

THE PARISH OF BRAILES MADE  
**NEIGHBOURHOOD DEVELOPMENT PLAN**  
2011 - 2031

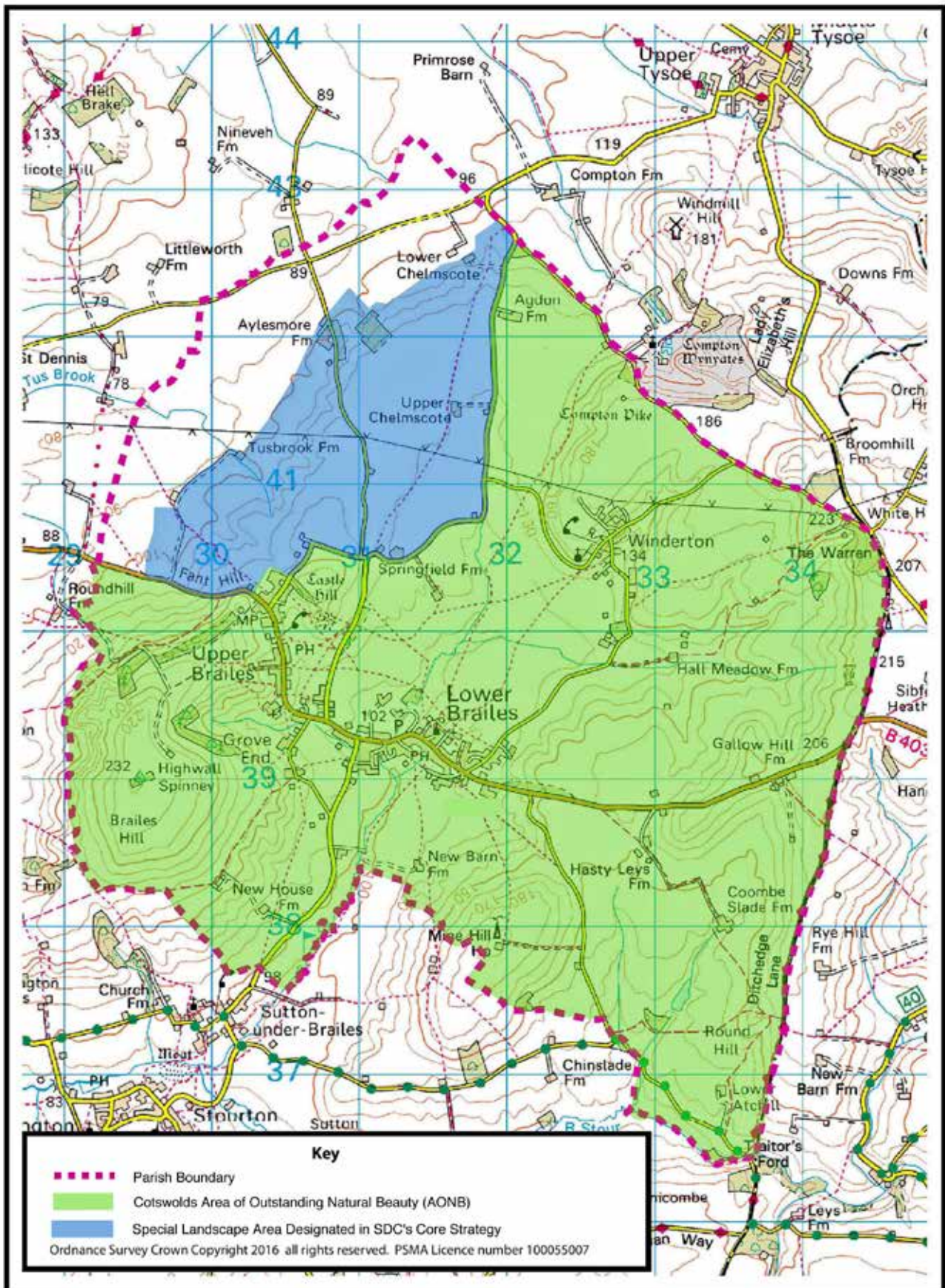


*TO SEE BRAILES AND WINDERTON DEVELOP  
WHILST PRESERVING  
OUR ENVIRONMENT,  
CHARACTER AND COMMUNITY SPIRIT*





THE DESIGNATED NEIGHBOURHOOD DEVELOPMENT PLAN AREA.



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## NEIGHBOURHOOD DEVELOPMENT PLAN ACRONYMS & ABBREVIATIONS

**AONB** = Area of Outstanding Natural Beauty

**BUAB** = Built Up Area Boundary

**LSV2** = Local Service Village Category 2

**NDP** = Neighbourhood Development Plan

**NPPF** = National Planning Policy Framework

**NMP** = National Mapping Program

**SUDS** = Sustainable Drainage Systems

**SDC** = Stratford District Council

**STWL** = Severn Trent Water Limited

**VDS** = Brailes Village Design Statement 1998 *reference to this document covers the current version and any subsequent updates that may be developed during the duration of the Plan*

**WCC** = Warwickshire County Council

**WRCC** = Warwickshire Rural Community Council

**COMMUNITY SURVEY 2015** = Brailes & Winderton Neighbourhood Development Plan  
Community Survey 2015

# 1. INTRODUCTION

1.1 The Vision for Brailes

1.2 About the Parish

1.3 The Neighbourhood Development Plan

1.4 What a Plan can do and cannot do

1.5 How the Community influenced the Plan

## 1.1 The Vision for Brailes

1.1.1 The wishes of the community might best be summarised by the following 'vision statement'. This also defines the guiding principle behind the Plan's composition.

*To see Brailes and Winderton develop whilst preserving our environment, character and community spirit*

*This statement was approved by 94% of the respondents to the 2015 Community Survey.*

1.1.2 The Plan does not seek to prohibit development but to embrace it as part of the evolution of the Parish. There is a need to provide dwellings and employment, and to continue to use agricultural land in support of national and local food production.

1.1.3 The Plan focuses on three main themes to help us achieve this vision:

- A valued landscape and setting – the environment
- Meeting housing requirements
- A strong local economy

## 1.2 About the Parish

1.2.1 The character of the settlements and landscape within the designated Brailes and Winderton Neighbourhood Development Plan area is of special quality, as recognised by our status within the Cotswolds Area of Outstanding Natural Beauty (AONB) and the Special Landscape Area (designated in Policy CS.12 in the Stratford District Council (SDC) Core Strategy as adopted in July 2016). The challenge ahead of us, which this Plan aims to resolve, is to accommodate planned growth whilst protecting the landscape and character of the Parish.



“AONBs are designated by the Government for the purpose of ensuring that the special qualities of the finest landscapes in England and Wales are conserved and enhanced. In policy terms they have the same planning status as National Parks.” (Cotswolds Conservation Board statement).



*View across the Parish of Brailes*

1.2.2 The Parish is a thriving community of around 1150 (2011 Census) people in South Warwickshire. The Parish includes Brailes village and Winderton hamlet as well as numerous outlying farmsteads.

A detailed description of the Parish can be found in the Brailes Today section of the Plan.



*Brailes at Harvest Time*

1.2.3 This Plan contains Policies which planners and developers will use to determine the way in which Brailes develops between now and 2031.

## 1.3 The Neighbourhood Development Plan

1.3.1 The Neighbourhood Development Plan ['the Plan'] has been produced on behalf of the Parish Council by a team of community volunteers. The Localism Act of April 2011 introduced this community dimension to development planning. Approval to prepare the Plan was given by SDC in June 2014 through the approval of the application to designate the NDP area which was based on the Parish boundary.

Evidence gathering for this Plan has methodically and openly followed a process with the emphasis on extensive community engagement and researching and assessing the facts.

1.3.2 The Plan conforms, as is required, to the National Planning Policy Framework (NPPF), and to the District-wide policies and proposals in the SDC Core Strategy, the latter as adopted in July 2016. This Plan is about putting in place bottom-up local policies to replace a hitherto top-down approach.

1.3.3 The Plan, when made, will join the Core Strategy and related documents as a component of the SDC adopted Development Plan. This status will ensure that these local policies and proposals carry due weight when planning decisions are made. The Plan document illustrates how the objectives and policies have been created and it includes references to all the guiding material which has been used to develop the Plan, which can be found in the Appendices. The NDP was prepared and examined in the context of the 2012 version of the NPPF.

1.3.4 These local policies and proposals will also be the basis for local projects to improve community facilities and infrastructure. Funding prospects will be enhanced by having the Plan 'made'. The local projects within Appendix 28 are ways to deliver consequent changes the community has said it wants, in line with the Policies and proposals in the Plan.

## 1.4 What a Plan can and cannot do

1.4.1 Neighbourhood planning gives communities direct power to develop a shared vision for their neighbourhood and shape the development and growth of their local area. They are able to influence where they want new homes, shops and offices to be built, have their say on what those new buildings should look like and what infrastructure should be provided. Neighbourhood planning provides a powerful set of tools for local people to ensure that they can influence the right type of development for their community, where the ambition of the neighbourhood are aligned with the strategic needs and priorities of the wider local area.

1.4.2 Neighbourhood planning cannot be used to either override or add to current statutory obligations of local authorities and utility companies in the provision of housing and services.

## 1.5 How the community influenced the Plan

1.5.1 The Parish Council appointed a Brailes Neighbourhood Development Plan Steering Group sub-committee in June 2013 to be responsible for the completion of the Neighbourhood Development Plan. The group included parishioners and 3 Parish Councillors.

1.5.2 The Plan is based on feedback from the community where they have indicated their wishes for the Parish. Residents and businesses have spoken through surveys, consultation days and meetings. The Plan document illustrates how their wishes have been translated into Plan policies.

1.5.3 It is a requirement to submit a “consultation statement with the Plan to demonstrate the quantity and quality of engagement”. See “**Listening and Learning – How we communicated with the Parish**” Appendix 1. It is worth noting the very high level of participation, **83%**, from the Neighbourhood Development Plan Community Surveys 2015 returns.



