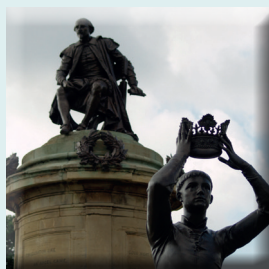


Stratford-on-Avon District Core Strategy

2011 to 2031





Stratford-on-Avon District Council

Local Plan prepared under The Town and Country Planning
(Local Planning) (England) Regulations 2012

Stratford-on-Avon District
Core Strategy
2011 to 2031

Adopted on 11 July 2016

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Photographs in the Core Strategy are credited with thanks to: Stuart Purfield, Shakespeare's England and Bidford-on-Avon and Kineton Neighbourhood Plan groups.

1.1 Introduction – a new Strategy for Stratford-on-Avon District

1.1.1 The Government, through the Localism Act and the National Planning Policy Framework (NPPF), has given local communities the freedom to establish and address their own local growth requirements for employment, housing and other land uses through the plan-making process. This Core Strategy provides the strategic context for development decisions up to the year 2031 and will be subject to regular reviews during this period to ensure it remains relevant and accurate. The purpose of the Core Strategy is as follows:



- To provide a spatial vision for Stratford-on-Avon District to 2031.
- To set out a Development Strategy and planning policies, including the allocation of strategic sites for employment and housing, and to guide infrastructure and service provision. This will help to promote economic prosperity in accordance with the Council's Business and Enterprise Strategy and the Strategic Economic Plan (SEP) published by the Coventry and Warwickshire Local Enterprise Partnership.

A locally developed plan ensures that:

- Future housing development is set at a level that meets established local housing needs, supports economic objectives and reflects the capacity of the area to accommodate growth.
- Business and commercial activity is enabled in order to support and foster the growth and competitiveness of the District's economy and to provide more jobs in the area.
- The infrastructure required to support future development is fully considered, ensuring that appropriate provision is made and improvements identified that will enhance the quality of life for all residents and businesses.

1.1.2 Understandably, local communities and visitors value and wish to protect those historic and environmental qualities of the area that have led many to locate themselves or their businesses in southern Warwickshire over the years. This Core Strategy gives appropriate weight to varying issues, such as the need to balance economic growth and housing provision with protecting and enhancing the local environment; and reflects other local pressures, such as an ageing population and inward migration. The Strategy pays regard to a wide range of related aims, objectives and policies developed both nationally and locally.

1.1.3 In the course of preparing this strategy the Council has fully considered and responded to the need to tackle strategic cross-boundary issues that relate to the interests of the wider area in which the District is located. It has done this principally through well-established structures within the Coventry and Warwickshire sub-region and via specific working relationships with a further nine authorities with which the District has a common boundary.

1.1.4 There is a significant risk, without an adopted plan, that the attractiveness of the District means it will be subject to ongoing proposals for inappropriate and

speculative development that may nevertheless be approved by the Planning Inspectorate or the Secretary of State on appeal. Managing this pressure through the use of agreed policies and proposals will enable the Council to resist inappropriate development and guide appropriate development to the right locations.

1.1.5 This new strategy recognises and responds to ongoing changes to the planning system. The Localism Act was given Royal Assent on 15 November 2011. It argues strongly for a greater emphasis on grassroots planning. In accordance with powers conferred by the Localism Act the Secretary of State has now formally revoked the West Midlands Regional Spatial Strategy. The planning policy context for this strategy is therefore focused on the National Planning Policy Framework (NPPF) as published on 27 March 2012. The NPPF identifies a wide range of fundamental issues that need to be taken into account during the preparation of a Core Strategy and sets out the following expectations that the strategy should meet:

- To set out a clear economic vision and strategy for the area that positively and proactively encourages sustainable economic growth.
- To use a robust and up-to-date evidence base to ensure that it meets the full, objectively assessed needs for market and affordable housing in the housing market area, as far as is consistent with the policies set out in the NPPF, including identifying key sites that are critical to the delivery of the housing strategy over the plan period.
- To set criteria, or identify strategic sites, that will help to encourage local and inward investment to match the strategy and meet anticipated needs over the plan period.
- To maintain a five-year supply of deliverable housing sites with a buffer of either 5% or 20% depending on past performance.
- To recognise a duty to co-operate between public bodies.
- To apply a soundness test to ensure that it is 'positively prepared'.

1.1.6 The Council's economic vision recognises both the largely rural nature of the District and the fact that its strategic location provides the opportunity for targeted inward investment. The area is entrepreneurial and the need to develop small and home-based businesses is understood. The roll out of superfast broadband is critical in this context. Specific proposals to accommodate small scale business development will be identified in a separate site allocations plan, building on the aspirations set out in Parish and Neighbourhood Plans where such plans exist and are up to date. There is also an acknowledgement that this Core Strategy needs to provide a platform to help strengthen the tourism sector, ensure the District's economy is strong and diverse and manage the provision of additional retail and commercial floorspace. By identifying land to accommodate both a significant expansion of the Jaguar Land Rover presence and expansion of the Aston Martin Lagonda presence at Gaydon, the Core Strategy supports the focus on advanced manufacturing and engineering consistent with the sub-regional vision established by the Coventry and Warwickshire Local Enterprise Partnership under the SEP. In accordance with the approach to positive planning promoted by the NPPF, it also identifies a priority regeneration zone within Stratford-upon-Avon that is supported by new employment site allocations accessible to the strategic highway network.

- 1.1.7 The Council wishes to meet in full its objectively assessed needs for market and affordable housing and will do so within its own boundaries. In general it wishes to maintain the current role both of Stratford-upon-Avon itself and of the other defined main rural centres. Stratford-upon-Avon is the main town in the District and will continue to grow, but without significant infrastructure investment its historic character and international significance would be compromised as a result of the pressures created by further peripheral housing expansion. The exception to this is the opportunity to develop land at Bishopton to the north of the town. This and the initial phases of development within the proposed regeneration zone constitute the two strategic options that will be brought forward during the plan period.
- 1.1.8 Elsewhere, the main rural centres continue to perform an important role as service hubs for their rural hinterland and in each centre there are commitments that will see housing development come forward during this plan period. The amount of committed development varies in each settlement, but this in part reflects the specific constraints and opportunities that apply and the importance of retaining their individual character and distinctiveness. Consistent with the emerging strategy, additional housing development is now committed in the market towns of Alcester and Southam and a further strategic development opportunity has been identified at Southam. The Council believes it is appropriate to focus the provision of public services and commercial facilities in these larger rural settlements, as it is important to ensure that a wide range of provision, relatively close at hand and therefore accessible to a majority of residents, is maintained in these centres.
- 1.1.9 The plan preparation process has revealed support for a spatial strategy based on a wider dispersal of housing development than has occurred in recent years. It is evident that, if handled with care, the provision of small scale housing development in a range of the relatively more substantial villages in the area could help to promote more balanced communities, respond to identified local needs for low cost market and affordable housing and help to sustain the services they support. The evidence base makes it clear both that the existing character of such settlements can be preserved, so long as their capacity to assimilate development is respected, and that enabling some development in this wider range of villages is a reasonably sustainable option to pursue. It is very evident that the manner in which this approach is put into effect must reflect and be sensitive to the specific circumstances of each settlement.
- 1.1.10 Having taken into account the desire to maintain the role of existing settlements through the careful management of a dispersed pattern of development, it is considered very unlikely that they could accommodate the full and objectively assessed need for housing in the District over the plan period without damage to their role, character and distinctiveness. The Council will consider opportunities to accommodate additional development on large rural brownfield sites, ensuring that previously used land is brought back into use where proposals are accepted as representing a sustainable approach. However, in addition, the feedback from previous periods of consultation has revealed that, under this scenario, there is support for the option of a new settlement being developed to help address the housing need and that this is an option that should be pursued in preference to further substantial expansion at Stratford-upon-Avon. After careful consideration,

including appropriate consultation and examination of the reasonable alternatives, it is apparent that two new settlements should be brought forward during the plan period. At Long Marston Airfield there is an opportunity to create a sustainable new settlement on a mixed brownfield/greenfield site. At Lighthorne Heath there is an opportunity to create a second sustainable new settlement that will integrate with the existing village. These new settlements are appropriate choices having regard to the operation of the local housing markets. The case for proposing these new settlements is bolstered by the concerns held by residents of many existing communities across the District that further significant development could not be accommodated in them in a satisfactory and sensitive manner.

- 1.1.11 The Lighthorne Heath new settlement option is strengthened by the associated proposals for both a significant expansion of Jaguar Land Rover's presence and an expansion of Aston Martin Lagonda's presence at their Gaydon sites. It is evident that this option is deliverable and is a sustainable option that would help to widen the choice of high quality housing in the area. This expanded village will complement the existing settlement pattern and hierarchy, helping to meet housing and employment needs in the District and establishing a new rural service centre whilst at the same time enabling existing settlements to continue to function as vibrant service centres for their rural hinterlands.
- 1.1.12 The Council considers that this Strategy strikes the right balance between the release of land for economic and housing growth. However, the pace and precise nature of the proposed Jaguar Land Rover expansion – a matter of wider strategic significance – is currently uncertain. The impact, both of this and of the overall level and pace of economic growth in the District, on the provision of housing will be kept under review. In the event of new evidence identifying that further housing provision is justified in Stratford-on-Avon, a review of the Core Strategy will be brought forward to address this.
- 1.1.13 The NPPF places significant emphasis on sustainable development and the obligation to reflect clearly the presumption in favour of sustainable development. It advises that the pursuit of sustainable development involves seeking positive improvements in the quality of the built, natural and historic environment, as well as in people's quality of life, including (but not limited to):
- making it easier for jobs to be created in cities, towns and villages;
 - moving from a net loss of biodiversity to achieving net gains for nature;
 - replacing poor design with better design;
 - improving the conditions in which people live, work, travel and take leisure; and
 - widening the choice of high quality homes.
- 1.1.14 It is clear from the NPPF that the delivery of sustainable development must take into account the following aspects:
- Building a strong, competitive economy
 - Ensuring the vitality of town centres
 - Supporting a prosperous rural economy
 - Promoting sustainable transport
 - Supporting high quality communications infrastructure
 - Delivering a wide choice of high quality homes

- Requiring good design
- Promoting healthy communities
- Protecting Green Belt land
- Meeting the challenge of climate change and flooding
- Conserving and enhancing the natural environment
- Conserving and enhancing the historic environment.

1.1.15 This strategy has been prepared to clearly reflect the requirement that it be consistent with national guidance. As a result all of the aspects mentioned above are subject to specific policy proposals. These have been developed in a manner that takes into account the context set by the NPPF and the particular characteristics of, and challenges faced by, the local area.

1.1.16 The new planning system seeks to strengthen the scope for local people to shape their surroundings. In addition to influencing the development of this Core Strategy, towns and parishes have now been empowered to prepare Neighbourhood Plans for their local area. The Council fully supports this new tier of grassroots planning. Subject to their being consistent with the strategic principles set in the Core Strategy, Neighbourhood Plans enable local communities to identify further development opportunities to meet their own particular local challenges. The Council, as the statutory Local Planning Authority, will work pro-actively with local communities to ensure that their Neighbourhood Plans can be recommended for adoption alongside this Core Strategy as part of the formal Development Plan, and thus making them material in the process of determining planning applications for development.

1.2 The State of the District

- 1.2.1 Stratford District lies at the heart of England. The total population of the District is 120,485 (Census 2011). The town of Stratford-upon-Avon is the largest settlement with a population of around 26,000. There are also a number of important rural centres, including the attractive, small market towns of Alcester, Henley-in-Arden, Shipston-on-Stour and Southam.
- 1.2.2 The District has a distinctly rural character and this is reflected in the fact that over 75% of its residents live outside the one main town of Stratford-upon-Avon. Some 45% of residents live in parishes with a population of less than 3,000.
- 1.2.3 Stratford-upon-Avon is famous the world over for being the birthplace and resting place of William Shakespeare. It is known as 'the international market town'. With this come significant economic benefits but also major challenges in managing the 3.5 million or so visitors that come to the town each year, while also retaining the character of the town and the quality of life for its residents.
- 1.2.4 In all, there are about 250 communities of varying sizes spread across a predominately rural area covering 979 square kilometres. It is one of the largest districts in lowland England and the population density is low, making delivery of, and access to, services a major issue for residents.
- 1.2.5 Most of the District to the north of Stratford-upon-Avon lies within the West Midlands Green Belt. The Cotswolds Area of Outstanding Natural Beauty extends into the southern fringes of the District. The pleasant countryside is appreciated as a major asset and its protection is important. It supports a wide range of active and passive recreation pursuits, including an extensive rights of way network, golf courses and equestrian activities. The Burton Dassett Country Park is a popular feature.
- 1.2.6 The heritage and built historic environment of the District is very highly valued and contributes significantly to the identity and character of the area. It also plays a key role in attracting visitors and tourists. There are over 3000 Listed Buildings within the district, as well as 75 Conservation Areas covering the centres of Stratford-upon-Avon, the smaller market towns and many traditional villages.
- 1.2.7 There is a wide range of valuable ecological sites across the District, with nearly 40 Sites of Special Scientific Interest and four Local Nature Reserves. Changing agricultural practices, new development, and climate change are all putting increasing pressure on valuable habitats and it is important to reverse the trend of gradual deterioration.
- 1.2.8 These attractive features must be protected for the benefit of current residents and visitors and for future generations to enjoy. It is critical that the location and nature of development does not compromise the valuable historic and natural assets of the District.
- 1.2.9 The District is susceptible to flooding and was badly affected by the flood events at Easter 1998 and July 2007. These caused considerable damage to property and put lives at risk. These experiences emphasise the importance of making sure that



Section 1 Context – 1.2 The State of the District

future development in the District does not increase the risk of flooding. The Environment Agency has mapped the main areas subject to flood risk and these cover a significant amount of land within the District.

- 1.2.10 Stratford District is a very desirable area to live and it attracts affluent households particularly from the South-East and from elsewhere in the West Midlands. As a result, property prices are high and many people, especially the young and lower paid, cannot afford to live within or move into the District. This makes the provision of affordable housing a priority so that people are able to stay in their local area, close to family and jobs. Getting the right balance between the pressure for housing from incoming households and meeting the needs of local people is a key challenge.
- 1.2.11 A significant factor is the higher average age of the District's population compared with the national average. 52% of residents are over 45 (England = 42%) and 22% are over 65 (England = 16.3%) (Source: Census 2011). Additionally, the proportion of local residents aged 85 or over is forecast to more than double by 2031. This trend will increase demand for extra-care and nursing home accommodation and for certain services, such as medical and leisure.
- 1.2.12 Given its rural nature, a substantial amount of housing development has taken place in the District in recent decades. The overall number of dwellings has increased by 52% between 1981 and 2011. Much of this has been concentrated in the larger settlements, with Stratford-upon-Avon seeing an increase in dwellings of 58%, while Wellesbourne has grown by 74%, Bidford by 86% and Shipston by just over 100% over the period.
- 1.2.13 Because the District covers such an extensive area, various towns outside its boundaries have a strong influence over how different parts of the area function. Royal Leamington Spa, Banbury, Redditch and Solihull all have large shopping centres, provide a wide range of employment opportunities and support a variety of leisure facilities.
- 1.2.14 In terms of strategic transport connections, the M40 and M42 both cross the District. The major local M40 junction (Junction 15) lies outside the District at Longbridge, near Warwick and is about six miles to the north-east of Stratford-upon-Avon. The only full M40 junction within the District lies at Gaydon (Junction 12) and serves a major MoD site (DM Kineton) and significant employment sites occupied by Jaguar Land Rover and Aston Martin Lagonda, as well as the wider rural area in the vicinity. There is a further restricted junction (Junction 16) with the A3400 north of Henley-in-Arden. On the M42, there is a full junction (Junction 3) with the A435 on the District boundary to the north of Redditch. The other strategic route is the A46(T) that crosses the District between Evesham and Warwick and forms the northern bypass to the town of Stratford-upon-Avon.
- 1.2.15 The Chiltern railway line, which runs between Birmingham and London Marylebone, passes through Stratford District. There are no stations on the mainline route within the District, although those at Warwick Parkway, Leamington Spa and Banbury are all relatively accessible to local residents. However, a loop line connects the Stratford-upon-Avon Town and Parkway stations to the mainline and trains now run via this route direct between the town and Birmingham, via Solihull, and London. The more direct Shakespeare Line between Birmingham and Stratford-upon-Avon provides a further important

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service for shoppers, tourists and students. There is considerable scope to improve this line to serve the communities along it. The Cotswold Line to London Paddington runs close to the southern edge of the District, with stations at Honeybourne and Moreton-in-Marsh.

- 1.2.16 The District benefits from the provision of generally high quality services, but some specific facilities are either at or near capacity, or in need of major investment or even replacement. It is necessary to ensure that these improvements can be secured, including the availability of land for new facilities where necessary. Development that exerts further demand on services and infrastructure already at capacity will be expected to contribute to ongoing improvements; in some cases development can present opportunities to invest in services that have wider benefits for local communities.
- 1.2.17 The predominantly rural nature of the District means that many households and activities are heavily reliant on private transport. The proportion of households with more than one car is significantly higher than that at county and national level. Conversely, the difficulty of operating viable bus services in a dispersed rural area means that getting to shops, services and jobs is largely dependent on having a car. Flexible community transport schemes help to alleviate the problem of access and isolation for people without one.
- 1.2.18 This situation means that the rural market towns and similar centres in the District play an important role as a focus for local shops and services. These centres are generally closer to many smaller settlements than larger towns. It is important to bolster their commercial role, improve their appearance and make them more accessible by public transport.
- 1.2.19 An ageing population and falling household size, as well as the decline of traditional agricultural employment and changing shopping patterns, have led to a cutback in services in many rural areas. This makes it vital for the future health of village communities that those remaining services are retained and supported.
- 1.2.20 Despite its generally rural nature, the combination of high levels of car ownership/usage and the influx of visitors means that traffic congestion is evident, most particularly in Stratford-upon-Avon but also in rural settlements at peak times. This has implications for air quality in certain locations and produces both environmental and economic impacts. Alleviating the situation in the centre of Stratford-upon-Avon is very important in order to improve the experience of local people and visitors.
- 1.2.21 There are around 6.1 million trips to the District each year, with Stratford-upon-Avon and the Shakespeare properties being of international significance. Tourism is crucial to the local economy and is facing significant challenges and opportunities at the present time. The challenges lie principally in the ever-increasing competition nationally and internationally, whilst the opportunities derive from the new markets opening up in countries such as China and India. A key issue is to encourage visitors to stay longer, since many are day visitors, so that they spend more money and help to support local businesses. The provision of a wider range of tourist attractions across the District, taking advantage of its charm and heritage, would help to support the local economy.
- 1.2.22 Stratford-upon-Avon is home to the world's most important Shakespeare heritage sites, including those managed by the Shakespeare Birthplace Trust, and is the

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only place in the world where people can experience the entire Shakespeare story. It is also the home of the internationally renowned Royal Shakespeare Company, which has played host to theatre audiences for more than 130 years.

- 1.2.23 Stratford District and some of its neighbouring areas remain amongst the most economically productive in the West Midlands, reflecting the benefits of being located close to the more buoyant London and the South East. However, in recent times the District has experienced relatively poor economic fortunes and is failing to keep pace with national trends. This situation emphasises the importance of supporting the local economy, providing opportunities for existing businesses to expand and new ones to set up and/or relocate in the District. The improved local availability of more highly paid jobs would be more reflective of the high property prices in the area. The District's accessibility and quality make it well placed to attract employers offering higher technology and knowledge-based jobs.
- 1.2.24 The unemployment rate in the District is low, with only 0.3% of workers claiming Jobseeker's Allowance in May 2016, compared with 2.2% in the West Midlands Region and 1.8% in Great Britain as a whole. However, the number of firms in the District and the number of people employed in the District has changed little since 2009. This has exacerbated the imbalance between the number of jobs in the District and its working population, a primary factor behind commuting patterns. The Council wants to arrest and reverse this trend and has adopted a Business and Enterprise Strategy that aims to enable businesses to thrive and to raise skills levels.
- 1.2.25 This spatial planning strategy supports these aims. Over the past decade or so, a substantial amount of land has been developed for industrial purposes. This land is distributed widely across the District; it includes three new business parks on the edge of Stratford-upon-Avon and a significant expansion of manufacturing and distribution activities at Southam and Wellesbourne. Notably, around one-third of the increase has been at Gaydon Proving Ground associated with the research, development and production of motor vehicles. This is now by far the largest employment site in the District and there are plans to further consolidate Jaguar Land Rover's presence at Gaydon. To support a more sustainable District, it is important to ensure that new employment land continues to be provided to support job growth and that new housing land is identified in locations that reflect the distribution of job opportunities. Investment and growth in the technology and creative industries will help to bolster and diversify the local economy.
- 1.2.26 Spatial planning is not just about land use but also the integration and delivery of the plans and functions of the District Council, its partners and other agencies. The Council will work with its local communities and strategic partners to ensure a joined up approach to the ongoing development of the area. The vision, objectives and policies put forward in this document embrace the aspirations of those communities and partners.
- 1.2.27 In addition to the District-wide vision set out below, more local visions have been prepared covering Alcester, Shipston-on-Stour, Southam and Stratford-upon-Avon. They are based on extensive public involvement and research, including health checks. They each identify where the communities wish to be in 2020 and focus on a wide range of challenges, such as the need to strengthen the local

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economy and visitor offer, improve transport and other facilities, provide for the needs of all residents and protect the environment.

- 1.2.28 Likewise, Town and Parish Plans have been produced by many other communities across the District to establish their current and future needs. The Plans produced for the other larger rural centres reflect a wish for their role to be maintained by protecting their shops and services, while safeguarding their character from excessive development. A number of common threads come through all the plans: meeting housing needs, improving road safety, preserving settlement and landscape quality, protecting services and providing job opportunities. An increasing number of communities are now moving forward with the preparation of Neighbourhood Plans which will have a statutory status in the Development Plan system.

1.3 Cross Boundary Issues

- 1.3.1 It is neither possible nor desirable to prepare a spatial strategy that fails to take into account what is happening in surrounding administrative areas. Whilst there is no longer a formal approach to planning at the regional or sub-regional level, all councils are now subject to the 'duty to co-operate', a legal requirement set out in the Localism Act. This means working with neighbouring authorities and other key agencies, through a process of constructive and ongoing engagement, to determine the key cross boundary issues that need to be addressed by the Core Strategy and to ensure that a coherent approach is prepared. The examination of this Core Strategy has considered in detail whether it has been prepared in accordance with the duty to co-operate.
- 
- 1.3.2 The duty relates to engagement on those strategic issues that impact on the District and its neighbours. Stratford-on-Avon District has a common boundary with a wide range of authorities, some of which have similar characteristics in terms of settlement pattern, sparse population, landscape and tourism and others that are far more urban in character.
- 1.3.3 Some of the more southern parts of the District lie within the Cotswolds Area of Outstanding Natural Beauty whilst a large part of the north western part of the District lies within the West Midlands Green Belt. The Cotswold AONB is a nationally important area where the emphasis is on conserving the natural beauty of the landscape and countryside. The West Midlands Green Belt covers land around the Birmingham and Black Country conurbation and the city of Coventry. It was established through previous development plans and has a range of functions that include controlling urban sprawl and preventing any threat of existing settlements merging into one another. Both designations raise cross boundary issues that require consideration with a wide range of organisations.
- 1.3.4 Interaction with adjoining areas can be expressed in a number of ways. The District has strong environmental links with different areas, for example as a result of the local drainage and river catchment areas and sources of water supply. There are many sub-regional green infrastructure links that pass through the District, which are beneficial not only in terms of supporting biodiversity but also in helping manage the impacts of climate change and in supporting leisure and recreational uses. The supply of energy to the District is a further cross boundary issue.
- 1.3.5 In terms of people, interaction is often seen in the form of journeys to workplaces, places of education, shops, healthcare or other facilities, and journeys to visit friends and relations. Those journeys involving commuting to and from work and places of education tend to have the greatest routine impact on the transport network and are highly relevant in seeking to identify housing market areas. They tend to reflect and reinforce patterns of migration. The identification of need across local housing market areas is a key strategic issue requiring a consistent approach across administrative boundaries.
- 1.3.6 The District does not constitute a single housing market area and this means the objective assessment of housing need is a complex exercise. Research on the

Section 1 Context – 1.3 Cross Boundary issues

'Geography of housing market areas' published by the Government (DCLG, November 2010) suggests that the more eastern parts of the District are largely influenced by a market area covering the majority of Warwickshire and the city of Coventry, whilst the more western parts are largely influenced by a market area principally covering Solihull and much of Birmingham. However, the research acknowledges that it is difficult to define clear boundaries and within the local context it is apparent that the housing market is subject to additional influences, for example from Banbury/Oxfordshire to the south east and Worcestershire to the west.

- 1.3.7 A Joint Strategic Housing Market Assessment for Coventry and Warwickshire was published in November 2013 and updated in September 2015. Based on an assessment of migration and commuting flows and house prices, the JSHMA identifies strong functional links between Coventry and the different parts of Warwickshire which point towards the existence of a Coventry-focused housing market area (HMA). For Stratford-on-Avon, there are identified functional links from the higher priced southern parts of the District into the Cotswolds; from the west of the District towards Redditch and Wychavon; and from the east of the District towards Cherwell. The JSHMA also identifies links from parts of the HMA into Solihull and Birmingham, albeit concluding that there are stronger functional links within the HMA. Based on the grouping of local authority boundaries, the SHMA identifies Coventry and Warwickshire as the defined housing market area for strategic planning purposes. However, it is also evident that the functional relationships with the Greater Birmingham HMA support the conclusion that the more western part of the District can properly be identified as being subject to an overlap between the two HMAs.
- 1.3.8 The Council wishes to meet in full its objectively assessed needs for market and affordable housing and will do so within its own boundaries. Active and ongoing discussions with neighbouring authorities, principally within Coventry and Warwickshire and Greater Birmingham but also within the other housing market areas that influence the District, indicate that they too plan to meet in full the identified housing needs within their own areas. The known exceptions are the cities of Birmingham and Coventry, where evidence shows that identified housing needs over the period 2011-2031 will exceed capacity within each city. In each case the authorities within the respective housing market areas are working cooperatively to ensure that housing needs will be met across the HMA as a whole. The Council acknowledges that, given the overlap between the HMAs, Stratford-on-Avon District has a role to play in meeting the needs arising from the two areas. Within Coventry and Warwickshire, a redistribution designed to meet the overall requirements of the HMA has been provisionally agreed. For Greater Birmingham, the situation is not fully resolved although the quantum of unmet need is known. The Council will continue to work with the authorities in each HMA in accordance with the duty to cooperate and will therefore keep under ongoing review the need to respond to new evidence using the mechanisms set out in the Plan to address the need once it is known.
- 1.3.9 As is identified in the Strategic Economic Plan, there are growth proposals related to the M40 corridor in south Warwickshire that are of strategic significance. Stratford-on-Avon and Warwick District Councils and Warwickshire County Council are jointly addressing the implications of this growth under the Duty to Co-operate. Highways England is also actively engaged given the impacts on the

Section 1 Context – 1.3 Cross Boundary issues

strategic highway network. It is acknowledged that the expansion of the Jaguar Land Rover operations at Gaydon is likely to involve development of more than local significance. The Council and its sub regional partners will monitor the impact of this development on the operation of the strategic housing market area. Again, in the event of evidence emerging to show that additional housing provision should be made, a review of the Core Strategy will be brought forward to address this.

