive links to the town centre, schools and various facilities. However, the Landscape Sensitivity Study identifies much of this area as being of only medium value in terms of impact from housing development. Land on the southern edge of the town is of similar value.
- 10.7.14 The sloping and elevated land relating to the Stowe Valley on the west side of the town is particularly sensitive in landscape terms and would impinge on what remains of the open aspect of this part of the town's setting. Due to this importance to the form and character of the town, it is designated as an Area of Restraint. The Landscape Sensitivity Study identifies the entire western flank of the town as high/medium value, although small parcels may be suitable for development.
- 10.7.15 None of the land on the periphery of Southam is of high quality agricultural value. However, there are a number of specific ecological and archaeological features that need to be taken into account, including some of the best surviving ridge and furrow in the area. There is also an extensive Conservation Area covering the central part of the town and the open space to the west of the town centre.
- 10.7.16 There is a mineral safeguarding area to the north east of the town, beyond the bypass. The cutting sides of the bypass at its northern end, and the quarry associated with Southam Cement Works, are designated as Regionally Important Geological Sites (RIGS).
- 10.7.17 Further large-scale development proposals in the town will be dependant on additional capacity being provided at the Itchen Bank Waste Water Treatment Works. This will require the involvement of Severn Trent Water.
- 10.7.18 Flood risk is a further issue that needs to be assessed. The River Stowe valley through Southam to its confluence with River Itchen lies within Flood Zone 3a. It is important that development does not result in flooding or increase the risk of flooding further downstream.
- 10.7.19 The route of the High Speed Two railway could affect the suitability of certain areas of land on the southern edge of the town for future development.
- 10.7.20 The Employment Land Study found that the rationale for a further large employment allocation in the town is questionable, unless there is significant housing growth, taking into account the availability of employment development around Warwick and Leamington. However, provision of small business floorspace on existing sites should be encouraged.
- 10.7.21 The important role of the town centre needs to be improved through a wide range of measures to improve its economic viability and physical appearance. This may involve redevelopment schemes, enhancement of the public realm and traffic management measures, all aimed at making the centre a more attractive place to visit and do business.
- 10.7.22 Based on the two options put forward in Section 9 for distributing housing development in the District, approximately 170-260 dwellings should be provided in Southam during the remainder of the plan period (ie. 2011-2028). A proportion of these will be built on infill and redevelopment sites or through the change of use of existing properties within the town. However, further land on the edge of the town will need to be identified for housing development.

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- 10.7.23 Plan 7 indicates a number of potential locations for development on the edge of the town. At this stage, specific sites for future development have not been identified. However, any development proposal will be expected to meet the provisions set out in Policy CS 16 regarding the scale of suitable development.
- 10.7.24 It is emphasised that not all of these areas of land will be needed given the scale of development that is proposed for the town. Furthermore, it may be found that certain locations are unsuitable or unachievable for particular reasons. The views of interested parties – local people, landowners, developers and agencies – on these locations are invited through the consultation process on this plan.

Consultation Questions

- Q174 - Are the policy principles identified for the Southam area appropriate? Should any of them be deleted? Are there any others that should be added?**
- Q175 - Are the issues identified in the Future Development Strategy for the Southam area appropriate? Is the proposed scale of housing and employment development appropriate?**
- Q176 - Which of the potential locations identified on Plan 7 are suitable or unsuitable for development? Are there any other potential locations that should be considered?**



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10.8 Studley Area Policy Profile

Context

- 10.8.1 Studley is the largest village in Warwickshire. It lies in the Green Belt just to the south of Redditch, which is in Worcestershire, and about three miles to the north of Alcester. The growth of Studley was based on the development of the needle industry which flourished in the area from the 17th century. During the 19th century steam-powered mills were built to produce needles, fishing hooks and fishing tackle, and between 1841 and 1881 the population of the parish doubled.
- 10.8.2 By 2001 the population of Studley Parish as a whole stood at just over 6,600. The figure is now somewhat lower as Mappleborough Green has since become a separate parish. It is estimated that the population of the village itself was about 5,800 in 2008. However, the number of dwellings increased by about 23% between 1981 and 2008 and now stands at approximately 2,600.
- 10.8.3 The village is a distinctive triangle shape bounded by the line of the A435 Alcester Road to the east and the A448 Bromsgrove Road to the south-west. To the north is an area of recreational uses and attractive farmland. While the village is surrounded on all sides by Green Belt, this area is particularly significant in preserving the separate identity of Studley from Redditch.
- 10.8.4 Not surprisingly, the village has a dominant relationship with Redditch. Approximately 25% of its employed residents work in the town. It is also by far the most important destination for main food and non-food shopping.
- 10.8.5 The A435 passes through the heart of the village and carries in the order of 20,000 vehicles per day. Traffic problems have long been acknowledged, but a bypass scheme was dropped from the national road programme and the road has since been detrunked. The County Council has considered alternative bypass schemes but it does not feature in the current capital programme. An Air Quality Management Area was declared in 2006.
- 10.8.6 Local residents are still aggrieved by the decision to cancel the bypass scheme, and traffic management improvements are identified as a very high priority in the Parish Plan.
- 10.8.7 Studley supports a reasonable range of retail services for its size, including three supermarkets, butchers and chemist. However a number of outlets have closed in recent years and there has been a trend towards cafes and takeaways opening up. There is a widely held concern that the centre of the village is deteriorating. The Studley Improvement Partnership (SIP) focuses on short and medium term actions to improve the local environment of the village centre.
- 10.8.8 The village has a primary and secondary school and various community facilities. It has several active sports clubs and recently obtained a skatepark. There is a half hourly bus service to Redditch and hourly services to Stratford and Evesham. The well-equipped modern village hall was opened in 2003.
- 10.8.9 There are a number of industrial areas on the outskirts of Studley (in Sambourne Parish), at Poplars Trading Estate and Green Lane/The Slough. The industrial area on the northern edge of Studley provides a mix of employment opportunities and includes the large ex-Needles Factory. The Parish Council is keen to support existing employers in the village.
- 10.8.10 The Parish Plan 2007-2011, produced in 2006 showed a reasonable level of support for the provision of housing for young people, sheltered housing and small family homes. Also, there are currently no large properties within the affordable housing stock of the village and it would be useful to address this gap.

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10.8.11 The Parish Plan reflects the view of many residents that recent changes and challenges have contributed to attempts to change Studley's character and identity. There is an expectation that its village atmosphere will be maintained as this is highly valued by local people.

Policy Principles

10.8.12 A wide range of issues and opportunities have been identified in relation to the future planning of the Studley area. These have been identified through various sources, including plans produced by the local community and studies produced for the District Council to form the evidence base for its Local Development Framework.

10.8.13 Development proposals and other initiatives and projects in and around Studley will be expected to contribute to the achievement of the following policy principles where it is appropriate and reasonable to do so:

Principle
<p>(a) Environmental</p> <ul style="list-style-type: none">• Retain the separate and distinct identity of Studley and maintain the open gap between the village and Redditch.• Support projects to assist the environmental regeneration of the village centre, including the Priory Square, High Street and Marble Alley area.• Implement traffic management measures in the village centre.• Investigate opportunities for mitigating the impact of traffic on the A435 through Studley and Mappleborough Green.• Apply the provisions of the Air Quality Management Area Action Plan which covers the village centre.• Establish village 'gateways' to emphasise the sense of place .• Seek to protect those areas of High Landscape Sensitivity surrounding Studley from development unless there are very special circumstances. Where sites of Medium Landscape Sensitivity are affected by future development, ensure appropriate mitigation measures and enhancement opportunities are taken wherever possible.• Seek to preserve and/or record any well-preserved archaeological deposits within and adjacent to the village should they be affected by future development.• Tighten Water Quality Consents to ensure compliance with the Water Framework Directive.• Enhance the village's green infrastructure network by improving linkages to and between important biodiversity features present locally such as Rough Wood SSSI and the River Arrow.• Promote the River Arrow valley as a key multi-functional green infrastructure corridor.• Protect the area of land separating Studley and Redditch, ensuring urban development does not encroach and undermine the character of the area as a separate entity.• Encourage tree planting along the road corridors such the A435 to alleviate issues associated with air quality in the village centre.• Identify opportunities to increase the provision of Natural Accessible Greenspace in the Studley area given the current shortfall of 4.50 hectares against the recommended standard of provision in Policy CS 27.

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Principle
<p>(b) Social</p> <ul style="list-style-type: none"> • Increase the number of suitable and affordable homes in the village and its surrounding area. • Assess the opportunity to bring forward a comprehensive scheme for enhancing the community facilities off High Street. • Investigate the scope to increase the amount of off-street car parking in the village centre. • Provide more homes for younger people and small families and sheltered housing • Promote targeted on and off road cycle routes with partners such as Warwickshire County Council and Sustrans. • Improve Public Rights of Way links from within Studley to the west of the A435 and south of the A448, to encourage and facilitate access into the wider countryside. • Improve traffic free cycle links to National Cycle Network Route 5 and to the Stratford-upon-Avon to Redditch cycle route. • Enhance existing children’s play areas and create additional ones especially in the southern part of the village. • Identify opportunities to increase the provision of Parks & Gardens and Amenity Greenspace in Studley given the current shortfall of 1.47 hectares against the recommended standards of provision in Policy CS 27. • Identify opportunities to increase the provision of Play Space for Children & Young People in Studley given the current shortfall of 1.34 hectares against the recommended standard of provision in Policy CS 27. • Increase the provision of pitches for junior and mini football and junior rugby given the shortfall identified.
<p>(c) Economic</p> <ul style="list-style-type: none"> • Retain the three main employment sites of Birmingham Road, Brickyard Lane and Bromsgrove Road/Green Lane in business use. • Assess the need for additional employment land depending on the scale of housing development in the village. • Encourage a wider range of businesses to be based in the village and encourage enterprise. • Consider favourably the conversion of farm or other buildings in the surrounding rural areas for employment-generating activities. • Provide scope to meet the needs of small businesses, including incubation/start up space and move on space, in the surrounding rural areas. • Support the continuing employment use of successful local employment sites in the surrounding rural areas. • Bolster the role of the village centre as a focus of shops and services. • Provide additional parking for people using the village centre.

Future Development Strategy

10.8.14 It is evident that the most critical feature about Studley which should be preserved is its separate identity from Redditch. One of the key purposes of the Green Belt is to prevent settlements from merging into one another and it is important that the gap of open countryside between the two is not encroached on by development.

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- 10.8.15 The village lies completely within the Green Belt and its eastern and western edges are also very strongly defined. While this is not necessarily an overriding constraint on development, it will be necessary to prove exceptional circumstances in order to justify the removal of land from the Green Belt for development.
- 10.8.16 The landscape around Studley is also very attractive. This is confirmed by the Landscape Sensitivity Study which identifies all the land around the village as being of high or high/medium sensitivity to the impact of development. It concludes that only specific small parcels of land might be suitable for housing development. Rough Hill and Wirehill Woods to the north west of the village are designated as a Site of Special Scientific Interest.
- 10.8.17 The character and quality of the landscape and the strongly defined physical edges to the village are the main factors in assessing the scope for future development on the edges of Studley. The only other significant constraint affecting the fringes of the village is a localised area affected by flood risk to the east of Birmingham Road and Castle Road.
- 10.8.18 The high volume of traffic on the A435 through Studley has a major impact on the local environment and on people using the village centre. As things stand, this situation means that there is a significant constraint on any development that would worsen this situation. This matter will need to be resolved in order for large-scale development to be appropriate in and on the edge of the village.
- 10.8.19 A further major factor which will have a bearing on development in Studley is the Air Quality Management Area covering the village centre that was declared in 2006. As a result, it is necessary to assess whether a development proposal would worsen air quality in the area and, if so, whether it would be possible to mitigate this impact.
- 10.8.20 In terms of employment development, the Employment Land Study concluded that there is no need to identify additional land given the scale of existing provision. While there is a high level of out-commuting to jobs, a large proportion of these are at nearby Redditch.
- 10.8.21 There are two areas of land on the edge of Redditch, to the north of Mappleborough Green, that need to be considered for potential development. The site known as Winyates Green Triangle has previously been identified for housing or employment to meet the needs of Redditch. There is no longer an obligation through the Regional Spatial Strategy to release the site for such purposes, but due to its relationship to Redditch it may still be appropriate to do so at some stage.
- 10.8.22 The other area is north of the A4023 Coventry Highway at Gorcott Hill. This land lies within the Green Belt but it has been put forward for potential employment development to form an extension to the Ravensbank Industrial Estate. Bromsgrove District Council has identified adjacent land in its area for the same purpose. The scale of any development within Stratford-on-Avon District is likely to be affected by the need to protect the setting of the Grade II* listed building to the north.
- 10.8.23 A key challenge facing Studley is the need to enhance the image of the village centre so that it becomes a more attractive place to visit and do business. There is a wide range of issues to address, most pressing of which is the management of traffic in order to reduce its impact on the environment and pedestrians. Ideally, this needs a comprehensive approach that will allow the introduction of an integrated scheme of improvements to the public realm.
- 10.8.24 Based on the two options put forward in Section 9 for distributing housing development in the District, approximately 160-240 dwellings should be provided in Studley during the remainder of the plan period (ie. 2011-2028). A proportion of these will be built on infill and redevelopment sites or through the change of use of

