

Alcester Neighbourhood Development Plan Final Submission Consultation 2026

Representation Form

Alcester Town Council has prepared a final submission Neighbourhood Development Plan (NDP) for the Alcester Area and is inviting you to comment by **FRIDAY 23 OCTOBER 2026**. **You can read the proposed NDP at www.alcester-tc.gov.uk**

In order for your remarks to be taken into account when the Neighbourhood Plan goes to Independent Examination and to keep you informed of the future progress of the Neighbourhood Plan, your contact details are needed.

All comments will be publicly available on the Stratford-on-Avon District Council website once they have been analysed, but will not be identifiable by name and/or organisation. Please note that any personal information provided will be processed in line with the General Data Protection Regulation 2018 and not made available on the website.

Personal Details

Please fill in your contact details below:

Q1	Full Name	
Q2	Capacity in which commenting on Plan	
	Resident	☐
	Business/Work in area	☐
	Resident's Association Representative ..	☐
	Statutory Consultee	☐
	Other	☐
Q3	Organisation represented (where relevant)	
Q4	Address	
Q5	Post Code	
Q6	Telephone Number	
Q7	Email Address	

Housing and the Built Environment

Strategic Objective A: Provision of a range of housing types to meet community needs, whilst protecting the Town's character.

To contribute to meeting strategic housing needs in Stratford-on-Avon District and to provide a range of housing types which meet the aspirations and needs of the whole community, ensuring safe and healthy living in a supportive, inclusive social environment, together with supporting infrastructure and facilities, whilst protecting and enhancing the character of the town and its surroundings.

Policy HBE1 – Residential Development within the Built-up Area Boundary

Proposals for new housing within the Built-up-Area Boundary, either by means of new build, or by converting, extending and/or redeveloping existing vacant or partly occupied buildings, will be supported, where appropriate having regard to Policies EC1, EC4 and CLW1. The use of small sites exclusively to address the shortfall in affordable housing is particularly encouraged.

The Built-Up-Area Boundary as defined in the Core Strategy is shown on Map 2 of the NDP. For the avoidance of doubt, the sections which are within the parishes of Kinwarton and Arrow with Weethley and not included in the Neighbourhood Area are shaded blue.

Within the Built-up-Area boundary, community-led housing schemes and serviced plots for those wishing to build or commission their own housing will be supported. All areas outside of the Built-up-Area Boundary are classed as countryside. New housing in the countryside will only be supported in accordance with the criteria in paragraph 80 of the National Planning Policy Framework (NPPF) and Policies AS.10 and CS.10 of the Core Strategy.

Q8 Do you support or object to Policy HBE1?

Support..... ☐

Object..... ☐

Q9 Please make any comment you have in relation to Policy HBE1 below

Policy HBE2 – Local Needs Housing

Local needs housing development will be supported on small sites beyond, but adjacent to the Built-up-Area Boundary

where the following is demonstrated:

- There is a proven and as yet unmet local need, having regard to the latest Housing Needs Survey; and
- Secure arrangements exist to ensure the housing will remain affordable and that priority in the allocation of the houses should be given to those with a local connection as defined in this policy.

For the purpose of local needs housing, a local connection is defined as the following:

- Born in the parish or whose parents were ordinarily resident in the parish at the time of birth
- Currently lives in the parish and has done so for at least the past 12 months
- Used to live in the parish and did so for a continuous period of not less than 3 years
- Currently works in the parish and has done so for at least the past 12 months for an average of not less than 16 hours per week
- Currently has a close family member (i.e. mother, father, brother, sister, son, daughter) living in the parish and who has done so for a continuous period of not less than 3 years.

Where viability for 100% local needs housing provision cannot be achieved, an element of market housing may be included within a rural exception scheme, to provide sufficient cross-subsidy to facilitate the delivery of affordable homes. In such cases, promoters will be required to provide additional supporting evidence in the form of an open book development appraisal for the proposal containing inputs assessed and verified by an appropriately qualified and independent chartered surveyor.

Q10 Do you support or object to Policy HBE2?