- 1.3.10 The Council acknowledges that the growth of Redditch has significant implications for its neighbouring authorities. It is now anticipated that the plans to meet the housing needs of Redditch will not require new homes to be built in this District. However, the issue of employment need is different and land at Winyates Green Triangle/Gorcott Hill to the west of the A435 but within Stratford-on-Avon District has been identified by the Worcestershire Local Economic Partnership and Redditch Borough Council as a key site for employment growth. This strategy includes a proposal to allocate this land for employment purposes.
- 1.3.11 The Council will ensure that those of its policies which affect the Cotswolds AONB are consistent with the policies covering the AONB as a whole, as set out in the latest Management Plan produced by the Cotswolds Conservation Board. The policies proposed in the Strategy that impact upon the Green Belt are consistent with the overall purpose of that designation and do not threaten the identity or purpose of the wider West Midlands Green Belt area.
- 1.3.12 In addition, the following cross boundary issues have been subject to discussion with the relevant organisations and are expressed within the strategy in a manner that is consistent with the approach adopted across the wider area of interest:
- Maintenance of appropriate policies having regard to the operation of the Vale of Evesham Control Zone relating to Heavy Goods Vehicle movements.
 - Avoiding the prospect of any adverse impact upon sub-regional green infrastructure assets such as the Earlswood Lakes and linear features including rivers, canals, old railways and cycling routes. Opportunities will be sought to enhance these assets wherever possible.
 - The need to avoid any adverse impact upon the Special Areas of Conservation to the south west of the District, including the Severn Estuary, most particularly as a result of increased water abstraction affecting water levels and water pollution.
- 1.3.13 The Government's proposals for a high speed railway (HS2) between London and Birmingham have extensive geographical implications. The District Council has been working closely with other Warwickshire authorities in assessing the implications of the scheme. As things stand, the District Council does not support HS2 as it will have no obvious benefit to the area and will cause significant harm and disruption. Should the project be implemented it will be 2026 at the earliest before the section between London and Birmingham is opened. Therefore, any forecast or actual impacts it has on the demographic and economic situation in the District can be dealt with by a subsequent development plan for the area.

1.4 Vision and Strategic Objectives

1.4.1 The vision is our description of how Stratford-on-Avon District will look in 2031 following implementation of the Core Strategy. It has been developed from an analysis of the available evidence and reflects feedback from communities and others who have a stake in the future of the District.



Vision

In 2031 the outstanding built and natural character and heritage of Stratford-on-Avon District, its settlements and landscape, will have been maintained and enhanced. Biodiversity will have been strengthened in rural and urban areas, including through the provision of improved networks of green infrastructure. New and existing buildings will be more water and energy efficient and contribute to a reduction in flood risk, all helping the District to mitigate and adapt to the effects of climate change.

To meet future development needs, at least 14,600 additional homes will have been provided across the District. New homes will have been sensitively developed in ways that protect and enhance the setting, character and identity of each settlement, and effectively meet the needs of the District's existing and future population. At least an additional 35 hectares of employment land will have been provided to meet the District's requirements, together with 19 hectares to meet the needs of Redditch. Vacant or underutilised brownfield sites will have been brought back into suitable use while preserving their important features.

A settlement pattern comprising the main town of Stratford-upon-Avon, eight Main Rural Centres and a wide range of Local Service Villages will have been reinforced by development of a scale and nature that has retained the individual character and function of each settlement.

This will have been supplemented with development on brownfield sites in sustainable locations plus an expanded community at Lighthorne Heath and a new settlement at Long Marston Airfield, each providing its residents and the residents of surrounding villages with a range of additional services, facilities and opportunities.

Small-scale housing development in villages not identified in the settlement hierarchy will have been provided to meet local needs and will reflect their rural character. The role of the countryside in the rural economy will have been strengthened, with additional business opportunities of a suitable nature and scale provided.

Overall, the strategy will have strengthened town and village communities whilst maintaining their characteristics, protected the countryside from inappropriate development and activities and ensured a safe high quality of life for residents throughout the District.

Stratford-upon-Avon *will have enhanced its role as a town of international standing that satisfies the expectations of residents, businesses and visitors. More tourists will visit the town and stay longer, in part achieved through an expansion of its cultural offer. The town's role as the main shopping and services centre in the District will have been*

Section 1 Context – 1.4 Vision and Strategic Objectives

strengthened. Significant progress will have been made on the regeneration of an extensive area of mostly outworn and underused land adjacent to the canal. New and existing companies will have located on high quality employment land on the periphery of the town, with excellent access to the strategic road network. A new link to the strategic network from the south of the River Avon will have been provided via a western/south western relief road. Traffic in the town centre will be managed more effectively to reduce its impact on the environment.

Alcester will have increased its tourism offer by promoting its Roman heritage. Opportunities will have been taken to bolster retail and service provision to maintain and enhance the town as an attractive and important rural centre. To help maintain a thriving community and meet housing needs about 350 new homes will have been built on land north of Allimore Lane. About 11 hectares of additional employment land will have been provided north of Arden Road to support the town's economy and provide job opportunities.

Bidford-on-Avon will have seen an improvement to the provision of community facilities and enhancements to its industrial area. The village centre will have been strengthened as the focus of small-scale shopping and other commercial activities and the quality of the built environment will have been enhanced.

Henley-in-Arden will continue to thrive as a local shopping, service and visitor centre based on the high quality of its built environment, in particular, along its historic High Street. Only limited housing development will have been provided, reflecting the town's character and maintaining the openness of the Green Belt.

Kineton will have retained its role as a rural centre providing local shops and services to residents and visitors alike. Infill and redevelopment proposals will have respected the character of the village and opportunities will have been taken to limit the impact of motor vehicles in the village centre.

Shipston-on-Stour will have strengthened its local economy with the expansion of existing companies and the attraction of new businesses. The town's proximity to both Stratford-upon-Avon and the Cotswolds AONB will have contributed to its enhanced retail, tourism and visitor role. Enhancements will also have been made to the quality of the built environment of the town centre.

Southam will continue to prosper as a centre and focal point for shops, services and jobs for a sizeable rural catchment. Development will have taken place to the north, east and south of the town to provide about 900 homes, a range of new sports facilities and other community infrastructure, and about 3 hectares of additional employment land. The built environment and setting of Southam will have been enhanced, including by restraining development in the Stowe Valley to the west of the town.

Studley will have retained its separate identity from the neighbouring town of Redditch. The village centre will have become a more attractive place to visit and do business through the management of traffic on the A435 and improvements to the public realm to enhance the quality of the environment. New homes will have been delivered on small sites within the settlement boundary helping to maintain the integrity of the Green Belt in this location.

Section 1 Context – 1.4 Vision and Strategic Objectives

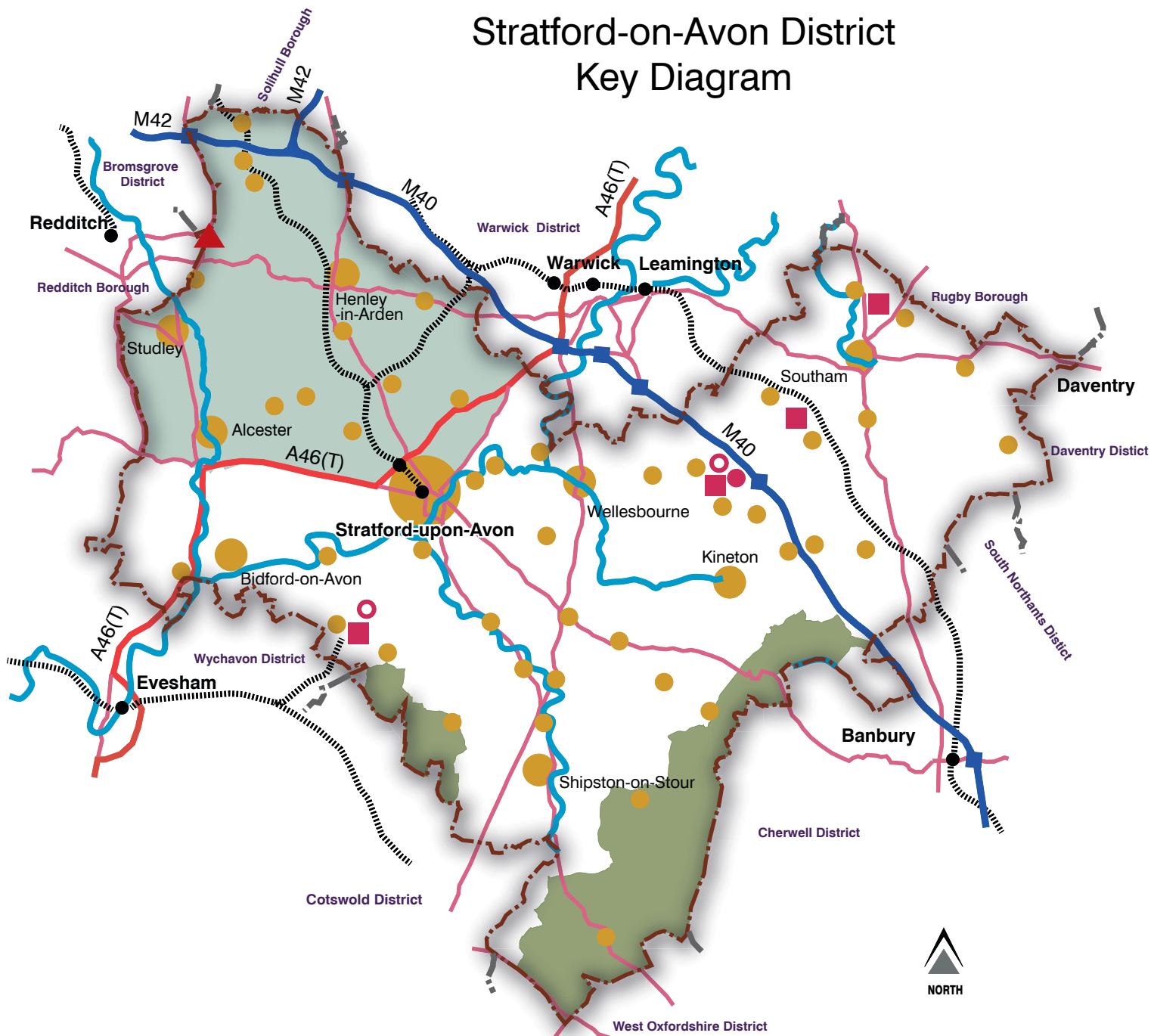
Wellesbourne will have enhanced its role as a rural centre through the provision of commercial uses that are sensitive to the character and setting of the village. The river corridor will have been enhanced for leisure activities and wildlife. The aviation related functions at Wellesbourne Airfield will have been retained and enhanced. There will be improved community facilities and the business park will have been regenerated.













Lighthorne Heath will have been expanded providing about 2,300 additional homes by 2031. The local community will support a wide range of new facilities and services, including education, health and leisure. It will benefit from extensive areas of open space and natural features. Jaguar Land Rover's operations at Gaydon will have expanded and diversified to ensure the company's pre-eminent contribution to the national, regional and local economy. Highway improvements will have been implemented, including to Junction 12 of the M40, and high quality express bus services will link the new settlement with nearby town centres and railway stations.

Long Marston Airfield will have been developed to provide about 2,100 homes by 2031, along with a range of new facilities and services including education, health and leisure. It will benefit from extensive areas of open space and sustainable transport links to Stratford-upon-Avon.

1.4.2 The overall strategy for managing development in the District during the plan period is illustrated on the Key Diagram.

Stratford-on-Avon District Key Diagram



- | | | | |
|---|--|---|--|
|  | West Midlands Green Belt |  | Employment Development to meet the needs of Redditch |
|  | Cotswolds Area of Outstanding Natural Beauty |  | Large Rural Brownfield Site |
|  | Main Town |  | Motorway (with junction) / Trunk Road |
|  | Main Rural Centre |  | Other A Road |
|  | Local Service Village |  | Railway (with main station) |
|  | New Settlement |  | Main River |
|  | Jaguar Land Rover expansion | | |

NOT TO SCALE

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Section 1 Context – 1.4 Vision and Strategic Objectives

- 1.4.3 The strategic objectives represent the key delivery outcomes that the Core Strategy should achieve by 2031. It is critical to the success of the Core Strategy that an appropriate balance is secured between providing development that meets the needs of the District and protecting the character and qualities of Stratford-on-Avon via the realisation of these objectives. Similarly to the vision, the strategic objectives have been developed from an analysis of the evidence base and are based on feedback from community and stakeholders during previous rounds of consultation.
- 1.4.4 Each of the objectives will be achieved through the determination of planning applications in accordance with the provisions of policies in the Core Strategy and the implementation of specific initiatives and projects.

Strategic Objectives

By 2031...

- (1) *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.*
- (2) *The historic character of the District will have been maintained and enhanced. Sites of historic importance will have been protected from harmful development.*
- (3) *The character and local distinctiveness of the District will have been reinforced by ensuring new development is of high quality design, taking into account the intrinsic and special value of its landscapes and townscapes.*
- (4) *To help mitigate and adapt to climate change, all residential development will have incorporated enhanced water efficiency measures as set out in the Building Regulations. All non-residential development will as a minimum have achieved the water and energy efficiency BREEAM 'Good' standard.*
- (5) *The District will have reduced its greenhouse gas emissions, so as to contribute to the national target for reduction, through a range of measures such as the location and design of development, provision of renewable and low carbon energy schemes, and promoting opportunities for low carbon travel.*
- (6) *The flood plain will have been maintained and, where opportunities arise, restored. The risk of flooding will be managed effectively by taking a whole catchment approach to implement sustainable flood management schemes. Water bodies will have reached a good status or potential in accordance with the Water Framework Directive.*
- (7) *Working with Natural England and Warwickshire County Council, biodiversity will have increased across the District. Sites of environmental, nature conservation and geological importance will have been protected from harmful development.*
- (8) *Community facilities and open space will have been improved across the District. Through collaborative working between District, Town and Parish Councils and key partners in education, public safety, health and other services, opportunities to improve the health and wellbeing of the District's communities will have been realised as a result of the development process.*

Section 1 Context – 1.4 Vision and Strategic Objectives

- (9) *All eligible development will make contributions to infrastructure and community facilities through CIL, planning obligations or a combination of the two. All critical projects listed in the Infrastructure Delivery Plan will be delivered in order to ensure that new development is supported and accompanied by the necessary infrastructure.*
- (10) *The value of tourism to the District will have increased substantially, initially by 25% during the period 2011-2015, through the District Council working with its private sector partners, including Shakespeare's England. Stratford-upon-Avon will have re-established its position in the top 20 UK towns and cities for international visitors.*
- (11) *To support the role and function of the District's town and main rural centres, retail and commercial uses in them will have been retained and strengthened. Specifically, additional comparison goods retail floorspace will have been provided in Stratford-upon-Avon town centre on appropriate sites.*
- (12) *Previously developed sites in sustainable locations will have been re-used for purposes that are of an appropriate type and scale, while retaining their important natural, historic and other features.*
- (13) *A sustainable balance between employment growth and housing provision will be maintained as a result of the implementation of at least 35 hectares of additional land for general business uses, thereby helping to meet the needs of new and existing businesses wishing to locate or expand in the District.*
- (14) *Transport services will have been improved and congestion reduced across the District. Working with Warwickshire County Council, the District Council will seek to ensure that new development contributes towards achieving the aims and goals set out in the Local Transport Plan for an inclusive and accessible transport system.*
- (15) *At least an additional 14,600 homes (an average of 730 per annum) will have been built across the District on brownfield and greenfield sites, reflecting the dispersed settlement pattern of the District. Where justified by the available evidence, the District Council will have worked with neighbouring councils to help meet any unmet housing needs arising outside the District. In addition, the needs of gypsies and travellers will have been met through the provision of 41 additional pitches by 2019 and an additional 30 pitches thereafter, a total of 71 pitches by 2031.*
- (16) *A mix of sizes, types and tenures of housing will have been built by a range of developers, housing associations and other providers. To improve the affordability of housing across the District, 35% of dwellings on eligible sites will have been provided as affordable homes.*

2.1 Sustainability Appraisal

Introduction

- 2.1.1 A Sustainability Appraisal (SA) has been carried out to inform the preparation of the Core Strategy. This is a requirement under the European Directive covering the assessment of the effects of certain plans and programmes on the environment (Directive 2001/42/EU), and is known as the Strategic Environment Assessment (SEA). The Planning and Compulsory Purchase Act also places a statutory duty on the Local Planning Authority to carry out a sustainability appraisal on development plan documents.
- 2.1.2 The SEA is a systematic process for evaluating the environmental consequences of a plan to ensure that environmental considerations have been fully integrated and addressed at the earliest stages of the plan-making process. Sustainability appraisals are broader and promote sustainable development by integrating economic, social and environmental consideration into the plan's preparation. The SEA requirements are incorporated into the sustainability appraisal process.
- 2.1.3 The purpose of a Sustainability Appraisal is to assess the social, economic and environmental effects of a plan. The SA process has informed and influenced the development of the Core Strategy to maximise the sustainability value of the Plan.
- 2.1.4 Key stages of the SA Process include the following:
- Stage A - preparing a scoping report, setting the context and objectives, establishing the baseline and deciding on the scope
 - Stage B - developing and refining the options and assessing the effects.
 - Stage C - preparing the SA Report
 - Stage D - consulting on the preferred options of the Plan and SA Report
 - Stage E - examining and monitoring the significant effects of implementing the Plan.
- 2.1.5 The SA is an iterative process and the findings at each stage of the process are used to inform the next step in the development of the Plan. Consequently the SA for the Core Strategy comprises a number of documents.

Sustainability Appraisal of the Stratford-on-Avon District Core Strategy

- 2.1.6 A Scoping Report was produced in May 2007 to accompany the Issues and Options Paper. A Sustainability Appraisal was produced in-house to inform the Consultation Draft Core Strategy in November 2008. A further SA was produced in house to accompany the Consultation Draft Core Strategy February 2012.
- 2.1.7 In 2011 the Council commissioned UE Associates (now Lepus Consulting) to undertake further SA work on the Core Strategy. This was required in light both of the proposed revocation of the Regional Spatial Strategy, with its implications for the setting of local housing requirement figures, and of the Council's revised wider dispersal development strategy.

Section 2 Sustainability Framework – 2.1 Sustainability Appraisal

2.1.8 This SA work includes the following documents:

- Scoping Report Update (May 2011) – identifies the sustainability issues, sets out the sustainability objectives and establishes a Sustainability Appraisal Framework methodology for assessing the sustainability performance of the Core Strategy.
- Options Report Part 1 (October 2011) – a review of the SA work which accompanied the earlier versions of the Consultation Draft Core Strategy in 2008 and 2010. It assessed the six initial spatial development options. It also includes an assessment of the four housing development dispersal options set out in the Consultation Draft Core Strategy 2010.
- Options Report Part 2 (November 2011) – an assessment of the three growth scenarios identified in the Housing Provision Options Study (2011).
- Options Report Policy Appraisal (January 2012) – an assessment of the policies in the Draft Core Strategy 2012.
- Options Report Part 3 (February 2012) – an appraisal of the two housing options identified in the Draft Core Strategy 2012.
- Potential Development Options Report (January 2013) – an appraisal of the potential development options in the broad locations within the Consultation Draft Core Strategy February 2012.
- Options Report Strategic Development Options (June 2013) – an assessment of a range of strategic development options.
- Options Report Strategic Alternative Strategic Allocations (January 2014) – an assessment of potential strategic allocation options.
- Sustainability Appraisal of the Proposed Submission Version of the Core Strategy (May 2014) – an assessment of the policies and proposals of the Proposed Submission Version of the Core Strategy. The assessment also incorporates the previous SA work undertaken during the evolution of the Core Strategy.
- Sustainability Appraisal Addendum (Sept 2014) – an addendum to the May 2014 Sustainability Appraisal.
- Sustainability Appraisal of the Stratford-on-Avon Core Strategy: Post Inspectors Interim Conclusions (July 2015) – an assessment of the potential strategic development sites.
- Sustainability Appraisal of the Stratford-on-Avon Core Strategy: Proposed Modifications (Aug 2015) – an assessment of the policies and proposals of the Proposed Modifications to the Stratford-on-Avon Core Strategy.
- Sustainability Appraisal and Habitats Regulations Assessment Addendum (June 2016) – documents amendments to the Sustainability Appraisal arising from consultation on the August 2015 SA report and the Inspector’s Final Report following examination; reviews the HRA.

Section 2 Sustainability Framework – 2.1 Sustainability Appraisal

Outcome of Sustainability Appraisal of Proposed Submission Core Strategy

- 2.1.9 The Sustainability Appraisal of the Core Strategy has been undertaken using a strategic assessment technique. The findings are presented in a matrix format, which is used to identify at a high level whether or not the Core Strategy is likely to produce positive, adverse or uncertain effects in relation to the Sustainability Objectives.
- 2.1.10 A significant majority of the policies are assessed as achieving likely positive effects in relation to the Sustainability Objectives. None are assessed as producing likely adverse effects, but there are a number of instances where the effects are uncertain. Where there is uncertainty, the SA suggests potential ways in which potential negative impacts can be mitigated, making the overall outcome more likely to be positive. These suggestions have been addressed and incorporated, as appropriate, into the Proposed Submission Core Strategy.
- 2.1.11 The mitigation hierarchy is a sequential process. It operates on the basis that, if possible, adverse effects should be avoided. Failing this the nature of the effect should be reduced, if possible, so that it is no longer significant. If neither avoidance nor reduction is feasible, mitigation measures should be considered. Mitigation prescriptions might include changes to policy wording, advocating design guides, offsetting biodiversity effects or provision of new supporting green infrastructure. Mitigation is proposed to help address negative effects so that, if possible, no residual effects remain.
- 2.1.12 Sustainability Objectives relating to accessibility/transportation and reducing barriers for those living in rural areas are found to have the greatest implications on certain policies in the Core Strategy.

2.2 Sustainable Development

All Strategic Objectives are relevant to this Policy.

Policy CS.1

Sustainable Development

The Council supports and will apply the principle that planning to secure a high quality environment, managed economic growth and social equity are of equal importance.

All development proposals should contribute towards the character and quality of the District and to the well-being of those who live and work in and visit the District.

Development should be located and designed so that it contributes towards the maintenance of sustainable communities within the District.

When considering development proposals, the Council will take a positive approach that reflects the presumption in favour of sustainable development contained in the National Planning Policy Framework (NPPF). It will work proactively with applicants to find solutions which mean that proposals can be approved wherever possible, and to secure development that improves the economic, social and environmental conditions in the area.

Planning applications that accord with the policies in the Core Strategy (and, where relevant, with policies in neighbourhood plans) will be approved without delay, unless material considerations indicate otherwise.

Where there are no policies in the Core Strategy that are relevant to the application, the Council will grant permission unless material considerations indicate otherwise, taking into account whether:

- any adverse impacts of granting permission would significantly and demonstrably outweigh the benefits, when assessed against the policies in the NPPF when taken as a whole; or
- specific policies in the NPPF indicate that development should be restricted.

Explanation

2.2.1 The Core Strategy seeks to promote sustainable development and this is the central theme that underpins the policies in the plan. The National Planning Policy Framework (NPPF) emphasises that the purpose of the planning system is to contribute to the achievement of sustainable development. This means that development should be able to meet the needs of the present without compromising the ability of future generations to meet their own needs. The principle recognises the importance of ensuring that all people should be able to satisfy their basic needs and enjoy a better quality of life, both now and in the future.

2.2.2 The NPPF defines sustainable development as follows:

- Planning for prosperity (an economic role) – use the planning system to build a strong, responsive and competitive economy, by ensuring that sufficient

Section 2 Sustainability Framework – 2.2 Sustainable Development

land of the right type, and in the right places, is available to allow growth and innovation; and by identifying and co-ordinating development requirements, including the provision of infrastructure.

- Planning for people (a social role) – use the planning system to promote strong, vibrant and healthy communities, by providing an increased supply of housing to meet the needs of present and future generations; and by creating a good quality built environment, with accessible local services that reflect the community's needs and supports its health and well-being; and
- Planning for places (an environmental role) – use the planning system to both protect and enhance our natural, built and historic environment, to use natural resources prudently, ensuring the effective use of land through reusing previously developed land and promoting mixed use developments, and to mitigate and adapt to climate change, including moving to a low-carbon economy.

2.2.3 This national direction is complemented by the Council's own Sustainability Appraisal process. The SA has played a fundamental role in the preparation of the Core Strategy. It assesses the impact of the location and scale of development and the implications of policies in economic, social and environmental terms.

2.2.4 In determining planning applications, the particular circumstances of the individual case will be assessed to establish the relative weight that should be given to each aspect of sustainable development.

2.2.5 Given the distinctive character of much of the District, with its attractive rural landscapes and villages, historic market towns and the international visitor attraction of Stratford-upon-Avon, the Council's planning and development strategy emphasises the importance of protecting and enhancing the local environment. While ensuring this is the case, scope will also be provided to meet the social requirements of the District's communities and to ensure that the local economy is strong and diverse.

2.2.6 Development proposals will be expected to minimise and mitigate any harm that would be caused to environmental assets and distinctive features in the area.

2.2.7 Specific attention will be given to those parts of the District - urban and rural - that require investment and regeneration in order to achieve environmental, economic or social improvements.

Development Management Considerations

(1) This policy provides the overarching basis by which all planning applications will be considered and determined. In determining a planning application, consideration will be given to all relevant policies in the Core Strategy as to whether it comprises a sustainable form of development. The manner in which the provisions of one policy are balanced against those of another will depend on the circumstances of the individual case in terms of what is proposed and where, and the impacts and opportunities that arise.

Section 2 Sustainability Framework – 2.2 Sustainable Development

Implementation and Monitoring

Responsible agencies	Stratford-on-Avon District Council
Delivery mechanism	Through the determination of planning applications
Funding	Not applicable
Timescale	Throughout the plan period
Risk	The provisions of the policy need to be applied in a balanced manner in order to protect the character of the District and to ensure that the social and economic health of the District is supported.
Monitoring indicators	<ul style="list-style-type: none">• Policy will be monitored through measuring the achievement of the stated objectives of the Sustainability Appraisal.

3.1 Climate Change and Sustainable Construction

Strategic Objective

- (4) *To help mitigate and adapt to climate change, all residential development will have incorporated enhanced water efficiency measures as set out in the Building Regulations. All non-residential development will as a minimum have achieved the water and energy efficiency BREEAM 'Good' standard.*

Policy CS.2

Climate Change and Sustainable Construction

A. Mitigating and Adapting to Climate Change

Proposals for development will be required to demonstrate that, dependent on their scale, use and location, measures are included that mitigate and adapt to the impacts of climate change. Full details of the proposed adaptation measures should be incorporated into the proposal.

At a strategic level, measures to mitigate the impacts of climate change will include:

- Directing development to sustainable locations.
- Locating development in a manner which minimises the need to travel and encourages other forms of sustainable transport such as cycling, walking and the use of public transport.
- Designing development to reduce carbon emissions and make efficient use of natural resources.
- Promoting decentralised low carbon and renewable energy schemes.

In order that development proposals adapt to climate change, measures will include:

1. Flood prevention and mitigation measures, including Sustainable Urban Drainage Systems (SUDS) and water efficiency measures as set out in Policy CS.4 Water Environment and Flood Risk.

2. **Heating and Cooling**

Proposals should demonstrate how development has been designed comprehensively to cope with rising and more extreme (high and low) temperatures. This will be achieved through the use of landform, layout, building orientation, construction materials and ventilation systems that do not increase carbon dioxide emissions, and by providing cooling for buildings, gardens and communal areas at appropriate times of the year.

3. **Green Infrastructure and Biodiversity**

Development proposals should maximise opportunities for multiple benefits of green infrastructure as an integral part of development to mitigate and adapt to the predicted effects of climate change, through the use of a range of measures, including SUDS, green spaces, allotments, street trees, landscaping, ponds and green roofs. Proposals should reflect and enhance the District's locally distinctive character, as set out in Policy CS.7 Green Infrastructure.

Development should ensure that biodiversity and natural habitats are resilient to the predicted effects of climate change by safeguarding and enhancing existing habitats and through the creation and management of additional habitats to strengthen

Section 3 District Resources – 3.1 Climate Change and Sustainable Construction

existing networks. Proposals which prevent or weaken networks will not be permitted, unless satisfactory mitigation or offsetting measures are put in place, as set out in Policy CS.6 Natural Environment.

B. Sustainability Standards in Buildings

The Council will encourage high standards of sustainability to ensure that development minimises its impact on the environment.

The Council will promote an 'energy hierarchy' in seeking to achieve carbon dioxide emissions reduction, as follows:

1. reduce energy demand through energy efficiency measures;
2. supply energy efficiently and give priority to decentralised energy supply; and
3. provide energy from renewable or low carbon energy sources.