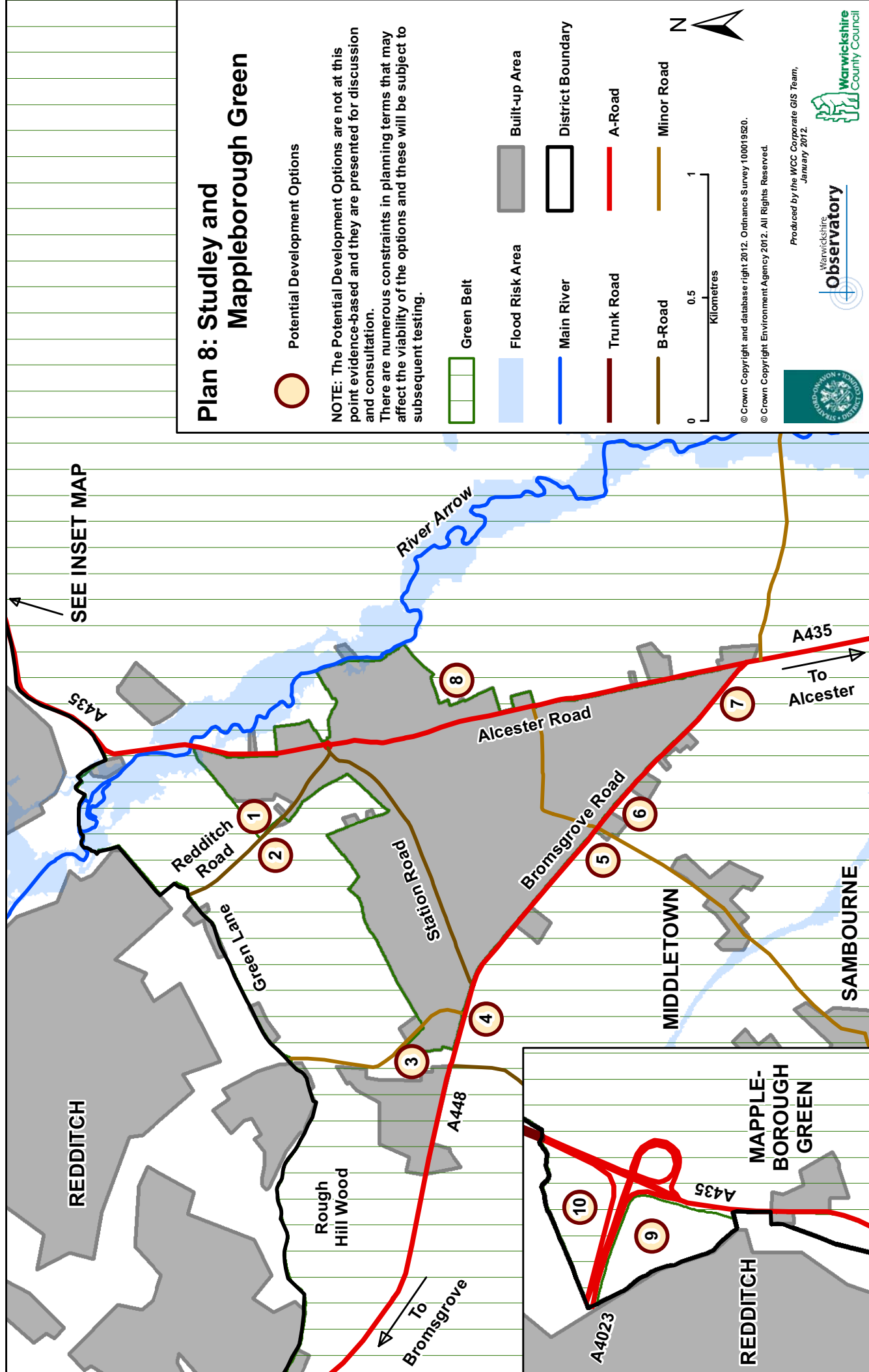
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existing properties within the village. However, further land on the edge of the village will need to be identified for housing development.

- 10.8.25 Plan 8 indicates a number of potential locations for development on the edge of the village. At this stage, specific sites for future development have not been identified. However, any development proposal will be expected to meet the provisions set out in Policy CS 16 regarding the scale of suitable development.
- 10.8.26 It is emphasised that not all of these areas of land will be needed given the scale of development that is proposed for the village. Furthermore, it may be found that certain locations are unsuitable or unachievable for particular reasons. The views of interested parties – local people, landowners, developers and agencies – on these locations are invited through the consultation process on this plan.

Consultation Questions

- Q177 - Are the policy principles identified for the Studley area appropriate? Should any of them be deleted? Are there any others that should be added?**
- Q178 - Are the issues identified in the Future Development Strategy for the Studley area appropriate? Is the proposed scale of housing and employment development appropriate?**
- Q179 - Which of the potential locations identified on Plan 8 are suitable or unsuitable for development? Are there any other potential locations that should be considered?**
- Q180 - Should consideration be given to amending the Green Belt boundaries to provide scope for future development on the edge of Studley?**



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10.9 Wellesbourne Area Policy Profile

Context

- 10.9.1 Wellesbourne is a large village and sits on the A429, located around 6 miles south of Warwick and 5 miles east of Stratford-upon-Avon. Junction 15 on the M40 is only four miles to the north, making it highly accessible.
- 10.9.2 The name was first recorded in AD862 as Wallesburam. It was later referred to as Walesborne in the Domesday Book. Much more recently, in 1872, Joseph Arch addressed a gathering of agricultural labourers which led to the formation of the first Agricultural Workers' Union.
- 10.9.3 The village once comprised two separate villages known as Wellesbourne Mountford and Wellesbourne Hastings, separated by the River Dene. In 1947 the two parishes were merged and it is now considered to be a single village. For these historical reasons Wellesbourne does not have a concentrated village centre. It also lacks a modern community and leisure centre to meet the needs of its much expanded population.
- 10.9.4 In the 2001 Census the Parish, which also includes the village of Walton, had a population of 5,700, an increase of 44% since 1981. In terms of dwellings, this increase is even more pronounced with the stock having grown by 73% between 1981 and 2008. The village itself now has about 2,600 dwellings and a population of around 5,800. There has also been extensive employment-related development on the airfield, taking advantage of the village's proximity to the M40. Despite that there is a high level of out-commuting by residents to jobs in nearby towns.
- 10.9.5 The airfield, which originated in the Second World War, now provides a popular facility for business and leisure flights and is home to a number of flying schools. A market held on the airfield each Saturday claims to be one of the largest in the country.
- 10.9.6 Travel to work patterns show a relatively strong relationship with adjacent areas outside the District. Approximately 17% of Wellesbourne Ward's employed residents work in Warwick/Leamington. This compares with 16% that work in Stratford-upon-Avon. An identified issue for the local area is the need to increase local job opportunities in order to reduce relatively high levels of out-commuting.
- 10.9.7 The household survey carried out in 2008 for the Retail Study showed that Stratford-upon-Avon is used by 34% of residents in the Wellesbourne and Kineton area for their main food shopping compared to 25% who go to Leamington/Warwick and 8% to Wellesbourne. For non-food shopping the main destinations are Stratford-upon-Avon (45%), Leamington (18%) and Banbury (17%). There is no identified need for further retail floorspace in Wellesbourne although the established role of the existing centre should be maintained.
- 10.9.8 The capacity of transport infrastructure, including roads and public transport, is a key concern for Wellesbourne's residents. Other local concerns include the significant capacity constraints at the Wastewater Treatment Works. The capacity of smaller treatment works in the local area also needs further investigation to ensure future housing growth is adequately supported. In terms of water quality, an additional consent would be required to support further development in the village but these

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identified infrastructure issues are not considered to be significant constraints.

- 10.9.9 The River Dene flows through Wellesbourne on its course to joining the River Avon to the north-west of the village. The River corridor links the village to the well-known heritage asset of Charlecote Park and to the wider public Rights of Way network of the District which runs along the river. The river corridor also provides further opportunities for augmenting the existing Warwick-Wellesbourne-Leamington Spa cycle route which passes through the village, and links with National Cycle Network Route 41 at Charlecote Park.
- 10.9.10 The river is also a significant biodiversity corridor, and the majority of the floodplain is dominated by improved grassland, ponds, woodlands and plantations. A further local watercourse and floodplain also exists at the north eastern edge of the village. Large parts of the village have suffered from a number of flooding events in recent years, including most recently when 70 properties were flooded in Wellesbourne during the floods of July 2007. A flood alleviation scheme has now been agreed by the Environment Agency and, with funding from the District Council, has been partly implemented.
- 10.9.11 One SSSI is located close to the village, namely Loxley Church Meadow. In addition Biodiversity Action Plan priority habitats are recorded as present near Wellesbourne, namely the wet woodland of Wellesbourne Wood and an area of lowland mixed deciduous woodland situated to the south east of the village.
- 10.9.12 Public open spaces in the village includes Dovehouse Field, Mountford Recreation Ground, and Mountford Sports Field, with further areas of amenity open space at Daniell Road, Elliot Drive and Hammond Green. Whilst there are no areas of Natural Accessible Greenspace present in the village, allotments are located in the east of the village at Kinton Road. A range of sport and recreational facilities are also located in Wellesbourne. However, there is a relative under provision of parks, gardens and amenity greenspace in the village and open space in the sub-area as a whole.

Policy Principles

- 10.9.13 A wide range of issues and opportunities have been identified in relation to the future planning of the Wellesbourne area. These have been identified through various sources, including plans produced by the local community and studies produced for the District Council to form the evidence base for its Local Development Framework.
- 10.9.14 Development proposals and other initiatives and projects in and around Wellesbourne will be expected to contribute to the achievement of the following policy principles where it is appropriate and reasonable to do so:

Policy Principle
<p>(a) Environmental</p> <ul style="list-style-type: none">• Maintain the openness of the River Dene Valley and create greater public access to it.• Reduce the risk of flooding in the village.

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Policy Principle
<ul style="list-style-type: none">• Reduce the impact of heavy goods vehicles through the village associated with the M40 Distribution Park.• Seek to preserve and/or record any well-preserved archaeological deposits within and adjacent to the village should they be affected by future development.• Ensure no more than 112 new homes are built in the Wellesbourne Waste Water Treatment works catchment until Severn Trent Water have upgraded the facility. The phasing of development should align with infrastructure provision.• Liaise with Severn Trent Water about any other significant development proposals, including those affecting smaller Waste Water Treatment Works, to ensure that capacity is adequate and provided in a timely manner.• Seek improved linkages to and between important biodiversity features such as the Smatchley, Loxley and Wellesbourne Woods, Loxley Church Meadow and the River Dene.• Promote and encourage links to local sub-regional GI Assets such as Compton Verney and Charlecote Park, and maintain these locations as important high quality visitor destinations.• Seek to protect those areas of High Landscape Sensitivity surrounding Wellesbourne from development unless there are very special circumstances. Where sites of Medium Landscape Sensitivity are affected by future development, ensure appropriate mitigation measures and enhancement opportunities are taken wherever possible.• Identify opportunities to increase the provision of Natural Accessible Greenspace in the Wellesbourne area given the current shortfall of 4.14 hectares against the recommended standard of provision in Policy CS 27.
<p>(b) Social</p> <ul style="list-style-type: none">• Increase the number of suitable and affordable homes in the village and its surrounding area.• Reduce the impact of traffic through the village.• Create additional car parking in Wellesbourne village centre.• Support the proposal for a Quality Bus Corridor between Leamington and Stratford-upon-Avon via Wellesbourne.• Seek to sustain established community transport initiatives and address poor accessibility to the transport network, including public transport.• Provide a multi-purpose community and leisure centre.• Expand existing Medical Centre or provide new facility.• Promote targeted on and off road cycle routes with partners such as Warwickshire County Council and Sustrans.• Improve linkages between Wellesbourne and the National Cycle Network Route 41, including via off road cycle links along the River Dene.• Improve the Public Rights of Way network from within Wellesbourne to the wider countryside. Seek to develop circular routes in addition to links with the wider Public Rights of Way network.

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Policy Principle
<ul style="list-style-type: none"> • Identify opportunities to increase the provision of Parks & Gardens and Amenity Greenspace in Wellesbourne given the current shortfall of 2.53 hectares against the recommended shortfall of provision in Policy CS 27. • Identify opportunities to increase the provision of Play Space for Children & Young People in Wellesbourne given the current shortfall of 1.13 hectares against the recommended standard of provision in Policy CS 27. • Provide additional pitches for junior football, mini football, cricket and additional tennis courts for which there is a locally identified need.
<p>(c) Economic</p> <ul style="list-style-type: none"> • Enhance the appearance of the village centre and attract new shops and services. • Provide small scale business units to assist the expansion of local companies and to help diversify the economic base, particularly if housing growth is proposed. • Consider favourably the conversion of farm or other buildings in the surrounding rural areas for employment-generating activities. • Provide scope to meet the needs of small businesses, including incubation/start up space and move on space, in the surrounding rural areas. • Support the continuing employment use of successful local employment sites in the surrounding rural areas. • Retain the established flying functions of the airfield. • Assess the scale of the employment allocation at Loxley Road and Wellesbourne Airfield. • Seek to improve the intensity of use of the M40 Distribution Park and support a wider range of employment-generating uses.

Future Development Strategy

- 10.9.15 Scope for development is restricted by the airfield to the west and the floodplain around the north eastern edge of the village. In addition, further development close to the River Dene is felt undesirable, even outside the floodplain, as this would lead to the loss of important open spaces.
- 10.9.16 Particular attention needs to be given to enhancing the role of the village centre so that it provides an attractive focus of services, facilities and activities for the local community. The retention and provision of small-scale shopping and other commercial uses will be encouraged, along with projects to enhance the environmental quality of the centre and its links with the rest of the village.
- 10.9.17 Part of the landscape surrounding Wellesbourne is described as being highly sensitive to commercial development. Areas of High Landscape sensitivity about the village to the west, south and east. Some of the affected land parcels are associated directly with the river valley. Landscape of High/Medium sensitivity is located to the north and south of

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the existing settlement boundary. The sensitivity to commercial development is higher than to housing development because of its larger scale and height, its potential impact on sloping ground where terracing may be needed and its potential effect on adjacent residential areas. The area to the west and immediate north of the M40 Distribution Park is described as Medium sensitivity to commercial development.

