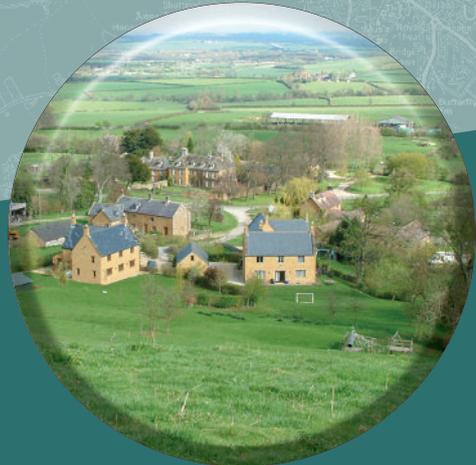




Stratford-on-Avon District Local Development Framework

Directions for Stratford-on-Avon District Consultation Core Strategy





Stratford-on-Avon District Local Development Framework Directions for Stratford-on-Avon District Consultation Core Strategy

February 2010

The sails symbol represents

- the cyclical nature of the planning process
- the importance of renewable energy in reducing global warming
- the iconic Chesterton Windmill that stands proud in our District

A large print copy, electronic copy or more copies of this publication are available on request from Planning Services

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Note on the Status of this Document

The District Council embarked on the preparation of its Core Strategy during 2006, once the District Local Plan had been adopted.

A consultation on Issues and Options was carried out in May 2007 and an initial Draft Core Strategy was published in October 2008. Having undertaken further research and assessment, the District Council has produced this fresh consultation document for consideration.

Comments on this document are welcome, but it is important to note that this is not a formal stage of consultation.

The District Council hopes to reach what is called the Proposed Submission stage by September 2010, at which time formal representations can be made. This is the document that will be submitted to the Secretary of State, along with all the representations received.

An independent Inspector will then hold an Examination in Public, probably in Spring 2011. The Inspector will consider whether the plan is 'sound', ie. whether it complies with a series of strict national policy tests, as well as its contents.

Upon receipt of a binding report from the Inspector, and subject to it being 'sound', the Core Strategy will be formally adopted, hopefully by autumn 2011.

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Section 1 Planning for the future of Stratford-on-Avon District

1.1 Why another stage of consultation?

1.1.1 Stratford-on-Avon District is producing a new spatial plan to replace the old District Local Plan, covering the next 15 years or so – it is called a Local Development Framework (LDF).

1.1.2 It is being prepared under the Planning and Compulsory Purchase Act introduced in 2004.

1.1.3 The LDF is expected to do a number of things in order to comply with national guidance. It must:

- Contain a vision and a clear strategy for achieving it.
- Meet the requirements set out in the West Midlands Regional Spatial Strategy – principally the provision of new housing and employment land.
- Identify and allocate specific sites to meet strategic and local requirements for development of all kinds, including homes and business
- Provide a rational and consistent basis for making development control decisions.
- Identify, conserve and enhance environmental resources of international, national and local significance, providing a strategic framework within which more detailed land management decisions can be made.
- Focus on issues related to development, mindful that spatial planning is wider than simply what does or does not get planning permission. It is now also about the strategies of stakeholders including public services and infrastructure providers, as well as those which manage the landscape and natural resources, making sure that these are linked and complementary.
- Provide a framework for making infrastructure decisions and investments - with a realistic eye to the resources available.
- Have a focus on delivery of the development that is needed.

1.1.4 This version of the Core Strategy seeks to address these matters in a more rigorous manner than the first draft. It also responds to various concerns expressed about the need for the Core Strategy to be more 'spatial', ie. not just about the use of land but also the way in which development affects the nature of places and how they function.

1.1.5 The LDF will eventually comprise a portfolio of documents. The Core Strategy will form its 'heart', around which all the other components will flow.

1.1.6 The District Council published an initial document for consultation in October 2008. However in the light of responses and subsequent events it is felt helpful to have another stage of consultation before the preparation of the Strategy reaches its more formal stages.

1.1.7 In the summer of 2009 the District carried out further consultation on a range of options for different levels of housing supply, in the light of Government proposals to increase housing targets. It also consulted on a number of possible sites put forward by development interests.

1.1.8 The Secretary of State's proposed changes to the Regional Spatial Strategy Revision are awaited. These will confirm the amount of housing and employment development that is required in each part of the region. As a result, the District Council will be in a better position to finalise its strategy for the area which deals with the additional development that is anticipated.

1.2 What happens next?

1.2.1 Following this extra round of consultation, the District Council will complete the Core Strategy for submission to the Secretary of State. At this stage the strategy and form of the plan will be fixed and there will be a period for representations to be made for or against the plan. This is likely to take place in late summer/early autumn 2010.

1.2.2 Following this, the strategy and the representations will be published and submitted to the Secretary of State. Minor changes to meet objections can be put forward by the District Council for consideration at this stage but there will be no scope to make any fundamental amendments.

1.2.3 The Secretary of State will appoint an independent Inspector to hold an examination into the plan which is expected to take place over several weeks in spring 2011. The Inspector will issue a binding report and, if 'sound', the Core Strategy will be adopted, coming into force and replacing the strategic elements of the District Local Plan. Appendix 1 sets out the relationship between policies in the emerging Core Strategy and equivalent ones in the District Local Plan.

1.2.4 Clearly the potential for reforms to the development planning system may have a bearing. Currently the figures set out in the finalised Regional Spatial Strategy will be binding. In the future regional spatial strategies may be abolished and targets set locally.

1.2.5 However, any process of reform is likely to take a number of years. Development plans cannot be replaced until new ones subject to strategic environmental assessment are in force and these will require independent examination in accordance with European legislation. The District Council will need to be able to justify any level of housing put forward.

1.2.6 The Panel appointed by the Secretary of State that considered the Regional Spatial Strategy Phase Two Revision has recommended a scale of housing development in the District that is considerably higher than that put forward by the Regional Assembly, and which the Secretary of State is expected to confirm. The District Council is expected to show in its Local Development Framework, and initially in this Core Strategy, how the housing requirement and other provisions of the RSS Revision, such as employment and retail, will be met. If the District Council takes the view that a lower amount of development should be provided for it will be necessary to demonstrate that this will not cause adverse consequences in terms of meeting national and local needs for homes and jobs.

1.2.7 The Panel concluded that a strategy of restricting inward migration would be unlikely to work, given there are significant movements from outside the District. Even if regional plans are abolished it is unlikely that a fresh independent assessment of the situation for Stratford-on-Avon District would come to a different view.

1.2.8 The evidence that has been gathered in preparing the Core Strategy shows that there are no fundamental infrastructure constraints to meeting the initial scale of development likely to be set for the District by the Secretary of State. Furthermore, there are no apparent significant environmental impacts with accommodating this level of growth. The Strategic Housing Land Availability Assessment also shows that there are potentially suitable, available and deliverable sites sufficient to meet this level of growth. If, in the light of evidence, an Inspector recommended in support of this level of housing and it was rejected by the District Council, it would open up itself to legal challenge.

1.2.9 Delays to agreeing the amount and location of future development could lead to a vacuum and create risks of the District Council losing planning appeals on specific proposals. For these reasons, the District Council has taken the view that a 7,500 dwelling target for the period 2006-2026 should be provided for through this Core Strategy.

1.3 National and regional requirements

1.3.1 This Core Strategy must comply with national planning policy, including a wide range of Planning Policy Guidance (PPGs) and Planning Policy Statements (PPSs). It is not practical or necessary to summarise it all here; a link to the Department of Communities and Local Government website is provided on www.stratford.gov.uk.

1.3.2 The West Midlands Regional Spatial Strategy (RSS) provides the context for the Local Development Framework. Legally the LDF must be in 'general conformity' with this, making it necessary to meet the various requirements and targets it sets, such as providing for the amount of housing development specified.

1.3.3 Having said that, whilst preventing development is not an option, it is the District Council's role, in consultation with the community, to make a case for how strategic policy should be applied to the local circumstances of our area, including where development can best take place.

1.3.4 The RSS sets out requirements on a number of topics, but the key and controversial requirement concerns housing provision. Originally it sought to restrain housing in most rural areas away from the Main Urban Areas such as Birmingham and Coventry. This meant providing primarily for local needs and not migration into Stratford-on-Avon District. However, the Government is concerned that this would exacerbate problems of affordability and not enough housing would be provided to meet the growth in the number of households.

1.3.5 Having considered a substantial amount of evidence, the Panel that considered the RSS Draft Phase Two Revision found that:

- most of the District is far enough away from the Main Urban Area of the region to avoid additional housing inducing excessive in-migration from them.
- people will move into the existing housing stock in any event, especially from the South East Region, and this would create further problems of affordability
- Stratford-upon-Avon town has a pressing need for housing because of the amount of in-commuting to the town, mostly for its service-based jobs
- the District is physically capable of taking some more housing.

1.3.6 The Panel has recommended that the housing requirement for the District should be increased from 5,600 dwellings (as proposed in the Draft RSS Revision) to 7,500 dwellings for the period 2006-2026.

1.3.7 The Panel did not endorse a major urban extension of Redditch for housing purposes into the District. Neither did it support a major new settlement at the former Royal Engineers Depot at Long Marston. However, the Panel did recommend that a future review of the RSS and Core Strategy should consider a range of options for providing an additional 2,500-3,000 dwellings in the District during the period 2021-2026. The Secretary of State's position on these matters is awaited.

1.4 Cross border and sub-regional planning arrangements

1.4.1 A sub-regional strategy has been prepared by the Coventry, Solihull and Warwickshire Sub-Regional Forum to flesh out the approach taken in the Regional Spatial Strategy Revision. This looks for most development to be focused on the North-South Corridor running from Nuneaton through Coventry and down to Warwick/Leamington. It also identifies Rugby as having a 'gateway' location for growth moving north-westwards from the South East Region. Conversely, Stratford District (along with North Warwickshire Borough) should be expected to provide for less growth needs due to their essentially rural character. This approach has generally been supported by the Panel.

1.4.2 The District Council has been involved with joint planning arrangements with Redditch Borough and Bromsgrove District Councils, and the respective County Councils, regarding the expansion of Redditch beyond its boundaries in order to achieve the levels of growth proposed for the town in the RSS Revision.

1.4.3 The District Council has also worked closely with Wychavon and Cotswold District Councils regarding development proposals at the Long Marston Depot site, particularly in relation to the Eco-town proposal known as Middle Quinton.

1.4.4 While the RSS Examination Panel identified the reality of households moving into the southern parts of the District from the South-East Region, there are no specific implications that necessitate formal engagement with neighbouring local authorities in that region.

Section 2 A Spatial Vision of the District

2.1 The challenges facing Stratford-on-Avon District – where we are now

2.1.1 Stratford District lies at the heart of England. The total population of the District is 117,800 (2008 estimate). The town of Stratford-upon-Avon is the largest settlement with a population of only 23,000. There are also a number of important rural centres, including the attractive, small market towns of Alcester, Henley-in-Arden, Shipston-on-Stour and Southam.

2.1.2 The District has a distinctly rural character and this is reflected in the fact that 80% of its residents live outside the main town of Stratford-upon-Avon. Nearly 45% of residents live in parishes with a population of less than 3,000. It easily has the lowest population density of any district in Warwickshire.

2.1.3 Stratford-upon-Avon is, of course, famous the world over for being the birthplace and resting place of William Shakespeare. It is known as 'the international market town'. With this come significant economic benefits but also major challenges in managing the three million or so visitors that come to the town each year, while also retaining the character of the town and the quality of life for its residents.

2.1.4 In all, there are about 250 communities of varying sizes spread across a predominately rural area covering 979 square kilometres. It is one of the largest districts in lowland England, making delivery of, and access to, services a major issue for residents.

2.1.5 Most of the District to the north of Stratford-upon-Avon lies within the West Midlands Green Belt. The Cotswolds Area of Outstanding Natural Beauty extends into the southern fringes of the District. The pleasant countryside is appreciated as a major asset and its protection is a priority. It supports a wide range of active and passive recreation pursuits, including an extensive rights of way network, golf courses and equestrian activities. The Burton Dassett Country Park is a popular feature.

2.1.6 The heritage and built historic environment of the District is very highly valued and contributes significantly to the identity and character of the area. It also plays a key role in attracting visitors and tourists. There are over 3000 Listed Buildings within the district, as well as 76 Conservation Areas covering the centres of Stratford-upon-Avon and the smaller market towns, and many traditional villages.

2.1.7 There is a wide range of valuable ecological sites across the District, with nearly 40 Sites of Special Scientific Interest and four Local Nature Reserves. Changing agricultural practices, new development, and climate change are all putting increasing pressure on valuable habitats and it is important to reverse of trend of gradual deterioration.

2.1.8 These attractive features must be protected for the benefit of current residents and visitors and for future generations to enjoy. It is critical that the location and nature of development does not compromise the valuable historic and natural assets of the District.

2.1.9 The District has been badly affected by recent flood events, most notably at Easter 1998 and July 2007. These caused considerable damage to property and put lives at risk. These experiences emphasise the importance of making sure that future development in the District does not increase the risk of flooding. The Environment Agency has mapped the main areas subject to flood risk and these cover a significant amount of land within the District.

2.1.10 Stratford District is a very desirable area to live and it attracts affluent households, from the South-East and, to a lesser extent, from elsewhere in the West Midlands. As a result, property prices are extremely high and many people, especially the young and lower paid, cannot afford to live within or move into the District. This makes the provision of affordable housing a priority so that people are able to stay in their local area, close to family and jobs. Getting the balance right

between the pressure for housing from incoming households and meeting the needs of local people is a key challenge.

2.1.11 A significant factor is the higher average age of the District's population compared with the national average. Almost 50% of residents are over 45 (2001 Census) and the proportion aged 85 or over is forecast to more than double between now and 2026. This trend will increase demand for extra-care and nursing home accommodation and for certain services, such as medical and leisure.

2.1.12 A substantial amount of housing development has taken place in the District in recent decades. The overall number of dwellings has increased by some 38% since 1981. Much of this has been concentrated in the larger settlements, with Stratford-upon-Avon seeing an increase in dwellings of 52%, while Wellesbourne has grown by 73%, Bidford by 84% and Shipston by 95% in the period.

2.1.13 Because the District covers such an extensive area, various towns outside its boundaries have a strong influence over how different parts of the area function. Royal Leamington Spa, Banbury, Redditch and Solihull all have large shopping centres, provide a wide range of employment opportunities and support a variety of leisure facilities.

2.1.14 In terms of strategic transport connections, the M40 cuts across the District, although there is not a major junction within its area. Junction 15 at Longbridge, just outside Warwick, is about six miles to the north-east of Stratford-upon-Avon. The other strategic route is the A46(T) which crosses the District between Evesham and Warwick and forms the northern bypass to Stratford town.

2.1.15 The Chiltern railway line, which runs between Birmingham and London Marylebone, passes through Stratford District. There are no stations within the District itself, although those at Warwick Parkway, Leamington Spa and Banbury are all relatively accessible to local residents. The Shakespeare line between Birmingham and Stratford-upon-Avon provides an important service for shoppers, tourists and students. There is considerable scope to improve this line, particularly through the introduction of a semi-fast service. A further service links Stratford-upon-Avon to Leamington Spa and on to London. The Cotswolds line to London Paddington runs close to the southern edge of the District, with a station at Moreton-in-Marsh.

2.1.16 The District profits from having many high quality services, such as education and health. However, some specific facilities are at or near capacity, or in need of major investment or even replacement. It is necessary to ensure that these improvements can be secured, including the availability of land for new facilities where necessary. Development that exerts further demand on services and infrastructure already at capacity will be expected to deliver improvements; in some cases development can present opportunities to invest in services that have wider benefits for communities.

2.1.17 The predominantly rural nature of the District means that many households and activities are heavily reliant on private transport. The proportion of households with more than one car is significantly higher than the county and national situation. Conversely, the difficulty of operating viable bus services in a dispersed rural area means that getting to shops, services and jobs is largely dependent on having a car. Introducing flexible community transport schemes will help to alleviate the problem of access and isolation for people without one.

2.1.18 This situation means that the rural market towns and similar centres in the District play an important role as a focus for local shops and services. These centres are generally closer to many smaller settlements than larger towns. It is important to bolster their commercial role, improve their appearance and make them more accessible by public transport.

2.1.19 An ageing population and falling household size, as well as the decline of traditional agricultural employment and changing shopping patterns, have led to a cutback in services in many rural areas. This makes it vital for the future health of village communities that those remaining services are retained and supported.

2.1.20 Another important aspect of transport is the traffic congestion experienced, particularly in Stratford-upon-Avon but also in rural settlements at peak times. This has implications for air quality in certain locations as well as causing various forms of environmental and economic impact. Alleviating the situation in the centre of Stratford is essential in order to improve the experience of local people and visitors.

2.1.21 Around 5.5 million people visit the District each year, with Stratford-upon-Avon and the Shakespeare properties being of international significance. Tourism is crucial to the local economy and is facing major challenges at the present time given the ever-increasing competition nationally and internationally. A key issue is to encourage visitors to stay longer, since many are day visitors, so that they spend more money and help to support local businesses. Providing a wide range of tourist attractions across the District, taking advantage of its charm and heritage, will also help to support the local economy.

2.1.22 Stratford District and some of its neighbouring areas are amongst the most economically productive in the West Midlands, reflecting the benefits of being located close to the relatively more buoyant London and the South East. However, the District has experienced low economic growth in recent years, even before the current recession, with increases in jobs and earnings failing to keep pace with national trends.

2.1.23 This situation emphasises the significance of supporting the local economy and providing opportunities for existing businesses to expand and new ones to set up and relocate in the District. Of particular importance is the need to attract more highly paid jobs to reflect the higher property prices in the area. Figures for 2007 showed that the ratio between house price and earnings stood at 9.0 in Stratford District compared with an England average of 7.3. The provision of more technology and knowledge-based jobs will assist, with such companies attracted by the District's accessibility and quality.

2.1.24 Unemployment rates fell consistently throughout the mid and late 1990s. Although this reduction has levelled off since 2001, the current rate of 2.2% (December 2009) is well below the national and regional situation (4.1% and 5.3% respectively). It is one of the lowest in the West Midlands which has been hit particularly badly by the economic recession.

2.1.25 There is a considerable imbalance between the number of jobs in the District and its working population. This is a primary factor behind commuting patterns. Stratford 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. In common with all parts of the county, there has also been an increase in out-commuting during the same period, from about 32% to just on 40%, again the highest in the county.

2.1.26 The past ten years or so have seen a further 86 hectares of land developed for industrial uses¹. This has been distributed widely across the District, including three new business parks on the edge of Stratford-upon-Avon and a significant expansion of manufacturing and distribution activities at Southam and Wellesbourne. Nearly one-third of the increase has been at Gaydon Proving Ground associated with the research, development and production of motor vehicles. There is a need to ensure that further employment opportunities are evenly distributed across the District to provide local jobs.

2.1.27 Overall, the District cannot be treated and planned in isolation; it is vital that the District Council and its partners understand and respond to these characteristics, pressures and challenges.

2.2 The future of Stratford-on-Avon District – where we want to be

2.2.1 Spatial planning is not just about land use but also the integration and delivery of plans and functions of the District Council, its partners and other agencies. This is done through the Local Strategic Partnership, known as the Stratford District Partnership, which has prepared a Sustainable Community Strategy covering the period up to 2016. This can be viewed on the

¹ Class B uses only as defined in the Town and Country Planning (Use Classes) Order

District Council's website. The partnership comprises the county and district councils, police and health authorities and the voluntary sector. It identifies the aspirations, needs and priorities of the local community, and will help to co-ordinate the actions of the District Council and its partners over the coming years.

2.2.2 The Partnership has signed up to a shared vision and has committed to work together in a co-ordinated way to address the challenges that are faced.

2.2.3 The long term vision set out in the Sustainable Community Strategy is:

To maintain and enhance the heritage and green environment while building healthy, safe, informed, and active communities enjoying local services and employment opportunities.

2.2.4 Close joint working has ensured that the Sustainable Community Strategy is reflected in the Core Strategy to the extent that planning policies can have a bearing on its implementation and success. The objectives and policies put forward in this document embrace, in some way, each of the priority areas identified in the SCS.

2.2.5 As well as a District-wide vision, set out below, market town visions have been prepared covering Alcester, Shipston-on-Stour, Southam and Stratford-upon-Avon. They are based on extensive public involvement and research, including health checks. They each identify where the communities wish to be in 2020 and focus on a wide range of challenges, such as the need to strengthen the local economy and visitor offer, improve transport and other facilities, provide for the needs of all residents and protect the environment.

2.2.6 Likewise, Town and Parish Plans have been produced by many other communities across the District to establish their current and future needs. Many of these can be viewed on the District Council's website. The plans produced for the other larger rural centres reflect a wish for their role to be maintained by protecting their shops and services, while safeguarding their character from excessive development. A number of common threads come through all the plans: meeting housing needs, improving road safety, preserving settlement and landscape quality, protecting services and providing job opportunities.

2.2.7 A spatial plan requires a spatial vision, compatible with the community strategy vision and articulating how the District and its key parts will change over the period of the plan. It also needs to be realistic and locally distinctive. Based on the analysis outlined above, the following spatial vision for Stratford District is set.

Our Vision of Stratford-on-Avon District in 2026

We will have maintained and enhanced the District's outstanding heritage and its character as an area of attractive market towns, villages and countryside.

The quality of life will have improved for everyone living here and all sectors of the local economy will be thriving.

Everyone will have access to first class services and amenities and our carbon footprint will be significantly smaller.

Stratford-upon-Avon will have enhanced its role as a town of international standing that meets the needs of residents, businesses and visitors alike. More tourists will visit the town and stay longer. Stratford's role as the main shopping and services centre in the District will be maintained and the environment of its central area and riverside will be considerably improved. Some urban extensions will have been sensitively developed in ways that protect the town's setting and character. Park and ride will be widely used and the amount of traffic in the town centre will have been reduced significantly.

The three largest rural market towns of Alcester, Shipston-on-Stour and Southam will each have enhanced their established role at the hub of a wide rural area. They will continue to support a good range of shops and services and have become more accessible by public transport. Further development will have provided homes and jobs in a manner that preserves the distinctive character of each town.

The other larger settlements in the District will have maintained their important role as rural service centres, supported by a modest amount of new housing. At the same time they will have retained their distinctive qualities and be attractive places to live.

Our smaller rural settlements will have retained their individual character, while providing homes to meet the needs of local people.

Our countryside will support a more diverse rural economy and an attractive, well maintained landscape with improved biodiversity.

The large rural brownfield sites in the District will continue to be regenerated with new employment opportunities and other suitable uses.

2.3 Spatial Objectives

2.3.1 It is essential that the Core Strategy strives to achieve its vision by meeting the challenges facing the District. The following objectives (set out in no particular order of priority), seek to encapsulate the future needs of the District and provide an overarching framework to ensure that subsequent policies and proposals will help to deliver the overall vision.

2.3.2 These are expressed below (in no particular order of priority) to underpin the Strategy as a whole and to help ensure that policies and proposals are designed to meet the objectives.

Planning to provide for housing needs

1. To make sure there are enough extra new homes provided to satisfy the targets set out for the District in the Regional Spatial Strategy, including that for affordable housing.
2. To make provision for the required number of new homes in locations and in forms that meet the needs of existing local residents and communities and of people moving into the District, including those whose needs are best addressed by means of specialized accommodation.
3. To assist the specific provision of sufficient affordable housing throughout the District to meet the needs of those who cannot afford property on the open market.

Planning to promote and diversify the local economy

4. To have sufficient employment land available in the District throughout the plan period to meet the requirements of the Regional Spatial Strategy, in order to provide scope for businesses to set up, expand and move into the District.
5. To ensure a diverse local economy and a wide range of business and employment opportunities, with a particular focus on attracting technology and knowledge-based jobs into the District, and providing greater scope for people to work close to where they live.
6. To promote tourism across the District in order to spread its benefits over a wider area, and to enhance the internationally important tourism and cultural centre of Stratford-upon-Avon.

Planning to support the main commercial centres

7. To ensure that Stratford-upon-Avon retains its position as a strategic town centre in accordance with the Regional Spatial Strategy.
8. To maintain the role of the larger rural settlements as providers of a wide range of shops and services for their local areas.

Planning to protect the character of settlements and the countryside

9. To preserve the open and tranquil nature of the countryside, while providing scope for rural recreation.
10. To maintain the District's character as a predominantly rural area with attractive and distinctive small market towns and villages.
11. To make sure that development is located where it will have least impact on the attractive nature and setting of towns and villages.

Planning to meet the need for improved infrastructure and services

12. To ensure development takes place where there is sufficient infrastructure capacity or that necessary improvements to infrastructure are made in tandem with new development.
13. To provide for the land use needs of education, health, water, transport, leisure and other infrastructure providers.

Planning to increase the use of sustainable transport

14. To make the District increasingly pedestrian and cycle friendly in urban and rural areas and to provide scope for increasing the share of trips by public transport, particularly by improving services for rural settlements.
15. To locate most development in a manner that does not require journeys to be made by private car for a range of purposes.

Planning to meet the challenges of climate change

16. To meet necessary standards for greenhouse gas reduction and to locate and design development to minimise energy use.
17. To locate and design development so that it manages water effectively and will not worsen flood risk.

Planning to protect the District's heritage and distinctiveness

18. To preserve and enhance the important built heritage, habitat, biodiversity and geodiversity features in the District.
19. To protect the character of the District's varied and historic landscapes, in particular the quality and setting of the Cotswolds Area of Outstanding Natural Beauty.
20. To promote distinctive, high quality design that enhances the appearance and image of the District.

Section 3 Assessment of Spatial Options

3.1 Context

3.1.1 Deciding where development should take place in the District is probably the most challenging aspect of preparing the Core Strategy. This is particularly the case because there is more scope for the District Council to decide the outcome this time around. Whereas in the past the County Structure Plan has expected most development to be in Stratford-upon-Avon, the Regional Spatial Strategy is less specific and gives more flexibility for decisions to be made locally.

3.1.2 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. These options 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.

3.1.3 The outcome of this 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. No other discrete, reasonable option was put forward at the Issues & Options stage that merited further consideration.

3.1.4 Each of the six options for locating future development was also assessed against the wide range of factors identified in the Sustainability Appraisal Scoping Report published by the District Council in March 2007.

3.1.5 The overall findings for each option at that time were as follows:

1. The most polarised option. Overall it is the most sustainable but raises serious concerns over impact on the town's character and assets. Option 3 would involve some development related to the town in any case.
2. Portrays neither significant strengths nor weaknesses. Option 3 would also involve some development related to larger rural settlements.
3. The favoured option based on the consultation process but offers less scope to reduce the use of the private car. Provides greater scope to meet needs where they arise and to support those who are disadvantaged. If this approach is chosen as the Preferred Option, consideration should be given to focusing on settlements that can support local facilities (existing or potential) and/or have good access, preferably by modes other than the private car, to nearby settlements that have such facilities.
4. Little support expressed for this option through the consultation process. It would not appear to be appropriate given the character, needs and circumstances faced by Stratford District. No clear strategic housing role has been identified for such an approach.
5. Provides opportunity to locate development where it can reduce reliance on the private car. May not be a viable option in its own right but could form a component of the Preferred Option.
6. Raises major concerns over whether such sites are in appropriate locations to achieve other important objectives, such as access to services and reducing the need to travel. The identification of a specific rural brownfield site for development would need to be consistent with the Preferred Option or be fully justified based on its individual circumstances.

3.2 Identification of the Preferred Option

3.2.1 Overall, a dispersed approach is considered to be the most appropriate compared with all other reasonable options available; this is known as the 'preferred option'. This includes an element of many of the other options rather than concentrating most development in a particular

type of settlement or location. However, the manner in which this approach is put into effect should reflect and be sensitive to the specific circumstances of each settlement.

3.2.2 The preferred option incorporates the following components:

- A significant amount of development within and on the edge of Stratford-upon-Avon, being the largest and most sustainable location within the District, but of a scale that is appropriate to the size and character of the town, and which can be accommodated by existing infrastructure or through improvements that can be delivered.
- 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 they support.
- The approach taken should mean that most development would be well-related to public transport corridors in that the most frequent services link the larger settlements within and outside the District.
- Scope for some housing development to be provided on the large rural brownfield sites specified in the Core Strategy, based on meeting local need and related to the scale of employment provided on these sites.

3.2.3 The District Council believes it is appropriate to focus on the role of the larger rural settlements as a way of ensuring the effective provision of public services and commercial facilities across the District. While it does not want those limited facilities that remain in villages to decline further, it is important to ensure that a wide range of provision is maintained in larger centres that are relatively close at hand and accessible.

3.2.4 The District Council also believes that scope should be given for smaller communities to meet their own needs in order to help sustain their future. To assist this process, it may be necessary to be more pro-active in working with communities to help meet their needs. However, it is important to make sure that the scale of development in these locations, both individually and cumulatively, does not undermine other aspects of the strategy.

3.3 Reasons for rejecting other options

Option 1: Concentrating an excessive amount of development in Stratford-upon-Avon would be harmful to the character and setting of the town. There are also significant infrastructure constraints that would have to be overcome to the satisfaction of various agencies.

Option 2: Concentrating development on larger rural settlements would also be harmful to their character. There is insufficient capacity for achieving the required scale of development in these settlements in a satisfactory manner.

Option 4: The new settlement approach would not be consistent with meeting local needs where they arise. It is likely to come into the reckoning only if the housing requirement for Stratford District is increased significantly to the extent that the scale of growth could not be met satisfactorily in existing settlements.

Option 5: There is insufficient high quality public transport routes across the District to make this a viable approach in itself. The preferred option provides scope to improve the linkages between villages and the larger settlements in and close to the District.

Option 6: There are major concerns as to whether large rural brownfield sites are in appropriate locations to achieve other important objectives. They tend to be some distance from existing services and facilities, would be heavily dependent on car-borne transport and not meet the needs of people and businesses in an effective manner.

3.4 Application of the Preferred Option for locating development

3.4.1 The preferred approach is to focus most new development in the main town of Stratford-upon-Avon and the larger rural settlements but also to allow scope for schemes that are intended to meet the needs of smaller settlements.

3.4.2 Stratford-upon-Avon is clearly the largest settlement in the District, albeit it is relatively modest in size with a resident population of only 23,000 in 2001. The Regional Spatial Strategy specifies that development should be accommodated in other urban areas besides the Main Urban Areas and Settlements of Significant Development. Also, it is one of the 26 strategic town and city centres in the region.

3.4.3 The town supports an extensive range of shops and services for its size, partly due to the substantial numbers of visitors it attracts. It is also connected by a range of bus services to various towns and cities as well as many smaller communities in the District, as well as by rail services to Birmingham, Leamington Spa and London.

3.4.4 Since the inception of the first District Local Plan in the early 1990s, a number of large rural settlements have been identified as Main Rural Centres. These are Alcester, Bidford-on-Avon, Henley-in-Arden, Kineton (added in the District Local Plan Review), Shipston-on-Stour, Southam, Studley and Wellesbourne.

3.4.5 These are the largest rural settlements in the District and have a wider range of services, facilities and jobs than the remaining villages. They also tend to be served by relatively better public transport.

3.4.6 This means that they are more appropriate for locating development than the smaller settlements in the District. Such an approach should mean that the past investment by the public and private sector in these settlements will continue to be effectively utilised, that the viability of shops and services will be retained and that the need to travel by car to larger towns and cities, mostly lying outside the District will be reduced. This is consistent with both national and regional strategic policy.

3.4.7 Promoting the role of the Main Rural Centres also helps to provide jobs and services to smaller communities nearby, thus reducing overall distances travelled, improving accessibility for their residents and tackling social exclusion. This approach also recognises that extensive development in the smaller settlements would exacerbate the need to travel by car and detract from the rural character of the District.

3.4.8 The preferred strategy focuses rural development on that which is specifically designed to meet an identified local community need. This approach is essential for a rural district such as Stratford-on-Avon where local amenity is many people's immediate connection with the natural environment. This can be threatened if the scale of rural development is too great.

3.4.9 It is important that opportunity is provided for some new housing in our villages. This will help to ensure that those with local connections are able to live in villages where they grew up, that rural needs for affordable housing are met, and that villages remain living places that are able to maintain population levels that can support local services.

3.4.10 The previous District Local Plan designated a number of Local Centre Villages. In these villages, small-scale housing development is supported to meet a proven local need through what is known as the 'local choice' approach (see Policy COM.1 from the Local Plan).

3.4.11 The approach taken will minimise any such potential impact while providing scope for small-scale development in villages. This will help to support the social 'life' of the communities and those local facilities that still exist. However, the villages in the District display a wide range of sizes, functions and characteristics. The following criteria were taken as being particularly distinguishing features in considering an appropriate approach to the principle and scale of development.

1. The size of rural settlements in this category ranges from over 900 dwellings to very small hamlets. This tends to be reflected in the range of facilities available and the presence of frequent public transport. Nevertheless, it is appropriate to consider whether there are exceptions to the rule. A threshold of around 100 dwellings was found to be appropriate to apply.
2. The presence of a range of critical services which provide important facilities for local residents thereby helping to limit the need to travel. These critical services are defined as: a general store (with or without a post office), primary school, community hall and public house. The existence of at least three out of the four services is required to satisfy this criterion.
3. The availability of a frequent public transport service through, or very close to, the village linking to a main town (within or outside the District) and/or a Main Rural Centre (or equivalent outside the District) that provide a wide range of shops and services. A frequent service is defined as being at least an hourly service throughout the day, including morning and afternoon peaks (Mondays to Saturdays).

3.4.12 This approach is more refined than the basis for identifying this category of settlement in the previous District Local Plan. The process for applying these criteria and the outcome of the analysis is set out in a separate document entitled 'Methodology for Identifying Local Service Villages' which has been published alongside the Draft Core Strategy and can be viewed on the District Council's website.

3.4.13 In light of this study, two distinctive categories of villages have been identified:

- Those that satisfied at least two of the three factors set out above - to be known as Local Service Villages. These settlements are taken as being the most appropriate to apply the process of identifying and meeting local housing and employment needs, initially through the community-led 'local choice' approach but eventually, where necessary, using a more proactive identification of sites by the District Council.
- For the remaining small villages it is intended that the rural exception schemes approach should continue, specifically to provide affordable housing to meet a local need.

3.4.14 Taking forward the preferred dispersal option towards future development in the District requires a further assessment to determine the most appropriate distribution between the three categories of settlement, ie. Stratford-upon-Avon, the Main Rural Centres and the Local Service Villages. An allowance is also made for the large brownfield sites in rural parts of the District.

Table 1 – Housing Development Options 2011-2026								
Distribution	A. Focus on Stratford-upon-Avon		B. Focus on Main Rural Centres		C. Moderate Dispersal		D. Extensive Dispersal	
Location								
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

3.4.15 The assessment is based on the 7,500 dwelling requirement recommended by the RSS Revision Panel. Subtracted from this figure are those dwellings completed 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 leaves a 'gap' of 4,797 dwellings to be met on allocated sites and other provisions of the Core Strategy.

3.4.16 The table above sets out the scale of dwelling numbers relating to a range of approaches to 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. This reflects the policy approach to some of these sites that would support residential development to meet local need and in relation to employment uses.

3.4.17 The scale of development required in each type of location associated with each option has formed the basis of assessing their suitability and deliverability. In particular, each option will clearly require a varying scale of extensions to Stratford-upon-Avon and the Main Rural Centres.

Summary of main Advantages and Disadvantages of each Option

A. Focus on Stratford-upon-Avon

Advantages

- Good access to a wide range of education, health and retail facilities
- Promotes the use of sustainable means of transport
- Meets housing needs of the town more thoroughly

Disadvantages

- May not meet housing needs sufficiently in the rest of the District
- Increases the need to travel in a large and dispersed District
- Potential negative impacts on the character of the town
- Lack of infrastructure to support this scale of development in the town

B. Focus on Main Rural Centres

Advantages

- Supports the role of rural centres as providers of shops and services
- Reduces the need to travel for local residents
- Meets housing needs of Main Rural Centres more thoroughly
- Promotes the economy of the Main Rural Centres

Disadvantages

- Lack of infrastructure capacity in certain settlements
- Potential negative impacts on the character of settlements

C. Moderate Dispersal

Advantages

- Access to facilities in Stratford-upon-Avon and Main Rural Centres
- Helps to support facilities in Local Service Villages
- Scope to meet housing needs in all parts of the District
- Promotes the economy of the rural areas

Disadvantages

- Potential negative impacts on the character of small settlements
- Lack of a wide range of facilities and services in smaller settlements

D. Extensive Dispersal

Advantages

- Increases support for facilities in Local Service Villages
- Greatest scope to meet rural housing needs
- Promotes the economy of the rural areas

Disadvantages

- Less scope to meet housing needs in Stratford-upon-Avon and Main Rural Centres
- Increases the need to travel to facilities, services and jobs in larger centres
- Poorer access by sustainable transport modes
- Likely to be negative impacts on the character of villages

3.4.18 Overall, it is concluded that the moderate dispersal option offers the most suitable and effective balance in terms of reducing the need to travel and meeting housing needs in different parts of the District. It is also consistent with the Panel's findings on the Regional Spatial Strategy Revision in that it provides for a significant amount of development at Stratford-upon-Avon.

3.4.19 This option formed the basis for assessing the scope for housing development within and on the edges of Stratford-upon-Avon and the Main Rural Centres. The purpose of this assessment was to confirm whether sufficient land is available and suitable in appropriate locations to match with the preferred approach.

3.4.20 The Strategic Housing Land Availability Assessment (SHLAA) carried out by consultants on behalf of the District Council has had an important input to identifying the scope for development. This document can be viewed on the District Council's website.

3.4.21 Further analysis of the suitability and capability of developing parcels of land has been carried out by the District Council², in conjunction with other bodies such as the Environment Agency, Natural England, English Heritage, Highways Agency and Warwickshire County Council. Most parcels have been rejected due to the harmful impact that their development would have on landscape, natural or historic features, or settlement character.