Non-Residential Development

All non-residential development should be compliant with BREEAM 'Good' standard until such time as this is superseded by the equivalent standards in the Building Regulations. Developers should seek to exceed these standards where it is viable to do so.

To demonstrate that the required BREEAM standards will be met, proposals for new development should be accompanied by a pre-assessment certification under the relevant scheme and approved by a registered assessor.

Extensions and the Re-Use of Buildings

The Council will expect that where an extension or major refurbishment is proposed, the applicant will demonstrate that the overall energy performance of the building will be improved, where it is viable to do so.

Actual provision of appropriate sustainability standards will be determined through negotiation, taking account of individual site characteristics and issues relating to the viability of a specific development proposal.

Explanation

- 3.1.1 Mitigating and adapting to climate change are intrinsic to the whole of the Core Strategy and are key priorities for the Council.
- 3.1.2 At a national level, the National Planning Policy Framework (NPPF) strongly advises that the planning system responds to the issue of climate change. The NPPF also states that planning fully support the transition to a low carbon economy in a changing climate. To help achieve this aim, it states that local planning authorities should adopt proactive strategies to mitigate and adapt to climate change. The National Planning Practice Guidance provides further detailed guidance on climate change and reiterates that responding to climate change is central to economic, social and environmental dimensions of sustainable development.
- 3.1.3 The national energy consumption of the built environment accounts for approximately half of all CO₂ emissions. More than half of those emissions are generated from the energy used to heat, light and run our homes. In the absence of policy levers, it is considered that the existing energy consumption is likely to increase. There is therefore a clear need for the Core Strategy to focus on

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reducing energy use in new development and reducing the CO₂ emissions which it generates. There is also a need to ensure that new development is able to provide resilience to the effects of climate change.

- 3.1.4 The Council recognises that whilst there is a need to promote the role of low carbon and renewable energy use to deliver a reduction in carbon emissions and provide a security of energy supply, the important first step is to save energy through energy saving measures. The Council supports the importance of the 'energy hierarchy' in achieving these aims, as set out in the London Plan. The energy hierarchy follows the pyramid principle of firstly using less energy, secondly supplying energy efficiently and finally using low carbon and renewable energy technologies. Subject to the introduction via the Building Regulations of higher energy targets aimed at achieving the Government's Zero Carbon Homes Policy, new homes will have to incorporate renewable and low carbon energy technologies and the Council's SPD requirement for 10% renewable energy onsite will no longer be applied.
- 3.1.5 The Council is committed to tackling fuel poverty across the district. Energy efficient homes that also use low carbon and renewable sources of energy will help towards tackling the problem of fuel poverty within the district. Although energy savings in buildings will be achieved through the Building Regulations, planning has a key role in achieving these targets through promoting decentralised and renewable or low-carbon energy and ensuring that new development uses layout, landform and building orientation to minimise CO₂ emissions.
- 3.1.6 The Council will seek the highest standards of sustainable construction in all building projects. The Planning and Energy Act 2008 allows local planning authorities to set targets for renewable energy, low-carbon energy and overall energy efficiency in excess of the Building Regulations. National policy sets clear deadlines for new homes and non-residential buildings to achieve a 'zero-carbon' standard, which is due to be implemented in 2016 for dwellings and by 2019 for non-residential dwellings. The mechanism to achieve this is through the incremental increase in energy efficiency requirements in Building Regulations (Part L). Part L also incorporates standards for refurbishment and alteration to existing dwellings.
- 3.1.7 To meet the challenging targets in the Government's Zero Carbon Homes Policy, it is intended that development will have to meet the Government set limit of carbon savings (carbon compliance) on site, through a combination of energy efficiency measures and on-site low/zero carbon technologies, before the remaining amount of carbon savings could be offset through an Allowable Solutions scheme. The Council will support flexible mechanisms, such as Allowable Solutions for zero-carbon development, in line with the definition published by central government.
- 3.1.8 Checking compliance with Building Regulations is a separate process to getting planning approval; however both processes must be complied with. The Government has introduced national standards for energy and water efficiency for new homes within Building Regulations. For non-residential development, the Council will use the alternative standards provided by BREEAM to demonstrate the energy and water performance.

Section 3 District Resources – 3.1 Climate Change and Sustainable Construction

- 3.1.9 The Council will also encourage communities to incorporate into their locality plans actions proposed to address the impacts of climate change.
- 3.1.10 In addition, the District needs to reduce its demand for energy and water and other resources and use these more efficiently. In the case of energy, it is important to increase the proportion of energy generated from renewable and low carbon resources, achieving a reduction in CO₂ emissions.
- 3.1.11 Replacements for the BREEAM standards are being developed and this policy will apply the equivalent replacement standards.

Development Management Considerations

- (1) The Sustainable Low Carbon Buildings Supplementary Planning Document (Stratford-on-Avon District Council, October 2007) provides additional guidance.
- (2) Applicants wishing to carry out energy efficiency alterations to Listed Buildings or buildings in conservation areas may wish to consider the Historic England guidance: Saving Energy in Older Homes.
<https://historicengland.org.uk/advice/your-home/saving-energy>

Implementation and Monitoring

Responsible agencies	Stratford-on-Avon District Council
Delivery mechanism	Through the determination of planning applications
Funding	Not applicable
Timescale	Throughout the plan period
Risk	If the policy is not applied rigorously it could result in increasing unsustainable levels of energy consumption in the district. New development would not be resilient to the impacts of climate change.
Monitoring indicators	<ul style="list-style-type: none"> • Number of non-commercial developments achieving BREEAM 'Good' or above. • Number of major installations for renewable energy and low carbon energy projects. • The amount of new development (ha) situated within a 1:100 year flood risk area, including an allowance for climate change (Flood Zone 3). • Number of planning permissions granted for development within Flood Zone 3, contrary to the Environment Agency guidance.

3.2 Sustainable Energy

Strategic Objective

- (5) *The District will have reduced its greenhouse gas emissions, so as to contribute to the national target for reduction, through a range of measures such as the location and design of development, provision of renewable and low carbon energy schemes, and promoting opportunities for low carbon travel.*

Policy CS.3

Sustainable Energy

A. Renewable and Low Carbon Energy Generation

Provision will be made for a range of renewable energy and low carbon generation within the District to maximise environmental, social and economic benefits whilst minimising any adverse local impacts. The overarching aim is that the overall balance of outcomes from such projects should be positive for local communities.

The Council will encourage the use of decentralised energy systems, which incorporate either heating (District Heating) or heating, power and cooling (Combined Heat and Power) or power (micro-grid) into new developments. The Council is commissioning a study to identify 'district heating priority areas'.

All new developments in district heating priority areas will be required to incorporate infrastructure for district heating, and will be expected to connect to existing systems where and when this is available, unless demonstrated that this would render development unviable.

All new developments in other areas will be encouraged to incorporate infrastructure for district heating, and will be expected to connect to any existing suitable systems (including systems that will be in place at the time of construction), unless it is demonstrated that this would render development unviable.

Detailed advice on District Heating will be provided in a Development Requirements Supplementary Planning Document.

Small-scale community led initiatives for renewable and low carbon energy will be encouraged by the Council.

Proposals for both building-integrated and standalone renewable and low carbon energy technologies will be supported where the impacts are, or can be, made acceptable.

Where large scale low carbon and/or renewable energy projects are proposed that serve national, regional or county interest, but the majority of the effects will be felt locally, the Council will support such schemes where the impacts are, or can be, made acceptable.

The developer must demonstrate, through a balanced assessment of the proposal's positive and negative effects, that detrimental impacts at construction, operation and decommissioning stage are appropriately minimised, mitigated and compensated.

Where the proposal affects a Listed Building, an Area of Restraint, a Special Landscape Area, a Conservation Area, the Cotswolds Area of Outstanding Natural Beauty (AONB), or other nationally designated and non-designated heritage and cultural asset, the

Section 3 District Resources – 3.2 Sustainable Energy

objective of the designation must not be compromised by the development. Within and adjacent to the Cotswolds AONB large scale wind or solar farms are unlikely to be appropriate. When assessing such proposals close to the AONB, careful consideration will also be given to ensure the objectives of the designation are not compromised.

B. Solar Energy

Proposals for solar energy will be supported where the impacts are, or can be, made acceptable, unless material considerations indicate otherwise. Applications for solar development will be assessed against the following issues, which are considered to be of particular local significance in the District:

- Impact on agricultural activities and disturbances to agricultural land.
- Impact on the openness and character of the landscape and on visual amenity.
- Impact on the character of the historic landscape.
- Impacts of trees and other vegetation which may cause overshadowing, making allowance for their future growth.
- Impact on and opportunities to enhance biodiversity.
- Impact of direct and reflected lighting (including glare) on the amenity of occupied affected buildings or land on light pollution, on aviation and on biodiversity (particularly bats).

Proposals will be determined with regard to the Council's Renewable Energy Landscape Sensitivity Assessment. This will be used to assess the capacity and sensitivity of the landscape to accommodate such schemes.

C. Biomass Energy

Projects and developments which use bio-energy will be supported by the Council where the impacts are, or can be, made acceptable, unless material considerations indicate otherwise.

Applications for bio-energy heat and power proposals will be assessed against the following issues, which are considered to be of particular local significance in the District:

- Impact on designated biodiversity sites, species and ancient woodland.
- Use of brownfield sites or co-location with other wood processing industries.
- Scale and location to avoid adverse off-site impacts, particularly transport.
- Minimisation of pollution, such as noise, emissions and odours.
- Minimisation or mitigation of any adverse impact on amenity and existing residential development.
- Opportunities to support a local biomass supply chain.

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

D. Wind Energy

Proposals for wind energy development will be supported where the impacts are, or can be, made acceptable, unless material considerations indicate otherwise.

Planning applications involving wind energy development will be assessed against the following issues, which are of particular local significance in the District:

- Impact of the scheme on landscape character and visual amenity. Careful consideration should be given to the likely significant effects of the wind turbine(s) on the visual amenity and landscape character, both individually and cumulatively,

Section 3 District Resources – 3.2 Sustainable Energy

taking into account similar developments and permitted proposals within the District and within adjoining local authority areas.

- Impact of the scheme on the significance of a heritage asset, whether designated or non-designated, including the impact of the proposal on views important to its setting or function.
- Impact on the natural environment, including biodiversity, habitats and species of international, national and local importance.
- Impact of traffic generation on the local highway network during construction, operational and decommissioning stages.
- Impact on air traffic operations, radar and air navigational installations.
- Impact on users, businesses and residents of the local area and visitors, including generation of emissions, noise and visual impact, shadow flicker and safety.

Proposals will be determined with regard to the Council's Renewable Energy Landscape Sensitivity Study. This will be used to assess the capacity and sensitivity of the landscape to accommodate such schemes.

Promoters of solar, biomass and wind energy schemes are required to hold early and meaningful pre-application discussions with the local community, other key consultees, and with the Council where such schemes are proposed.

All applications for renewable energy development should be accompanied by adequate supporting information, which assesses the extent of possible environmental effects and how they can be satisfactorily mitigated.

Explanation

3.2.1 The national climate change targets aim to reduce greenhouse gas emissions by 34% of 1990 levels by 2020 and 80% by 2050, and to deliver 15% of its electricity from renewable energy by 2020. The UK Low Carbon Transition Plan 2013 sets out the national strategy for climate change and energy. In doing so, it sets out the country on a transition to a low carbon economy. One of the key steps in achieving this transition includes the promotion of low carbon and renewable energy technologies. The National Planning Policy Framework (NPPF) requires that Local Planning Authorities have a positive strategy to promote energy from renewable and low carbon sources.

3.2.2 The Council's Corporate Strategy seeks to achieve a reduction in the Council's carbon footprint, a reduction in the District's carbon footprint, a reduction in flood risk, and makes a commitment to promote renewable and low carbon energy generation and improved energy efficiency. The District Council, therefore, together with other authorities in Warwickshire and Solihull, commissioned an evidence base study, known as the CAMCO report, to inform the development of policies relating to low carbon and renewable energy. The findings demonstrated that the District has good potential to generate local low carbon and renewable energy up to 2026. Low and zero carbon for new build in smaller developments will comprise highly energy efficient buildings with individual building integrated technologies.

3.2.3 The potential for renewable and low carbon energy generation needs to be balanced against the rural nature of the District, the character of its settlements

Section 3 District Resources – 3.2 Sustainable Energy

and the importance of its landscape features, many of which are highly valued by residents and visitors to the area. The District includes many Conservation Areas and a part of the Cotswolds Area of Outstanding Natural Beauty. This Core Strategy also identifies four Special Landscape Areas where the quality of the landscape is of particular local significance. It is important that low carbon and renewable energy schemes do not compromise the objectives of such designations. The Cotswolds Conservation Board has issued guidance on low carbon and renewable technologies it considers may be suitable, including information on design and scale, which can be used to help assess such schemes.

- 3.2.4 Large scale wind energy and solar photovoltaic proposals will be determined in accordance with the Council's Landscape Sensitivity Assessment. It will be used to assess the capacity and sensitivity of the District's landscape to accommodate such schemes. It will also enable the Council to make robust and well informed decisions on planning applications received for wind and solar PV developments.
- 3.2.5 It reflects the Government's requirement that the need to protect the local environment is properly considered alongside the broader issues of protecting the global environment.
- 3.2.6 The Government has stated that planning guidance on onshore wind development will set out clearly that the need for renewable energy does not automatically override the environmental protections and planning concerns of local communities. Decisions should take into account the cumulative impact of wind turbines and properly reflect the increasing impact on (a) the landscape and (b) local amenity as the number of turbines in the area increases. Local topography should be a factor in assessing whether wind turbines have a damaging impact on the landscape. Furthermore, great care should be taken to ensure heritage assets are conserved in a manner appropriate to their significance, including the impact of proposals on views important to their setting.
- 3.2.7 Where onshore wind energy development is permitted, developers will be expected to provide appropriate measures to mitigate and where appropriate compensate the local communities where the development is to take place.
- 3.2.8 The Core Strategy therefore seeks to strike a balance, by supporting a positive and proactive approach towards mitigating and adapting to climate change whilst also respecting, wherever possible, the important character of the District.
- 3.2.9 The Council will expect renewable and low carbon energy schemes to take into account national guidance as set out in 'Planning practice guidance for renewable and low carbon energy' (DCLG, July 2013).
- 3.2.10 District Heating Schemes deliver heating and hot water to multiple buildings from a local plant. A heat network of insulated pipes buried underground is required to distribute the heat generated; these can often be installed at the same time as other services when a site is being developed and can also be retrofitted to existing buildings. District heating can be combined with electricity production in combined heat and power (CHP) or in combined cooling, heat and power (CCHP). This is an efficient form of decentralised energy supply providing heat and electricity at the same time. Currently the overall fuel efficiency of CHP is around 70-90% of the fuel input, depending on heat load; much better than most power stations which are only around 40-50% efficient. It is possible to

Section 3 District Resources – 3.2 Sustainable Energy

vary the energy source to fuel district heating depending on cost and availability so the energy source can be changed over time; potential fuel sources include conventional fuels, biomass, and waste and other renewables. District Heating (including CHP/ CCHP) is currently one of the most low cost ways of meeting zero carbon, particularly on brownfield sites where the efficiency or appropriateness of other technologies may be constrained. The Council will produce a district heat map and energy master plan, and district heat network priority areas will be identified, based on the outcome of this evidence. It is anticipated that the future district heat network priority areas are likely to be identified in urban areas or large strategic sites where there is an appropriate mix and density of uses which would render such schemes viable. Elsewhere in the district there may be the opportunities for small scale schemes to serve local communities.

Development Management Considerations

- (1) The Renewable Energy Toolkit is a valuable online resource to assist in ensuring that planning applications are compliant with policy requirements. The Renewable Energy Toolkit is available on <http://enplanner.com>
- (2) The Sustainable Low Carbon Buildings Supplementary Planning Document (Stratford-on-Avon District Council, October 2007) provides additional guidance.
- (3) Conditions will be imposed to ensure the development is built to energy efficiency measures applicable at the time of construction, in line with the progressive tightening of the Building Control Regulations to reach zero carbon standards.
- (4) Applicants wishing to carry out energy efficiency alterations to Listed Buildings or buildings in conservation areas may wish to consider the Historic England guidance: Saving Energy in Older Homes. <https://historicengland.org.uk/advice/your-home/saving-energy>
- (5) Compensation for an impact experienced by a community need not be exactly the same as that lost, for example, where a visual impact cannot be fully mitigated through landscape design, the residual effect of that impact may be compensated by other means.
- (6) The environmental, social and economic impacts (positive and negative) of proposals and the measures and initiatives to avoid, minimise and compensate for harm will be given significant weight in determining whether proposals will be granted planning permission or achieve development consent.
- (7) The compensation and mitigation will be commensurate with the harm of the project. The developer will engage effectively with local communities and the Council at pre- application stage, to identify appropriate compensation and mitigation for the adverse impacts and harm of the project.
- (8) The appropriate separation distance between existing buildings and a proposed wind turbine scheme will be considered on a case by case basis having regard to the specific circumstances in each instance.

Implementation and Monitoring

Responsible agencies	Stratford-on-Avon District Council
Delivery mechanism	Through the determination of planning applications
Funding	Not applicable
Timescale	Throughout the plan period
Risk	If the policy is not applied rigorously it could result in increasing unsustainable levels of energy consumption in the district. New development would not be resilient to the impacts of climate change.
Monitoring indicators	<ul style="list-style-type: none"> • Number of non-commercial developments achieving BREEAM 'Good' or above. • Number of major installations for renewable energy and low carbon energy projects.

3.3 Water Environment and Flood Risk

Strategic Objectives

- (4) *To help mitigate and adapt to climate change, all residential development will have incorporated enhanced water efficiency measures as set out in the Building Regulations. All non-residential development will as a minimum have achieved the water and energy efficiency BREEAM 'Good' standard.*
- (6) *The flood plain will have been maintained and, where opportunities arise, restored. The risk of flooding will be managed effectively by taking a whole catchment approach to implement sustainable flood management schemes. Water bodies will have reached a good status or potential in accordance with the Water Framework Directive.*

Policy CS.4

Water Environment and Flood Risk

All development proposals will take into account, dependent on their scale, use and location, the predicted impact of climate change on the District's water environment. Measures will include sustainable use of water resources, minimising water consumption, protecting and improving water quality, and minimising flood risk from all sources, as set out in the most up-to-date Strategic Flood Risk Assessment (SFRA).

A. Flood Risk Areas

All development proposals should be located in Flood Risk Zone 1 (Low Probability Flood Risk).

Development within the Environment Agency's flood risk zones 2 and 3a will only be acceptable when the sequential test and, where applicable, the exception test have been satisfied, as set out in the National Planning Policy Framework. Land use in High Probability Flood Zone 3b should be restricted to water compatible or, with the exception test, essential infrastructure.

The flood plain will be maintained and, where opportunities arise, restored in order to maximise natural storage of flood water, reduce flooding problems and increase landscape, ecological and conservation value. Rural and urban land use practices to restore more sustainable natural floodplains and to reduce runoff will be encouraged. Developers will be encouraged to reduce the reliance on hard engineered solutions through their site by contributing to upstream flood storage, giving consideration to a whole catchment approach.

B. Surface Water Runoff and Sustainable Urban Drainage Systems

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

Development will not be permitted where it results in an increase in the risk of flooding elsewhere.

All development proposals should ensure there is no increase in the rate of surface water runoff from the site as a result of development and, where possible, should seek to reduce the rate of surface water runoff generated from the development to the equivalent Greenfield runoff rates.

Section 3 District Resources – 3.3 Water Environment and Flood Risk

For Greenfield development sites, the rate of surface water runoff generated as a result of the development should be equivalent to the rate of surface water runoff generated from an undeveloped site.

For Brownfield development sites, developers are expected to deliver a substantial reduction in the existing rate of surface water runoff generated from the development and, where possible, limit the rate of surface water runoff to the equivalent Greenfield rate.

The surface water runoff rate restrictions for a development site will be agreed with the appropriate body (i.e. the Environment Agency or SUDs Approval Body), at an early stage in the planning process. These discussions will establish whether there are any local flooding issues that require mitigation through additional reductions in surface water runoff from proposed development sites.

Sustainable Urban Drainage Systems (SUDS) will be proportionately incorporated in all scales of development, supported by a groundwater risk assessment. Infiltration SUDS will be promoted where it is practical. Where evidence is supplied to demonstrate that infiltration SUDS are not applicable, the SUDS hierarchy will be followed. Where SUDS are proposed, arrangements will be put in place for their whole life management and maintenance. Making space for water should be incorporated into the design layout to allow for a full range of SUDS measures.

Applicants should ensure foul and surface water from new development and redevelopment are kept separate. Where sites which currently connect to combined sewers are redeveloped, the opportunity to disconnect surface water and highway drainage from combined sewers must be taken.

All development proposals should seek to control and discharge 100% of surface water runoff generated on site during the 1 in 100 year plus climate change rainfall event using above ground sustainable drainage systems, such as swales, ponds and other water based ecological features. Where it can be demonstrated that it is not practicable, development proposals should maximise opportunities to use SUDS measures which require no additional land take, such as green roofs, permeable surfaces and water butts. There is a presumption against the underground storage of water.

Applicants should ensure that the design of SUDS supports the findings and recommendations of the Warwickshire Surface Water Management Plan, the Warwickshire Sustainable Urban Drainage Manual and the District Council's Strategic Flood Risk Assessment.

Development should ensure the linkage of SUDS to green infrastructure to provide environmental enhancement and amenity, social and recreational value, as well as balancing storm flows and improving water quality. The design of SUDS should maximise the opportunity to create amenity, enhance biodiversity and contribute to a network of green and blue open spaces.

C. Enhancing and Protecting the Water Environment

Development proposals that lie adjacent to a canal, river or tributary should ensure that the natural features and functions of the watercourses and its wider corridor are retained, or where possible reinstated and that appropriate habitats buffers are established.

Section 3 District Resources – 3.3 Water Environment and Flood Risk

Culverts should be permitted for access purposes only and conform to the Environment Agency's culverting policy. Culverts must be removed unless it can be demonstrated that it is impractical to do so.

Development proposals adjacent to canals should be supported by a SFRA Level 2 report to assess the residual risk of breach or overtopping.

Physical and visual access to watercourses will be promoted where it respects the natural function of the watercourse and sensitive nature of the river corridor as a whole.

All development proposed adjacent to a river corridor should be designed to take advantage of its proximity to the river through layout and orientation of buildings and spaces. Where a development site contains areas identified as flood plain, the development layout design should ensure that no surface water attenuation features are located in Flood Zone 3. There should be an 8 metre easement to allow maintenance & access to all main rivers and to ensure that the river corridor is sensitively managed to support environmental infrastructure (including wildlife corridors) and to protect/improve habitat for BAP species and/or ecological networks.

All development proposals should demonstrate high levels of water efficiency. All residential development should incorporate water efficiency measures to achieve the enhanced technical standard for water usage under the building regulations. Non-residential development should demonstrate water efficiency of the relevant BREEAM 'Good' standard as a minimum. Grey water recycling and rainwater harvesting schemes should be used unless it can be demonstrated that it is not appropriate for a specific location.

Development proposals will take full account of the biodiversity value of watercourses and river corridors and their role in supporting local ecological networks. Impacts from lighting, noise and visual disturbances should be avoided or mitigated and opportunities to create, enhance and restore adjacent habitats for biodiversity will be encouraged.

D. Water Quality

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

The RBMPs provide the baseline classifications for each watercourse and the latest versions will be taken into account.

In respect of the proposal for land at Gaydon/Lighthorne Heath (Policy GLH) and the growth of existing employment at Gaydon (Policy AS.11), Severn Trent Water has identified the need for improvements to be made to the local wastewater infrastructure, including temporary works to ensure that adequate capacity is secured prior to occupation of early phases of development. Such improvements are necessary to support the delivery of the overall strategy for the District and will be supported accordingly.

Development will not be permitted where proposals have a negative impact on water quality, either directly through pollution of surface or ground water, or indirectly through the overloading of Wastewater Treatment Works. Prior to any potential development, consultation must be held with Severn Trent Water or Thames Water as appropriate to ensure that the required wastewater infrastructure is in place in sufficient time.

Explanation

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

Section 3 District Resources – 3.3 Water Environment and Flood Risk

consumption and BREEAM standards. There are several key drivers for ensuring that water use in the development plan period is minimised as far as possible. The evidence provided by the 2015 update to the Water Cycle Study suggests that the Council should promote an approach that will contribute to achieving a 'water neutral' position after growth across the District. The area is one showing moderate water stress and the envisaged growth involving an increase in population will further exacerbate this issue. In order to ensure surplus raw water supply for growth in the area, STWs water resource plan over the next 25 years is reliant on more efficient use of existing resources and demand reduction from customers. The proposals and opportunities for new resources are limited, in the main due to the limitation on available new resources locally, which means that looking beyond the next 25 years further new resources would likely need to be transferred into the area to cater for further increases in population and hence water demand. This creates a very strong driver for new homes in the next 25 years to be made as efficient as economically possible. The Council is promoting sustainable development within the District and considers that higher levels of efficiency are justified, thereby reducing demand from new property as far as possible.

- 3.3.7 The Water Framework Directive provides the opportunity to plan and deliver a better water environment and states that all water bodies must achieve a good ecological status by 2027 at the latest. It is important that housing growth does not cause detrimental environmental impacts that will hinder the ability of a water body to meet this target. All of the water bodies in the District are currently achieving 'moderate' ecological status.
- 3.3.8 River Basin Management Plans (RBMPs) are plans for protecting and improving the water environment and have been developed in consultation with organisations and individuals. They contain the main issues for the water environment and the actions we all need to take to deal with them. Local Planning Authorities have a major role in implementing the plans.
- 3.3.9 As a result, policy includes strong water efficiency policies, takes into account the objectives of the RBMP and seeks to reduce the physical impacts of urban development, implement SUDS, increase resilience to surface water flooding and ensure that water quality is considered on a catchment basis. In short it promotes the use of sustainable drainage.
- 3.3.10 The following lists set out the current baseline classifications of watercourses in the District as issued in the 2009 RBMPs. The class for an individual watercourse may change in the next cycle of the RBMPs which are due to cover the period 2016-2021.

Poor Ecological Status

River Stowe - source to confluence with River Itchen

River Itchen - confluence with River Stowe to confluence with River Leam

River Dene - confluence with Radway Brook to confluence with unnamed tributary

Radway Brook - source to confluence with River Dene

Sherbourne Brook - source to confluence with River Avon

Tach Brook - source to confluence with River Avon

Section 3 District Resources – 3.3 Water Environment and Flood Risk

Moderate Ecological Status

Sor Brook - source to Broughton

Claverdon Brook - source to confluence with River Alne

River Arrow - source to confluence at Spernall Hall Farm, Studley

Preston Bagot Brook - source to confluence with River Alne

River Itchen - source to confluence with River Stowe

River Leam - source to confluence with Rains Brook

Marchfont Brook - source to confluence with River Avon

River Dene - source to confluence with Radway Brook

Unnamed tributary of River Dene - source to confluence with River Dene

Noleham Brook - source to confluence with River Avon

River Avon - Tramway Brook, Stratford to Workman Brook, Evesham

River Avon - confluence with River Leam to Tramway Brook, Stratford

Nethercote Brook - source to confluence with River Stour

Back Brook - source to confluence with River Stour

Humber Brook - source to confluence with River Stour

River Alne - confluence at Preston Bagot to confluence with Claverdon Brook

River Arrow - Spernall Hall Farm, Studley to confluence with River Alne

River Stour - confluence with Nethercote Brook to confluence with Clifford Chambers Brook

River Arrow - confluence with River Alne to confluence with River Avon

Thelsford Brook - source to confluence with River Avon

- 3.3.11 SUDS are important ecological features within the landscape and their design and aftercare management should be a mechanism of creating and enhancing connectivity wherever possible. The greatest benefits are gained when sustainable urban drainage systems are designed as a multifunctional resource, capable of delivering a wide range of environmental and quality of life benefits (ecosystems) for future occupants. Flood storage areas, wetland habitats and above ground SUDs can form a functioning ecosystem in their own right for many species, and can increase biodiversity by increasing habitat area, increasing populations of some protected species and increasing species movement.