- 10.9.18 In terms of sensitivity to residential development, the river valley again is classified as an area of High Landscape Sensitivity. Areas to the north, north east, west and south west of the existing settlement boundary are recorded as High/Medium landscape sensitivity. Land parcels to the south and the east of the village have the least sensitivity to residential development and are classified as 'Medium'.
- 10.9.19 These constraints lead to the conclusion that land on the southern and eastern side of the village is the most appropriate for development. Whilst the southern location is some distance from the shops and services in the village centre and the primary school, it is relatively close to a supermarket, recreation facilities and the main employment area. The open nature of the landscape means that strong planting features will be required to break up the visual impact of the development.
- 10.9.20 Just to the north of the village is Horticulture Research International, which is part of the University of Warwick. It is a well-established base for research and teaching in plant and environmental sciences. There is some uncertainty about the future of some of the current uses on the site, with the prospect of certain activities moving to the main University campus. However, it provides a significant opportunity to expand research activities and jobs in the District in an accessible and attractive location.
- 10.9.21 The Employment Land Study concludes that improvements should be made to the M40 Distribution Park and a wider range of employment generating uses should be supported at the site. In addition, the established flying functions of the airfield should be retained. Within Wellesbourne, support should be given to the provision of small scale business units to assist the expansion of local companies and to help diversify the economic base. It is proposed that the 'saved' Local Plan allocation for employment use at Loxley Road and Wellesbourne Airfield is reduced in light of demand and vacancy levels within the M40 Distribution Park and the fact it has not been delivered to date. A more flexible approach to the use of this land should be considered.
- 10.9.22 Based on the two options put forward in Section 9 for distributing housing development in the District, approximately 160-240 dwellings should be provided in Wellesbourne during the remainder of the plan period (ie. 2011-2028). A proportion of these will be built on infill and redevelopment sites or through the change of use of existing properties within the village. However, further land on the edge of the village will need to be identified for housing development.
- 10.9.23 Plan 9 indicates a number of potential locations for development on the edge of the village. At this stage, specific sites for future development have not been identified. However, any development proposal will be expected to meet the provisions set out in Policy CS 16 regarding the scale of suitable development.
- 10.9.24 It is emphasised that not all of these areas of land will be needed given the scale of development that is proposed for the village. Furthermore, it

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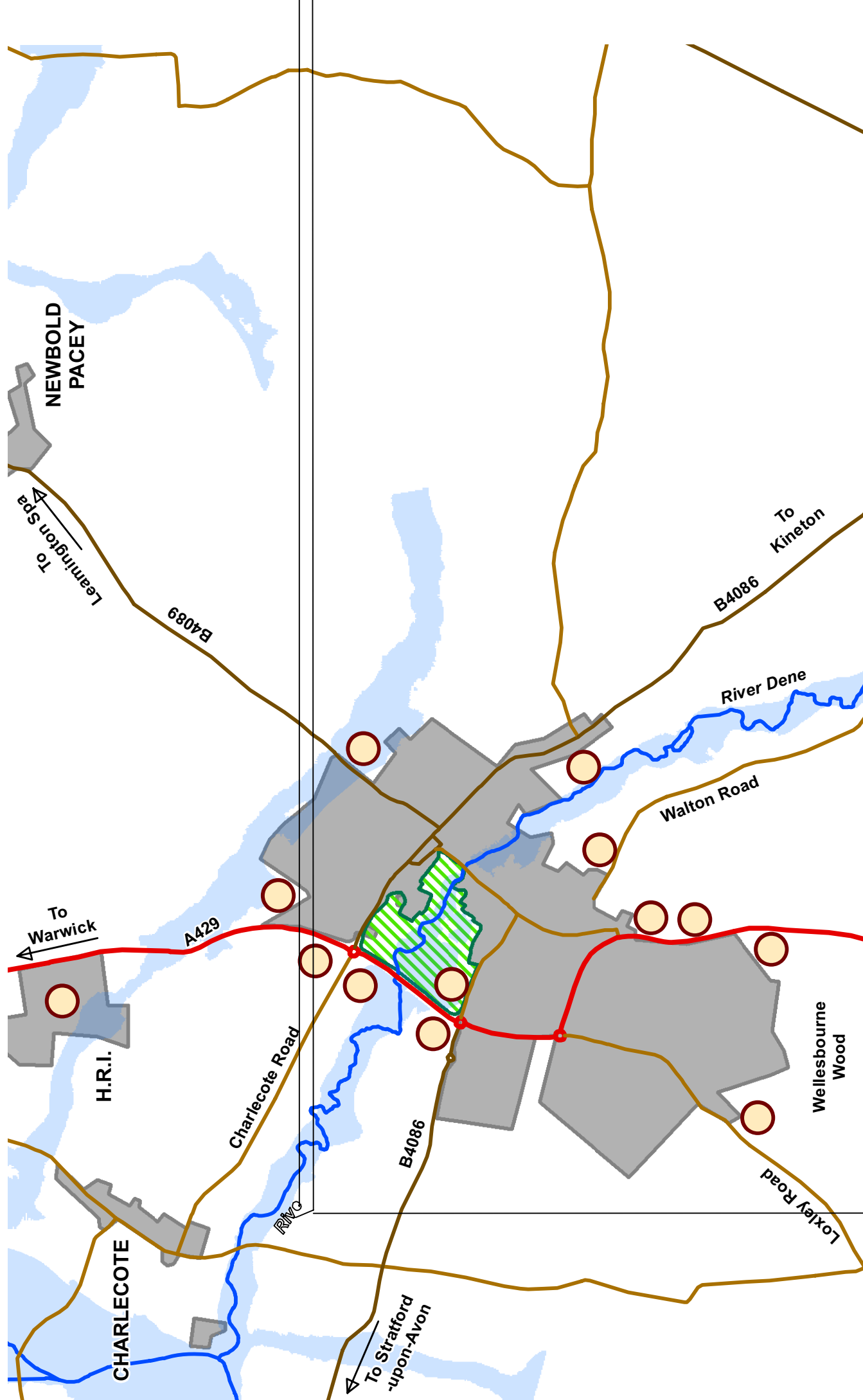
may be found that certain locations are unsuitable or unachievable for particular reasons. The views of interested parties – local people, landowners, developers and agencies – on these locations are invited through the consultation process on this plan.

Consultation Questions:

Q181 - Are the policy principles identified for the Wellesbourne area appropriate? Should any of them be deleted? Are there any others that should be added?

Q182 - Are the issues identified in the Future Development Strategy for the Wellesbourne area appropriate? Is the proposed scale of housing and employment development appropriate?

Q183 - Which of the potential locations identified on Plan 9 are suitable or unsuitable for development? Are there any other potential locations that should be considered?



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10.10 Countryside and Villages

Strategic Objective

10.10.1 This policy relates to Strategic Objective 2 – *Planning to protect the character of settlements and the countryside.*

Policy CS 25

Countryside and Villages

In order to help maintain balanced rural communities and a strong rural economy, a wide range of residential, business, tourism and leisure development and activities are appropriate in the countryside.

The following principles will be applied in the assessment of all development proposals:

- (i) the use of high quality agricultural land should be avoided;
- (ii) the re-use of brownfield land and existing buildings should be prioritised;
- (iii) undue harm would not be caused to existing uses and occupants of properties in the vicinity of the site;
- (iv) undue harm would not be caused to the character of the local landscape and communities and important environmental assets; and
- (v) a significant increase in traffic on rural roads would not be created.

The following forms of development and uses in the countryside are acceptable in principle:

Community

- (a) Small-scale schemes for housing, employment or community facilities to meet a proven local need on land within or on the edge of a village in accordance with Policy CS 16.

Residential

- (b) Small-scale housing schemes, including the redevelopment and conversion of land and buildings, within or adjacent to Local Service Villages in accordance with Policy CS 16.
- (c) Conversion to a residential use of a building within or adjacent to a village, subject to the provisions of Policy CS 27 regarding the loss of a community facility.
- (d) Conversion to a residential use of a building in open countryside that is listed or otherwise of local historic or architectural merit if this would be the only means of protecting it from deterioration.
- (e) A dwelling that forms part of the conversion of a building in open countryside where it is ancillary to a business and is necessary to ensure its efficient and secure operation.
- (f) Redevelopment of a bad neighbour site for residential development where the current use has been the cause of prolonged environmental conflict.

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- (g) The provision of sites for occupation by gypsies and travellers in accordance with Policy CS 21.
- (h) A small-scale expansion of an existing mobile or park home site where this would secure benefits to its function and appearance.
- (i) A permanent dwelling for occupation by a person engaged in an agricultural operation or other form of use that can only reasonably be carried out in the countryside, subject to a functional need being established.

Business

- (j) Conversion of a building for business purposes, including holiday lets, subject to its location and character, including historic or architectural merit, being suitable for the proposed use and it having been in existence for at least ten years.
- (k) Redevelopment at a similar scale of an existing building for business purposes, excluding holiday lets, where this would result in a more effective use of the site.
- (l) Small-scale expansion of an existing group of buildings for business uses, excluding holiday lets, where the site is readily accessible by means of transport other than the private car.
- (m) An extension to a business in its established location, particularly if it would be unreasonable to expect the business to relocate in order to expand.
- (n) A building or structure related to agriculture, horticulture and forestry where it is genuinely required for such purposes.
- (o) Farm-based business activities, including farm shops selling locally sourced produce that would help to diversify and support the viability of agricultural operations.
- (p) Equine and equestrian-related activities, wherever practicable using existing buildings and structures.

Tourism and Leisure

- (q) Small-scale tourism and leisure based uses which would help to provide local employment and support rural services.
- (r) Purpose-built visitor accommodation that is directly associated with and related to the scale and nature of an existing use.
- (s) A small-scale expansion of an existing mobile home or holiday caravan/chalet site where this would secure benefits to its function and appearance.
- (t) Golf courses, golf driving ranges and ancillary facilities.

Tourism and leisure-related schemes will also be assessed against the provisions of Policy CS 24.

All other types of development or activity in the countryside, unless covered by a specific policy in the Core Strategy, will need to be fully justified, offer significant benefits to the local area and not be contrary to the overall development strategy for the District.

For proposals relating to sites within the Green Belt or the Cotswolds Area of Outstanding Natural Beauty, the specific provisions of Policy CS 6 and Policy CS 8 respectively will be taken fully into account.

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Sustainability Appraisal Implications

- 10.10.2 This policy seeks to ensure the character and qualities of the countryside are protected while providing scope for development which meets the needs of the district. This policy covers a range of topics which are described comprehensively in other policies within the Core Strategy, such as landscape. The high-level assessment identified positive, negative and uncertain likely effects of this policy in regards to the SA Objectives.
- 10.10.3 There are potential negative impacts relating to transport networks as increased development in the countryside and rural areas could result in increased road use as a dispersed settlement pattern can cause an increase in car dependency. High car usage can lead to increased carbon, NO² and SO² emissions contributing to air pollution.

Explanation

- 10.10.4 The Commission for Rural Communities (now part of Defra), in its Position Statement published in 2008, asserted that 'Our challenge is to chart a course by which rural communities, equally with urban communities, can become more sustainable in the future'. It is conceivable that we have reached a defining moment in the relationship between rural economies and the survival of rural life and the management of the countryside as a whole.
- 10.10.5 National policy affecting rural areas is currently provided in a range of planning policy statements. It seeks to ensure that the quality, character and amenity value of the countryside is protected and enhanced (PPS1: Delivering Sustainable Development, para. 17), to provide housing in rural areas...in order to enhance or maintain their sustainability (PPS3: Housing, para. 38), and to support small-scale economic development where it provides the most sustainable option in villages or other locations that are remote from local service centres (PPS4: Planning for Sustainable Economic Growth, para. EC12.1b).
- 10.10.6 The Draft National Planning Policy Framework emphasises (para. 81) that planning policies should support sustainable economic growth in rural areas by taking a positive approach to new development. Planning strategies should maintain a prosperous rural economy including policies to:
- support the sustainable growth of rural businesses;
 - promote the development and diversification of agricultural businesses; and
 - support sustainable rural tourism and leisure developments.
- 10.10.7 Stratford-on-Avon is a predominantly rural district; there are over 200 individual villages and hamlets and about half of its residents live outside Stratford-upon-Avon and the Main Rural Centres. All four aims of the District Council's Corporate Strategy have a bearing on how planning policy should have a bearing on development in the countryside:
- addressing local housing need
 - a District where business and enterprise can flourish
 - improving access to services
 - minimising the impacts of climate change.