Support..... ☐ Object..... ☐

Q11 Please make any comment you have in relation to Policy HBE2 below

Policy HBE3 –Housing Mix

Market Housing

Developments of ten dwellings or more should reflect the housing mix in the table below or those in the most up to date published housing needs assessment at district wide or parish level. Smaller developments should also have regard to the need for one and two bedroom dwellings. Developers will be required to justify developments which depart from this approach having regard to viability and the character of the area

In order to meet the specific needs of the Neighbourhood Area, market housing will be provided with the following mix:

1-bed: at least 10%
2-bed: at least 35%
3-bed: no more than 40%
4+ bed: no more than 15%
Total: 100%

Affordable Housing

Affordable housing will be provided in accordance with Policy CS.18 of the Core Strategy.

In order to meet the specific needs of the Neighbourhood Area, affordable housing will be provided with the following mix:

1-bed: at least 20%
2-bed: at least 40%
3-bed: no more than 35%
4+ bed: no more than 5%
Total: 100%

The requirement for and provision of affordable housing within the Neighbourhood Area will continue to be monitored by the Town Council throughout the Plan period in order to ensure that the most up-to-date evidence is used to identify the current need. Such evidence will be used to inform the provision of affordable housing on qualifying sites.

Q12 Do you support or object to Policy HBE3?

Support.....☐ Object.....☐

Q13 Please make any comment you have in relation to Policy HBE3 below

Policy HBE4 – Bungalows

Proposals for the development of bungalows within the Built Up Area Boundary will be supported. Developments of 10 or more units within the Built Up Area Boundary (except specialist accommodation) should include at least 10% bungalows.

Q14 Do you support or object to Policy HBE4?

Support..... ☐

Object..... ☐

Q61 Please make any comment you have in relation to Policy HBE4 below

Policy HBE5 – Specialist Accommodation

Proposals for new specialist accommodation will be supported in principle.

Q60 Do you support or object to Policy HBE5?

Support..... ☐

Object..... ☐

Q15 Please make any comment you have in relation to Policy HBE5 below

Strategic Objective B : To safeguard the quality of the built environment and heritage assets

To ensure that the design of all development is of high quality, in keeping with the character of the town and preserves the town's heritage assets which are a key part of its history and identity.

Policy HBE6 – Development Design

All development proposals in the Neighbourhood Area must demonstrate a high standard of design that is sensitive to the character of its surroundings in accordance with the following principles:

- 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;
- Be of a density and scale that is in keeping with the character of the surrounding development and landscape;
- Use materials that are consistent with the Alcester vernacular;
- Building heights will not exceed three storeys unless the proposal clearly demonstrates that this is appropriate in terms of the function and significance of the building and the building will make a positive contribution to the street scene;
- Take into account connectivity requirements contained in Policy TI1 (Transport and Infrastructure).

Proposals for major development as defined in the NPPF are encouraged to apply the Design for Homes "Building for a Healthy Life" (June 2020) criteria²⁵ and achieve as many green ratings as possible with no red ratings.

Q16 Do you support or object to Policy HBE6?

Support..... ☐

Object..... ☐

Q17 Please make any comment you have in relation to Policy HBE6 below

Policy HBE7 – Public Realm

All development proposals will be expected to demonstrate how design has been influenced by the need to plan positively to minimise crime. Developments will be expected to achieve Secured By Design (SBD) Silver Level certification or, if not, the developer must demonstrate what has not made this possible.

New residential and town centre developments should provide a high quality of public realm and related street furniture such as litter and dog bins, benches and noticeboards that will enhance the sense of place in Alcester.

Q18 Do you support or object to Policy HBE7?

Support..... ☐

Object..... ☐

Q19 Please make any comment you have in relation to Policy HBE7 below

Policy HBE8 – Heritage Assets

Development within or adjacent to the Alcester Conservation Area and/or affecting a heritage asset or within the setting of a heritage asset, will only be supported where the public benefits of the proposal clearly outweigh any harm to the Conservation Area, a heritage asset, or its setting.

Developments which ensure that heritage assets remain in an active and viable use appropriate to their location or bring heritage assets back into such a use in a manner appropriate to their heritage value, will be supported.