Development Management Considerations

Flood Risk and Surface Water Management:

- (1) The Water Cycle Study Update 2012 provides a developer's checklist to help ensure that development proposals comply with the above policies.
- (2) All development proposals will include a SUDS scheme which supports the findings of the Warwickshire Surface Water Management Plan (SWMP), the National Standards for Sustainable Drainage and Stratford District Council Strategic Flood Risk Assessment (SFRA). Where SUDS are proposed, this must be supported by a groundwater risk assessment, carried out by the developer, to ensure that the groundwater is not polluted. Ground water flooding will also be considered where infiltration SUDS is proposed. The presence of Nitrate Vulnerable Zones (NVZs) must also be considered as part of the development proposal.

Section 3 District Resources – 3.3 Water Environment and Flood Risk

- (3) Flooding in green field developments can be avoided by effective master planning of the development site, and needs to include an allowance for managing exceedance flows, if surface water drainage infrastructure is exceeded. In brownfield development, it may be not possible to achieve this level of protection depending on the nature of the existing risk, but there will be a presumption against building in areas of high risk.
- (4) A mixture of infiltration and attenuation SUDS approaches will be suitable across the District. Infiltration SUDS will be prioritised where possible. This will be confirmed by infiltration tests on site.
- (5) Developers will consider the required drainage provision at early stages of the planning application, and strategic provision of surface water drainage infrastructure (e.g. attenuation basins) will be explored. A drainage impact assessment will be required to demonstrate that the runoff from the site has been reduced.
- (6) Where proposed sites measure one hectare or greater in Flood Zone 1, applications will include a site specific flood risk assessment.
- (7) Site specific flood risk assessment will also be required for all proposals for new development (including minor development and change of use) in Flood Zone 2 and 3, or in an area within Flood Zone 1 which has critical drainage problems (as notified to Local Planning Authority by the Environment Agency); and where proposed development or a change of use to a more vulnerable class may be subject to a other source of flooding. The Environment Agency promotes flood risk measures that include wetland habitat creation, including through the use of woody debris upstream, to ensure that flood management solutions are consistent with biodiversity needs.

Waste water infrastructure:

- (8) Surface water will be kept out of the sewerage network, wherever possible. There is no longer an automatic right to connect to the sewerage network. However, it is recognised that in some locations there will be no practicable alternative other than connecting the surface water to the sewerage network. It is the developer's responsibility to demonstrate that all other possible alternatives have been explored.
- (9) Foul flows from new developments can be reduced by water efficiency measures and metering of all new development. This will reduce the new net burden on the waste water network and at the wastewater treatment works.
- (10) All development proposals will be discussed with the relevant Water Company at the earliest possible opportunity, to determine the constraints for development and potential upgrades required.

Implementation and Monitoring

Responsible agencies	Warwickshire County Council. Stratford-on-Avon District Council
Delivery mechanism	Developers, Environment Agency, Severn Trent Water, Thames Water
Funding	Developers, Environment Agency, Severn Trent Water, Thames Water
Timescale	Throughout the plan period
Risk	If the policy is not applied rigorously, it could result in more development within the Flood Zones 2 and 3 where it is more susceptible to flooding, the unsustainable use of water resources and adverse impacts on water quality, compromising the water bodies' ability to meet the Water Framework Directive.
Monitoring indicators	<ul style="list-style-type: none"> • Number of planning applications incorporating SUDS. • Number of planning applications granted contrary to Environment Agency advice. • Number of planning applications achieving the 'Good' BREEAM standard.

3.4 Landscape

Strategic Objectives

- (1) *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.*
- (3) *The character and local distinctiveness of the District will have been reinforced by ensuring new development is of high quality design, taking into account the intrinsic and special value of its landscapes and townscapes.*

Policy CS.5

Landscape

The landscape character and quality of the District will be maintained by ensuring that development takes place in a manner that minimises and mitigates its impact and, where possible, incorporates measures to enhance the landscape. The cumulative impact of development proposals on the quality of the landscape will be taken into account.

Development will thus be permitted where:

A. Landscape Character and Enhancement

1. Proposals have regard to the local distinctiveness and historic character of the District's diverse landscapes.
2. Proposals protect landscape character and avoid detrimental effects on features which make a significant contribution to the character, history and setting of a settlement or area.
3. Measures are incorporated into development schemes to enhance and restore the landscape character of the locality.

B. Visual Impacts

1. Proposals include, dependent on their scale, use and location, an assessment of the likely visual impacts on the local landscape or townscape, and the site's immediate and wider setting. Applications for major developments may require a full Landscape and Visual Impact Assessment.
2. New landscaping proposals are incorporated to reduce predicted harmful visual impacts and enhance the existing landscape. Provision must be made for its long term management and maintenance.

C. Trees, Woodland and Hedges

1. Proposals do not lead to any loss or damage but rather protect the quality of ancient semi-natural woodland and aged/veteran trees, particularly in the Forest of Arden, but also (due to their relative scarcity) elsewhere in the District.
2. Proposals that will have an impact on woodlands, hedges and trees incorporate measures to protect their contribution to landscape character, public amenity and biodiversity. The loss of those trees which are of high public amenity value will be resisted and such trees will be protected by the use of Tree Preservation Orders.
3. The design and layout of development schemes and other projects in rural and urban areas incorporate trees in a manner that is appropriate to the nature of the site,

including the use of native species. However, given the continued threat to native trees and plant species from pests and diseases, the incorporation of non-native species into schemes will be considered and accepted where appropriate.

4. Development schemes and other opportunities are used to:

- enable the expansion of native woodlands,
- buffer, extend and connect fragmented ancient woodlands,
- develop flood risk reduction measures through the planting of woodlands, trees and undergrowth for their intrinsic value and to help climate change adaptation.

Policy CS.12 sets out additional factors to be taken into account when considering development proposals in those parts of the District designated as Special Landscape Areas.

Explanation

- 3.4.1 One of the core land use planning principles established in the National Planning Policy Framework (NPPF) is to 'take account of the different roles and character of different areas...recognising the intrinsic character and beauty of the countryside and supporting thriving rural communities within it.' (para.17). The NPPF also states that the planning system should protect and enhance valued landscapes (para. 109).
- 3.4.2 While individual sites and features will need protection and management, the stewardship of the District's landscape must also be addressed at the wider scale in response to a greater appreciation of the challenges posed by climate change.
- 3.4.3 The European Landscape Convention that came into force in April 2004, promotes the protection, management and planning of European landscapes and organises European co-operation on landscape issues. The Convention advocates an approach to landscape that considers all landscapes to be important. Plans should include policies to ensure the quality of the area as a whole by defining policies for appraising, planning, developing and managing everyday or degraded landscapes, rather than merely identifying and protecting areas of special landscape quality.
- 3.4.4 In broad terms, southern Warwickshire can be divided into a number of landscape character areas. Historically the Forest of Arden covered the area north of the River Avon; it was heavily wooded and still retains a high tree cover. The valleys of the Rivers Avon and Stour provide an attractive vale landscape where market gardening has been a traditional industry. Between the Avon and the Cotswolds escarpment is the Feldon area, a lowland and more open area with less tree cover and larger enclosures. In the east of the District are the Ironstone Uplands which extend into Northamptonshire.
- 3.4.5 These character areas are consistent with the National Character Areas (NCAs) in the West Midlands as set out in 'Countryside Character Volume 5: West Midlands', published by the former Countryside Agency, and a series of detailed NCA profiles on the Natural England website. These include descriptions of the key characteristics of each character area and the key opportunities that exist for conservation and enhancement of landscape character.

Section 3 District Resources – 3.4 Landscape

- 3.4.6 The Warwickshire Landscapes Guidelines were produced through a partnership between Warwickshire County Council and the Countryside Commission. The project was established to consider the unique and distinctive landscapes of Warwickshire and to develop a methodology for landscape assessment tailored to the needs of lowland England. The Guidelines contain some important principles which should be incorporated as far as possible into development proposals.
- 3.4.7 The District Design Guide was published in 2001 but the principles set out are still applicable. It identifies the main landscape character areas, based on underlying geology, landform, trees and vegetation, shape and size of fields, pattern of roads and settlements and building materials. In turn, this provides the basis for design guidance that is applicable to distinct parts of the District.
- 3.4.8 A Landscape Sensitivity Study was produced in 2011 to form part of the Council's evidence base. The scope of this study was extended in 2012 to cover a range of smaller settlements. The main aim of the Study was to examine the degree to which landscape within and on the edge of the main settlements of the District is sensitive to change that would arise as a result of housing or commercial development. The sensitivity assessment was based on land description units (LDUs) that were identified through the earlier County Landscape Assessment.
- 3.4.9 There are extensive areas of the District in which there is little ancient woodland left; a situation that underlines the need to conserve those areas that remain in view of their contribution to the historic character of the landscape and to biodiversity. Veteran trees are important in the same ways and there are examples in this District which are considered to be of national importance. Ancient woodland contributes significantly to existing ecological biodiversity and must be protected. 84% of ancient woodland in the West Midlands has no statutory protection and is still facing considerable threats. It is impossible to replace ancient woodland as this habitat has evolved over centuries and contributes significantly to existing ecological biodiversity.
- 3.4.10 An independent assessment was commissioned by the Forestry Commission to examine the potential of the UK's trees and woodlands to mitigate and adapt to our changing climate. This is presented in the Read Report 'Combating Climate Change – a role for UK Forests' (2009). The key headline findings from the report included a clear need for more woodlands and the need for them to be managed wisely as an important environmental asset.
- 3.4.11 The District Council wishes to encourage developers and others to take a pro-active stance on conserving these features, rather than merely describe how it might react to proposals. The same applies to other woodlands, trees and hedgerows and applicants should design schemes to make the most of these features. Designers will need to be aware of the important role of hedgerows in contributing to the character of the District's landscape and the way they support a great range of plants and animal species, as well as acting as wildlife corridors.

Development Management Considerations

- (1) On an individual basis some proposals may seem innocuous but cumulatively they could form part of a general decline in the quality of the landscape.
- (2) Applications for development will need to include an assessment of their likely visual impacts. For major applications, a full Landscape and Visual Impact Assessment will be expected to be submitted, which has been undertaken in accordance with national guidelines for such assessments.
- (3) All planning applications will be expected to incorporate an assessment of the quality of existing trees on a site; the survey to be undertaken in accordance with BS5837:2012 Trees in Relation to Design and Construction–Recommendations (and subsequent updates). An assessment of the impact of the individual scheme on existing trees and hedgerows must show how new planting will be incorporated to mitigate impact and/or to enhance provision. Applications must also set out detailed arrangements for the long-term management and maintenance of landscape features.
- (4) All development proposals in the proximity of ancient woodland shall have regard to the 'Standing Advice for Ancient Woodland and Veteran Trees' published by Natural England. As a starting principle, development must be kept as far away as possible from ancient woodland. The necessary width of any buffer zone will depend upon local circumstances and the type of development. Buffer zones should be retained in perpetuity and allowed to develop into semi-natural habitats. Section 6 of the Standing Advice includes guidance on mitigation measures, including buffers.

Implementation and Monitoring

Responsible agencies	Stratford-on-Avon District Council
Delivery mechanism	Through the determination of planning applications
Funding	Not applicable
Timescale	Throughout the plan period
Risk	If the policy is not applied rigorously it could result in harm being caused to the character and quality of the landscape.
Monitoring indicators	<ul style="list-style-type: none"> • Assessment of development proposals incorporating landscaping schemes to mitigate the impact of development or provide enhancement, focusing on areas of landscape sensitivity on the edges of settlements. • Assessment of schemes affecting aged/veteran trees or ancient woodland. • Assessment of schemes and projects to expand native woodlands.

3.5 Natural Environment

Strategic Objective

(7) *Working with Natural England and Warwickshire County Council, biodiversity will have increased across the District. Sites of environmental, nature conservation and geological importance will have been protected from harmful development.*

Policy CS.6

Natural Environment

Development will be expected to contribute towards a resilient ecological network throughout the District that supports ecosystems and provides ecological security for wildlife, people, the economy and tourism.

Developments that are likely to have an adverse effect either directly, indirectly or cumulatively upon a site designated through the EC Habitats Directive or Birds Directive will not be permitted.

A. Biodiversity

Proposals will be expected to minimise impacts on biodiversity and, where possible, secure a net gain in biodiversity by:

1. Safeguarding and, where possible, enhancing existing habitats, including:
 - a. Sites of Special Scientific Interest, which will be subject to a high degree of protection. Development proposals should seek to avoid adverse effects on SSSIs. Development adversely affecting a SSSI, either directly or indirectly, will only be permitted in exceptional circumstances where the benefits of development clearly outweigh the likely impacts on the site and any broader impacts on the national networks of SSSIs.
 - b. Those that are irreplaceable in view of their unique characteristics arising from, for example, a particular combination of site specific circumstances and/or a prolonged evolution of the site's ecosystem, such as ancient woodland.
 - c. Those subject to local designations such as Local Wildlife Sites and Local Nature Reserves. Development adversely affecting a Local Site will only be permitted either where it can be demonstrated that the benefits of the development clearly outweigh the impacts on the site.
 - d. Those not yet subject to formal designation but which are known to make a positive contribution to biodiversity, taking account of their current or potential role in strategic networks of habitats across the District.
 - e. Those which comprise or host habitats or species of principal conservation importance. Particular attention should be paid to priority habitats, ecological networks and priority species recognised as being of importance in the Local Biodiversity Action Plan.
2. Making provision, where appropriate, for measures that will secure the creation and management of additional habitats, to strengthen networks of habitats, to foster landscape scale conservation in line with identified opportunities and priorities, to

Section 3 District Resources – 3.5 Natural Environment

address the priorities of the Local Biodiversity Action Plan and to support an increase in the local populations of species of principal importance.

Where a development will have a negative impact on a biodiversity asset, mitigation will be sought in line with the mitigation hierarchy. Impacts should be avoided and, if this is not possible, mitigated. Where there would be a residual impact on a habitat or species and mitigation cannot be provided on site in an effective manner, developers will be required to offset the loss by contributing to appropriate biodiversity projects elsewhere in the area. Where an impact cannot be fully mitigated or, as a last resort, compensated for, then planning permission will be refused.

B. Geodiversity

Proposals that affect Local Geological Sites or other sites containing features of geological interest need to safeguard these features with reference to the Local Geodiversity Action Plan.

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

Explanation

- 3.5.1 In the past, natural features have tended to be regarded as separate from other issues and human activities. However, it is increasingly the view that such features are fundamental to people's wellbeing and prosperity. They are of considerable importance in a District covering such a largely rural area and one that sustains a wide range of wildlife habitats and species. Their importance is given additional weight through the role that conservation of biodiversity can play in mitigating the effects of climate change by, for example, providing natural flood storage areas.
- 3.5.2 The National Planning Policy Framework (NPPF) states that planning should contribute to, protect and enhance the natural environment. This includes protecting valued landscapes, geological conservation interests, minimising impacts on biodiversity, providing net gains in biodiversity where possible and establishing coherent ecological networks that are more resilient to current and future pressures.
- 3.5.3 The 'Natural Choice: Securing the Value of Nature' White Paper (2011) sets out how society should value the economic and social benefits of a healthy natural environment while continuing to recognise nature's intrinsic value. It states that, "Through reforms of the planning system, we [the Government] will take a strategic approach to planning for nature within and across local areas. This approach will guide development to the best locations, encourage greener design and enable development to enhance natural networks. We will retain the protection and improvement of the natural environment as core objectives of the planning system."
- 3.5.4 The Warwickshire, Coventry and Solihull Local Biodiversity Action Plan (LBAP) outlines how landowners, land-managers and policy makers will protect the characteristic wildlife and landscapes of the sub-region. The Plan is the local response to the management of key species and habitats, as set out in the UK Biodiversity Action Plan. It contains 26 Species Action Plans for threatened plants

Section 3 District Resources – 3.5 Natural Environment

and animals and 24 Habitat Action Plans covering farmland, woodlands, wetlands, grasslands, urban areas and post-industrial land. The LBAP is currently being updated.

- 3.5.5 While the District does not have habitats identified as being of international importance and protected by European Directives, it does support species that are subject to EU and UK protection, including bats, great crested newts and otters. National and EU policy applies to development schemes affecting these species. The District also hosts habitats and species of principal importance as identified on a list prepared by Natural England under the requirements of the Natural Environment and Rural Communities Act 2006. It contains 37 Sites of Special Scientific Interest (SSSI) of national importance which enjoy strict protection.
- 3.5.6 However, SSSIs are only a representative sample of sites; other sites in the District may be of similar quality and are afforded recognition through designation as Local Wildlife Sites. A number of Local Geological sites, including Regionally Important Geological and Geomorphological Sites (RIGS) have also been identified and are on a par with Local Wildlife Sites in terms of planning status.
- 3.5.7 A Local Geodiversity Action Plan for Warwickshire is also being prepared. This will identify and audit the geodiversity resource, set out how features should be conserved and managed, and seek to protect them through the planning system.
- 3.5.8 An Ecological and Geological Assessment was undertaken in 2009 as part of the evidence base for the Local Development Framework. It focused on ecological and geological features in relation to the main settlements in the District, assessing the potential impacts of development on their periphery. A further assessment was completed in 2012 of land around the Local Service Villages.
- 3.5.9 The local natural environment has seen unfavourable trends and threats, particularly the depletion of ecologically rich habitats and a lack of sensitive habitat management. In response, the District Council will encourage opportunities to create new habitats and ensure that appropriate management is secured for both new and existing habitats.
- 3.5.10 Development should provide an opportunity to achieve a net gain for the environment. Assessing the degree of gain includes consideration of the wider environmental effects of a proposal, not just local impact. Safeguarding is more than merely preventing the destruction of natural features. It is expected that development proposals should embody the long-term management of these features to enhance their value to biodiversity and geodiversity. They should also recognise and respond to the opportunity to secure biodiversity enhancement through the built environment, by incorporating features such as bat boxes, swift bricks and green roofs. The Town and Country Planning Association publication 'Biodiversity by Design' is a useful guide.
- 3.5.11 Good developments will deliver biodiversity enhancement. However, where biodiversity losses cannot be avoided or mitigated the NPPF requires, as a last resort, compensation for this loss to be made. The principle of biodiversity offsetting is taking on increasing prominence. This approach is designed to compensate for losses to ecological assets as a result of a development on appropriate biodiversity projects elsewhere in the area. Stratford-on-Avon District was part of a two-year sub-regional pilot project for biodiversity offsetting announced within the Natural Environment White Paper 2012. The pilot was

Section 3 District Resources – 3.5 Natural Environment

successful and biodiversity offsetting is formally continuing in the sub-region. Warwickshire County Council provides a Biodiversity Impact Assessment calculator for development projects to enable offsetting to deliver a net gain in biodiversity.

- 3.5.12 The principle of biodiversity offsetting is supported by the District Council and will be applied in accordance with the provisions of national regulations and local circumstances.

Development Management Considerations

- (1) The Local Biodiversity Action Plan for Warwickshire, Coventry and Solihull has a significant role to play regarding this issue. It contains habitat and species action plans and will need to be taken into account when assessing the impact of development proposals on nature conservation.
- (2) Development decisions will be based on current and accurate ecological and geological information. Where reasonable, it is essential that the necessary evidence be recorded and collected in order to assess any development proposal. The Warwickshire Biological Record Centre is the repository for ecological and geological data in the County and can supply evidence records. The sub-regional Wildlife Sites Partnership can carry out Local Wildlife Site ecological surveys.
- (3) Geological sites have also been under pressure, particularly through landfill, and this has resulted in the concealment of important strata. Developers involved in schemes which may affect geological strata of scientific importance will be requested to allow Warwickshire Museum staff access to development sites for recording/collecting purposes. This also includes schemes where features of geological interest are revealed while development is being carried out. Developers may be required to inform the Museum when geological strata are visible and accessible and to provide the Museum with geological research data pertaining to the site.

Implementation and Monitoring

Responsible agencies	Stratford-on-Avon District Council, Warwickshire County Council, Warwickshire Wildlife Trust, Natural England, Environment Agency, Canal & River Trust, landowners and developers
Delivery mechanism	Through the determination of planning applications, community-based projects, Neighbourhood Plans
Funding	Community Infrastructure Levy, Section 106 Agreements, biodiversity offsetting, grants
Timescale	Throughout the plan period
Risk	Development schemes will place further pressure on existing biodiversity and geodiversity assets. Not providing sufficient mitigation against, or compensation for, the impact of development will lead to a deterioration of their extent and quality.

Section 3 District Resources – 3.5 Natural Environment

Monitoring indicators	<ul style="list-style-type: none">• Impacts of development on national and local habitat designations such as SSSIs and Local Wildlife Sites, together with other locally known sites which contribute to biodiversity in the District.• Impacts of development on habitats that have triggered Biodiversity Impact Assessments within the Biodiversity Offsetting metrics measured as losses or gains.• Proportion of local sites where positive conservation management is being achieved.• Relevant sustainability indicators will be used to monitor species, including the extent of priority species in the District, and particularly those identified in the Warwickshire, Coventry and Solihull Biodiversity Action Plan.
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3.6 Green Infrastructure

Strategic Objectives

- (1) *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.*
- (7) *Working with Natural England and Warwickshire County Council, biodiversity will have increased across the District. Sites of environmental, nature conservation and geological importance will have been protected from harmful development.*
- (8) *Community facilities and open space will have been improved across the District. Through collaborative working between District, Town and Parish Councils and key partners in education, public safety, health and other services, opportunities to improve the health and wellbeing of the District's communities will have been realised as a result of the development process.*

Policy CS.7

Green Infrastructure

A. Green Infrastructure Network

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

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

Development proposals must demonstrate, dependent on their scale, use and location, how they contribute to the provision of a comprehensive Green Infrastructure network, through:

- maintaining and enhancing existing Green Infrastructure assets;
- optimising opportunities to create links between existing Green Infrastructure assets within the District and in neighbouring authority areas; and
- helping to deliver new Green Infrastructure assets where a specific need has been identified.

B. Provision of Green Infrastructure

The availability of open spaces, waterways and other green infrastructure features will be maintained and improved as a contribution towards:

1. quality of life and attractive communities;
2. biodiversity and the provision of habitats;
3. landscape character and quality;
4. non-vehicular modes of movement; and

Section 3 District Resources – 3.6 Green Infrastructure

5. sustainable drainage, flood management, carbon sinks and other climate change mitigation and adaptation measures.

Access to Green Infrastructure features within settlements and the countryside will be provided through, for example, local nature reserves, green corridors, waterway ('blue') corridors, allotments and woodland, together with connections between built up areas and the countryside.

Opportunities will be sought to help deliver the priorities identified in the Sub-Regional Green Infrastructure Strategy and to implement the specific projects identified in the Area Strategies for Stratford-upon-Avon and the Main Rural Centres set out in Section 6 of the Core Strategy.

The Council will support the creation of new routes for walking, cycling and horse-riding to improve access to the countryside.

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

Explanation

- 3.6.1 Natural England, in its latest guidance, 'Nature Nearby – Accessible Natural Greenspace Guidance' defines Green Infrastructure (GI) as "a strategically planned and delivered network comprising the broadest range of high quality green spaces and other environmental features. It should be designed and managed as a multifunctional resource capable of delivering those ecological services and quality of life benefits required by the communities it serves and needed to underpin sustainability. Its design and management should also respect and enhance the character and distinctiveness of an area with regard to habitats and landscape types." The guidance provides advice on standards for accessible natural greenspace and how it could be delivered. Further information about the District's Green Infrastructure assets will be provided in the Council's Site Allocations Plan. The Environment Agency also offers a free advice service, which identifies constraints, including green infrastructure assets on development sites. In addition, Warwickshire County Council has mapped information on green infrastructure connectivity.
- 3.6.2 The National Planning Policy Framework (NPPF) emphasises the importance of conserving and enhancing the natural environment and promoting healthy communities. GI has a major role to play in delivering these objectives. As such, it should be treated as an important component of infrastructure and provided as an integral part of the development process.
- 3.6.3 GI has taken on greater significance in recent years due to the wide ranging environmental, economic and social benefits it can achieve. The concept seeks to move away from the conservation versus development argument. Instead, it recognises the importance of actively managing and protecting GI assets by planning them into and alongside new development. The provision of GI should be based on the concept of its multi-functional role and the need to connect together different types of green space.

Section 3 District Resources – 3.6 Green Infrastructure

- 3.6.4 The enhancement of GI features raises the following issues and opportunities relating to Stratford-on-Avon District:
- Due to the extent of flood risk in the area, a high quality GI network will incorporate flood risk management at its heart, utilising flood attenuation measures, flood plain restoration, naturalisation of river courses and floodwater storage.
 - Given the ageing population structure of the District, the provision of recreational and leisure opportunities for older people will be a key consideration for the development of the GI network.
 - The development of a high quality GI network provides numerous opportunities to support the further development of the visitor economy in the District. This includes improving access to visitor attractions by enhancing walking and cycling links.
 - Improvements to the GI network can help limit many of the potential effects of climate change and increase the resilience of the District to the predicted impacts of climate change.
- 3.6.5 Open spaces are a valuable GI asset. Government guidance clearly states that open spaces make an important contribution to the health and wellbeing of communities. As such, they should be protected by the planning system unless it can be demonstrated that there is, or would be, a surplus of provision in the local area. This principle is equally applicable to open spaces that have restricted public access, such as school playing fields and private sports grounds, and these are also afforded protection under the scope of this policy.
- 3.6.6 Allotments are an important community facility and demand for them is growing steadily. They make a valuable contribution to biodiversity and healthy lifestyles, represent years of public and individual investment, and are worthy of protection.
- 3.6.7 A Stratford District Green Infrastructure Study has been prepared to form part of the Local Development Framework evidence base. The Study identifies a Green Infrastructure Framework which comprises four overarching themes which Green Infrastructure can help to support:
1. A sustainable, competitive and prosperous economy;
 2. A healthy, active and involved community;
 3. Flooding and a changing climate; and
 4. Biodiversity and natural resources.
- 3.6.8 The remit of the Study is the whole of Stratford-on-Avon District but specific attention is paid to Stratford-upon-Avon and the eight Main Rural Centres. The Study provides information on the current green infrastructure resource for each of the nine settlements and proposes a suite of recommendations and actions for strengthening this network. For each settlement, GIS based maps displaying current GI provision have been produced to aid in identifying the existing network.
- 3.6.9 The recommendations developed for each settlement provide a focus for the Core Strategy, acting as a guide to show how the Green Infrastructure Framework can facilitate action on the ground. While they are not designed to dictate what action should be taken at specific locations, they offer a guide as to what possible targeted activity could take place to strengthen the GI Network. They should form the basis for discussion and consultation with local communities as a part of the Core

Section 3 District Resources – 3.6 Green Infrastructure

Strategy and neighbourhood planning processes. As such, they have been identified in the Area Strategies for the nine settlements (see Section 6).

3.6.10 The focus of the Study is around the nine main settlements, but it is important to consider the District as a whole, given the characteristics of GI assets. There are important opportunities that are strategic in nature and cover the wider District beyond the remit of settlement scale intervention. Therefore, a suite of strategic district-wide recommendations has been developed that seek to act as overarching principles to ensure a strong, robust network is recognised and realised.

3.6.11 A separate but complementary Green Infrastructure Strategy has also been developed for the Coventry, Solihull and Warwickshire Sub-Region. This takes an overarching, strategic approach to defining and assessing the provision of large-scale GI assets and, in relation to biodiversity, how they are connected. These features tend to cover an extensive area, sometimes crossing into neighbouring counties, and attract a large number of visitors from a wide area. The strategy covers three key components of GI provision:

- Landscape - the main areas of opportunity for strengthening landscape character, including the scope to implement substantial landscape schemes in advance of major development and infrastructure projects.
- Biodiversity - the strategic opportunities for creating and reconnecting large functional clusters of woodland, wetland and grassland habitats.
- Accessibility - areas of deficiency in relation to sub-regional scale GI assets are identified as a basis for locating new features or enhancing existing ones.