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- 10.10.8 A key priority in the Corporate Strategy is to improve the prospects of success for rural businesses. This is also reflected in the Sustainable Community Strategy vision that 'our rural areas will be providing more businesses and jobs'. Many rural firms aspire to grow and even those that don't still need to innovate and develop so that they remain viable, provide local employment opportunities and support local services.
- 10.10.9 Rural services have declined significantly in recent years through the processes of centralisation and rationalisation. Stratford-on-Avon District has the lowest proportion of parishes with key services, such as a general store, post office and doctor's surgery, of any part of Warwickshire. Public transport is poor or non-existent in a number of rural settlements.
- 10.10.10 House prices are higher in the District than the average for Warwickshire. Consequently, in many villages there is a significant need for affordable housing. This has been confirmed by various Housing Needs Surveys commissioned by the District Council and through more detailed assessments carried out by individual communities.
- 10.10.11 The attractive environment, combined with relatively low crime and unemployment rates, make rural parts of Stratford-on-Avon District attractive places to live, work and visit. This exerts pressure for development in the countryside. The importance of maintaining and enhancing the environmental quality of the countryside whilst, at the same time, providing for the proven needs of rural communities and businesses, is a critical function of planning policy relating to the countryside.
- 10.10.12 The District Council wishes to ensure that all three aspects of sustainable development – environment, economy and society – are achieved in a balanced manner in the countryside and the villages that lie within it.
- 10.10.13 While provision is made for a wide range of development and activities in the countryside, it is stressed that all schemes will be assessed against the impact that is likely to be caused to the character of the local area as well as the benefits that would arise for rural communities, the local economy and businesses.
- 10.10.14 It is not possible to indicate how every potential form of development proposal that might come forward in the rural parts of the District will be treated. Provision is made in the policy for the merits of other forms of development and activity that are not specifically identified to be assessed. However, the District Council wishes to apply a strong level of restriction on development in the countryside in order to protect it for the sake of its intrinsic value and to ensure that natural assets and resources are preserved.

Key Drivers

- Planning Policy Statement 1: Delivering Sustainable Development)
- Planning Policy Statement 3: Housing
- Planning Policy Statement 4: Planning for Sustainable Economic Growth
- Planning Policy Statement 7: Sustainable Development in Rural Areas
- Planning Policy Guidance 13: Transport – 2001

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- Planning Policy Guidance 17 (Planning for open space, sport and recreation) Study and Playing Pitch Strategy
- Draft National Planning Policy Framework
- District Council Member Workshop - Spring 2011
- Parish Council Workshop - Spring 2011
- Stratford-on-Avon District Corporate Strategy – 2011
- Stratford-on-Avon District Sustainable Community Strategy – 2009
- Commission for Rural Communities
- Gypsy and Traveller Accommodation Assessment
- Stratford-on-Avon District Employment Land Study - 2011
- Green Infrastructure Study for the Stratford-on-Avon District – 2011
- Parish Plans, including Long Marston, Salford Seven, Wootton Wawen and Charlecote
- Member workshops – 2011
- Parish Council workshops – 2011
- Summary Report 2011 – Consultation Core Strategy Responses
- Local Plan Review 1996 – 2011 Policy CTY.1

Development Management Considerations

- (1) In relation to (a) and (b) in the policy - boundaries for rural settlements have not been defined at this stage. Any site should have a clear physical and functional relationship to the settlement.
- (2) In relation to (c) in the policy - there may be circumstances where the conversion to residential use of a rural building of historic interest, situated within a settlement or in open countryside, offers the only viable prospect of maintaining that building in a good state of repair. Except in the case of listed buildings, evidence must be produced to show that the building has been marketed for a business use. In the case of a listed building it will be necessary to demonstrate that business use is not a viable option because of the particular characteristics of the building and/or its site and surroundings. For example, a building may be in such a poor condition that urgent and substantial action is required to secure its future, action which may only be financially viable in the context of residential conversion. In such cases the District Council will require stabilisation and repair work to be undertaken as a matter of urgency.
- (3) In relation to (e) in the policy - schemes with an element of residential development will be considered when a dwelling is proven to be essential for the efficient and secure operation of a business use. Sufficient evidence will be sought by the District Planning Authority through a comprehensive appraisal of the business in order to justify permanent residential accommodation. A business plan should be submitted with a planning application to demonstrate the degree of linkage between the business and residential uses. In all cases the scale of the residential element must be directly related and subsidiary to the business uses. Any dwelling approved on this basis will be subject to a strict occupancy condition.
- (4) In relation to (f) in the policy - a documented history of environmental conflict will be required to accompany a planning application in order to justify a redevelopment scheme.

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- (5) In relation to (i) in the policy - the District Council will require sufficient evidence to demonstrate that there is an essential need for a person or persons to be present on the site at all times sufficient to justify the provision of residential accommodation. A case based solely on grounds of security will not necessarily be sufficient. It is also important that the sustainability of the enterprise should be taken into consideration along with established functional and financial tests.
- (6) In relation to (n) in the policy – where planning permission is required, applicants will have to demonstrate a functional need for the proposed building. This should take the form of a statement accompanying the application explaining the purpose of the building or other works in relation to the existing or proposed operations. An independent assessment of the case will be undertaken on behalf of the District Council where necessary. Such a statement may be requested in relation to an Agricultural Notification in specific cases.
- (7) In relation to (o) in the policy - a condition will be applied to any permission to control the proportion of goods to be sold not produced locally.
- (8) In relation to (t) in the policy - to enable the District Council to properly assess the impact of proposals, the submission of adequate details will be required at the outset. Applications must include: a course layout plan, including the siting and size of any buildings and car parking; plans showing the existing and proposed contours of the site; and a landscaping scheme identifying existing features to be removed, existing features to be retained, and proposed new planting.

Delivery and Monitoring

- 10.10.15 The policy will be delivered by applying the relevant criteria to planning applications for development in the countryside and villages.
- 10.10.16 Monitoring of this policy will have regard to all appropriate sustainability indicators, the majority of which are applicable to the policy. In particular:
 - % of new and converted dwellings on previously developed land.
 - % of other development and conversions on previously developed land.
- 10.10.17 Significant exceptions to this policy should be reported and explained.
- 10.10.18 Additional residential, business, tourism and leisure development provided in accordance with this policy should be reported.
- 10.10.19 Parish and Neighbourhood Plans may identify appropriate development and community facilities in their local areas.

Consultation Questions

Q184 - Are there any other key principles for assessing development proposals in the countryside, including the change of use of existing rural buildings, that should be specified in the policy?

Q185 - Does the policy provide appropriate scope for particular forms of development in the countryside?

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Q186 - Should greater controls be applied to restrict the change of use of rural buildings from holiday accommodation to permanent dwellings?

Q187 - Should any other type of development or activity in the countryside be specifically referred to in the policy?

Q188 - Are there any other points the draft policy should address?

Q189 - Is there any other evidence that the District Council should be considering to help the development of this draft policy?

Q190 - Do you have any further suggestions for monitoring the delivery of this draft policy?

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10.11 Large Rural Brownfield Sites

Strategic Objective

10.11.1 This policy relates to Strategic Objective 2 – *Planning to protect the character of settlements and the countryside*, Strategic Objective 4 – *Planning to promote and diversify the local economy* and Strategic Objective 5 – *Planning to provide for housing needs*.

Policy CS 26

Large Rural Brownfield Sites

Proposals for the re-use and redevelopment of extensive previously developed sites in the countryside, outside the Green Belt, will be assessed against the following factors:

- (a) The extent to which the nature of the proposed development would be in the national or local interest.
- (b) Whether the form and scale of the proposed development could reasonably be provided elsewhere in the District in a manner that is consistent with the overall development strategy.
- (c) The extent to which the nature of the proposed development would be beneficial compared with the current use and condition of the site.
- (d) The scale and nature of impacts, both positive and negative, on the character and function of local communities.
- (e) The extent to which features that are statutorily protected or of local importance are affected and any impact on them can be mitigated.
- (f) Modes of transport other than the private car are provided in an effective manner.

The approach to previously developed sites situated in the Green Belt is set out in Policy CS 6.

The approach to specific sites of this nature is set out below.

1. Gaydon Site

The following uses are appropriate in principle:

- Research, design, testing and development of motor vehicles and ancillary activities
- Other advanced engineering technologies and products.
- Low volume manufacturing and assembly operations.

Other uses may be acceptable if they satisfy the provisions of this policy.

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All development proposals on the site should take into account the need to:

- (a) prepare a comprehensive Masterplan in conjunction with the owners of the site, local communities and other interested parties.
- (b) address its impact on existing properties at Lighthorne Heath and on the surrounding rural area.
- (c) provide comprehensive structural landscaping around the perimeter and within the site.
- (d) consider the impact of development on ecological and archaeological features within the site.
- (e) assess the effects of the proposed development on the demand for housing and local services.
- (f) have regard to the effects of the proposed development on the need to travel
- (g) assess the impact of traffic arising from the proposed development on the local road network and the need for any off-site highway improvements.

2. Former Engineer Resources Depot, Long Marston

The following uses are appropriate in principle:

- Leisure-related activities and accommodation.
- Storage and distribution (Class B8), subject to acceptable traffic impact.
- Other forms of employment that make use of the rail connection to the site.
- Residential development of a form and scale that meets local needs or is justified in relation to other uses on the site.

Other uses may be acceptable if they satisfy the provisions of this policy.

All development proposals on the site should take into account the need to:

- (a) take into account the Masterplan that has been produced for the site or justify any significant departure from its provisions.
- (b) provide comprehensive structural landscaping around and within the site, to be implemented as an integral component of any development, and arrangements for its long-term maintenance.
- (c) provide an effective public transport service linking the site with Stratford-upon-Avon, including, where possible, the utilisation of the former Stratford-Cheltenham railway line.
- (d) implement the findings of a Transport Assessment which is required to be submitted as part of any comprehensive development proposal.
- (e) mitigate the impact of development and uses on the site on the character of adjacent parts of the Cotswolds Area of Outstanding Natural Beauty.
- (f) mitigate the impact of buildings, activities and associated features on views across the site, particularly from public vantage points around the periphery of the site and from Meon Hill.
- (g) complement the tourism and leisure functions of Stratford-upon-Avon.
- (h) have regard to the potential effect on natural features within and adjacent to the site and the opportunity to enhance such features.

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- (i) retain and enhance the extensive open landscape areas and woodland plantations within the site as an integral part of any development scheme.
- (j) remove existing buildings and structures on the site, apart from those which are capable of beneficial use within the proposed form of development.

3. Former Southam Cement Works, Long Itchington

The following uses are appropriate in principle:

- Leisure, tourism and recreation.
- Employment and residential development of a form and scale that meets local needs or is justified in relation to other uses on the site.

Other uses may be acceptable if they satisfy the provisions of this policy.

All development proposals on the site should take into account the need to:

- (a) prepare a comprehensive Masterplan in conjunction with the owners of the site, local communities and other interested parties.
- (b) restrict new buildings to the previously developed parts of the site.
- (c) carry out a comprehensive assessment of the ecological value of the site, with appropriate provision made to protect important habitats and species.
- (d) carry out a comprehensive assessment of features of geological and archaeological interest to be protected as part of any development.
- (e) provide comprehensive structural landscaping around and within the site, to be implemented as an integral component of any development, and arrangements for its long-term maintenance.
- (f) consider the impact of buildings, activities and associated features, particularly from public viewpoints around the periphery of the site.
- (g) provide an effective public transport service linking the site with nearby settlements, particularly Southam.
- (h) implement the findings of a Transport Assessment which is required to be submitted as part of any development proposal.

4. Former Harbury Cement Works, Bishops Itchington

The following uses are appropriate in principle:

- Storage and distribution and other forms of business operations that provide and make use of a rail connection into the site.
- Leisure, tourism and recreation.
- Employment and residential development of a form and scale that meets local needs or is justified in relation to other uses on the site.

Other uses may be acceptable if they satisfy the provisions of this policy.

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All development proposals on the site should take into account the need to:

- (a) comply with the Masterplan for the site that has been adopted as a Supplementary Planning Document or justify any significant departure from its provisions.
- (b) restrict new buildings to the previously developed parts of the site.
- (c) carry out a comprehensive assessment of the ecological value of the site, with appropriate provision made to protect important habitats and species.
- (d) carry out a comprehensive assessment of features of geological and archaeological interest to be protected as part of any development.
- (e) provide comprehensive structural landscaping around and within the site, to be implemented as an integral component of any development, and arrangements for its long-term maintenance.
- (f) consider the impact of buildings, activities and associated features, particularly from public viewpoints around the periphery of the site.
- (g) provide an effective public transport service linking the site with nearby settlements, particularly Southam.
- (h) implement the findings of a comprehensive Transport Assessment which is required to be submitted as part of any development proposal.

Sustainability Appraisal Implications

10.11.2 The policy aims to focus development to previously developed sites within the countryside, while maintaining a suitable scale and form to minimise the impact upon the character of the area. The high-level assessment has identified both positive and uncertain effects in regards to this policy. The policy has identified several sites within the district with potential uses outlined. The policy identifies that impacts on statutory or locally important features and the character and function of local communities must be protected and any impacts mitigated. As there is limited detail as to the nature of potential developments except which uses are appropriate, the potential effects are difficult to quantify further. The large-scale schemes cited in this policy are likely to have numerous and wide ranging impacts, of which the effects could be significant. The policy needs to strengthen its resolve to minimise adverse impacts.

Explanation

10.11.3 National planning policy makes it clear that economic development in the countryside away from existing settlements should be strictly controlled. Likewise, housing should be developed in suitable locations which offer a range of community facilities and with good access to jobs, key services and infrastructure.

10.11.4 This approach is broadly taken forward in the Draft National Planning Policy Framework. It emphasises the importance of ensuring that developments that generate significant movement are located where the need to travel will be minimised and the use of sustainable transport modes can be maximised (para.88).

10.11.5 There are a number of brownfield sites across Stratford-on-Avon District that have been the focus of previous activity, eg. mineral workings, or remain in active use. While Policy CS26 provides scope for the re-use

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and redevelopment of small-scale brownfield sites, it is also necessary to provide clear guidance on how more extensive sites of this nature should be treated. This is particularly the case since the re-use of brownfield land should be maximised if it is in a sustainable location.