3.4.22 The analysis has also identified sites that are not available or have constraints such as the lack of appropriate access. In certain cases, usually at settlement level, there are fundamental issues regarding the capacity of infrastructure and services, such as drainage and education, that need to be addressed further.

3.4.23 Discussions have also taken place with the communities involved as to the merits and impacts of further development. A key factor in some settlements has been specific opportunities and the need to meet local objectives that have been identified.

3.4.24 The strategic sites proposed for development in section 7 have been assessed against all these issues. However, it is acknowledged that this work is ongoing and further input is being sought from service providers, agencies and communities. It is only at the formal Proposed Submission stage of the Core Strategy that the District Council will confirm its position on the preferred option for meeting the District's housing and employment requirements and the sites that it supports for providing this development.

3.5 The Role of New Settlements

3.5.1 An issue which has dominated debates about the future strategy has been the proposal for the Middle Quinton Eco-town. There have also been less well developed proposals by the owners of the Harbury Estate for the former cement works and quarries north of Bishops Itchington.

3.5.2 The owners of the former Ministry of Defence depot at Long Marston and adjacent land have promoted an 'Eco-town' development through a process instigated by the Government. The proposal comprises about 6,000 dwellings along with services and employment; 4,500 of the houses would be within Stratford-on-Avon District and the rest within Wychavon District.

3.5.3 The aims of the Eco-town Programme are to create exemplar projects to meet housing need and cut CO2 emissions by building new communities to very high environmental standards.

² Assessment of Land Parcels on the periphery of Stratford-upon-Avon and the Main Rural Centres can be viewed on the District Council website www.stratford.gov.uk/corestrategy

3.5.4 In response to Government consultation the District Council raised a number of concerns about the suitability of this location for such a form and scale of development. Amongst other matters it argued that it was incompatible with the emerging strategy of meeting housing needs throughout the District. It also argued that the eco-town would divert investment away from areas in need of regeneration and that significant infrastructure issues would need to be addressed.

3.6.5 The proposals were considered by the Panel that held the Examination in Public into the RSS Phase Two Revision. It concluded that the Middle Quinton proposal is of very doubtful sustainability. A key issue for the Panel was the proposed guided busway or rail link to Stratford-upon-Avon and it doubted whether this would be viable. The Panel also expressed concern that the assessment necessary to determine whether the proposal would require major highway works in Stratford-upon-Avon had not yet been carried out.

3.6.6 In relation to the Harbury Estate, the Panel commented that it was by no means clear that there are potentially realistic and preferable alternative new settlement options in the District.

3.6.7 The Panel recommended that a review of the additional housing provision for the 2021-2026 period should examine a wide range of options, including the scope for sustainable new settlement proposals.

3.6.8 If the Secretary of State is minded to agree with the Panel's findings on this matter, it effectively rules out the option of providing for a substantial new settlement in the District before 2021, unless the preferred development option proves to be inappropriate or unachievable.

3.6.9 The District Council carried out a further consultation exercise in Summer 2009, seeking public opinion on a range of housing growth scenarios and potential growth options. This was done given the prospect of the housing requirement for the District being increased by the Secretary of State.

3.6.10 One of the scenarios presented in the consultation document is consistent with the proposed increase recommended by the RSS Panel, ie.1900 dwellings. Of those who commented on this scenario, 274 (55%) supported a small new settlement approach as the most appropriate means of providing the additional development. Within this response, 82 people thought a new settlement was preferable to further development in Stratford-upon-Avon.

3.7.11 It is acknowledged that if ongoing assessment of the current development proposals in Stratford-upon-Avon, and elsewhere in the District, put forward in this document cannot be provided satisfactorily, it will be necessary to consider other options again, including the role of a new settlement.

Section 4 The Spatial Strategy

4.1 Overall approach

4.1.1 The starting point of the spatial strategy is for the District's communities to become more sustainable over time. Sustainable communities are diverse and there is no standard template to fit them all. Nor is it likely that all communities will score highly on all measures. The challenge is recognising the specific issues affecting the various distinctive components of our District.

4.1.2 The principle of sustainability relates to a wide range of factors - environmental, economic and social – and not just to a limited issue such as the need to travel. To the District Council it is important to ensure that communities of all types can be sustained. That is why it supports the Commission for Rural Communities in its statement that '*Our challenge is to chart a course by which rural communities, equally with urban communities, can become more sustainable in the future*'.

4.1.3 In considering the prospects for 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:

- 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.
- 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.
- Other villages provide key services and have reasonable access by public transport to larger centres. These were previously known as Local Centre Villages but are now termed Local Service Villages.
- 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.

4.1.4 This classification derives from the former District Local Plan and has stood the test of time. There is no apparent reason why this existing pattern should be called into question to the extent that an entirely different approach is justified. It is consistent with the general thrust of the RSS Revision and is supported by the assessment of the various development options that were identified at the outset of preparing the Core Strategy. However, it is apparent that the larger settlements of the District are experiencing constraints to their growth, for a range of reasons, such as impact on character, capacity of infrastructure and provision of services.

4.1.5 This may mean, at least in certain cases, that ongoing expansion beyond the provisions of this Core Strategy would be inappropriate. Even if it was to be concluded that further growth is acceptable in principle, this may be dependent on significant improvements to infrastructure and services being delivered as an integral part of such development.

4.1.6 Through the process of preparing the Core Strategy, certain adjustments to the definition of the settlement hierarchy have been identified and applied:

- While each of the Main Rural Centres plays an important role, it is evident that the historic market towns of Alcester, Shipston-on-Stour and Southam provide a wider range of shops, services and jobs than the other centres. For this reason, two categories of Main Rural Centre has been identified and applied.

- A more refined approach to identifying a set of Local Service Villages has been taken, compared with the previous District Local Plan, as set out in the previous section.

4.1.7 All the settlements that are deemed suitable for allocations of land for development have their confines defined by Built Up Area Boundaries (BUABs). The boundaries for Stratford-upon-Avon and the Main Rural Centres are identified on the Proposals Maps in the Core Strategy. Consideration will be given to defining BUABs for the Local Service Villages in a separate Development Plan Document. Outside these areas, the policies controlling development in the open countryside apply.

4.1.8 The key issue for the strategy to resolve is how new development is to be distributed between these different areas. 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. This approach is endorsed in the Regional Spatial Strategy. The District Council has identified its preferred option for taking this forward in the previous section.

4.2 Stratford-upon-Avon

4.2.1 In the RSS Revision, the town is acknowledged as being suitable for some new housing and employment development. However, it is not designated as a Settlement of Significant Development due to its relatively modest size and the harm that extensive development would have on its character.

4.2.2 The Panel did identify that Stratford-upon-Avon has some additional capacity for development. It specifically concluded that the town would represent the optimum location for substantial volumes of additional affordable housing to address the local shortage of workers in the tourism, cultural and local service sectors.

4.2.3 The District Council accepts this role for the town, being by far the largest settlement in the District. But it also has concerns about matters which might ultimately restrict the development potential at Stratford. As well as the historic character of the town, flood risk and traffic, a key constraint is secondary school capacity. The development proposed in the strategy for the period up to 2016 will come close to exhausting spare capacity.

4.2.4 As a result, certain strategic development sites have been deferred until after this date, firstly to enable a review of existing and potential new secondary school places in the area, and secondly to coincide with the review of longer term development options for the post 2021 period. This will examine as part of its remit the potential for development of a scale to justify a new secondary school in the town.

4.2.5 If elsewhere in the District is identified as the preferred location for development after 2021 then some of the land phased for development after 2016 may have to be deleted in order to lead into this step change. However, if Stratford-upon-Avon is chosen as the preferred location then an additional allocation of land will be required to serve the period after 2021.

4.3 Main Rural Centres

4.3.1 The RSS Draft Revision stresses the key role that market towns have in helping to regenerate rural areas through sustainable economic and housing development and by providing local services. It goes on to emphasise the importance of retaining and enhancing the distinctive character of each individual settlement.

4.3.2 Consultation over spatial options has showed a clear preference for dispersal of development between Stratford-upon-Avon and the Main Rural Centres rather than it being concentrated on one or the other. In a very large rural district with complex commuting patterns, often to larger towns beyond its boundaries, a dispersed pattern of development makes sense. Providing most new housing at Stratford-upon-Avon might not, for example, meet the needs of someone working in Southam or Shipston-on-Stour.

4.3.3 It is critical that the wide range of shops and services that are supported by the Main Rural Centres is maintained. These centres are vital in meeting the day-to-day needs of their residents and the communities around them. By focussing some additional development in these settlements it is hoped that their service centre role will be bolstered.

4.3.4 A particular challenge is to improve the extent to which the larger rural centres are accessible to smaller settlements by public transport. A range of improvements have been made in recent years and the County Council is using various measures to continue this process.

4.4 Areas of Restraint

4.4.1 The District Local Plan identified a number of Areas of Restraint in and around Stratford-upon-Avon and certain Main Rural Centres. Their purpose remains valid so it is appropriate that they should be carried forward into the Core Strategy.

4.4.2 These swathes of open, mostly undeveloped land make a valuable contribution to the character and setting of settlements. It is not intended to restrict all forms of development within AoRs; uses related to agriculture or outdoor recreation are appropriate in principle. Other small-scale development may be acceptable if they do not threaten the general open nature of an AoR, taking into account possible cumulative effects. Proposals for more substantial forms of development will need to provide substantial benefits in order to be acceptable.

4.5 Smaller rural settlements

4.5.1 It must be appreciated that the smaller communities situated within the countryside have their own needs for the future. As such, it would be unreasonable to prevent them satisfying those needs through the provision of new homes, jobs and services. The previous District Local Plan introduced a policy on 'local choice' whereby rural communities are able to identify their needs and schemes can come forward that are specifically geared to meeting them.

4.5.2 It is recognised that, although well intentioned, this approach has been slow in identifying and delivering rural housing schemes. Furthermore, national policy has shifted towards a proactive identification of village housing sites. The strategy also needs to be able to guarantee delivery, which the local choice approach cannot.

4.5.3 In accordance with the methodology explained in section 3.4 above, the following settlements currently meet the criteria for Local Service Villages. This could change in specific cases if services improve or decline:

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

4.5.4 Potential sites have not yet been subject to a detailed assessment. This will be carried out to inform a separate Development Plan Document that will identify small sites in and around those villages designated as Local Service Villages. However, the Core Strategy allocates a proportion of the total housing allocation to these villages. This is an initial assessment and may change to some degree to reflect the level of need and capacity.

4.5.5 The provisions of the 'Local Choice - meeting the needs of Rural Communities' SPD will be extended to cover all of the Local Service Villages once the Core Strategy is adopted. For now, however, the SPD will apply only to the Local Centre Villages that meet the criteria established in the District Local Plan.

4.5.6 With the restructuring and loss of jobs in farming and other traditional rural industries, it is also important that new employment opportunities are provided. There are concerns that attracting companies to relocate to rural areas can create unsustainable patterns of movement. But there are tangible benefits to be gained through more jobs being provided in villages. Local people would not have so far to travel, they help to widen choice and diversify the rural economy, and businesses can support local services.

4.5.7 Village shops, pubs, schools and other facilities are the lifeblood of rural communities. Through its planning policies, the District Council will endeavour to support them and resist their loss to other uses. It will also look to encourage the delivery of education and training opportunities at the local level in partnership with responsible agencies.

4.6 Countryside

4.6.1 The greatest part of Stratford District is open countryside with a wide range of villages and hamlets set within it. The landscape is attractive without being dramatic; its general character is one of rolling lowland countryside, much of it arable farmland.

4.6.2 A closer look, however, reveals a character that is far from uniform. The underlying geological features and the impact of several thousand years of people living and working on the land have created a landscape of subtle variations: from the more wooded northern areas of the District that formed part of the ancient Forest of Arden, to the open grazing fields and floodplain of the Avon and Stour valleys; across the cleared agricultural landscape of the Feldon, to the striking Cotswold scarp and elevated area of Ironstone Uplands that run along its southern and eastern flanks.

4.6.3 These distinctive areas of landscape have a direct bearing on the nature of trees and hedgerows, the shape and size of fields and the way they are managed, the pattern of roads and settlements and the local building materials that were used historically.

4.6.4 Decisions taken by landowners, particularly farmers, on how their land is managed have a major bearing on the quality of the landscape, although much of the control over this process lies outside the planning system. But many forms of development in the countryside do need planning permission and the District Council will look to make sure that it respects the overall quality, character and important features of the countryside.

4.6.5 The countryside provides a wide range of opportunities for active and informal leisure and recreation uses, ranging from golf courses and equestrian activities to the extensive network of public footpaths. The District Council supports the provision of new attractions that are sensitive to the character of the landscape and communities and provide benefits to the rural economy.

4.7 Large rural previously developed sites

4.7.1 The District contains a number of such 'brownfield' sites, mostly existing or former military bases or former mineral workings. Previous strategic and local planning policies have provided a pragmatic way forward for these areas, such as supporting the Land Rover/Jaguar operations at Gaydon, and this approach is carried forward.

4.7.2 Generally speaking, national planning policy seeks to resist major development in locations that are unrelated to existing settlements and lines of communication because of their poor sustainability credentials, particularly in relation to the need to travel. However, the re-use of brownfield land for development is also a government priority. Consequently, large-scale development has to be justified on the basis of overriding benefits in order for a proposal to be acceptable.

4.7.3 The basic premise of the approach is that development or redevelopment of such sites should be for uses that are not and could not be provided in those locations that are specifically identified for development in the Core Strategy. What is more, the proposed development should be for a purpose that makes a significant contribution to the economic, social and environmental health of the District or is in the wider regional or national interest. Section 7.10 sets out specific policies for five such sites.

4.8 Meeting the needs of Redditch

4.8.1 The RSS Revision process has given greater certainty to issues surrounding the expansion of Redditch. The Panel looked at expansion southwards into the District but ultimately recommended that this option be rejected because of traffic impact on Studley. In essence the findings of two technical studies^{3 4} on the broad directions of growth for Redditch were endorsed. In accordance with these studies, a strategic employment site serving Redditch's needs is allocated at Winyates Green Triangle and a reserve of land between the Green Belt and the eastern edge of Redditch is maintained for its development potential.

4.8.2 Redditch Borough Council has identified a need to use this site for what it calls a 'Diversification Park'. The Borough Council has undertaken extensive research which has found that a number of local industries would benefit from diversification. Such a specific use of the Winyates Green Triangle site would assist the economic vitality of the Borough and the wider area, including Stratford District.

4.8.3 The District Council supports the principle of this form of employment use on the site and this is reflected in the proposal in section 7 of the Core Strategy.

4.8.4 The District Council had intended to extend the Green Belt to cover the strip of land between the A435 and the District boundary. However, the Panel found this to be entirely inappropriate and recommended that it should be identified as an Area of Development Restraint, to correspond with the designation of adjacent land in Redditch Borough. This is to allow scope for the suitability of development of any part of this area to be assessed at some future date. The extent of this area is shown on the East of Redditch Proposals Map at the back of the document.

4.9 Green Belt

4.9.1 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 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, Solihull and Warwick. The settlements of Alcester, Henley and Studley are excluded from the Green Belt. The extent of the Green Belt is indicated on the Key Diagram and the precise boundaries are shown on the Proposals Map.

4.9.2 Where a major existing developed site is specifically identified in the development plan, national policy (PPG2 Annex C) allows limited infilling or redevelopment to help secure jobs and allow for environmental improvement. The following sites are identified as major existing developed sites in Stratford District:

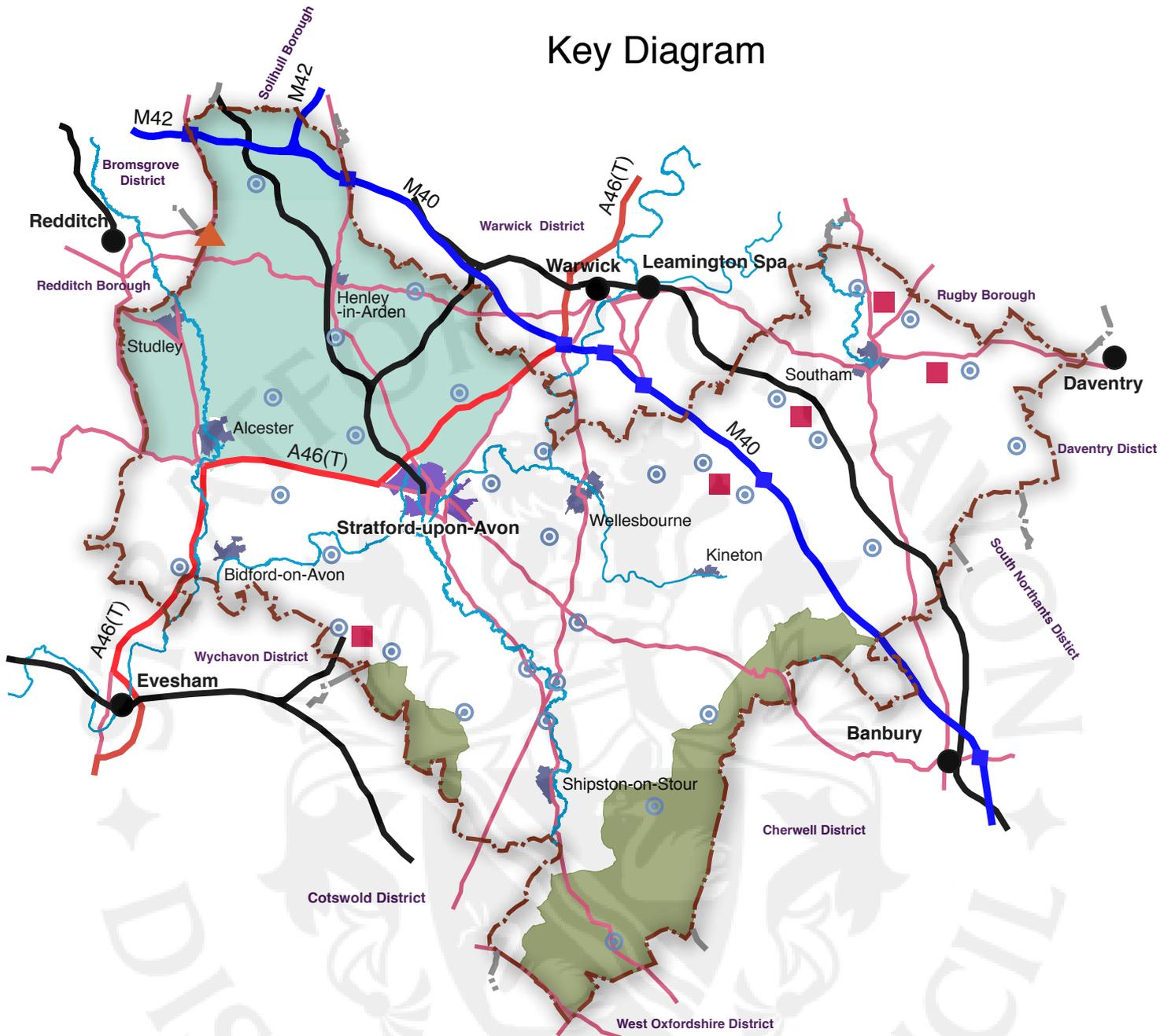
- Bearley Mill
- Saville Tractors, Bearley
- Earlswood Trading Estate
- Maudslay Works, Great Alne
- The Mill Industrial Park, Kings Coughton
- Troy Industrial Estate/Chestnut Farm, Sambourne
- Poplars Trading Estate/Green Lane Farm, Studley
- Green Lane/The Slough, Studley.

4.9.3 The extent of these sites is shown on a set of maps at the back of this document.

³ Joint Study into the Future Growth Implications of Redditch Town to 2026, White Young Green (December 2007)

⁴ Study into the Future Growth Implications of Redditch Second Stage Report, White Young Green (September 2008)

Key Diagram



- | | | | |
|---|--|---|--|
|  | West Midlands Green Belt |  | Employment Development to meet the needs of Redditch |
|  | Cotswolds Area of Outstanding Natural Beauty |  | Large Rural Previously Developed Site |
|  | Main Town |  | Motorway (with junction) / Trunk Road |
|  | Main Rural Centre |  | Other A Road |
|  | Local Service Village |  | Railway |
| | |  | Main River |

NOT TO SCALE

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4.9.4 Given the ability to meet the vast majority of the District's development needs outside the Green Belt and the RSS Revision Panel not supporting the expansion of Redditch on land designated as Green Belt in Stratford District, it is considered that there is no need for a Green Belt Review or for a significant loss of Green Belt in the District. Any case for amendment of the Green Belt will need to show 'very special circumstances'. Only two such cases have been identified, neither of which is strategic.

1. Removal of 4.5 hectares of land to the north of Alcester

Very Special Circumstances: further employment land is required to meet the town's needs. The Alcester Town Plan identified a need for business expansion and the release of this land has local support. No other suitable employment sites were identified around Alcester. While 5 hectares are available outside the Green Belt, a very contrived access would be required to avoid crossing the land within the Green Belt. The scheme will offer the opportunity for substantial landscaping to improve the visual impact of the industrial area from the surrounding countryside.

2. Removal of 4.0 hectares of land to the west of Henley-in-Arden railway station

Very Special Circumstances: This will provide a comprehensive scheme meeting several local aspirations for employment, 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 wider Green Belt area.

4.10 Cotswolds Area of Outstanding Natural Beauty

4.10.1 That part of the District lying within the 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. Its general extent is illustrated on the Key Diagram and the precise boundaries are defined on the Proposals Map. The Local Development Framework process does not provide an opportunity to revise this boundary; AONB boundaries are determined by the Government through a separate process.

4.10.2 AONBs are designated by the Government and their primary purpose is the conservation and enhancement of natural beauty which includes protecting flora, fauna and geological as well as landscape features, while the conservation of archaeological, architectural and vernacular features is also important.

4.10.3 National planning policy (PPS7) states that AONBs have the highest status of protection in relation to landscape and scenic beauty. Within these areas the conservation of the natural beauty of the landscape and countryside should be given great weight in planning policies and development control decisions. The conservation of wildlife and the cultural heritage are also important considerations in these areas. There is a duty on all public bodies and statutory undertakers under the Countryside and Rights of Way Act to have regard to the purpose of conserving and enhancing AONBs.

4.10.4 The Cotswolds AONB Management Plan 2008-13⁵ has been prepared by the Cotswolds Conservation Board (CCB). 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.

The main aspects of the Spatial Strategy for the District are illustrated on the **Key Diagram**.

⁵ Available on the CCB website: www.cotswoldsaonb.org.uk

Policy CS.1 Spatial Distribution of Development

Within Stratford-on-Avon District the distribution of development between 2006 and 2026 will follow a pattern of balanced 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. Uphold the purposes of the West Midlands Green Belt by preventing inappropriate development except where there are very special circumstances, or to allow for small scale development to meet local needs that would not otherwise be met in accordance with part E of this policy.**
- B. Protect the landscape quality and the character of villages in the Cotswolds Area of Outstanding Natural Beauty by only supporting development of a scale to meet local needs in accordance with Part E of this policy, unless an overriding justification is made to support other forms of development.**
- C. Provide for the primary focus of development on Stratford-upon-Avon as the main town in the District, through:
 - (i) sites allocated for development in the Core Strategy and other Development Plan Documents**
 - (ii) redevelopment and re-use of land and properties within its Built Up Area Boundary defined on the Proposals Map**
 - (iii) regeneration opportunities within and adjacent to its Built Up Area Boundary.****
- D. Provide for the secondary focus of development on the Main Rural Centres, as defined in Policy CS.2, through:
 - (i) sites allocated for development in the Core Strategy and other Development Plan Documents**
 - (ii) redevelopment and re-use of land and properties within their Built Up Area Boundaries defined on the Proposals Map**
 - (iii) regeneration opportunities within and adjacent to their Built Up Area Boundaries.****
- E. Provide for small-scale development in Local Service Villages, as defined in Policy CS.2, to help meet the needs of the local community.**

Policy CS.2 Spatial Policy Areas

The following approach will be applied to the distinctive parts of the District:

A. The West Midlands Green Belt

Inappropriate development in the Green Belt that lies within the District (as defined on the Proposals Map) will be resisted, in line with Planning Policy Statement 2 (PPG2) or any replacement.

Small-scale schemes to meet a local need, in accordance with parts F and G of the policy, are encouraged but should not undermine the openness of the Green Belt.

In relation to Major Existing Developed Sites in the Green Belt, as shown on the Proposals Map, limited infilling or redevelopment for employment uses in accordance with PPG2 Annex will be supported in principle. Other uses which would have no greater impact on the Green Belt than the existing use and which would not be contrary to the overall strategy, may be appropriate where they meet criteria (ii) to (iv) in Part H of this policy.

The replacement or extension of an existing dwelling where it would not have a detrimental impact on the openness of the Green Belt is appropriate in principle.

B. The 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 Cotswolds AONB Management Plan. The same principles apply to proposals outside the AONB which could have an impact on its character.

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

In line with national policy, large scale development will be resisted. Small-scale schemes to meet a local need, in accordance with parts F and G of this policy, are encouraged but should not undermine the character or landscape setting of the village and its contribution to the AONB.

C. Stratford-upon-Avon – Main Town

Stratford-upon-Avon will be promoted as the District's main shopping, service, cultural and civic centre and as a tourist and historic town of international significance.

In accordance with its status in the Regional Spatial Strategy, a significant proportion of development in the District will be provided within and adjacent to the urban area.

Proposals that would attract significant numbers of visitors will be directed in the first instance to sites within and adjacent to the town centre (as defined on the Proposals Map), in accordance with the sequential approach set out in national planning policy (PPS4).

Development should help to ensure an attractive and vibrant town that meets the needs of residents, businesses and visitors alike, consistent with the World Class Stratford initiative and the goals for the town set out in section 7.

D. Main Rural Centres

The small market towns and large villages which comprise the Main Rural Centres should continue to support a wide range of shops and facilities serving their own population and the rural hinterland, and will be the focus of most development in the rural parts of the District.

The primary centres are the larger rural market towns of:

- Alcester
- Shipston-on-Stour
- Southam

These have the widest range of services and, as such, are suitable for a moderate amount of development.

The secondary centres are:

- Bidford-on-Avon
- Henley-in-Arden
- Kineton
- Studley
- Wellesbourne

These have a smaller but important range of shops and facilities and are suitable for a modest amount of development, but less than in the primary rural centres.

The distinctive character of each settlement will be protected and enhanced having regard to the specific objectives for each place as set out in section 7.

E. Areas of Restraint

Within these areas, as defined on the Proposals Map, development must not harm or threaten the generally open nature which makes an important contribution to the character of the settlement.

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

F. Local Service Villages

These settlements are identified based on their size, availability of key facilities and accessibility to larger centres, in accordance with the established methodology.

Small-scale schemes which meet housing and employment needs identified by a local community are encouraged. Such schemes are considered against the following criteria:

- (i) the robustness of the justification made in support of the scale, location and type of housing and employment 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.

For the period after 2016, a separate Development Plan Document will be prepared to identify sites that are suitable for development to meet a local need. This will focus specifically on those Local Service Villages where the process set out above is not delivering sufficient provision.

G. The Countryside

The countryside outside the Green Belt (see part A of this policy) will be protected for its own sake. All forms of development will be resisted unless it is consistent with national planning policy or the provisions of the Core Strategy, or meets the following criteria:

- (i) there are overriding reasons in support of the proposal
- (ii) it would not undermine the overall strategy for regulating development
- (iii) its impact on the character of the area would not be harmful
- (iv) there would be significant benefits for the local area and/or for the District as a whole.

For those rural settlements not identified as Local Service Villages, small-scale schemes which meet housing and employment needs identified by a local community will be supported, subject to criteria (i) to (iii) set out in part F of this policy being satisfied.

Any such scheme must ensure that all dwellings will remain available as affordable and exclusively for local need and that the necessary management is permanently secured.

H. Large Rural Previously Developed Sites

The re-use of extensive areas of previously-developed land in the countryside, outside the Green Belt, is acceptable where the proposed scheme:

- (i) is for a purpose that is in the national, regional or local interest
- (ii) includes a scale and form of development that could not reasonably be provided elsewhere in a manner that is consistent with the approach to development taken in the Core Strategy

- (iii) offers sufficient advantages to the local area that override any detrimental impacts it would cause
- (iv) would not be harmful to features that have statutory protection and minimises impact on features of local importance
- (v) is designed to minimise the need to travel and promotes the use of transport other than the private car.

I. Land adjacent to Redditch within Stratford-on-Avon District

Stratford-on-Avon District Council will work closely with Redditch Borough Council and Bromsgrove District Council to co-ordinate development within and on the edge of Redditch. In line with the Regional Spatial Strategy Revision there shall be no housing development in Stratford-on-Avon District that is geared to meeting the needs of Redditch. The following specific provisions are made:

- (i) land at Winyates Green Triangle is allocated for employment development to meet the needs of Redditch (see Proposal REDD.1 in section 7)
- (ii) an Area of Development Restraint, as defined on the Proposals Map, will be maintained between the A435 and the boundary with Redditch Borough for possible future development
- (iii) the openness of the sensitive gap between Studley and Redditch will be maintained.

4.11 Scale, phasing and delivery of development

4.11.1 This section sets out the specific provision and phasing of development in line with the first two policies of the Core Strategy.

The basis for calculating housing land requirements

4.11.2 The new Regional Spatial Strategy Revision provides district level housing requirements for the period 2006-2026. As things stand the requirement for Stratford District is to provide 7,500 dwellings (net) over that time, which equates to an annual average requirement of 375 dwellings per annum. Although this scale of development has been increased from what was originally proposed for Stratford District, it is still a substantial reduction in the rates that were previously required through the Structure Plan for the period 1996-2011 (550 dwellings), and is significantly lower than the actual completion rates that have been achieved in recent years (545 dwellings per annum since 2001).

4.11.3 The following overleaf illustrates the various sources of housing that contribute to meeting the emerging dwelling requirement in the RSS Revision.

4.11.4 The plan phases the release of most of the land allocated for housing development between two periods. Phase 1 runs for five years from the anticipated date of adoption in 2011 to 2016.⁶ Sites identified for development during this period have to be available for and capable of delivery within this timeframe. The second phase covers the subsequent five years period from 2016-2021 and sites identified in this phase are expected to be deliverable, although there may be infrastructure or other issues to resolve.

4.11.5 For the third phase between 2021 and 2026 it is acknowledged that sites or broad locations should be identified if possible but, if not, a future review should be carried out to do so. Given the additional provision of 2,500-3,000 dwellings that is expected to be made for this period, the District Council intends to deal with the issue through such a review.

⁶ The monitoring year runs from 1 April to 31 March

1	RSS Revision housing growth requirement recommended by Panel	7,500
2	Dwellings completed between 01.04.06 and 31.03.09	1,048
3	Dwellings under construction at 31.03.09	269
4	Dwellings permitted but not started at 31.03.09, excluding sites to be re-allocated	330
5	Urban sites identified in SHLAA not already subject to planning permission and not subject to re-allocation	156
6	Windfall allowance for 2021-2026 period	900
7	Total supply (lines 2-6)	2,703
8	Shortfall against RSS Revision requirement to be addressed through provisions of Core Strategy	4,797
<p>Notes:</p> <p>Line 1 - figure excludes recommended additional 2,500-3,000 dwellings for 2021-2026 period Line 3 – figure omits dwellings unlikely to be completed Line 4 – figure omits permissions unlikely to be implemented Line 5 – taken from SHLAA Review (July 2009); only 'developable sites' included, with figure discounted by 15% to allow for non-implementation</p>		

4.11.6 In this Core Strategy it is proposed to focus most of the required housing development for the entire plan period up to 2026 in the first two phases. This is because it would be difficult to achieve more than the additional 2,500-3,000 dwellings identified for the third phase during such a short period of time.

4.11.7 The allocation of housing development to the three distinct phases in Policy CS.3 is based on this approach. The detailed justification has relied upon the evidence gathered from various key infrastructure and service providers to date, and also the wish to ensure there is a sufficient but steady supply of housing land throughout the plan period. Where there are significant constraints that need to be resolved, sites have been allocated to the second phase. However, it should be appreciated that where the benefits of development can only be effectively delivered through a continuous implementation phase, it would be wrong to artificially divide delivery between phases.

4.11.8 The RSS Panel put forward an indicative phasing of housing development for Warwickshire as a whole, based on a gradual recovery in the rate of housebuilding. As such, it was 'backloaded', with the annual rate of development gradually increasing over time. However, the Panel also stressed that this approach should not be regarded as a fixed target; local authorities should take into account factors affecting the delivery of housing development in their area, including strategic infrastructure and other constraints, market considerations and opportunities for early delivery of housing. This situation will be reviewed in preparing the formal version of the Core Strategy taking account of further evidence available at that time.

4.11.9 These issues have been considered in relation to Stratford District and there is a realistic prospect of the rate of housing development recovering in this area sooner than in other parts of the county. This is evident in the level of activity by housebuilders in promoting sites and in the potential economic viability of schemes documented in the Development Viability Assessment Model Final Report⁷. The situation will be reviewed in preparing the formal version of the Core Strategy in light of further evidence available at that time.

⁷ This document can be viewed on the Local Development Framework Evidence Base page on the District Council website

4.11.10 In practice it is impossible to allocate the precise amount of land required. It may be the case, for instance, that certain sites are found not to be capable of development. For these reasons the sites identified in this version of the Core Strategy in Stratford-upon-Avon and the Main Rural Centres have the capacity to provide about 3,655 dwellings, somewhat above the 3,358 dwelling requirement under the preferred moderate dispersal option for these settlements (see Table 1).

4.11.11 An element of housing also needs to be allocated to Local Service Villages. An allowance of approximately 20% of the overall shortfall, i.e. 950 dwellings, is considered reasonable at this stage and is consistent with the preferred moderate dispersal option set out in Table 1.

4.11.12 All in all, the overall total of dwellings on allocated sites, together with other sources, means that the emerging RSS Revision requirement is slightly exceeded. However, it is appropriate to do so, taking into account the following factors:

- the uncertainty over the timescale of delivering certain town centre and regeneration sites in Stratford-upon-Avon
- much of the additional housing provision relates specifically to meeting rural housing need which has not yet been quantified in detail
- extra provision in the period 2011-2021 should mean a reduction in the requirement for the period 2021-2026, since very high figures for this short period would be difficult to implement. There is a substantial additional requirement for that period in any case
- the need to avoid having to approve unacceptable 'windfalls' schemes which harm the character of the District's towns and villages.

4.11.13 It is important to recognise that Government policy, as set out in PPS3, makes it very clear that an allowance for windfalls developments cannot be included in the first ten years of land supply, unless there is robust evidence of genuine local circumstances that prevent specific sites being identified. There does not appear to be any such circumstances that apply to Stratford District. The fact that land has in the past come forward from windfalls and is expected to continue to do so is not robust evidence or local justification of the sort required, particularly as there seems to be no obvious reason why deliverable sites cannot be identified.

4.11.14 In reality, such sites will come forward for development and will be considered on their merits against national and local planning policies. For example, within Stratford-upon-Avon and the Main Rural Centres, Policy CS.1 provides scope for schemes which involve the redevelopment and re-use of land and properties. Once approved, such schemes will count towards the housing supply.

4.11.15 Specific sites that contribute to meeting the housing requirement are identified in section 7 of the Core Strategy.

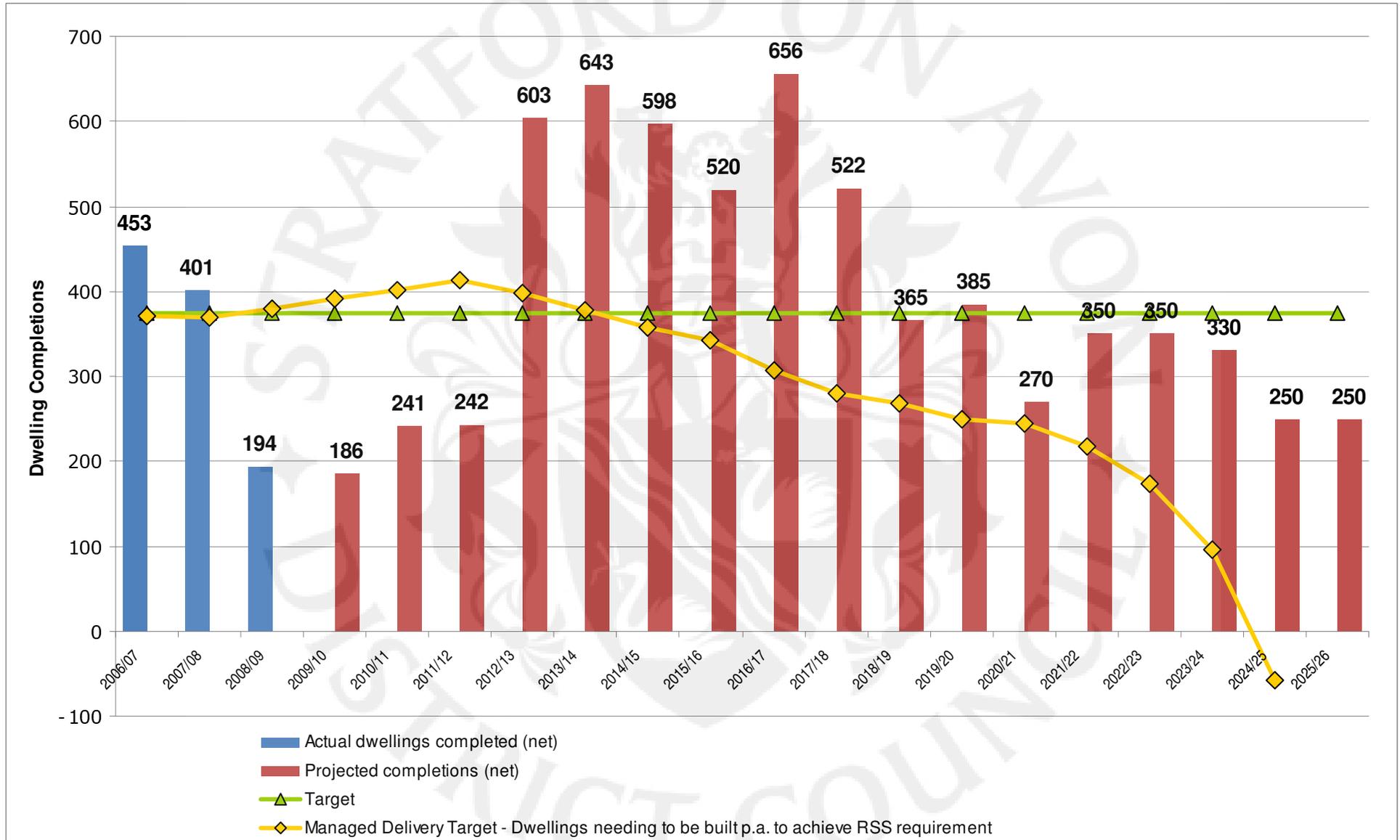
4.11.16 The Housing Trajectory in Figure 1 overleaf demonstrates clearly how the housing requirement will be met year on year during the period up to 2026. This will be monitored to assess the performance of the policy approach and the delivery of specific site allocations.