*Consultation 3 Open Day January 2016*



## 2. EVIDENCE GATHERING AND INTERPRETATION

### 2.1 Governing Principles

### 2.2 The Process

### 2.3 The Philosophy

## 2.1 Governing Principles

2.1.1 The Brailes Neighbourhood Development Plan Steering Group is governed by Terms of Reference agreed with Brailes Parish Council [see Appendix 2], these set six governing principles:

- A committee which is open and transparent
- An inclusive consultation and plan making process
- Active participation by members
- Robust evidence gathering
- Actions based on evidence gathering
- The Neighbourhood Development Plan must have regard for the NPPF and the strategic policies of the adopted SDC Core Strategy

2.1.2 This section of the Plan seeks to establish that the group has abided by these governing principles.

2.1.3 Details of the work done and the methodology followed can be found in the following documents:

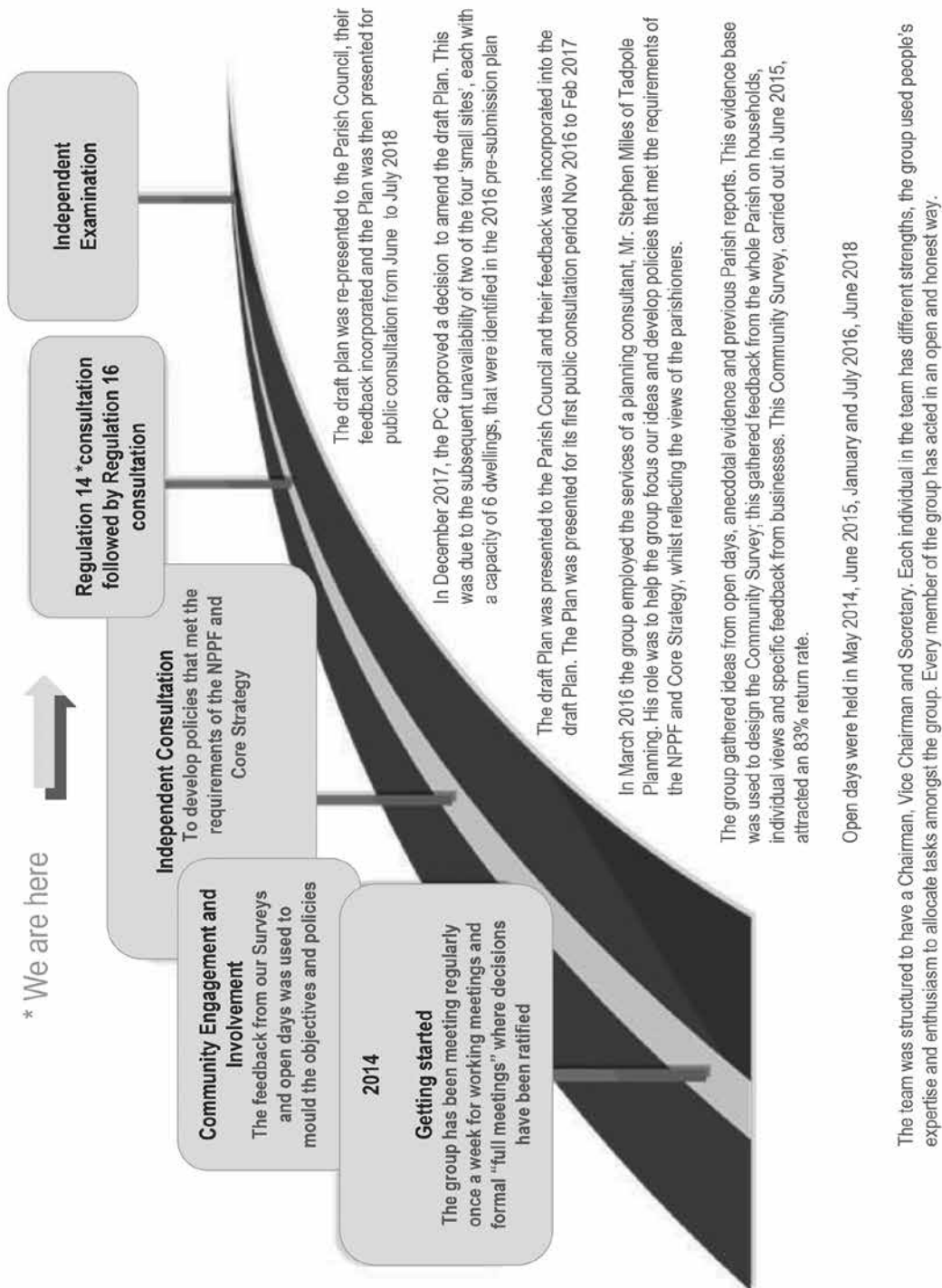
- Basic Conditions Statement [see Appendix 35]
- Consultation Document - "Listening and Learning" [see Appendix 1]
- Evidence Base - Environment [see Appendix 21]
- Evidence Base - Housing [see Appendix 22]
- Evidence Base - Business [see Appendix 23]

The above documents and all other supporting evidence can be found in the Appendices on the Brailes Neighbourhood Plan website, please use the link below:

**[www.brailesparishcouncil.co.uk/npwp/?page\\_id=1516](http://www.brailesparishcouncil.co.uk/npwp/?page_id=1516)**

## 2.2 The Process

Please see Appendix 1 Listening and Learning for full details of the consultation process.



## 2.3 The Philosophy

The following chart illustrates how we approached one of the key concerns raised very early on in the process, i.e. housing, where to put it and what numbers was always going to be emotive. We believe we have taken a rational view, relying on fact-based evidence and availability of suitable sites, to arrive at our conclusions.





## 3. BRAILES TODAY

This section describes the Parish today. This helps define what is valued in Brailes and what the community wish to preserve or enhance.

3.1 The Parish

3.2 History

3.3 Profile of the Parish based on the Community Survey 2015

3.4 Character

### 3.1 The Parish

The Neighbourhood Development Plan (NDP) encompasses the whole of the Parish of Brailes.

The Parish comprises three distinct areas:

- The village of Brailes which encompasses the separate settlements of Lower Brailes and Upper Brailes
- The hamlet of Winderton
- The surrounding countryside and farmsteads

### 3.2 History

3.2.1 Brailes was a significant ‘town’ before the Norman Conquest, perhaps twice the size of today’s village. In 1086 Domesday Book suggested it rivalled or even surpassed Warwick in population and wealth. The grant of market and fairs in 1248, accession to borough status around 1315, its name “Chipping Brailes” and St Georges Church, the “Cathedral of the Feldon”, all stand testament to a community still thriving into the fifteenth century. There could be many reasons for Brailes’ subsequent decline, from the continuing effects of the Black Death to changing markets and routes. By the 1500’s much of the old town, as well as its fields, was sinking below new sheep pastures. And there it stays, the old town and the fields that supported it, fossilised in the grass fields that surround us.

3.2.2 The settlements that made up the larger medieval Parish were traditionally separated by open fields, still in evidence today.

3.2.3 Little archaeological assessment work has been done to explore old Brailes; however, finds by metal detectorists and occasional geophysical surveys reveal human activity from at least the Iron Age.

3.2.4 Today's main road was the principle route around which Upper and Lower Brailes grew. The siting of a motte and bailey fortification on Castle Hill suggests the early road was an important route before the Conquest.

3.2.5 The Parish boundary is defined by two, possibly earlier routes; Ditchedge Lane marking our eastern limit, and to the north an old salt road, known as Saltway.

### 3.3 Profile of the Parish based on 2015 Surveys

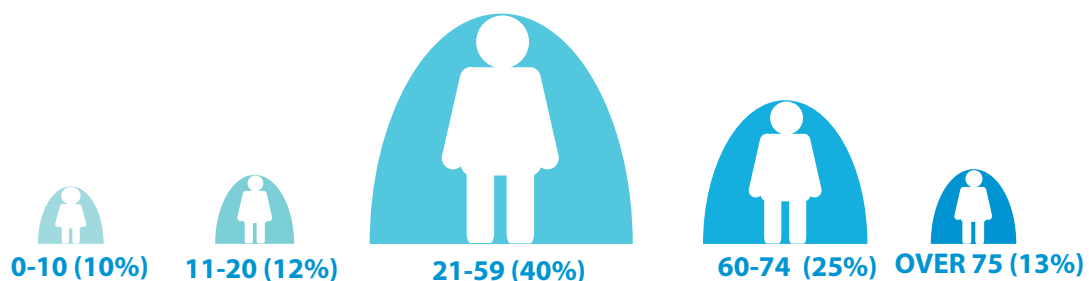
The data used in this report was based on the Brailes and Winderton Neighbourhood Development Plan Community Survey 2015 entitled "You and Your Ideas" and the Brailes Youth Survey carried out in 2015 (see Appendix 3 and Appendix 4).

The Community Survey 2015 consisted of three sections, household, individual and businesses. The surveys were delivered to every household in the Parish giving every resident over the age of 18 the opportunity to express their views on the future of the Parish. The survey achieved an 83% response rate.

3.3.1 **Location** - The Parish of Brailes and Winderton has four areas:



3.3.2 **People** - The population is split into age groups as follows:



3.3.2.1 When we compare the surveys carried out in 2005 [see Appendix 30] and 2012 [see Appendix 11] there has been a steady increase in the numbers of babies and young children in the Parish. The majority of the population is of working age. It is notable that over that time period the number of people over sixty has increased.

3.3.2.2 The key reason for people having moved into the Parish is that they like the area [35%]. It is noticeable that 3% moved to the Parish because of the availability of affordable housing.

3.3.2.3 Having moved here, people tend to stay. Over 50% of the residents of the Parish have lived here between 11 and 40 years, with 14% having lived here for over 40 years.

### 3.3.3 Young People

3.3.3.1 Our Community Survey 2015 recorded 60 eleven to seventeen-year olds. The Youth Survey carried out in 2015 had a response of just under 50% of 11 to 17-year olds in Brailes, most of whom attended Shipston High School. Generally, our Youth said that they are happy living in Brailes.



3.3.3.2 Here are some of the things the survey group said would make them happier to live in Brailes:

- More facilities e.g. cafe or gym
- More frequent buses
- More after school clubs to attend

3.3.3.3 Not everyone feels Brailes is a very safe place to live. One issue is the number of cars that travel through the village over the speed limit.

3.3.3.4 Few of those aged 15-17 [4 out of 15] could see themselves living in Brailes in 5 years time.

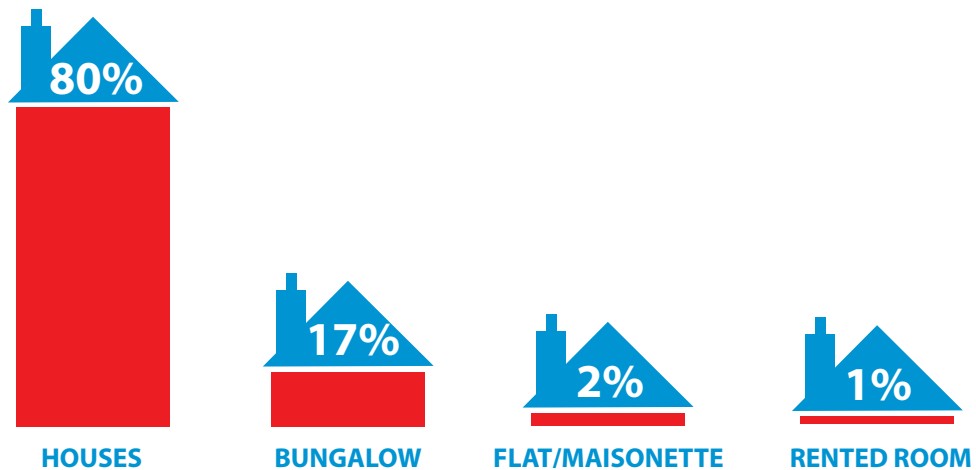
3.3.3.5 Of our sample 2 respondents expressed a desire for a 1-2 bed starter home within the next 5 years.