This policy will be applied to applications affecting both designated and non-designated heritage assets and their settings. Maps 4 and 5 of the NDP show the heritage assets in the Neighbourhood Area.

Q20 Do you support or object to Policy HBE8?

Support..... ☐ Object..... ☐

Q21 Please make any comment you have in relation to Policy HBE8 below

Economy

Strategic Objective A: Promoting and protecting economic activity and job opportunities

To support development that contributes to the economic activity of Alcester, maintains the vitality of the Town Centre, and provides employment opportunities.

Policy EC1 – Development within the Town Centre

Proposals that provide new retail, offices, hospitality, or tourism facilities or which look to enhance/extend existing units for the same uses will be supported. Preference should be afforded to the reuse of existing premises having regard to the Conservation Area and the desire to retain a compact and self-sustaining commercial area. Retaining the variety of small businesses along and adjacent to the High Street is seen as key to sustainability and attractiveness of the Town Centre. Subdivision will be supported if it encourages reuse.

Development that adds to the public parking provision and/or improves signposting will be supported. Proposals that result in any loss of parking provision will not be supported unless it is replaced by equivalent or enhanced provision in a suitable location.

Development proposals which require permission to change the use of existing retail, office, hospitality or tourism units to alternative business use must demonstrate how the proposals will enhance or support the vitality and economic diversity of the Town Centre.

Where permission is required, change of use of ground floor level commercial premises, and pubs in particular, to residential will be resisted unless it can be demonstrated that a commercial use is no longer viable. Any application for change of use will need to be supported by evidence that the site has been marketed for a minimum of 12 months for a range of possible business uses at a price reflecting open market value for these uses. Full details of the marketing arrangements will be agreed with Stratford-on-Avon District Council.

Where permission is required, change of use of commercial premises above ground level to residential will be supported where separate access and adequate resident parking provision with 24 hour availability is provided and where development would not result in the loss of, or adversely affect the ground floor business use.

Q22 Do you support or object to Policy EC1?

Support..... ☐ Object..... ☐

Q23 Please make any comment you have in relation to Policy EC1 below

Policy EC2 – Supporting Employment on Brownfield Sites

Proposals for employment uses on brownfield Sites within the Neighbourhood Area will be supported subject to ensuring the environment and amenity of neighbouring uses is protected.

Q24 Do you support or object to Policy EC2?

Support..... ☐

Object..... ☐

Q25 Please make any comment you have in relation to Policy EC2 below

Policy EC3 – Supporting Business Start up

Proposals for small-scale business space suitable for start-ups will be supported.

Support will also be given to the development of flexible units that can be altered to meet the needs of new and small businesses.

Development proposals for new build or conversions providing live/work space will be supported where the amenity of neighbouring properties is fully addressed.

Q26 Do you support or object to Policy EC3?

Support..... ☐

Object..... ☐

Q27 Please make any comment you have in relation to Policy EC3 below

Policy EC4 – Employment land changes of use and mixed use development

Where planning permission is required for land currently in employment use (including offices, retail, hospitality, tourism and other commercial uses, proposals for changes of use to other employment uses will be supported.

Where permission is required, change of use from employment use to residential use will only be supported where it can be clearly demonstrated that the continued business use is no longer viable. Any applications will need to be supported by evidence that the site has been marketed for a minimum of 12 months for a range of possible business uses at a price reflecting open market value for these uses. Full details of the marketing arrangements will be agreed with Stratford-on-Avon District Council.

Proposals for changes of use from employment use to provide a mix of employment and residential use will only be supported if the residential element is subsidiary and necessary to make the scheme viable.

Q28 Do you support or object to Policy EC4?

Support..... ☐

Object..... ☐

Q29 Please make any comment you have in relation to Policy EC4 below

Policy EC5 – Support for commercial development

Proposals for new commercial developments, particularly where they demonstrate direct benefits to the local area and support and promote use of the local workforce and products, will be supported within the Built Up Area Boundary provided that they provide adequate parking provision for staff and visitors.