4.11.17 For the period after 2021 (Phase 3), it has not yet been possible or necessary to identify specific sites, apart from one site at Stratford-upon-Avon which is expected to be completed during this phase. The housing supply situation for this period is likely to require a subsequent review of the Core Strategy in order to identify appropriate locations for development, depending on the extent of housing growth identified for the district through the strategic planning process.

The basis for calculating employment land requirements

4.11.18 The importance of meeting the needs of businesses and providing employment is essential to the well-being of the District. Clearly, jobs are provided by a wide range of sectors in the local economy including public services, retail, tourism and agriculture, as well as by office, industrial and warehouse-based companies. These last three categories are covered by Class B of the Town and Country Planning (Use Classes) Order.

Figure 1: Stratford-on-Avon District Housing Trajectory and Managed Delivery Target for 2006 to 2026



4.11.19 The RSS Revision sets a specific quantity of land that should be provided in the District for Class B uses. The overall requirement for the period 2006-2026 is 68 hectares, and it is expected that 17 hectares should be readily available during any five-year period, known as a 'reservoir'. This equates to an annual rate of 3.4 hectares being developed for Class B uses. By comparison, about 4.4 hectares per annum has been implemented during the period 1996-2009⁸. Nevertheless, this figure is still higher than that which would be required to meet the local labour demand, according to the Coventry, Solihull & Warwickshire Sub-Region Employment Land Study. On that basis, the study concluded that only 1.5 hectares per annum would be needed during the period 2006-2016. However, the District Council does not wish to unduly restrict the creation of new job opportunities and is supportive of the higher rate of development proposed in the RSS Revision.

4.11.20 Table 3 assesses the overall amount of land currently provided for Class B employment development. It shows that there are about 20 hectares available (including sites under construction), that have a reasonable prospect of being developed during the period 2009-14, i.e. the current five year reservoir.

4.11.21 On the face of it, a further 17 hectares should be available to meet the needs of the 2014-2019 period and a similar amount again for the subsequent five years. The proposed development opportunities identified in the Core Strategy are intended to help meet the RSS Revision employment land requirement for the District up to 2026, as well as respond to the needs of individual parts of the District for business and employment growth.

Table 3 Employment Land Supply Assessment for Stratford-on-Avon District (in hectares)

1	Indicative employment land requirement 2006-2026 in RSS Phase Two Revision Preferred Option	68.0
2	Completed 2006-2009	15.3
3	Under construction at 1 April 2009	1.5
4	With planning permission or otherwise committed and likely to be implemented during period 2009-2014	17.0
5	With planning permission or otherwise committed but may not be implemented	12.8
6	Large scale schemes with planning permission at Gaydon Proving Ground	14.0
7	Land allocated for employment purposes in Core Strategy	35.0*
8	Total provision	95.6*

* Figures in rows 7 and 8 will need to be adjusted if sites are dropped or added or site areas change when specific proposals come forward.

Notes:

- Employment land defined as falling within Use Classes B1, B2 and B8, excluding B1a office development in town centres
- Employment element of mixed-use allocations is estimated until a detailed scheme is approved
- Minimum size of site included in assessment is 0.4 hectares
- Row 7 excludes land identified at Winyates Green Triangle to meet the needs of Redditch

⁸ this excludes large-scale development at Gaydon Proving Ground which has been treated as an exception to the operation of policies dealing with employment provision to meet the needs of the District

Policy CS.3 Managing the Delivery of Strategic Development

Provision will be made for the following amount of development during the period 2006-2026 to meet the requirements of the West Midlands Regional Spatial Strategy Revision:

- 7,500 net additional dwellings
- 68 hectares of employment land, with a minimum of 17 hectares being readily available during any five year period
- between 25,000 and 35,000 square metres (gross) of comparison retail floorspace within or on the edge of Stratford-upon-Avon town centre
- 20,000 square metres (gross) of office floorspace within or on the edge of Stratford-upon-Avon town centre.

A review of the Core Strategy will consider the options available to provide an additional 2,500-3,000 dwellings for the period 2021-2026, according to the circumstances that prevail at that time.

In order to meet the housing requirement having taken account of other components of supply, provision is made in parts A and B for a total of 5,105 dwellings during the period 2011-2026.

The adequacy of land supply for housing development will be assessed through monitoring. As a result of the monitoring process, or any revisions to national or regional policy, it may be necessary to adjust the pace of delivery by bringing forward or holding back development between phases in order to ensure that new housing is provided at the appropriate time.

If monitoring shows there to be a risk of a shortfall in the five year housing supply of deliverable sites during Phase 1 up to 2016, then the release of allocated sites from Phase 2 may be justified.

Where monitoring shows there is a shortfall in provision during Phase 2, it may be necessary to release land identified for housing development for the post 2021 period before that date through a subsequent review of this Core Strategy.

A. Allocated sites (as identified in section 7)

Settlement	Allocations in Phase 1 2011-2016	Allocations in Phase 2 2016-2021	Allocations in Phase 3 2021-2026	Total Allocations in Core Strategy
Main Town: Stratford-upon-Avon	855	975	280	2110
Main Rural Centres:				
Alcester	125	250		375
Bidford-on-Avon	125	125		250
Henley-in-Arden	45			45
Kineton		75		75
Shipston-on-Stour	155	95		250
Southam	160	140		300
Studley	75			75
Wellesbourne	130	45		175
Total in Main Rural Centres	815	730		1545

Rural Brownfield Sites: Engineer Resources Depot, Long Marston	370	130		500
Overall Total	2,040	1,835	280	4,155

B. Local Service Villages

During the period 2006-2016 it is expected that sites will be brought forward by local communities to meet an identified housing need.

However, if these sites are insufficient then allocations for small-scale housing schemes to meet a local need will be identified in a separate Development Plan Document, in consultation with the communities involved, to cover the period 2016-2026. The DPD may also be used to identify opportunities for employment development, new community facilities and open space.

The expectation is that around 20% of the housing provision in the period 2011-2026 (i.e. 950 dwellings), will be met in Local Service Villages, although this will be subject to refinement through the assessment of local housing need and the preparation of the separate DPD.

4.12 Provision of Infrastructure

4.12.1 Providing necessary and adequate infrastructure to support new development is critical to achieving sustainable communities. This means meeting the diverse needs of people, including access for all members of the community to a wide range of community infrastructure, such as education, health, leisure and open spaces. It also means ensuring that development is supported by adequate transport networks and water supply and management systems and has sufficient sewage treatment capacity.

4.12.2 The Sustainable Community Strategy emphasises the importance of community infrastructure, including local services. It looks to maximise the use of existing facilities such as schools, libraries and village halls for community uses.

4.12.3 There is no doubt that the quality of much of the existing community infrastructure in the District is comparatively high. The recent Ofsted Report on the state of schools in the District demonstrates this. However, the size of the District and the geographical spread of settlements place severe constraints on the provision of some basic facilities, such as doctor's surgeries and post offices, leading to closures. The consequence is that many people have to travel longer distances to use certain basic services. This is having a detrimental effect on the function and health of many rural communities in particular.

4.12.4 This situation is exacerbated by the lack of public transport in many parts of the District which is a major disadvantage for those without access to a car. The distance and costs involved in getting to services are becoming increasingly problematic to many people.

4.12.5 Stratford District benefits from generally high levels of qualifications; better than the national average and well above that for the West Midlands region. However, 34% of its working population is qualified below NVQ 2 level, the official definition of 'skills poverty'. There would be clear advantages for the local economy if skill levels were improved since this would assist in attracting new companies to the area. It would also help to increase incomes in an area where property prices are very high.

4.12.6 A key aim is therefore making sure that there is scope for schools and colleges to provide the quality of education all sections of the community require. A number of secondary schools in

the District need extensive modernisation, even replacement. As well as traditional centres of education, there is an important role for libraries, community centres and village halls to play which should be supported.

4.12.7 Another fundamental aspect of infrastructure provision to meet the needs of residents is the health sector. Stratford District is one of the healthiest areas of Great Britain. Average life expectancy in the area is about 80.4 years, compared with 79.2 years in the West Midlands region and around 79.5 years for the UK as a whole (2005-07 figures).

4.12.8 The main hospital in the District is at Stratford-upon-Avon. This supports a Minor Injuries Unit and a wide range of services but does not have an Accident & Emergency facility. Alcester Community Hospital is being replaced by a GP run Alcester Healthcare Centre which is due to open in June 2011. It will provide physiotherapy, health visiting, district nursing and hospital outpatients' services, as well as diagnostic services such as X-ray and ultrasound. The Ellen Badger Community Hospital in Shipston-on-Stour provides in-patient and out-patient services for people living in the locality.

4.12.9 Transport is a major issue faced in Stratford District due the high level of car usage by its own residents and visitors, and the lack of attractive alternative means of travel for many people. As a result, certain parts of the District, particularly Stratford-upon-Avon, face considerable impacts from traffic. Policy CS.8 identifies a wide range of transport schemes and initiatives across the District.

4.12.10 Green infrastructure is now appreciated as being a vital component of the environment. This is the network of formal and informal green spaces and natural elements that intersperse and connect our towns and villages. It includes open spaces, waterways, woodlands, wildlife habitats, green corridors and off-road routes. It has multiple benefits for wildlife and people, and performs ecological services such as flood protection and microclimate control.

4.12.11 Much of Stratford District is made up of attractive countryside, but this does not necessarily mean that we have a well-functioning green infrastructure network. Neither does it necessarily mean that communities have secure and unrestricted access to sufficient green space, even to the levels that are often found in urban areas. Policy CS.9 deals specifically with green infrastructure and recreation, including the importance of open space, access to nature and the countryside, and opportunities for physical activity to residents of the District. Green Infrastructure can help deliver many of the aspirations of the Sustainable Community Strategy.

4.12.12 It is critical that the impact of implementing the scale and form of development identified in the Core Strategy does not place unacceptable strains upon existing community infrastructure. Furthermore, development must be adequately supported by the necessary infrastructure to enable the development to be sustainable.

4.12.13 Many of the infrastructure requirements will be delivered on the sites allocated in the Core Strategy. Provision of infrastructure should form an integral part of any scheme as the need for these facilities is a direct consequence of the demand generated by the development. However, there may also be strategic infrastructure requirements that are needed to serve the wider community. In these circumstances it may be necessary for development to contribute towards their delivery.

4.12.14 The District Council has worked closely with a wide range of infrastructure and service providers in preparing the Core Strategy and this is an ongoing process. This will ensure that there is spare capacity to accommodate future development or that further provision can be made effectively as an integral part of development proposals.

4.12.15 A schedule of key infrastructure projects, identifying who will provide them and when, is set out in section 8 on implementation.

Policy CS.4 Managing the Delivery of Infrastructure

A. 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.

The scale and nature of service provision should reflect and relate to the size, function and needs of the individual settlement in accordance with the hierarchy set out in Policy CS.1.

B. 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:

- (i) there is no realistic prospect of the service continuing for commercial and/or operational reasons**
- (ii) the site 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**
- (iii) 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**
- (iv) there are overriding environmental benefits in the use of the site being discontinued.**

The requirements for planning obligations will be set out in a supplementary planning document.

Section 5 Delivering specific types of development

5.1 Providing for the range of housing needs

5.1.1 There is a considerable level of unmet local housing need in the District. Newly arising households, young people and families are in particular need of affordable housing. Many have had to move out of the District to find affordable and suitable homes and others face the prospect of having to. The average number of affordable units completed in the District per annum between 2001 and 2008 was only 117. This compares with the Strategic Housing Market Assessment Review carried out in 2009 which estimated an annual shortfall of 532 affordable dwellings.

5.1.2 With the highest house price to income ratio in the county, approximately 3,800 households on the Home Choice Plus housing register (at January 2010) and about 100 households accepted as homeless and in need of permanent housing, meeting the local need for affordable housing is vital to ensuring the long-term sustainability of the District's communities.

5.1.3 As at April 2009, there were approximately 1,540 vacant dwellings in the District. Of these, 880 had been empty for more than six months. The District Council has a programme to bring vacant homes back into use and help to contribute to the supply of affordable housing.

5.1.4 The RSS Revision identifies an indicative minimum proportion of affordable housing as 35%, which is achievable for the District. The substantial need for affordable housing in villages (42.5% of the total need for affordable housing is in rural areas), combined with the greater viability of rural sites, supports the adoption of a lower site size threshold and higher affordable housing proportions in Local Service Centres. Requirements are based on the floorspace rather than dwellings to prevent affordable housing being provided in small units for which there is limited need. Except for the elderly, most affordable housing should be in the form of 2, 3 and 4 bedroom dwellings.

5.1.5 Where an applicant proposes to make a lower affordable housing contribution, sufficient evidence of exceptional circumstances will be required, including a financial viability assessment. It is expected that the affordable housing element of mixed tenure schemes will be funded without public subsidy, unless it is justified by special circumstances.

5.1.6 Community-led schemes (known as 'local choice'), will be an important component of meeting rural housing needs and the District Council wishes to support and enable such provision. Such needs occur throughout the rural area and for this reason the policy also applies to larger villages in the Green Belt. Formal community initiated Parish Plans or similar assessments are the preferred basis for identifying local need and suitable sites under this approach. However, where an up-to-date Parish Plan does not exist or an opportunity arises that is not anticipated in a Parish Plan, proposals will be considered on the basis of reliable evidence to support it, including community involvement.

5.1.7 In the case of new housing provided to meet an identified local need, it is essential that robust arrangements are put in place to ensure that properties are and remain occupied only by people with local connections. The 'Local Choice – meeting the needs of Rural Communities' SPD sets out the mechanisms for this in more detail.

5.1.8 Further guidance on the provision of affordable housing is also provided in the District Council's 'Meeting Housing Needs' SPD.

5.1.9 As with the nation as a whole, the District is facing a situation where a much greater proportion of its population will be elderly. In fact, the age profile of its residents shows the proportion that is of pensionable age will have increased by about 60% by 2026, a much higher increase than for the County as a whole. A number of specialized housing schemes for the older people have been promoted in recent years to address this need. The District Council takes the view that such provision should be focussed, as with all forms of residential accommodation, in the larger settlements which are accessible for visitors, staff and support services.

5.1.10 A significant factor is the higher average age of the District's population compared with the national average. Almost 50% of residents are over 45 and the proportion aged 85+ has increased by nearly half over the last ten years (2001 Census). This trend is likely to continue which will increase demand for extra-care and nursing home accommodation and for certain services, such as medical and leisure.

5.1.11 The District Council has a statutory duty under the Disability Discrimination Act 2005 to ensure that properties are accessible. Consequently, it is considered necessary to apply the principles of 'Lifetime Homes' to the design of all new housing.

5.1.12 The Local Development Framework is required by national planning policy to identify site specific allocations to meet identified needs for gypsy and traveller accommodation. The Regional Spatial Strategy Phase Revision (June 2009) identified an unmet need for between 41 and 45 permanent pitches in the district in the period 2007 to 2017. The Gypsy and Traveller Accommodation Assessment (GTAA) for the South Housing Market Area, comprising Worcestershire, Stratford-on-Avon and Warwick Districts also identified an additional need for 10 pitches to be provided as a temporary stopping place to accommodate short term needs.

5.1.13 A policy statement is being prepared as part of the Regional Spatial Strategy to establish the level of provision that should be made in Local Development Frameworks. The draft version published in January 2010 specifies the need for 42 permanent pitches and 10 pitches for temporary stopping places in Stratford District.

5.1.14 The District Council will identify specific sites to meet the needs of gypsies and travellers in a separate Development Plan Document.

Policy CS.5 Providing for the Range of Housing Needs

A. Protection of the Housing Stock

The 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 in securing the re-use of empty dwellings for residential use.

B. Mix and Type of Dwellings

Development should as far as possible contribute to meeting the full range of housing needs in the District in terms of mix, size and tenure, particularly in relation to those of the settlement involved.

Residential development should be designed to provide accommodation that can be easily adapted to suit changing household needs, including the use of Lifetime Homes Standards for all dwellings.

C. Affordable Housing

Based on the housing provision set out in parts A and B of Policy CS.3, it is anticipated that approximately 1,930 affordable dwellings will be provided in the period 2011-2026.

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

A minimum of 35% of floorspace (measured against gross internal floor area) of all residential development on sites capable of accommodating 10 or more dwellings, or on sites of 0.3 hectares or more, will be secured as affordable, subject to an assessment of the viability of the scheme.

ii. Provision in the Local Service Villages

A minimum of 50% of floorspace (measured against gross internal floor area) of all residential development on sites capable of accommodating 5 or more dwellings, or on sites of 0.15 hectares or more, will be secured as affordable, subject to an assessment of the viability of the scheme.

iii. Mechanisms for Implementation

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

Schemes must have a demonstrable means of delivery, such as by a recognised provider of affordable housing.

Affordable housing should 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 where it would offer an overall equivalent or better outcome in all respects.

D. Specialised Accommodation

Housing to cater for the needs of older people and vulnerable groups will be encouraged specifically in Stratford-upon-Avon and the Main Rural Centres, including on sites allocated for general residential development. Elsewhere, provision will be supported if it can be demonstrated that it is designed to meet an identified local need for a specific community.

E. Provision for Gypsies and Travellers and Travelling Showpeople

Provision will be made for a net additional 42 permanent gypsy and traveller pitches, and for temporary stopping places of at least 10 pitches, in conjunction with Warwickshire County Council and possibly Warwick District Council, during the period up to 2017, or for whatever level of provision is specified in the policy statement to be produced by the Regional Planning Body. This scale of provision may be subject to change in accordance with ongoing assessment of need in the District. Sites for travelling showpeople will be considered on a case-by-case basis.

To be suitable, sites for gypsies and travellers are expected to:

- (i) be accessible to the range of services set out in national policy, ie. shops, public transport, primary health care and schools**
- (ii) have safe and convenient vehicular and pedestrian access**
- (iii) have an acceptable standard of amenity**
- (iv) provide on-site facilities for parking, storage and children play space**
- (v) not have an unacceptable impact on the landscape and existing properties.**

5.2 Providing for Economic Development and Tourism

5.2.1 Stratford-on-Avon District and some of its neighbouring authorities are amongst the most productive in the West Midlands, reflecting the benefits of their location close to the relatively more buoyant South East and London economies. Whilst productivity in the District and its employment rate (81.4% in 2007/08) have been well above the regional and national average and its unemployment rate correspondingly low (2.2% in December 2009), the District has experienced low economic growth in recent years. There is a need to attract higher paid jobs to the area due to the discrepancy between the value of residential property and average incomes. Similarly, a large proportion of young people go off to university without returning to the area, partly due to the lack of suitable job opportunities. In light of this, the District Council has adopted a flexible and positive approach to supporting businesses to ensure that a wide range of jobs are provided.

5.2.2 The Regional Spatial Strategy identifies a number of high technology corridors, including the Coventry, Solihull and Warwickshire area, which should be the focus of knowledge-based industries. While Stratford District is on the fringe of this area, it has an important role to play in this sector given its location, environmental attractiveness, the need to address the loss of traditional employment and to maintain its economic competitiveness.

5.2.3 Existing industrial sites and premises are coming under increasing pressure for redevelopment, particularly due to the emphasis on re-using brownfield land for housing. It is essential for the maintenance of balanced communities and limiting the need to travel that, where possible, employment opportunities are retained at the local level. Having said that, land currently or previously in employment use that is no longer viable or appropriate for such purposes should not necessarily be retained if an alternative use would be beneficial.

5.2.4 The District is renowned as a destination for regional, national and international visitors, and tourism plays an essential role in supporting the local economy. In 2001 there were about 5.5 million visitors to the District who spent £238 million. Tourism supports approximately 5,700 direct jobs and a further 1,200 jobs from multiplier spending in the District. However many jobs directly in tourism are low paid in comparison to the high cost of living in the District.

5.2.5 Stratford-upon-Avon and Shakespeare Country are key regional tourism and cultural assets. The town is the main focus of visits to the District and received 3.8 million visitors in 2006. There is however concern that visitor numbers have been declining recently, and that the scope of attractions, issues of traffic and congestion and quality of the town centre environment need to be improved.

5.2.6 The World Class Stratford initiative, led by a range of partners including the District Council, seeks to respond to these concerns. It aims to encourage longer staying and higher spending visitors to the town to support the local economy. An Urban Design Framework identifies major projects, including the redevelopment of the Bridgeway area to connect the town with the river and provide a major new cultural attraction. This area is covered by Proposal SUA.3 (see section 7).

5.2.7 The Main Rural Centres provide an appropriate focus for smaller-scale tourism activity outside Stratford-upon-Avon. Schemes in Alcester, Shipston and Southam will be taken forward through Market Town action plans and the related Better Welcome project. 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 rather than develop new attractions itself. Southam has schemes underway to support local attractions such as the Holy Well ancient monument and to promote its Civil War links.

5.2.8 There is 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.

5.2.9 In light of the decline in traditional employment and agriculture, appropriate small-scale schemes within the countryside will help to support the viability of agricultural businesses, vibrant local communities, land management and nature conservation. There may also be some location-specific characteristics, such as important historic or natural features, which could justify tourism development outside the main settlements.

Policy CS.6 Providing for Economic Development and Tourism

A. Maintaining Economic Competitiveness

Development providing for a wide range of business and industrial development will be promoted in order to maintain the economic competitiveness of the District.

Larger scale employment development will be permitted at:

- (i) the existing industrial estates and business parks in and close to Stratford-upon-Avon and the Main Rural Centres**
- (ii) the sites allocated in the Core Strategy for business development**
- (iii) the large rural previously developed sites covered by specific proposals in Section 7.**

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.

Existing industrial areas and buildings should not be redeveloped or converted to non-employment uses unless employment use is no longer viable or appropriate. The same principle applies to sites with planning permission for employment uses that have not been implemented.

Restructuring of the local economy to support knowledge-based industries and smaller businesses will be supported, especially in the Main Rural Centres which have suffered a loss of traditional employment and need to bolster their employment base.

Schemes for farm diversification involving small-scale business and commercial development that contribute to the long-term operation and viability of the farm holding will be supported.

B. Promoting Tourism

Major visitor attractions and accommodation should be located within the centre of Stratford-upon-Avon in recognition of the town's key role regionally and nationally for tourism. The World Class Stratford initiative will work to improve and extend the visitor offer while managing the impacts of tourism on the town.

Elsewhere in the District, large-scale tourism-related development, including accommodation, will need to be justified taking into account the nature of the activity, its impact on the local area and accessibility of the site by public transport.

Smaller scale tourism and visitor-based proposals, including accommodation, will be supported where they are appropriate to the size and role of the settlement, or the specific nature of the location, and the level of access by sustainable transport methods.

Development should be sensitive to the character of the area and designed to maximise the benefits for the local communities affected.

Visitor accommodation may also be justified where it is directly associated with a major existing tourist, recreation, business or conference complex.

5.3 Supporting Town and Local Centres and commerce

5.3.1 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.

5.3.2 The Regional Spatial Strategy Revision identifies Stratford-upon-Avon as 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.

5.3.3 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.

5.3.4 Although there are physical and environmental constraints to meeting the substantial RSS Revision requirements for retail and office floorspace in the town centre, the regeneration of the area between Rother Street and Grove Road (the Rother Quarter) and the redevelopment of Town Square represent significant opportunities.

5.3.5 The out-of-centre Maybird Retail Park is playing an increasingly important role and has recently been extended. 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, including improving the physical links between the two.

5.3.6 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.

5.3.7 The Main Rural Centres continue to provide local shops and services, albeit mainly on a small scale. However, it is difficult for them to maintain their role in the face of competition from larger centres. There has been a degree of stagnation due to limited investment and few new businesses being attracted. Their relationship with smaller villages around them also seems to have weakened in some cases.

5.3.8 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.

5.3.9 A Retail Study commissioned by the District Council in 2008 found that there is scope in Stratford-upon-Avon, Alcester, Shipston-on-Stour and Southam to provide more convenience floorspace, given increases in population and spending power, and to reduce the amount of spending that currently 'leaks' to towns outside the District, such as Redditch, Leamington and Banbury.

5.3.10 In particular, it recommended the provision of additional floorspace in the three larger rural market towns as they currently offer only a limited choice, with restricted competition and comparatively high prices. A larger foodstore, comprising around 2,500 square metres (gross) in each of the three towns would help 'claw back' spending from competing centres and bolster other shops and services in these towns by reducing the number of people going elsewhere to do their main shop. Planning permission for such a store on the edge of Southam has recently been granted.

5.3.11 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.

Policy CS.7 Supporting Town and Local Centres and commerce

Large-scale retail and other forms of commercial development, defined as exceeding 1,000 square metres (gross), should take place within or on the edge of Stratford-upon-Avon town centre. In accordance with the RSS Revision, provision will be made for approximately 25,000 – 35,000 square metres (gross) of comparison retail floorspace and approximately 20,000 square metres of office floorspace during the period 2006 to 2026.

Specific opportunities for the expansion of town centre comparison goods retailing are identified at the Rother Quarter and at Town Square, as set out in section 7.

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

Any large-scale retail development that is promoted elsewhere in the District requires a comprehensive assessment, in accordance with national planning policy (PPS4), to seek to justify the proposed scale and location and to show that:

- (i) there are no suitable sites available for the proposed uses within or on the edge of Stratford-upon-Avon town centre**
- (ii) the proposal would not have a detrimental impact on the vitality and viability of Stratford-upon-Avon town centre, other town centres outside the District, or any of the Main Rural Centres**
- (iii) the scale of the proposed development is appropriate given the circumstances that apply to the individual case**
- (iv) the proposal would help to reduce the number and length of car journeys**
- (v) the development would be readily accessible by foot, cycle and public transport, particularly from residential areas.**

Retail proposals of less than 1,000 square metres (gross) are appropriate in principle in any of the Main Rural Centres.

The exception to this approach is that the principle of providing a foodstore of up to 2,500 square metres (gross) in the town centres of Alcester, Shipston-on-Stour and Southam is supported. Any proposal elsewhere in each of the towns will need to satisfy criteria (ii) to (v) above, as well as prove that there is not an available and suitable site within the town centre.

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. In such cases a change of use will be restricted to other uses within Class A except where clearly proven circumstances determine otherwise.

The provision of new small shops in villages is encouraged. Farm shops are permitted where they would not harm existing village shops but a condition will be applied to control the proportion of goods not produced locally.

5.4 Improving Transport and Access

5.4.1 The location of new development and its impact on the District's transport system needs to be carefully managed. Whilst directing some development to rural areas will increase the volume of traffic on rural roads, the result of focusing development in larger urban areas will be an increase in the distance travelled by rural residents to access jobs and services.

5.4.2 The level of car ownership in the District is extremely high, with 86% of households owning one car and 47% having two or more cars. Traffic has increased by 11% over the past ten years. Conversely, over 6,400 households do not have a car and are therefore dependent on other forms of transport. Despite the relatively small size of the towns and villages, only 2.6% of residents use a bicycle and 9.4% walk on a regular basis as a means of undertaking a journey.

5.4.3 Current provision of public transport services across the District is influenced by the distribution and character of its settlements. In some areas it is uneconomic to operate public transport, and there is a lack of frequent bus services in those villages not located on main roads or between larger settlements. Only 3% of the District's residents use public transport regularly. Having said that, there is scope to improve public transport in the District, including through

investment in strategic bus and rail services and the introduction of community-based schemes at the local level.

5.4.4 The current Local Transport Plan, produced by Warwickshire County Council, sets out the strategy and priorities for transport provision. It identifies tackling congestion and reducing the impact of vehicles on the environment as priorities, particularly in Stratford-upon-Avon. A revised version of the LTP is being prepared and the transport schemes identified in the Core Strategy will be updated and revised accordingly in order to be consistent.

5.4.5 The underlying causes of the transport challenge and the geographical characteristics of the District require solutions that firmly integrate transport provision and the spatial distribution of development, supported by the implementation of specific transport schemes. Emphasis on public transport, walking and cycling provides the most effective approach when balancing the need to reduce congestion and maintaining the essential rurality of the District which is the foundation of its attractiveness.

5.4.6 However, in such a rural district, it is accepted that the car has a fundamental role to play in meeting the day to day needs of people who live and work in and visit the District. For this reason, it will be justified in certain circumstances to make improvements to the road network in order to relieve congestion and improve the environment. This is particularly the case in Stratford-upon-Avon where the proposed relief road to the west of the town provides an opportunity to provide a further link in a route that takes traffic away from the central part of the town.

5.4.7 It is recognised however that road traffic is the main source of air pollution in the District, the worst effects being concentrated in Stratford-upon-Avon, Henley-in-Arden and Studley. Measures must be taken to mitigate the impact of traffic and encourage a modal shift away from the private car in the design and location of new development.

5.4.8 There is a particular need to alleviate the pressure on transport infrastructure in Stratford-upon-Avon, and various specific schemes have been identified to achieve this. However, it is important to emphasise that this list is not exhaustive - neither does it cover the larger rural centres. Although not specifically identified in this plan, a range of smaller schemes and initiatives can be identified from other documents, such as the Local Transport Plan, which will contribute towards alleviating issues such as accessibility, road safety, parking, congestion and air quality in other settlements across the District.

Policy CS.8 Improving Transport and Access

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:

- (i) the submission of a transport assessment where appropriate and the implementation of measures arising from it**
- (ii) ensuring that the scale of traffic generated by the proposal is appropriate for the function and standard of the roads serving the area**
- (iii) contributions towards local public transport services**
- (iv) the implementation of necessary works to the highway**
- (v) the provision of new, and the improvement of existing, pedestrian and cycle routes**

- (vi) the provision of travel plans to promote sustainable travel patterns for work related trips
- (vii) entering into freight or bus quality partnerships where appropriate
- (viii) 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 maximum parking standards applied by the District Council at the time, unless a scheme would create unacceptable and unsafe levels of on-street car parking.

D. Stratford-upon-Avon Transport Strategy

The District Council supports the delivery of the following schemes subject to the outcome of up-to-date assessment where appropriate:

- (i) a semi-fast train service between Birmingham Snow Hill and Stratford-upon-Avon on the Shakespeare Line
- (ii) Quality Bus Corridors (QBC) between Stratford and Warwick and between Stratford and Evesham.
- (iii) a bus-rail interchange adjacent to the railway station
- (iv) a bus station within the town centre
- (v) a Parkway railway station adjacent to the Bishopton park and ride facility
- (vi) the creation of a 'walkable core' in the town centre to enhance pedestrian experience and safety and appreciation of historic features
- (vii) a road link from Warwick Road to Bridgeway, particularly to provide an alternative access to the Riverside car and coach parks
- (viii) improvements to the operation and amenity of Bridgeway, particularly for the benefit of pedestrians
- (ix) a park and ride facility on the southern side of the town near the Seven Meadows Road/Trinity Way/Shipston Road roundabout
- (x) a reduction in town centre parking over time and an effective balance between long-stay and short-stay car parking, taking into account the need to support the town's role as a main shopping and service centre
- (xi) a western relief road as an integral part of the development of land west of Shottery
- (xii) further assessment of the scope to reopen the railway line southwards from Stratford railway station.

E. Transport schemes outside Stratford-upon-Avon

Small-scale schemes and initiatives that address local problems of accessibility, road safety, parking, congestion and air quality will be supported.

F. Transport Safeguarding Schemes

Land within Stratford-on-Avon District, as shown on the Proposals Map, is safeguarded for the following projects:

- (i) M42 widening north of Junction 3A. The need for safeguarding will ultimately be informed by the outcome of the DaSTS Access to Birmingham Study
- (ii) A46(T) Alcester to Stratford-upon-Avon Improvements
- (iii) A429 Portobello Crossroads Improvements west of Shipston-on-Stour
- (iv) Hockley Heath Bypass. This will be dependent on the intention of Solihull Metropolitan Borough Council to safeguard land in its area
- (v) Reinstatement of the Stratford to Cheltenham railway line southwards from Stratford railway station.

G. Aviation

General aviation activity within the District will be confined to the existing airfields. 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, as defined on the Proposals Map, and would not have a materially adverse effect on the environment of adjacent areas.

5.5 Improving Green Infrastructure, Sport and Recreation

5.5.1 Access to good quality recreation facilities and open space (such as sports centres, community halls, wildlife areas, playing fields, children's play areas and allotments), is vital to meet the everyday needs of local residents. The Sustainable Community Strategy wants to encourage more residents to get involved in sports, leisure and recreation activities and extend opportunities for them to do so across the District.

5.5.2 Much of the District is made up of attractive countryside, but this does not necessarily mean that there is an effective green infrastructure network. Neither should it be assumed that rural communities have secure and unrestricted access to sufficient green space that is equivalent to the quantity or amenity value that is often found in urban areas.

5.5.3 An audit of public open spaces in Stratford-upon-Avon and the Main Rural Centres carried out in 2005 assessed the amount of open space provided per resident against national standards. It found that almost all of the District's larger settlements have a deficit of children's play areas, and two-thirds of them have a deficit of outdoor recreation space for adults.

5.5.4 In terms of major built facilities, the District performs well against the Sport England access standards, with 52% of residents within a 20 minute drive of a quality assured leisure centre. There is also a strong commercial side to sports provision through a number of private health and leisure centres, which provide access to high quality gyms and sports facilities for those able to pay.

5.5.5 In rural communities there is a need for improved community and recreation facilities. Some villages also lack designated space for children's play or village events. Young people and those without a car have particular difficulties accessing leisure opportunities unless they are within the village itself, a situation compounded by sparse public transport and a lack of evening services.

5.5.6 By way of improving access to the countryside and rights of way, Warwickshire County Council's Countryside Access Team Improvement Plan identifies opportunities to develop a flagship trail for walkers and cyclists along the River Avon between Warwick and Stratford-upon-Avon. The Plan also aims to relaunch an existing section of the Avon Valley Way from Stratford to Marcliff, near Bidford-on-Avon.

5.5.7 The rural nature of the District poses challenges to ensuring convenient access to leisure and recreation facilities. The District Council has adopted a pragmatic approach to leisure provision that is based on the settlement hierarchy, whilst seeking to ensure that a level of small-scale provision extends to all rural communities.

5.5.8 Major facilities which will attract large numbers of visitors from beyond the local area should ideally be located in Stratford-upon-Avon. Such proposals that come forward elsewhere in the District will need to be thoroughly assessed against a range of factors, such as accessibility and impact on the local area. A range of facilities to serve local residents and a rural catchment will be located in the Main Rural Centres identified in the plan. It is also important that rural communities have facilities to meet the needs of local residents for open space and community events.

5.5.9 The District Council is currently carrying out an audit of open space, sport and recreation facilities across the District. This research will inform the setting of appropriate quantity, quality and accessibility standards for facilities. This will lead to the preparation of a Supplementary Planning

Document and Recreation and Open Space Investment Strategy. These documents will direct the provision and management of facilities by the District Council, inform investment decisions and provide the basis for calculating open space provision and/or financial contributions from new development.

Policy CS.9 Improving Green Infrastructure, Sport and Recreation

A. Protection of Open Space and Recreation Facilities

Development proposals that would result in the loss of:

- (i) public or private open space, or
 - (ii) outdoor or indoor sport or recreation facilities,
- without suitable replacement being made, will be resisted unless it can be demonstrated by the applicant that there is an over-provision of that particular facility in the local area.

B. Enhancing Access to Natural Areas

Open spaces, waterways and other green infrastructure features will be created, protected and enhanced for their contribution towards:

- (i) quality of life, healthy lifestyles and community cohesion
- (ii) biodiversity and provision of habitats
- (iii) non-vehicular modes of movement
- (iv) sustainable drainage, mitigation of flooding, carbon sinks and other climate change impacts.

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

C. New Recreation and Sport Facilities

The provision of new or extended recreation and sport facilities (built or outdoor) will be supported if they are of a scale and nature which relate to the size and function of the individual settlement. Small-scale schemes which primarily serve the local community will be supported in all locations.

D. Open Space and Recreation Facilities in New Development

All new development is expected to provide increased or improved facilities for indoor and outdoor recreation, and open space, to meet the needs of its future occupiers having regard to local standards and existing deficiencies. The requirement includes provision of, and improved access to, green infrastructure features. Provision should be made on-site unless a financial contribution to meet identified needs in the local area is more appropriate.

Section 6 Protecting the District's Environment

6.1 Ensuring the Efficient Use of Land

6.1.1 Around 8% of the land in the District is developed in some form or another. Although the scale of housing and employment development proposed for the District up to 2026 equates to only a further 0.25% or so, it is important that the amount of land used for development in the future is justified and necessary in order to protect the valuable natural resources and rural character of the District. The efficient use of land through higher density, mixed use development and the reuse of previously developed land is also central to delivering sustainable patterns of development.

6.1.2 The District Council will assess carefully the density of development that is appropriate, given the specific location and nature of the site involved. In recent years there has been considerable concern about the high densities that have been achieved both through major schemes on greenfield land and the redevelopment of sites within settlements; in particular the intensification of residential areas and the development of gardens. The Council will apply the density principles set out in the District Design Guide to ensure that development proposals are compatible with the character of the local area.