3.6.12 It should be recognised that most new development will have an impact on GI resources. Therefore, where compensatory GI features cannot be provided within the development site in a sufficient manner, proportionate contributions towards the wider network will need to be secured. This link to offsite contributions is essential if the GI network across the District is to be maintained and, where possible, enhanced.

3.6.13 The Sub-Regional GI Strategy is investigating an appropriate mechanism for assessing the impacts of development on ecosystem services. Once an appropriate approach has been adopted it will be integrated into decision-making processes.

3.6.14 The Community Infrastructure Levy (CIL), planning obligations and other legal agreements have a potentially significant role to play in delivering local and strategic GI projects that are identified by the District Council.

Development Management Considerations

(1) The District Green Infrastructure Study makes a series of strategic recommendations covering the following topics which will be taken into account on a case-by-case basis: green workplace design, woodland management, access and recreational network, allotments and orchards, awareness, education and involvement, water quality and river corridors, ponds and gardens, tree planting, and local standards of provision.

Implementation and Monitoring

Responsible agencies	Stratford-on-Avon District Council, Warwickshire County Council, Warwickshire Wildlife Trust, Natural England, Environment Agency, Canal & River Trust, landowners and developers
Delivery mechanism	Through the determination of planning applications, community-based projects
Funding	Community Infrastructure Levy, Section 106 Agreements, grants, biodiversity offsetting
Timescale	Throughout the plan period
Risk	Development schemes will place further pressure on existing Green Infrastructure assets. Not providing sufficient improvements will lead to a deterioration of their extent and quality.
Monitoring indicators	<ul style="list-style-type: none"> • Increase in percentage of residents with Accessible Natural Greenspace of at least 2 hectares in extent within 300 metres (or 5 minutes walk) from their home. • Percentage of residents that are satisfied with the quantity and quality of open space provided. • Area of public and private open space, including allotments, gained through development. • Area of public and private open space, including allotments, lost to development. • Assessment of schemes and projects that improve biodiversity connectivity for woodland, wetland and grassland GI assets. • Enhancement of GI assets as a result of management plans relating to outdoor recreation facilities. • Implementation of GI projects identified in Area Strategies.

3.7 Historic Environment

Strategic Objectives

- (2) *The historic character of the District will have been maintained and enhanced. Sites of historic importance will have been protected from harmful development.*
- (3) *The character and local distinctiveness of the District will have been reinforced by ensuring new development is of high quality design, taking into account the intrinsic and special value of its landscapes and townscapes.*

Policy CS.8

Historic Environment

A. Protection and Enhancement

The District's historic environment will be protected and enhanced for its inherent value and for the enjoyment of present and future residents and visitors. Through a partnership approach, the Council will seek opportunities to promote the historic environment as a catalyst for enhancing the vitality of the District.

Priority will be given to protecting and enhancing the wide range of historic and cultural assets that contribute to the character and identity of the District, including:

1. designated heritage assets such as Listed Buildings, Conservation Areas, Registered Gardens, the Battle of Edgehill Historic Battlefield, Scheduled Monuments, and sites of archaeological importance, and their settings;
2. non-designated heritage assets and their settings;
3. Stratford-upon-Avon's historic townscape and street scene, and sites associated with William Shakespeare, to maintain the town's international and cultural importance;
4. the distinctive character of the market towns, villages and hamlets, including their settings, townscapes, streets, spaces and built form;
5. features that reflect the historic interaction of human activity on the landscape, including local vernacular building styles and materials, traditional farm buildings, and historic features associated with canals, navigations and railways;
6. working with the highways authority and infrastructure providers to ensure works to streets and the public realm do not detract from the historic value of the street scene; and;
7. seeking to reduce the number of heritage assets at risk.

B. Proposals Affecting the Significance of a Heritage Asset

Where proposals will affect a heritage asset, applicants will be required to undertake and provide an assessment of the significance of the asset using a proportionate level of detail relating to the likely impact the proposal will have on the asset's historic interest.

Proposals which would lead to substantial harm to, or total loss of significance of, designated heritage assets will only be permitted where substantial public benefits outweigh that harm or loss and it is demonstrated that all reasonable efforts have been made to sustain the existing use or find reasonable alternative uses.

Section 3 District Resources – 3.7 Historic Environment

Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm must be justified and weighed against the public benefits of the proposal, including securing its optimum viable use.

For non-designated heritage assets, proposals will be assessed having regard to the scale of any harm or loss and the significance of the heritage asset.

Where harm or loss of a heritage asset can be fully justified, as part of the implementation of the proposal the District Council will require archaeological excavation and/or historic building recording as appropriate, followed by analysis and publication of the results.

C. Appreciation, Design and Management

Proposals will be high quality, sensitively designed and integrated with the historic context. The design and layout of development proposals will be informed by an understanding of the significance of the historic asset and environment. Creative and innovative design and architecture that helps to secure the conservation of heritage assets and integrates new development into the historic environment will be encouraged where it is sympathetic to the character of the local area.

The positive management of heritage assets through partnership approaches and measures will be encouraged, including the use of Conservation Area Appraisals and Management Plans, Heritage Partnership Agreements and Neighbourhood Plans.

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

Explanation

- 3.7.1 The policy applies the expectation of the National Planning Policy Framework (NPPF) that local authorities will set out a positive strategy for the conservation and enjoyment of the historic environment. There is a particular recognition in the NPPF that heritage assets, both designated and non-designated, are an irreplaceable resource which should be conserved in an appropriate manner according to their significance. As the NPPF makes clear, the absence of a national designation for such heritage assets does not indicate lower significance.
- 3.7.2 There is a strongly held view that the protection of the District's heritage should be a key consideration in the planning of future development. Particular concern has been expressed about the quality of house design and the fact that new houses and the scale of new development may be out of character with the important historic character of the District and the quality of the street scene. Overall, the policy seeks to balance new development alongside the preservation and enhancement of the District's heritage.
- 3.7.3 Having been designated on the basis of their need for preservation or enhancement, conservation areas require very careful consideration in the development management process. The legislation does not intend conservation areas to be subject to an embargo on new development but it does require that their preservation or enhancement should be an important factor in the determination of planning applications. The character of a conservation area is

Section 3 District Resources – 3.7 Historic Environment

often an amalgam of different elements such as the style of building, the extent of open space and the amount of tree cover. These components can be threatened both by the presence of new development or by schemes which are designed with little understanding of or sympathy for the locality.

- 3.7.4 The District contains many sites of historic importance, protected under further legislation including the Ancient Monuments and Archaeological Areas Act 1979 and the Planning (Listed Building and Conservation Areas) Act 1990. In addition to Historic England, Warwickshire County Council has responsibility for the management of the historic environment through its Sites and Monuments Record and Historic Environment Record. These databases contain extensive information on the importance of thousands of historic sites across the District and provide a useful source for appreciating the impact of any proposal on the historic environment.
- 3.7.5 Two further studies have been completed to assist with understanding the heritage impacts of proposals. Warwickshire County Council undertook the Historic Environment Assessment (2008), which identified a rich archaeological heritage throughout the district as well as indicating the potential for undiscovered archaeological deposits. An additional Historic Environment Assessment was carried out by the District Council in 2012 to assess potential impacts on the historic environment of development adjacent to Local Service Villages.
- 3.7.6 The Warwickshire Historic Landscape Characterisation (HLC) project maps the present historic character of the County's landscape and provides a good understanding of the historic landscape resource and its capacity for change. This information has been used to assist in assessing the environmental impact of proposals through the development plan and planning application process. A similar study has also been undertaken in the Cotswolds AONB, including that part which falls within Stratford District. An English Heritage funded project, 'An Extensive Urban Survey for Warwickshire' was undertaken by Warwickshire County Council between 2010 and 2014. The results of this project contribute to our understanding of the development and character of various towns and villages across the District and will be used to inform the assessment of the likely impacts of proposed developments on the historic environment of the District.
- 3.7.7 In the majority of instances it will be necessary to undertake evaluative archaeological and historic environment fieldwork in order to obtain sufficient information to enable an informed planning decision to be made.
- 3.7.8 The Government recognises and encourages the important role which local authorities have in securing the appropriate management of archaeological sites to ensure that they survive in good condition. There are many archaeological sites, both scheduled and unscheduled, which have an important role in the District's cultural heritage, local distinctiveness and historic landscape. With sensitive and appropriate management and interpretation their educational role can be enhanced, and also their contribution to the local tourist economy.
- 3.7.9 The significance of a non-designated heritage asset may be due to the importance of its local vernacular, its architectural style, or its cultural and historic value, or a combination thereof. Neighbourhood Plans provide an ideal medium to identify, protect and enhance such assets that are valued by the community.

Development Management Considerations

- (1) Where development is likely to impact on heritage assets, applicants will need to assess the significance of a heritage asset and take into account local information, as appropriate, provided by design guides, Conservation Area Appraisals, the Warwickshire Historic Landscape Characterisation Project, the West Midlands Farmsteads and Landscapes Project, the Warwickshire Extensive Urban Study and the Warwickshire Historic Environment Record. Applicants must demonstrate through their supporting documents how the proposed development would preserve and where appropriate enhance heritage assets.
- (2) There will be a presumption in favour of the physical in situ preservation of heritage assets, whether designated or non-designated. This approach is based on the view that heritage remains should be seen as an opportunity rather than a constraint and should be used to inform the proposed design and contextual analysis. In particular, this can include incorporating such features into the proposed design to provide a historical narrative to the site. If proposing development on sites which may contain important archaeological remains, developers will need to submit the results of an archaeological assessment/field evaluation with their planning application. Failure to supply such an assessment or evaluation may delay the progress of the application or lead to refusal of planning permission. Where it is appropriate for archaeological features to be investigated and recorded, applicants will be expected to fund an appropriate programme of archaeological fieldwork to mitigate the archaeological impact of a proposed development.
- (3) A non-designated heritage asset is defined as a building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Non-designated heritage assets are included in the Warwickshire Historic Environment Record available at <http://heritage.warwickshire.gov.uk>. In addition, the Council will compile a local list of non-designated heritage assets which will be publicly available on the Council's website at www.stratford.gov.uk/heritage. It should be noted, however, that in a district like Stratford-on-Avon with such a rich heritage, the list will never be definitive and will require updating as and when new heritage assets are identified, including through the consideration of development proposals. Neighbourhood Plans may also identify non-designated heritage assets.
- (4) In considering whether to grant planning permission in accordance with Policy CS.8(B) the Council will also have regard to the desirability of preserving the heritage asset, its setting or any features of special architectural or historic interest which it possesses, in accordance with Sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

Section 3 District Resources – 3.7 Historic Environment

Implementation and Monitoring

Responsible agencies	Stratford-on-Avon District Council, Warwickshire County Council, Historic England, Natural England
Delivery mechanism	Through the determination of planning applications
Funding	Not applicable
Timescale	Throughout the plan period
Risk	If the policy is not applied rigorously it could result in significant harm being caused to the heritage, character, culture and quality of the built and natural environment as well as individual historic features.
Monitoring indicators	<ul style="list-style-type: none">• Assessment of planning applications that affect a designated historic asset.• Assessment of planning applications that involve the loss of a non-designated historic feature.• Production of Conservation Area Appraisals and Management Plans.• Schemes providing public access to or interpretation of a historic asset.

3.8 Design and Distinctiveness

Strategic Objective

- (3) *The character and local distinctiveness of the District will have been reinforced by ensuring new development is of high quality design, taking into account the intrinsic and special value of its landscapes and townscapes.*

Policy CS.9

Design and Distinctiveness

A. Ensuring Local Distinctiveness

All forms of development will improve the quality of the public realm and enhance the sense of place, reflecting the character and distinctiveness of the locality. Proposals that would damage or destroy features which positively contribute to local distinctiveness will not be permitted. Understanding local context is key to achieving good design and proposals should take into account any relevant design principles and contextual analysis set out in local guidance. Where required as part of a planning application, Design and Access Statements will set out how new development responds to its unique context and enhances local distinctiveness.

B. Ensuring High Quality Design

High quality design will be achieved by ensuring that all development is:

1. **Attractive:** Proposals will be of a high quality architectural design and include appropriate landscaping to create places where people want to live, work and visit. Proposals should use a limited palette of materials to give coherence to the overall design. The provision of landscaping will be accompanied by appropriate mechanisms to ensure its ongoing management and maintenance.
2. **Sensitive:** Proposals, including layout and orientation, will be sensitive to the setting, existing built form, neighbouring uses, landscape character and topography of the site and locality. Proposals will reflect the context of the locality, ensuring a continuity of key design features that establishes the identity of the place, making best use of on-site assets including landscaping features as well as public views and vistas and not harming existing ones.
3. **Distinctive:** The layout of proposals will be easy to navigate with buildings designed and positioned to define and enhance a hierarchy of streets and spaces, taking account of the relationship between building height and street width. Public and private spaces should be clearly defined and areas that have little or no public or biodiversity value should be avoided. Densities should be appropriate to the site taking into account the fact a key principle of good design is the relationship between the height, width and depth of buildings.
4. **Connected:** Proposals will be well-integrated with existing built form, enhancing the network of streets, footpaths and green infrastructure across the site and the locality, and retaining existing rights of way.
5. **Environmentally Sustainable:** Proposals will respond to climate change. Measures should include energy efficiency technologies, low carbon and renewable energy sources, the use of local materials where possible, effective water management and flood protection, and appropriate landscaping.

Section 3 District Resources – 3.8 Design and Distinctiveness

6. Accessible: Proposals will encourage walking and cycling and provide for or be close to, community facilities, having good access to public transport.
7. Safe: Proposals will incorporate effective measures to help reduce crime and the fear of crime and to minimise danger from traffic. Schemes linked to the evening and night-time economy will incorporate measures to help manage anti-social behaviour and to avoid unacceptable impact on neighbouring uses, residents and the surrounding area. Measures should include pedestrian and cycle friendly streets and opportunities for natural surveillance whilst avoiding large parking courts and blank building elevations.
8. Healthy: Proposals will ensure a good standard of space and amenity for occupiers. Occupants of new and neighbouring buildings will be protected from unacceptable levels of noise, contamination and pollution, loss of daylight and privacy, and adverse surroundings.

C. Design Innovation

High quality design innovation will be encouraged where it reflects and complements the immediate local environment and maximises sustainability benefits. Where such an approach is appropriate it should be based on the characteristics of the built environment in the local area and have a beneficial purpose.

D. Advertisements

The display of advertisements will not compromise amenity and highway safety. Advertisements will not be permitted if the character or setting of a building would be unduly affected due to inappropriate size, design, colour, materials or illumination. Advertisements should be located within the curtilage of the premises to which they relate or at the site access.

Explanation

- 3.8.1 The Government attaches great importance to the design of the built environment. The National Planning Policy Framework (NPPF) states that good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people. It is important to plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider area development schemes. Great weight should be given to outstanding or innovative designs which help to raise the standard of design more generally. Permission should be refused for development of poor design that fails to take the opportunity for improving the character and quality of an area and the way it functions.
- 3.8.2 Good design is important everywhere. Since no two places are identical, there is no such thing as a blueprint for good design, hence the importance of the use of Design and Access Statements to accompany planning applications that clearly show how the proposed design is the outcome a thorough and caring understanding and appreciation of place and context. To assist with this, Stratford-on-Avon District Council supports the implementation of the well-established design principles set out in national design initiatives such as 'Building for Life 12' (Building for Life Partnership, 2012), 'Secured By Design' (ACPO,

Section 3 District Resources – 3.8 Design and Distinctiveness

2004), 'Biodiversity by Design' (TCPA, 2004), 'Climate Change Adaption by Design' (TCPA, 2007), 'By Design' (CABE, 2000), 'Manual for Streets' (DfT, 2007) and the Urban Design Compendium (HCA, 2000). These documents are available to download on the Council's website at www.stratford.gov.uk/design. High quality design will always result where the principles of good design are applied to the local context.

- 3.8.3 Building for Life 12 (BfL12) is the industry standard, endorsed by Government for well-designed homes and neighbourhoods. Prepared by the Building for Life Partnership (comprising of CABE at The Design Council, Design for Homes and the Home Builders Federation, supported by Nottingham Trent University) BfL12 comprises 12 design questions around 'integrating into the neighbourhood', 'creating a place', and 'street and home' that uses a simple 'traffic light' (red, amber, green) assessment. New housing developments should secure as many 'greens' as possible, minimise the number of 'ambers' and avoid 'reds'. BfL12 is a valuable guide for applicants when thinking about the design of homes and places and provides a useful checklist to ensure that the proposal covers all aspects of good design.
- 3.8.4 The involvement of local residents and communities in the design of development which affects their locality is critical to achieving good design. A number of communities have prepared Town or Village Design Statements and Parish Plans which should be taken into account when making decisions about the design of new development. There should also be specific interaction with the community affected in relation to individual schemes. It is important that engagement with local communities is both early-on in the design process and meaningful so that local communities have real opportunities to influence the outcome of the design process. Consultation events where the proposed design is simply presented to the community prior to submission of a planning application do not constitute either early or meaningful engagement. Community involvement is an integral part of the design process and not simply a 'tick-box' exercise.
- 3.8.5 The Council expects the design of development to bring together various factors that affect quality of life. The principles that contribute to good design should not be considered in isolation, but in the manner in which they interact to create a sense of place. This relates not only to physical appearance but also to such matters as public/private space, landscaping, control of crime and noise and community relations, as a means of creating an enriched environment for people to live, work and visit. Indeed, there has been concern that certain aspects of recent development have impacted negatively on the established character of the District's towns and villages. For example, high density development and the loss of gardens are thought to have been unsuitable in many locations.
- 3.8.6 The individual settlements and landscapes across the District have their own distinctive character which has evolved through their historical development and management. They are highly valued and need to be preserved for future generations to enjoy. This distinctiveness is what defines a place and is often the key attraction of an area. The need to have regard to the character and quality of the local area and respect local distinctiveness is a fundamental principle underlying the Council's design policies set out in the District Design Guide.

Section 3 District Resources – 3.8 Design and Distinctiveness

- 3.8.7 When adopted, Neighbourhood Plans also form part of the statutory Development Plan for their area and applications will need to be in conformity with them. In particular, Neighbourhood Plans will contain more detailed policies on design and distinctiveness. An up-to-date list of Neighbourhood Plans within Stratford-on-Avon District can be found at www.stratford.gov.uk/neighbourhoodplans.
- 3.8.8 The Local Design Review Panel provides independent, objective and expert feedback and advice on the design of proposed developments. The Centre for place-making, 'MADE' is a registered charity that provides design services across the West Midlands. Further information can be found at www.made.org.uk.
- 3.8.9 Advertisements require careful control as they can make a substantial impact on the character of a locality. Modern advertisement styles and materials can be out of place in historic areas, particularly the trend by larger retail outlets to adopt a 'corporate image' by using a nationally identifiable style. The District Planning Authority will endeavour to negotiate the adaptation of corporate liveries to local circumstances.

Development Management Considerations

- (1) The District Council supports the implementation of Building for Life 12. It provides applicants with a useful checklist for ensuring high quality design and meeting the requirements of the criteria set out in Part B.
- (2) The involvement of local communities in the design of development which affects their locality is critical to achieving good design. A number of communities have prepared Village Design Statements and Parish Plans which will be taken into account when making decisions about the design of new development. Effective community engagement at the earliest opportunity of the design process is essential. Developers should engage local communities at the pre-application stage, undertaking activities commensurate with the scale and sensitivity of the proposed scheme.
- (3) The District Council encourages the use, where appropriate, of the Local Design Review Panel process. This should be used for all significant development projects and in particular those where design issues have been raised as a key concern. The funding for a Design Review Panel at pre-application or application stage is the responsibility of the applicant. Applicants are strongly encouraged to undertake the design review at pre-application stage to assist in improving the project and avoiding potential conflicts and delays at a later stage in the process.
- (4) Design and Access Statements should tell the 'design story' clearly showing how the proposed design is the outcome of the design process and based on a full understanding and analysis of the unique context at settlement, local and site level (as appropriate). Statements should also show how pre-application discussions with key stakeholders have influenced the proposed design, including (but not limited to) town or parish councils, civic groups, Police Architectural Liaison Officers, Environment Agency, Historic England, Warwickshire County Council (including Archaeology, Ecology, Highways and other services), and Stratford-on-Avon District Council (including Planning, Conservation and Environmental Health Services).

Section 3 District Resources – 3.8 Design and Distinctiveness

- (5) Local design principles and contextual analysis can be found in the following sources, as appropriate:
- Area Strategy Policies contained in Section 6 of the Core Strategy
 - Conservation Area Statements
 - Neighbourhood Plans
 - Site Development Briefs / Masterplans / Concept Statements
 - Stratford-on-Avon District Design Guide
 - Town and Parish Plans / Village Design Statements
- (6) There is no definition of what constitutes the 'locality' as it will vary depending on the size and scale of the proposal as well as its specific location. For an individual dwelling, the locality could be neighbouring properties and the street. For larger developments the locality could be the wider neighbourhood, and could depending on the size of the settlement, extend to the settlement as a whole.
- (7) Policy CS.2 sets out the Council's requirements in respect of climate change and sustainable construction.
- (8) Policy CS.19 Housing Mix and Type sets out the Council's requirements in respect of amenity and space standards.

Implementation and Monitoring

Responsible agencies	Stratford-on-Avon District Council, Warwickshire County Council, Police Architectural Liaison Officers, Environment Agency, Historic England
Delivery mechanism	Through the determination of planning applications, community-based projects
Funding	Community Infrastructure Levy, Section 106 Agreements, grants
Timescale	Throughout the plan period
Risk	Poorly designed and integrated development schemes will lead to a deterioration of quality and local distinctiveness in the built environment and its setting.
Monitoring indicators	<ul style="list-style-type: none"> • Planning applications for development should be assessed by SDC as to whether they meet the criteria set out in this Policy. • In terms of design and distinctiveness which enhance the built and natural environment: % of applications approved for residential development with Design and Access statements taking account of Building for Life or replacement criteria. • Parish Plans and Town/Village Design Statements plus future Neighbourhood Plans identify good design as a priority in their local areas and areas for improvement which should be taken into account when determining relevant planning applications.

Section 3 District Resources – 3.8 Design and Distinctiveness

	<ul style="list-style-type: none">• Every two years Building Control run Built in Quality awards for new development in Stratford-on-Avon District. Winners should be reported as exemplars of good quality, well designed and sustainable buildings.• Public realm improvements identified in Area Profiles and Town/Parish Plans should be assessed by SDC.
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4.1 Green Belt

Strategic Objective

- (1) *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.*

Policy CS.10

Green Belt

The purposes of the Green Belt will be upheld by resisting inappropriate development within it, except in cases where very special circumstances are justified in accordance with the provisions of national policy.

The following forms of development in the Green Belt are not inappropriate in principle:

- a. A small-scale development which meets a housing, employment or other need identified by a local community, in accordance with Policy AS.10 Countryside and Villages, subject to it not being harmful to the openness of the Green Belt.
- b. A small-scale extension or alteration of a building, or the replacement of an existing building for the same use, as long as the replacement building is not materially larger than the one it replaces.
- c. The limited infilling or the partial or complete redevelopment of a previously developed ('brownfield') site, whether redundant or in continuing use (excluding temporary buildings), subject to it not having a materially greater impact on the openness of the Green Belt and the purpose of including land within it than the existing development.
- d. The construction of new buildings and the carrying out of activities as defined in national planning policy.
- e. Limited infilling in Local Service Villages identified in accordance with Policy CS.16.

The provisions of other policies in the Core Strategy will be taken into account in order to assess the impact of a development proposal on the character of the area and other features in order to assess whether there would be any other harm.

It is proposed to remove the following areas of land from the Green Belt:

1. 7 hectares north of Arden Road, Alcester (see Proposal ALC.3)
2. 9.8 hectares at Gorcott Hill, north of Mappleborough Green (see Proposal REDD.2)

The boundary of the Green Belt is shown on the Policies Map.

Explanation

4.1.1 The fundamental aim of Green Belt policy, as set out in the National Planning Policy Framework (NPPF), is to prevent urban sprawl by keeping land permanently open. The essential characteristics of Green Belts are their openness and their permanence.

4.1.2 The construction of new buildings in the Green Belt is considered inappropriate. As set out in the NPPF, exceptions to this include:

Section 4 District Designations – 4.1 Green Belt

- buildings for agriculture and forestry;
 - provision of appropriate facilities for outdoor sport, outdoor recreation and for cemeteries, as long as it preserves the openness of the Green Belt and does not conflict with the purposes of including land within it;
 - the extension or alteration of a building provided that it does not result in disproportionate additions over and above the size of the original building;
 - the replacement of a building, provided the new building is in the same use and not materially larger than the one it replaces;
 - limited infilling in villages, and limited affordable housing for local community needs under policies set out in the Core Strategy; or
 - limited infilling or the partial or complete redevelopment of previously developed sites (brownfield land), whether redundant or in continuing use (excluding temporary buildings), which would not have a greater impact on the openness of the Green Belt and the purpose of including land within it than the existing development.
- 4.1.3 Once established, Green Belt boundaries should be altered only in exceptional circumstances. The West Midlands Green Belt wraps around Birmingham, the Black Country and Coventry and extends to a ring of towns beyond the conurbation. Within Stratford-on-Avon District it stretches from the northern edge of Stratford-upon-Avon, along the A46 westwards and the A439 eastwards up to the District boundary with Redditch (apart from small areas of land to the west of Mappleborough Green), Bromsgrove, Solihull and Warwick. The settlements of Alcester, Henley and Studley are excluded from the Green Belt.
- 4.1.4 The current extent of the approved Green Belt has been established since 1975 and still complies with the purposes of including land within it, as now set out in the NPPF.
- 4.1.5 There are no reasons for extending the area covered by the Green Belt within Stratford-on-Avon District. Likewise, there is no justification for making a significant reduction to the current extent of the approved Green Belt. The Core Strategy sets out how the development requirements of the District can be met with only limited effect on the current extent of the Green Belt. No significant locational options affecting land in the Green Belt have been identified to meet the District's development requirements that would result in a more sustainable outcome than that put forward in this Plan. For this reason, the Council took the view that a comprehensive review of Green Belt boundaries was unnecessary.
- 4.1.6 However, there are two specific cases where 'exceptional circumstances' for removing land from the Green Belt are identified in order to facilitate economic development. These have also been assessed against the five purposes of the Green Belt specified in the NPPF (para 80).

1. Land to the north of Arden Road, Alcester

Amount of land affected: 7 hectares (see Policies Map)

Exceptional Circumstances:

Further employment land is required to meet the town's needs. This has been recommended in the Employment Land Study. The Alcester Town Plan also identified a need for business expansion and the release of this land has local support. No suitable

Section 4 District Designations – 4.1 Green Belt

land outside the Green Belt for this scale of employment development to meet the needs of Alcester has been identified.

While 4 hectares of adjacent land is available outside the Green Belt, an access off the northern end of Kinwarton Farm Road would be required to avoid crossing the land within the Green Belt. However, this would be both substandard and inconvenient. A more direct and effective access would be from Arden Road and this would make an additional area of land available for employment use to serve the town.

Assessment against the five purposes of the Green Belt:

1. Restricting the sprawl of large built-up areas relates to the main conurbations in the West Midlands.
2. The scale of the site involved will have no perceived impact on the merging of neighbouring towns.
3. Development of this site would cause some encroachment into the countryside. Substantial landscaping will be required to minimise the visual impact of the industrial area from the surrounding open countryside to the north.
4. The site is adjacent to an established industrial estate and is not visible from a route into the town experienced by visitors.
5. The modest area of land involved will have no discernable impact on the prospects of urban regeneration elsewhere.

More information is set out in the Area Strategy for Alcester (see Proposal ALC.3).

2. Gorcott Hill, north of Mappleborough Green

Amount of land affected: 9.8 hectares (see Policies Map)

Exceptional Circumstances:

It has been established through joint working with Redditch Borough Council and Bromsgrove District Council that land in Stratford-on-Avon District should be identified for employment uses to meet the needs of Redditch. The Employment Land Review Update for Redditch identifies a shortfall of 27.5 hectares of land that cannot be accommodated within its boundaries. It should be borne in mind that the Green Belt extends all the way around the urban area of the town.