Any proposals for retail development outside the town centre, whether on greenfield or brownfield sites, will be subject to an impact assessment in relation to the town centre in line with SDC's Convenience Goods Retail Study and will only be supported where it can be shown that the impact to the Town Centre vitality and viability is not adversely affected.

Environmental improvements to existing employment land will be supported within the Built Up Area Boundary. Proposals that include business conferencing and meeting facilities will be supported within the Built Up Area Boundary.

Proposals that include the provision of low-cost business space within the Built Up Area Boundary to meet the needs of micro or small enterprises and to support firms wishing to start-up or expand will be supported.

Q30 Do you support or object to Policy EC5?

Support..... ☐ Object ☐

Q31 Please make any comment you have in relation to Policy EC5 below

Strategic Objective B - Supporting Education

To support development of facilities which provide education, learning and training for people of all ages.

Policy EC6 – Education and Childcare Provision

Development proposals for the provision and expansion of educational and childcare facilities will be supported where they:

- Meet an identified need
- Are accessible to the area they serve by adequate footpath and cycle links and appropriate public transport
- Demonstrate high quality design
- Can provide on-site parking in accordance with the standards of Warwickshire County Council

Q32 Do you support or object to Policy EC6?

Support..... ☐

Object..... ☐

Q33 Please make any comment you have in relation to Policy EC6 below

Policy EC7 – Further and adult education and training

Developments which include tertiary education, adult education, apprenticeship training and general learning and training facilities will be supported.

Such facilities will be supported where they are of high quality design, accessible via footpath / cycle links/ public transport and include adequate parking for staff and students.

Q34 Do you support or object to Policy EC7?

Support..... ☐

Object..... ☐

Q35 Please make any comment you have in relation to Policy EC7 below

Strategic Objective C - Promoting Tourism

To support developments which encourage visitors and enhance their experience.

Policy EC8 – Support for new or improved tourist attractions and accommodation

Development proposals that will increase or improve the amount and range of visitor attractions and accommodation in the town will be supported.

Proposals will need to demonstrate how they contribute towards other objectives of the Neighbourhood Plan by providing adequate parking provision, cycle storage, linkages or improvements to public transport, new and improved footpath and cycle routes and ensuring all facilities are fully accessible for all.

Development proposals that contribute to the creation of new Town Centre facilities for providing visitor and tourist information will be supported.

Proposals that enhance the visitor enjoyment of or engagement with Alcester's natural environment and historical sites including Alcester Abbey and Beauchamp Court will be supported.

Q36 Do you support or object to Policy EC8?

Support..... ☐

Object..... ☐

Q37 Please make any comment you have in relation to Policy EC8 below

Transport and Infrastructure

Strategic Objective A: Accessibility for pedestrians, cyclists and disabled persons

To ensure that developments provide full and easy access for all persons and link with existing routes, whilst providing appropriate screening and planting.

Policy TI1 – New development and connectivity

Residential developments of ten or more units and commercial developments should provide direct connections to the existing network of public footpaths, cycleways, bridleways and rights of way with clear signposting (with distance and time markers) and ensure full accessibility for all users except where it can be clearly demonstrated to be physically impossible.

Such developments should improve and not impede accessibility to existing routes and should seek to encourage a modal shift (or transition) to reduce car journeys by integrating with existing footpaths, cycleways and bus routes, which may require developers liaising with local public transport providers. Such developments should also provide bike storage.

Q38 Do you support or object to Policy TI1?

Support..... ☐

Object..... ☐

Q39 Please make any comment you have in relation to Policy TI1 below

To ensure that businesses, residents and visitors benefit from the most up to date technologies, while managing any adverse impacts.

New and enhanced telecommunications development will be supported in principle subject to the following factors:

- The operational requirements of the telecommunication networks and the technical limitations of the technology, including any technical constraints on the location of telecommunications apparatus.
- The need to comply with the most up-to-date guidelines on safety in place at the time of the application.
- The need to avoid interference with existing electrical equipment and transmission services.
- The potential for sharing existing masts, buildings and other structures. Sufficient evidence and justification for any new site should accompany any application.

- Q40 Do you support or object to Policy TI2?**

Support.....