6.1.3 Although the potential for mixed use schemes is limited in smaller urban areas, such as those in Stratford District, compared to major conurbations and larger towns, several sites where a range of uses would be appropriate have been identified. The majority of these are in Stratford-upon-Avon, although opportunities have also been identified in several of the larger Main Rural Centres.

6.1.4 As a general principle it is essential that all reasonable opportunities are taken to reuse previously developed land. At a more local level however, this must be balanced against other considerations, for example the redevelopment of land previously in use for employment or community related uses for residential development and the subsequent loss of local jobs and services. A judgement must also be made in relation to the value of brownfield sites for their ecological, amenity or heritage features which can, in certain cases, outweigh their suitability for redevelopment.

6.1.5 There is no Grade 1 agricultural land in the District and only 9.6% Grade 2 land, mostly along the river valleys, with concentrations in the Bidford, Stratford and Wellesbourne areas. The protection of the best and most versatile agricultural land is vital in maintaining local agriculture and related businesses. Where development on agricultural land is unavoidable, that of poorer quality should be preferred and pockets of higher quality agricultural land around settlements retained as much as possible.

6.1.6 Minerals are an important national resource and Warwickshire is expected to make a significant contribution to meeting national demand for minerals. The Warwickshire Minerals Core Strategy Spatial Options identifies five Strategic Sites in the District, four of which are for sand and gravel. These are Marsh Farm (which is currently in operation), and three potential sites at Berry Coppice, near Dunnington, Atherstone-on-Stour and Alveston Pastures, east of Stratford. Dry Hill quarry near Edge Hill, is currently in operation for the extraction of building stone. These represent important minerals reserves that should be safeguarded from development.

Policy CS.10 Ensuring the Efficient Use of Land

The efficient use of land will be secured through the following means:

- (i) ensuring that the maximum density of development is achieved in a manner that is compatible with the characteristics of the site and the locality.

- (ii) expecting mixed-use schemes to be promoted in situations where a particular range of uses can function in close proximity without causing undue harm to other occupiers**
- (iii) maximising the use of suitably located previously developed sites for new uses in order to reduce the need for development on greenfield land**
- (iv) avoiding, wherever possible, the use of best and most versatile agricultural land for development**
- (v) avoiding the use of land for development that has been identified as containing important mineral reserves**
- (vi) protecting land safeguarded for specific infrastructure purposes (including transport-related schemes identified in Policy CS.8E) from development that would prejudice the implementation of any such scheme.**

6.2 Safeguarding the Water Environment

6.2.1 Many parts of Stratford District are susceptible to the risk of flooding. There have been a number of recent flood events that had a widespread, damaging impact, most recently in July 2007. Quite rightly, the issue of flooding has become a priority and it is imperative that future development does not increase the level of risk.

6.2.2 Climate change is likely to result in worsening fluvial flooding events across the District. The existing rivers will not be able to cope with increased rainfall in winter and flooding is more likely to occur within the existing floodplains and possibly beyond. At times of high rainfall, the volume of surface water will lead increasingly to local sewers, minor watercourses and highway drains not being able to cope. As a result, pluvial (run-off) flooding is more likely to occur and may happen in areas which have not previously experienced flooding.

6.2.3 One of the key objectives of the Sustainable Community Strategy is to prevent development in areas that are prone to flooding and to tackle drainage issues. The District Council is working with partner agencies to seek to reduce the threat of flooding in high risk areas.

6.2.4 The current extent of flood risk in the District is shown on the Proposals Map. This includes Flood Zones 3b (Functional Floodplain), 3a (high probability of flooding) and 2 (medium probability of flooding). The expectation is that new development should take place on land of lowest flood risk (Zone 1).

6.2.5 The District Council fully supports the approach provided in national policy and intends to apply it rigorously. Where development cannot be located in Flood Zone 1 due to the requirements to provide additional homes, jobs and facilities in accordance with the overall strategy, it will be necessary to apply the 'sequential test'. This should demonstrate that there are no reasonably available sites in areas with a lower probability of flooding that would be appropriate for the type of development or land use proposed.

6.2.6 If it is not possible to identify suitable alternative opportunities, the 'exception test' provides a method of managing flood risk while still allowing necessary development to take place. This may, in certain circumstances, justify development taking place in Flood Zones 2, 3a or even 3b. A Flood Risk Assessment will be required to demonstrate that development in such zones will be safe, without increasing flood risk elsewhere and, where possible, will reduce flood risk overall.

6.2.7 Although flood defences offer a level of protection, there is a possibility that they will be overwhelmed or fail completely. Where a development is to be located behind a flood defence, the developer must produce a detailed Flood Emergency Plan.

6.2.8 In many areas extensive damage has been caused by local surface-water flooding as much as river flooding. In response, the District Council has established Flood Drainage Forums which bring together key partners, including the town and parish councils, Environment Agency, and water companies to identify actions that can be taken to reduce future flood risk.

6.2.9 Current legislation only requires that a new development should not discharge water at a greater rate than it does currently. Whereas this is effective on greenfield sites, existing run-off from brownfield sites can be excessive. The EA currently requires that the discharge rates on brownfield sites be reduced by around 20%. In light of the significant flood risk across the District and the small proportion of the total area of Stratford District that is being developed at any one time however, such restrictions are unlikely to keep up with the future effects of climate change. The District Council therefore intends to apply run-off restrictions to all new development that are comparable to original green field rates.

6.2.10 Effective surface-water management and sustainable drainage are essential for all development. Such measures will reduce the pressure on sewer systems and rivers and create additional capacity to cope with the effects of climate change in the future. The increased storage volume required to limit the quantity of surface run-off need not reduce the amount of space available to a developer on a site. Skilful design of sustainable drainage systems can locate this storage outside the development area – for example under access roads and car parks or in landscaped areas. Industry guidance (produced by CIRIA) emphasises that these systems must also be designed to improve water quantity and quality, and create biodiversity, amenity and habitat benefits. All development should include SUDS systems and these must be properly designed according to the CIRIA guidance C697 (The SUDS Manual).

6.2.11 Stratford District is in the Severn Water supply zone, where demand is already too close to supply to allow for the required buffer. A study conducted for the Regional Spatial Strategy Revision process concludes that the zone is at high risk of going into deficit of water supply based on the proposed housing allocations. However, the study demonstrated that if all new dwellings are built to use a maximum of 105 litres/person/day (as required by Levels 3 and 4 of the Code for Sustainable Homes), this will have a significant impact on the size and duration of the deficit. This is above the current national requirement for water efficiency as set out in Part G of the Building Regulations. However, in accordance with national policy, the adoption of sustainable buildings requirements in advance of national standards is encouraged where local circumstances warrant them.

6.2.12 Water environs offer many benefits in terms of amenity, biodiversity and recreation. They form a major component of 'green infrastructure' and there is considerable potential to enhance their role which should be grasped through a range of initiatives, including opportunities offered by development proposals.

Policy CS.11 Safeguarding the Water Environment

A. Flood Risk Areas

In accordance with national planning policy (PPS25), development will be restricted in flood risk areas, as shown on the Proposals Map and identified in the Strategic Flood Risk Assessment (and subsequent updates). There is a presumption against inappropriate development within such areas. Any such proposal must satisfy the sequential and exception tests required by national policy to prove that there is no appropriate site outside the flood risk area that is available and suitable for the purpose.

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

B. Surface Water run-off and Sustainable Drainage Systems

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

For all sites of over 1 hectare in area, development (including the redevelopment of brownfield land) must be designed to limit the surface water discharge rates to the original greenfield run-off rates.

Sustainable Drainage Systems (SUDS) are expected to be incorporated into every development proposal. Infiltration and soakaway of surface water must be investigated as the primary means of draining surface water from a site. It must be demonstrated by the applicant that the potential for the use of SUDS has been properly considered and where appropriate used in the surface water drainage strategy for the site.

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

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.

D. Connecting to the Water Environment

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.

E. Water Efficiency

All new development should demonstrate good water efficiency standards. Meeting or exceeding the minimum water conservation standard of Level 3 and 4 of the Code for Sustainable Homes will demonstrate this for new dwellings. Other forms of development should demonstrate water efficiency savings of at least 25%.

6.3 Reducing Carbon Emissions and Promoting Renewable Energy

6.3.1 The Kyoto Protocol commits the UK to reducing its carbon emissions to 12.5% below 1990 levels by 2008-12, and the Climate Change Bill sets a national target to reduce carbon emissions to 26-32% below 1990 levels by 2020.

6.3.2 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 carbon dioxide emissions.

6.3.3 Changes to Building Regulations will result in increases to minimum standards of energy performance in dwellings equivalent to Code for Sustainable Homes Level 3 in 2010, 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.

6.3.4 National policy allows a local case to be made for setting standards for building sustainability in advance of those set out nationally. The Planning and Energy Act 2008 also allows local planning authorities to set targets for renewable energy, low-carbon energy and overall energy efficiency in excess of the building regulations.

6.3.5 The District Council, together with other authorities in Warwickshire and Solihull, has engaged consultants to prepare an evidence base study which will inform the framing of policies on renewable energy and sustainable buildings. The study will assess the potential for large and small scale renewable energy generation, the characteristics of local development, and delivery and viability issues, allowing it to recommend appropriate and viable sustainable construction/energy reduction requirements for new development.

6.3.6 Consideration of the feasibility and viability of implementing various sustainable buildings requirements in new development will be informed by the West Midlands Sustainability Checklist⁹. The Checklist enables an assessment to be made as to what extent a development site proposal will deliver on different aspects of sustainability at the design and planning applications stages of a new development. All major schemes should be submitted with the checklist completed.

6.3.7 The Government has a binding national target for 15% of the UK's total energy consumption to be from renewable sources by 2020. Previous studies into the potential for renewable energy generation in the West Midlands have however informed the adoption of a target for renewable generation equivalent to 10% of electricity consumption by 2020.

6.3.8 Research to date has revealed that the potential for renewable energy schemes in Stratford District is largely limited to micro generation, such as solar panels and wind turbines related to individual residential and commercial properties. The District includes many conservation areas and a part of the Cotswolds Area of Outstanding Natural Beauty, where it is important that any development, including renewable energy, does not compromise the objective of such designations. The Cotswolds AONB Conservation Board has issued guidance on renewable technologies it considers may be suitable¹⁰, including information on design, location and scale, which could be used to help assess such schemes throughout the District. It must also be recognised that the character of the District's towns, villages and landscapes are highly valued by residents and visitors, not just in designated areas.

6.3.9 Owing to the rural nature of the District, on-site community-scale generation is likely to offer the greatest benefits in terms of energy efficiency, reducing transmission losses and minimising obtrusive transmission infrastructure. It can also enable communities to have the direct benefits and control over its design and location whilst addressing problems of unreliable electricity and lack of mains gas in the District's rural communities. Opportunities to expand existing or implement new decentralised energy schemes such as the installation of Ground Source Heating at Lighthorne Heath will be supported and encouraged by the District Council.

Policy CS.12 Reducing Carbon Emissions and Promoting Renewable Energy

A. Designing for Climate Change

All development must take account of landform, layout, building orientation, massing and landscaping to minimise energy consumption from non-renewable sources and adapt to the predicted impacts of climate change.

⁹ The checklist can be viewed on www.advantagewm.co.uk

¹⁰ Statement on Criteria for Renewable Energy Projects and guidance sheets on Forms of Renewable Energy for the Cotswolds AONB (Cotswolds Conservation Board) on www.cotswoldsaonb.com

Improvements to the environmental performance of the existing building stock will also be sought.

B. Carbon Reduction Targets

The following requirements will be sought with the aim of meeting national and regional carbon reduction targets, subject to technical and viability constraints:

- (i) As from now, level 3 of the Code for Sustainable Homes should be achieved, from 2012 schemes should achieve at least level 4, and from 2016 level 5 should be achieved. Where the location is of a scale and location to include technologies enabling higher standards then the development should include a low carbon infrastructure and achieve level 5 of the code and level 6 of the code after 2016.
- (ii) For developments of 100 square metres or more of non-residential floorspace, at least 15% of the demand for energy must be met from on-site provision and by renewable means, and/or from a decentralised renewable or low-carbon energy supply. This target may rise over time subject to studies of the technical possibilities.
- (iii) Non-residential development must be compliant with a BREEAM/Eco-building assessment rating of at least 'Good'.
- (iv) Any acceptable shortfall should be met by financial contributions to enable residual carbon emissions to be offset elsewhere in the District.

C. Renewable Energy

Appropriate proposals for the use of renewable energy sources will be permitted where these help meet the regional target of 1,700 GWh from renewable energy sources by 2020 without unacceptable disbenefits. The following factors will be taken into consideration, according to the scale and nature of the proposals:

- (i) 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
- (ii) 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
- (iii) any unreasonable adverse impact on users and residents of the local area, including the generation of emissions and noise
- (iv) the extent of any direct benefits to the local area and community
- (v) provision should be made for the removal of the facilities and reinstatement of the site, should it cease to be operational.

Where the proposal affects a Listed Building, Conservation Area, the Cotswolds Area of Outstanding Natural Beauty (AONB) or other national designation, the objective of designation must not be compromised by the development. Within or adjacent to the Cotswolds AONB utility-scale wind and large-scale biomass schemes are unlikely to be appropriate.

6.4 Landscape and Natural Features

6.4.1 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 they are fundamental to people's wellbeing and prosperity. 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.

6.4.2 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.

6.4.3 The Warwickshire Historic Landscape Characterization project¹¹ digitally 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.

6.4.4 Local authorities and other public authorities must have regard to the conservation of biodiversity in exercising their functions. The conservation of biodiversity includes restoring or enhancing a population (of organisms) or habitat. It is of considerable importance in a district that covers such a wide largely rural area and one which sustains a wide range of wildlife habitats and species. The duty gains 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.

6.4.5 While the District does not have habitats identified as being of international importance and protected by European Directive, 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 for the conservation of biodiversity as identified by the Government. It contains 37 Sites of Special Scientific Interest (SSSI) of national importance which enjoy strict protection.

6.4.6 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 Regionally Important Geological and Geomorphological Sites¹² (RIGS) have also been identified and are on a par with Local Wildlife Sites in terms of planning status.

6.4.7 The Warwickshire, Coventry and Solihull Local Biodiversity Action Plan¹³ (LBAP) sets objectives, targets and actions for priority habitats and species at the sub-regional level. It places an emphasis on the incorporation of positive policies relating to habitat retention and enhancement in development plan documents and is supported by the Habitat Biodiversity Audit (HBA) which was recently updated in relation to land located on the fringes of the main settlements of the District. A draft Local Geodiversity Action Plan (LGAP) for Warwickshire¹⁴ has been compiled which aims to encourage the conservation of the county's geological heritage.

6.4.8 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 habitat.

6.4.9 There are large 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. The District Council wishes to encourage developers and others to take a pro-active stance on conserving these features, rather than describe how we might react to proposals. The same

¹¹ www.warwickshire.gov.uk/hlc

¹² www.wgcg.co.uk

¹³ www.warwickshire.gov.uk/biodiversity

¹⁴ www.wgcg.co.uk

applies to other woodlands, trees and hedgerows and applicants should design schemes to make the most of these features. Designers should be especially 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.

6.4.10 Development should provide an opportunity to achieve 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.

Policy CS.13 Protecting Landscape and Natural Features

A. Landscape Character and Enhancement

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

Development should protect and enhance 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.

B. Trees, Woodland and Hedges

Due to the quality of ancient semi-natural woodland and veteran trees in the 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 other woodlands, hedges and trees should incorporate measures to recognize their contribution to landscape character, public amenity and biodiversity.

C. Biodiversity

Proposals should aim to bring about a net gain in biodiversity by:

- i. Safeguarding existing habitats, including:
 - (a) those subject to national and international designations such as SSSIs (as shown on the Proposals Map) 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 (as shown on the Proposals Map).
 - (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 networks of habitats across a wider area.
 - (e) those which comprise or host habitats or species of principal conservation importance.
- ii. 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 conservation 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.

D. Geodiversity

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

6.5 Protecting Heritage Features

6.5.1 The District's heritage features are important, not just as contributors to local distinctiveness and identity, but also to historic heritage at the international and national level, especially through the strong local associations with William Shakespeare. Stratford-on-Avon District has a rich historic heritage which includes 75 Conservation Areas, over 3,000 listed buildings and 86 Scheduled Ancient Monuments (SAMs). It also contains 11 parks and gardens included in the Register of Parks and Gardens of Special Historic Interest in England, while the site of the Battle of Edgehill is included in the Register of Historic Battlefields. The importance of this heritage to the local and wider economy should not be under-estimated.

6.5.2 Many historic features in the District have not achieved national recognition, even though they have the potential to qualify for that status. This is particularly the case with archaeological remains where scheduling has only covered a representative sample of sites. Consideration must also be given to the protection of those buildings that are of social importance to a local community, regardless of their merits in terms of heritage. Some of these features may have been noted in Conservation Area Appraisals, Parish Plans, Village Design Statements or in the Warwickshire Historic Environment Record (HER). The District Council's policy on protecting heritage features applies both to those features subject to national designation and those which have a level of interest which should be conserved and, where appropriate, enhanced.

6.5.3 According to the English Heritage's 2009 'Heritage at Risk' Register, the District's Grade I and II* Listed Buildings and Conservation Areas are in good condition. A significant proportion (34%) of Scheduled Ancient Monuments are listed on the Register, usually as a result of the impact of agricultural activities.

6.5.4 The District's Conservation Areas are currently subject to a comprehensive programme of appraisals that will take a number of years to complete. The appraisals are examining issues which include the validity of the current conservation area boundaries, the degree to which recent development has affected the character and appearance of the conservation areas, which structures, buildings and streets are most valued, and how the areas can be improved. The results of these appraisals will help to inform decisions on whether development proposals will contribute towards the preservation or enhancement of a conservation area that is affected.

6.5.5 As well as being applied to the wider landscape, historic characterisation, as promoted by English Heritage and the Homes and Communities Agency, can be used to provide a strategic overview of an area's inherited character to inform the preliminary stages of planning and designing development schemes. The District Council encourages the application of this approach as a framework for masterplanning larger developments provides a better understanding of historic legacy that can contribute to a future sense of place, while identifying the opportunities and constraints that a site presents.

6.5.6 Warwickshire Museum will be undertaking an 'Extensive Urban Survey' of the county's historic towns as part of a national programme of surveys of the archaeology, topography and historic buildings of the smaller historic towns of England. The Museum is also undertaking a Historic Farmstead Characterisation project as part of a regional study to better understand their landscape context and characteristics of farmsteads in the county, with a view to compiling guidelines to assist the assessment of proposals for the future use of these buildings. The new

information arising from these projects will assist in the application of the policy to development proposals.

6.5.7 The District's heritage has a special role in shaping the distinctiveness of the area and how it is seen and appreciated by both visitors and local people. Proposals for new development should reflect this context and see locally-sensitive design as something which will add value to their schemes. Where proposals are expected to impact on the District's heritage, regard will be had to English Heritage's 'Conservation Principles, Policies and Guidance for the Sustainable Management of the Historic Environment'.

Policy CS.14 Protecting Heritage Features

A. Preservation and Enhancement

The wide range of heritage features, including Listed Buildings, Conservation Areas, Scheduled Ancient Monuments, Historic Parks and Gardens, and the Battle of Edgehill Historic Battlefield, including their settings, will be preserved and enhanced.

Particular priority will be given to:

- (i) upholding the international importance of Stratford-upon-Avon and sites associated with William Shakespeare**
- (ii) maintaining the distinctive character of market towns and villages**
- (iii) protecting vernacular building styles and materials**
- (iv) improving the land management of historic farmsteads**
- (v) protecting 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 features through partnership approaches and measures will be encouraged, including the use of Conservation Area Management Plans where they are produced.

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

6.6 Securing High Quality Design

6.6.1 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.

6.6.2 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 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.

6.6.3 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, there is concern about high density development that is unsuitable in many locations and the loss of gardens.

6.6.4 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 Village Design Statements and Parish Plans which should be taken into account when making decisions about the design of new development.

Policy CS.15 Securing High Quality Design

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

- (i) attractive – it is essential that development creates places where people want to live, work and visit**
- (ii) 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**
- (iii) adaptable – a building should be flexible enough to allow changes to be made to meet the needs of the occupier**
- (iv) 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**
- (v) distinctive – the locality sets the context and there should be a continuity of key design features that establishes the identity of the place**
- (vi) 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**
- (vii) 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**
- (viii) accessible – all people need to be able to get into and use a building and it should be capable of being reached by a range of transport modes and service vehicles**
- (ix) safe – effective measures should be incorporated to help reduce crime and the fear of crime and to minimise danger from traffic.**

6.7 Controlling the Impact of Pollution

6.7.1 New development can have an impact on the environment and property through its potential to pollute. Furthermore, opportunities for new development can be constrained by existing pollution. The overall aim of planning and pollution control policies is to ensure the sustainable and beneficial use of land. Within this aim, polluting activities that are necessary for society and the economy should be positioned and subject to controls in order to minimise their adverse effects and contain them within acceptable limits.

6.7.2 Potentially polluting industrial processes are addressed in the Integrated Pollution Control system, introduced by the Environmental Protection Act 1990, which splits responsibility for the control of such processes between the Environment Agency and local authorities. The former regulates certain industrial processes that have the greatest potential for causing environmental harm whilst the District Council's regulatory system covers other smaller scale industrial processes with pollution potential. Other legislation and compliance systems complement land-use planning by controlling the operation of those activities that have the potential to cause damage.

6.7.3 The District Council is active in ensuring close co-operation between the various agencies in assessing the potential pollution effects of proposed development. This also covers the extent to which any impact can be mitigated through appropriate design and construction, as well as through the ongoing regulation of the processes that the development supports.

6.7.4 In Stratford District, the main source of air pollution is road traffic. Monitoring has identified a small number of areas in the District where air quality does not meet national standards. At present, these are concentrated in the centres of Stratford-upon-Avon, Henley-in Arden and Studley. The District Council declared an Air Quality Management Area (AQMA) in the centre of Studley in 2006 and, recently, one covering the whole of Stratford-upon-Avon in order to deal with air quality in the central part of the town. An AQMA is due to be declared shortly in Henley-in-Arden around the Warwick Road/High Street junction.

6.7.5 There has been increasing concern nationally and locally about the extent of lighting in relation to a development. Excessive illumination of a site can have a major impact on the local area and on the enjoyment of the night sky, particularly in open countryside. It can also be detrimental to residential amenity and, in more extreme situations, a statutory nuisance.

6.7.6 The standard applied by the District Council to lighting proposals is based on the Environmental Zone that the development falls into. There are four zones as defined by the Institute of Lighting Engineers¹⁵. These are:

- E1: Intrinsically dark landscapes - National Parks, Areas of Outstanding Natural Beauty, etc.
- E2: Low district brightness areas - Rural, small village, or relatively dark urban locations
- E3: Medium district brightness areas - Small town centres or urban locations
- E4: High district brightness areas - Town/city centres with high levels of night time activity.

Policy CS.16 Controlling the Impact of Pollution

Planning permission will not be granted for development if it is likely to cause levels of air, noise, vibration, light or water pollution or soil contamination that would be harmful to other land uses, human health, tranquillity, historic heritage or the natural environment.

The effectiveness of proposed mitigation measures for overcoming or minimising the impact of development will be fully taken into account.

Within or close to a declared Air Quality Management Area, development is not permitted unless it can be demonstrated that pollution levels, if any, would be consistent with the objectives and/or targets of an Action Plan and would not lead to unacceptable air quality.

Where planning permission is granted, conditions and/or planning obligations will be attached to ensure that the appropriate standards are secured in order to protect the local environment and the amenity of all properties.

¹⁵ Guidance Notes for the Reduction of Obtrusive Light, The Institution of Lighting Engineers (2005)

Section 7 Proposals for development

The sites that are proposed to be allocated in the Core Strategy for development are identified on a series of Proposals Maps at the back of this document.

It should be noted that a number of allocations which have been ‘saved’ from the now expired District Local Plan have not been identified in the Core Strategy because they are too small for inclusion in a strategic plan. However, the principle of development on these sites remains acceptable.

7.1 Stratford-upon-Avon

7.1.1 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.

7.1.2 The town is comparatively small, having approximately 23,000 residents, an increase of less than 10% 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.

7.1.3 Stratford-upon-Avon has a major role to play in bolstering the economic prosperity of the West Midlands region. The importance of maximising the town’s tourism potential is identified in the Regional Economic Strategy. The objectives of the regional tourism strategy emphasise the need for the town to adapt in order to meet the expectations of visitors from home and abroad.

7.1.4 The Regional Spatial Strategy identifies Stratford-upon-Avon as one of the main town centres in the West Midlands. As such, it should be the focus of significant shopping and commercial development within the District. The town’s role in terms of housing and employment development is to meet the needs of local residents and businesses. It is not expected to be the focus of major growth, unlike Warwick/Leamington and Redditch that are each identified in the emerging RSS Revision as a ‘Settlement of Significant Development’.

7.1.5 The town is in possession of world-class cultural attractions in the form of the Shakespeare properties and the Royal Shakespeare Theatre, as well as the 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.

7.1.6 The high volume of visitors to the town, around 3.5 million a year, places a huge burden on its fabric and infrastructure. 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 huge numbers of visitors it attracts.

7.1.7 A multi-million pound initiative, known as World Class Stratford, is progressing to meet the challenges demanded of a town that holds a position of global importance. The aim of the initiative is to transform the town’s image in a variety of ways and enable it to fulfil its role as one of the world’s most iconic locations.

7.1.8 The World Class Stratford vision is to ensure Stratford-upon-Avon provides an excellent quality of life and a healthy economic environment for its residents, businesses and visitors.

7.1.9 It is hoped to achieve World Heritage status for the town as formal recognition throughout the world of the importance of Stratford-upon-Avon and its Shakespearean legacy.

7.1.10 An initial stage of the WCS process was the preparation of an Urban Design Framework (UDF). This provides a significant tool for achieving a step-change in the quality of the town's environment and appearance and in meeting the aspirations of the local community. The UDF seeks to translate the World Class Stratford vision into physical and spatial projects which, taken together, will transform the town.

7.1.11 Stratford-upon-Avon is an important commercial centre both for its own residents and businesses and an extensive catchment. 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.

7.1.12 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. This 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.

The Goals for Stratford-upon-Avon

1. Ensuring that the town remains as one of the country's pre-eminent tourist and cultural destinations by improving the quality and variety of the visitor experience to world-class standards, and by helping visitors stay longer, spend more, and experience less environmental impact
2. Ensuring that the town meets the challenge to be the most significant and rewarding place for experiencing Shakespeare's legacy and genius
3. Facilitating the development of the town as a major centre for shopping, leisure, commerce and civic facilities
4. Improving the conservation and interpretation of the town's historical, architectural and landscape heritage
5. Ensuring that development does not harm the town's world famous historic character and tourist experience
6. Identifying how to co-ordinate new developments and public spaces to create a distinctive whole, integrated with the existing fabric of the town
7. To meet the needs for housing in the town, particularly that which is affordable to its local workforce
8. Improving the publicly accessible areas and connectivity within the town, with particular priority given to creating a 'walkable core' to the town centre and improving the waterfront
9. Reducing the impact of traffic movement in and around town centre, moving towards 'park and ride' services to provide access, and creating an effective public transport interchange
10. Regenerating key previously developed sites and areas in the town, especially those around the railway station and along the canal corridor
11. Providing high quality facilities and services for the benefit of local residents, including education, health and leisure.

Development Proposals relating to Stratford-upon-Avon

7.1.13 A wide range of potential development sites have been assessed against the overall objectives of the Core Strategy and the specific circumstances relating to the town.

7.1.14 Certain parts of the town have undergone a transformation in recent years, particularly along Birmingham Road, as outworn industrial areas have been replaced by new commercial and residential development. There are a number of further opportunities to enhance the appearance and image of the town that now present themselves.

7.1.15 These have been identified through the World Class Stratford project and presented in the UDF for the town. It is necessary for the Core Strategy to confirm the District Council's intentions regarding these sites so that the UDF remains consistent with the formal development plan. These key 'brownfield' sites are therefore presented as a set of proposals for a mix of business, commercial, community and residential uses, together with environmental and infrastructure enhancements.

7.1.16 It is recognised that a specific delivery mechanism will be required to help achieve the implementation of these proposals (see implementation section).

7.1.17 Land on Banbury Road is also identified; this is the remaining part of the redevelopment of the residential properties that was allocated in the District Local Plan.

Proposal SUA.1	
Where it is to be Delivered	What is to be Delivered
Western Road/Wharf Road area (Canal Quarter) 7.2 hectares (gross)	The following uses are sought: <ul style="list-style-type: none"> • Business – including a minimum of 6,000 square metres of office floorspace • Commerce, including small-scale retailing and car showrooms • Hotel • Residential - comprising about 50 dwellings
When it is to be Delivered	Phases 1 & 2 (2011-2021)
How it is to be Delivered	Private sector and a dedicated delivery vehicle for the World Class Stratford projects
Specific Requirements	<ul style="list-style-type: none"> • a comprehensive approach, including the production of a Masterplan • enhance the character of the canal corridor • an attractive development frontage to Birmingham Road • a high quality bus route between Birmingham Road and the railway station (see Proposal SUA.5) • identify suitable opportunities for displaced existing uses to relocate (see Proposal SUA.8) • ensuring the implementation of the Steam Railway Centre is not prejudiced

Proposal SUA.2	
Where it is to be Delivered	What is to be Delivered
Rother Street/Grove Road area (Rother Quarter) 2.5 hectares (gross)	The following uses are sought: <ul style="list-style-type: none"> • Retail – a minimum of 10,000 square metres (gross), to include provision for small, independent traders • Offices - a minimum of 3,000 square metres • Hotel (optional) • Cafes and restaurants • Entertainment and community uses • Residential – comprising about 50 dwellings
When it is to be Delivered	Phases 1 & 2 (2011-2021)
How it is to be Delivered	Existing landowners, a private sector partner to assemble and deliver the site and a dedicated delivery vehicle for the World Class Stratford projects
Specific Requirements	<ul style="list-style-type: none"> • a comprehensive approach, including the production of a Masterplan • enhance the Rother Market area • an attractive frontage overlooking Firs Garden • improve relationship of the area with the railway station • replacement police facilities (possibly off-site) • a high quality design appropriate to the location of the site in the Conservation Area

Proposal SUA.3	
Where it is to be Delivered	What is to be Delivered
Bridgeway/Bridgefoot area 25.0 hectares (gross)	The following uses are sought: <ul style="list-style-type: none"> • Visitor attractions and other tourism-related activities • Conference Centre (optional) • Replacement/new hotel facilities • Replacement or upgraded Leisure Centre (potentially off-site) • Small-scale retail and other commercial units • Remodelled multi-storey car park • Improved surface car and coach parking
When it is to be Delivered	Phases 1 & 2 (2011-2021)
How it is to be Delivered	Private sector and a dedicated delivery vehicle for the World Class Stratford projects
Specific Requirements	<ul style="list-style-type: none"> • a comprehensive approach, including the production of a Masterplan • a Level 2 Strategic Flood Risk Assessment • effective management of traffic and pedestrians • enhance the public realm and improve pedestrian routes to the town centre • create an enhanced visitor 'gateway' to the town • manage local traffic movements within the area • a wetlands area on the Warwick Road lands • assess impact of the old refuse tip

Proposal SUA.4	
Where it is to be Delivered	What is to be Delivered
Town Square 1.1 hectares (gross)	The following uses are sought: <ul style="list-style-type: none"> • Retail comprising a minimum of 10,000 square metres (gross), to include a foodstore • Replacement/redevelopment of car park with reduced or no parking • Residential – comprising about 25 dwellings
When it is to be Delivered	Phase 1 (2011-2016)
How it is to be Delivered	District Council, private sector and a dedicated delivery vehicle for the World Class Stratford projects
Specific Requirements	<ul style="list-style-type: none"> • an enhanced pedestrian environment • improved links to adjacent areas of the town centre • an archaeological evaluation of the site • a high quality design appropriate to the location of the site in the Conservation Area

Proposal SUA.5	
Where it is to be Delivered	What is to be Delivered
Former Cattle Market, Alcester Road 2.7 hectares (gross)	The following uses are sought: <ul style="list-style-type: none"> • Offices - a minimum of 3,000 square metres • Residential – comprising about 150 dwellings • Bus-rail interchange • A high quality public space in front of the railway station • Commercial leisure (optional)

	<ul style="list-style-type: none"> • Small-scale commercial units • Minimum of 140 car parking spaces to meet the needs of users of the railway station
When it is to be Delivered	Phase 1 (2011-2016)
How it is to be Delivered	Private sector and a dedicated delivery vehicle for the World Class Stratford projects
Specific Requirements	<ul style="list-style-type: none"> • a high quality design appropriate to the location of the site on the edge of the Conservation Area • a high quality public space in front of the railway station superior • extensive tree planting alongside Alcester Road • a pedestrian link between the railway station and Arden Street • pedestrian, cycle and bus links through to the Canal Quarter (see Proposal SUA.1)

Proposal SUA.6	
Where it is to be Delivered	What is to be Delivered
North of Banbury Road 3.0 hectares (gross)	The following uses are sought: Residential – comprising about 75 dwellings
When it is to be Delivered	Phase 1 (2011-2016)
How it is to be Delivered	Private Sector
Specific Requirements	<ul style="list-style-type: none"> • pedestrian and cycle links with adjacent residential development • extensive landscaping and planting around the eastern and southern boundaries • retain the existing mature trees within the site • an ecological evaluation of the site

7.1.18 Brownfield sites will not deliver enough housing to meet the town's contribution towards the requirement for the plan period in accordance with the preferred strategy. Therefore, consideration has been given to potential sites for urban extensions. These locations have been assessed against the overall objectives of the Core Strategy.

7.1.19 The location which delivers the most specific benefits to the town is to the west of Shottery. This was considered suitable in principle by the previous Local Plan Inspector and referred to by the Panel considering the Regional Spatial Strategy Revision in its broad assessment of the capacity of the town to expand. It is considered to have an acceptable landscape impact and offer a range of benefits, including a western relief road that would take some traffic out of the town centre and Shottery village, as well as providing a new car and coach access and parking to Anne Hathaway's Cottage. The scheme would also provide a new primary school and local centre incorporating a range of facilities that would benefit new and existing residents.

7.1.20 It is proposed to carry forward the other two greenfield sites on the edge of the town identified in the District Local Plan. These are the Egg Packing Station on Bishopton Lane and south of Kipling Road in Bridgetown.

7.1.21 To balance the provision of additional housing in the town, it is important to provide scope for employment development. In order to attract new businesses to the town and provide scope for existing companies to expand, it is necessary to identify a site that will be attractive in terms of accessibility, profile and quality of environment. Land to the south of Alcester Road offers such an opportunity. Although it will extend the physical form of the town in a rather elongated manner, extensive landscaping and planting within and around the perimeter of the site will help to minimise this impact. It is also well-related to the proposed development to the west of Shottery and the western relief road.

7.1.22 A specific allocation is made to identify the site of the proposed Parkway Station at Bishopton and to assist in its delivery. It will complement the operation of the existing park and ride facility on adjacent land and help attract people to use the railway to travel to Birmingham, Warwick/Leamington and London.

7.1.23 A site is identified off Banbury Road for an extra care and nursing home complex to be provided to meet the needs of an ageing local population. This form of development would incorporate a range of accommodation and provide flexibility in meeting the changing needs of its residents.

7.1.24 It is widely appreciated that the physical nature of the town has led to most of the shops, services and jobs being on the north side of the river. Despite considerable development taking place in the Bridgetown area in recent years, this situation has not changed significantly. To help to overcome this, a site on Shipston Road is identified for a large foodstore and a range of community facilities. This also provides the opportunity to create a southern park and ride facility which has been the long-term aspiration of both the County and District Councils.

7.1.25 The topography of the town, together with natural and infrastructure constraints, limit the potential for further suitable extensions to the urban area. However, it is necessary to consider the scope for additional development in the town given the increase in the District's housing requirement and its role as the largest and most sustainable settlement in the District.

7.1.26 On that basis, land at Bishopton is identified for development in the post 2016 period, unless monitoring of housing supply or site specific benefits justifies an earlier release of part or all of the land involved. There are three distinct components identified, north of Bishopton Lane and either side of Birmingham Road. This provides considerable flexibility when deciding how much land needs to be released for development and at what point in time. This may also be dependent on the capacity of key infrastructure and services, such as at Stratford High School. Further analysis of the situation is being undertaken in order to decide whether this additional scale of development can be accommodated in the town and what associated infrastructure improvements will be required.

7.1.27 The area of land to the west of Birmingham Road would be a suitable location for a replacement Leisure Centre should the District Council decide that the facility should be relocated from Bridgeway. This site is reasonably accessible by various forms of transport and is close to the park-and-ride facility and proposed Parkway Station.