### 3.3.4 Housing

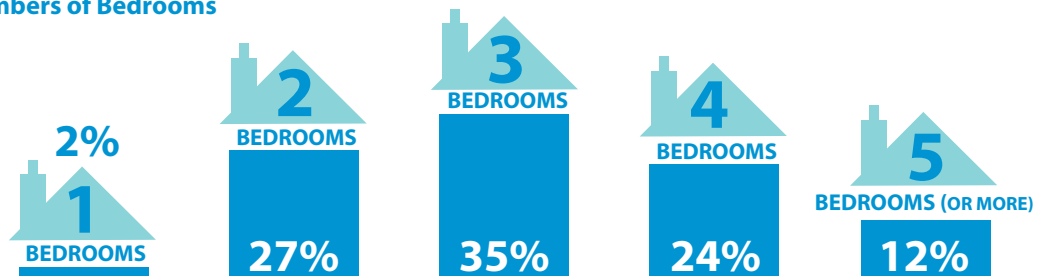
3.3.4.1 The housing is split into types as follows:

There are 490 dwellings in the Parish, this shows you what % of each type.



3.3.4.2 In terms of the number of bedrooms per house, the split is as follows:

#### Numbers of Bedrooms



3.3.4.3 The majority [74%] of houses are owner occupied, of the remainder 20% are rented and 6% Housing Association shared ownership. In terms of occupancy 32% of the houses are occupied by one person only.

### 3.3.5 Employment

3.3.5.1 Just over 25% of the working population of the Parish works in the Parish, either in full time or part time work. Nearly 40% work outside the Parish, whilst over a third of the Parish are retirees.

### 3.3.5.2 The business profile is:

**There are in the region of 115 businesses in the Parish**



These businesses cover a wide range of activities. Whilst agriculture is the major use of land in the Parish, it accounts for only 20% of the total business community.

### 3.3.6 Transport

#### 3.3.6.1 Vehicle ownership in the Parish is as follows:

**The majority of households in the Parish have motor vehicles: around 80% have up to two vehicles.**



3.3.6.2 The use of public transport is driven mainly by either the needs of those attending schools or colleges in nearby towns or essential daily activities such as shopping, medical services etc. Very few people commute to work by public transport, the car being the favoured option. For those who do commute to work, just under a half travel between 5-20 miles.

### 3.3.7 Sustainability – current activities/services that make Brailes and Winderton sustainable

3.3.7.1 The Parish is well served with amenities/services and activities; these are all centred on the village of Brailes.

3.3.7.2 These include five shops, a hairdresser, a garage, a forge, two pubs, thirteen working farms, an industrial estate and a retail/industrial site. In terms of usage well over half the Parish use these facilities on a frequent or occasional basis.

3.3.7.3 There are two Churches which attract over half the Parish on an occasional basis.

3.3.7.4 There is a local primary school. The school has around 70 children and another 15 in the nursery school; in addition, it runs a breakfast club to help working parents (figures as at October 2018). In the Parish Council Action Plan of 2012 [see Appendix 11] 73% of the respondents said that the school was a “very important” part of village life.

Feedback has shown the importance of enabling young families to move to Brailes to sustain the village school and underpins the need for affordable homes in the village.

3.3.7.5 In terms of recreational facilities there is the village Playing Field, a Village Hall, Pavilion and a children’s play area. All are well supported.

3.3.7.6 There are a large number of societies and groups active in the village, supported by over a third of the Parish. There are also many key annual events, the two most significant being the Three Hills Walk and the Brailes Show. These two events draw many outsiders to the village and raise thousands of pounds to support local causes.



*Brailes Playing Field and Village Hall*



*Brailes School*



## 3.4 Character

The character of the Parish is defined by its variety - for both traditional and new build design and construction.



*Brailes High Street*

Building stone was quarried locally with colour variations reflecting the range of geology in the surrounding area. There was also a local brick making industry right through to the twentieth century, making warm red coloured 'Brailes bricks' from the local clay. Both of these contribute greatly to the character and colour palate range of the buildings within the Parish.

Open spaces between buildings and developed plots provide a visual link with the surrounding countryside and reinforce the settlement's rural setting. The spaces provide a critical contribution to the character of the place and its relationship with the surrounding Cotswolds AONB landscape. The way in which the countryside infiltrates into different parts of the village defines the character and distinct nature of each part of the settlement. [See the Natural Environment Map Page 27].

### 3.4.1 Upper Brailes

3.4.1.1 Upper Brailes is a linear settlement of brick and stone cottages and houses following the B4035 road as it descends between Brailes Hill and Castle Hill. There are 16 listed buildings [see Appendix 6] one pub but no other local amenities. This part of the village is characterised by open views to Brailes Hill to the south, it is 761 feet [232m] high and the second highest point in Warwickshire and to the north the scheduled ancient monument of Castle Hill, a medieval motte and bailey castle [see Appendix 5].

3.4.1.2 The village Playing Field marks the separation between Upper and Lower Brailes.



*Castle Hill*

### 3.4.2 Lower Brailes

3.4.2.1 Most of Lower Brailes is in the Conservation Area and there are 18 listed buildings (see Appendix 6 and Appendix 7). The area around St. George's Church which dates from the late 1200s is one of the oldest parts of the village. There is a 15th century Old Rectory Farmhouse and its attached malting barn. Within the barn the Catholic Chapel of St. Peter and St. Paul was established in 1726 as one of the earliest post-reformation Catholic chapels in the country. The George Inn was recorded in 1537.



*St. George's Church*



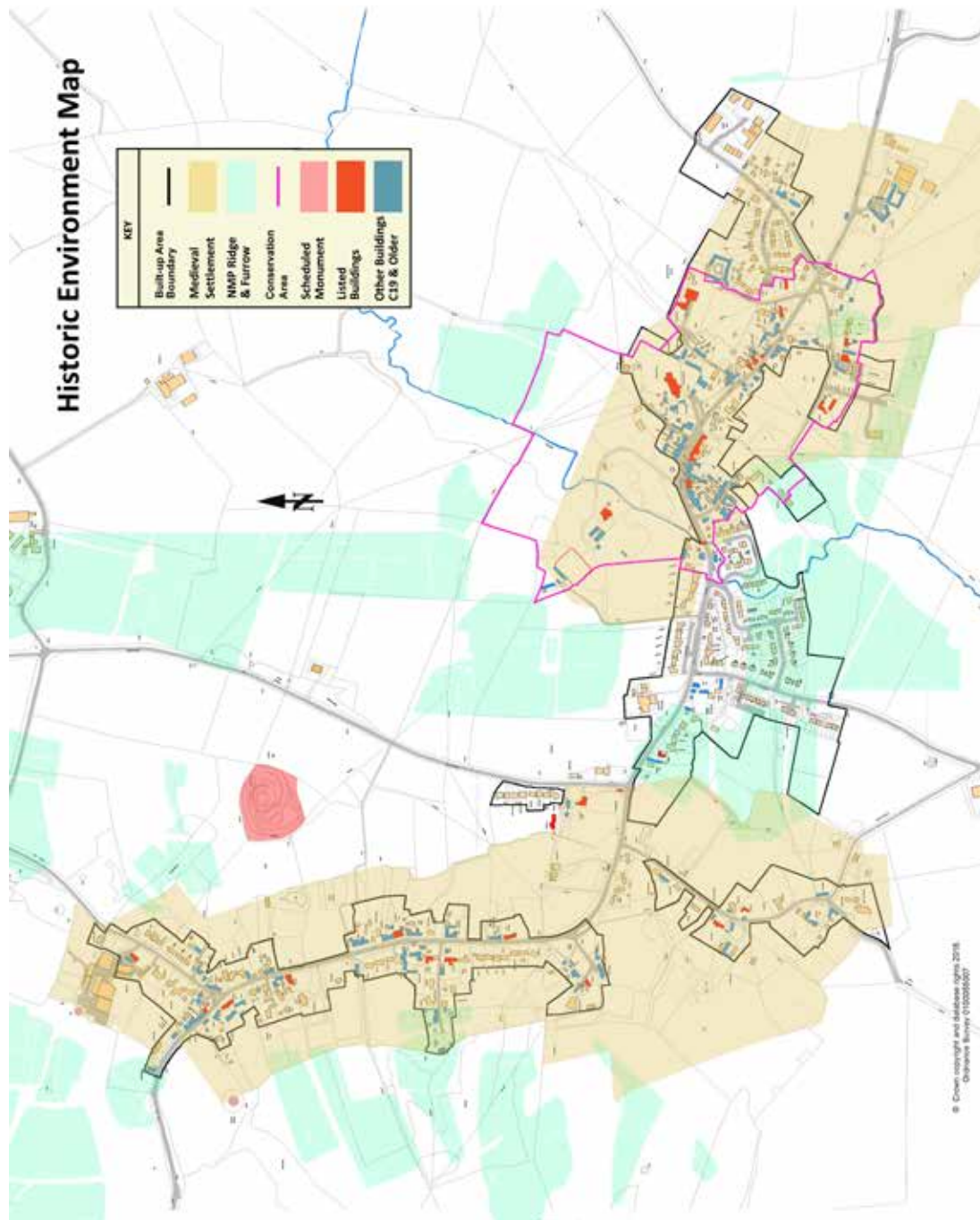
*High Street Lower Brailes*

3.4.2.2 There are old small terraces, cottages and farm buildings of stone construction, an old bakery and brewery. There is much 19th century infilling of houses mainly of red brick and slate roofing and more recently terraced, semi detached and bungalow housing.

3.4.2.3 A number of businesses are located in Lower Brailes including shops, garage, forge, a small industrial estate and a retail site on the edge of the village.

### 3.4.3 Historic Environment Map

3.4.3.1 The map below shows the type and extent of the historical assets in Brailes, which this Plan recognises as being worthy of preservation.





### 3.4.4 Hamlet of Winderton

3.4.4.1 Winderton is a hamlet within the Conservation Area [Winderton Conservation Area Map Appendix 8] north of Lower Brailes. It has three working farms with houses and cottages including listed buildings [see Appendix 6] and the memorial church of St. Peter and St. Paul. There are fine views across the countryside.



*The Hamlet of Winderton*

### 3.4.5 Surrounding countryside and farmsteads

3.4.5.1 One of the great assets of the Parish of Brailes is the 25 miles of footpaths, which provide access to recognised views in the Cotswolds AONB. These are used and enjoyed by many village residents and visitors throughout the year. The footpaths provide various levels of walking to enable a large number of people to enjoy the wonderful views, many of which are recognised in publications.

3.4.5.2 Brailes has an active footpath group that manages and maintains the extensive network of footpaths.

3.4.5.3 There are currently thirteen farmsteads in the Parish, an amalgamation of 1950's and 1960's agricultural smallholdings. The fields surrounding Brailes and Winderton are a mix of arable and grassland, grazed by sheep and cattle.

3.4.5.4 The ridge and furrow are still prominent in many of the Parish fields and is a relic of medieval open field agriculture dating prior to the 18th century.



*Footpath across the fields*

## 4. OBJECTIVES AND POLICIES FOR BRAILES TOMORROW

### 4.1 Introduction

4.1.1 This section of the Plan sets out the Policies that will influence the way in which the Parish develops over the period of the Plan.

4.1.2 Each policy will consist of:

- An objective;
- A policy statement; and
- An explanation which references the evidence base on which the policy has been developed.

4.1.3 There are three sets of policies covering:

- The Environment [E];
- Meeting housing requirements 2011 – 2031[H]; and
- A strong Economy [SE].

4.1.4 The Policies were developed over a period of time and were subject to ongoing feedback and reviews with the Stratford-on-Avon District Council, Brailes Parish Council, and members of the public resident in the Parish.