- 10.11.6 The District Council takes the view that it is necessary to assess whether there are strategic benefits in utilising large brownfield sites as well as to consider the local circumstances and impacts.
- 10.11.7 Because such sites tend to be in locations that are some distance away from existing centres of population and activity, they are often not the most sustainable in terms of access and linkages. Consequently, large-scale development on such sites has to be justified on the basis of overriding benefits in order for a proposal to be acceptable.
- 10.11.8 The four specific sites identified in relation to the policy have been assessed against its provisions with regard to the nature of development that is appropriate in each case. A number of specific issues have been identified that need to be addressed when development schemes are promoted for each site.

Key Drivers

- Draft National Planning Policy Framework (July 2011)
- Jaguar Land Rover Planning Position Statement (endorsed by Stratford-on-Avon District Council, September 2011)
- Long Marston Depot Masterplan
- Harbury Cement Works Masterplan

Development Management Considerations

- (1) Land which is greenfield in nature but is within or adjacent to a brownfield site and in the same ownership will be considered for its suitability for development. However, any such proposal must form an integral part of a comprehensive scheme for the whole site.

Delivery and Monitoring

- 10.11.9 The policy will be delivered through the determination of planning applications.
- 10.11.10 Masterplans for the specific sites should have regard to relevant sustainability indicators appropriate to the type of development and its location.
- 10.11.11 Monitoring will be involve assessing the housing, business, commercial and tourism indicators identified under each of these policies.
- 10.11.12 Development of other significant rural brownfield sites should be reported.

Consultation Questions

Q191 - Are the appropriate factors identified in the policy to assess development proposals relating to such sites?

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Q192 - Are the provisions set out for the four specific sites appropriate in each case?

Q193 - Should any other large rural brownfield sites be identified specifically in the policy?

Q194 - Are there any other points the draft policy should address?

Q195 - Is there any other evidence that the District Council should be considering to help the development of this draft policy?

Q196 - Do you have any further suggestions for monitoring the delivery of this draft policy?

Section 11 – Infrastructure

11.1 Community Facilities and Open Space

Strategic Objective

- 11.1.1 This policy relates to Strategic Objective 7 – *Planning to meet the need for improved infrastructure, community facilities and services.*

Policy CS 27

Community Facilities

It is expected that existing community infrastructure will be retained unless it can be demonstrated that one or more of the following criteria is satisfied:

- (a) there is no realistic prospect of the service continuing for commercial and/or operational reasons on that site;
- (b) the land and/or property has been actively marketed or otherwise made available for a similar or alternative type of service or facility that would be of benefit to the community;
- (c) the service or facility can be provided effectively in an alternative manner or on a different site in accordance with the wishes of the local community; and
- (d) there are overriding environmental benefits in the use of the site being discontinued.

The provision of new and enhanced community, sport and leisure facilities will be supported where they relate to the size, function and needs of the individual settlement in accordance with the hierarchy set out in Policy CS16.

The release of land for development will be dependent on there being sufficient capacity within the existing local infrastructure, or necessary improvements being provided in parallel with development, to meet the additional requirements created by the development. Suitable arrangements will be put in place to improve infrastructure, services and community facilities to successfully mitigate the impact of development and integrate it with the existing community (see also Policy CS29 Infrastructure for Growth – Developer Contributions).

Open Space and Outdoor Recreation Facilities

New housing development is expected to provide open space and outdoor recreation facilities to meet the needs of its residents, having regard to the standards set out below.

Parks, Gardens and Amenity Greenspace

District-wide: 1.15 hectares per 1,000 people

Individual settlement: minimum provision of 1.15 hectares per 1,000 people

Unrestricted Natural Accessible Greenspace

District-wide: 4.92 hectares per 1,000 people

Stratford-upon-Avon: 5.24 hectares per 1,000 people

Main Rural Centres: 0.75 hectares per 1,000 people

Local Service Villages: 0.75 hectares per 1000 people

Section 11 – Infrastructure

Children and Young People's Equipped Play Facilities

District-wide: 0.25 hectares per 1,000 people

Individual settlement: 0.25 hectares per 1,000 people

Outdoor Sport

Additional pitch/facility requirements on the basis of Sport England's Playing Pitch Model

Allotments and Community Gardens

District-wide: 0.4 hectares per 1,000 people

Individual settlement: 0.4 hectares per 1,000 people subject to local circumstances

Provision should be made on-site unless a financial contribution to meet identified needs in the local area is more appropriate to a specific case.

New open space provision should be designed to complement and enhance the existing open space provision in the area. Consideration will be given to more diverse forms of provision (e.g. community orchards, local nature reserves etc.) where these respond to local needs and make a positive contribution towards the quality and diversity of the local environment.

Sustainability Appraisal Implications

- 11.1.2 The SA has identified a number of strong positive and uncertain effects of the policy upon the SA objectives. The policy makes strong reference to Policy CS29 – Infrastructure for Growth and states that development will be dependent on sufficient capacity within existing infrastructure or necessary improvements being provided in parallel with development to meet the additional requirements. The provision of suitable community infrastructure and the provision of green-space can result in a robust benefit to community health and well-being. The policy makes special reference that new provision should be designed to complement and enhance existing green-space provision.
- 11.1.3 There is some uncertainty as to the effect of this upon bio/geo-diversity and the districts countryside. The policy refers to unrestricted accessible green-space; increased visitor pressure can have a variety of negative effects such as habitat degradation and disturbance. In contrast to this linking existing areas of green-space with new provision could increase connectivity between habitats and enhance biodiversity features throughout the district. There are similar issues for protecting the districts natural resource, as increased provision could decrease valuable arable land etc.

Explanation

- 11.1.4 The draft National Planning Policy Framework emphasises the role of planning as a delivery mechanism and the part infrastructure will play in this. It states that to deliver the facilities and services the community needs, planning policies and decisions should plan positively for the provision and integration of community facilities and other local services. Policies should also safeguard against the unnecessary loss of valued facilities and services; ensure that established shops, facilities and services are able to develop in a way that is sustainable and retained for

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the benefit of the community; and ensure that housing is developed in suitable locations which offer a range of community facilities and good access to key services and infrastructure.

- 11.1.5 Access to good quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. The planning system has a role in helping to create an environment where activities are made easier and public health can be improved. Planning policies should identify specific needs and quantitative or qualitative deficits or surpluses of open space, sports and recreational facilities in the local area. The information gained from this assessment of needs and opportunities should be used to set locally derived standards for the provision of open space, sports and recreational facilities. Planning policies should protect and enhance rights of way and access.
- 11.1.6 The Sustainable Community Strategy, produced by the District and its strategic partners highlights the key issues for the District in relation to the provision of infrastructure and community facilities. It encourages more and better local facilities and services and the improvement of access to such facilities by taking them closer to rural communities and improving transport links to them. It focuses on children and young people and those living in rural areas. It encourages more residents to get involved in sport, leisure and recreation.
- 11.1.7 In addition, the District Council's Corporate Strategy addresses residents' priorities for change over the next few years. A number of aspects of the Corporate Strategy touch on the provision of infrastructure and community facilities. The most significant is *Aim 3: Improving Access to Services*. This includes a commitment to work with public and voluntary sector partners to provide accessible and affordable community transport to improve access to services.
- 11.1.8 Ongoing work is underway with WCC Education, Warwickshire Police, WCC Libraries and other service providers to determine how new growth will impact upon existing community facilities and services and seeks to quantify the demand for new ones until 2028. For example, in terms of educational provision a dispersal policy for housing developments across Stratford District has been positively received. With declining pupil numbers for many small village schools new residential developments will help ensure the continuing financial viability of many rural schools. Any proposals for new residential build in the main rural centres will present some difficulties in terms of providing school places but in most cases these could be overcome. However, in Stratford town there are significant concerns in terms of providing sufficient pupil places if further residential build takes place.
- 11.1.9 The Police maintain that the population increase associated with new residential developments brings new perpetrators and victims of crime. Each new development therefore proportionally increases demands on police resources and this needs to be taken into account.
- 11.1.10 In terms of open space, PPG17 seeks to encourage networks of accessible, high quality open spaces and sport and recreation facilities in both urban and rural areas, which meet the needs of residents and visitors, are fit for purpose, and are economically and environmentally sustainable. It is advised that the Council should seek to supply an appropriate balance between new provision and the enhancement of existing provision.

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- 11.1.11 The recent PPG 17 study commissioned by the District Council recommends standards of open space provision in new developments but suggests that the policy should be flexible enough to allow more creative and diverse forms of open space provision - such as community orchards, local nature reserves or allotments -that respond to local needs and make a positive contribution towards the quality and diversity of the local environment. It also suggests that given the size of new developments in the District, there may be a need, in certain circumstances, to move away from small scale on-site provision, where this limits the amenity and recreational value of that provision, to consideration of pooled contributions or resources towards larger or shared community facilities. However care must be taken to ensure that the benefits of these facilities are felt by those communities living within or nearby new development.
- 11.1.12 In those communities where no new development is proposed, mechanisms will still be required to deliver new recreational amenities where there is an identified need. In these instances, community initiatives will be an important delivery mechanism; Parish Councils, local land owners and residents will need to work together to identify and secure suitable sites and resources.
- 11.1.13 The District Council's Greenspace Strategy considers that the green spaces in the District should not only be accessible, attractive, clean, safe, varied and welcoming, but also sustainable and managed with co-operation from the community. The strategy identifies three goals for improvement action along with specific objectives. These goals have been aligned with the (previous) Corporate Strategy aims and are about making communities that are safe, healthy, sustainable and inclusive.
- 11.1.14 The intention of these draft policies therefore, is to provide a clear steer to protect existing facilities and open space and to encourage new ones as appropriate.

Key Drivers

- Schools Organisation Framework, Warwickshire County Council (WCC) Education Department
- WCC Libraries – Cabinet papers July and October 2011
- Policing Contributions from Development Schemes – the context for Developer Contributions, Warwickshire Policy Authority - 2011
- PPG 17 Open Space Sport and Recreation Assessment – April 2011
- Playing Pitch Strategy – April 2011
- District Council Corporate Strategy 2011-2015
- Sustainable Community Strategy – 2009
- Stratford-on-Avon District Council Local Plan Review – 1996-2011
- Stratford-on-Avon District Council Greenspace Strategy – 2007-2012
- Draft Sustainability Appraisal of the Stratford-on-Avon Core Strategy (2012);
- Localism Act 2012
- Draft National Planning Policy Framework – 2011
- Coventry and Warwickshire Local Enterprise Partnership – 5 year strategy – 2011

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- PPS 1 Delivering Sustainable Development – 2005
- PPS 12 – Creating Strong, Safe and Prosperous Communities through Local Spatial Planning – 2008
- PPG17 – Open Space – 2002
- Assessing Needs and Opportunities: a Companion Guide to PPG 17 – 2001
- Consultation Paper on a new Planning policy Statement: Planning for a Natural and Healthy Environment – 2010
- Stratford on Avon District Council Play Strategy - 2012
- Various Town and Parish Plans
- Parish and Member Workshops
- Analysis of Representations Submitted on Draft Core Strategy (2008)
- Analysis of Representations Submitted on Consultation Core Strategy (2010).

Development Management Considerations

Open Space

- (1) Where it is justified by the scale of new development, developers will be expected to contribute towards the provision of open space in order to help achieve the standards set out in this policy.
- (2) Other principles, such as accessibility and quality of provision, are equally important as the standards set. Where it is justified, opportunities to enhance existing facilities should be sought.
- (3) The dual use of school facilities should be supported to help maximise their use and value as a community resource.
- (4) Wherever possible, provision should be made on-site as an integral part of development. It should be of an appropriate type to serve the needs of the development and in a location well related to its users.
- (5) The siting of play areas should ensure that the peace and comfort of residents is not unduly disturbed.
- (6) Arrangements for the ongoing maintenance should be made with the applicant and/or Parish, Town Council or third party.
- (7) Development that would result in a deficiency and loss of open space should be resisted.

Community Facilities

- (8) Any proposals that would involve the loss of a local shop, public house or other local facility should be thoroughly assessed. This should include a thorough analysis of the existing operations of the business or service and its importance to the local community it serves.

Delivery and Monitoring

11.1.15 The policy will be delivered by the determination of planning applications and associated developer contributions for relevant applications.

11.1.16 The following areas will be reported:

- New and enhanced community facilities;

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- The loss of existing community facilities;
 - Additional open space/play areas/village greens/playing fields/sports pitches; and
 - The loss of open space/play areas/ village greens/playing fields/sports pitches.
- 11.1.17 Residents' satisfaction surveys will be undertaken relating to local areas, community facilities and the provision of open space. Parish and Neighbourhood Plans may identify the need for additional or improved open spaces and community facilities in their local areas.
- 11.1.18 Sustainability indicators relating to safeguarding and improving community health, safety and wellbeing are applicable to this Policy, as are those for reducing barriers to those living in rural areas.

Consultation Questions

Q197 - Do the draft policies support the retention of existing community facilities and existing open space? If not, what changes would you suggest?

Q198 - Do the draft policies support the provision of new community facilities and new open space? If not, what changes would you suggest?

Q199 - What tests should the District Council use to assess the loss of a local facility?

Q200 - Do you agree with the standards for provision? Are they relevant for the rural areas of the District? If not, what would you suggest?

Q201 - Are there any other points the draft policies should address?

Q202 - Is there any other evidence that the District Council should be considering to help the development of these draft policies?

Q203 - Do you have any further suggestions for monitoring the delivery of this draft policy?

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11.2 Transport and Communication

Strategic Objective

11.2.1 This policy relates to Strategic Objective 7 – *Planning to meet the need for improved infrastructure, community facilities and services* and Strategic Objective 8 – *Planning to increase the use of sustainable transport*.