A study commissioned by North Worcestershire Economic Development and Regeneration identified land at Winyates Green (lying wholly within Stratford-on-Avon District), and Gorcott Hill (which lies partly within Bromsgrove District and Stratford-on-Avon District), as the best option available to meet this shortfall. The former is outside the Green Belt but is only 12 hectares in size. Furthermore, a new access off the A4023 Coventry Highway is required to gain access to both sites. The cost of this, probably in the form of a roundabout, would not be viable unless both areas are made available for development.

Assessment against the five purposes of the Green Belt:

1. Restricting the sprawl of large built-up areas relates to the main conurbations in the West Midlands.
2. The scale of the site involved will have no perceived impact on the merging of neighbouring towns.
3. While the development of this site would cause some encroachment into the countryside, it is well screened from the wider landscape. Extensive structural

Section 4 District Designations – 4.1 Green Belt

planting and appropriate layout and design will be required to minimise the impact of development on the adjacent Gorcott Hall which is a listed building.

4. Development of this site would not have a significant impact on the setting or character of Redditch.
5. The modest area of land involved, which includes 2.8ha of land comprising a section of the Coventry Highway, will have no discernable impact on the prospects of urban regeneration elsewhere.

In assessing the justification for removing this area of land from the Green Belt, it should be borne in mind that Bromsgrove District Council had previously taken adjacent land out of the Green Belt, and designated it as an Area of Development Restraint for potential longer term development, and is now proposing in its emerging Local Plan to allocate the land for employment development.

More information is set out in the relevant section relating to Redditch (see Proposal REDD.2).

- 4.1.7 Built-Up Area Boundaries will be defined either in the Site Allocations Development Plan Document or via a Neighbourhood Development Plan for those Local Service Villages that lie within the Green Belt in order to identify where limited infilling might be appropriate.
- 4.1.8 Unlike previous national guidance, the NPPF does not refer to local plans identifying 'major existing developed sites' in the Green Belt for specific treatment. Instead, it supports in principle the limited infilling, or the partial or complete redevelopment of any previously developed site, whether redundant or in continuing use. This approach is taken forward in the Core Strategy, although it will be necessary to assess any proposal affecting such a site as to whether it is consistent with the overall development strategy set out in the plan.
- 4.1.9 The Council previously applied a 30% maximum threshold relating to the scale of a house extension and replacement dwelling. However, it is considered that a specific maximum figure is in many senses arbitrary and a more appropriate means of maintaining openness is to consider proposals on a case-by-case basis, from the starting point that maintaining openness and preventing urban sprawl is of utmost importance. Such an approach would also conflict less and be more consistent with changes to the General Permitted Development Order (GPDO) regarding the ability of homeowners to extend their homes without necessarily requiring planning consent.

Development Management Considerations

- (1) In relation to part (b) of the policy, the extension to or replacement of any existing building should not cause material (ie. significant) harm to the openness and character of the Green Belt. In this respect, each scheme will raise specific issues and require a thorough assessment of its impact.
- (2) An assessment of impact that would be caused to the openness and character of the Green Belt will be applied on a case by case basis. Key factors that will be taken into account include:
 - an extension to a building must not result in a building disproportionately larger compared with the original building, and a replacement building must not be

Section 4 District Designations – 4.1 Green Belt

- materially larger than the one it replaces, taking into account any buildings that are to be removed;
- cumulative effect of the proposed scheme together with previous development on the site;
 - visual impact of the proposed development compared with that caused by the existing building(s) on the site;
 - increase in and nature of activities outside the building(s), such as parking, storage;
 - extent to which existing buildings would be removed and the proposed scheme would consolidate or reposition development on the site;
 - use of appropriate design and materials which are suitable to the nature of the local area;
 - a new curtilage building, e.g. garage, should be within five metres of the dwelling.
- (3) In relation to part (c) of the policy, for sites currently or formerly in an employment use, development proposals should seek to secure alternative forms of employment uses in order to provide jobs and support the rural economy, in accordance with Policy CS.22 Economic Development. Other uses may be appropriate but it is necessary to ensure that policies regarding the location of development are applied to individual cases to ensure consistency with the overall strategy.

Implementation and Monitoring

Responsible agencies	Stratford-on-Avon District Council
Delivery mechanism	Through the determination of planning applications
Funding	Not applicable
Timescale	Throughout the plan period
Risk	If the policy is not applied rigorously it could result in harm being caused to the openness and character of the Green Belt and undermine the purposes of its designation.
Monitoring indicators	<ul style="list-style-type: none"> • Number of applications granted planning permission despite being defined as 'inappropriate development' in the Green Belt. • Assessment of very special circumstances identified to justify granting planning permission (including appeal decisions). • Assessment of schemes involving extension to or replacement of an existing dwelling in relation to the scale of increase in volume of building involved.

4.2 Cotswolds Area of Outstanding Natural Beauty

Strategic Objectives

- (1) *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.*
- (3) *The character and local distinctiveness of the District will have been reinforced by ensuring new development is of high quality design, taking into account the intrinsic and special value of its landscapes and townscapes.*

Policy CS.11

Cotswolds Area of Outstanding Natural Beauty

Development proposals in the District involving land either within, or outside but affecting, the Cotswolds AONB should conserve and enhance the special landscape qualities and scenic beauty of the AONB and be consistent with the objectives set out in the Cotswolds AONB Management Plan.

In determining planning applications in and adjacent to the AONB, the Council will work closely with the Cotswolds Conservation Board.

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

Large scale development will not be allowed unless exceptional circumstances and public interest are demonstrated in accordance with all the criteria set out in the National Planning Policy Framework.

Small-scale development and activities are appropriate, in accordance with Policy AS.10 Countryside and Villages, but must not harm the historic or built character, local distinctiveness or landscape quality of the AONB.

The impact of development proposals on the economic and social well-being of the area will be taken into account, including the specific needs of agriculture.

The boundary of the Cotswolds AONB is shown on the Policies Map.

Explanation

- 4.2.1 Nationally designated areas, including Areas of Outstanding Natural Beauty (AONB), have been confirmed by the Government as having the highest status of protection in relation to landscape and scenic beauty. The conservation of the natural beauty of the landscape and countryside should therefore be given great weight in planning policies and development control decisions in these areas.
- 4.2.2 The National Planning Policy Framework (NPPF) makes it clear that planning permission should be refused for major developments in designated areas such as AONBs, other than in exceptional circumstances where it can be demonstrated that it is in the wider public interest for a scheme to take place in such a location.

Section 4 District Designations – 4.2 Cotswolds Area of Outstanding Natural Beauty

- 4.2.3 That part of Stratford-on-Avon District lying within the Cotswolds AONB requires specific protection. It includes most of the southern fringes of the District between Upper Quinton in the west and Warmington in the east. The Local Development Framework does not provide an opportunity to revise the AONB boundaries as they are determined by the Government through a separate process.
- 4.2.4 The Cotswolds Conservation Board is responsible for producing a Management Plan and the latest version covers the period 2013-2018. This is a statutory plan and is recognised as being a material consideration in the determination of planning applications.
- 4.2.5 The Management Plan identifies the special qualities of the Cotswolds AONB, including:
- the unifying character of the limestone geology, its visible presence as natural outcrops, its use as a building material and through the plant and animal communities it supports;
 - the Cotswold escarpment, including views to and from it;
 - dry stone walls, which give the AONB its essential character in many areas;
 - the tranquillity of the area, essentially the absence of inappropriate noise, development, visual clutter and pollution, which creates 'a feeling of being away from it all';
 - distinctive settlements, developed in the Cotswold vernacular, with high architectural quality and integrity.
- 4.2.6 Villages and individual buildings and their settings form a vital element of the character of the Cotswolds, particularly because of the widespread use of limestone and the area's distinctive architecture. The planning and design of development, both within the AONB and around it, is of crucial importance in maintaining the landscape and scenic beauty of the area.
- 4.2.7 In assessing proposals for development within the AONB, the Council will take a broad view of factors which contribute to 'natural beauty'. The landscape of the Cotswolds has evolved over many centuries and clearly shows the influence of human endeavour. The role which the built environment, biodiversity and historic heritage has had in shaping the Cotswolds landscape will be taken into account when considering development proposals, in addition to the contribution of natural features.

Development Management Considerations

- (1) The Cotswolds Conservation Board has produced a series of Position Statements and guidance relating to planning issues that will be taken into account in the determination of planning applications. These cover topics such as affordable housing, employment, renewable energy and telecommunications.
- (2) New buildings associated with sport and recreation activities will only be acceptable where the position, scale and design of the building would not harm the special character of the AONB.

Section 4 District Designations – 4.2 Cotswolds Area of Outstanding Natural Beauty

Implementation and Monitoring

Responsible agencies	Stratford-on-Avon District Council, Cotswolds Conservation Board
Delivery mechanism	Through the determination of planning applications, community-based projects
Funding	The Cotswolds Conservation Board administers a Sustainable Development Fund, a grant scheme that supports projects that bring environmental, social and economic benefits. Grants are also available for environmental improvement projects
Timescale	Throughout the plan period
Risk	If the policy is not applied rigorously it could result in harm being caused to the character and scenic beauty of the AONB and the purposes of its designation.
Monitoring indicators	<ul style="list-style-type: none"> • Assessment of the justification for granting planning permission for large-scale development proposals within or close to the AONB (including appeal decisions).

4.3 Special Landscape Areas

Strategic Objectives

- (1) *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.*
- (3) *The character and local distinctiveness of the District will have been reinforced by ensuring new development is of high quality design, taking into account the intrinsic and special value of its landscapes and townscapes.*

Policy CS.12

Special Landscape Areas

The high landscape quality of the Special Landscape Areas, including their associated historic and cultural features, will be protected by resisting development proposals that would have a harmful effect on their distinctive character and appearance which make an important contribution to the image and enjoyment of the District. The cumulative impact of development proposals on the quality of the landscape will be taken into account.

The following Special Landscape Areas are identified and their extent is shown on the Policies Map:

- Arden
- Cotswold Fringe
- Feldon Parkland
- Ironstone Hills Fringe

Development proposals relating to settlements that lie within a Special Landscape Area must respect the current and historic relationship of that settlement within the landscape.

Explanation

- 4.3.1 The National Planning Policy Framework (NPPF) is silent about the use of local landscape designations. However, one of its core principles is that the character of different areas should be taken into account. While this should not be seen as excluding development, such a designation is a response to an area's defined qualities.
- 4.3.2 The Council commissioned a specific study into whether a local landscape designation in Stratford District is appropriate in the circumstances and, if so, what areas should be covered by such a designation. The approach taken in the study to justifying the use of a local landscape designation, and to the identification of appropriate areas, is based on Natural England's guidance on criteria for defining 'value' in protecting nationally designated landscapes.
- 4.3.3 The District is the most rural of all the districts and boroughs in Warwickshire. It encompasses a range of pleasant and attractive rural landscapes from the Arden in the north to the Cotswolds AONB to the south. The purpose of the Special Landscape Area designation is to protect, enhance and facilitate better management of the best of the area's landscapes outside the Cotswolds AONB. The SLAs are focussed on larger scale areas which are of generally higher landscape value.

Section 4 District Designations – 4.3 Special Landscape Areas

- 4.3.4 The Special Landscape Area Study (2012) identified the distinctive landscape qualities of various parts of the District which justified being protected through a formal local landscape designation.
- 4.3.5 SLAs have to be, by definition, ‘special’ at a district level to merit inclusion. All landscapes are important, especially to their local residents, and Policy CS.5 Landscape emphasises the importance of assessing thoroughly the impact of proposed development on all parts of the District’s countryside. However, to define an entire district as ‘special’ would potentially undermine the purpose of designating specific areas for their landscape quality. Designation has to be driven by the key qualities of a particular area of landscape. On that basis, the SLAs identified represent particularly high quality countryside in the context of Stratford District, based on their landscape and scenic quality, as well as natural and historic features.
- 4.3.6 With regard to the definition of SLA boundaries around settlements, it is considered that smaller villages and the landscape features within them contribute to the quality of the landscape and, for that reason, the designation should wash over such settlements. The Main Rural Centres which lie within an SLA have been excluded from the designation to coincide with the built-up area boundaries defined for them.

Development Management Considerations

- (1) With regard to the treatment of the SLA designation around settlements, smaller villages and the landscape features around and within them contribute to the quality of the area. For that reason, this designation washes over such settlements and will be taken into account in the consideration of development proposals.
- (2) On an individual basis some proposals may seem innocuous but cumulatively they could form part of a general decline in the quality of the landscape.
- (3) While the District Planning Authority is concerned to protect the scenic quality of the SLAs, it is accepted that there are forms of development which are appropriate to these areas. The designation should not be seen as a complete restriction on development. Proposals can include measures which maintain or enhance landscape quality, while others relate to development that is in the local or wider interest. These factors will be taken into account when assessing proposals within the SLAs.

Implementation and Monitoring

Responsible agencies	Stratford-on-Avon District Council
Delivery mechanism	Through the determination of planning applications
Funding	Not applicable
Timescale	Throughout the plan period
Risk	If the policy is not applied rigorously it could result in harm being caused to the character and quality of the landscape.
Monitoring indicators	<ul style="list-style-type: none"> • Assessment of the justification for granting planning permission for large-scale development proposals within a Special Landscape Area (including appeal decisions).

4.4 Areas of Restraint

Strategic Objectives

- (1) *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.*
- (3) *The character and local distinctiveness of the District will have been reinforced by ensuring new development is of high quality design, taking into account the intrinsic and special value of its landscapes and townscapes. .*

Policy CS.13

Areas of Restraint

Land designated as an Area of Restraint makes an important contribution to the character of the settlement. Development must not harm or threaten the open nature of such areas, taking into account any possible cumulative effects.

Planning permission for a large-scale form of development in an Area of Restraint will only be granted where a scheme would have demonstrable community benefits and contribute significantly to meeting an objective of the Core Strategy. It will also need to be demonstrated that no suitable alternative site outside the Area of Restraint is available for the proposed development.

Projects which enhance the character and visual amenity of Areas of Restraint will be encouraged, as will the promotion of beneficial uses such as public access, nature conservation and food production.

The boundaries of the Areas of Restraint are shown on the Policies Map.

Explanation

- 4.4.1 There is no explicit reference in the National Planning Policy Framework (NPPF) to the use of such a local designation. However, the identification of Areas of Restraint recognises the importance of open land within and around urban areas and its value to local people. Whilst open countryside is protected from most forms of development, this may not always be sufficient to protect areas of sensitive land such as river valley corridors on the fringes of a settlement which can be under particular pressure for development and intensified use.
- 4.4.2 Areas of Restraint are not considered to be local landscape designations in that they do not relate primarily to the quality of the landscape itself. They apply to relatively small areas within or adjacent to settlements and their overriding purpose is to protect the inherently open nature of a particular area because of the valuable contribution it makes to the character and physical form of the settlement. This includes significant areas of open space within the urban area or a physical feature which is important in establishing its setting.
- 4.4.3 A number of Areas of Restraint in and around Stratford-upon-Avon and many of the Main Rural Centres have been designated in the previous District Local Plan:
 - Alcester - the Arrow Valley incorporating the Local Nature Reserve
 - Bidford-on-Avon - the river environs south of the village

Section 4 District Designations – 4.4 Areas of Restraint

- Southam - the Stowe Valley and recreation area extending into the town centre
- Shipston-on-Stour - the river environs east of the town
- Stratford-upon-Avon - the Avon Valley through the town
- Stratford-upon-Avon - Shottery Fields
- Wellesbourne - the Dene Valley and Dog Close

4.4.4 The Council believes their purpose remains valid. This has been upheld by the Landscape Sensitivity Study produced in 2011, which concluded that they are worthy of protection as they contribute strongly to settlement character.

4.4.5 An additional Area of Restraint is designated covering land on the southern edge of Kineton. Though essentially rural in character, it merits the same approach as other settlements in order to protect the open nature of the River Dene valley between the village and the separate community of Little Kineton.

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

Development Management Considerations

- (1) It is not intended to restrict all forms of development in Areas of Restraint. There is a wide range of activities carried out within them, mainly of an agricultural and recreational nature. It is reasonable to allow these to be maintained and to take their needs into account by way of small-scale ancillary development.

Implementation and Monitoring

Responsible agencies	Stratford-on-Avon District Council
Delivery mechanism	Through the determination of planning applications, environmental and recreational improvement projects
Funding	Grants may be available for specific improvement projects
Timescale	Throughout the plan period
Risk	If the policy is not applied rigorously it could result in harm being caused to the openness and character of the Areas of Restraint.
Monitoring indicators	<ul style="list-style-type: none"> • Assessment of the justification for granting planning permission for large-scale development proposals within an Area of Restraint (including appeal decisions).

4.5 Vale of Evesham Control Zone

Strategic Objective

- (1) *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.*

Policy CS.14

Vale of Evesham Control Zone

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

1. the economic benefits of the development, particularly to the local community, outweigh the impact of the increase in HGV traffic;
2. the development cannot be accommodated on a site with better access to the Heavy Goods Vehicles Route Network within Stratford-on-Avon District, as defined by Warwickshire County Council; and
3. the supply and distribution routes proposed to serve the development are the most appropriate with regard to impacts on the amenity of local communities.

The boundary of the Control Zone is shown on the Policies Map.

Explanation

- 4.5.1 The National Planning Policy Framework (NPPF) makes it clear that policies relating to transport have an important role to play in facilitating sustainable development but also in contributing to wider sustainability and health objectives.
- 4.5.2 The Vale of Evesham covers a substantial geographical area within Stratford-on-Avon, Cotswold and Wychavon Districts and has a traditional association with agriculture, horticulture and market gardening. The Vale is also home to a number of former military bases and airfields where redevelopment for employment uses, especially storage and distribution, has occurred on a large scale. The various employment uses have led to significant growth in the numbers of heavy goods vehicles (HGVs) passing through the area. The resultant intrusion due to noise and vibration, loss of tranquillity and impact on the character of the area is a major concern to the communities affected.
- 4.5.3 There is no specific reference in the Warwickshire Local Transport Plan to the Vale of Evesham Control Zone. However, the Sustainable Freight Distribution Strategy seeks to encourage the road haulage industry to use the best available routes for heavy goods vehicles travelling within and through Warwickshire.
- 4.5.4 The policy seeks to control the extent to which new development or the expansion of existing businesses generates additional HGV movements in the Vale area. In general, employment proposals which can demonstrate that only a very modest increase in HGV movement would be generated will be acceptable where they are consistent with other policies in the Plan.

Section 4 District Designations – 4.5 Vale of Evesham Control Zone

- 4.5.5 The 5% threshold specified in the policy has proven to be appropriate in that it recognises that small-scale developments do not have a significant impact on lorry movements. Where a proposal would result in a significant increase in HGV movements, it will be supported only if it can be demonstrated that the reasons for the proposal, such as economic benefits to the local economy, outweigh the impact of the increase in traffic. Increases of more than 5% may be acceptable where proposals are small-scale and the impact of additional HGV traffic would be of little consequence.
- 4.5.6 The Council, along with the neighbouring Districts of Cotswold and Wychavon, adopted supplementary planning guidance entitled 'Lorries in the Vale of Evesham'. This provides guidance on the information which will be required to be submitted as part of an application for business development that would potentially generate a significant increase in HGV movements in the area. The guidance will be reviewed once the respective Development Plan Documents have been approved.

Development Management Considerations

- (1) Since sites can be sold on, a condition or legal agreement will be applied to a planning permission to specify the maximum number of HGV movements that would be appropriate. This would then apply to subsequent occupiers of the site.
- (2) For the purposes of this policy an HGV is classed as a lorry over 7.5 tonnes maximum gross weight.

Implementation and Monitoring

Responsible agencies	Stratford-on-Avon District Council
Delivery mechanism	Through the determination of planning applications
Funding	Not applicable
Timescale	Throughout the plan period
Risk	If the policy is not applied rigorously it could result in harm being caused to the character of the area and communities within it.
Monitoring indicators	<ul style="list-style-type: none">• Assessment of the justification for granting planning permission for development proposals which would generate significant HGV movements within the Vale of Evesham Control Zone (including appeal decisions).

5.1 Distribution of Development

All Strategic Objectives are relevant to this policy.

Policy CS.15

Distribution of Development

The distribution of development in Stratford-on-Avon District during the plan period 2011 - 2031 will be based on a pattern of balanced dispersal, in accordance with the distinctive character and function of the wide range of sustainable locations across the District:

A. Main Town: Stratford-upon-Avon

The town is the principal settlement in the District and as such is a main focus for housing and business development. Services and infrastructure will be improved to reflect the scale of development that takes place. The role of the town centre as a focus of shopping, services and tourism will be maintained.

The specific strategy for the town is set out in its Area Strategy and Policy AS.1 Stratford-upon-Avon.

Development will take place:

- on allocated sites identified in the Area Strategy and shown on the Policies Map;
- on sites identified in the Neighbourhood Plan; and
- through the redevelopment and re-use of suitable land and property within the Built-Up Area Boundary defined on the Policies Map.

B. Main Rural Centres

The following rural market towns and large villages are identified as suitable locations for housing and business development and the provision of local services:

Alcester, Bidford-on-Avon, Henley-in-Arden, Kineton, Shipston-on-Stour, Southam, Studley and Wellesbourne

The strategies for these settlements are set out in their individual Area Strategies and Policies AS.2 to AS.9.

Development will take place:

- on allocated sites identified in the Area Strategies and shown on the Policies Map;
- on sites identified in a Neighbourhood Plan; and
- through the redevelopment and re-use of suitable land and property within their Built-Up Area Boundaries as defined on the Policies Map.

C. New Settlements

The following two locations are identified as sustainable growth points for the creation of new communities, providing for a range of uses and making a significant contribution to meeting the housing needs of Stratford-on-Avon District:

- Land in the vicinity of Gaydon and Lighthorne Heath to the west of the M40 - the detailed provisions of this development are set out in Proposal GLH and the extent of the site is shown on the Policies Map.
- Land at Long Marston Airfield - the detailed provisions of this development are set out in Proposal LMA and the extent of the site is shown on the Policies Map.

Section 5 Development Strategy – 5.1 Distribution of Development

D. Local Service Villages

A wide range of villages fall into this category, in accordance with the level of local services available. The status of an individual settlement could alter if the availability of services changes.

The scale of housing development that is appropriate in each village is specified in Policy CS.16 Housing Development.

Development will take place:

- on sites identified in a Neighbourhood Plan; and
- through small-scale schemes on unidentified but suitable sites within their Built-Up Area Boundaries (where defined) or otherwise within their physical confines.

E. Large Rural Brownfield Sites

To encourage the effective use of previously developed land, development will take place on Large Rural Brownfield Sites in accordance with Policy AS.11.

F. All other settlements

Development is restricted to small-scale community-led schemes which meet a need identified by the local community.

G. Local Needs Schemes

Within and adjacent to settlements, development may include small-scale community-led schemes brought forward to meet a need identified by that community. Dwellings provided through such schemes will contribute to the overall housing requirement for the District.

Requirements

All development at existing settlements is expected to protect and enhance the character of the settlement involved and its setting. To achieve this, each individual proposal will be assessed against the following principles:

1. in relation to residential development, the number of homes proposed is consistent with the overall scale of development identified for the settlement in Policy CS.16 Housing Development;
2. the scale of the development is appropriate to its immediate surroundings and to the overall size and character of the settlement;
3. the design of the development is well-related to, and can be readily integrated with, the existing form of the settlement;
4. the location and extent of the development does not have an unreasonably harmful impact on the surrounding landscape and setting of the settlement;
5. the location and extent of the development would not result in the identity and/or integrity of the settlement being undermined as a result of the reduction in the gap with an adjacent settlement; and
6. the scheme incorporates or provides for appropriate improvements to the infrastructure and services of the community.

For development proposals that are clearly larger than would be consistent with the principles set out above, a detailed Masterplan accompanying an application will be required to show:

Section 5 Development Strategy – 5.1 Distribution of Development

- what specific and additional opportunities would be secured for the benefit of the local community;
- how any impacts on the character of the existing settlement and community would be overcome effectively;
- what arrangements would be made to phase the implementation of the development; and
- how the necessary infrastructure and services to support the development would be provided.

It is expected that promoters of development schemes will engage with the local community, including through the neighbourhood planning process where such a plan is under active preparation, prior to the submission of a planning application.

Explanation

- 5.1.1 The National Planning Policy Framework (NPPF) expects development to be focussed in the most sustainable locations in terms of availability of shops, facilities and services, as well as access by modes of transport other than the private car. But it has also placed emphasis on providing some development in rural areas to meet housing needs and to support the vitality of village communities.
- 5.1.2 In considering the appropriate pattern of development in the District it is important to acknowledge and assess the distinct functions that its different parts have now and should possess in the future. The Council believes there is a clear and well-established arrangement to the way in which the District is perceived and performs.
- 5.1.3 The starting point of the spatial strategy is for the District's communities to become more sustainable over time. Sustainable communities are diverse and there is no standard template to fit them all. Nor is it likely that all communities will score highly on all factors. The challenge is recognising the specific issues affecting the various distinctive components of our District.
- 5.1.4 The principle of sustainability relates to a wide range of factors - environmental, economic and social – and not just to a limited issue such as the need to travel. To the Council it is important to ensure that communities of all types can be sustained into the future, preferably as a result of gradual and organic growth that is generally more readily assimilated than development of a more substantial scale. That is why it supports the former Commission for Rural Communities in its statement that *'Our challenge is to chart a course by which rural communities, equally with urban communities, can become more sustainable in the future'*.
- 5.1.5 At the outset of preparing the Core Strategy, a number of options for the spatial distribution of development were identified. These options were to:
1. Concentrate development in and on the edge of Stratford-upon-Avon
 2. Concentrate development in and on the edge of the larger rural towns and villages
 3. Spread development around most towns and villages throughout the District

Section 5 Development Strategy – 5.1 Distribution of Development

4. Focus development in the form of a new settlement or as a major expansion of an existing settlement
 5. Locate development along main public transport routes (existing or potential), and
 6. Focus development on large brownfield (previously developed) land in the countryside.
- 5.1.6 Informed by the outcome of public consultation and technical assessment, the Council concluded that, given the nature of the District, a dispersed approach to development is the most appropriate option to take. Although it offers less scope to reduce the use of the private car, it provides greater scope to meet needs where they arise and to support those who are disadvantaged. However, in response to this tension, it is appropriate to focus development on settlements that can support local facilities (existing or potential) and/or have good access, preferably by modes other than the private car, to nearby settlements that have such facilities.
- 5.1.7 In reality, the dispersed approach includes an element of many of the other options rather than concentrating most development in a particular type of settlement or location. However, the manner in which this approach is put into effect needs to reflect and be sensitive to the specific circumstances of each settlement.
- 5.1.8 On that basis, the overall development strategy incorporates the following components as shown on the Key Diagram (Section 1.4):
- Stratford-upon-Avon is the largest settlement in the District, albeit it is relatively modest in size with a resident population of 27,000 according to the 2011 Census. The town supports an extensive range of shops and services for its size, partly due to the substantial numbers of visitors it attracts. It is also connected by a range of bus services to various towns and cities as well as many smaller communities in the District, and by rail services to Birmingham, Leamington Spa and London. Over the plan period as a whole, opportunities for development are provided within and on the edge of the town. Whilst this will continue to put pressure on some elements of infrastructure, it is evident that the development can be accommodated either within the capacity provided by that existing infrastructure or through improvements that can reasonably be delivered.
 - Since the inception of the first District Local Plan in the early 1990s, a number of market towns and large villages have been identified as the focus of development in rural parts of the District, namely: Alcester, Bidford-on-Avon, Henley-in-Arden, Kineton, Shipston-on-Stour, Southam, Studley and Wellesbourne. They provide a good range of shops, facilities and jobs compared with smaller villages. They also tend to have more frequent public transport services than most of the District's smaller settlements. Provision is made over the plan period as a whole for development in each of these settlements, known as Main Rural Centres, but with a varying amount in each reflecting the specific constraints and opportunities that apply and the importance of retaining their individual character and distinctiveness.
 - It is important that provision is made for some new housing in villages across the District. The approach taken to the scale of development seeks to minimise

Section 5 Development Strategy – 5.1 Distribution of Development

impact on their character while helping to sustain their future. An allowance is made for small-scale development in a wide range of smaller settlements, known as Local Service Villages, to help meet the needs of these communities, to provide some scope for new households to move into them, and to help support the services they provide.