Key Dates	Event	Outcome
May 2014	SDC approves the Plan boundary.	The group can move ahead using an agreed boundary.
May 2014	First Open Day for the Parish.	Started to gather views and feedback from the Parish.
June 2015	Household/Individual Survey. The survey was approved by SDC and delivered to every household in the Parish	An 83% return gave the group real feedback and data to start outlining key policy areas.
December 2015	Issued a “Call for Sites” to all local landowners, this activity was closed, in agreement with the PC, on 31st August 2016.	We had 20 sites submitted from 11 landowners.
January 2016	Open Day held over two sessions, one on a Saturday and one on a Monday evening. The aim was to gather evidence on where people felt development should/should not take place and to seek their feedback on which criteria would be important for evaluating sites.	The group had clear feedback on the topics covered and developed an appraisal tool to start a structured review of the sites that had been put forward.
June 2016	In conjunction with the Warwickshire Rural Community Council a Housing Needs Survey was carried out.	The results gave us a clear picture of the outstanding housing needs in the Parish. The need for affordable housing became a clear driver in determining our Policies in the housing section of the Plan.

Key Dates	Event	Outcome
July 2016	Another Open Day showing the assessment tool outcome, draft Policies and draft site allocations.	The feedback was strongly in favour of moving away from larger sites and moving to smaller sites.
November 2016	Regulation 14 consultation. Following approval from both SDC and Brailes PC, the draft Pre-Submission copy of the Plan was issued for a Regulation 14 consultation. This ran from 22nd November 2016 until 17th January 2017.	We received feedback from a few public bodies, a few Parishioners and extensive feedback from SDC. We had a follow up meeting with SDC where the small sites policy was discussed and concerns raised about the delivery of affordable housing on such small sites.
April - October 2017	Strategic Environment Assessment. The decision to subject the Plan to a SEA was taken by SDC.	The SEA process halted any further development on the Plan for most of 2017. Historic England recommended the withdrawal of one of our sites. In the meantime, one landowner had also withdrawn a site. This left the group with no suitable small sites to substitute for the ones we had lost.
December 2017	At a Brailes PC meeting on 11th December 2017 it was agreed to abandon the "small sites" policy and move towards three larger sites to meet our affordable housing needs.	The group started work on new consultations with selected landowners and a re-write of the Plan with a view to repeating the Regulation 14 consultation in mid-2018.

4.1.5 There are "Policies Maps 1,2 and 3" (see pages 41,42,43) which locate some of the key aspects of the Plan and will be referenced in the relevant sections.

## 4.2 The Environment (E)

### 4.2.1 Parish priorities

Parish Surveys over several decades show that Parishioners value the natural, rural environment of Brailes. Protecting this is paramount in local opinion and any development now or in the future must aim to maintain, or possibly enhance, the ability of the community to enjoy that rural environment in the Cotswolds AONB.

*"It does not mean preserving in aspic, but managing evolutionary changes to maintain local identity and character"*

Village Design Statement 1998 [see Appendix 9]

*"Future developments in the Parish should preserve and be consistent with the established character of the village"*

Village Appraisal 1992/93 [see Appendix 10]

*“The Parish is allowed to remain as a vibrant, picturesque and friendly village”*

Parish Council Action Plan 2012 [see Appendix 11]

*“How important is it to protect the views of the village from public vantage points, like rights of way, footpaths and roads?”*

Very Important/Important 90% - Question 9 of 2015 Community Survey [see Appendix 3]

#### 4.2.2 Parish and the environment

The objectives and policies in this section reflect the current views of the Parish about the Environment.

#### 4.2.3 Higher Level Policies

NPPF – Section 11 Conserving and enhancing the natural environment	Section 11 Para 115 – Great weight should be given to conserving landscape and scenic beauty in National Parks, the Broads and Areas of Outstanding Natural Beauty, which have the highest status of protection in relation to landscape and scenic beauty. The conservation of wildlife and cultural heritage are important.
SDC Core Strategy Section 3.4 Landscape	The rural character of the District will have been maintained and enhanced. The Green belt and countryside of the District will have been protected from inappropriate development. This is further enhanced by Policy CS.11 relating to the Cotswolds Area of Outstanding Natural Beauty. The Parish of Brailes lies almost entirely within this Area
SDC Core Strategy Section 3.3 Water, environment and flood risk	To help mitigate and adapt to climate change, all residential development will incorporate enhanced water efficiency measures as set out in current Building Regulations (as referred to in the SDC Core Strategy). This is further enhanced by Policy CS.4 which demonstrates a commitment to protecting and enhancing the District’s environmental and supportive measures which help to mitigate and adapt to the impacts of Climate Change in local communities.



Floods in Orchard Close 2007



Floods on the main road Lower Brailes 2016

#### 4.2.4 Policies:

##### 4.2.4.1 E1 BETTER MANAGING FLOOD RISK

#### **Objective E1**

To manage the local water environment far more effectively by ensuring that within the defined 'at risk' parts of the plan area developments do not create or increase flooding; mitigation measures taken always enhance the green environment and ecology; and always, as a minimum, the drainage solutions adopt sustainable engineering best practice, and complement local on-the-ground actions being taken to reduce flood risk.

#### **Policy E1**

Development proposals should demonstrate that flood risk will not be increased within the development site, nor within the related locality where there is a known risk of flooding events, in line with guidance in the NPPF and Core Strategy Policy CS.4.

Planning applications, where appropriate, should be accompanied by a site-specific flood risk assessment, which takes account of locally available evidence, including all published flood maps. Where appropriate, consultation with the Parish Council and the community's Flood Action Group should be undertaken by developers as part of gathering local evidence to inform emerging development proposals.

Proposals must demonstrate to the satisfaction of the Local Planning Authority and Lead Local Flood Authority that off-site flood risk will not be increased, and that the development area is itself appropriately flood resilient. Information accompanying the application must demonstrate that mitigation measures will be satisfactorily integrated into the design and functionality of the development, which measures should:

- Reduce reliance on hard engineered solutions throughout the site;
- Introduce and maintain habitat buffers;
- Have open surface water drainage channels not closed culverts except where there is highway and footpath access to the site;
- Where adjacent to a watercourse development should take advantage of the river corridor by way of imaginative and functional layout and orientation of buildings and open spaces; and
- Promote physical and visual access to watercourses whilst respecting the natural function of the watercourse.



Engineered drainage solutions should adopt best practice Sustainable Drainage Systems (SuDS) methods, which should include environmental and ecological enhancement. The SuDS design should conform to the technical requirements of the Lead Local Flood Authority in line with the recommendations in the Warwickshire Surface Water Management Plan, the Warwickshire Sustainable Urban Drainage Manual, and the District Council's Strategic Flood Risk Assessment, and such local guidance as may be added or updated;

Hard engineered surface water drainage systems are not considered sustainable and will not be supported. All required flood attenuation areas should be located outside designated flood zones to ensure the overall flood attenuation and surface water management capacity is not compromised; and

Exceptionally where local site conditions are conclusively proven as technically unsuited to SuDS solutions an alternative and justifiable hard engineered drainage solution will need to be agreed with the Lead Local Flood Authority and the Local Planning Authority.

### **Explanation E1**

Flooding is a major concern, as it has had a significant recurring impact on parts of the village. Feedback from the Brailes NDP Open Days in January 2016 showed that having more effective surface water drainage is a high priority for the community. These concerns are further demonstrated by the village being registered on the WCC Surface Water Management Plan (SWMP) as a community at risk of flooding. In Table 7.1 of the SWMP Matrix Outputs, Brailes lies in 20th position in the top 40 Combined (Historic and Predictive) Flood Risk Sites.

Significant flood events occurred in 2016, 2012, 2007 and 1998 (see Appendix 12). These led to the formation of a Flood Action Group, which liaises with the Lead Local Flood Authority and the Environment Agency and other bodies, and reports to the Parish Council. Both the Parish Council and the Flood Action Group have been very active in response to flooding events, including creating the Sutton Brook relief channel, and most recently in conjunction with other agencies creating natural flood management measures upstream of the village. The Plan recommends ongoing support for the Flood Group (See Appendix 28).

The above policy responds to local conditions, reinforcing the comprehensive and progressive requirements in Core Strategy policy CS.4.

#### 4.2.4.2 E2 A DEFINED BUILT-UP AREA BOUNDARY [BUAB]

##### **Objective E2**

To moderate outward expansion into open countryside and not erode or harm the valued 'green fingers' and landscape features which run into and through the village. To define a built-up area boundary to reflect a local preference to use land more efficiently and intensively within the existing settlement and make the most of opportunities to best utilise or re-use sites as opposed to further outward sprawl.

##### **Policy E2**

The built-up area boundary of the village is defined on the Policies Maps 1 and 2 at pages 41 and 42. Subject to conforming with other policies in this plan development proposals will be supported within this Built-Up Area Boundary:

- on three housing sites identified and allocated by Policy H2 in this plan; and
- more generally through the re-use of suitable land and buildings, and the more efficient use of land within the existing settlement, for housing and other appropriate types of development.

Development in accordance with this policy will meet the expectations of the NPPF concerning the efficient use of land.

##### **Explanation E2**

A clearly defined BUAB is a prerequisite for delivering interlinked housing and environment objectives and policies in the Plan and meeting the Core Strategy spatial strategic objectives.

Brailes is currently identified as a Category 2 Local Service Village [LSV] which can accommodate some small-scale development growth to help meet the needs of the community, to provide some scope for new households to move into them, and to help support the services they provide [Policies CS.15D and CS.16].

Some new housing development over the plan period is recognised by the Qualifying Body and wider community as appropriate and acceptable, principally to meet identified local housing needs, but also to make a proportionate contribution toward potentially meeting more general District-wide housing needs should that requirement evolve over the plan period. Meeting those development requirements is aided by the definition of a built-up area boundary, mindful of protecting some very important local environmental and heritage assets. Policy E4 is particularly important in this regard.

Current planning commitments have been included within this BUAB boundary.

A BUAB will stimulate the overall more efficient use of land within the existing settlement, which is preferred to further outwards extension. This land-use efficiency can be achieved with due care by sensitive infilling and the more intensive development of plots where such opportunities arise. Good design practice will be paramount, and the requirements of Policy E4 in this plan, Policies CS.9 and CS.11 in the Core Strategy, and NPPF Paragraph 122 will need to be applied rigorously.

### VILLAGE DESIGN STATEMENT

The VDS must still be used by planners as a reference document to ensure the things deemed important by village residents are considered in new development.

The VDS produced in 1998 remains valid and the NDP endorses its continued use as a reference document for “planners to guide and influence change in a way that respects and preserves the character and distinctiveness of the Village”. It will ensure that the things deemed important by village residents are fully considered in new development.

While still supported there is a requirement to supplement it so it provides further support and complements the Neighbourhood Development Plan [See appendix 28].