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Transport and Communication

A. Transport Strategy

Development proposals must be consistent with and contribute to the implementation of the agreed transport strategies and priorities set out in the Warwickshire Local Transport Plan, including its area strategies. Stratford-on-Avon District Council and Warwickshire County Council will work together to achieve the objectives and implement the proposals in the LTP, with particular emphasis on encouraging modal shift and the greater use of more sustainable forms of transport.

B. Transport and New Development

Development will only be permitted if the necessary mitigation is provided against any unacceptable transport impacts which may arise from that development or cumulatively with other proposals. This will be achieved through:

- (a) the submission of a transport statement or assessment where appropriate and the implementation of measures arising from it;
- (b) ensuring that the scale of traffic generated by the proposal is appropriate for the function and standard of the roads serving the area;
- (c) contributions towards local public transport services and support for community transport initiatives;
- (d) the implementation of necessary works to the highway;
- (e) the provision of new, and the improvement of existing, pedestrian and cycle routes;
- (f) the provision of travel plans to promote sustainable travel patterns for work related trips;
- (g) entering into freight or bus quality partnerships where appropriate; and
- (h) providing access to the rail network and the use of existing or potential railway sidings.

C. Parking Standards

Development should not have excessive on-site parking, having regard to the parking standards applied by the District Council at the time, but provision will need to be sufficient in relation to an individual scheme to avoid unacceptable impact on the amenity of the local area or highway safety.

Parking provision in new residential development should reflect local circumstances and have regard to the need to promote sustainable transport outcomes. The District Council will introduce minimum parking standards for residential development through a Supplementary Planning Document.

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D. Strategic Transport Schemes

Delivery of the following strategic transport schemes will be supported, subject to the outcome of an up-to-date assessment where appropriate:

- (a) Upgrading the Shakespeare Line to provide a semi-fast train service between Birmingham and Stratford-upon-Avon.
- (b) Creating Quality Bus Corridors (QBC) between Stratford-upon-Avon and Warwick and between Stratford-upon-Avon and Evesham.
- (c) Reopening the railway line southwards from Stratford railway station to Honeybourne junction.
- (d) Providing a Parkway railway station in the vicinity of M42 Junction 3.
- (e) Widening of the M42 north of Junction 3A.
- (f) Improving the A46(T) between Alcester and Stratford-upon-Avon.

Land within Stratford-on-Avon District will be safeguarded for the above schemes as appropriate. There is a presumption against development that would prejudice the implementation of an individual scheme.

Safeguarded land for the reopening of the railway line southwards from Stratford railway station includes that necessary to reinstate a level crossing and revised road junction layout at Evesham Place.

An Area of Search will be defined for a new Parkway station in the vicinity of Junction 3 of the M42.

E. Other Transport Schemes

The District Council will support those transport schemes identified in the Settlement Policy Profiles (see Section 10), subject to the outcome of assessment where appropriate.

Small-scale schemes and initiatives that address local problems of accessibility, road safety, parking, congestion and air quality will be supported.

F. Aviation

General aviation activity within the District will be confined to the existing airfields at Long Marston, Snitterfield and Wellesbourne. Proposals for the expansion of aviation activity requiring planning permission will only be permitted where they are within the established limits of an existing airfield and would not have a materially adverse effect on the environment of adjacent areas and on local residents.

G. Information and Communication Technologies

The District Council will encourage and support the growth of new and existing telecommunication systems to ensure that people and enterprises have access to the latest technology and a choice of providers and services.

It will support the use of information and communication technologies to reduce the impacts of individual travel decisions at work, at home and for leisure.

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Sustainability Appraisal Implications

- 11.2.2 The SA shows that the policy has a range of potential effects against the SA objectives with several positive effects and the majority having an uncertain effect.
- 11.2.3 The policy has a number of clauses which promote improvements to transport networks and infrastructure and which promote sustainable travel choices through support for public and community transport initiatives, improved access to rail, the provision of new and existing pedestrian and cycle routes and the provision of appropriate parking facilities. Similarly the promotion of the latest ICT technologies can impact travel decisions reducing the necessity to travel. These are in-line with the findings of the LTP3 and recommendations in PPG13 and contribute to the positive score under SA objectives 5 and 10.
- 11.2.4 Section D of the policy offers district-wide strategic proposals for major infrastructure development and supports the aspirations of SA objective 10. However, extensive infrastructure development also provides uncertainty in regards to SA objectives 1, 2, 3, 8 and 12.

Explanation

- 11.2.5 The Draft National Planning Policy Framework emphasises the role of planning as a delivery mechanism and the part infrastructure, of which transport is a key component, will play in this. Local planning is seen as a key policy tool setting the infrastructure requirements required to meet national and local objectives by working with other authorities and providers.
- 11.2.6 A core planning principle in the Draft National Planning Policy Framework states that: 'planning policies and decisions should actively manage patterns of growth to make the fullest use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable.' (para.19)
- 11.2.7 However, it reflects the need to balance this overall objective with local circumstances in stating that: 'The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel. However, the Government recognises that different policies and measures will be required in different communities and opportunities to maximise sustainable transport solutions will vary from urban to rural areas.' (para.82)
- 11.2.8 It also tempers the objective to minimise travel with a requirement to take account of policies set out elsewhere in the framework, particularly in rural areas. These principally aim to support the rural economy (para.88).
- 11.2.9 Almost half of Stratford-on-Avon District's 53,700 households have two or more cars, which is among the highest levels in the UK (2001 Census). However 6,400 households do not have access to a car and are reliant on other forms of transport. The predominantly rural nature of the District makes it difficult to serve with convenient and frequent public transport.
- 11.2.10 Information on modal split in the District in LTP3 shows a pattern similar to elsewhere in Warwickshire for journeys to work, with about 70% of people travelling to work by car compared to 71% across the County.

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The main difference is the proportion of people who use public transport to get to work at just 3% compared to 4.7% across the County.

- 11.2.11 Between 2000 and 2009, traffic in Stratford-upon-Avon town increased by nearly 5%. The majority of this growth took place between 2000 and 2007 before the economic downturn. It relates strongly to local housing, employment and retail growth in and around the town. Within the town traffic causes adverse environmental impacts in terms of noise, visual intrusion and pollution.
- 11.2.12 The wider District suffers from traffic impacts in the A435 corridor, particularly in the settlements lying to the north of Alcester (i.e. Coughton, Kings's Coughton, Studley and Mappleborough Green) where there are serious adverse effects on quality of life due to high traffic volumes containing a large number of HGVs. The impacts in the remaining small towns and villages in the rural areas are mainly related to through traffic, especially HGVs, and to high vehicle speeds.
- 11.2.13 In addition to the problems caused by significant traffic concentrations in particular hot spots and corridors, the District faces the fact that it is second highest in the County in terms of transport-related CO₂ emissions. This reflects the predominantly rural nature of the District which has the lowest population density of the five Warwickshire Districts and Boroughs.
- 11.2.14 The need for improvements to accessibility feature strongly in the Corporate Strategy and Sustainable Community Strategy. Measures advocated to improve physical accessibility include reducing congestion through better management of the road network, encouraging walking and cycling where feasible and encouraging the use of public transport. The Corporate Strategy also promotes the rolling out of high speed broadband and the need for accessible and affordable community transport. The rural nature of the district underlies these corporate priorities.
- 11.2.15 The transport impacts of a dispersed pattern of future development in the District are currently unknown and will need to be modelled. Permitting residential development in the villages rather than in Stratford-upon-Avon and the Main Rural Centres would be less likely to focus stress on particular points of the highway network and could lead to a greater degree of 'self-containment' by supporting new and existing shops and services such as rural schools. On the other hand there will be limited opportunity to reduce car dependency if the location of new development is too widely dispersed as there would be little if any financial incentive for commercial bus operators to provide new services, or ability for the County Council to subsidise conventional bus services or community transport.
- 11.2.16 Transport has a major bearing on economic activity. A key ambition of the Coventry & Warwickshire Local Enterprise Partnership – 5 Year Strategy (April 2011) is to 'Create an environment where it is easy for businesses to start, locate and thrive'. The CWLEP recognises the importance of a clear plan for infrastructure delivery [including transport] to support and strengthen the economy and to create the best conditions for growth in general.
- 11.2.17 The Draft NPPF recognises that advanced, high quality communications infrastructure is essential for economic growth and that the development of high speed broadband technology and other communications networks

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also plays a vital role in enhancing the provision of local community facilities and services. The Government's objective for the planning system is to facilitate the growth of existing and new telecommunication systems in order to ensure that people have a choice of providers and services, and equitable access to the latest technology.

- 11.2.18 Telecommunications are an increasingly important means of communication. The Coventry, Warwickshire, and Solihull Local Broadband and Business Plan is supported by the Coventry and Warwickshire, Greater Birmingham, and Solihull Local Enterprise Partnerships (LEPs). It will commission a private sector partner to install the network infrastructure across the sub-region.
- 11.2.19 Stratford-on-Avon District is to be used as a case study for the region. Evidence is being gathered by the District Council on the following areas:
- current and future potential availability by individual postcode;
 - impact analysis for families and businesses;
 - analysis of impact of poor or no broadband on educational attainment, job opportunities and access to services; and
 - detailed data on social housing properties and opportunities that improved broadband brings to these households.
- 11.2.20 A draft Broadband Plan for the District will be prepared suggesting potential solutions for each Parish. It is anticipated that whilst not every area will get superfast broadband all should see an increase in current speeds.

Key Drivers

- Warwickshire County Council Local Transport Plan 3 2011-2026
- Stratford District Council Corporate Strategy (February 2011)
- Sustainable Community Strategy, Stratford District Local Strategic Partnership, 2009
- Coventry & Warwickshire Local Enterprise Partnership – 5 Year Strategy (April 2011)
- Draft National Planning Policy Framework, 2011
- PPG13 Transport 2001, (i.e. as amended by Chief Planning Officer letter January 2011)
- Supplementary Planning Document: Developer Contributions towards Transport Schemes in Stratford-upon-Avon (2011)
- Draft Sustainability Appraisal of the Stratford-on-Avon Core Strategy (2012);
- The Stratford-upon-Avon Bus Station report, completed by JMP Consultants Limited (JMP) in June 2011
- The Stratford-upon-Avon Southern Park and Ride report, JMP July 2011
- The Stratford Rail Study 1996 and New Study Brief
- Analysis of Representations Submitted on Draft Core Strategy (October 2008)
- Analysis of Representations Submitted on Consultation Core Strategy (February 2010)
- Local Plan Review 1996 – 2011 – Policy IMP5-7
- Member workshops – 2011

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- Parish Council workshops – 2011
- The Coventry, Warwickshire and Solihull Local Broadband and Business Plan, Coventry and Warwickshire, greater Birmingham, and Solihull Local Enterprise Partnerships, 2011
- Deploying Superfast Broadband, 2011-2015, Powerpoint presentation by C. Page and M. Pitkin, WCC.

Development Management Considerations

- (1) The extent of Long Marston, Snitterfield and Wellesbourne airfields is defined on the Proposals Map in the Stratford-on-Avon District Local Plan Review (see Inset Maps 5.7, 5.8 and 5.9 at www.stratford-dc.gov.uk/planningandbuilding/planningpolicy/localplanreview).
- (2) Whilst none of the airfields located within the District are covered by official safeguarding maps issued by the Civil Aviation Authority (CAA), informal safeguarding arrangements have been in place for a number of years in respect of both Wellesbourne and Long Marston airfields. In accordance with the advice set out in ODPM circular 01/2003 non-official safeguarding maps are in place for these airfields together with an agreed consultation procedure. The general advice contained in Circular 01/2003 applies to 'non-officially' safeguarded airfields as well as those with official safeguarding from the CAA.
- (3) Walking and cycling facilities will be expected to be incorporated into development proposals at the outset of the process. Such facilities will need to be safe, convenient to use and well connected to other parts of the settlement to attract significant usage.
- (4) Government guidance makes it clear that development plans should safeguard land for potential rail projects (PPG13, para.45). This principle will be applied to all transport-related schemes identified in the policy as it is essential to protect land that is likely to be required for their implementation from being unduly affected by development.

Monitoring and Delivery

11.2.21 The policy seeks to deliver sustainable modes of transport, contributing to the reduction of carbon emissions in the district and adapting to the impacts of climate change.

11.2.22 The policy will be monitored in the following ways:

- the number of travel plans completed;
- the percentage of residents finding it easy to access key local services; and
- the value of developer contributions towards sustainable transport.

Sustainability indicators relating to transport, climate change and to reducing barriers to those living in rural areas are applicable to this policy.

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Consultation Questions

Q204 - Are there any other transport-related measures that development proposals should incorporate or contribute towards?

Q205 - Are there any other strategic transport schemes that should be promoted within the District?

Q206 - How should information and communication technology infrastructure be provided in and through new development?

Q207 - Are there any other points the draft policy should address?

Q208 - Is there any other evidence that the District Council should be considering to help the development of this draft policy?

Q209 - Do you have any further suggestions for monitoring the delivery of this draft policy?

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11.3 Infrastructure for Growth – Developer Contributions

Strategic Objective

11.3.1 This policy relates to Strategic Objective 7 - *Planning to meet the need for improved infrastructure, community facilities and services.*

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Infrastructure for Growth – Developer Contributions

To ensure the delivery of strategic infrastructure and community facilities necessary to accommodate growth, and to mitigate cumulative impacts, the District Council will introduce a Community Infrastructure Levy (CIL).

Local infrastructure, including facilities and services that are essential for development to take place on individual sites, or which are needed to mitigate the impact of development at the site or neighbourhood level, will be secured through planning obligations (Section 106 agreements).