7.1.28 The following greenfield sites are proposed to be allocated for development:

Proposal SUA.7	
Where it is to be Delivered	What is to be Delivered
West of Shottery 55.0 hectares (gross)	The following uses are sought: <ul style="list-style-type: none"> • Residential – comprising about 600 dwellings on land to the south of Alcester Road and about 200 dwellings on land to the north of Evesham Road. • Specialist accommodation for the elderly (optional) • Local Centre, including a primary school, small retail units (up to 1,000 square metres in total), doctor's surgery and small business units on land adjacent to West Green Drive • Relief road between Alcester Road and Evesham Road • Public Open Space on approximately 6 hectares of land to the west of Shottery Conservation Area
When it is to be Delivered	Phases 1 & 2 (2011-2021)
How it is to be Delivered	Private Sector
Specific Requirements	<ul style="list-style-type: none"> • a Level 2 Strategic Flood Risk Assessment • a new vehicular access to the car and coach parking for Anne Hathaway's Cottage

	<ul style="list-style-type: none"> • minimise impact on the character and setting of Anne Hathaway's Cottage and Shottery Conservation Area, with a new public open space in the centre of the area and the link road sunk at this point. • traffic calming measures in Shottery, possibly to include a scheme to restrict traffic on Cottage Lane • improved pedestrian and cycle links to the town centre and adjacent residential areas • improve existing rights of way, including high quality crossings of the relief road, and integrate new pedestrian and cycle routes • a network of habitat corridors throughout the development • enhance the ecological value of the Shottery Brook corridor • incorporate a bus gate off West Green Drive through the northern residential area to facilitate a bus service to Proposal SUA.8 • assess the feasibility of placing electricity transmission lines underground
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Proposal SUA.8	
Where it is to be Delivered	What is to be Delivered
South of Alcester Road 14.0 hectares (gross)	The following uses are sought: <ul style="list-style-type: none"> • Business development, of which no more than 25% (net) should comprise Class B1a offices and not more than 25% (net) should comprise Class B8 distribution and storage. Specific opportunities should be provided for technology and research-based companies and for businesses to relocate from the Canal Quarter area (see Proposal SUA.1)
When it is to be Delivered	Phases 1 & 2 (2011-2021)
How it is to be Delivered	Private Sector
Specific Requirements	<ul style="list-style-type: none"> • an access off A46 Marraway roundabout via a stub of Western Relief Road • frequent bus service into the development (see Proposal SUA.7) • a high quality pedestrian/cycle link with the existing urban area • extensive landscaping within and around the development • protect ponds and watercourse within the site and integrate into the development

Proposal SUA.9	
Where it is to be Delivered	What is to be Delivered
Egg Packing Station, Bishopton Lane 2.6 hectares (gross)	The following uses are sought: <ul style="list-style-type: none"> • Residential - comprising about 80 dwellings
When it is to be Delivered	Phase 1 (2011-2016)
How it is to be Delivered	Private sector
Specific Requirements	<ul style="list-style-type: none"> • substantial landscaping/planting on northern part of site • pedestrian crossing on Bishopton Lane to improve access to park-and-ride facility • a footway alongside Bishopton Lane and Birmingham Road • an ecological investigation of the site

Proposal SUA.10	
Where it is to be Delivered	What is to be Delivered
When it is to be Delivered	Phase 1 (2011-2016)
Land off Bishopton Lane 1.5 hectares (gross)	The following uses are sought: <ul style="list-style-type: none"> • Parkway Railway Station • Associated car parking
How it is to be Delivered	Warwickshire County Council, train operators
Specific Requirements	<ul style="list-style-type: none"> • a bus/rail interchange in conjunction with the adjacent park and ride facility

Proposal SUA.11	
Where it is to be Delivered	What is to be Delivered
South of Kipling Road 6.3 hectares (gross)	The following uses are sought: <ul style="list-style-type: none"> • Residential - comprising about 100 dwellings on the northern part of the site • Extension to the Community Woodland and Meadowland on the southern part of the site
When it is to be Delivered	Phase 1 (2011-2016)
How it is to be Delivered	Private Sector, District Council
Specific Requirements	<ul style="list-style-type: none"> • transfer land for Community Woodland and Meadowland to the District Council • create an attractive edge to development along southern boundary • measures to ensure that water quality and quantity in Rushbrook does not deteriorate • improve the public right of way that runs along eastern edge of the site • an ecological investigation of the site

Proposal SUA.12	
Where it is to be Delivered	What is to be Delivered
Milestone Road 3.7 hectares (gross)	The following uses are sought: <ul style="list-style-type: none"> • Extra care/nursing home complex
When it is to be Delivered	Phase 1 (2011-2016)
How it is to be Delivered	Private sector
Specific Requirements	<ul style="list-style-type: none"> • extensive landscaping and planting along north-eastern boundary • traffic calming measures on Milestone Road • layout and design to take account of adjacent residential properties • consider the implications of the landing strip north of the site

Proposal SUA.13	
Where it is to be Delivered	What is to be Delivered
East of Shipston Road 5.8 hectares (gross)	The following uses are sought: <ul style="list-style-type: none"> • Foodstore comprising a maximum of 3,000 square metres

	(gross) <ul style="list-style-type: none"> • Community facilities, including a medical centre • Park and ride facilities
When it is to be Delivered	Phase 1 (2011-2016)
How it is to be Delivered	Private sector, Primary Care Trust/GPs, bus operators
Specific Requirements	<ul style="list-style-type: none"> • extensive landscaping and planting around the edge of the site • improvements to Shipston Road/Campden Road junction in accordance with requirements of the County Highway Authority • minimise impact of lighting provided within the development • improve pedestrian and cycle links to the site • allow scope for pedestrian and cycle path to be provided along the disused railway • layout and design to take account of adjacent residential properties

Proposal SUA.14A	
Where it is to be Delivered	What is to be Delivered
North of Bishopton Lane 25.0 hectares (gross)	The following uses are sought <ul style="list-style-type: none"> • Residential – comprising about 500 dwellings • Public Open Space on approximately 5 hectares of land at the north eastern end of the site • Community facilities – to include a primary school
When it is to be Delivered	Phases 2 & 3 (2016-2026)
How it is to be Delivered	Private Sector
Specific Requirements	<ul style="list-style-type: none"> • a comprehensive approach, including the production of a Masterplan • a Level 2 Strategic Flood Risk Assessment • all built development to be outside flood risk area and to have a positive impact on the water environment • extensive woodland planting within development area to reduce visual impact • layout and design to mitigate noise impact of A46 on properties • subject to expansion of secondary school provision in Stratford-upon-Avon • improved or replacement canal bridge incorporating pedestrian and cycle facilities • improvements to Bishopton roundabout as necessary

Proposal SUA.14B	
Where it is to be Delivered	What is to be Delivered
West of Birmingham Road 5.5 hectares (gross)	The following uses are sought: <ul style="list-style-type: none"> • Residential – comprising about 80 dwellings on the southern part of the site • A Leisure Centre on the northern part of the site (subject to any decision on the future of the existing facility)
When it is to be Delivered	Phase 2 (2016-2021)
How it is to be Delivered	Private sector, District Council
Specific Requirements	<ul style="list-style-type: none"> • a link road between Bishopton Lane and Birmingham Road • modifications to Bishopton Island as necessary

	<ul style="list-style-type: none"> • high quality design of Leisure Centre, particularly its visual impact from A46
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Proposal SUA.14C	
Where it is to be Delivered	What is to be Delivered
East of Birmingham Road 10.0 hectares (gross)	The following uses are sought: <ul style="list-style-type: none"> • Residential – comprising about 200 dwellings • Flood alleviation scheme on south-eastern part of the site
When it is to be Delivered	Phase 2 (2016-2021)
How it is to be Delivered	Private sector, Environment Agency
Specific Requirements	<ul style="list-style-type: none"> • extensive landscaping and planting along northern and western boundaries • an ecological investigation of the site

7.1.28 For the period after 2021, and as part of a comprehensive assessment of a range of longer-term development options in the District to be carried out through a review of this Core Strategy, a major urban extension south east of the town should be considered. This is likely to require an eastern relief road between Banbury Road and Wellesbourne Road.

7.1.29 Such a large-scale development would need to address the potential infrastructure impacts, in particular the scope to reduce traffic passing over the Clopton Bridge and the provision of additional secondary education facilities. It would also present an opportunity to create a focus for a range of local shops, facilities and jobs serving communities south of the river.

Main Rural Centres

7.2 Alcester

7.2.1 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.

7.2.3 The town sits at the confluence of the Rivers Arrow and Alne, 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. 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.

7.2.4 Alcester has experienced serious flooding from surface water and from watercourses including the River Arrow and Spittle Brook; in the July 2007 floods more homes were affected in Alcester than in any other settlement in the District. The existing surface water drainage system is deficient, and within areas of Alcester there is an outdated system of combined foul and surface drains. The Alcester Drainage Forum brings together partners including the Environment Agency, County, District and Town Councils and Severn Trent Water. The Environment Agency and local councils are funding a pumping station scheme to improve the river flooding situation. However, to date, no viable solution to surface water issues has been identified.

7.2.5 Alcester has primary and secondary schools, doctors, dentists, a police station, library, leisure centre, fire station, and a one-stop shop for district and county council services. Alcester Hospital is due to be replaced with a healthcare day centre incorporating two GP surgeries by

June 2011. 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.

7.2.6 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.

7.2.7 Alcester is keen to promote tourism, with a particular focus on its Roman heritage, about which a museum has been established containing a wide range of local finds. The 'Vision for Alcester' initiative has identified projects to promote its attractive environment links to nearby attractions.

7.2.8 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 skills¹⁶. 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.

7.2.9 There is a lack of facilities in Alcester for young people, especially for teenagers. For instance, the youth club currently has no suitable home. The Vision for Alcester initiative seeks to provide improved facilities for all ages at Conway Fields, including a youth club venue and a Multi Use Games Area. Another project hopes to relocate several sports onto a combined site with improved pitches and facilities. The Town Council is also keen to resolve the shortage of allotment and cemetery space.

7.2.10 The Local Transport Plan 2006 identifies a package of improvements for the town including improvements for pedestrians and parking management around the Town Hall and High Street, traffic management in the town centre, and implementation of a network of walking and cycling routes in and around the town.

The Goals for Alcester

1. Protecting and enhancing the attractive historic core of the town
2. Seeking to solve drainage issues and ensuring that development does not worsen the situation
3. Maintaining and enhancing the wide range of services in the town
4. Promoting tourism so that more people visit the town and it is used as a base for enjoying the local area
5. Enhancing the vibrancy of the town centre and improving retail provision
6. Tackling the deprivation experienced particularly in the northern part of the town
7. Improving youth and sporting facilities
8. Improving facilities for pedestrians and cyclists and managing traffic in the town centre
9. Increasing the number and range of premises for local businesses to develop
10. Meeting local housing needs, especially for affordable housing.

Development Proposals relating to Alcester

7.2.11 A wide range of potential development sites have been assessed against the overall objectives of the Core Strategy and the specific circumstances relating to the town.

7.2.12 The sites proposed for development mostly affect land which lies outside the Green Belt that has been previously reserved for the purpose as and when needed.

7.2.13 On the northern edge of the town, scope is provided to extend the main employment area. In order to achieve a suitable access, this requires the loss of a parcel of land currently in the Green Belt. This is considered to be justified in order to provide scope for local business expansion in the most appropriate location.

¹⁶ Indices of Deprivation 2007 by Super Output Area, Warwickshire Observatory

7.2.14 New housing will be provided through development on the eastern edge of the town but not extending beyond the ridgeline formed by Captain's Hill, and a western extension on land enclosed by the bypass and north of Allimore Lane. This incorporates an opportunity to provide a range of community benefits.

7.2.15 There is specific provision for achieving a larger foodstore in the central part of the town on land behind the High Street. This is likely to take the form of an expansion of the existing supermarket. It would be consistent with the findings of a Retail Study which recommended that a foodstore of between 2,300 and 2,800 square metres (gross) should be provided in the town in order to retain more spending by local residents.

7.2.16 The following sites are proposed to be allocated for development:

Proposal ALC.1	
Where it is to be Delivered	What is to be Delivered
North of Arden Road (Coughton Parish) 14.0 hectares (gross)	The following uses are sought <ul style="list-style-type: none"> • Business development on the eastern part of the site comprising approximately 8.0 hectares, of which no more than 25% (net) should comprise Class B1a offices and not more than 25% (net) should comprise Class B8 distribution and storage • Open space and woodland planting on the western part of the site which will remain within the Green Belt
When it is to be Delivered	Phase 1 (2011-2016)
How it is to be Delivered	Private sector
Specific Requirements	<ul style="list-style-type: none"> • contribute towards an Environment Agency flood risk management scheme for Alcester • keep foul and surface water drainage independent from the existing deficient network • protect watercourse that runs along southern boundary of the site • provide extensive landscaping along the northern boundary of the development • retain and extend public footpaths within and adjacent to the site • improve pedestrian links to residential areas and the town centre • a detailed archaeological investigation of the site before development commences • maintain at least an eight metre corridor along the watercourse that runs along eastern and southern boundaries of the site

Proposal ALC.2	
Where it is to be Delivered	What is to be Delivered
East of Kinwarton Farm Road (Kinwarton Parish) 5.8 hectares (gross)	The following uses are sought: <ul style="list-style-type: none"> • Residential - comprising about 125 dwellings
When it is to be Delivered	Phase 1 (2011-2016)
How it is to be Delivered	Private sector
Specific Requirements	<ul style="list-style-type: none"> • contribute towards an Environment Agency flood risk management scheme for Alcester • financial contribution to Conway Fields recreation facilities • keep foul and surface water drainage independent from

	<p>existing deficient network</p> <ul style="list-style-type: none"> • provide an extensive area of open space in the central part of the site to link existing residential areas to the rights of way network and open countryside to the east • a detailed archaeological investigation of the site before development commences • retain ponds on the site and integrate into design of the development
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Proposal ALC.3	
<i>Where it is to be Delivered</i>	<i>What is to be Delivered</i>
North of Allimore Lane 17.0 hectares (gross)	<p>The following uses are sought:</p> <ul style="list-style-type: none"> • Residential - comprising about 250 dwellings • Specialist accommodation for the elderly (optional) • Extensive open space to provide recreation facilities and areas of ecological value • Community facilities
<i>When it is to be Delivered</i>	Phase 2 (2016-2021)
<i>How it is to be Delivered</i>	Private sector, public and voluntary agencies
<i>Specific Requirements</i>	<ul style="list-style-type: none"> • produce a Masterplan to determine the key principles of land uses, layout, design and infrastructure • contribute towards an Environment Agency flood risk management scheme for Alcester • keep foul and surface water drainage independent from existing deficient network • a comprehensive archaeological evaluation of the whole area to identify those parts that should not be developed • provide a landscape buffer alongside the bypass • retain and improve public rights of way through the site • improve pedestrian and cycle links to the town centre and adjacent residential areas • retain ponds on the site and integrate into design of the development

Proposal ALC.4	
<i>Where it is to be Delivered</i>	<i>What is to be Delivered</i>
Land off Moorfield Road 1.0 hectare (gross)	<p>The following uses are sought:</p> <p>Foodstore comprising between 2,000 and 2,800 square metres gross floorspace</p>
<i>When it is to be Delivered</i>	Phase 1 (2011-2016)
<i>How it is to be Delivered</i>	Private Sector
<i>Specific Requirements</i>	<ul style="list-style-type: none"> • a detailed archaeological investigation of the site before development commences • a Level 2 Strategic Flood Risk Assessment • contribute towards an Environment Agency flood risk management scheme for Alcester • keep foul and surface water drainage independent from the existing deficient network • a high quality design appropriate to the location of the site in the Conservation Area

7.3 Bidford-on-Avon

7.3.1 Bidford dates back to Saxon times, although the Roman Rycknild Street originally crossed the river at this point.

7.3.2 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 was about 4,800 according to the 2001 Census; an increase of over 50% since 1981 (Bidford Parish at 2006). By comparison, the number of dwellings has increased by 84% between 1981 and 2008.

7.3.3 The relief road built in 1978 tends to sever some of the 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.

7.3.4 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.

7.3.5 A frequent (half-hourly) bus service runs through Bidford 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.

7.3.6 A well-established industrial estate off Waterloo Road supports a wide range of jobs, although the 2001 Census showed that only 35% of employed residents also worked in the local area (Bidford and Salford Ward). The Parish Council wishes to see employment opportunities increased in the local area.

7.3.7 The initial emphasis of future development in the village is the implementation of the Friday Furlong allocation from the District Local Plan. An outline planning application was submitted in early 2009 and has been supported by the District Council, subject to the completion of a Section 106 Agreement. At this point in time, planning permission has not yet been granted so it is appropriate that the allocation be carried forward into this plan and incorporates a new medical centre.

7.3.8 Besides Friday Furlong, the scale of development in the village is intended to be limited given the comparatively modest provision of shops and services. 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, such as traffic management measures and improvements to pedestrian and cycle links.

The Goals for Bidford-on-Avon

1. Protecting and enhancing the attractive historic village centre
2. Protecting the river setting of the village and views towards it
3. Improving the drainage infrastructure in order to reduce flooding
4. Replacing the poor quality urban fringe uses in the Friday Furlong area
5. Providing a replacement medical centre
6. Reducing severance caused by through traffic and improving pedestrian and cycle links
7. Increasing opportunities for local businesses and jobs
8. Tackling local housing needs, especially for affordable housing.

Development Proposals relating to Bidford-on-Avon

7.3.9 A wide range of potential development sites have been assessed against the overall objectives of the Core Strategy and the specific circumstances relating to the village.

7.3.10 There are significant constraints affecting large areas of land on the edge of the village. All of the southern edge is affected by floodplain and the land rises both to the east and west of the

village. Furthermore, much of it is high quality (Grade 2) agricultural land, including the extensive swathe between Victoria Road and Waterloo Road.

7.3.11 The benefits that will derive from the development of the Friday Furlong area make it critical that this proposal is implemented as quickly as possible. The other two housing allocations should follow on afterwards, unless there is a significant delay in the implementation of Friday Furlong, in order to avoid all the proposed development taking place during the first part of the plan period.

7.3.12 A modest extension to the well-established Waterloo Park Industrial Estate is proposed to help increase the opportunity for residents to work locally.

7.3.13 The following sites are proposed to be allocated for development:

Proposal BID.1	
Where it is to be Delivered	What is to be Delivered
Friday Furlong, Waterloo Road 7.7 hectares (gross)	The following uses are sought: <ul style="list-style-type: none"> • Residential - comprising about 125 dwellings on the southern part of the site • Specialist accommodation for the elderly (optional) • Medical Centre • Open space and amenity uses on the northern part of the site
When it is to be Delivered	Phase 1 (2011-2016)
How it is to be Delivered	Private sector, Primary Care Trust/GPs
Specific Requirements	<ul style="list-style-type: none"> • ensure that existing occupiers have alternative accommodation to move to • removal of all the existing uses and activities on the site • a pedestrian/cycle link through the site to link Waterloo Road and The Bank • incorporate necessary improvements to the drainage/sewerage system

Proposal BID.2	
Where it is to be Delivered	What is to be Delivered
North of Bramley Way 1.9 hectares (gross)	The following uses are sought: <ul style="list-style-type: none"> • Residential - comprising about 50 dwellings
When it is to be Delivered	Phase 2 (2016-2021)
How it is to be Delivered	Private sector
Specific Requirements	<ul style="list-style-type: none"> • incorporate necessary improvements to the drainage/sewerage system • a pedestrian/cycle link to The Bank

Proposal BID.3	
Where it is to be Delivered	What is to be Delivered
North of Salford Road 3.7 hectares (gross)	The following use are sought: <ul style="list-style-type: none"> • Residential - comprising about 75 dwellings
When it is to be Delivered	Phase 2 (2016-2021)
How it is to be Delivered	Private Sector
Specific Requirements	<ul style="list-style-type: none"> • incorporate necessary improvements to the drainage/sewerage system • a pedestrian/cycle link to Queensway

Proposal BID.4	
Where it is to be Delivered	What is to be Delivered
Land to east of Waterloo Park Industrial Estate 1.6 hectares (gross)	The following uses are sought: <ul style="list-style-type: none"> • Business Development
When it is to be Delivered	Phase 1 (2011-2016)
How it is to be Delivered	Private Sector
Specific Requirements	<ul style="list-style-type: none"> • vehicle access solely through Waterloo Park Industrial Estate • assess scope for further traffic management measures on Waterloo Road • incorporate necessary improvements to the drainage /sewerage system • protect ecological value of the disused railway along northern boundary of the site

7.4 Henley-in-Arden

7.4.1 Henley is an attractive market town with a renowned one mile-long High Street. It lies 8 miles north of Stratford-upon-Avon, and 6 miles west of Redditch. The combined population of Beaudesert and Henley 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.

7.4.2 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.

7.4.3 Henley'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 an hourly service between Birmingham and Stratford-upon-Avon. Improvements to the service frequency, customer information and access to the station are planned.

7.4.4 The Parish Council is working with partners, such as local businesses and Stratford Council for Voluntary Services, 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.

7.4.5 Henley has a secondary school, an annex to a further education college, doctor, dentist, police station, fire station, library, post office and a community hall. It also has a range 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.

7.4.6 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.

The Goals for Henley-in-Arden

1. Protecting and enhancing the attractive historic town centre
2. Reducing the risk of flooding from the River Alne
3. Protecting the attractive setting of the town, especially the steeply rising ground to the east and the Mount
4. Promoting the use of the Shakespeare railway line
5. Encouraging more visitors to the town
6. Protecting and improve the range of shops and services provided
7. Providing additional business units particularly to support businesses
8. Improving recreational and open space facilities
9. Meeting local housing needs, especially for affordable housing.

Development Proposals relating to Henley-in-Arden

7.4.7 A wide range of potential development sites have been assessed against the overall objectives of the Core Strategy and the specific circumstances relating to the town.

7.4.8 The allocation in the District Local Plan relating to the Cattle Market site has been carried forward since no planning permission has been granted to date. However, provision is now made for a small foodstore to help bolster the retail base of the town.

7.4.9 Flood risk constraints and the strong landscape boundaries to Henley (the existing and disused railway lines to the north and west, and the steeply rising ground to the east) have made it difficult to identify a suitable site for large-scale development. The town is also surrounded by Green Belt. As a consequence, only one development site has been identified on the edge of the town. This provides scope to help achieve a number of goals for the town.

7.4.10 The following sites are proposed to be allocated for development:

Proposal HEN.1	
Where it is to be Delivered	What is to be Delivered
Former Cattle Market, Warwick Road 1.3 hectares (gross)	The following uses are sought: <ul style="list-style-type: none"> • Residential - comprising about 20 dwellings • Small business units for Class B1 uses • Foodstore, not exceeding 1,000 square metres gross floorspace (optional)
When it is to be Delivered	Phase 1 (2011-2016)
How it is to be Delivered	Private Sector
Specific Requirements	<ul style="list-style-type: none"> • a Level 2 Strategic Flood Risk Assessment • an archaeological evaluation of the site • a pedestrian/cycle route through the site linking Prince Harry Road and Warwick Road • a high quality design to enhance the setting of the Conservation Area

Proposal HEN.2	
Where it is to be Delivered	What is to be Delivered
West of Bear Lane 5.0 hectares (gross)	The following uses are sought: <ul style="list-style-type: none"> • Residential - comprising about 25 dwellings • Business uses (excluding Class B8 storage and distribution) on about 1.0 hectare

	<ul style="list-style-type: none"> • Public open space on about 1.0 hectare • Car park to serve the railway station
When it is to be Delivered	Phase 1 (2011-2016)
How it is to be Delivered	Private sector, Warwickshire County Council
Specific Requirements	<ul style="list-style-type: none"> • improve the access along Bear Lane to include a separate footway • create a pedestrian route from the car park to the northbound railway station platform • facilitate improvements to the adjacent allotments

7.5 Kineton

7.5.1 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.

7.5.2 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 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.

7.5.3 By the time of the 2001 Census, the population of Kineton was about 2,250, an increase of nearly 13% since 1981. The number of dwellings has increased by 37% between 1981 and 2008. Housing in the village is predominantly privately owned and the issue of affordability of housing for younger residents and key workers is a major issue.

7.5.4 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.

7.5.5 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.

The Goals for Kineton

1. Protecting and enhancing the attractive historic village centre
2. Ensuring the retention of the village's shops and services
3. Confining the physical form of the village between the clear edges provided by the old railway line to the north and west
4. Maintaining the gap between Kineton and the separate settlement of Little Kineton
5. Improving facilities for children and young people
6. Replacing the secondary school which has become outworn
7. Increasing the number of premises for local businesses
8. Tackling local housing needs, especially for affordable housing.

Development Proposals relating to Kineton

7.5.6 A wide range of potential development sites have been assessed against the overall objectives of the Core Strategy and the specific circumstances relating to the village.

7.5.7 There are significant physical constraints to developing land around most of the village. To the south is the valley formed by the River Dene which is steeply sloping, as is the land on the

western edge of the village. The disused railway line, with its bridges, is an important physical feature that defines the northern extent of the village.

7.5.8 The most appropriate direction for development is on the eastern side of the village. A specific opportunity relates to the High School. The buildings are acknowledged as being rather outdated in their nature and in need of replacement, subject to the availability of finance and the priorities of Warwickshire Education Authority. While this may not happen in the short-term, it is appropriate to make provision in this Core Strategy for such an eventuality. A proposal is therefore made to redevelop the footprint of the existing school buildings, playgrounds and courts for housing to help fund a replacement school on adjacent land to the north.

7.5.9 The following site is proposed to be allocated for development:

Proposal KIN.1	
Where it is to be Delivered	What is to be Delivered
North of Banbury Road 11.5 hectares (gross)	The following uses are sought: <ul style="list-style-type: none"> • A replacement Secondary School, playing fields and associated community facilities • Residential - comprising about 75 dwellings on the footprint of the existing school buildings
When it is to be Delivered	Phase 2 (2016-2021)
How it is to be Delivered	Warwickshire County Council, private sector
Specific Requirements	<ul style="list-style-type: none"> • necessary highway improvements and traffic management within the village • consider provision of a new access to the school off Southam Road

7.6 Shipston-on-Stour

7.6.1 The town is of Anglo-Saxon origin; its name being derived from Scepeswasce or Sheepwash. It was founded on a 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. Part of the line was converted for use by steam engines but it closed completely in 1960.

7.6.2 The 2001 Census recorded a population of 4,450 in the parish as a whole, a growth of 43% since 1981. However, in terms of increase in dwellings, the town has grown by 95% between 1981 and 2008, the largest increase of any settlement in the District.

7.6.3 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 road (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.

7.6.4 While 55% of its working residents commute out of the town for employment, Shipston has the highest proportion of people working locally of all of the main rural centres, reflecting its greater distance from larger towns.

7.6.5 The recent loss of IMI Norgren, which had been 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.

7.6.6 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 6th form at the High School.

7.6.7 The centre of Shipston was very badly affected by the 2007 flood event. As a result, the Environment Agency is undertaking a study to determine the most effective way of reducing the risk of a similar situation occurring.

The Goals for Shipston-on-Stour

1. Protecting and enhancing the character of the historic town centre
2. Diversifying the local economy and increase premises for local businesses
3. Providing a new improved primary care facility
4. Improving local shopping facilities
5. Providing a riverside walk along the Stour and protect the eastern side of the town along the Stour from development
6. Minimising the risk of flooding from the Stour
7. Promoting tourism in the town and surrounding area
8. Refurbishing or replacing the community hall and improving leisure facilities
9. Tackling local housing needs, especially for affordable housing.

Development Proposals relating to Shipston-on-Stour

7.6.8 A wide range of potential development sites have been assessed against the overall objectives of the Core Strategy and the specific circumstances relating to the town.

7.6.9 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.

7.6.10 The same applies to the rising land along the western flank of the town. However, a specific opportunity presents itself as a reasonable exception; development on land either side of Campden Road would serve to link the reuse of the Norgren factory site with the urban area, using the existing road to enhance this physical and functional connection.

7.6.11 The following site is proposed to be allocated for development:

Proposal SHIP.1	
Where it is to be Delivered	What is to be Delivered
North and south of Campden Road 19.0 hectares (gross)	The following uses are sought: <ul style="list-style-type: none"> • Residential - comprising about 250 dwellings • Specialist accommodation for the elderly (optional) • Business uses on about 2.0 hectares, including start-up units for small businesses • Possible foodstore (maximum 2,500 square metres gross floorspace) • Medical centre and other community facilities
When it is to be Delivered	Phases 1 & 2 (2011-2021)
How it is to be Delivered	Private sector and Warwickshire Primary Care Trust
Specific Requirements	<ul style="list-style-type: none"> • produce a Masterplan to determine the key principles of land uses, layout, design and infrastructure • foodstore needs to be justified by a retail study which includes an assessment of potential sites within/ adjacent to the town centre

	<ul style="list-style-type: none">• uses attracting visiting members of the public should be located closest to the existing urban area• ensure inclusion of appropriate drainage measures to ensure that floor risk and pollution of the River Stour are not increased• improve pedestrian and cycle links to the town centre and adjacent residential areas• incorporate extensive 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 Cotswolds AONB• contribute to improvements to the A429/B4035 Portobello crossroads
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7.7 Southam

7.7.1 Southam is a market town situated in the north east corner of the District. 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.

7.7.2 By 2001 it had a population of about 6,500, 25% more than in 1981. In terms of dwellings, this increased by 55% between 1981 and 2008. 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 bypass provided significant benefits by diverting through traffic between Banbury to Coventry away from the town centre and residential neighbourhoods. However, it is a significant constraint to integrating communities east and west of the bypass and further growth of the town must be sensitive towards this particular issue.

7.7.3 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.

7.7.4 There is a well established industrial estate that provides a range of jobs, many of which are taken up by local residents. This has seen significant expansion in recent years and the town has been successful in attracting a number of successful companies.

7.7.5 Southam performs a range of functions for its rural hinterland and its role should be protected and enhanced. Furthermore, accessibility to and from surrounding villages should be continuously improved if its functional role is to be sustained.

7.7.6 A large foodstore has recently been granted planning permission on the business park off Kinton Road. This should be effective in reducing considerably the proportion of local households that currently go to larger towns to shop and help to retain more spending in Southam.

7.7.7 In 2005, a detailed housing needs survey was carried out in the town. A substantial need for dwellings of different sizes for rent and shared ownership was identified. It is envisaged that this survey will be reviewed and the proposed development will contribute towards meeting the need that exists.

The Goals for Southam

1. Protecting and enhancing the historic town centre
2. Improving retail facilities in the town centre
3. Increasing the number of premises for local businesses

4. Promoting the tourism attractions the town offers
5. Forging closer links with the RLS Polo Grounds
6. Improving sport and leisure facilities
7. Maintaining the openness of the River Stowe environs which bisect the town
8. Minimising segregation caused by the bypass
9. Tackling local housing needs, especially for affordable housing.

Development Proposals relating to Southam

7.7.8 A wide range of potential development sites have been assessed against the overall objectives of the Core Strategy and the specific circumstances relating to the town.

7.7.9 Further development to the east of the bypass is found to be inappropriate since it would exacerbate the issues of severance and integration that has been experienced. The sloping and elevated land relating to the Stowe valley on the west side of the town is sensitive in landscape terms and would impinge on what remains of the open aspect of this land.

7.7.10 This leaves the potential for development on the northern and southern edges of the urban area. A major opportunity is afforded on land to the west of Banbury Road to improve a range of sports facilities through a package that would release their existing land for development and relocate them. This would also provide scope to increase the amount of employment land available in Southam, which has experienced considerable success in attracting a range of companies in recent years.

7.7.11 A more modest site is identified on the northern edge of the town, contained by a watercourse running along its northern boundary.

7.7.12 The following sites are proposed to be allocated for development:

Proposal SOU.1	
Where it is to be Delivered	What is to be Delivered
West of Banbury Road	The following uses are sought: <ul style="list-style-type: none"> • Residential - comprising about 200 dwellings • Specialist accommodation for the elderly (optional) • Businesses uses on about 5.0 hectares • Enhanced replacement sports facilities
When it is to be Delivered	Phases 1 & 2 (2011-2021)
How it is to be Delivered	Private sector, sports clubs
Specific Requirements	<ul style="list-style-type: none"> • produce a Masterplan to determine the key principles of land uses, layout, design and infrastructure • incorporate a road link between Banbury Road and Kinton Road • improve pedestrian and cycle links to the town centre and adjacent residential and employment areas • a good quality pedestrian/cycle route through the development to the relocated sports facilities utilising the existing right of way • retain ponds on the site and integrate into design of the development

Proposal SOU.2	
Where it is to be Delivered	What is to be Delivered
West of Coventry Road 4.0 hectares (gross)	The following uses are sought: <ul style="list-style-type: none"> • Residential - comprising about 100 dwellings

When it is to be Delivered	Phase 1 (2011-2016)
How it is to be Delivered	Private sector
Specific Requirements	<ul style="list-style-type: none"> • vehicle access to be provided from Coventry Road only • provide pedestrian and cycle links with Mayfield Road and Ploughmans Holt • incorporate existing right of way that crosses the site • create a replacement open space on adjacent land to the west

7.8 Studley

7.8.1 Studley is the largest village in Warwickshire. It lies in the Green Belt just beyond the outskirts of Redditch which is in Worcestershire.

7.8.2 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. By 2001 the population stood at just over 6,600, but had not increased since 1981. However, the number of dwellings has increased by about 23% between 1981 and 2008.

7.8.3 The village is a 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.

7.8.4 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 and an Action Plan of mitigation measures is currently being prepared by the District Council in conjunction with the Parish Council and Warwickshire County Council.

7.8.5 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. The scale of further development of the village will be severely constrained unless the traffic issue is resolved.

7.8.6 Studley has a reasonable range of retail services for its size, including two supermarkets, butcher's 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) is a catalyst for local businesses, Studley in Bloom and the Parish, District and County Councils to focus on short and medium term actions to improve the local environment of the village centre. These will complement traffic management improvements in increasing its attractiveness residents, shoppers and other visitors.

7.8.7 Studley has a primary and secondary school, a library, fire station, police station, post office, doctors and dentist. 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.

7.8.8 There are a number of industrial areas on the outskirts of Studley 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.

7.8.9 The Parish Plan 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.

The Goals for Studley

1. Reducing the impact of through traffic
2. Improving air quality in the village centre
3. Enhancing the appearance of buildings and public realm in the village centre
4. Retaining and improving a wide range of shops and services
5. Restructuring the local economy by attracting new companies
6. Protecting the important gap between Studley and Redditch
7. Tackling local housing needs, especially for affordable housing.

Development Proposals relating to Studley

7.8.10 A wide range of potential development sites have been assessed against the overall objectives of the Core Strategy and the specific circumstances relating to the village

7.8.11 The Panel that considered the Regional Spatial Strategy Phase Two Revision concluded that significant development in Studley is not appropriate due to traffic constraints. As a result, no loss of Green Belt is justified and development is proposed to be focussed on the mostly brownfield or unused land to the north of the village. In doing so, it is essential that employment uses remain on a substantial part of the site, but there is scope for some residential development off Redditch Road.

7.8.12 The following site is proposed to be allocated for development:

Proposal STUD.1	
Where it is to be Delivered	What is to be Delivered
West of Birmingham Road 9.0 hectares (gross)	The following uses are sought: <ul style="list-style-type: none"> • Business uses through the retention and/or replacement of existing employment premises on the eastern part of the site. Specific opportunities should be provided to relocate companies from residential areas within the village • Residential - comprising about 75 dwellings on land fronting Redditch Road • Specialist accommodation for the elderly (optional)
When it is to be Delivered	Phase 1 (2011-2016)
How it is to be Delivered	Private Sector
Specific Requirements	<ul style="list-style-type: none"> • produce a Masterplan to determine the key principles of land uses, layout, design and infrastructure • mitigate the impact of any additional traffic flows on the A435 • incorporate a pedestrian and cycle route through the site between Birmingham Road and Redditch Road and improve links to the village centre • maintain a similar level of jobs on the site as a result of any redevelopment of existing business premises • extensive landscaping belt along the northern boundary of the site and retention of copse in the north-western corner • retain openness of the Birmingham Road frontage

7.9 Wellesbourne

7.9.1 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.

7.9.2 Wellesbourne sits on the A429 and is located around six miles south of Warwick and five miles east of Stratford-upon-Avon. Junction 15 on the M40 is only four miles to the north, making it highly accessible.

7.9.3 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 a much expanded population.

7.9.4 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. 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.

7.9.5 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.

7.9.6 Large parts of the village have suffered from a number of flooding events in recent years. A flood alleviation scheme has now been agreed by the Environment Agency and, with funding from the District Council, is due to be implemented.

The Goals for Wellesbourne

1. Maintaining the openness of the River Dene valley and creating greater public access to it
2. Reducing the risk of flooding in the village
3. Enhancing the appearance of the village centre and attracting new shops and services
4. Creating additional car parking in the village centre
5. Providing a multi-purpose community and leisure centre
6. Providing small-scale business units to assist the expansion of local companies
7. Retaining the established flying-related functions of the airfield
8. Reducing the impact of traffic through the village
9. Tackling local housing needs, especially for affordable housing.

Development Proposals relating to Wellesbourne

7.9.7 A wide range of potential development sites have been assessed against the overall objectives of the Core Strategy and the specific circumstances relating to the village

7.9.8 Scope for development is restricted by the airfield to the west and the floodplain around the north-eastern edge of the village. 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.

7.9.9 These constraints lead to the conclusion that land on the southern side of the village is the most appropriate for development, in particular to the east of Ettington Road. While it 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 development.

7.9.10 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.

7.9.11 The following sites are proposed to be allocated for development:

Proposal WELL.1	
Where it is to be Delivered	What is to be Delivered
East of Ettington Road 9.5 hectares (gross)	The following uses are sought: <ul style="list-style-type: none"> • Business uses through the retention and/or replacement of existing employment premises on the eastern part of the site. Specific opportunities should be provided to relocate companies from residential areas within the village • Residential - comprising about 75 dwellings on land fronting Redditch Road • Specialist accommodation for the elderly (optional)
When it is to be Delivered	Phases 1 & 2 (2011-2021)
How it is to be Delivered	Private sector, public and voluntary agencies
Specific Requirements	<ul style="list-style-type: none"> • primary vehicle access on Ettington Road • an archaeological evaluation of the site • extensive landscaping within the site and along the south-eastern boundary • enhanced pedestrian and cycle links to the village centre, existing residential and employment areas, and links to existing rights of way • significant contribution (land and/or financial) towards community and leisure facilities

Proposal WELL.2	
Where it is to be Delivered	What is to be Delivered
Horticultural Research International, Warwick Road (Charlecote Parish) 25.0 hectares (gross)	The following uses are sought: <ul style="list-style-type: none"> • Technology and research-based employment. Class B1a office uses and Class B8 storage and distribution uses are not acceptable except where they are ancillary to the main uses on the site. • Education and conference facilities (optional)
When it is to be Delivered	Phases 1 & 2 (2011-2021)
How it is to be Delivered	Private sector, public agencies
Specific Requirements	<ul style="list-style-type: none"> • a Level 2 Strategic Flood Risk Assessment • retain ponds on the site and integrate these and watercourse into design of the development • improved pedestrian and cycle links to Wellesbourne • provision of accommodation for students may be appropriate in conjunction with educational activities on the site • mitigate the impact of development on the setting of Charlecote village and Charlecote Park • incorporate unclassified road that runs through the site into layout of the development

7.10 Large Rural Previously Developed Sites

7.10.1 Because such 'brownfield' 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.

7.10.2 The specific sites covered in this section have been assessed against the provisions of Policy CS.2H with regard to the nature of development that is appropriate in each case.