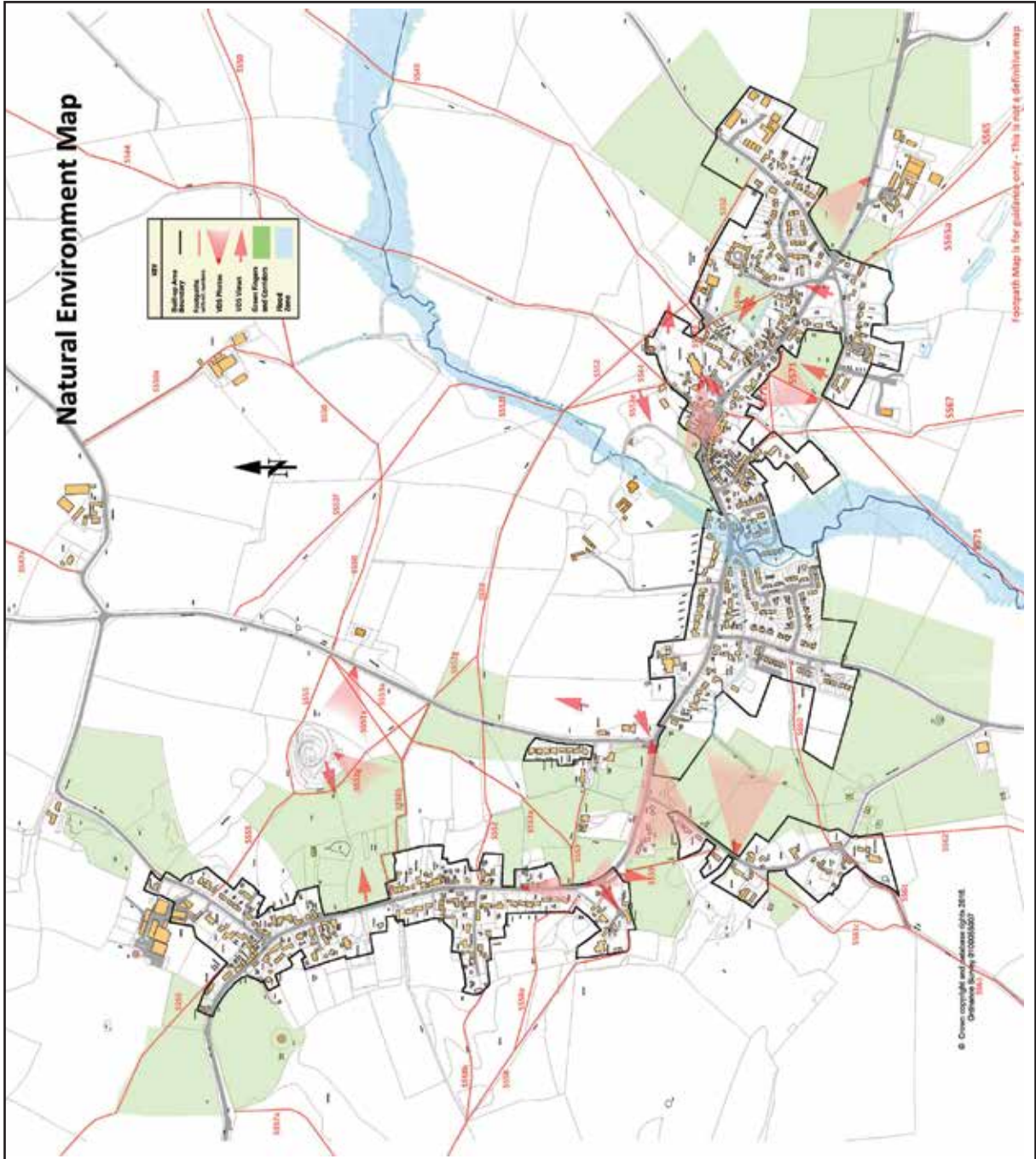
The detailed work on landscape setting and character are of particular importance given that a large part of the Parish lies within the Cotswold AONB. Significant views in and out of the village should be reconfirmed and additional views from public rights of way evaluated and highlighted.

*“How important is it to protect the views of the village from public vantage points, like rights of way, footpaths and roads?”*

**Very Important/Important 90%**

Question 9 of 2015 Community Survey [see Appendix 3]

The open green spaces and boundaries should be evaluated to ensure they represent residents’ opinions and if necessary, protected from further development. In addition, the VDS also highlights the diversity in building design and materials in the village, which provides an important reference document. This work will be supplemented to reflect any changes in the village [see Appendix 28].



#### 4.2.4.3 E3 CONSERVING LOCALLY VALUED GREEN SPACES WITHIN THE VILLAGE

##### **Objective E3**

To locally secure the District-wide strategic aim of maintaining and enhancing rural character and local distinctiveness. This requires the protection and conservation of several publicly accessible green spaces within the village, one of which is the village Playing Field. This will add to the amenity and recreational opportunities for residents and visitors, so helping with wellbeing.

##### **Policy E3**

The following areas are designated as Local Green Spaces (LGS) as shown on Policies Maps 1 and 2 at pages 41 and 42.

- LGS 1 The Playing Field
- LGS 2 The Lower Green
- LGS 3 The War Memorial Green
- LGS 4 The Upper Green

Proposals for any development on this land will not be supported other than in very special circumstances where justified in accordance with national policy.

##### **Explanation E3**

There are three designated 'Village Greens', plus the village Playing Field adjacent to the Primary School and Village Hall. These green spaces are much valued and are important components of the landscape and green fabric within the village, connecting physically and visually with nearby open countryside to punctuate the generally linear built form of the village. They provide easily accessible opportunities for informal recreation (including the children's play area), and in the case of the pitches on the Playing Field some active sports. These recreational facilities will support the planned expansion of the village.

The LGS designation criteria within the NPPF have been applied by using a Locality toolkit. This toolkit has been endorsed by the District Council. [See Appendix 13].



#### 4.2.4.4 E4 ENSURING DEVELOPMENTS RESPECT THE LANDSCAPE SETTING AND LOCAL CHARACTER OF THE VILLAGE

##### Objective E4

To ensure that development respects and enhances the landscape setting, heritage assets and the characteristics of the built-up area that give the Neighbourhood Development Plan area its local distinctiveness. To ensure excellent design and thoughtful materials specification are required to seamlessly blend new buildings with the adjoining open countryside and the green fingers that punctuate the settlement. To ensure due consideration must be given to not diminishing the value and significance of the many listed historic buildings and the scheduled monument.

##### Policy E4

###### 1 Design

All development in the Neighbourhood Area should be well designed and inclusive, in keeping and in scale with its location, and sensitive to the character of the countryside and local distinctiveness. Development proposals that do not demonstrate high standards of design will not be supported.

###### 2 Responding to local character

Proposals that do not positively contribute to local character will not be supported. In accordance with Core Strategy Policies CS.9 and CS.11 all development proposals must demonstrate how the requirement to positively contribute to local character has been embedded during the design process, in accordance with the following principles:

a) be compatible with the distinctive character of the area, respecting the local settlement pattern, building styles and materials, whilst taking a positive approach to innovative contemporary designs that are sensitive to their setting;

b) be of a density and scale that is in keeping with the character of the surrounding development and landscape;

c) preserve or enhance heritage assets including listed buildings and the scheduled monument as shown in the Historic Environment Map on page 18 of this plan, in line with NPPF expectations;

d) protect or enhance landscape and biodiversity by incorporating landscaping consistent with the published Warwickshire County Council Landscape Guidelines or any such replacement guidelines;

e) retain views to and from the surrounding higher slopes and hilltops and ensure views across the wider landscape can continue to be enjoyed consistent with CS.11 and the Cotswolds AONB Management Plan; and

f) where appropriate and noting Core Strategy Policy CS.11 and the published Local List of heritage assets be accompanied by an archaeological survey to ascertain the implications of development on subsurface heritage assets.

### 3 Use of design codes

a) all proposals for development of 10 or more dwellings or 1000 square metres or more of non-residential floorspace will be expected to demonstrate design rationale through the appropriate use of design codes and master planning;

b) development proposals of 10 or more dwellings should be accompanied by an indicative master plan (if an outline application) or a contextual plan (or detailed applications) which will demonstrate how the development integrates with the existing settlement and community by encouraging social cohesion and how it delivers the necessary infrastructure to support the development;

c) the master plan or contextual plan should include consideration of existing or planned developments in the locality to enable a holistic approach where possible;

d) the plan should include consideration of means to mitigate the additional demand that the development would place on the highways system and on local services and community facilities such as schools and healthcare facilities. As well as the need to provide or enhance public open space and environmental improvements; and

e) development will not be supported if detrimental impacts on existing infrastructure cannot be mitigated.

### **Explanation E4**

Established planning principles include protecting the intrinsic character and beauty of the countryside and promoting the conservation of heritage assets. These expectations are expanded in the Core Strategy in Section 3.8 about Design and Distinctiveness and 4.2 about the Cotswolds AONB. In recent years some new housing within the Village has not fitted into or adequately respected the local characteristics, creating forcefully expressed community concern about the scale and appearance of future developments.

In creating this plan for a moderate scale of housing growth, especially to meet identified local needs, the local expectation is that the resulting developments will aim higher and do much better than some recent examples in terms of good design. Achieving the right design solutions for the locality is vital. This will most certainly apply to the three housing sites allocated by Policy H2. There are well established technical processes and tools to assist designers, including landscape and visual impact analysis. Applicants are encouraged to include such assessments and methods, as well as referencing the Village Design Statement.

#### 4.2.4.5 **E5 RENEWABLE AND LOW CARBON ENERGY**

##### **Objective E5**

To support locally led small scale renewable energy production initiatives; and to encourage the use of renewable and low carbon energy resources and improved energy efficiency in new buildings.

##### **Policy E5**

Proposals that demonstrate a high level of energy efficiency within buildings and related infrastructure will be supported.

Small scale, community led developments generating renewable and low carbon energy will be supported, providing in terms of scale and impact they can be satisfactorily integrated within the Parish, without harming its character and appearance.

##### **Explanation E5**

In the Community Survey 2015 [See Appendix 3] [Q6] 50% of respondents said that they would consider renewable energy development such as solar farms, biomass generating plants and anaerobic digesters. This gives a local dimension to the SDC Core Strategy Policies CS.2 and CS.3. A small-scale community-led renewable energy initiative is encouraged by this policy, in accordance with Core Strategy Policy CS.3 [A] 'Sustainable Energy'.

Whilst Building Regulations compliance deals with energy efficiency in new dwellings, and progressive BREAAM standards compliance is adopted by the District Council for commercial developments, the inclusion of a policy in this plan reflects the strongly expressed community resolve to locally achieve greater levels of energy efficiency in new buildings.

#### 4.2.4.6 E6 RETAINING DARK SKIES

##### **Objective E6**

To limit additional light pollution so as not to compromise the existing 'dark skies' in the Neighbourhood Area by ensuring development adopts appropriate low-key lighting, or if possible, foregoes such external lighting.

##### **Policy E6**

Development should minimise light pollution by avoiding obtrusive external property lighting and street lighting. All development proposals with the potential for light pollution must demonstrate how the dark skies environment will be protected by the submission of appropriate analysis and documentation. Development proposals with the potential for light pollution will not be supported unless the submitted information provides justification, and if required that effective mitigation measures will be included in the development.

##### **Explanation E6**

This policy responds to substantial community support with nearly 80% of residents regarding 'dark sky' as a key local attribute (Survey 2015 Appendix 3). Further, one of the attractions of the Playing Field and Village Hall as a popular touring caravan and motorhome destination is the 'dark sky' and this tourism activity is an important and growing feature of the local economy.