Where possible, infrastructure (including community facilities, open space and affordable housing) will be sought on-site. Where this is not possible off-site provision or financial contribution will be sought.

Infrastructure should be delivered concurrently with or in advance of development and have regard to the phasing of housing delivery in the plan.

Sustainability Appraisal Implications

11.3.2 The Sustainability Appraisal has identified numerous positive effects of this policy. The provision of infrastructure and public services through CIL has the potential to fulfil the criteria as set out within the SA objectives 11, 13, 14 and 15. The CIL could assist in improvement of transport networks increasing the mobility of the population and reducing barriers for people living in rural areas. The development of community facilities such as healthcare can enhance quality of life especially in a larger scale development which can be isolated from necessary facilities. CIL, in combination with the New Homes Bonus, S106 and S278 monies, can also reduce pressure on the public budgets allowing the delivery of other public services, facilities and infrastructure.

Explanation

11.3.3 Planning Policy Statement 12 notes that: 'Core Strategies should be supported by evidence of what physical, social and green infrastructure is needed to enable the amount of development proposed for the area, taking account of its type and distribution. This evidence should cover who will provide the infrastructure and when it will be provided. The Core Strategy should draw on and in parallel, influence any strategies and investment plans of the local authority and other organisations.'

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- 11.3.4 This is supported by the draft National Planning Policy Framework which specifies that local planning authorities should work with other authorities and providers, to assess the quality and capacity of local infrastructure and take account of the need for nationally significant infrastructure within their areas.
- 11.3.5 The infrastructure providers have identified a number of areas where existing infrastructure and services are at capacity and where existing development would create a need for additional investment to improve existing or provide new infrastructure and/or services. These are listed in the draft Schedule of Infrastructure Projects in Appendix 1.
- 11.3.6 The draft Core Strategy promotes a dispersed pattern of new development for the plan period 2008-2028. Some of this growth has already been completed or has planning permission. Any new infrastructure needed to serve this planned growth is included in the draft Schedule of Infrastructure Projects.
- 11.3.7 It is not possible at this stage to look beyond the immediate development pipeline as there are no additional site allocations in this draft Core Strategy. However, this does not mean that the infrastructure planning process is hampered by the lack of sites, rather that it will need to follow a different process.
- 11.3.8 The 'granular' nature of development intended for the district (with new housing limited to sites of 100 dwellings or less) will enable an efficient use of existing infrastructure. Spare capacities can be more fully utilised than might be the case with major concentrations of new development. Development is much less likely to focus stress on any part, or parts, of the various networks and service areas. The small scale and incremental nature of development will enable an effective monitoring process whereby the need for further investment (or changes to existing management regimes – such as school catchments) can be identified before service delivery is adversely affected.
- 11.3.9 The challenge will come when existing networks are fully utilised and small scale investments to increase capacity are not appropriate (for example, when there is no longer any scope to expand existing primary schools or a major utility network). At that point any specific part of the district could be considered to be 'at capacity' with development being directed to other areas, or major investment will need to be put in place.
- 11.3.10 This pattern of development is also likely to require a different approach to developer contributions than hitherto under the S106 regime, especially as these have been scaled back by the Community Infrastructure Levy (CIL) Regulations.
- 11.3.11 The main sources for funding infrastructure and services remain the service providers' investment programmes, Council capital programmes and government grant. The new Community Infrastructure Levy (or CIL) is intended as 'top up' funding for infrastructure and community facilities.

However, together with New Homes Bonus, S106 revenues and S278 monies for transport works, it could provide a significant resource for locally determined priorities.

- 11.3.12 CIL is critically different from S106 funding in two main respects:

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- (i) It is applicable to much more development i.e. all buildings that people use, so picking up payments based on the incremental, cumulative effect of development. The Council may decide that it is particularly relevant to a dispersed pattern of development; and
- (ii) It no longer requires the link between the impact of the development and the developer's obligation, initially set out in Circular 5/2005 and now made statutory (S122 of the CIL regs). With CIL, the payment goes into a fund to finance infrastructure in general as determined by the charging authority.

11.3.13 In theory CIL is discretionary but its regulations scale back the use of S106 obligations. After 2014 there will be restrictions on the pooling of S106 contributions such that no more than 5 contributions can fund 'a project or type of infrastructure'. Thus, if an authority has collected five or more contributions towards education, for example, between April 2010, when the regulations came into force, and April 2014 (or the date of adoption of CIL if it is before then), it will not be able to collect further contributions for that purpose.

11.3.14 A combination of these restrictions on pooling and the statutory requirement that S106 is used only for the mitigation of development impacts, means that lower tier and unitary councils are advised to take the Community Infrastructure Levy forward. This draft policy represents the first step for Stratford-on-Avon District Council in this respect and work will continue on producing a CIL Charging Schedule in parallel with the draft Core Strategy.

Key Drivers

- District Council Corporate Strategy 2011-2015
- Sustainable Community Strategy – 2009
- Supplementary Planning Document: Developer Contributions towards Transport Schemes in Stratford-upon-Avon (2011)
- Coventry and Warwickshire Local Enterprise Partnership – 5 year Strategy – April 2011
- Warwickshire Local Transport Plan 3 2011-2026
- WCC Education formula for negotiating S106 agreements – 2011
- Policing Contributions from Development Schemes – The Context for Developer Contributions, Warwickshire Police Authority – February 2011
- Government White Paper "Local growth – realising every place's potential"
- Localism Act 2011
- Community Infrastructure Regulations – 6 April 2010
- Draft National Planning Policy Framework – 2011
- Draft Sustainability Appraisal of the Stratford-on-Avon Core Strategy (2012);
- Planning Policy Statement 1 Delivering Sustainable Development – 2005
- Planning Policy Statement 12 – Creating Strong, Safe and Prosperous Communities through Local Spatial Planning – 2008

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- Development Viability Assessment – 2009
- Analysis of Representations Submitted on Draft Core Strategy (2008)
- Analysis of Representations Submitted on Consultation Core Strategy (2010)

Development Management Considerations

- (1) The District Council has produced a methodology for calculating developers' contributions, which is fair, simple and justifiable and meets the criteria set out in Circular 05/2005.
- (2) An Infrastructure Requirements Report is being produced to provide developers with more certainty on what contributions will be required and for what type of infrastructure and how they will be delivered. The Implementation Plan is also being produced to clarify the process of how each policy will be delivered.
- (3) The provision of green infrastructure, such as footpaths and bridleways should be secured through developer contributions, where it is relevant and meets the test of Circular 05/2005

Delivery and Monitoring

11.3.15 This policy will be delivered through the introduction and use of a Community Infrastructure Levy Charging Schedule and the continued negotiation of Section 106 agreements.

11.3.16 It will be monitored in the following ways:

- Regular updating the Infrastructure Delivery Plan and reporting of the Regulation 123 list on an annual basis; and
- maintenance and reporting of the Schedule of Section 106 agreements and spending; and of the Schedule of CIL contributions.

11.3.17 Sustainability indicators relating to safeguarding and improving community health, safety and wellbeing, to transport and to reducing barriers to those living in rural areas are relevant to this policy.

Consultation Questions

Q210 - Which types of infrastructure and community facilities should developers be expected to contribute towards?

Transport
Education/training
Health
Open space and play equipment
Police
Others (specify)

Q211 - When should contributions be negotiated on a site specific basis (i.e. as executed through a S106 agreement) and when should they be based on a standard charge?

Q212 - If standard tariffs are appropriate, should these be rolled together into a Community Infrastructure Levy (CIL) or should we keep some areas separate?

Section 11 – Infrastructure

Q213 - If new regulations permit, should affordable housing be included within CIL or should it be negotiated separately?

Section 11 – Appendix 1 Infrastructure

Appendix 1

1. Infrastructure Delivery Plan

- 1.1 This Core Strategy sets out the arrangements for identifying and delivering specific infrastructure requirements throughout the plan period to assist in meeting the objectives of the District Council, its partners and key agencies.
- 1.2 The current provision of facilities has been assessed for its ability to serve an increased resident population, as implied by the housing growth in the strategy. Clearly declining household size will serve to limit the infrastructure requirements arising from the existing household stock but the amount of new housing assumes continuing migration into the District.
- 1.3 Where possible the proposed distribution of population has been taken into account. Detailed assessments of transport and infrastructure implications of the revised spatial approach are ongoing or are about to be commissioned. Some aspects of this assessment work are dependent on the identification of additional sites through an update to the Strategic Housing Land Availability Assessment.
- 1.4 A comprehensive schedule of infrastructure projects is provided in the table at the end of this section.
- 1.5 Some of these projects are critical to the delivery of the spatial strategy, others are important or desirable items of infrastructure. In many cases the infrastructure item needs to be comprehensively tested for its technical and financial feasibility. This technical feasibility includes environmental assessment and public consultation. If there is no local support for a particular item of infrastructure (or indeed public opposition to the scheme) then it would be likely to fail to come forward unless it is critical to the plan's delivery (in which case efforts would focus on impact mitigation).
- 1.6 The Submission Draft Core Strategy will aim to categorize these infrastructure items as 'critical', 'priority' and 'desirable' items.
- 1.7 **Critical infrastructure** is that necessary to ensure adequate provision of essential utilities, facilities, water management and safe access, for developments to come forward. It does not cover on-site works that are a normal part of a development, but rather those items that would in many cases be secured through Section 106 and Section 278 agreements, or be provided by utility companies as part of their statutory undertakings. Strategic items not covered by utility providers would be likely to use pooled money from the Community Infrastructure Levy.
- 1.8 Other items which are essential to deliver the plan's wider objectives are typically referred to as **priority infrastructure**. These are more likely to be paid for with CIL monies (in addition to other sources of finance) as they are less closely linked to specific developments, especially in the absence of major sites.

Section 11 – Appendix 1 Infrastructure

- 1.9 **Desirable infrastructure** includes many items that have come forward in evidence-base studies (e.g. the District Green Infrastructure Study and the PPG17 Study) and items that have come forward in Neighbourhood or Parish Plans.
- 1.10 The Submission Draft Core Strategy will also include infrastructure costings.

Consultation Questions

Q214 - Are there other items of infrastructure that should feature on this list?

Q215 - Do you agree with the Council's descriptions of critical, priority and desirable infrastructure?

Q216 - Which are the critical infrastructure items, which are priority and which are desirable?

Section 11 – Schedule of Infrastructure Projects

Note: Phase 1 = 2011-2016, Phase 2 = 2016-2021, Phase 3 = post 2021.

The table does not show small scale schemes, e.g. public open space, proposed as part of specific development schemes.

What & Where	Anticipated Phasing	Who - Lead delivery organisation and key partners	Sources of funding	Critical dependencies (if any)
STRATEGIC AND GENERAL IMPROVEMENTS				
Additional semi-fast train service between Birmingham Snow Hill and Stratford-upon-Avon on the Shakespeare Line	Phase 1	West Midlands Passenger Transport Executive (Centro), train operators	West Midlands Passenger Transport Executive (Centro), train operators	
Stratford-Wellesbourne-Barford-Warwick-Leamington Spa Quality Bus Corridor (QBC)	Phase 1-2	Warwickshire County Council (WCC) and bus operators	WCC, bus operators	
Stratford-Blackhill-Warwick QBC	Phase 1-2	WCC and bus operators	WCC and bus operators	
Stratford-Bidford-Evesham QBC	Phase 1-2	WCC and bus operators	WCC and bus operators	
Potential reinstatement of Stratford to Cheltenham railway line southwards to the District boundary	TBC	Stratford District Council, Network Rail, train operators, private developers	Network Rail, train operators, private developers, others TBC	Comprehensive feasibility testing required
Parkway railway station next to Bishopton park and ride	Phase 1	WCC, Network Rail, train operators	Network Rail, WCC, Department for Transport	
A46 Alcester to Stratford-upon-Avon Improvements	TBC	Highways Agency	Department for Transport	Promotion of Scheme Orders
A429 Portobello Crossroads Improvements	Phase 1 or 2	WCC	WCC, private developers through developer contributions	Evaluation of safety measures undertaken so far

TBC = To be confirmed

Section 11 – Schedule of Infrastructure Projects

What & Where	Anticipated Phasing	Who - Lead delivery organisation and key partners	Sources of funding	Critical dependencies (if any)
Creation of Country Park based on Earlswood Lakes, Clowes Wood and New Fallings Coppice	Phase 2	To be determined (SDC in partnership with British Waterways, Warwickshire Wildlife Trust, WCC, Tanworth-in-Arden Parish Council and Solihull Metropolitan Borough Council)	Partners and developer contributions (CIL)	Comprehensive feasibility testing required
Parkway railway station in vicinity of M42 Junction 3	Phase 3	WCC, Network Rail, train operators	Network Rail, WCC, Department for Transport	
M42 widening north of Junction 3A	Phase 3	Department for Transport	Department for Transport	
Support for public transport, community transport initiatives, traffic management and better provisions for pedestrians and cyclists	On-going	WCC, public and community transport operators, Sustrans, SDC, town and parish councils	WCC, developer contributions and others	
Alleviation of flooding and drainage problems	TBC	Environment Agency, Severn Trent	Environment Agency, Severn Trent	
Enhance green infrastructure as recommended in District Green Infrastructure Study	On-going	Various	Various	
Investigate the potential to provide an Innovation Centre in Stratford-upon-Avon and incubation/start up space for small businesses across the district	TBC	TBC	TBC	Comprehensive feasibility testing required