Proposal RBS.1	
Where it is to be Delivered	What is to be Delivered
Gaydon Site	The following uses are appropriate: <ul style="list-style-type: none"> • 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 Policy CS.2H
When it is to be Delivered	Phases 1, 2 & 3 (2011-2026)
How it is to be Delivered	Private sector
Specific Requirements	<ul style="list-style-type: none"> • address impact on existing properties at Lighthorne Heath and on the surrounding rural area • provide comprehensive structural landscaping around the perimeter and within the site • consider the impact of development on ecological and archaeological features within the site • assess the effects of the proposed development on the demand for housing and local services • have regard to the effects of the proposed development on the need to travel • improve the access from the B4100 and any other part of the road network • assess the effect of increased vehicular movements at Junction 12 on the M40 and any upgrading that might be required by the Highways Agency.

Proposal RBS.2	
Where it is to be Delivered	What is to be Delivered
Former Engineer Resources Depot, Long Marston	The following uses are sought: <ul style="list-style-type: none"> • 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 Policy CS.2H

When it is to be Delivered	Phase 1, 2 & 3 (2011-2026)
How it is to be Delivered	Private sector
Specific Requirements	<ul style="list-style-type: none"> • 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 • provision of an effective public transport service linking the site with Stratford-upon-Avon, including (where possible) the utilisation of the former Stratford-Cheltenham railway line • implement the findings of a Transport Assessment which is required to be submitted as part of any comprehensive development proposal • 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 • complement the tourism and leisure functions of Stratford-upon-Avon • have regard to the potential effect on natural features within and adjacent to the site and the opportunity to enhance such features • retain and enhance the extensive open landscape areas and woodland plantations within the site as an integral part of any development scheme • remove existing buildings and structures on the site, apart from those which are capable of beneficial use within the proposed form of development.

Proposal RBS.3

Where it is to be Delivered	What is to be Delivered
Former Southam Cement Works, Long Itchington	<p>The following uses are sought:</p> <ul style="list-style-type: none"> • Light and general industry • Leisure, tourism and recreation • Employment and residential development of a form and scale that meets local needs <p>Other uses may be acceptable if they satisfy the provisions of Policy CS.2H</p>
When it is to be Delivered	Phases 1, 2 & 3 (2011-2026)
How it is to be Delivered	Private sector
Specific Requirements	<ul style="list-style-type: none"> • a masterplan should be prepared in conjunction with the owners of the site, local communities and other interested parties • new buildings should be restricted to the previously developed parts of the site within the area defined on the Proposals Map • a comprehensive assessment of the ecological value of the site, with appropriate provision made to protect important habitats and species • a comprehensive assessment of features of geological and archaeological interest to be protected as part of any development • 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 • consideration of the impact of buildings, activities and

	<p>associated features, particularly from public viewpoints around the periphery of the site</p> <ul style="list-style-type: none"> • provision of an effective public transport service linking the site with nearby settlements, particularly Southam • implement the findings of a Transport Assessment which is required to be submitted as part of any development proposal
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Proposal RBS.4	
Where it is to be Delivered	What is to be Delivered
Former Harbury Cement Works, Bishops Itchington	<p>The following uses are sought:</p> <ul style="list-style-type: none"> • Industrial activities that utilise a railhead 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. <p>Other uses may be acceptable if they satisfy the provisions of Policy CS.2H</p>
When it is to be Delivered	Phases 1, 2 & 3 (2011-2026)
How it is to be Delivered	Private sector
Specific Requirements	<ul style="list-style-type: none"> • new buildings should be restricted to the previously developed parts of the site • a comprehensive assessment of the ecological value of the site, with appropriate provision made to protect important habitats and species • a comprehensive assessment of features of geological and archaeological interest to be protected as part of any development • 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 • provision of an effective public transport service linking the site with nearby settlements, particularly Southam • implementation the findings of a comprehensive Transport Assessment which is required to be submitted as part of any development proposal • consideration of the impact of buildings, activities and associated features, particularly from public viewpoints around the periphery of the site

Proposal RBS.5	
Where it is to be Delivered	What is to be Delivered
Former Napton Brickworks	<p>The following uses are sought:</p> <ul style="list-style-type: none"> • Class B1 industrial units • Residential units tied to businesses on the site • Holiday accommodation • Canal based recreation
When it is to be Delivered	Phase 1 (2011-2016)
How it is to be Delivered	Private sector
Specific Requirements	<ul style="list-style-type: none"> • maximise the relationship of the site to the canal • respect the character of the area with regard to its setting within the open countryside and its relationship to Napton-on-the-Hill

	<ul style="list-style-type: none"> • preserve and enhance footpath links • restrict vehicular access to that provided off the A425 • protect the ecological value of the site and adjacent claypit and canal
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7.11 Meeting the Needs of Redditch

The Regional Spatial Strategy Phase Two Revision allocates Redditch Borough with a rolling five year reservoir of 17 hectares, of which 8 hectares should be provided within Bromsgrove Borough and/or Stratford District and an indicative long term requirement of 51 hectares, of which 24 hectares should be provided within Bromsgrove and/or Stratford.

For Bromsgrove District and Stratford-on-Avon District, these requirements are to be treated as an addition to their individual development targets. The Examination Panel supported the release of a strategic site at Winyates Triangle in Stratford District to contribute to this need.

As explained in section 4, the District Council supports the principle of the site being used for a 'Diversification Park', as promoted by Redditch Borough Council.

Proposal REDD.1	
Where it is to be Delivered	What is to be Delivered
Winyates Green Triangle 11.7 hectares (gross)	The following uses are sought: <ul style="list-style-type: none"> • Employment development to meet the needs of Redditch
When it is to be Delivered	Phase 1 (2011-2016)
How it is to be Delivered	Private sector
Specific Requirements	<ul style="list-style-type: none"> • adopt a comprehensive approach, including the production of a Masterplan • a standard of design appropriate to a site which forms an important gateway into Redditch • identify an appropriate vehicular access to the site to the satisfaction of the highway authorities • retain and, where necessary, replace the mature hedgerow along the western boundary of the site • protect the amenity of adjacent residential properties

Section 8 Infrastructure Delivery, Implementation and Monitoring

8.1 Implementation

8.1.1 The District Council will take a realistic approach to the implementation of the Core Strategy. It will ensure that schemes that are approved are legally, practically and technically feasible in the short, medium or long term. Policy CS.4 sets out the overall approach to infrastructure.

8.1.2 The strategy will be incomplete if its path to delivery is unclear. The implementation of the policies of the strategy will be undertaken by the private, public and voluntary sectors. However, the District Council recognises that a significant part of the direct investment in land, buildings and infrastructure will be made by the private sector. To complement this, the public sector agencies will look to create the right environment for communities to thrive, including transport and social infrastructure.

8.1.3 The implementation of the strategy will therefore require a co-ordinated effort in which the District Council and other public agencies, such as the County Council, Environment Agency, Severn Trent Water and partner Housing Associations, will take a proactive role. In this regard, the District Council will be encouraging a partnership approach towards implementation and co-operative working through the Local Strategic Partnership.

8.2 Infrastructure Delivery Plan

8.2.1 This 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.

8.2.2 The current provision of facilities has been assessed against the impact on their use of an increased resident population, as implied by the housing targets of the Regional Spatial Strategy Revision. It should be noted that a considerable element of housing will provide for the needs of people already living in the area and will therefore not generate additional infrastructure requirements. Similarly, declining household size will, in certain ways, limit infrastructure requirements arising from the existing population.

8.2.3 However, the housing targets assume continuing migration into the District, which over the past two decades has been the highest in Warwickshire. If past trends continue the additional population from in-migration over the lifetime of the plan should be around 24,500 people. With close co-operation and joint working with infrastructure providers this increase should be capable of being met.

8.2.4 A comprehensive schedule of infrastructure projects that are critical to the delivery of the spatial strategy is provided at the end of this section.

8.3 A dedicated delivery vehicle for World Class Stratford projects

8.3.1 It is recognised that some of the projects in the UDF, which was developed as part of the World Class Stratford programme, are complex and difficult, such as those that require relocation/redevelopment of existing facilities eg. parking and the leisure centre. It is also recognised that the current split in revenue between town centre and park & ride parking provides a disincentive to delivering the programme. Furthermore, some key proposals such as the 'walkable' town centre scheme is not currently funded within mainstream programmes. What is possible has been shown by the project planning of the Royal Shakespeare Theatre project and adjoining public realm improvements.

8.3.2 In order to maintain the expertise and momentum that has been built-up to date, consideration should be given to the establishment of a dedicated delivery arrangement. Various models could offer themselves such as those based on urban regeneration companies in other parts of the UK. Consideration will be given to setting up of a mechanism whereby various public sector landholdings are pooled and used in conjunction with private sector partners to borrow against and fund major infrastructure. It is recognised that major private sector partners will be needed, especially for the Bridgeway area, and that schemes will need to be commercially realistic.

8.4 Planning Obligations

8.4.1 Development often has impacts and it is therefore fair and reasonable that developers contribute towards schemes that are designed to mitigate these impacts and/or enable the development to function in a sustainable manner. However, Circular 05/2005 requires developer contributions to be sought only where certain tests are met and the District Council will ensure that these are applied.

8.4.2 The conventional approach to securing developer contributions in the District has been based on negotiations. The Council is increasingly moving towards a tariff-based approach to developer contributions which it believes is fair, transparent, simple and justified. Such an approach has been applied successfully to transport through the Supplementary Planning Document on 'Developer Contributions towards Transport Schemes in Stratford-upon-Avon', and also to financial contributions for providing off-site open space. It is expected that this approach will be extended to other areas of community infrastructure.

8.4.3 The Government has introduced provisions in the Planning Bill for a new form of development charge known as the Community Infrastructure Levy (CIL). Its aim is to establish a more effective way of increasing investment in vital infrastructure that communities need. As the Government's proposals continue their passage through the parliamentary process, the District Council will be examining the relative effectiveness of the CIL approach in providing community infrastructure, taking into account the geography and needs of our area.

8.4.4 As things stand, the introduction of the levy will not be compulsory and, since few infrastructure schemes of regional or sub-regional importance are proposed within the Stratford District area, the extension of its tariff based system using planning obligations is likely to be preferable. The appropriateness of this approach to Stratford District is emphasised by the varying circumstances faced by its communities and the need to ring fence funding for schemes within those settlements as a result of the additional pressures that development can create.

8.5 Monitoring

8.5.1 Monitoring the outcomes of the strategy is an essential part of the development process. The strategy sets out clear objectives to address the challenges facing the District. How well the policies are helping to deliver these objectives will be carefully analysed. This will continuously be refined as new indicators emerge or methods of data collection improve. The framework will provide a consistent approach to assessing the effectiveness and impacts of policies of the strategy.

8.5.2 Delivery against the strategy's spatial objectives will be monitored through the Annual Monitoring Report. This will inform on a range of indicators to assess progress towards the spatial vision and the effectiveness of policies within the strategy. Following a plan-monitor-manage approach, the Annual Monitoring Report will identify any areas for review.

8.5.3 A set of indicators will be identified against which the performance of the policies in the Core Strategy will be measured.

Schedule of Infrastructure Projects

Note: Phase I = 2011-2016, Phase II = 2016-2021, Phase III = 2021-2026. The table does not show small scale schemes, eg. public open space, proposed as part of specific development schemes.

What & Where	When - Phasing	Who - Lead delivery organisation	Sources of funding	Critical dependencies (if any)
Additional semi-fast train service between Birmingham Snow Hill and Stratford-upon-Avon on the Shakespeare Line	Phase 1	West Midlands Passenger Transport Executive, train operators	West Midlands Passenger Transport Executive, train operators	
Stratford-Wellesbourne to Warwick-Leamington Spa Quality Bus Corridor (QBC)	Phase 1	Warwickshire County Council and bus operators	Warwickshire County Council, bus operators	
Stratford-Solihull- BIA/NEC-Coleshill-Tamworth QBC	Phase 1	Warwickshire County Council, bus operators	Warwickshire County Council, bus operators	
Bus-rail inter-change adjacent to the Stratford-on-Avon railway station	Phase 1	Warwickshire County Council, Network Rail, private developer	Warwickshire County Council, Network Rail, private developer	Implementation of redevelopment scheme on former Cattle Market site
Parkway railway station next to Bishopston park and ride.	Phase 1	Warwickshire County Council, Network Rail, train operators	Network Rail, Warwickshire County Council, Department for Transport	Department for Transport funding
Pedestrian improvement measures to form a 'walkable core' in the town centre	Phases 1 & 2	Warwickshire County Council and Dedicated delivery vehicle for World Class Stratford Projects	Warwickshire County Council, private developers through planning obligations	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	Warwickshire County Council	Warwickshire County Council, private developers through planning obligations	Promotion of scheme for redevelopment of Bridgeway area
Replacement Leisure Centre, Stratford-upon-Avon	Phase 1 or 2	Stratford-on-Avon District Council	Stratford District Council including from land sale, private developers through planning obligations	Promotion of scheme for Bridgeway area
Bridgeway improvements and traffic management on Clopton Bridge	Phases 1 & 2	Warwickshire County Council	Warwickshire County Council, private developers	Promotion of scheme for redevelopment of Bridgeway area.
Park and ride facility on southern side of the	Phases 1 & 2	Warwickshire County Council	Warwickshire County Council, private	Successful operation of northern

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What & Where	When - Phasing	Who - Lead delivery organisation	Sources of funding	Critical dependencies (if any)
town near Trinity Way/Shipston Road roundabout			developers through planning obligations	park and ride
Western relief road to Stratford-upon-Avon	Phases 1 & 2	Warwickshire County Council, private developer	Private developer	Implementation of housing development to west of Shottery
A46 Alcester to Stratford-upon-Avon Improvements	Not known	Highways Agency	Department for Transport	Promotion of Scheme Orders
A429 Portobello Crossroads Improvements	Phase 1 or 2	Warwickshire County Council	Warwickshire County Council, private developers through planning obligations	Evaluation of safety measures undertaken so far
Hockley Heath Bypass (that part within Stratford-on-Avon District)	Not known	Solihull Metropolitan Borough Council	Solihull Metropolitan Borough Council, Warwickshire County Council	Promotion of scheme by Solihull MBC
Reinstatement of Stratford to Cheltenham railway line southwards to the District boundary	Not known	Network Rail, train operators, private developers	Network Rail, train operators, private developers	Assessment of financial and technical feasibility of reinstatement
New Primary School at Shottery, Stratford-upon-Avon	Phase 1	Warwickshire County Council	Warwickshire County Council, private developers through planning obligations	Implementation of housing development to west of Shottery
New Primary School at Bishopton, Stratford-on-Avon	Phase 2	Warwickshire County Council	Warwickshire County Council, private developers through planning obligations	Implementation of housing development north of Bishopton Lane
Expansion of secondary education provision serving Stratford-upon-Avon catchment area	Phase 2 or 3	Warwickshire County Council	Department for Children, Schools & Families, Warwickshire County Council, private developers through planning obligations	Sufficient funding from private developers
Replacement of Kineton High School	Phase 2 or 3	Warwickshire County Council	Department for Children, Schools & Families, Warwickshire County Council including from land sale, private developers through planning obligations	Promotion of redevelopment scheme
Expansion of Shipston High School, possibly to include 6th Form facilities	Phase 2 or 3	Warwickshire County Council	Department for Children, Schools & Families, Warwickshire County Council, private developers through planning obligations	

Stratford-on-Avon District Local Development Framework
 Consultation Core Strategy – February 2010

What & Where	When - Phasing	Who - Lead delivery organisation	Sources of funding	Critical dependencies (if any)
New Health Centre, Alcester	Phase 1	NHS Warwickshire	NHS Warwickshire including from land sale	
Alcester Youth, Community and Leisure Facilities, Conway Fields	Phase 1	Alcester Town Council	Alcester Town Council and private developers through Planning Obligations	
New Health Centre, Shipston-on-Stour	Phase 1 or 2	NHS Warwickshire, private developers, Shipston-on-Stour Town Council	NHS Warwickshire including from land sale, private developers through planning obligations	Implementation of housing development on Campden Road
Community and Leisure Facility, Wellesbourne	Phase 1 or 2	Wellesbourne Parish Council and private developers	Wellesbourne Parish Council, private developers through planning obligations	Availability of sufficient funding



Proposals Maps

At this stage, a range of separate maps have been produced to illustrate the main provisions for development and other designations contained in this consultation version of the Core Strategy.

At the formal stage, it will be necessary to produce a Proposals Map (with Insets as appropriate) to show how the provisions of the Core Strategy amend the information set out on the District Local Plan Proposals Map.

The following maps are provided:

Main town:

Stratford-upon-Avon

Main Rural Centres:

Alcester

Bidford-on-Avon

Henley-in-Arden

Kineton

Shipston-on-Stour

Southam

Studley

Wellesbourne

Large Rural Previously Developed Sites:

Gaydon Site

Former Engineer Resources Depot, Long Marston

Former Southam Cement Works, Long Itchington

Former Harbury Cement Works, Bishops Itchington

Former Napton Brickworks

East of Redditch

Major Existing Developed Sites in the Green Belt:

Bearley Mill

Saville Tractors, Bearley

Earlwood Trading Estate

Maudslay Works, Great Alne

The Mill Industrial Park, Kings Coughton

Troy Industrial Estate/Chestnut Farm, Sambourne

Poplars Trading Estate/Green Lane Farm, Studley

Green Lane/The Slough, Studley

Existing Airfields:

Long Marston

Snitterfield

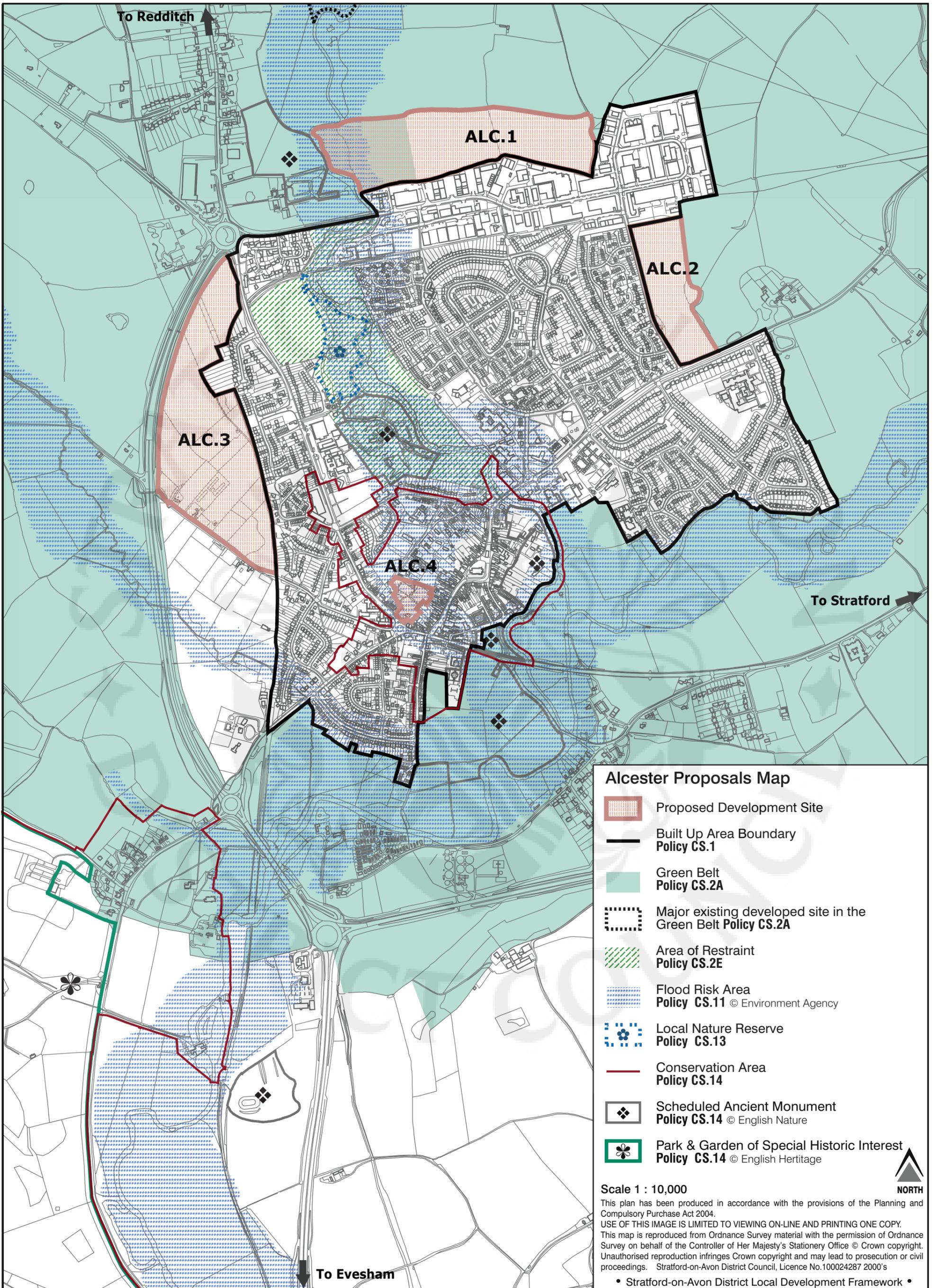
Wellesbourne

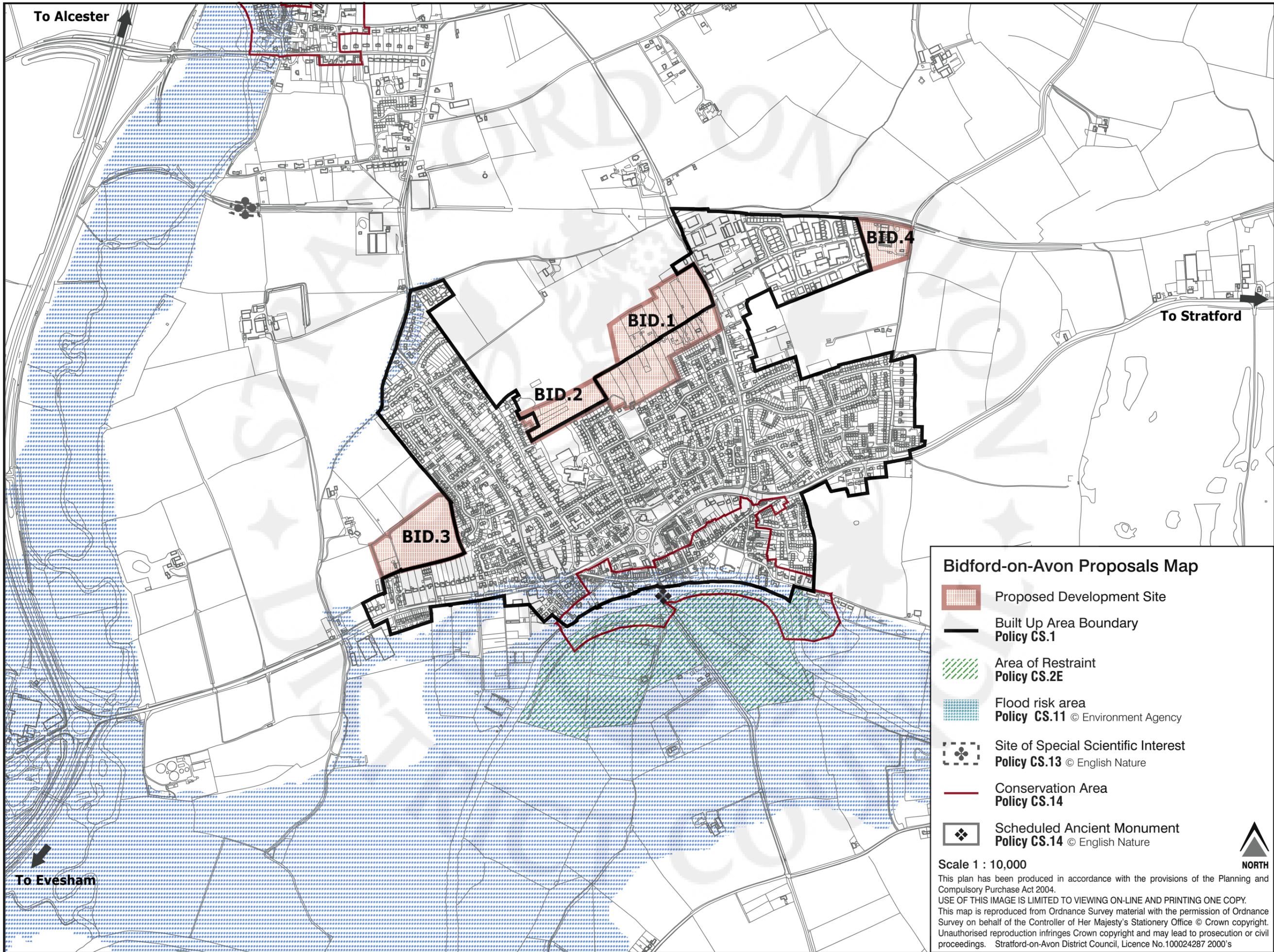
Appendix 1 Relationship between ‘saved’ policies from expired District Local Plan and policies in Core Strategy

The table below shows the extent to which policies from the District Local Plan will be replaced, in full or in part, by policies in the Core Strategy once it is adopted.

Policy in Core Strategy	Topic	Saved policy from District Local Plan
CS.1	Spatial Distribution of Development	STR.1, STR.4, PR.2, EF.1
CS.2	Spatial Policy Areas	STR.1, STR.3, PR.2, EF.1, EF.3, COM.1, CTY.1, CTY.5
CS.3	Managing the Delivery of Strategic Development	STR.2, STR.2A, COM.1
CS.4	Managing the Delivery of Infrastructure	DEV.6, COM.2, IMP.4, IMP.5
CS.5	Providing for the Range of Housing Needs	COM.12, COM.13, COM.14, CTY.7
CS.6	Providing for Economic Development and Tourism	COM.16, COM.17, COM.18, COM.21, COM.22, CTY.4
CS.7	Supporting Town and Local Centres and commerce	COM.2, COM.3, COM.19, CTY.4
CS.8	Improving Transport and Access	PR.10, DEV.5, COM.7 - COM.11, SUA.4, SUA.5
CS.9	Improving Green Infrastructure and Recreation	COM.5, COM.6, CTY.10
CS.10	Ensuring the Efficient Use of Land	STR.2B, STR.4, PR.4, PR.5, PR.10
CS.11	Safeguarding the Water Environment	PR.7, DEV.7, COM.23
CS.12	Reducing Carbon Emissions and Promoting Renewable Energy	PR.6, DEV.8
CS.13	Landscape and Natural Features	PR.1, EF.4 – EF.10
CS.14	Protecting Heritage Features	EF.11 – EF.14
CS.15	Securing High Quality Design	DEV.1 – DEV.11
CS.16	Controlling the Impact of Pollution	PR.8







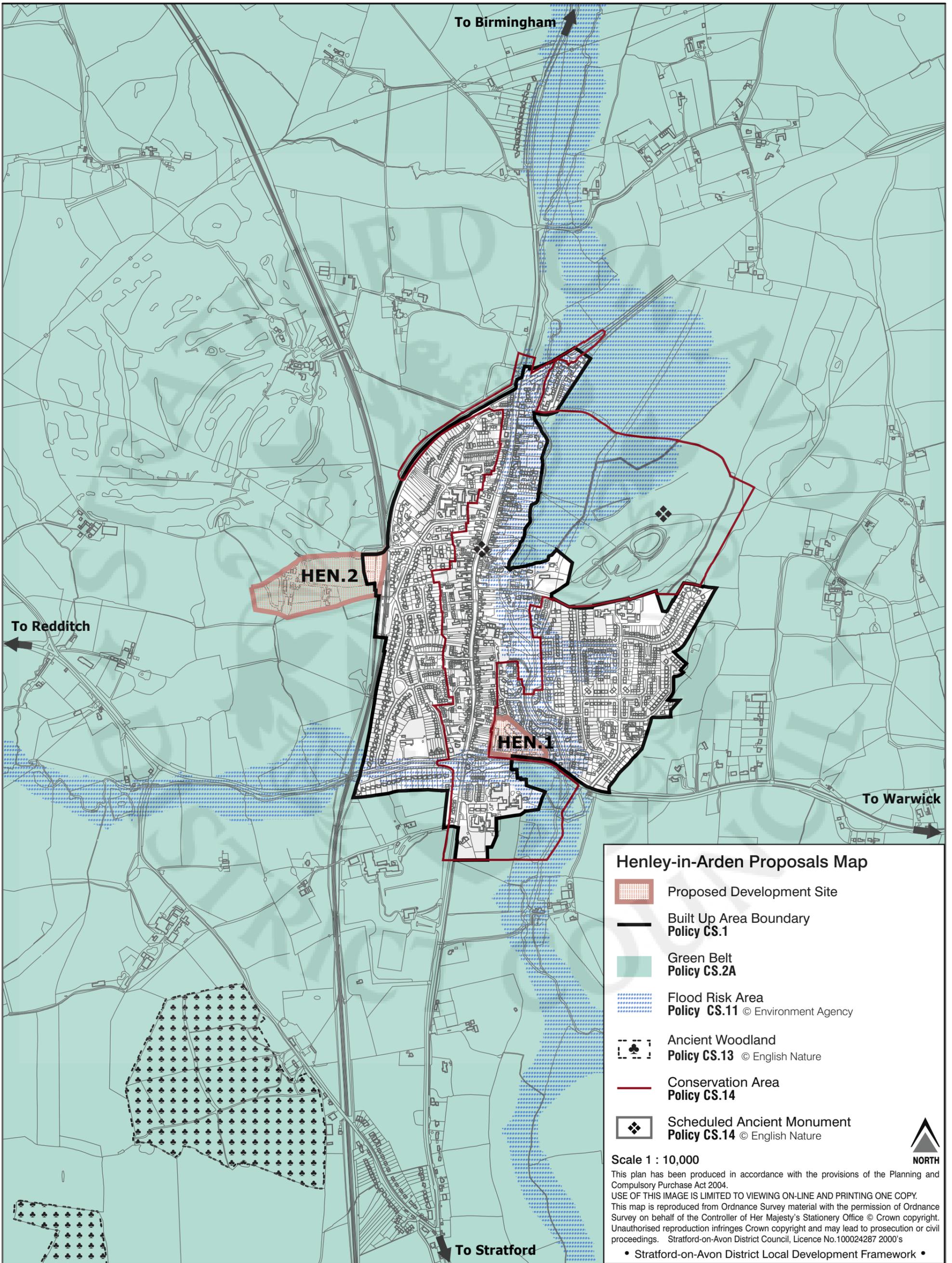
Bidford-on-Avon Proposals Map

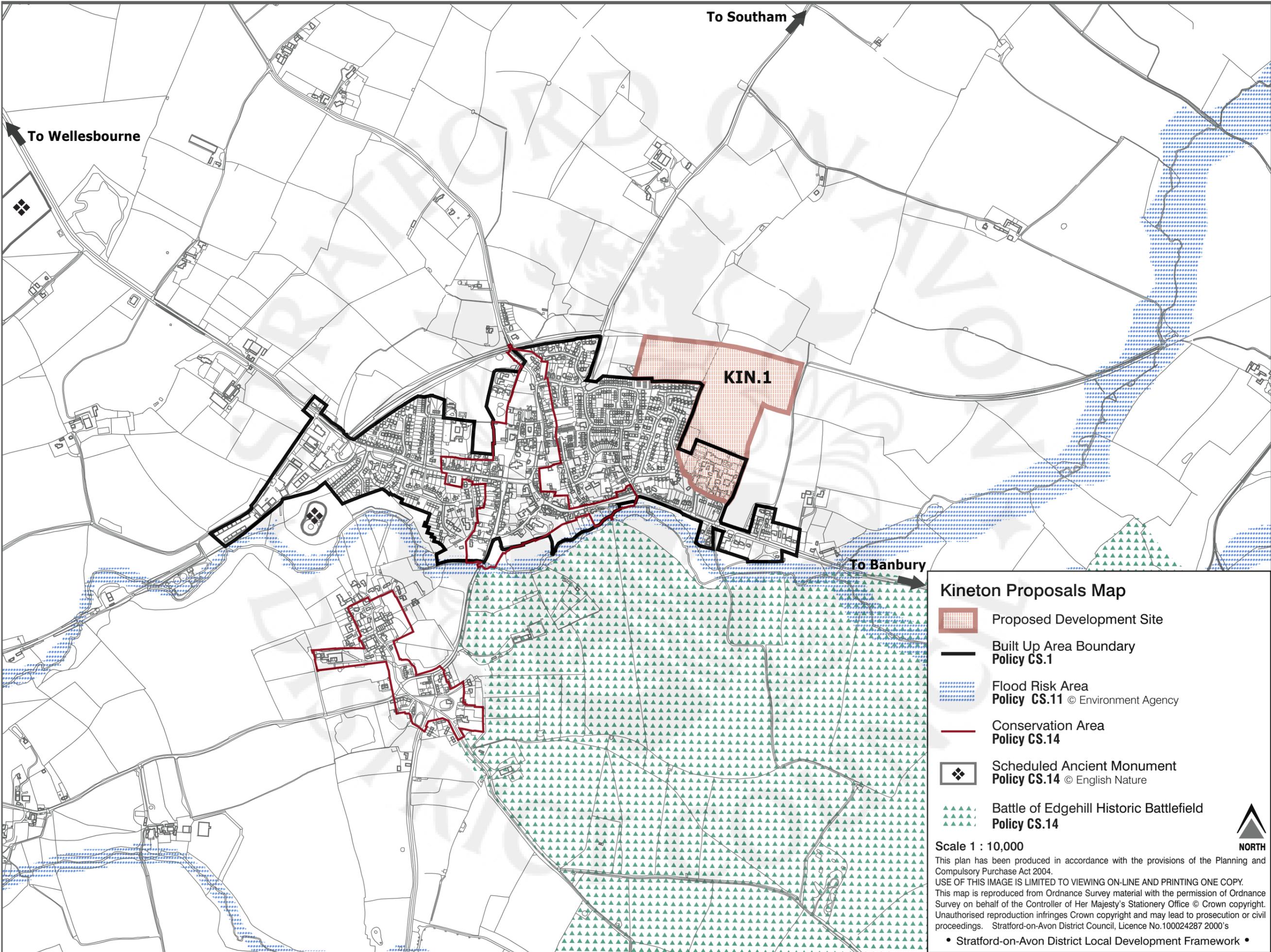
-  Proposed Development Site
-  Built Up Area Boundary
Policy CS.1
-  Area of Restraint
Policy CS.2E
-  Flood risk area
Policy CS.11 © Environment Agency
-  Site of Special Scientific Interest
Policy CS.13 © English Nature
-  Conservation Area
Policy CS.14
-  Scheduled Ancient Monument
Policy CS.14 © English Nature

Scale 1 : 10,000



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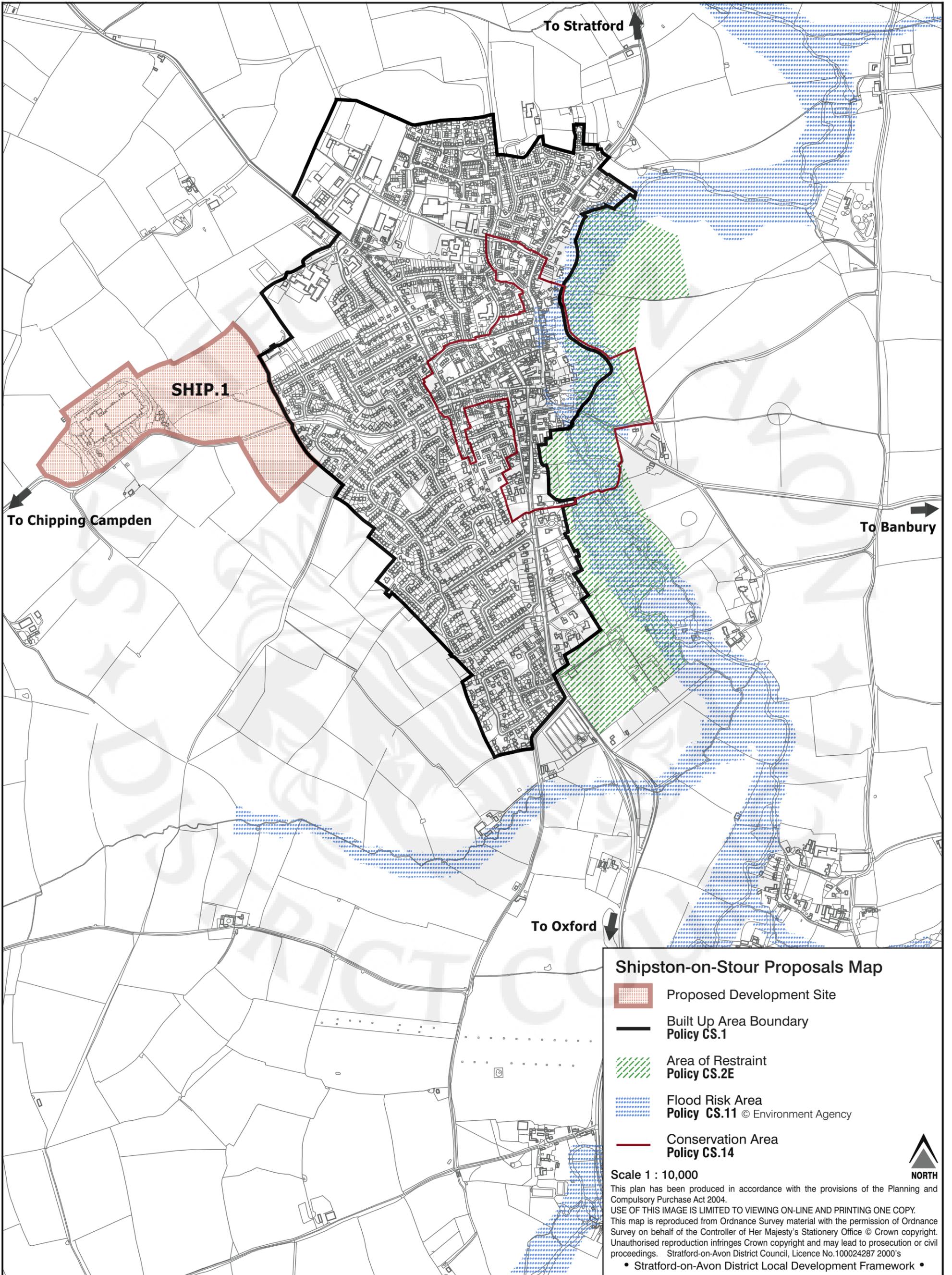
Kineton Proposals Map