NPPF Paragraph 180(c) requires planning policies and decisions to respond to intrinsically dark landscapes. Core Strategy Policy CS.11 is about protecting the AONB, bringing into play the Cotswolds Conservation Board AONB objective of tranquility and dark skies.

## 4.3 Meeting Housing Requirements 2011-2031 (H)

### 4.3.1 Maintaining the vitality of the village

4.3.1.1 The Core Strategy designates Brailes as a Category 2 Local Service Village [LSV2] in the settlement hierarchy of the District. This means the village, with its local services and facilities, should be a focal point in the wider rural area for a proportionate quantity of new housing.

4.3.1.2 Two clear and converging strategic aims have been clear all through the community engagement and plan-making work. First, that the quality of the landscape setting and village character should be conserved by ensuring additional development is well designed and appropriately located. Second, that some additional new housing is justified, principally to provide a choice and variety of tenures, with affordable accommodation to meet identified local needs. This will especially help to sustain village vitality, helping younger persons, families, and those working in or near the village to find suitable housing.

### 4.3.2 Site selection

4.3.2.1 The schedule below outlines the process the plan-making team used to identify sites for allocation, and to confirm they meet the key criteria of being suitable, available and achievable.

- Following the “Call for Sites” process that ran between December 2015 and August 2016, we had 20 sites from 11 landowners put forward.
- In order to assess the sites, we developed an “Assessment Tool” [See Appendix 14] which allocated scores to key criteria that were the outcome of the consultation days in January 2016. This tool allowed us an objective way to assess sites.
- How big should our sites be? We knew from our Survey feedback that the Parish did not want large sites but did want affordable housing. The best way to legally ensure that sites contained affordable housing was to go for sites of “11 or more dwellings” [Policy CS.18 of the Core Strategy]. The 2016 Housing Needs Survey highlighted the number of affordable homes needed in the Parish. After the completion of the Sutton Lane site [Planning Application 13/03166/OUT] there would be around twelve more affordable houses needed. Three sites of twelve houses, contributing twelve affordable houses, satisfies our requirement for affordable houses and helps us meet the housing numbers required by the Core Strategy.



- Following the decision of Brailes Parish Council (on December 11th 2017) to move ahead with a three-site, twelve houses per site, policy, the NDP group selected the three sites from the Assessment Tool that scored least number of points in the Tool and were capable of supporting a development of twelve houses.

Site A1 Compton Estates 222 East, opposite the Industrial Estate;  
 Site A2 James 425e Sutton Lane, west side rear of Blakes Close,  
 Lower Brailes;  
 Site A3 Righton 189 Sutton Lane, east side, Lower Brailes.

- The three sites selected are component parts of the fields selected and assessed. This decision was made on the grounds that the capacity on each allocated site was sufficient to generate the affordable housing required.
- Discussions with landowners/developers were held on Monday 30th April 2018. The discussions were based on completing a Locality Site Checklist for each site (for details see Appendix 39).  
 An outline agreement on the development of these sites, within the constraints of the Plan was agreed and documented with the landowners/developers.
- In addition, a meeting was held with Warwickshire/Northamptonshire Rural Housing Association, concerning how viable it is for the Association to purchase and manage the designated affordable housing associated with our allocated sites in the Plan. The Association confirmed in principle to purchase and manage the affordable housing.
- The site selection policy was part of the Regulation 14 consultation process, carried out between 13/6/18 and 25/7/18. There was no negative feedback from the statutory consultees.
- The three selected sites were also included in the Strategic Environmental Assessment carried out in June 2018. As part of the concluding remarks it was stated:

*“9.1.2 Appraisals of the proposed site allocations did not identify any likely significant effects on the environment whilst the vision, objectives and policies of the NDP will be expected to result in significantly positive sustainable impacts”.*

4.3.2.2 Allowing for planning commitments and the development in the pipeline, there is a case for the allocation of housing land to deliver an additional 12 affordable homes. Three sites are allocated, each with a capacity for 12 dwellings, of which 4 in the mix will be affordable. Further, assuming windfall development continues, additional housing can be provided by careful infilling and the more efficient use of land.

The challenge is to create this modest increment without compromising the landscape and character. Protective designations, notably the AONB status, a Special Landscape Area and two Conservation Areas apply. The thoughtful application of the Environment and Housing Policies in this Plan, supporting the higher-level objectives and policies in the NPPF and adopted Core Strategy as summarized in 4.2.3.2 below will achieve this balance.

#### 4.3.2.3 Summary of Higher-level NPPF Guidance and Core Strategy Policies:

NPPF 55	The Framework promotes sustainable development in rural areas. Housing should be located where it will enhance or maintain the vitality of rural communities.
Core Strategy CS.11	<i>“Large scale development will not be allowed unless exceptional circumstances and public interest are demonstrated”, it goes on to state “Small-scale developments and activities are appropriate”</i>
Core Strategy Section 6.12 and AS.10	<i>Countryside and Villages “will have been protected from inappropriate development”. Proposals will be assessed to “minimise the impact on the character of the local landscape, communities and environmental features” which also applies to “Small scale schemes for housing, employment or community facilities to meet a local need identified by a local community in a Parish Plan, Neighbourhood Plan”</i>
Core Strategy CS.18 and NPPF 63 and Annex 2 definition	A range of types and tenures of affordable housing to be provided as a 35% component of the development on small and medium sized sites. Affordable housing to meet identified local needs is required. Delivery on-site will be 35% of the overall number of units. A low threshold level to trigger the affordable housing requirement is permissible in designated rural areas. The Framework sets out the categories that comprise affordable housing.

### 4.3.3 Meeting LSV2 and Core Strategy Housing Supply

4.3.3.1 Responding to the LSV2 designation in the Core Strategy (as 4.2.1.1 above explains):

- CS.16 states that Stratford-on-Avon District will meet its objectively assessed housing needs for the period 2011 to 2031 by providing at least 14,600 additional homes;
- The Core Strategy states that LSVs should contribute 2,000 homes in the District between 2011 and 2031;
- In Category 2 LSVs approximately 700 homes should be provided in total, of which no more than 12% should be provided in any one settlement; and
- The NDP is dealing with site allocation for local needs and potential support for SDC housing reserves.

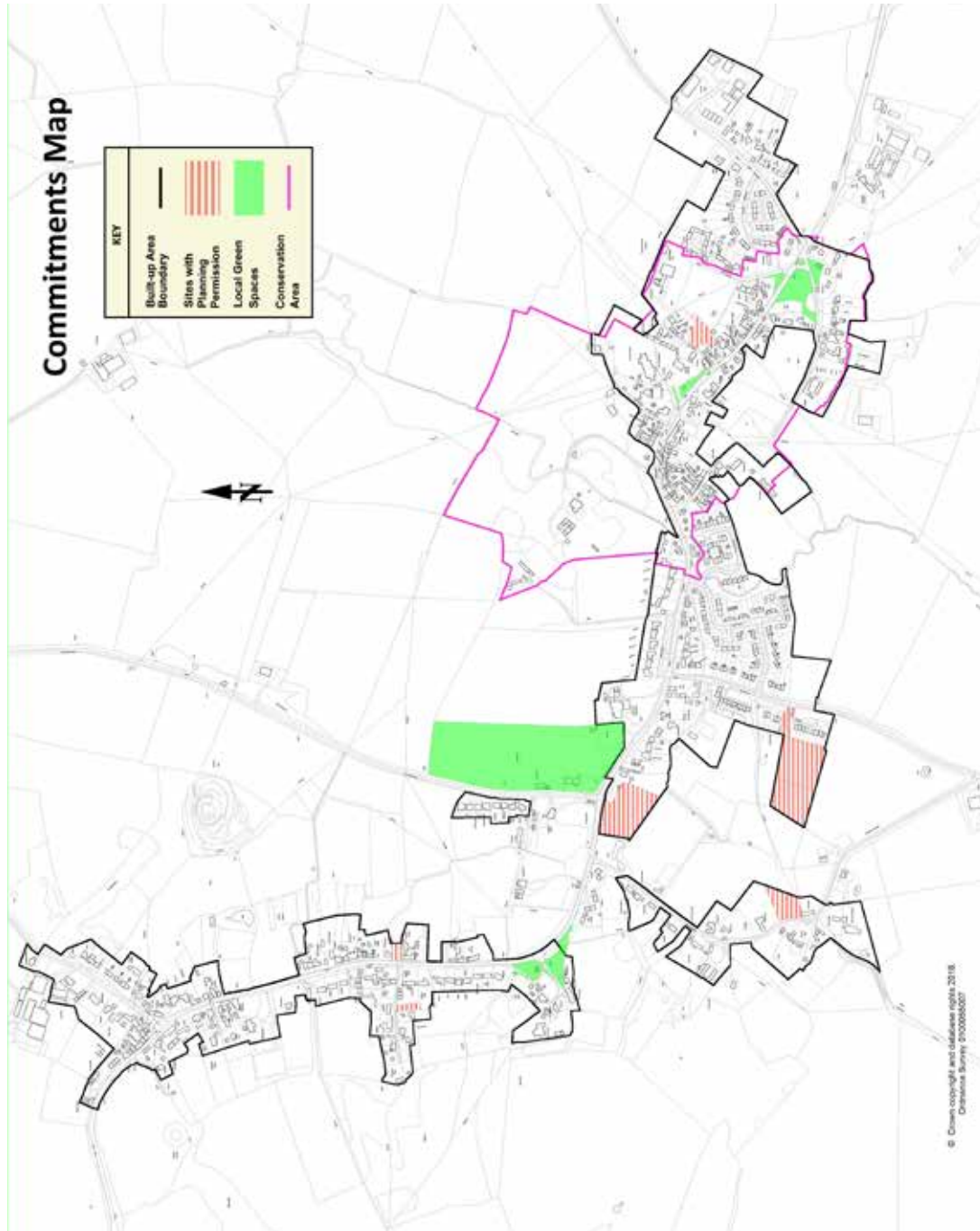
4.3.3.2 The contribution to the Core Strategy housing numbers is shown in the table below. Table Housing 1 shows the contribution that the Brailes NDP makes to meeting Core Strategy housing numbers, a total of 79 dwellings over the period 2011-2031 which is in line with the maximum target of 84 for Category 2 Local Service Villages.

**Table Housing 1: Brailes NDP Housing Requirements 2011 – 2031**

PERIOD	Open Market Built	Local Market Built	Affordable Homes Built	Open Market in Planning	Local Market in Planning	Affordable Homes in Planning	Proposed Dwellings on allocated sites	Affordable Homes Contribution <sup>1</sup>
2011-2018 Built	7	0	8					
2011-2018 Commitments (see the six Committed Sites on the Map on Page 37)				10	4	14		
2018 – 2031 Allocations							36	35%
	7		8	10	4	14	36	35%

Sites with planning permission are shown on the Commitments Map. Future affordable housing requirements will be determined by a Housing Needs Survey carried out a minimum of every five years.

<sup>1</sup> Percentages relate to numbers in the preceding column.



These are the known planning commitments, where planning permission had been given, as of 1st October 2018.