TBC = To be confirmed

Section 11 – Schedule of Infrastructure Projects

What & Where	Anticipated Phasing	Who - Lead delivery organisation and key partners	Sources of funding	Critical dependencies (if any)
Expansion of availability of fast and superfast broadband	Phase 1-2	Coventry & Warwick Local Enterprise Partnership, Warwickshire County Council, Coventry City Council, Solihull Metropolitan Borough Council, private sector installation partner identified through formal competitive process	Broadband Delivery UK, business, others TBC	
STRATFORD-UPON-AVON (see SuA Area Policy Profile)				
Enhance open space provision as recommended in the PPG17 Study (Parks & Gardens/Amenity Greenspace and Natural Accessible Greenspace)	Phase 1-2	SDC, Stratford Town Council	Developer contributions, Central government funding and grants	
Increase provision of Play Space for Children & Young People, junior sports pitches and allotments as recommended in the PPG17 Study	Phase 1-2	SDC, Stratford Town Council	Developer contributions, government and charitable grants	
Replacement Leisure Centre, Stratford-upon-Avon	Phase 1-2	Stratford-on-Avon District Council	Stratford District Council including from land sale, private developers through developer contributions	Promotion of scheme for Bridgeway area
New Primary School (at Shottery, Bishopton or elsewhere)	Phase 1-2	WCC or other Admission Authority (Academy, Voluntary Aided or Foundation School)	WCC or other Admission Authority, private developers through developer contributions	

TBC = To be confirmed

Section 11 – Schedule of Infrastructure Projects

What & Where	Anticipated Phasing	Who - Lead delivery organisation and key partners	Sources of funding	Critical dependencies (if any)
Expansion of secondary education provision serving Stratford-upon-Avon catchment area	Phase 1-2	WCC or other Admission Authority (Academy, Voluntary Aided or Foundation School)	Department for Children, Schools & Families, WCC or other Admission Authority, private developers through developer contributions	
Improvement of physical and functional links between town centre and Maybird Centre	TBC	WCC / Stratford-on-Avon District Council	WCC / Stratford-on-Avon District Council / owners/managers of Maybird Centre	
Bus-rail inter-change adjacent to the Stratford-on-Avon railway station and improvements to Stratford Railway Station	Phase 1	WCC, Network Rail, private developer	WCC, Network Rail, private developer	Implementation of redevelopment scheme on former Cattle Market site
Pedestrian improvement along the 'Historic Spine'	Phases 1 & 2	WCC	WCC, private developers through developer contributions	Some elements may be dependent on reduction in traffic entering the town centre, such as through successful operation of park and ride
Stratford Visitor and Leisure Centre Link Road	Phase 1	WCC	WCC, developer contributions	Promotion of scheme for redevelopment of Bridgeway area

TBC = To be confirmed

Section 11 – Schedule of Infrastructure Projects

What & Where	Anticipated Phasing	Who - Lead delivery organisation and key partners	Sources of funding	Critical dependencies (if any)
Bridgeway improvements (incl. new link road between Warwick Road and Bridgeway, improvements for pedestrians on Bridgefoot) and traffic management on Clopton Bridge	Phases 1 & 2	WCC	WCC, private developers	Promotion of scheme for redevelopment of Bridgeway area.
Potential Park and ride facility on southern side of the town near Trinity Way/Shipston Road roundabout	Phases 2 & 3	WCC	WCC, developer contributions	Successful operation of northern park and ride (possible that restrictions on town centre parking would need to be imposed to make this viable)
Potential bus station in town centre	Phases 2 & 3	WCC	WCC, bus operators, developer contributions	Comprehensive feasibility testing required
Improvements to on and off road cycle links including on road links between town centre and railway	On-going	WCC	WCC, developer contributions	
Assess the scope for a third river crossing to provide a route to take traffic around the town	TBC	WCC	WCC, developer contributions	Comprehensive feasibility testing required
Examine potential upgrading of Lucy's Mill Footbridge to make it more accessible to a range of users	TBC	WCC	WCC	Comprehensive feasibility testing required

TBC = To be confirmed

Section 11 – Schedule of Infrastructure Projects

What & Where	Anticipated Phasing	Who - Lead delivery organisation and key partners	Sources of funding	Critical dependencies (if any)
ALCESTER (See Alcester Area Policy Profile)				
Improve indoor recreation and leisure facilities at Greig Centre or elsewhere in town	Phase 1	Alcester Town Council	Alcester Town Council	
Continue to improve play and leisure facilities on Conway Fields	Phase 1	Alcester Town Council	Alcester Town Council and private developers	
Provide a public swimming pool in the town or make school pools more available to the community	TBC	Alcester Town Council, WCC	TBC	
Improve/promote on and off road cycle routes including additional routes to connect to nearby settlements and National Cycle Network	On-going	WCC	WCC, developer contributions	
Increase provision of Play Space for Children & Young People, junior rugby pitches and allotments as recommended in the PPG17 Study	Phase 1-2	SDC, Alcester Town Council, rugby clubs, Warwickshire Rugby Football Union.	Developer contributions, government and charitable grants, rugby clubs, Warwickshire Rugby Football Union	Availability of central government funding and support for play, cost of imported food, popularity of “natural living” & “grow your own food” initiatives.

TBC = To be confirmed

Section 11 – Schedule of Infrastructure Projects

What & Where	Anticipated Phasing	Who - Lead delivery organisation and key partners	Sources of funding	Critical dependencies (if any)
BIDFORD-ON-AVON (See Bidford-on-Avon Area Policy Profile)				
Improve drainage including the combined sewer outflow at The Pleck	Phase 1-2	Severn Trent	Severn Trent	
Identify opportunities to increase the provision of Natural Accessible Greenspace as recommended in the PPG17 Study	Phases 1-2	SDC, Bidford-on-Avon Parish Council	Developer contributions, government and charitable grants,	
New Medical Centre (Outline Planning Permission granted at Friday Furlong)	Phase 1	NHS Warwickshire and private consortium of GPs	NHS Warwickshire including from land sale, private consortium of GPs, developer contributions	
New sports and social facilities including on-going modernisation of Crawford Hall	Phase 1	Bidford-on-Avon Parish Council	Various	
Improve/promote on and off road cycle routes and pedestrian links	On-going	WCC/Sustrans	WCC, developer contributions	
Investigate feasibility of providing a pedestrian/cycle bridge across River Avon to improve links to Big Meadow		WCC	WCC, Bidford-on-Avon Parish Council, developer contributions	
Increase provision of Play Space for Children & Young People as recommended in the PPG17 Study and mini and junior football given locally identified need	Phase 1-2	SDC, Bidford-on-Avon Parish Council	Developer contributions, government and charitable grants, sports clubs, national/regional sports bodies.	

TBC = To be confirmed

Section 11 – Schedule of Infrastructure Projects

What & Where	Anticipated Phasing	Who - Lead delivery organisation and key partners	Sources of funding	Critical dependencies (if any)
HENLEY-IN-ARDEN (see Henley-in-Arden Area Policy Profile)				
Improve railway station (appearance, access to and facilities) including new interchange and car park to the west of the line	Phase 1-2	WCC	WCC, Network Rail	
Improve/promote on and off road cycle routes including a new cycle route and upgraded public right of way to Mays Wood	On-going	WCC	WCC	
Enhance open space provision as recommended in the PPG17 Study (Parks & Gardens and Amenity Greenspace)	Phase 1-2	SDC, Henley-in-Arden Parish Council.	Developer contributions, government and charitable grants,.	Managing accessibility issues raised by aging population, availability of funding and grants from central government, capacity of developers to absorb cost of substantial open space contributions
Increase provision of Play Space for Children & Young People and junior sports pitches as recommended in the PPG17 Study	Phase 1-2	SDC, Henley-in-Arden Parish Council.	Developer contributions, government and charitable grants, sports clubs, national/regional sports bodies.	Availability of central government funding and support for play.

TBC = To be confirmed

Section 11 – Schedule of Infrastructure Projects

What & Where	Anticipated Phasing	Who - Lead delivery organisation and key partners	Sources of funding	Critical dependencies (if any)
KINETON (see Kineton Area Policy Profile)				
Improvements needed to Kineton Waste Water Treatment Works	Phase 1 (but further works may also be necessary to support growth) Phase 2 or 3	Severn Trent Water	Severn Trent Water	
Replacement or major refurbishment of Kineton High School		WCC or other Admission Authority	Department for Children, Schools & Families, WCC including from land sale, developer contributions	
Promote on and off road cycle including connections to established routes and surrounding areas	On-going	WCC/Sustrans		
Increase provision of Play Space for Children & Young People and sports pitches and tennis courts as recommended in the PPG17 Study	Phase 1-2	SDC, Kineton Parish Council	Developer contributions government and charitable grants, sports clubs, national/regional sports bodies	Availability of central government funding and support for play
SHIPSTON (See Shipston Area Policy Profile)				
New Community and Medical Centre, Shipston-on-Stour	Phase 1	WCC, NHS Warwickshire, South Warwickshire Foundation Trust, private GP consortium, Shipston-on-Stour Town Council	NHS Warwickshire including from land sale, developer contributions	Business Case on-going

TBC = To be confirmed

Section 11 – Schedule of Infrastructure Projects

What & Where	Anticipated Phasing	Who - Lead delivery organisation and key partners	Sources of funding	Critical dependencies (if any)
Expansion of Shipston High School, possibly to include 6 th Form facilities	Phase 2 or 3	WCC or other Admission Authority	Department for Children, Schools & Families, WCC, developer contributions	
Promote/improve on and off road cycle routes	On-going	WCC/Sustrans	WCC	
Increase provision of Parks & Gardens, Amenity Greenspace and allotments; also Play Space for Children & Young People and sports pitches, as recommended in the PPG17 Study	Phase 1-2	SDC, Shipston-on-Stour Town Council	Developer contributions, government and charitable grants, sports clubs, national/regional sports bodies	Availability of central government funding and support for play
SOUTHAM (See Southam Area Policy Profile)				
Investigate scope for pedestrianisation and traffic management measures in parts of the town centre	TBC	WCC	WCC, developer contributions	
Improvements needed to Itchen Bank Waste Water Treatment Works	Phase 1 (but further works may also be necessary to support growth)	Severn Trent Water	Severn Trent Water	
Mitigate impacts of High Speed 2 railway on landscape and properties	Phase 3	TBC	TBC	
Provide new library and museum in town centre	TBC	WCC, Southam Town Council	WCC, Southam Town Council	National funding and local budget assessments.

TBC = To be confirmed

Section 11 – Schedule of Infrastructure Projects

What & Where	Anticipated Phasing	Who - Lead delivery organisation and key partners	Sources of funding	Critical dependencies (if any)
Promote/improve on and off road cycle routes including links to National Cycle Route 41 and the Grand Union Canal and better links to the town centre	On-going	WCC/Sustrans		
Improve pedestrian links to the town centre and countryside	On-going	WCC	WCC, developer contributions	
Increase provision of Parks & Gardens and Amenity Greenspace; also Play Space for Children & Young People and sports pitches, as recommended in the PPG17 Study	Phase 1-2	SDC, Southam Town Council	Developer contributions, government and charitable grants, sports clubs, national/regional sports bodies.	Availability of central government funding and support for play.
STUDLEY (See Studley Area Policy Profile)				
Environmental improvements to village centre including Priors Square, High Street and Marble Alley area including traffic management and village 'gateways'	On-going	WCC, SDC, Studley Parish Council	Various	Availability of central, local and private funding for improvements.
Apply the provisions of the Air Quality Management Area Action Plan	Phases 1-2	SDC	SDC, Studley Parish Council	Traffic levels, wider transport policy
Investigate opportunities for mitigating the impact of traffic on the A435	On-going	WCC	Various	
Assess opportunity to enhance community facilities off High Street	On-going	Studley Parish Council	Studley Parish Council, others TBC	

TBC = To be confirmed

Section 11 – Schedule of Infrastructure Projects

What & Where	Anticipated Phasing	Who - Lead delivery organisation and key partners	Sources of funding	Critical dependencies (if any)
Improve/promote on and off road cycle routes and Public Rights of Way	On-going	WCC/Sustrans		
Increase provision of Parks & Gardens and Amenity Greenspace; Natural Accessible Greenspace; also Play Space for Children & Young People (especially in southern part of village) and sports pitches, as recommended in the PPG17 Study	Phase 1-2	SDC, Studley Parish Council	Developer contributions, government and charitable grants, sports clubs, national/regional sports bodies.	Availability of central government funding and support for play.
WELLESBOURNE (See Wellesbourne Area Policy Profile)				
Improvements needed to Wellesbourne Waste Water Treatment Works	Phase 1 (but further works may also be necessary to support growth)	Severn Trent Water	Severn Trent Water	

TBC = To be confirmed

Section 11 – Schedule of Infrastructure Projects

What & Where	Anticipated Phasing	Who - Lead delivery organisation and key partners	Sources of funding	Critical dependencies (if any)
Increase provision of Parks & Gardens and Amenity Greenspace; Natural Accessible Greenspace; also Play Space for Children & Young People, sports pitches and tennis courts, as recommended in the PPG17 Study	Phase 1-2	SDC, Wellesbourne Parish Council	Developer contributions, government and charitable grants, sports clubs, national/regional sports bodies.	Managing accessibility issues raised by aging population, availability of funding and grants from central government, capacity of developers to absorb cost of substantial open space contributions
Community and Leisure Facility	Phase 1 or 2	Wellesbourne Parish Council	Wellesbourne Parish Council, developer contributions	
Create additional car parking in village centre	TBC	WCC, Stratford District Council, Parish Council	TBC	
Improve/promote on and off road cycle links and Public Rights of Way	On-going	WCC/Sustrans	WCC	

TBC = To be confirmed



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