5.1.9 The villages across the District display a wide range of sizes, functions and characteristics. As a means of applying the dispersal approach to future housing development, a methodology was devised to identify an appropriate set of Local Service Villages (see Appendix 1). The approach applied an assessment of the presence and comparative quality of three key services - general store, primary school and public transport - together with the existing size of the settlement. The latter has been applied as the overriding factor, by which a settlement has to have at least 100 dwellings to be identified as a Local Service Centre regardless of the presence of key services.

5.1.10 Based on this methodology, the following grouping of villages has been identified:

Category 1: Bishop's Itchington, Harbury, Long Itchington, Quinton, Tiddington

Category 2: Brailes, Fenny Compton, Lighthorne Heath, Napton-on-the-Hill, Salford Priors, Stockton, Tysoe, Welford-on-Avon, Wilmcote, Wootton Wawen

Category 3: Claverdon, Earlswood, Ettington, Great Alne, Ilmington, Long Compton, Newbold-on-Stour, Snitterfield, Temple Herdewycke, Tredington

Category 4: Alderminster, Alveston, Aston Cantlow, Bearley, Clifford Chambers, Gaydon, Halford, Hampton Lucy, Ladbrooke, Lighthorne, Long Marston, Loxley, Mappleborough Green, Moreton Morrell, Northend, Oxhill, Pillerton Priors, Priors Marston, Tanworth-in-Arden, Wood End

5.1.11 The scope for individual villages to accommodate development, and the assessment of specific sites for their suitability for development, will take into account the presence of environmental designations, such as the Cotswolds AONB, Special Landscape Areas and Conservation Areas. Within the Green Belt development will reflect the provisions of Policy CS.10, the National Planning Policy Framework and the Planning Practice Guidance.

5.1.12 The principle of Local Choice was introduced in the previous District Local Plan as a way of providing scope to meet the needs of rural communities at a time when the strategy did not make provision for any development in smaller villages. Whilst it is acknowledged that the strategy has now changed, the flexibility of a local approach is widely supported by communities, and the Council believes that it is desirable to continue to support development that meets the specifically identified needs of a community. Since publication of the Local Plan Review in 2006, the Government has introduced a new tier of neighbourhood planning at the town and parish level. Whilst neighbourhood planning gives communities new powers and responsibilities to meet the development challenges and opportunities faced in their area, the Council believes that local needs schemes can sit alongside neighbourhood planning, providing opportunities to meet identified local needs where communities do not wish to go down the formal route of producing a neighbourhood plan. As such, this policy endorses the approach to local needs but

Section 5 Development Strategy – 5.1 Distribution of Development

extends it to all settlements across the District. Further information on Local Needs Schemes will be set out in the Development Requirements Supplementary Planning Document (SPD).

- 5.1.13 Throughout the preparation of the Core Strategy, the Council has acknowledged that there is a limit to which existing settlements should be expected to grow during the plan period. This is due to the importance of retaining their character and also because of specific constraints in terms of capacity in relation to infrastructure and services.
- 5.1.14 For this reason, the Council has consistently made it clear that it might need to consider the role that a different form of development would have in meeting part of the overall amount of future growth in the area. This need has intensified as a result of the increased housing requirement to 14,600 dwellings.
- 5.1.15 Following a rigorous technical assessment of a wide range of options, including large-scale extensions to existing settlements, the Council has concluded that making provision for two new settlements is the most appropriate means of contributing to the District's housing requirement during the plan period.
- 5.1.16 The location of the new community at Gaydon/Lighthorne Heath is adjacent to a major employment site occupied by Jaguar Land Rover and Aston Martin Lagonda which supports a substantial number of jobs. It has convenient access to the M40 at Junction 12 and express bus services can readily be provided to link it with nearby towns, railway stations and other attractions. The site does not have any overriding physical constraints, the necessary infrastructure can be provided effectively and the development can be implemented without delay. The new settlement is expected to deliver 3,000 homes, of which around 2,300 will be built during the plan period up to 2031. The site is very well contained, making it unlikely that the settlement would grow to any appreciable extent beyond the scale now envisaged. The Council believes that this is the right place in which to create a new community, as it will benefit from and enhance existing networks, relationships and patterns of movement. This location for creating a new community also has the added benefit of having a close relationship with Jaguar Land Rover's intentions to expand its activities and create a substantial number and range of new jobs on adjacent land.
- 5.1.17 The location of the new community at Long Marston Airfield is west of the B4632 on a part-greenfield/part-brownfield site. A new community can be created predominantly on an area of previously developed land. This site will deliver new housing well-related to Stratford-upon-Avon, but is of sufficient size to support a wide range of local facilities on the site. Its relationship to the town offers the prospect of different options for sustainable travel. However, the transport benefits would include a south-western relief road to Stratford-upon-Avon in addition to new public transport links. The new settlement is expected to deliver 3,500 homes, of which around 2,100 will be built during the plan period up to 2031.
- 5.1.18 In terms of the settlement pattern across the District, the new settlements will become the equivalents of a Main Rural Centre and complement their role.

Development Management Considerations

- (1) Local Needs Schemes are defined as small-scale community-led schemes to meet a need identified by that community. They include but are not limited to housing schemes. Local Needs Schemes will be supported in principle in any settlement across the District, in accordance with Part G of the policy, whether Stratford-upon-Avon, Main Rural Centre, Local Service Village or other village or hamlet.
- (2) Where a Local Needs Scheme proposes to meet identified local housing needs, a particular scheme can provide for either affordable or market housing with a local connection, or a mix of both. Evidence of identification of need should come from a recent Parish Housing Needs Survey or surveys and/or technical work prepared as part of any parish plan / neighbourhood plan. Such Local Needs Schemes are required to demonstrate adequate management arrangements are in place prior to commencement to ensure that the scheme meets an identified need both initially and in perpetuity. Further guidance on the implementation of Local Needs Schemes will be set out in the Development Requirements SPD.
- (3) The list of Local Service Villages (LSV) is 'dynamic' in order to reflect the sustainability of a particular LSV at any point in time. In determining the appropriateness of development schemes, consideration should be given to the methodology for identifying LSVs which is included at Appendix 1 of the Core Strategy.

Implementation and Monitoring

Responsible agencies	Stratford-on-Avon District Council, developers, infrastructure and service providers
Delivery mechanism	Through the determination of planning applications
Funding	Not applicable
Timescale	Throughout the plan period
Risk	If housing, employment and other forms of development do not take place across the District in the manner proposed, the character of its settlements and countryside could be undermined.
Monitoring indicators	<ul style="list-style-type: none"> • Amount and type of development that takes place in each category of location identified.

5.2 Housing Development

Strategic Objectives

- (12) *Previously developed sites in sustainable locations will have been re-used for purposes that are of an appropriate type and scale, while retaining their important natural, historic and other features.*
- (15) *At least an additional 14,600 homes (an average of 730 per annum) will have been built across the District on brownfield and greenfield sites, reflecting the dispersed settlement pattern of the District. Where justified by the available evidence, the District Council will have worked with neighbouring councils to help meet any unmet housing needs arising outside the District. In addition, the needs of gypsies and travellers will have been met through the provision of 41 additional pitches by 2019 and an additional 30 pitches thereafter, a total of 71 pitches by 2031.*
- (16) *A mix of sizes, types and tenures of housing will have been built by a range of developers, housing associations and other providers. To improve the affordability of housing across the District, 35% of dwellings on eligible sites will have been provided as affordable homes.*

Policy CS.16

Housing Development

A. Housing Requirement

Stratford-on-Avon District will meet its objectively assessed housing needs for the period 2011 to 2031. Provision will be made for at least 14,600 additional homes, distributed as follows based on the sustainable locations identified in Policy CS.15:

- Stratford-upon-Avon: approximately 3,500 homes
- Main Rural Centres: approximately 3,800 homes
- New Settlement at Lighthorne Heath: approximately 2,300 homes
- New settlement at Long Marston Airfield: approximately 2,100 homes
- Local Service Villages: approximately 2,000 homes
- Large Rural Brownfield Sites: approximately 1,245 homes
- Other Rural Locations: approximately 750 homes

B. Strategic Allocations

To deliver the housing requirement, the Core Strategy identifies the following strategic allocations for housing and housing-led mixed-use development during the plan period. The detailed provisions for each site allocation are set out in Section 6 Area Strategies.

- 650 homes within the plan period from a total of approximately 1,010 homes on the Canal Quarter Regeneration Zone, Stratford-upon-Avon (SUA.1)
- 65 homes South of Alcester Road, Stratford-upon-Avon (SUA.2)
- 500 homes North of Bishopton Lane, Stratford-upon-Avon (SUA.3)
- 190 homes North of Allimore Lane (southern part), Alcester (ALC.1)
- 160 homes North of Allimore Lane (northern part), Alcester (ALC.2)
- 200 homes West of Banbury Road, Southam (SOU.1)

Section 5 Development Strategy – 5.2 Housing Development

- 165 homes West of Coventry Road, Southam (SOU.2)
- 530 homes South of Daventry Road, Southam (SOU.3)
- 2,300 homes within the plan period from a total of approximately 3,000 homes at Gaydon/Lighthorne Heath New Settlement (GLH)
- 2,100 homes within the plan period from a total of approximately 3,500 homes at Long Marston Airfield New Settlement (LMA)

A further strategic allocation of approximately 2,000 homes is identified for the Local Service Villages. Policy CS.15 identifies four categories of Local Service Village, to which the following housing requirements apply:

- Category 1 - approximately 450 homes in total, of which no more than around 25% should be provided in any individual settlement
- Category 2 - approximately 700 homes in total, of which no more than around 12% should be provided in any individual settlement
- Category 3 - approximately 450 homes in total, of which no more than around 13% should be provided in any individual settlement
- Category 4 - approximately 400 homes in total, of which no more than around 8% should be provided in any individual settlement

Within the Green Belt Local Service Villages, housing development will take place wholly in accordance with the provisions of Policy CS.10.

C. Neighbourhood Planning

The Council is committed to giving local people the opportunity to influence where homes are built in their communities and encourages Parish Councils to prepare Neighbourhood Plans that identify sites to meet or exceed the housing requirements set out above.

D. Phasing and Delivery

The accompanying Housing Trajectory Table shows how the housing requirement will be delivered. The provision of new homes will be monitored at least annually to ensure the trajectory is being met and to assess the housing land supply. The calculation of 5 year housing land supply as set out in the latest Authority Monitoring Report (AMR) will provide the mechanism for managing housing delivery and updating the Housing Trajectory to bring forward additional sites if required.

The Site Allocations Plan will identify Reserve Housing Sites providing flexibility to ensure that the District can meet in full its agreed housing requirement (the share of the housing needs arising in the Coventry and Warwickshire Housing Market Area to 2031) and/or to respond to the need to meet housing need arising outside the Coventry and Warwickshire Housing Market Area (HMA). The location of any reserve sites will take account of the settlement pattern and the overall balance of distribution of development set out in Policy CS.15. Reserve sites will have the capacity to deliver up to 20% of the total housing requirement to 2031.

Reserve sites will be released in the following circumstances:

- To rectify any identified shortfall in housing delivery in order to maintain a 5 year supply of housing land in Stratford-on-Avon District;
- To contribute to meeting any identified additional need for housing in relation to a net growth in jobs at Jaguar Land Rover arising from development of the employment allocation at Gaydon Lighthorne Heath;

Section 5 Development Strategy – 5.2 Housing Development

- To contribute to meeting within the District any identified shortfall in housing across the Coventry and Warwickshire HMA as demonstrated through the agreed outcomes of ongoing joint working between the Coventry and Warwickshire local planning authorities;
- To contribute to meeting any housing needs arising outside the Coventry and Warwickshire HMA that it is accepted through co-operation between the relevant councils as needing to be met within the HMA and most appropriately being met within the District.

In accordance with Policy CS.17, the Council will bring forward a review of the Core Strategy if it is evident that the required scale of additional housing site provision is beyond that which can properly be addressed within the context of the Site Allocations Plan process.

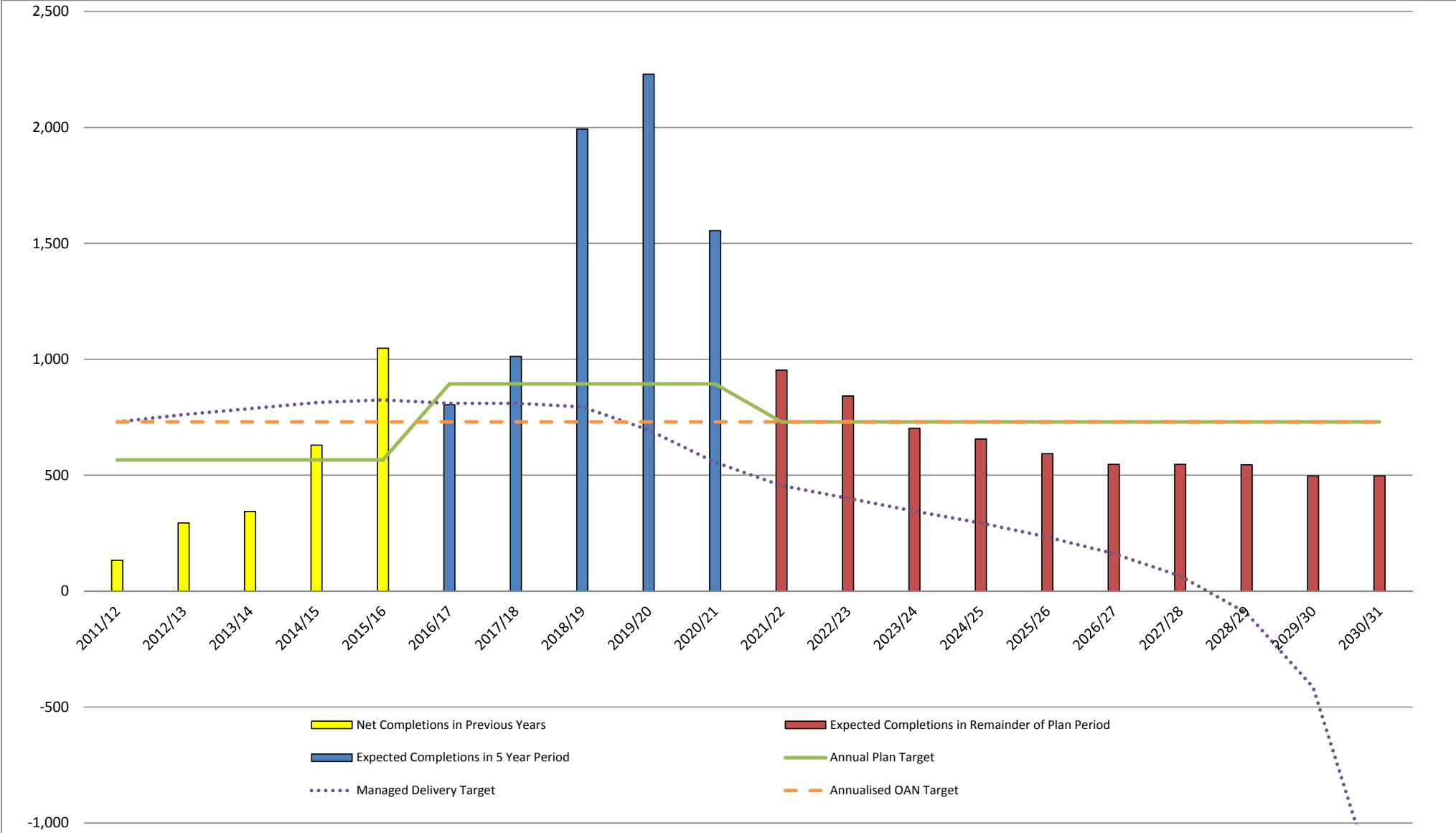
Explanation

- 5.2.1 Stratford-on-Avon District Council is required to boost significantly the supply of housing. The housing requirement of 14,600 for the 20 year period 2011 to 2031 is derived from an objective assessment of housing needs based on up-to-date technical evidence as required by the National Planning Policy Framework (NPPF). The OAN for the District is 14,600 homes (or 730 homes per annum).
- 5.2.2 The starting point for objectively assessing housing need is to use trend-based demographic forecasts that make assumptions about likely household formation rates, rates of fertility and mortality, and levels of in-migration into the District from other parts of the UK. These projections then need to be tailored to local circumstances, taking account of employment forecasts, housing market signals and indicators of housing affordability.
- 5.2.3 In Stratford-on-Avon District, of the 14,600 new homes required, only some 2,258 are needed to house the increase expected from the existing population: the vast majority of new homes being to house in-migrants to the District. Based on the latest demographic assumptions as set out in the 2012 Sub-National Population Projections, the housing required to meet identified need is 9,236 (462 homes per annum), rising to 11,534 (577 homes per annum) to take account of migration rates over a 10 year period. However, once adjusted to take into account the factors outlined above, the calculation of OAN rises by 153 homes per annum to 14,600. This is the level of development required to balance the number of homes with the expected number of jobs in the District to 2031, whilst maintaining the 2011 commuting ratio of 0.96:1.
- 5.2.4 The housing requirement to be planned for in the Core Strategy is based on three different annual rates of delivery: 566 homes per annum in Phase 1 of the plan period, 894 homes per annum in Phase 2 and 730 homes per annum in Phases 3 and 4. This 'step-change' in delivery is considered appropriate firstly because of the fact that the Core Strategy period is at the end of Phase 1 and it would be perverse to retrospectively apply a significantly higher housing target to past years, and secondly because the Council recognises the importance of meeting the OAN and acknowledges the need to plan on the basis of an identified element of contingency or 'headroom' (see below).

Section 5 Development Strategy – 5.2 Housing Development

- 5.2.5 The Fig.1 Housing Trajectory - Table and Graph show how the housing requirement is being met through expected rates of delivery across the plan period. It covers the 20 year period from 2011 to 2031 and follows on from the end of the Local Plan Review 2006 in 2011. More information on the housing trajectory can be found in the Housing Implementation Strategy that accompanies the Core Strategy.
- 5.2.6 As can be seen from the Trajectory Table, sufficient provision is made for at least 16,423 homes to be delivered by 2031, exceeding the requirement of 14,600 by approximately 12.5%. The step-change in annual supply and the Council's commitment to meeting the housing needs of the District is also evident when contrasting the delivery of 132 homes in 2011/12 with the projected delivery of (at the peak point) some 2,230 homes in 2019/20. The highest levels of delivery are expected in Phase 2 reflecting the need to remedy the undersupply in previous years.
- 5.2.7 Annual completions (actual, expected in current year and estimated in future years) are shown by the columns in the Trajectory Graph. The Council acknowledges that the anticipated high-level annual delivery between 2016/17 and 2020/21 is ambitious and exceeds by some margin the previous highest rate of annual supply of 806 homes in 2004/05. However, this reflects the need to correct the previous undersupply of housing in the short-term, as required by the NPPF. In doing so, it also requires commitment by developers and homebuilders to deliver new homes for which they have been granted planning permission. The stepped decrease in housing provision over the plan period reflects anticipated oversupply in phase 2, enabling the Council to demonstrate a continuous 5 year supply of housing as required by the NPPF. The Core Strategy will need to be reviewed prior to 2031 to identify the housing requirement post 2031, enabling a continuous supply of housing beyond the plan period.
- 5.2.8 The graph also shows the annualised OAN target of 730 (horizontal dashed line) and the annual plan target (horizontal solid line), with the step-change between 2015/16 and 2016/17. The managed delivery target (dotted line) shows the number of homes still needing to be built to achieve the housing requirement. The slight rise between 2011/12 and 2016/17 above the annualised average rate reflects the shortfall in provision during the early years of the plan period whilst the tailing off reflects the overprovision between 2016/17 and 2020/21. The 'negative' end to the target corresponds to the over-provision in overall delivery that is anticipated by 2031.
- 5.2.9 The housing trajectory comprises homes already built (known as completions), homes with planning permission and homes on allocated sites (known as commitments). Commitments include 800 homes at 'Land West of Shottery, Stratford-upon-Avon', a further 965 homes at Meon Vale (ie. The Large Rural Brownfield Site of the former Engineers Depot, Long Marston), as well as the sites identified as strategic allocations in this Core Strategy that were granted permission in 2014/15: 350 homes North of Allimore Lane, Alcester (sites ALC.1 and ALC.2); 236 homes West of Banbury Road, Southam (SOU.1); 165 homes West of Coventry Road, Southam (SOU.2); and 82 homes at Warwick House, part of the Canal Quarter Regeneration Zone, Stratford-upon-Avon.

Fig.1 Housing Trajectory - Table



Section 5 Development Strategy – 5.2 Housing Development

- 5.2.10 The figure for the Large Rural Brownfield Sites refers to those listed in Policy AS.11 and represents the number of homes with planning permission from these sites. Whilst further homes may come forward from this source in accordance with Policy AS.11, the District Council is not relying on this supply to meet its housing requirement. Any additional homes would therefore comprise an additional source of windfall supply. The remainder of the housing requirement is being delivered through the remaining strategic allocations as set out in Policy CS.16; on identified Strategic Housing Land Availability Assessment (SHLAA) sites, and with a small allowance made for 'windfall' sites. Notwithstanding the above, it should be noted that whilst the Council considers the housing requirement to be appropriate for the District, local communities may wish to make additional provision through the auspices of Neighbourhood Planning.
- 5.2.11 The Council has also committed to preparing a Site Allocations Plan to allocate reserve sites in accordance with Policy CS.16 to meet any shortfall in housing within the District and help meet housing needs arising from outside the District. The Site Allocations Plan therefore builds additional robustness into the housing trajectory and makes doubly sure that the housing needs of the District will be met.
- 5.2.12 'Windfalls' are those homes that get permission and are built on unidentified sites such as small infill schemes and conversions or where a larger site unexpectedly comes forward for development, such as a former factory. Given the nature of the District, with its numerous settlements each comprising a mix of older and newer built areas and the past high rate of windfall development it is appropriate to continue to include an allowance for windfall development in Phases 3 and 4 of the plan period. This allowance is based on an analysis of the rate of windfalls on small sites (i.e. less than 5 homes) excluding residential garden land. In reality, the level of windfall development may be much higher, particularly since a number of larger rural exception affordable housing schemes may also come forward for development. As such, the windfall allowance should not be seen as a ceiling, although the Council will monitor the cumulative supply of windfalls to ensure that there is not a significant overprovision of housing across the District.
- 5.2.13 Policy CS.15 supports the principle of Local Needs schemes for housing. These are small-scale community-led schemes that meet a need identified by that community. The provision of Local Needs schemes applies across the District in all settlements. Further information on Local Needs Schemes will be set out in the Development Requirements Supplementary Planning Document (SPD). Prior to the preparation of the Site Allocations Plan, any Local Needs scheme coming forward in a Local Service Village (as opposed to the parish) will count towards the target for that village. Any Local Needs scheme coming forward elsewhere (i.e. Stratford-upon-Avon town, in one of the eight Main Rural Centres or in other rural locations) would be counted towards the District windfall target. Thus, once the Site Allocations Plan has been prepared, any Local Needs scheme will provide additional supply and count as further windfall.
- 5.2.14 It should also be noted that when adopted, Neighbourhood Plans will become part of the statutory Development plan for that neighbourhood area (alongside the Core Strategy and accompanying DPDs). A Neighbourhood Plan can seek to deliver more development than set out in the Core Strategy, providing it still

Section 5 Development Strategy – 5.2 Housing Development

complies with the strategic approach of the Core Strategy. Any additional development would be counted as windfall.

- 5.2.15 The Council will work with developers and the community to prepare 'design concepts' for sites identified in the Site Allocations Plan. These will succinctly establish the design principles for the site, providing greater certainty to both the developer and the community as to what is expected and what type of development is considered acceptable.
- 5.2.16 There are a number of mechanisms that can contribute to meeting the housing needs of the District and the Council supports the principle of schemes being delivered as self-build projects or by community land trusts. Such schemes may contribute to 'windfall' development across the District. The Council will also consider the allocation of specific sites for self-build projects and community land trusts in the Site Allocations Plan.
- 5.2.17 As identified at paragraph 1.3.9, the planned long-term expansion by Jaguar Land Rover at Gaydon involves a development that is likely to be of more than local significance. The precise nature and timing of this development is currently unknown. In the event that development creating a substantial number of new jobs is brought forward in the earlier part of the plan period, this could have implications for the scale of housing growth that should be planned for beyond 2021. The Council will keep this matter under active review, in co-operation with other authorities in the housing market area.
- 5.2.18 The Council is required to demonstrate the equivalent of 5 years' worth of housing land supply (5YHLS) on adoption and throughout the plan period. This is known as the 5YHLS calculation. It is a comparison of the anticipated supply of new homes against the number of new homes that are required to be built (the housing requirement). It is expressed as the number of years' worth of supply. So as to avoid being skewed by annual fluctuations in housing supply, it is calculated over a 5 year period. It should therefore exceed 5. Any 5YHLS is a snapshot in time. The 5 year period is a 'forward look' produced on at least an annual basis and standard practice is for the starting point to be 1 April each year.
- 5.2.19 As of 31 March 2016, based on the housing trajectory set out in Figure 1, the Council can demonstrate a 5-year supply with a 20% buffer applied, which is necessary at the date of adoption because there has been a record of persistent under delivery of housing in the District for a number of years, albeit, as a result of the moratorium, for reasons outside of the Council's control. The calculation seeks to deal with the shortfall from previous years fully within the 5 year period, applies a conservative 5% deduction for non-implementation and excludes an additional allowance for windfalls within the 5 year period above those homes already committed. The calculation should also be seen in the context of the Core Strategy including a contingency of some 12.5%.

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Fig. 2 – 5 Year Housing Land Supply Calculation

As at 31 March 2016 (for 5 Year Period 1 April 2016 to 31 March 2021)	5% Buffer	20% Buffer
(a) Requirement 2011-2016 [566dpa x 5]	2,830	2,830
(b) Completions 2011 – 2016 [i.e. number of homes built]	2,447	2,447
(c) Shortfall [(a)-(b)]	383	383
(d) 5 Year Requirement + Shortfall [(894dpa x 5) + (c)]	4,853	4,853
(e) Add % Buffer [(d)x1.05 OR (d)x1.2]	5,096	5,824
(f) Annualised Average [(e) / 5]	1,019	1,165
(g) Supply within 5 Years (with 5% deduction for non-implementation, as appropriate)	6,785	6,785
(h) Land Supply (Years) [(g) / (f)]	6.66	5.82

Development Management Considerations

- (1) The Council will refuse applications for development that would otherwise prejudice the delivery of an allocated site.
- (2) A scheme to bring forward an allocated site which is contrary to the principles set out in the Proposal relating to it will be refused. All proposals should be in accordance with the agreed Design Statement for the allocated site.
- (3) The housing requirements for each category of Local Service Village (LSV) represent what the Council considers to be appropriate in terms of strategic planning, in accordance with the Distribution of Development policy. However, these requirements do not prevent a particular community from delivering additional development if it considers that to be appropriate and it is supported either through the Neighbourhood Plan or through the development of a Local Needs scheme.
- (4) The Local Service Village housing requirements apply to development in and adjacent to the village settlement itself, not the wider parish. Housing delivered in rural locations outside settlements will count towards the rural area total.

Section 5 Development Strategy – 5.2 Housing Development

Implementation and Monitoring

Responsible agencies	Private landowners, developers and housebuilders, registered providers
Delivery mechanism	Through the determination of planning applications
Funding	Private funding, Affordable Homes Programme (or successors), Stratford District Council's Affordable Housing Investment Programme fund and developer cross subsidies.
Timescale	Throughout the plan period
Risk	If the policy is not followed it could result in insufficient homes being built to meet the housing requirement or too many homes being built in the wrong place resulting in unsustainable development.
Monitoring indicators	<ul style="list-style-type: none"> • Number of homes granted planning permission and number of homes completed against the annual housing target.

5.3 Accommodating Housing Need from outside the District

All Strategic Objectives are relevant to this policy.