#### 4.3.4 Policies:

##### 4.3.4.1 H1 ENSURING A SUPPLY OF AFFORDABLE HOUSING<sup>2</sup> IS SUSTAINED

#### Objective H1

To ensure affordable housing to meet identified local needs is available in the village.

#### Policy H1

Development proposals within the built-up area boundary as defined by Policy E2 will be supported where those developments add to the stock of affordable housing and will meet evolving and identified local needs. Such development will occur either on the three sites allocated by policy H2 and windfall sites.

The affordable housing will comprise 35% of the homes, unless credible site-specific evidence of viability indicates otherwise.

A Housing Needs Survey will be conducted at a minimum of every five years to provide an up-to-date assessment of local needs.

Planning permissions for such developments will include provisions to ensure the homes remain available and affordable upon reallocation or resale for eligible occupants.

#### Explanation H1

A Housing Needs Survey was commissioned in 2016 as part of the evidence gathering. This showed a requirement for 23 affordable homes, as then defined, over the Plan period, including rentals and shared ownership tenures, and a variety of dwelling sizes needed. Planning commitments currently will provide 14 affordable homes, leaving an unmet requirement of 9 such dwellings. This Plan allocates by Policy H2 three sites each with a capacity of 12 dwellings, total of 36 dwellings, 35% of which will be affordable as required by Core Strategy Policy CS.18. It is expected given national and local trends for demand and affordability that future Housing Needs Surveys will indicate an increasing local requirement. The inference is that over the Plan period the local needs for affordable housing will increase somewhat, and that more supply is required over and above that provided by commitments and the three allocated sites.

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<sup>2</sup> Affordable housing comprises housing for sale or rent for those whose needs are not met by the market (including housing that provides a subsidised route to home ownership and/or is essential for local workers), and which falls within the four categories defined in the NPPF Annex2: Glossary [affordable housing for rent; starter homes; discounted market sales housing; other affordable routes to home ownership]

Guidance within the NPPF says that in designated rural areas sites of six or more dwellings should contribute to meeting affordable housing needs, the Core Strategy sets out further guidance on how this affordable housing should be provided.

Windfall sites are usually small, previously developed sites that have unexpectedly become available, having not previously been identified as becoming available over the Plan period. Some windfall opportunities can also arise through the more efficient use of land as advocated in Section 11 of the NPPF. If the confirmed local rate of windfall sites becoming available [4 dwellings 2011 – 2018] is sustained over the Plan duration this can both contribute to meeting identified local housing needs and help towards meeting District-wide housing needs. The requirements of Policy E4 will need to be met to ensure that developments on windfall sites are successfully integrated within the village.

Further affordable housing may be provided on rural exception sites, as indicated by Policy CS.18

#### 4.3.4.2 H2 HOUSING ALLOCATIONS

##### **Objective H2**

To allocate viable housing sites particularly to help meet identified local needs for affordable housing, but also to make a proportionate contribution towards a potential District-wide requirement for additional homes.

##### **Policy H2**

Three edge-of-settlement sites within the built-up area boundary as defined by Policy E2 of this Plan and as shown on the Policies Maps 1 and 2 at pages 41 and 42 are allocated for development over the Plan period. Each site has a capacity of 12 dwellings at an assumed density of around 30 dwellings per hectare.

- Site A1 Compton Estates 222 East, opposite the Industrial Estate;
- Site A2 James 425e Sutton Lane, west side rear of Blakes Close, Lower Brailes;
- Site A3 Righton 189 Sutton Lane, east side, Lower Brailes.

## **Explanation H2**

As noted in the H1 Explanation there is currently an unmet requirement for affordable homes, and the local trends suggest that requirement will increase over the Plan period. The most likely way for that need to be substantially met is through the affordable housing component of market housing developments. After a 'call for sites' and an assessment of the leading contenders, including using the published Locality Site Allocations Toolkit and Checklist, plus formal meetings with the respective owners of the three front runner sites, two sites off Sutton Lane and one site off Saltway Lane have been identified and confirmed as viable propositions.

Warwickshire/Northamptonshire Rural Housing Association has confirmed their in-principle support. This is important as many affordable housing providers are reluctant to be involved with small scale rural housing projects.

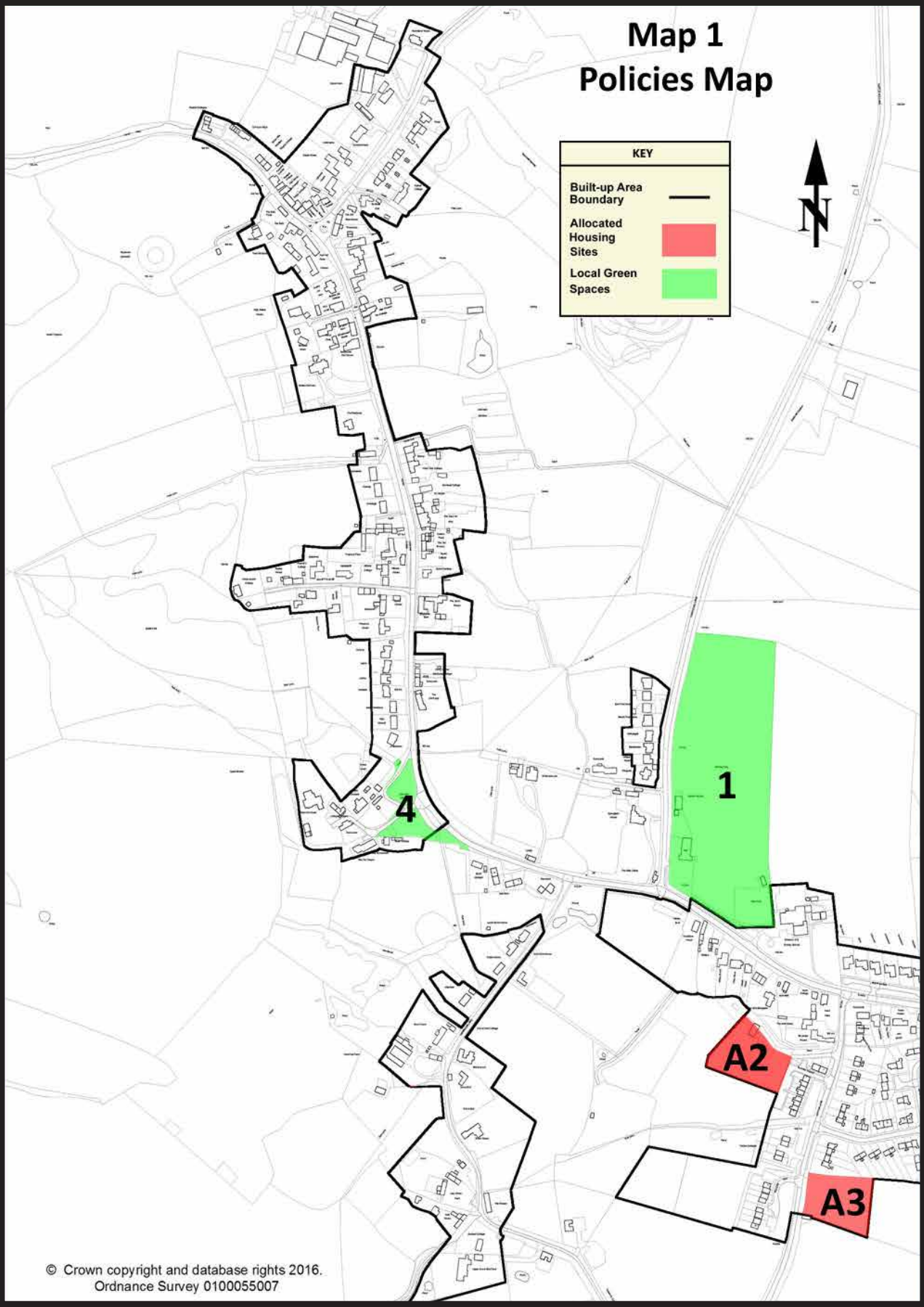
The assessment identified a requirement for exemplary design given the sensitive edge-of-settlement locations and landscape and visual impact issues. Conforming with the requirements of Policy E4 in this Plan will be essential.

The site capacities have been carefully considered to ensure that an appropriate site area has been identified and shown on the Policies Map. The assessment looked at probable dwelling types, sizes, tenures and mix. The assumed housing stock profile for the sites aligns with identified local needs. It should be noted that each allocated site is part of a larger enclosure. It is feasible to develop the indicated parts without prejudice to the retained use of the remaining areas of the enclosures.

The allocated sites will provide land for market housing as well as affordable homes to meet local needs. This market housing development can potentially contribute to meeting identified District-wide housing needs. Including site allocations as Policy H2 in this Plan aligns with the District Council's methodology and process for identifying housing through the emerging Site Allocations Development Plan and the emerging Strategic Housing Land Availability Assessment (SHLAA) that informs the Site Allocation Plan.

# Map 1 Policies Map

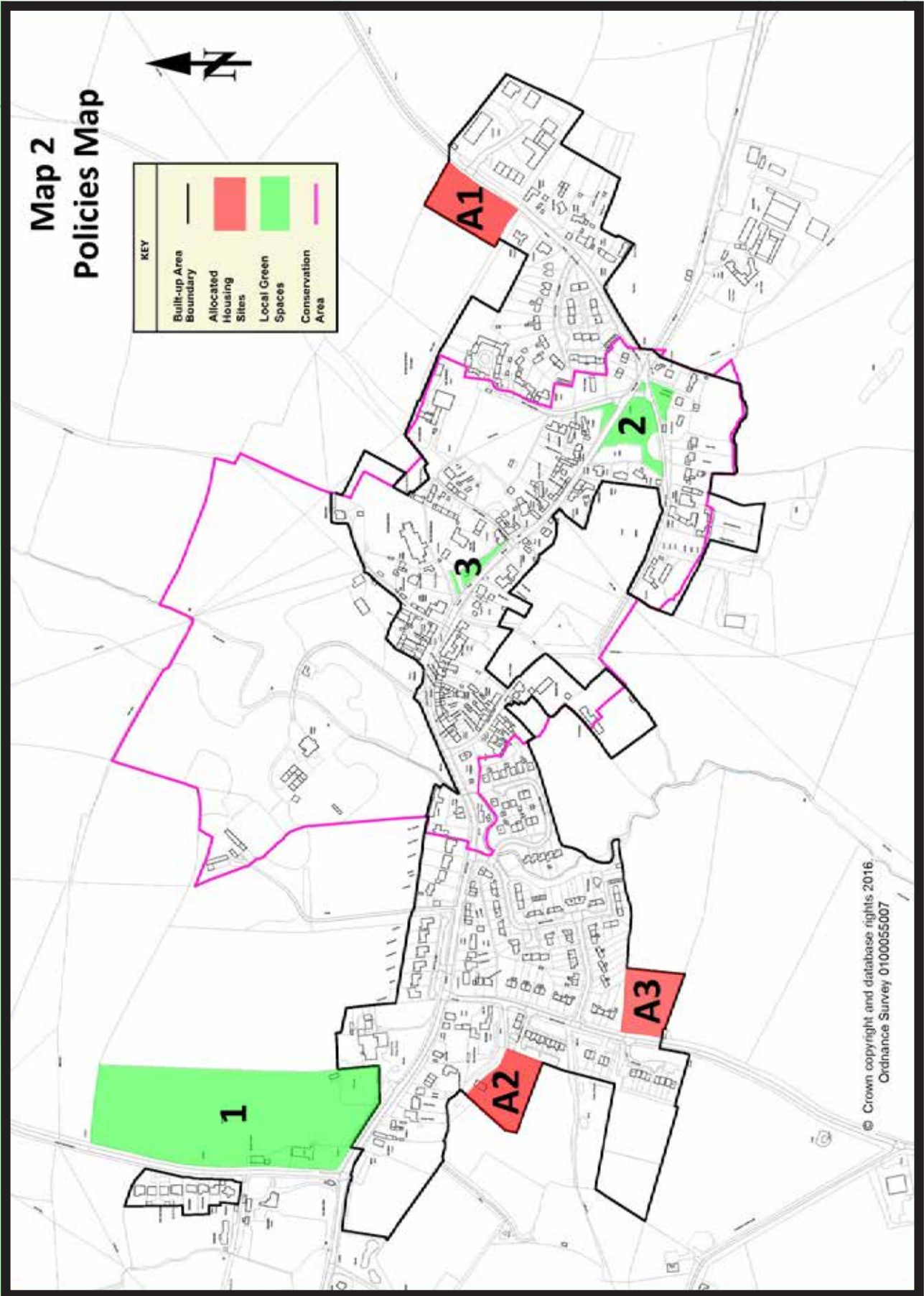
KEY	
Built-up Area Boundary	—
Allocated Housing Sites	■
Local Green Spaces	■