-  Proposed Development Site
-  Built Up Area Boundary
Policy CS.1
-  Flood Risk Area
Policy CS.11 © Environment Agency
-  Conservation Area
Policy CS.14
-  Scheduled Ancient Monument
Policy CS.14 © English Nature
-  Battle of Edgehill Historic Battlefield
Policy CS.14

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Shipston-on-Stour Proposals Map

-  Proposed Development Site
-  Built Up Area Boundary
Policy CS.1
-  Area of Restraint
Policy CS.2E
-  Flood Risk Area
Policy CS.11 © Environment Agency
-  Conservation Area
Policy CS.14

Scale 1 : 10,000

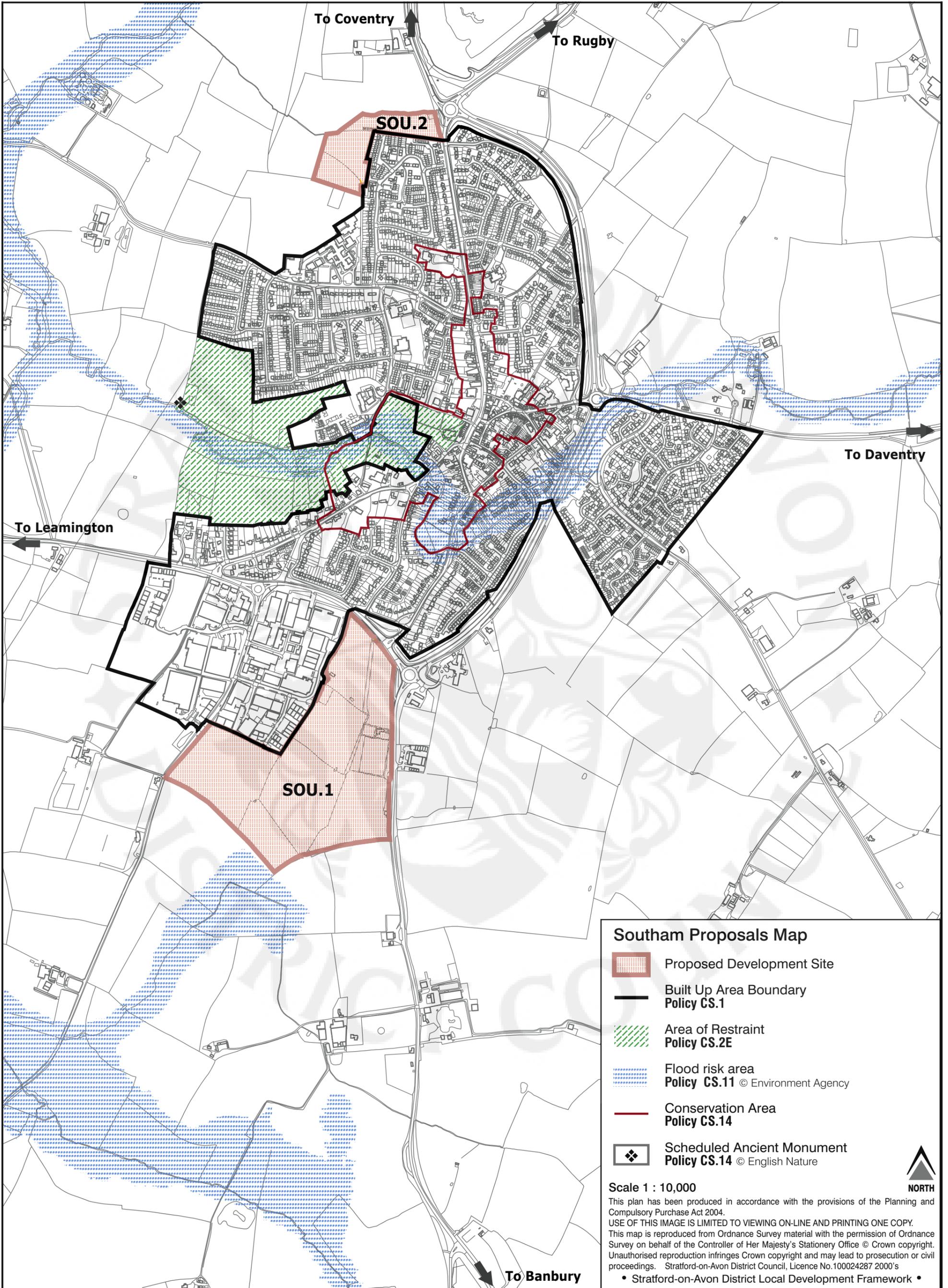


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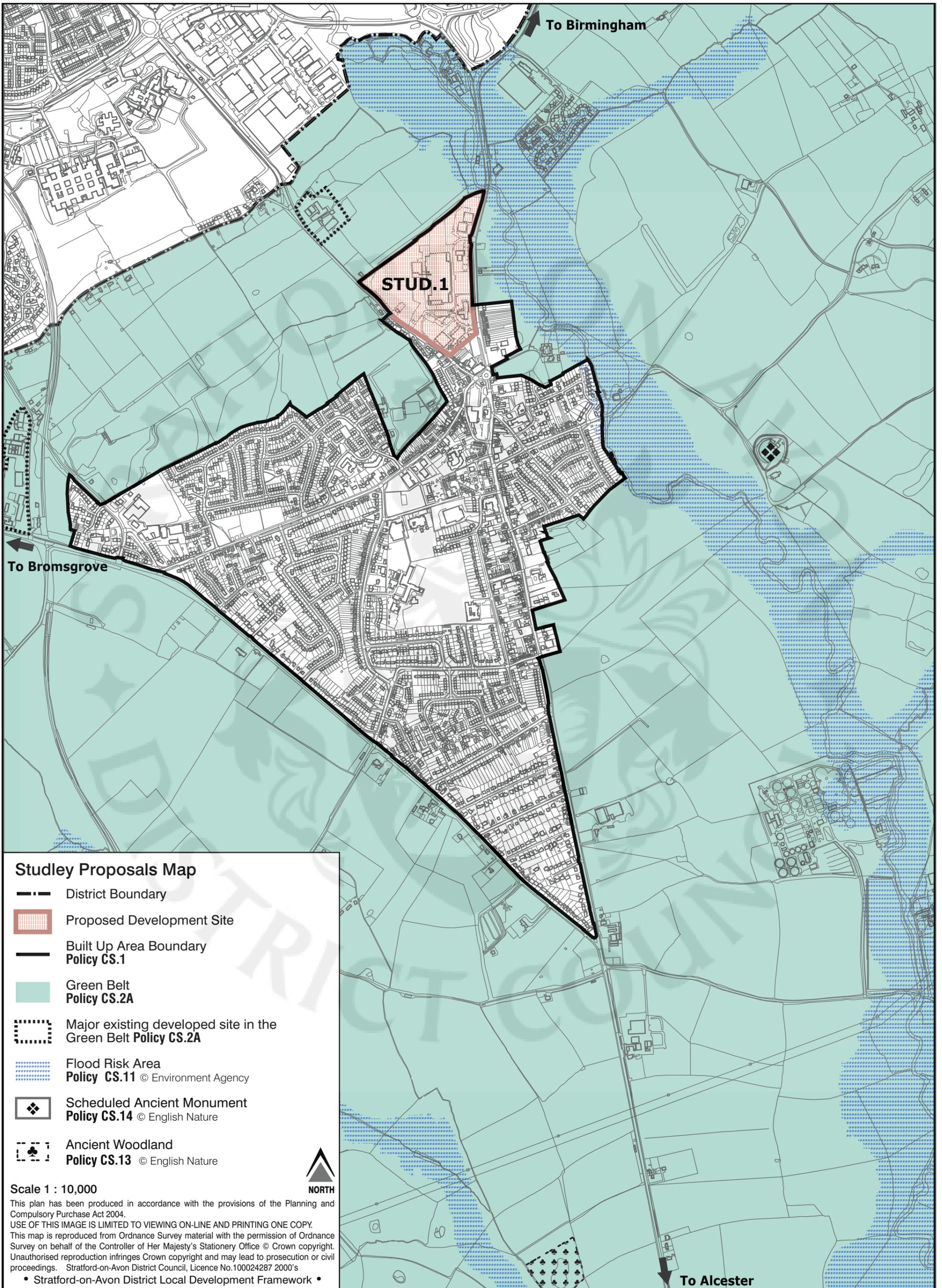


Southam Proposals Map

- Proposed Development Site
- Built Up Area Boundary
Policy CS.1
- Area of Restraint
Policy CS.2E
- Flood risk area
Policy CS.11 © Environment Agency
- Conservation Area
Policy CS.14
- Scheduled Ancient Monument
Policy CS.14 © English Nature

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Studley Proposals Map

-  District Boundary
-  Proposed Development Site
-  Built Up Area Boundary
Policy CS.1
-  Green Belt
Policy CS.2A
-  Major existing developed site in the Green Belt
Policy CS.2A
-  Flood Risk Area
Policy CS.11 © Environment Agency
-  Scheduled Ancient Monument
Policy CS.14 © English Nature
-  Ancient Woodland
Policy CS.13 © English Nature

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To Warwick/M40

WELL.2

To Stratford

WELL.1

To Kington

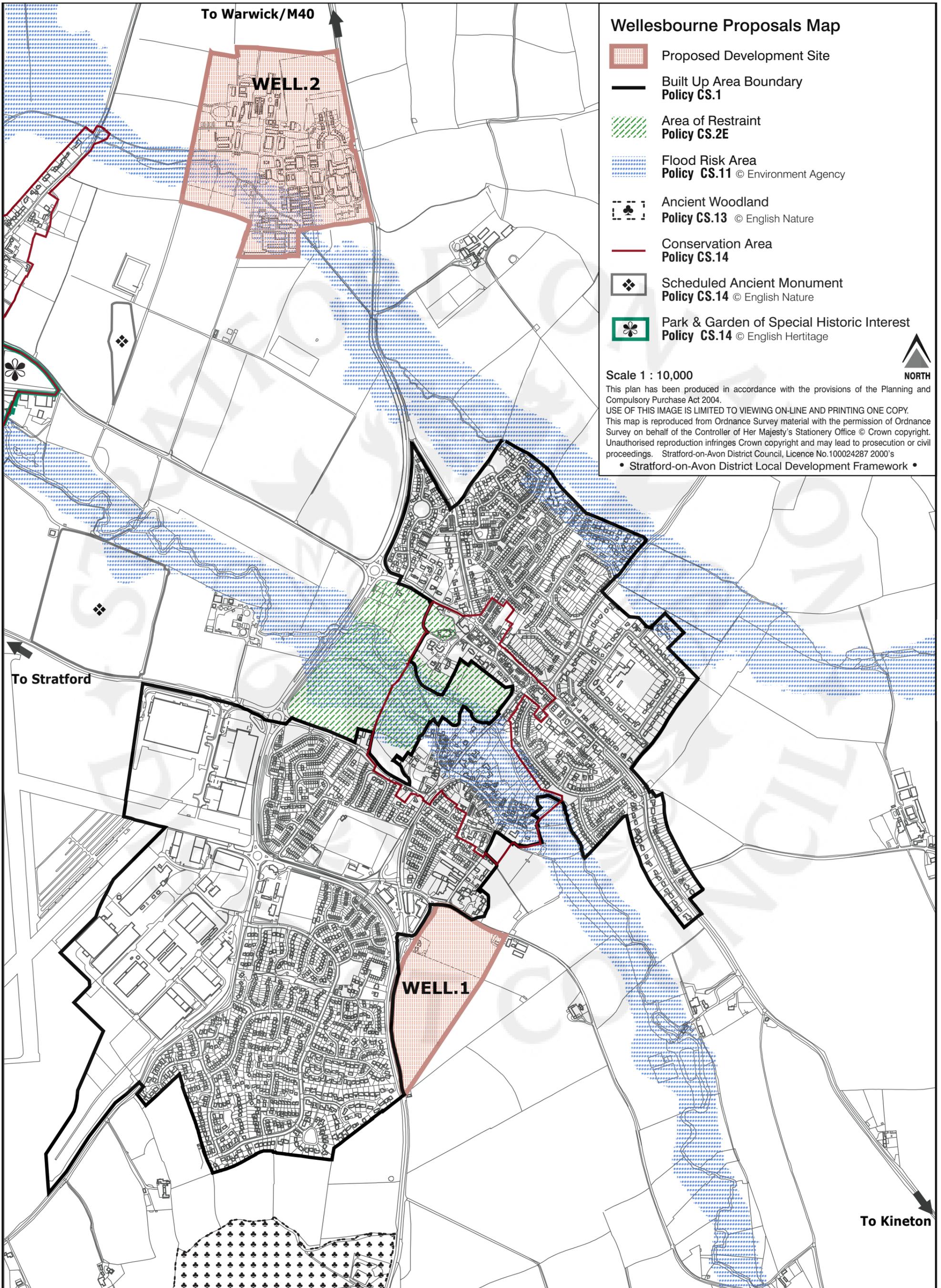
Wellesbourne Proposals Map

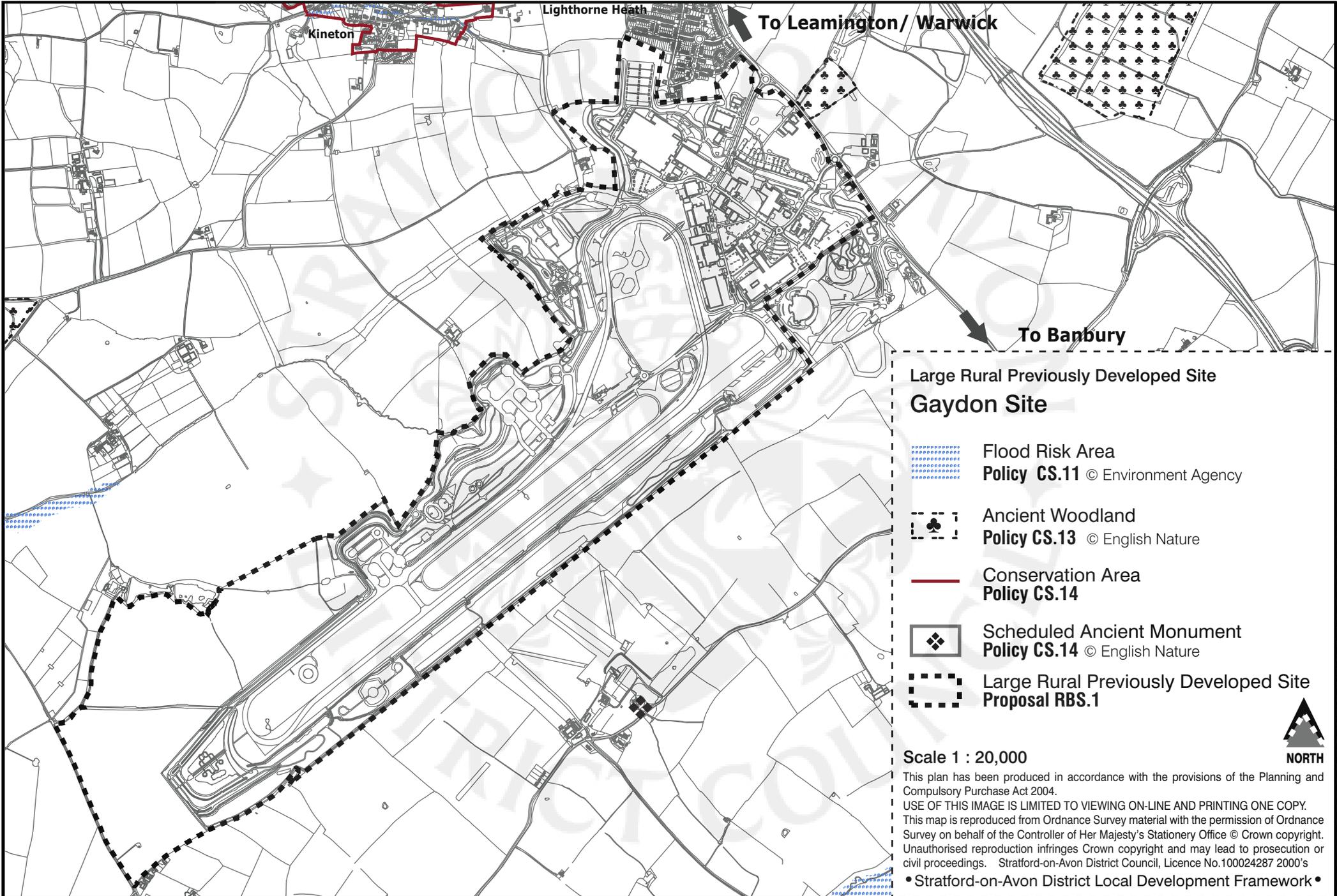
-  Proposed Development Site
-  Built Up Area Boundary
Policy CS.1
-  Area of Restraint
Policy CS.2E
-  Flood Risk Area
Policy CS.11 © Environment Agency
-  Ancient Woodland
Policy CS.13 © English Nature
-  Conservation Area
Policy CS.14
-  Scheduled Ancient Monument
Policy CS.14 © English Nature
-  Park & Garden of Special Historic Interest
Policy CS.14 © English Heritage

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**Large Rural Previously Developed Site
Gaydon Site**

 Flood Risk Area
Policy CS.11 © Environment Agency

 Ancient Woodland
Policy CS.13 © English Nature

 Conservation Area
Policy CS.14

 Scheduled Ancient Monument
Policy CS.14 © English Nature

 Large Rural Previously Developed Site
Proposal RBS.1

Scale 1 : 20,000



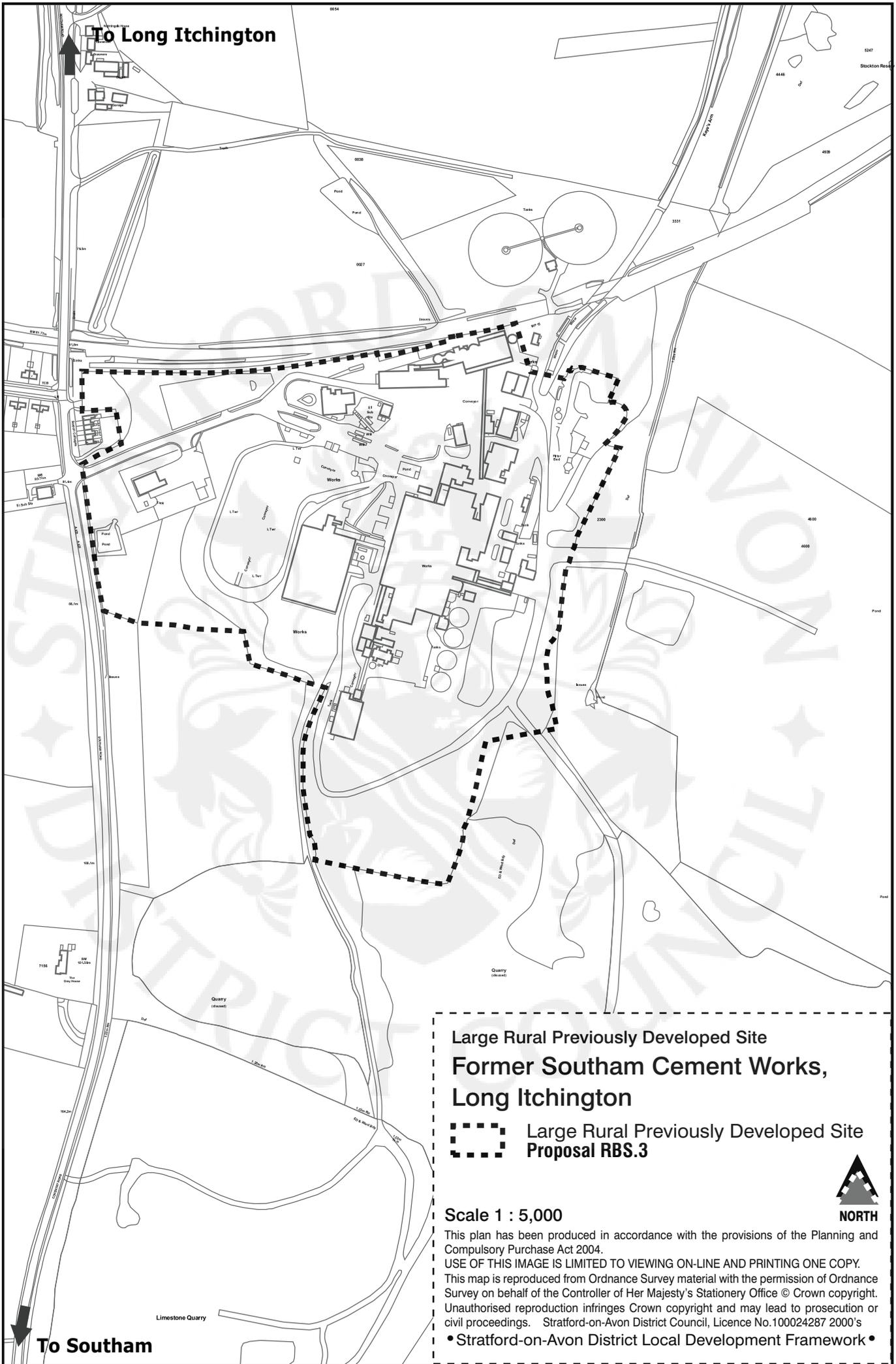
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STAFFORD ON AVON
DISTRICT COUNCIL



**Large Rural Previously Developed Site
Former Southam Cement Works,
Long Itchington**

**Large Rural Previously Developed Site
Proposal RBS.3**

Scale 1 : 5,000

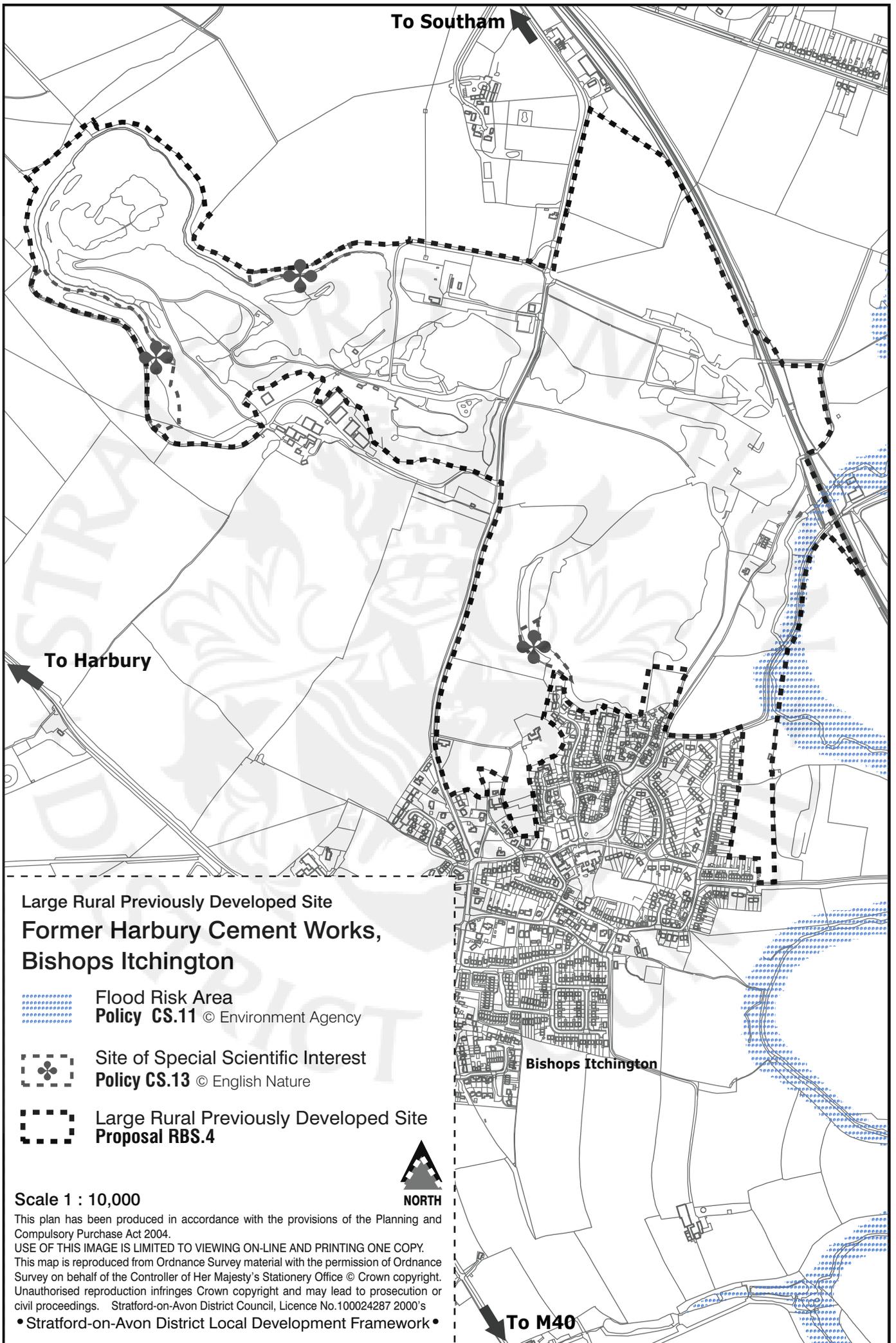


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Large Rural Previously Developed Site Former Napton Brickworks

 Flood Risk Area
Policy CS.11 © Environment Agency

 Site of Special Scientific Interest
Policy CS.13 © English Nature

 Large Rural Previously Developed Site
Proposal RBS.5

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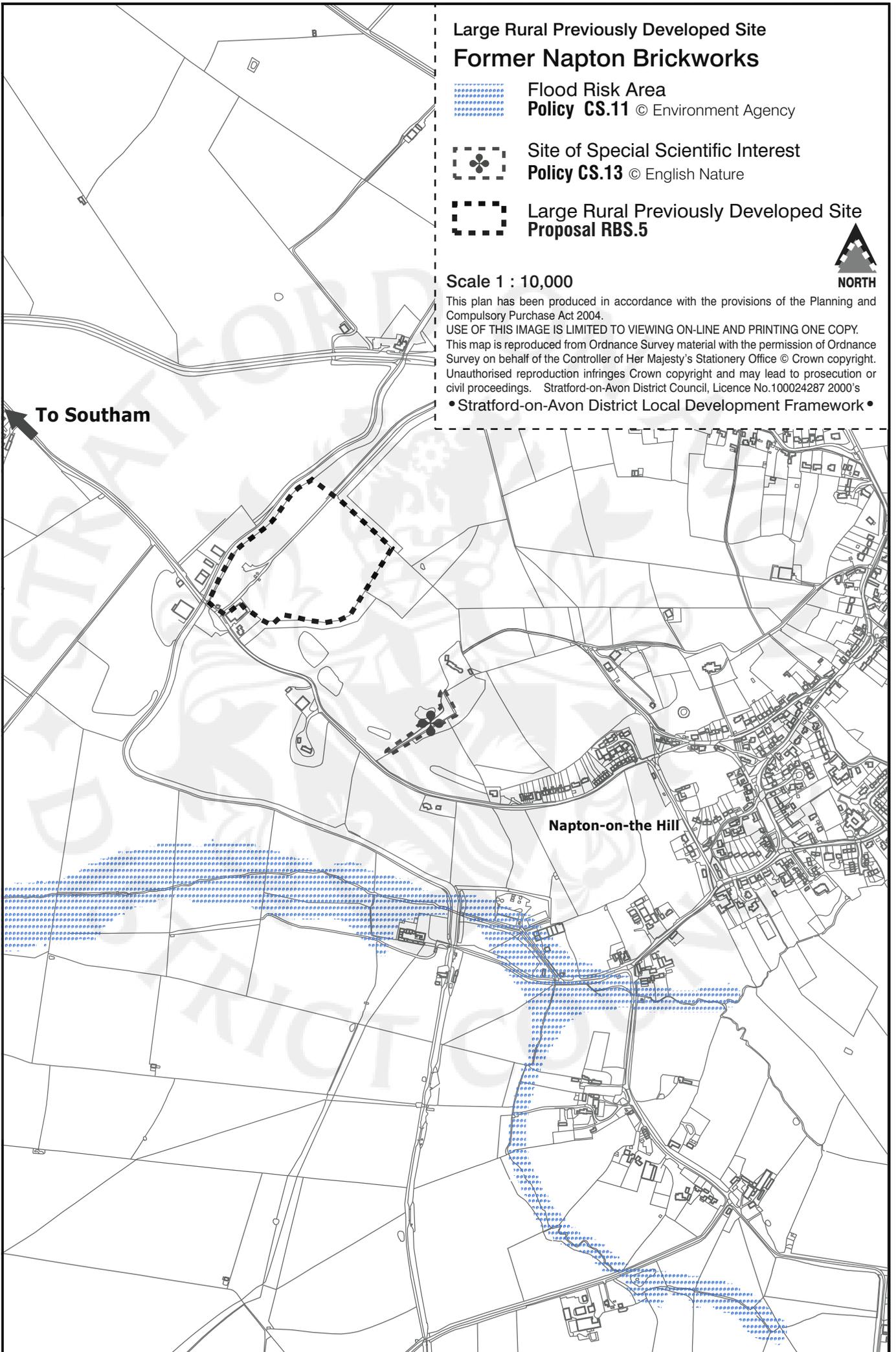
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To Southam

Napton-on-the Hill



East of Redditch Proposals Map

-  District Boundary
-  Proposed Development Site
-  Green Belt Policy CS.2A
-  Area of Development Restraint Policy CS.2I

Scale 1 : 10,000

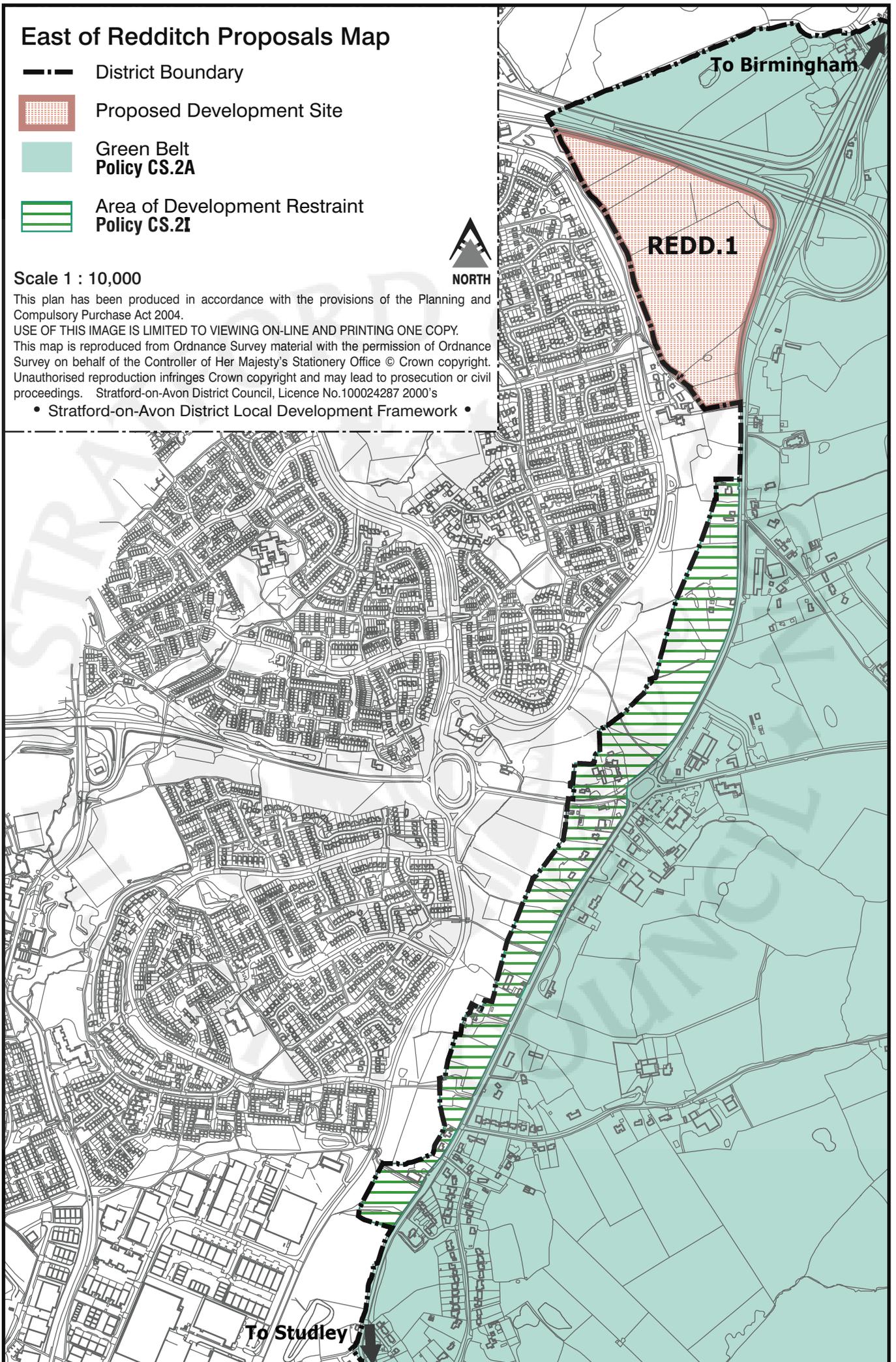


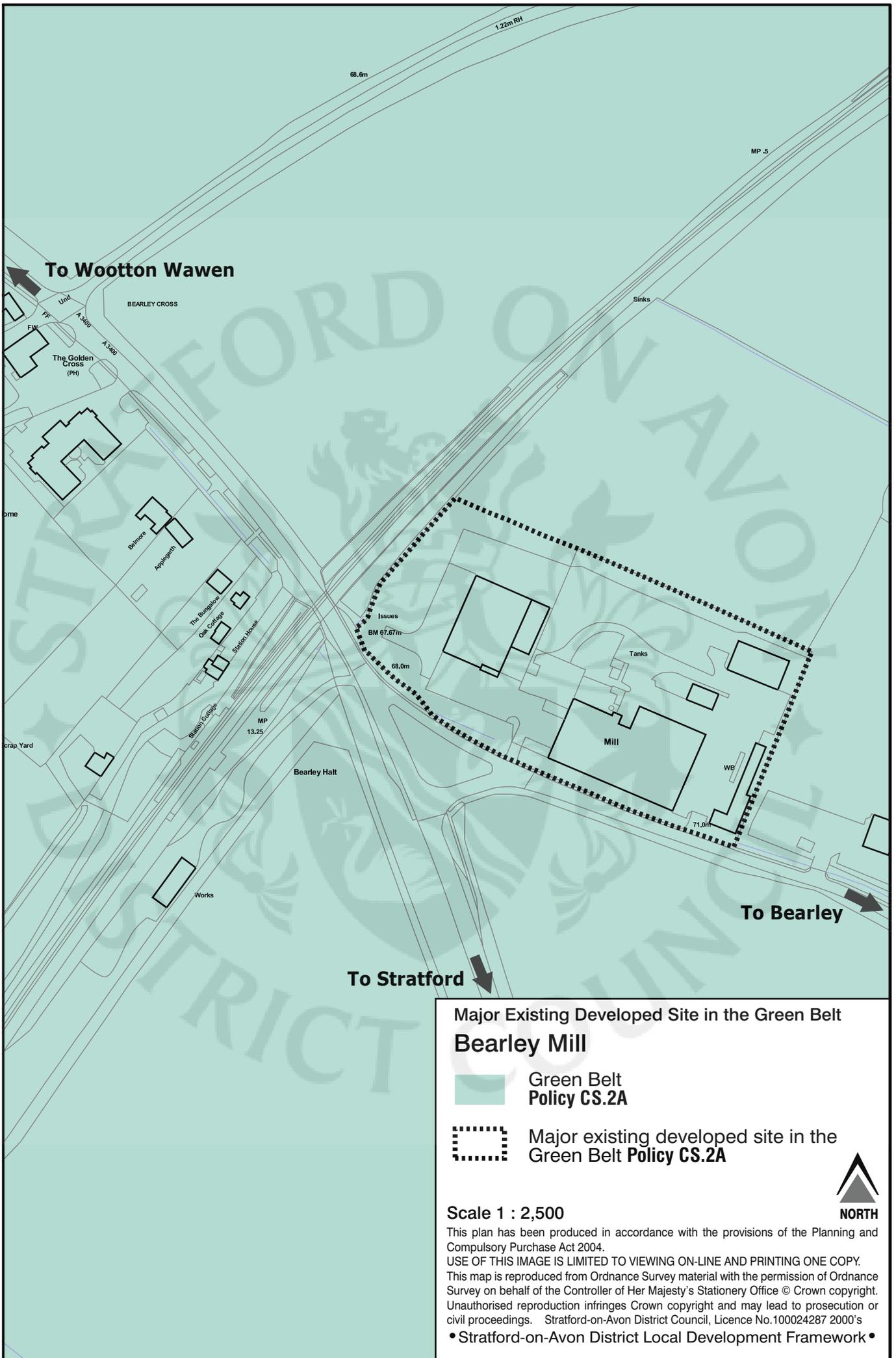
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**Major Existing Developed Site in the Green Belt
Bearley Mill**