Object.....

Community, Leisure and Well-being

Strategic Objective A: Promoting and enhancing community and leisure facilities
To safeguard and enhance current facilities for leisure, well-being and the community, to benefit local residents' physical and mental health.

Policy CLW1 – Community leisure facilities development

The sites listed in Appendix 2 of the NDP are recognised as Community Leisure Facilities.

Development proposals which enhance and improve these Community Leisure Facilities will be supported, where shown to be economically sustainable and serve a demonstrable need.

Proposals for new community leisure facilities will be supported provided that they are compatible with existing neighbouring uses. New sites for such facilities will be supported where they are accessible or can be made accessible via good footpath/cycle links.

The loss or partial loss of Community Leisure Facilities will not be supported unless it can be demonstrated that the facility is no longer required and has no prospect of being brought back into use.

Q42 Do you support or object to Policy CLW1?

Support..... ☐

Object..... ☐

Q43 Please make any comment you have in relation to Policy CLW1 below

Strategic Objective B: Maximising use of our green spaces

To help the community get maximum benefit from Alcester's open green spaces.

Policy CLW2 – Enhancing access to and utilisation of open green spaces

Proposals to improve access to and recreational usage of open green spaces, especially the river corridors, and Oversley Wood will be supported.

Consideration should be given to wheelchair users as well as pedestrians and cyclists. Level, safe pathways, and appropriate signage/waymarking should be provided where possible.

In relation to Abbey Fields and Priory Meadow any changes must be compatible with protection of the underground and surface features of the heritage asset. Any development must not harm or threaten the open nature of the area as this is an Area of Restraint identified under Policy CS.13 of the Core Strategy.

Q44 Do you support or object to Policy CLW2?

Support..... ☐

Object..... ☐

Q45 Please make any comment you have in relation to Policy CLW2 below

Strategic Objective C: Promoting an active and healthy community

To support development which provides facilities which encourage exercise and improve health. Also, to protect public health by proposing that developments that would cause pollution and have an adverse impact on health be rejected.

Policy CLW3 – Health provision

Any development proposal, meeting a proven local need, which would create, enhance or expand facilities for supporting or improving people's mental or physical health will be supported in principle. Proposals for such facilities should be in an accessible location.

Q46 Do you support or object to Policy CLW3?

Support..... ☐ Object..... ☐

Q47 Please make any comment you have in relation to Policy CLW3 below

Policy CLW4 – Allotments and growing spaces

Proposals for the provision of new allotments in locations which are accessible to the community they will serve and where ground conditions are suitable for cultivation will be supported. Proposals for new allotments should clearly demonstrate the following criteria:

- There are no adverse impacts on the landscape or character of the area;
- There are satisfactory arrangements for water supply; and
- There would be no adverse impacts on neighbouring uses

Q48 Do you support or object to Policy CLW4?

Support..... ☐

Object..... ☐

Q49 Please make any comment you have in relation to Policy CLW4 below

Natural Environment

Strategic Objective A: Protecting the green landscape, green spaces and rivers and bio-diversity

To protect the rural nature of the town and ensure that its green environment is preserved.

Policy NE1 – Trees, hedges and landscape features

All new development will be expected to protect mature healthy trees and hedges where appropriate, in accordance with BS 5837: 2012 or the latest British Standard. Where this is not feasible, new trees and hedges should be planted to replace those lost as part of a mitigation scheme. Where feasible and appropriate, new development should incorporate new native tree and hedge planting of a suitable size and species. The new hedge or shrub planting should be implemented in accordance with the recommendations in BS 4428:1989 and any new tree planting should be carried out in accordance with BS 8545:2014 or the latest British Standard.

Major developments, as defined by the NPPF, and other proposals which would have a significant impact on the landscape will need to demonstrate that they have been shaped by a landscaping strategy which takes into account the essential characteristics of the site.

Q50 Do you support or object to Policy NE1?