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Ordnance Survey 0100055007

# Map 2 Policies Map

KEY	
Built-up Area	—
Boundary	—
Allocated Housing Sites	Red
Local Green Spaces	Green
Conservation Area	Pink



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Ordnance Survey 0100055007





## 4.4 A strong economy (SE)

### 4.4.1 The Local Economy

4.4.1.1 The Parish of Brailes has a vibrant economy, helped by the presence of five shops, a hairdresser, a garage, a forge and two pubs.



*Shops at the Feldon Centre*

The Community Survey 2015 (see Appendix 3) identified 114 businesses operating in the Parish. This shows 69 self-employed one-person businesses, the remainder employing between 1 - 20 people on a full/part time basis. There is a small industrial estate in Saltway Lane with around 8 businesses employing some 70 people.



*The Village Shop*



*The Industrial Estate*

4.4.1.2 Contributing to the local economy are annual events in the Village such as the Brailes Three Hills Walk and Brailes Show. These two events between them have generated profits of around £20,000 per annum. The proceeds contribute to support the Village Hall, the school and a number of local groups.

4.4.1.3 Village Hall Committee accounts show an income from visiting caravans and motor homes that use the Village Playing Field.

4.4.1.4 Feldon Valley Golf Club and the two public houses attract a good number of visitors to the area and there is provision for overnight accommodation at the public houses, B&B's and holiday lets in the Parish.

The Golf Club is expanding to include a small hotel and lodges in the grounds. Feldon Valley Golf Club currently employs 15 people full and part time. Expansion of their business should increase this figure.

4.4.1.5 The thirteen farmsteads in the area, whilst not dominating local employment, contribute considerably to the local economy.



Three Hills Walk



Brailles Show

#### 4.4.2 Higher Level Policies

NPPF Supporting a prosperous rural economy	Section 3 Para 28. Planning policies should support economic growth in rural areas in order to create jobs and prosperity by taking a positive approach to sustainable new development.
Stratford District Council Core Strategy	Policy CS.22 Opportunities for business development will be provided in the countryside, including farm-based activities, in accordance with Policy AS.10 Countryside and Villages.

#### 4.4.3 Policies

##### 4.4.3.1 SE1 ENCOURAGING SUSTAINABLE ECONOMIC DEVELOPMENT

##### **Objective SE1**

To ensure that developments have a positive impact on the local economy and support a sustainable and competitive economy.

##### **Policy SE1**

In the interests of developing a sustainable community, proposals for expanding or improving existing employment sites or creating new employment sites which support the growth of local employment will be supported providing the requirements set out in CS.22 and CS.10 are met.

Proposals for the change of use or redevelopment of land or premises identified for or currently in employment use e.g. shops, pubs, amenities will not be supported unless:

a) There is a sufficient supply of sites for a range of employment uses to meet both immediate and longer-term requirements over the Plan period; or

b) The applicant can demonstrate that the site/premises are no longer capable of meeting employment needs or where there is no reasonable prospect of the site being used for employment uses; or

c) Development of the site for other appropriate uses will facilitate the relocation of an existing business to a more suitable site; or

d) Unacceptable environmental problems are associated with the current use of the site and the proposal will remove them; or

e) The site is located within the Built-Up Area Boundary and the proposed use will contribute to the vitality and viability of the centre or forms part of a regeneration project

Where there is no reasonable prospect of a site being used for the allocated employment use, planning applications for alternative uses will be treated on their merits having regard to market signals and the relative need for different land uses to support sustainable local communities.

### **Explanation SE1**

The vision statement states “see Brailes and Winderton develop”, which was agreed by 94% of respondents to the 2015 Community Survey. Development can be driven by the provision of employment opportunities in the Parish. In addition, it has been shown that the Parish derives some income from visitors and tourism, which gets re-invested into the Parish; development that encourages this will be supported.

#### **4.4.3.2 SE2 RE-USE OF REDUNDANT AGRICULTURAL BUILDINGS**

### **Objective SE2**

To ensure conversion of redundant traditional agricultural buildings does not have a negative impact on the rural character of the Parish.

### **Policy SE2**

The conversion of redundant agricultural buildings built of traditional materials and of architectural merit to permanent business space or residential tourist accommodation will be supported provided the development:

- a) Does not have an unacceptable impact on the visual and landscape amenity of the area, particularly conservation areas and listed buildings
- b) Does not have an unacceptable impact on neighbour's amenity
- c) Does not cause harm to nature conservation interests
- d) Benefits from a safe and convenient access to the site or a satisfactory access can be created
- e) The building is genuinely capable of being converted without significant modification, rebuilding (including foundations and walls) or extension and
- f) Ancillary and/or proposed outbuildings and boundary treatments are in keeping with the character and setting of the original building
- g) Is sensitive to the buildings of distinctive character, materials and form

Such applications will be expected to demonstrate compliance with the above criteria through the submission of supporting documentation such as ecological surveys and structural engineer's survey.

### **Explanation SE2**

Consultation events in 2015 highlighted a desire for the economy in the village to be maintained. The change of use of traditional farm buildings was considered a good idea, especially where these could be offered as commercial units so maintaining or growing employment in the Parish.

Conversion of redundant traditional farm buildings is therefore supported as long as it minimises the impact on the local landscape, communities and environment in accordance with SDC Core Strategy Policy AS.10.



#### 4.4.3.3 SE3 IMPROVING ACCESS TO COMMUNICATIONS

##### **Objective SE3**

To support the local business community by encouraging access to fast and efficient communications.

##### **Policy SE3**

All new commercial development within the Parish will be expected to include the necessary infrastructure to allow future connectivity to fast and efficient communications (including high speed broadband).

##### **Explanation SE3**

The Community Survey 2015 Business Survey showed that one area “to help businesses develop in the future” was internet speed and cell phone connectivity.

#### 4.4.3.4 SE4 MORE OPPORTUNITIES FOR HOME WORKING

##### **Objective SE4**

To acknowledge and support the growing trend of people working from home and ensure that new development supports this.

##### **Policy SE4**

The design of new residential development, incorporating home offices, studios and similar facilities within the NDP area will be supported.

All new dwellings are encouraged to provide space to support home-working, with flexible space adaptable to a home office and where appropriate incorporate cabling to support broadband in accordance with Brailes NDP Policy SE3.

Proposal for small-scale mixed-use development (new build or conversion, comprising of commercial space [Class B1a] and living space will be supported where:

- a) They have suitable independent access to both uses
- b) They have an appropriate level of off- road parking to serve both uses

c) They are designed to ensure that residential and work uses can operate together without conflict

d) In the case of conversion, the building is of a permanent and substantial construction, structurally sound and capable of conversion without major rebuilding or extension

e) Have an adequate residential curtilage without having a detrimental impact on the building and its rural setting

f) They do not adversely impact on existing neighbouring amenity

g) The proposal complies with CS Policies 10,11,12,13,15,20 and 22 and AS.10 and guidance in the NPPF regarding development in the AONB. The provision of workspace in a proposed dwelling will not make that dwelling acceptable if its location is contrary to other policies in the Core Strategy and the NDP.

#### **Explanation SE4**

A significant proportion of the business response to the Community Survey 2015 indicated people work from home, often alone. The Financial Times said that people living in rural areas are making lifestyle changes rather than working out of home through necessity.

More people are working from home in a wide variety of jobs and professions and the evidence shows Brailes, with over 70% of businesses being run from home, is no exception.



## 5. APPENDICES

Please use this link to access the appendices:

**[www.brailesparishcouncil.co.uk/npwp/?page\\_id=1516](http://www.brailesparishcouncil.co.uk/npwp/?page_id=1516)**

- 1 Listening and Learning - How we communicated with the Parish
- 2 Terms of Reference
- 3 The Brailes Neighbourhood Development Plan Community Survey June 2015
- 4 The Youth Survey October 2015
- 5 Historic Environment Assessment Designated Heritage Assets Map
- 6 Listed Buildings in Parish
- 7 Brailes Conservation Area Map
- 8 Winderton Conservation Area Map
- 9 Village Design Statement 1998
- 10 Brailes and Winderton Village Appraisal 1992/3
- 11 Brailes and Winderton Parish Council Action Plan 2012
- 12 Flooding Evidence
- 13 Rationale for Designation of Local Green Spaces
- 14 Assessment Tool
- 15 Built Up Area Boundary Definition
- 16 Call for Sites
- 17 Criteria for Allocating Social Housing
- 18 Housing Status Report June 2015
- 19 WRCC Housing Needs Survey 2016
- 20 'How Old Are We' Chart
- 21 Evidence Base - Environment
- 22 Evidence Base - Housing
- 23 Evidence Base - Business
- 24 Analysis Matrix
- 25 Warwickshire County Council Upper and Lower Brailes Landscape Study March 2016
- 26 Warwickshire County Council Upper and Lower Brailes Landscape Study July 2016
- 27 Warwickshire County Council Upper and Lower Brailes Landscape Study September 2016
- 28 Projects to help delivery of the Plan
- 29 January 2017 Reg 14 Pre-Submission Feedback
- 30 Brailes and Winderton Parish Action Plan 2005
- 31 Walking in Brailes and Winderton
- 32 Warwickshire County Council Highways Assessment
- 33 Sustainability Assessment
- 34 SEA Scoping Report July 2017
- 35 Basic Conditions Statement
- 36 SEA Report 2017
- 37 SEA Addendum Report 2018
- 38 2018 Reg 14 - Feedback
- 39 Locality Site Assessment Checklist
- 40 Habitat Regulation Screening Assessment

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### NDP HELPERS AND THANKYOU'S

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*\*The above list is not complete as some members requested their names be removed*

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Street Champion Organiser – Suzanne Carney-Marris  
Street Champions:

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