 Green Belt
Policy CS.2A

 Major existing developed site in the
Green Belt Policy CS.2A

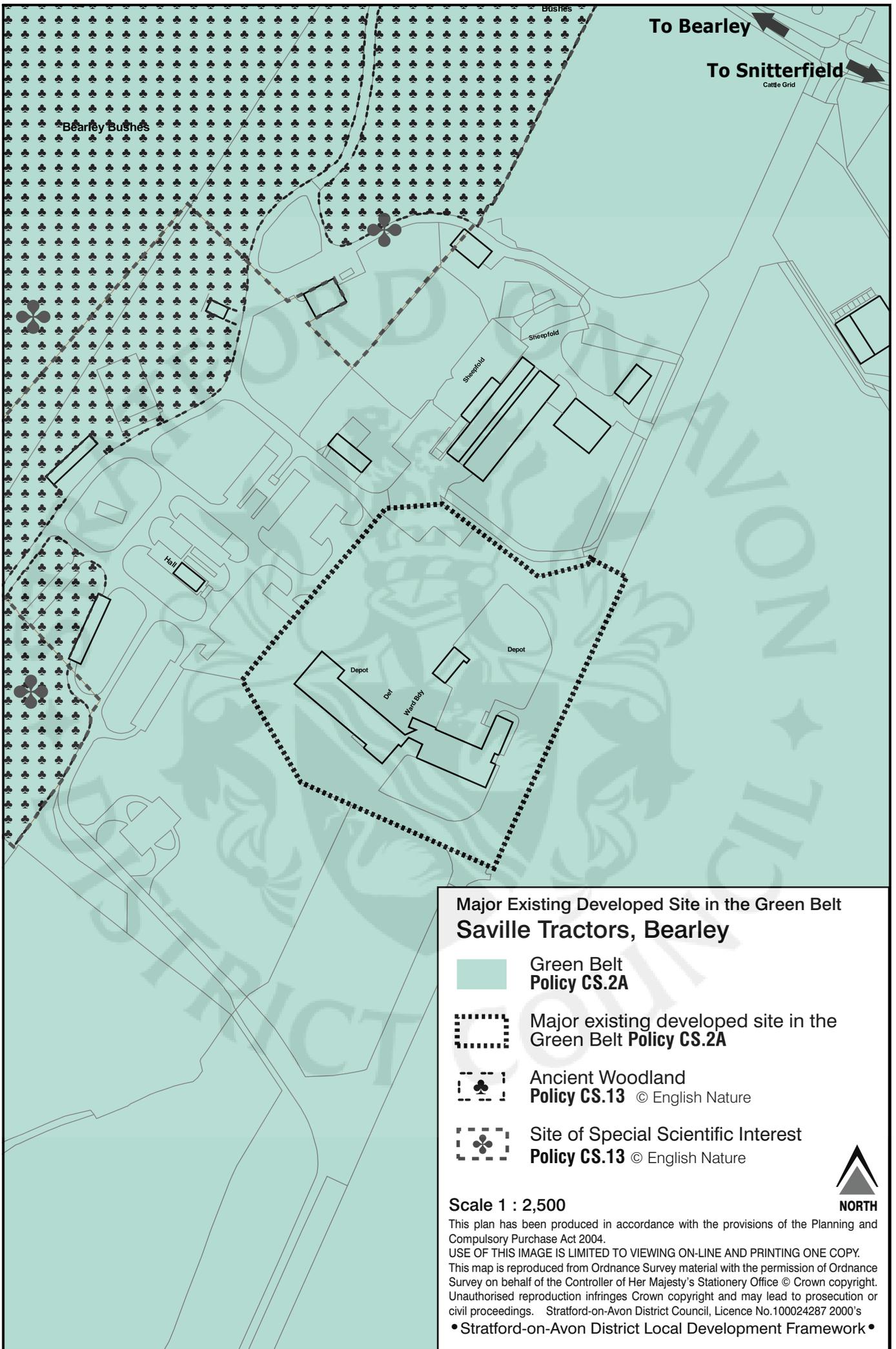
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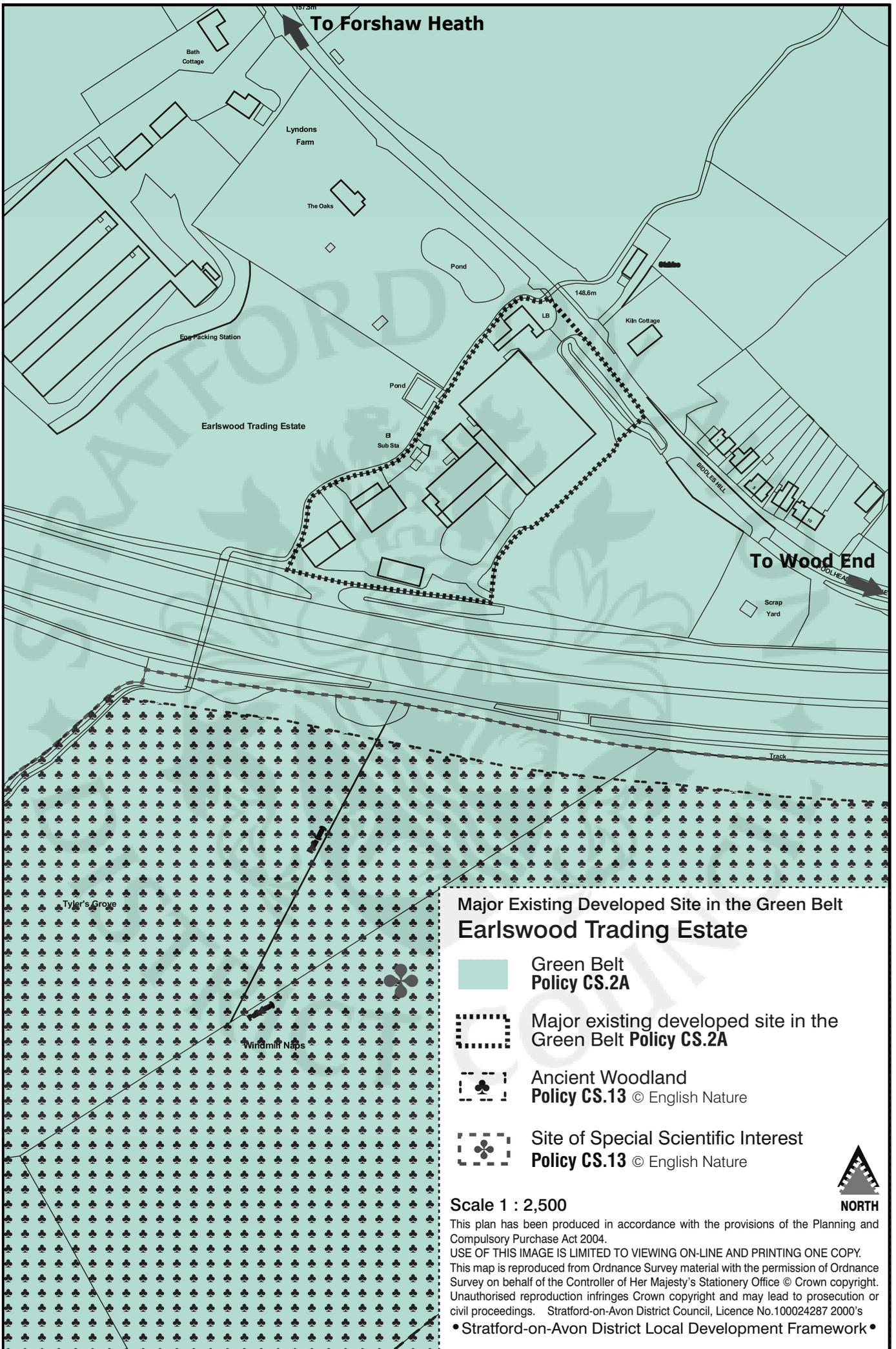
**Major Existing Developed Site in the Green Belt
Saville Tractors, Bearley**

-  **Green Belt Policy CS.2A**
-  **Major existing developed site in the Green Belt Policy CS.2A**
-  **Ancient Woodland Policy CS.13** © English Nature
-  **Site of Special Scientific Interest Policy CS.13** © English Nature

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To Forshaw Heath

To Wood End

**Major Existing Developed Site in the Green Belt
Earlswood Trading Estate**

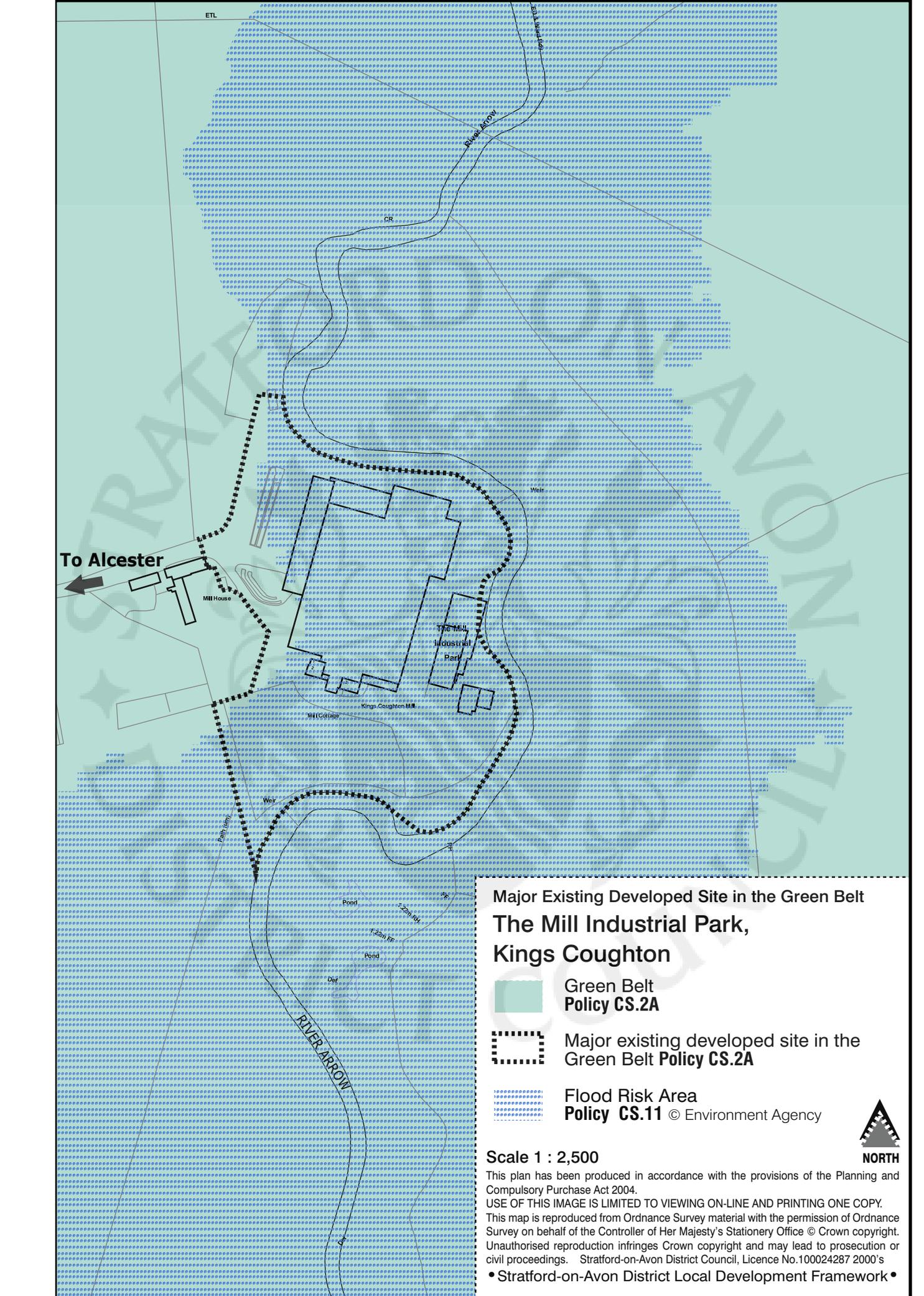
-  Green Belt Policy CS.2A
-  Major existing developed site in the Green Belt Policy CS.2A
-  Ancient Woodland Policy CS.13 © English Nature
-  Site of Special Scientific Interest Policy CS.13 © English Nature

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To Alcester

Mill House

Industrial Park

Mill Cotes

Park

Wells

Penn

St. Andrew

Road

Avon

Major Existing Developed Site in the Green Belt
The Mill Industrial Park,
Kings Coughton

Green Belt
Policy CS.2A



Major existing developed site in the
Green Belt Policy CS.2A

Flood Risk Area
Policy CS.11

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NORTH

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Major Existing Developed Site in the Green Belt

**Troy Industrial Estate/
Chestnut Farm, Sambourne**

 Green Belt
Policy CS.2A

 Major existing developed site in the
Green Belt Policy CS.2A

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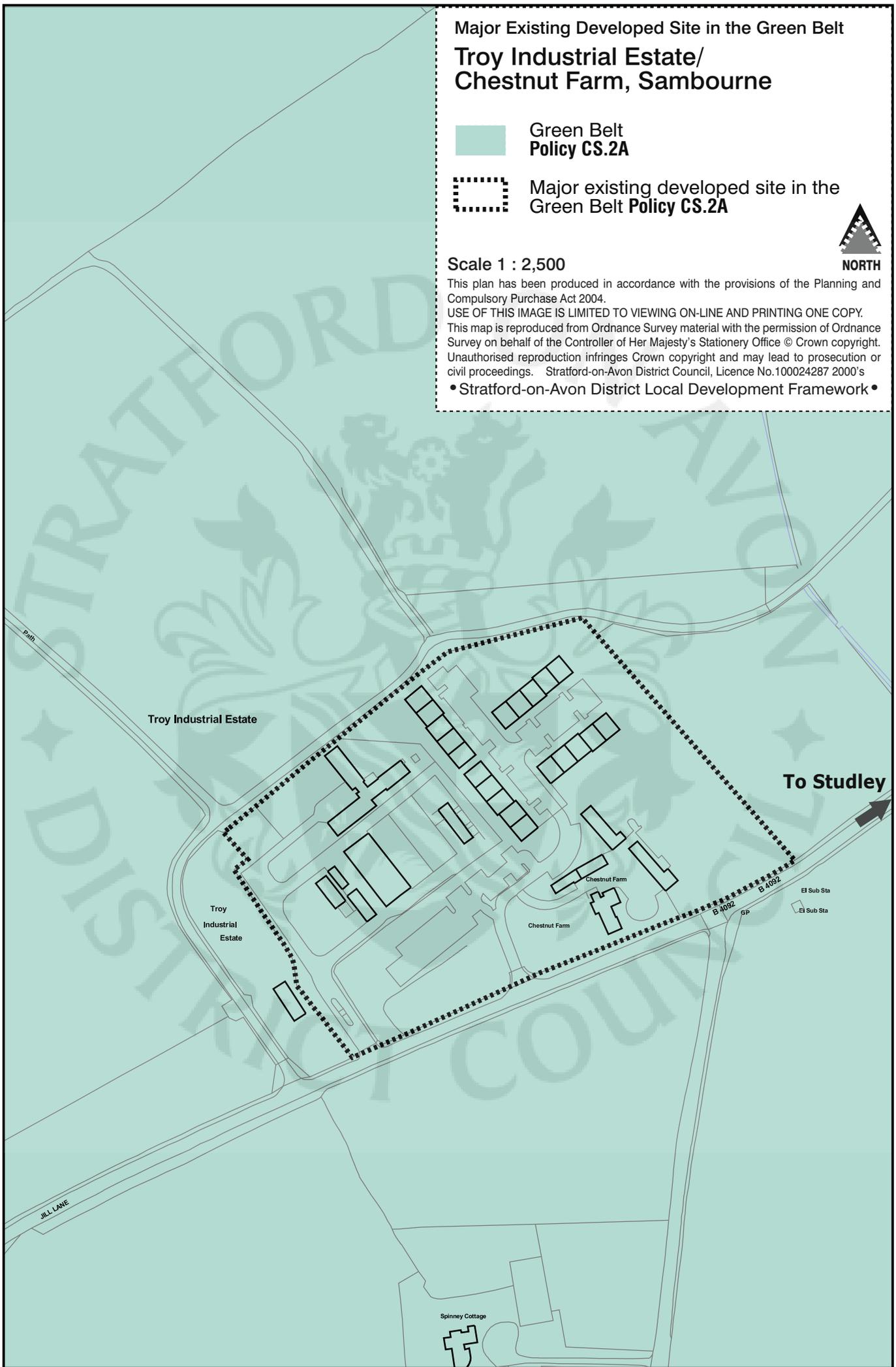
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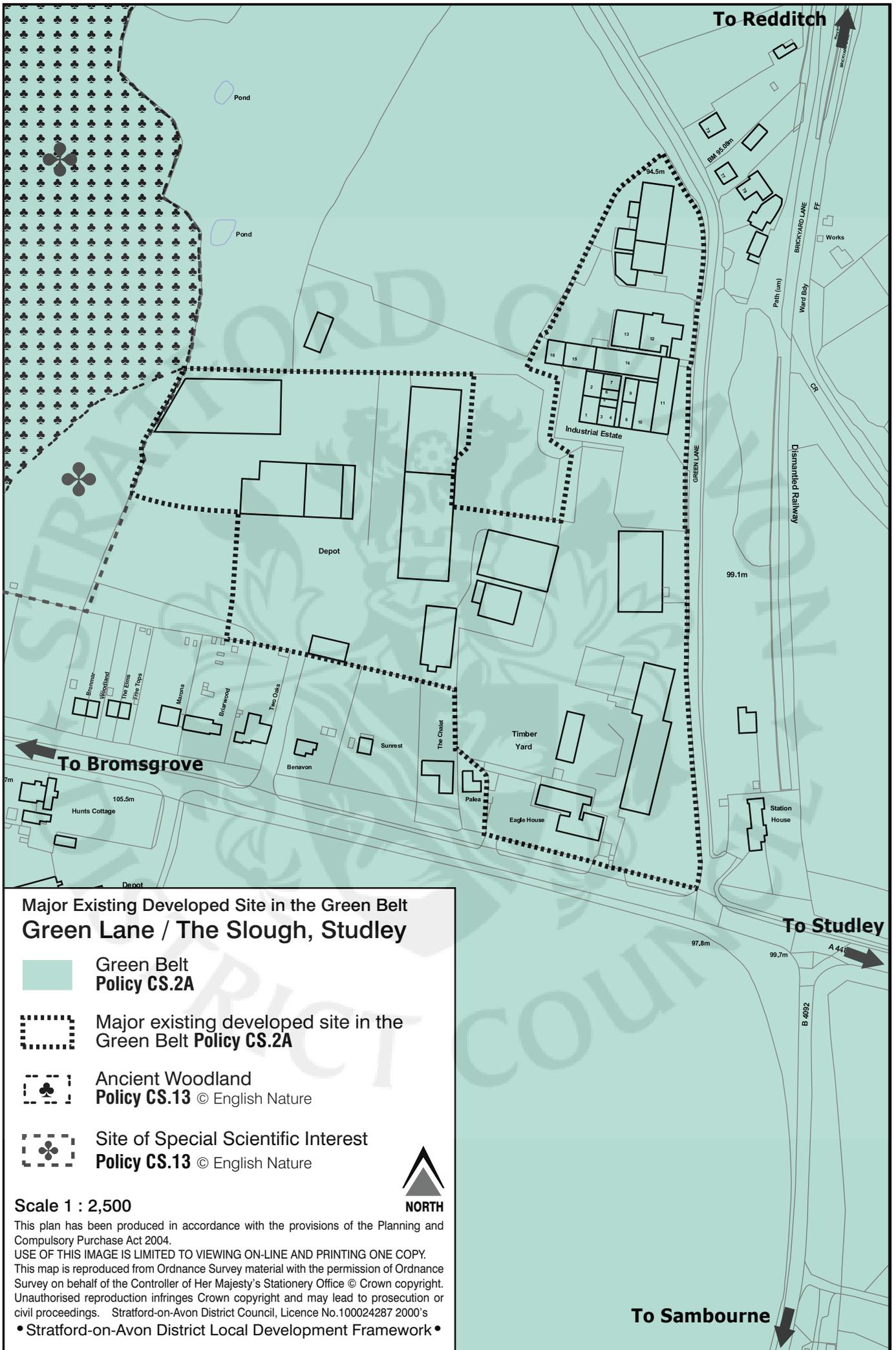
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NORTH





**Major Existing Developed Site in the Green Belt
Green Lane / The Slough, Studley**

-  **Green Belt
Policy CS.2A**
-  **Major existing developed site in the
Green Belt Policy CS.2A**
-  **Ancient Woodland
Policy CS.13** © English Nature
-  **Site of Special Scientific Interest
Policy CS.13** © English Nature

Scale 1 : 2,500



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To Sambourne

Major Existing Developed Site in the Green Belt
**Poplars Trading Estate/
Green Lane Farm, Studley**

--- District Boundary

Green Belt
Policy CS.2A

Major existing developed site in the
Green Belt **Policy CS.2A**



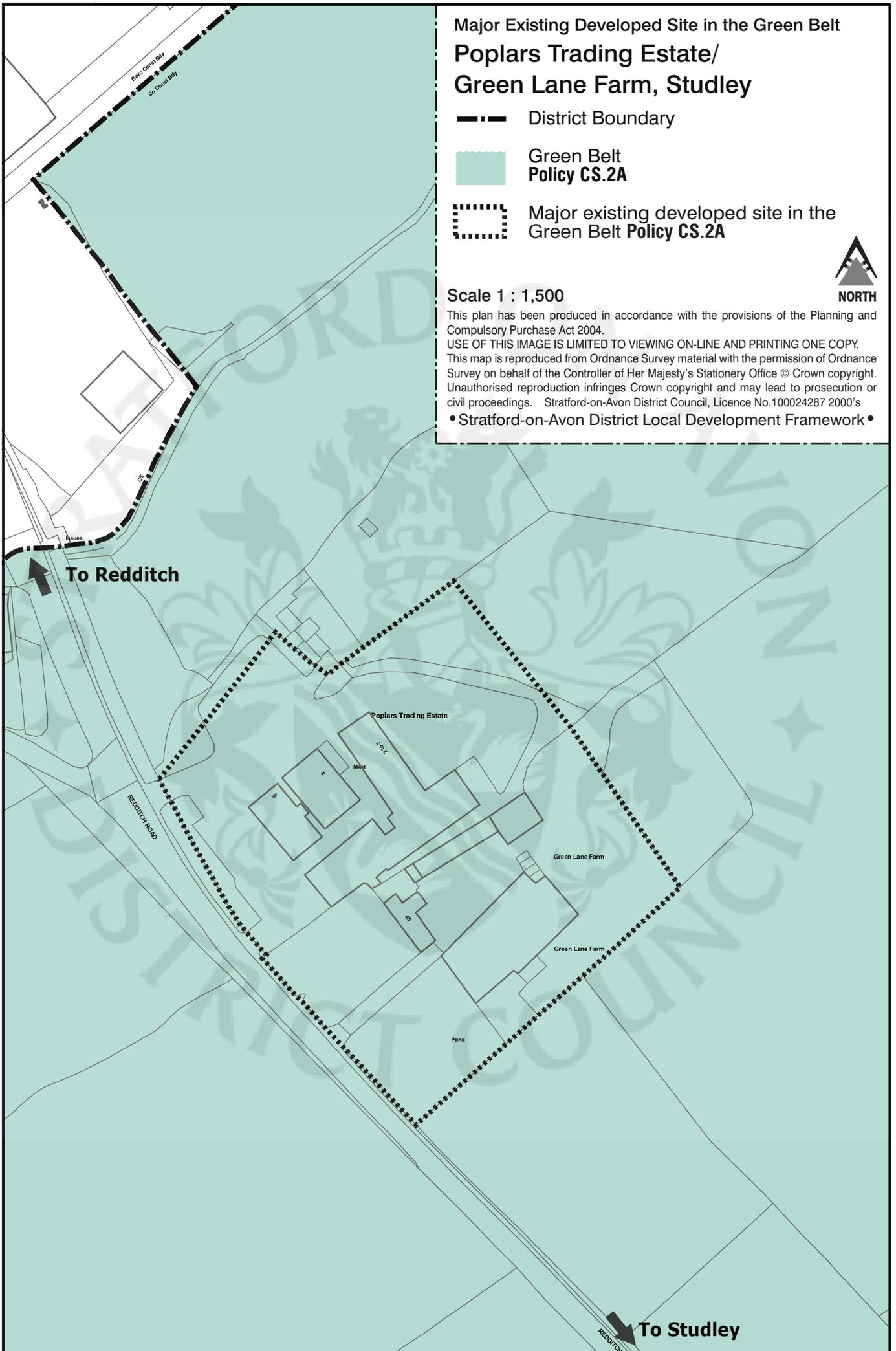
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Existing Airfield
Long Marston Airfield

 Existing Airfield
Policy CS.8G

 Flood Risk Area
Policy CS.11 © Environment Agency



Scale 1 : 10,000

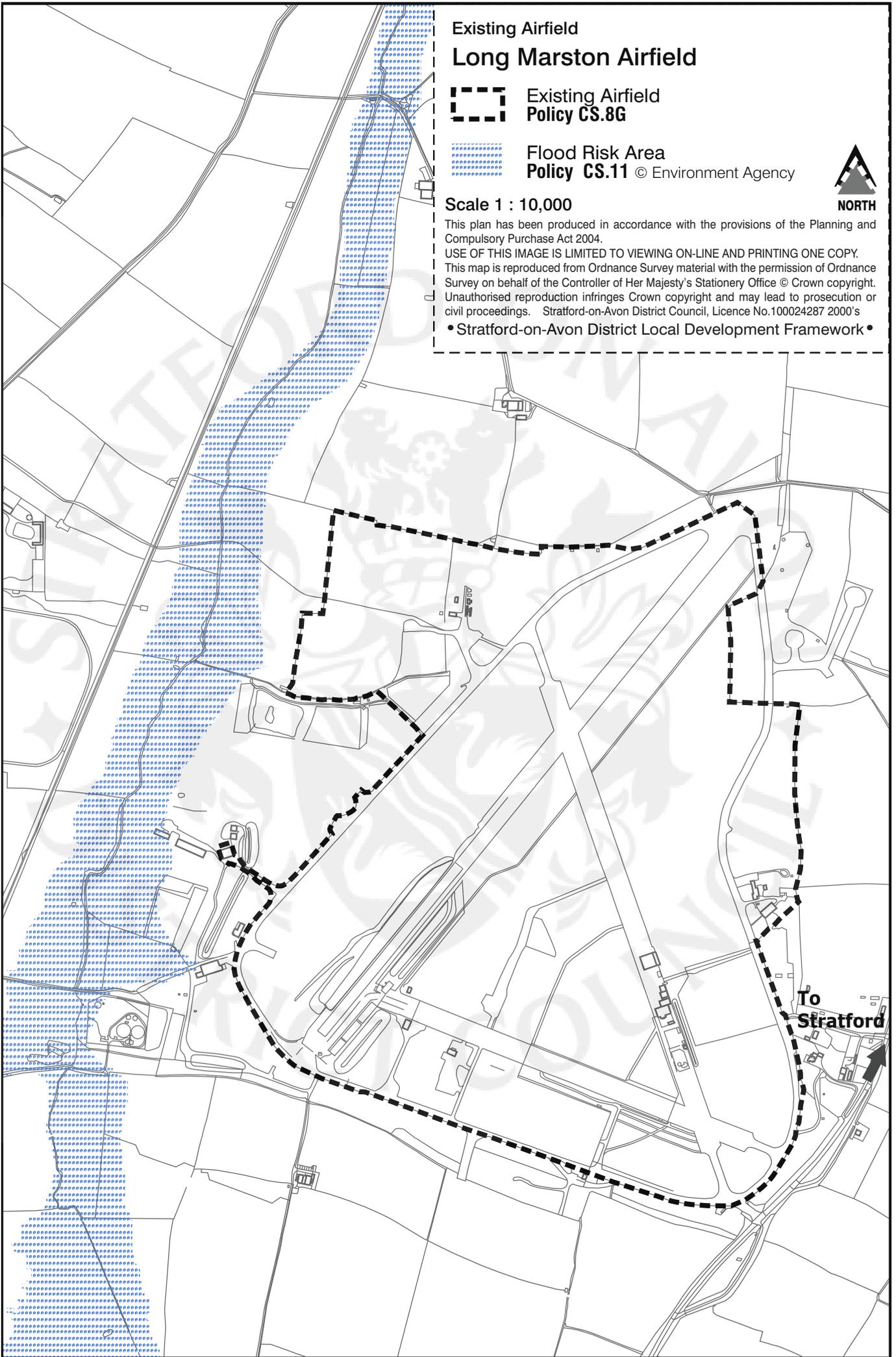
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Existing Airfield
Snitterfield Airfield

-  Green Belt
Policy CS.2A
-  Major existing developed site in the
Green Belt **Policy CS.2A**
-  Existing Airfield
Policy CS.8G
-  Site of Special Scientific Interest
Policy CS.13 © English Nature
-  Ancient Woodland
Policy CS.13 © English Nature

Scale 1 : 10,000

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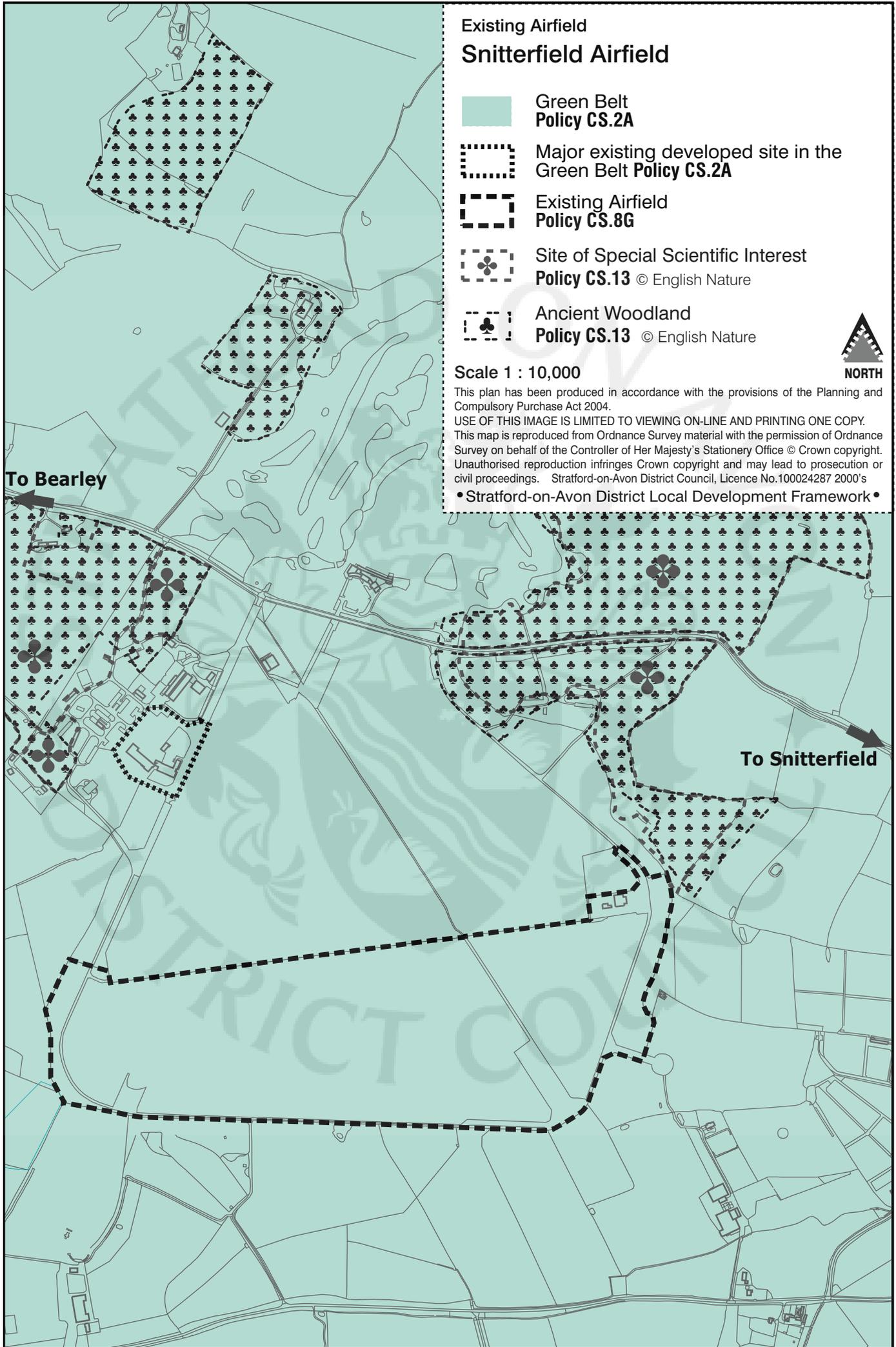
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To Bearley

To Snitterfield



Existing Airfield
Wellesbourne Airfield

-  Built Up Area Boundary
Policy CS.1
-  Existing Airfield
Policy CS.8G
-  Flood Risk Area
Policy CS.11 © Environment Agency
-  Conservation Area
Policy CS.14
-  Scheduled Ancient Monument
Policy CS.14 © English Nature
-  Park & Garden of Special
Historic Interest
Policy CS.14 © English Heritage

Scale 1 : 10,000

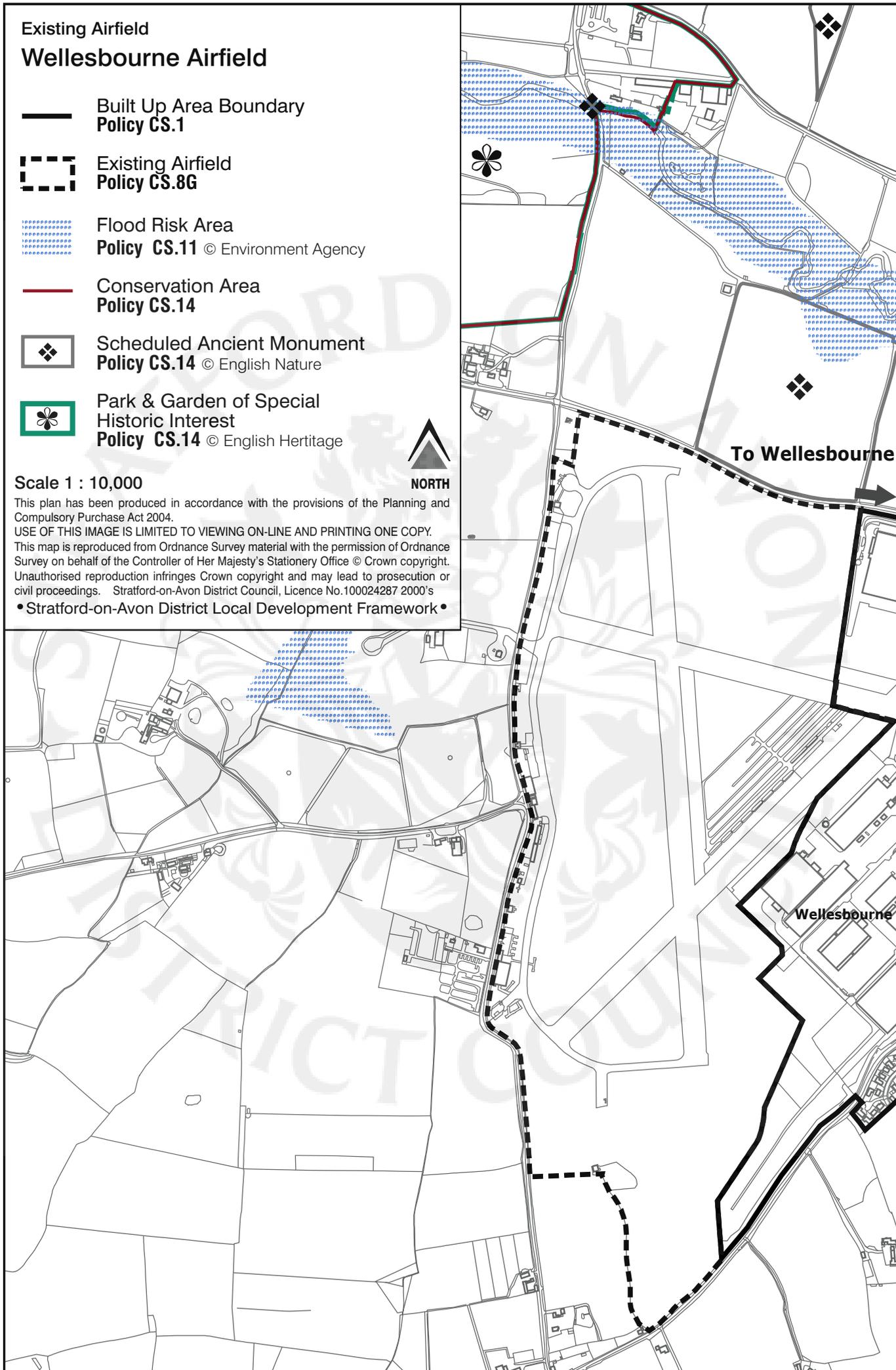


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Website www.stratford.gov.uk