Support..... ☐

Object..... ☐

Q51 Please make any comment you have in relation to Policy NE1 below

Policy NE2 – Biodiversity

Development (unless exempt from Biodiversity Net Gain requirements) must provide at least 10% Biodiversity Net Gain although proposals exceeding this level of provision are encouraged where possible. Where developments would result in significant harm to biodiversity it will be necessary to demonstrate how this harm will be mitigated by the creation of new habitats and ecological assets.

Existing ecological networks should be retained and enhanced. New ecological habitats and networking of spaces are particularly encouraged and measures to improve landscape quality, scenic beauty and tranquillity and to reduce light pollution are encouraged.

Q52 Do you support or object to Policy NE2?

Support..... ☐

Object..... ☐

Q53 Please make any comment you have in relation to Policy NE2 below

Policy NE3 – Local Green Spaces

The following sites are designated as Local Green Space:

LGS1 – Westbury Park
LGS2 – Arrow Valley corridor
LGS3 – Jubilee Fields
LGS4 – St Mary’s Park, Kinwarton
LGS5 – Bleachfield Street Play Area
LGS6 – Collins Way Play Area
LGS7 – Moorfields Park
LGS8 – Gas House Lane Recreation Ground (Centenary Field)
LGS9 – Alcester Town Cemetery
LGS10 – Whitehall Farm Green Space
LGS11 – Land at Eclipse Road
LGS12 – Land adjoining old Stratford Road
LGS13 – Alcester Park Green Space
LGS14 – The Bowling Green
LGS15 – Bleachfield Street North Allotments
LGS16 – Bleachfield Street South Allotments
LGS17 – School Road Allotments
LGS18 – Allimore Lane Allotments
LGS19 – Alcester Park Allotments

The Local Green Spaces are identified on Map 7 of the NDP and full details are included in Appendix 3 of the same.

Development that would harm the openness or special character of a Local Green Space or its significance and value to the local community will not be supported unless there are very special circumstances which outweigh the harm to the Local Green Space.

Q54 Do you support or object to Policy NE3?

Support..... ☐

Object..... ☐

Q55 Please make any comment you have in relation to Policy NE3 below

Policy NE4 – Protecting Valued Landscapes and Important Views

Development proposals must demonstrate how they are appropriate to, and integrate with, the character of the landscape setting whilst conserving, and where appropriate, enhancing the character of the landscape including important landscape features.

Development proposals should demonstrate that they maintain the essential character of the important landscapes as seen from the viewpoints on Map 8 of the NDP and the important views within, into or out of the

Conservation Area indicated on Map 9 of the NDP. Where development would have a significant adverse effect on these views it will only be permitted where the benefits of the proposal clearly outweigh the harm.

Q56 Do you support or object to Policy NE4?

Support..... ☐

Object..... ☐

Q57 Please make any comment you have in relation to Policy NE4 below

Strategic Objective B: Improve and maintain flood resilience

To ensure that development does not increase current flood risk to properties and that opportunities to reduce risk are taken.

Policy NE5 – Mitigating and preventing increased flood risk

Development proposals should address and not increase pluvial or fluvial flood risk. Planning applications must be accompanied by a site-specific flood risk assessment in line with the requirements of national and district policy.

All developments should seek to control and discharge all surface water runoff generated onsite during the 1 in 100 year plus climate change rainfall event. For greenfield development sites the surface water runoff generated as a result of the developments should not exceed the greenfield runoff rate. For brownfield development sites, developers are expected to achieve a substantial reduction in the existing runoff rate and, where possible, reduce the runoff to the equivalent greenfield rate.

All proposals, in areas requiring a flood risk assessment under national policy, must demonstrate that flood risk will not be increased elsewhere and that the proposed development is appropriately flood resistant and resilient.

Information accompanying applications should demonstrate how any mitigation measures will satisfactorily be integrated into the design and layout of the development.

All developments will be expected to include sustainable drainage systems and permeable surfaces. Where ground conditions are evidenced as unsuitable an alternative drainage solution will need to be agreed with the local planning authority and water authority.

The re-use and recycling of water within developments is encouraged.

Q58 Do you support or object to Policy NE5?

Support..... ☐ Object..... ☐

Q59 Please make any comment you have in relation to Policy NE5 below

Thank you for completing this survey.