Policy CS.17

Accommodating Housing Need Arising from outside Stratford-on-Avon District

The existence of unmet housing need arising outside Stratford-on-Avon District will not render this Plan out of date. However, the Plan will be reviewed if evidence demonstrates that significant housing needs arising outside the District should be met within the District and cannot be adequately addressed without a review. To establish this, the Council will work with other local authorities in the Coventry and Warwickshire Housing Market Area to:

1. prepare and maintain a joint evidence base including housing need and housing land availability;
2. take part in a process to agree the strategic approach to address any shortfall of land availability to deliver in full the Housing Market Area's Objectively Assessed Housing Need or other evidenced housing need arising outside the District; and
3. where the evidence and the duty to co-operate process clearly indicates that there is a housing need that cannot be met within the administrative boundaries of the authority in which the need arises and part or all of the need could most appropriately be met within Stratford-on-Avon District, the Council will seek to identify the most appropriate sites to meet this need and will review the Local Plan to do this, should it be required.

Explanation

- 5.3.1 The six local planning authorities within the Coventry and Warwickshire Housing Market Area (HMA) have agreed to cooperate together to ensure the HMA's housing need of at least 4,277 dwellings per annum is met in full. It is recognised that this is important in supporting the growth ambitions of Coventry and Warwickshire as well as ensuring local plans and core strategies within the sub-region comply with national policy and guidance.
- 5.3.2 However, it is recognised that there may be physical or policy constraints which make it difficult for one or more of the local planning authorities within the sub-region to meet their local objectively assessed housing need in full. In these circumstances it will be necessary for the six authorities to work closely together to address this potential shortfall and to ensure the HMA's overall housing need is met in full.
- 5.3.3 The process for doing this has been set out and agreed by the Coventry and Warwickshire Shadow Joint Committee. The starting point of this process is a shared evidence base relating to strategic issues. It is recognised that the following assessments/ studies are likely to be the key elements of this shared evidence base:
- a Joint Strategic Housing Market Assessment: it is important to ensure that the objectively assessed housing need of the HMA and each of the Councils within the HMA is understood and that the evidence to support this is kept up to date.
 - a Joint Approach to Strategic Housing Land Availability Assessments: it is important that housing land availability is assessed consistently across the HMA so that the overall and local supply of potential housing sites is understood.

Section 5 Development Strategy – 5.3 Accommodating Housing Need from outside the District

- Joint Employment Land Assessment: it is important to ensure that employment land requirements and supply are understood, and planned for, alongside housing. A shared evidence base will help to understand the sub-regional and local employment land requirements as well as the availability of sub-regional and local sites to meet these requirements.
- a Green Belt Study: the West Midlands Green Belt covers significant parts of the Coventry and Warwickshire HMA. The Green Belt study needs to be up to date to inform a sub-regional approach.

- 5.3.4 In the event that there is a shortfall arising from one or more District within the HMA, and in the context of a shared evidence base, the six local planning authorities have agreed to work together to develop and maintain a strategy to meet the HMA's housing requirement. This process will seek to identify the most suitable available sites to meet any shortfall. Stratford-on-Avon District Council will participate actively in the process on an on-going basis.
- 5.3.5 Should this strategy identify that sites within Stratford-on-Avon District are required to meet some or all of a housing need arising from outside the District, the Council will undertake work to establish the most appropriate sites to do this and if this indicates that significant modifications are required to the Local Plan, the Council is committed to undertaking an early review of the Plan to address this.
- 5.3.6 A further issue that may need to be addressed through this process is the potential for a shortfall in housing land arising from outside the Coventry and Warwickshire HMA, in particular from the Greater Birmingham area. In the event that such a shortfall may need to be partially addressed within the Coventry and Warwickshire HMA, the six local planning authorities have agreed to work together using the process described above.

5.4 Affordable Housing

Strategic Objective

(16) *A mix of sizes, types and tenures of housing will have been built by a range of developers, housing associations and other providers. To improve the affordability of housing across the District, 35% of dwellings on eligible sites will have been provided as affordable homes.*

Policy CS.18

Affordable Housing

A. Requirement and Thresholds

All new residential development that incorporates or comprises use as a dwelling house within Use Class C3 will be required to contribute to the provision of affordable housing in accordance with the following thresholds:

- In the parishes of Alcester and Kinwarton, Bidford-on-Avon, Henley-in-Arden and Beaudesert, Kineton, Shipston-on-Stour, Southam, Stratford-upon-Avon, Studley and Mappleborough Green, Tanworth-in-Arden, and Wellesbourne; development providing:
 - 11 or more dwellings; or
 - 6 or more dwellings with a combined floorspace of more than 1,000sqm
- In all other parishes: development providing 6 or more dwellings.

The Council will have regard to the nature of a scheme, including the relevant planning unit, in order to determine whether it comes within Use Class C3 and is subject to the provisions of this policy. The affordable housing will comprise 35% of the homes, unless credible site specific evidence of viability indicates otherwise. Schemes proposing more than 35% affordable housing provision, including rural exceptions, will also be supported where it meets an identified need. The Council will also support Use Class C2 and C2a schemes that contribute to the provision of affordable housing.

B. On-site Provision

On schemes proposing fewer than 11 homes a contribution to off-site affordable housing provision in the District will be provided where on-site provision (in whole or part) is not proposed. On schemes proposing 11 or more homes, affordable housing will be provided on-site.

The application of the affordable housing requirement may result in a fractional level of provision. Given the distributional strategy of this Plan and the preference for smaller sites, fractional provision assumes greater importance for reasons of equitability. On sites of fewer than 11 homes, the fractional requirement will be provided as an off-site contribution. For sites proposing between 11 and 20 homes the requirement for on-site provision will be rounded down to the nearest whole unit (unless the applicant proposes rounding up), with the balance to be provided as an off-site contribution. For sites proposing 21 homes or more, affordable housing will be provided on-site to the nearest whole unit.

Full or partial off-site provision of general needs affordable housing on sites proposing 11 or more homes will only be permitted where exceptional circumstances have been

Section 5 Development Strategy – 5.4 Affordable Housing

demonstrated to the Council's satisfaction. Schemes providing specialised accommodation may provide affordable housing off-site where such provision has been justified to the Council's satisfaction. In both circumstances the alternative form of provision will be equivalent or better in all respects to the affordable housing were this to have been provided on-site in accordance with Part A of the Policy.

C. Affordability and Tenure

Affordable housing is defined as social rented, affordable rented, and intermediate housing provided to eligible households whose needs are not met by the market. Such housing will:

1. Ensure the development of cohesive and stable communities, through the provision of appropriate stock and tenure profiles and management arrangements on each site.
2. Effectively meet the needs of households, including through its availability at a cost low enough for them to afford, determined with regard to local house price and market rent levels.
3. Include provision for homes to remain at an affordable cost for future eligible households or, exceptionally if relevant restrictions are lifted, for the subsidy involved in their development to be fully recycled for alternative affordable housing provision.

On each site to which this policy applies, an appropriate tenure profile will be determined based on the principle that total affordable housing costs (rents and sale prices together with any applicable service charges) must be set at levels which will ensure that the accommodation is genuinely affordable to all households on low incomes, including those in work and/or with special needs. In accordance with the housing size and mix required by Policy CS.19, the following preferred tenure mix will also apply. The final mix achieved on any site will be informed by the up-to-date position set out in the Development Requirements SPD, which shall take into account any change to the definition of affordable housing established via national guidance, any relevant site specific issues and evidence of local circumstances:

- Maximum 20% Affordable Rented Housing
- Maximum 20% Intermediate Housing
- Minimum 60% Social Rented Housing

D. On-site Integration

To ensure community cohesion and good design, affordable homes will be fully integrated in the design of the overall scheme, being physically and visually indistinguishable from the market units and dispersed across the site in clusters appropriate to the size and scale of the development.

E. Delivery

The provision of affordable housing will be required irrespective of the availability of public subsidy. Schemes will remain at an affordable price for future eligible households or for the subsidy to be recycled for alternative affordable housing provision. The Council will identify quality benchmark standards in respect of affordable housing allocation, monitoring and management arrangements in its Development Requirements SPD.

Explanation

- 5.4.1 Affordable housing is housing provided at a cost below current market rates. For planning purposes, affordable housing has a specific definition as set by the National Planning Policy Framework (NPPF) and is defined as social rented, affordable rented and intermediate housing, provided to eligible households whose needs are not met by the market. It should include provisions to remain affordable in perpetuity. It should be noted that 'low cost' housing for sale on the market does not constitute affordable housing. Notwithstanding this, in an affluent District like Stratford-on-Avon low cost market housing can play a very important role in helping people onto the 'housing ladder'. Applications for low cost market housing would be determined on the same basis as open-market housing. However, low cost market housing could also be brought forward as Local Needs Schemes in accordance with Policy CS.15.
- 5.4.2 The Council's current Housing Strategy at www.stratford.gov.uk/council/housing-strategy.cfm sets out how the District Council and its partners will work together to ensure that more people in the District get the housing and housing related support that they need and choose. It covers all tenures including owner occupation, private rented accommodation and affordable housing and is a key document that assists with the implementation of the Core Strategy and in making planning decisions. Most affordable housing in Stratford-on-Avon District is managed by housing associations. More information on housing associations in Stratford-on-Avon District can be found at <https://www.stratford.gov.uk/housing/community-312.cfm>. Effective delivery is critical and all these associations have a good track record for providing affordable housing in this District.
- 5.4.3 High house prices and private rents exclude many working and non-working households from the housing market. For many years the District has had the highest private rents and house prices in the West Midlands and one of the worst affordability ratios, ie. the relationship between rents/prices and incomes.
- The District 'mean' private rent was £836 per calendar month in the twelve months to the end of March 2016; this compares to £607 per calendar month in the West Midlands. During the same period, the District lower quartile private rent was £650 per calendar month and the median was £750. (VOA/ONS Private Rental Market Statistics, May 2016).
 - House prices are roughly ten times annual earnings in the District. In 2015 the District ratio of lower quartile house prices to lower quartile household earnings was 10.16 and the ratio of median house prices to median earnings 10.10. (DCLG live tables 576 and 577, May 2016).
- 5.4.4 Consequently, demand for affordable housing is high. This District has consistently experienced a long-term shortage of affordable housing, as evidenced by a succession of surveys and assessments. Meeting this need is both a requirement of national guidance and an objective of the current Housing Strategy. Therefore, it is essential to maximise the provision of affordable housing as a proportion of overall housing supply consistent with viability considerations both to address identified unmet need and to compensate for losses from the existing stock.

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- 5.4.5 To inform the Core Strategy, a Strategic Housing Market Assessment (SHMA) (November 2013) has been prepared for the Coventry and Warwickshire Sub-region. This technical study assesses housing need and demand across the housing market area and considers affordable housing, housing size and type, and the housing needs of specific groups. Given the high levels of in-migration to the District, the SHMA identifies a need in excess of 200 affordable homes per annum. This figure does not take account of any losses to the affordable housing stock such as through 'Right to Buy' sales or 'disposals' by housing associations. The SHMA evidence has been supplemented by the Updated Assessment of Housing Need (September 2015) which identifies an increased need of at least 233 affordable homes per annum. The impact of any change to the definition of affordable housing arising from national planning guidance, such as the provision of Starter Homes, should be considered at housing market area level. The outcome should be reflected in the Council's Development Requirements SPD or, if required, via a review of this policy.
- 5.4.6 Given this high level of need, the Council commissioned further technical work to assess the viability of its policy requirements. Based on best practice guidance using a range of typical assumptions regarding the costs associated with housing development in Stratford-on-Avon District, the Affordable Housing and Core Strategy Viability Assessment (March 2014) tested a range of notional schemes throughout the rural area and in Stratford-upon-Avon and the Main Rural Centres. This work demonstrated that on the whole, both the affordable housing proportion and tenure split were viable and would not adversely affect the delivery of housing in Stratford-on-Avon District. The viability evidence also found that development of the Canal Quarter Regeneration Zone was less viable with 35% affordable housing provision. Given the housing mix expected to be provided, and the potential for a higher quantum of flatted homes, it is recommended that a lower affordable housing requirement is set for this particular site. This is included in Proposal SUA.1.
- 5.4.7 The affordable housing thresholds reflect the distributional strategy set out in Policy CS.15 and evidence on development viability. The distributional strategy is expected to result in more smaller housing sites coming forward for development and will particularly affect many of the smaller villages where the affordable stock has been depleted and the supply of new affordable homes has been very limited. The intention is to maximise the overall supply of new affordable homes and to improve the prospects for delivery from smaller sites, especially in rural locations. However, the Council recognises that the particular circumstances of smaller housing schemes can vary widely and so the uniform application of a requirement for on-site provision may not always be appropriate. In the case of schemes for fewer than 11 dwellings, this Policy therefore seeks to incentivise overall housing delivery by allowing for a greater degree of flexibility over whether provision should take place on site, or by way of a financial contribution in lieu (or a combination thereof).
- 5.4.8 It is considered appropriate that there should be a lower threshold for the provision of affordable housing on sites within rural parishes. The majority of parishes in Stratford-on-Avon District were designated as rural under Statutory Instrument 2004 No.2681. The parishes of Mappleborough Green, Lighthorne Heath and Wilmcote were not listed in the Order because at the time they were

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part of the parishes of Studley, Lighthorne and Aston Cantlow, respectively. Thus, the designation that applies to these parishes applies to the three new parishes accordingly. In accordance with the distribution of development in Policy CS.15, which identifies 8 Main Rural Centres, the Council has chosen not to apply the lower threshold to the parishes of Alcester and Kinwarton, Bidford-on-Avon, Henley-in-Arden and Beaudesert, Kineton, Shipston-on-Stour, Southam, Studley and Mappleborough Green, and Wellesbourne. The upper threshold also applies to the parish of Tanworth-in-Arden (which has a population of just over 3,000) and the town of Stratford-upon-Avon.

- 5.4.9 Effective affordable housing provision is not just about quantity. Of equal importance is ensuring the right *type* of provision. This affects such matters as how the housing is allocated, along with its type, size and tenure profile. This Policy must therefore, be read in conjunction with Policy CS.19 Housing Mix and Type.
- 5.4.10 By far the greatest need is for social rented housing, although there is also a more limited role for affordable rented and intermediate affordable housing. Decisions about exactly which intermediate tenure option(s) would be most likely to effectively meet local need in relation any particular scheme must be based on the principles set out in Part C of Policy CS.18. In practice, shared ownership housing is preferred as it is more likely to represent the most affordable form of Intermediate provision based on the District's experience and research since the 1990's. Other intermediate tenures will be allowed if it can be demonstrated to the Council's satisfaction that the products are more affordable than shared ownership.

Development Management Considerations

- (1) The majority of the District is designated as a rural area wherein the Council will seek the lower affordable housing threshold of 5 dwellings or fewer. In non-rural designated areas, for the higher threshold of 10 homes or fewer to apply the combined gross floorspace must not exceed 1,000sqm. For schemes in non-designated rural areas where the combined gross floorspace exceeds 1,000sqm, the Council will seek affordable housing on schemes of 6 or more homes. It should be noted that the floorspace threshold does not apply to the lower threshold. For the avoidance of doubt, the following table sets out examples of how Policy CS.18 would apply:

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Number of homes	Alcester and Kinwarton, Bidford-on-Avon, Henley-in-Arden and Beaudesert, Kineton, Shipston-on-Stour, Southam, Stratford-upon-Avon, Studley and Mappleborough Green, Tanworth-in-Arden, and Wellesbourne		All other parishes
	10 homes or fewer and maximum combined gross floorspace of more than 1,000sqm	10 homes or fewer and maximum combined gross floorspace of less than 1,000sqm	
1	No provision	No provision	No provision
2	No provision	No provision	No provision
3	No provision	No provision	No provision
4	No provision	No provision	No provision
5	No provision	No provision	No provision
6	Off-site provision	No provision	Off-site provision
7	Off-site provision	No provision	Off-site provision
8	Off-site provision	No provision	Off-site provision
9	Off-site provision	No provision	Off-site provision
10	Off-site provision	No provision	Off-site provision
11	On-site	On-site	On-site
12	On-site	On-site	On-site

(2) Gross floorspace is defined as the area of the dwelling measured externally at each floor level. It includes perimeter wall thickness and external projections, areas occupied by internal walls and partitions, integral garages and conservatories. It excludes attached garages, parking areas and canopies etc, and greenhouses and stores.

(3) For the avoidance of doubt, the provisions of this policy do not apply to housing schemes that meet an identified community need in accordance with Part G of Policy CS.15. In addition, the following exceptions also apply:

- Ancillary accommodation and residential annexes (e.g. a manager's flat in a care home);
- Holiday accommodation;
- Homes with agricultural occupancy restrictions;
- Homes with temporary planning permission;
- Mobile homes;
- Pitches for Gypsies and Travellers and plots for Travelling Showpeople;
- Self-build housing;
- Residential extensions; and
- Extra-care housing.

(4) In addition to the above exceptions, the provisions of this policy do not apply to replacement dwellings where there is no net increase in the number of dwellings

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on site. However, where there is a net increase in the number of dwellings and a particular development is facilitated by the demolition of an existing dwelling/s, or a building that was previously in residential use, in considering whether a development meets the threshold for providing affordable housing, the gross number of proposed dwellings, not the net increase, will be considered.

- (5) A self-contained unit of accommodation is defined as one that has bedroom, living, cooking and bathroom facilities behind an individual 'front door', irrespective of type of housing or the provision of additional communal facilities.
- (6) Where specialised needs accommodation is provided, the affordable housing element should also be provided as the same type of specialist accommodation.
- (7) Where affordable housing is not being provided on-site, the alternative form of provision will be a 'cash' contribution equivalent or better in all respects to the affordable housing, were this to have been provided on-site. Cash contributions in respect of fractional requirements will be sought on a pro rata basis towards the estimated costs of equivalent provision. Contributions will be pooled for District-wide provision. Further guidance on the Council's approach to off-site provision, including the 'parity rule', is set out in the Development Requirements SPD.
- (8) The phasing of a development, or the division of a site into separate parts, in order to create sites that are below the threshold, will not exclude the developer/s from providing affordable housing. Where a site can be clearly identified, irrespective of ownership, the entire site will be used to determine whether it meets the site size threshold for the provision of affordable housing.
- (9) Full or partial off-site provision of schemes of 11 or more homes will only be permitted where exceptional circumstances have been demonstrated to the District Council's satisfaction. In such cases, the alternative form of provision will be equivalent or better in all respects to the affordable housing, were this to have been provided on-site.
- (10) Before permission is granted, and in addition to ensuring the overall required proportion/number of affordable homes is provided as set out above, agreement shall be reached between the developer and the District Council regarding:
 - the timed release of affordable housing in phase with market housing and overall development timescales;
 - the tenure, size and type of affordable housing ;
 - Nomination arrangements, the management of the scheme and the role of Registered Providers.
- (11) Affordable housing provided through this policy will meet District-wide needs. However, for all general needs housing and possibly specialised schemes the Council will normally apply a sequential cascade mechanism that prioritises those with a local connection.
- (12) Where an applicant proposes to make a lower affordable housing contribution evidence of exceptional circumstances will be required, including a financial viability assessment. Developers will be expected to fund any independent assessment of viability required by the Council. The appointment of independent assessors will rest with the Council.

Implementation and Monitoring

Responsible agencies	District Council, Homes and Communities Agency, partner housing associations
Delivery mechanism	Through the determination of planning applications
Funding	Affordable Homes Programme (or successors), Stratford District Council's Affordable Housing Investment Programme fund and developer cross subsidies.
Timescale	Throughout the plan period
Risk	If the policy is not followed it could result in less good quality affordable housing being provided for those in need.
Monitoring indicators	<ul style="list-style-type: none"> • Number of affordable dwelling completions. • Percentage of affordable homes provided on site.

5.5 Housing Mix and Type

Strategic Objectives

- (15) *At least an additional 14,600 homes (an average of 730 per annum) will have been built across the District on brownfield and greenfield sites, reflecting the dispersed settlement pattern of the District. Where justified by the available evidence, the District Council will have worked with neighbouring councils to help meet any unmet housing needs arising outside the District. In addition, the needs of gypsies and travellers will have been met through the provision of 41 additional pitches by 2019 and an additional 30 pitches thereafter, a total of 71 pitches by 2031.*
- (16) *A mix of sizes, types and tenures of housing will have been built by a range of developers, housing associations and other providers. To improve the affordability of housing across the District, 35% of dwellings on eligible sites will have been provided as affordable homes.*

Policy CS.19

Housing Mix and Type

A. Principle

All new homes (both market and affordable and whether general needs or specialised) will contribute to the creation of balanced and sustainable communities by meeting identified local and District housing needs in terms of mix, size, tenure and type to cater for the full range of different households. Generally, the larger the scale of development, the more opportunity exists for a wider range of dwelling types and sizes.

B. General Needs Housing Mix

The following table sets out the preferred type and mix of homes that will apply, in accordance with the tenure mix set out in Policy CS.18 Affordable Housing, but the final mix achieved on any site will be informed by the up-to-date position set out in the Development Requirements SPD, taking account of any relevant site specific issues and evidence of local market circumstances.

Dwelling Type	Market housing	Affordable Housing
1 bed (2 person)	5-10%	15-20%
2 bed (3 or 4 person)	35-40%	35-40%
3 bed (5 or 6 person)	40-45%	35-40%
4+ bed (6, 7 or 8+ person)	15-20%	5-10%

To maximise flexibility in the housing stock, 1 and 2 bed affordable homes should be provided through an appropriate mix of bungalows, flats, apartments, maisonettes and houses, whilst 3 and 4 bed affordable homes should be provided as houses. Intermediate affordable housing should not be provided as 1-bed homes unless an exceptional justification is advanced as part of a planning application. All 1 and 2 bed affordable

Section 5 Development Strategy – 5.5 Housing Mix and Type

homes should be built with bedrooms capable of satisfactorily accommodating 2 occupiers in each bedroom (i.e. double or twin bedrooms) unless an exceptional justification is advanced as part of a planning application.

C. Specialised Accommodation

Specialised accommodation is housing that meets the needs of vulnerable people of whatever age and includes the broad range of accommodation for older people such as, for example, 'extra care' housing accommodation for elderly people. Schemes that provide specialised accommodation whilst promoting independent living will be supported in accordance with Policy CS.16 Housing Development provided all of the following criteria are met:

1. the type of specialised accommodation proposed meets identified District needs and contributes to maintaining the balance of the housing stock in the locality;
2. the proposal relates well to the existing settlement and provides easy access to services and facilities, including public transport, enabling its residents' to live independently as part of the community;
3. the design of the proposal, including any individual units of accommodation, is capable of meeting the specialised accommodation support and care needs of the occupier; and
4. arrangements are in place to ensure the delivery of appropriate care and support packages.

D. Flexible Design and Space Standards

All residential development will be designed and built to encourage sustainable and flexible living. In particular, it will provide accommodation that can be easily adapted to suit changing household needs and circumstances, including to cater for home working and to benefit household members with disabilities or older residents who may need care and support. All dwellings will therefore incorporate sufficient storage space and floor layouts will provide practical usable space and a good standard of amenity.

Explanation

- 5.5.1 Meeting housing needs is not just about delivering additional housing; it is about ensuring the right type of additional housing is delivered. The size and type mix has been informed by the Coventry and Warwickshire Strategic Housing Market Assessment (SHMA). Regard has also been had to the deliverability of affordable housing by the Council's partner housing associations.
- 5.5.2 The Core Strategy covers the period to 2031. This is a long period of time during which there will be changes to market conditions and Government policies. The nature of these changes is unknown but will inevitably affect both housing needs and demand. Change can take place with short lead-in times and can also relate to matters not directly related to housing and planning – for example, changes to eligibility for social care or support – but which nevertheless impacts on housing requirements. Thus a measure of flexibility is needed to ensure that the mix of both affordable and market housing that is delivered is capable of timely adjustment to ensure that the housing needs of different types of households are effectively met.

Section 5 Development Strategy – 5.5 Housing Mix and Type

- 5.5.3 Stratford-on-Avon is a large rural District and affordable housing is widely, but unevenly, dispersed across the District. According to the 2011 Census, 13% of the housing stock is affordable housing. Demand for affordable housing is high and the turnover of the stock is generally low. Changes to policy and legislation can have a disproportionate impact on the ability of people requiring affordable housing to access housing appropriate to their needs. This makes it important to plan for a range and mix of housing which is sufficiently flexible to cater for changing household needs.
- 5.5.4 The majority of need and demand is for 2 and 3 bed market and affordable homes. Some provision for 4 bedroom affordable houses is sought, particularly to reflect the circumstances of smaller villages, which have lost stock of this size under 'Right to Buy' legislation. Experience has also shown that there is very little demand for 1-bed shared ownership affordable homes in particular.
- 5.5.5 The optimum housing mix profile set out in this policy is considered to be the most appropriate and sustainable in the long-term, having regard to the need to balance a range of considerations.
- Bungalows are a consistently popular option, especially for older people wishing to maintain their independence. Their provision can in some cases help create vacancies in existing larger houses perhaps more suitable for occupation by families.
 - Maisonettes (defined as dwellings each with their own separate entrance from the public realm) are considered more versatile than flats, and avoid or reduce affordability issues arising from service charges and potential management problems arising from the maintenance of communal areas.
 - Houses usually represent the most versatile form of general needs accommodation, and are essential to cater for the needs of families with children (especially important if the imbalance in District's demographic profile is to be addressed).
 - Shared ownership mortgages for flats and maisonettes are far more difficult to obtain than shared ownership mortgages for houses. In addition, deposits (as a percentage of the value of a property) for flats and maisonettes are higher than those for houses. Consequently, new build and resale flats have tended to be unpopular as a shared ownership sale product at least for general needs accommodation and for this reason their development is not considered acceptable. However, provision of shared ownership flats within Extra Care Housing is, considered acceptable because it broadens the range of housing options available, especially to older people wishing to "downsize" thereby freeing-up larger family-size housing.
 - In a District with high demand and low turnover rates for affordable housing, the provision of 1 bed 2 person and 2 bed 4 person (i.e. double/twin bedroomed) affordable accommodation will maximise the versatility of the housing stock to meet changing household needs. It will also assist with managing the impact of welfare reform and, in particular, the requirement to share bedrooms.
- 5.5.6 The 'default' tenure profile set out in this policy may require modification in some cases to assure affordability and reflect other sustainability issues: for example,

Section 5 Development Strategy – 5.5 Housing Mix and Type

the particular characteristics of existing affordable housing or other planned development in the same locality.

- 5.5.7 In addition, affordable housing need, just like market housing demand, is dynamic and may be expected to vary over the life of the Plan. It will therefore be subject to periodic review.
- 5.5.8 Stratford-on-Avon District is also expected to have an ageing population (both in terms of increasing number and as a proportion of the population). Thus, ensuring that the housing stock is sufficiently flexible and can be easily adapted for changing lifestyles and needs is of crucial importance, particularly if it helps residents to continue to live independently.
- 5.5.9 People's housing, care and support needs are changing with a move away from previous inflexible models of specialised accommodation which are considered no longer fit for purpose. As such, generally there is considered to be a lack of appropriate accommodation, whether in terms of the condition of the housing stock or support for older people and those with disabilities to allow them to live independently. Stratford-on-Avon District is faced with a shortage of affordable accommodation and specialist housing, for example: extra care housing, accommodation and support for young people and single homeless people of all ages. All groups in the district, including older people and vulnerable people, need to be given a choice of housing options.

Development Management Considerations

- (1) For the avoidance of doubt Part B of this policy applies to 'new-build' homes as opposed to conversions and changes of use of existing buildings. This includes where an existing building has been demolished in full or substantially in part to facilitate the conversion of the existing building.
- (2) Part B of this policy does not apply to schemes providing specialised accommodation in accordance with Part C. Schemes that do not meet the requirements of Part C will be treated as general needs housing and subject to the provisions of this policy.
- (3) In respect of Part B, in line with providing an appropriate mix of affordable homes, such onsite provision should reflect the broad range of market homes. For example, a scheme for 3 and 4 bed market homes should not normally provide all affordable homes as 1 and 2 bed homes.
- (4) A self-contained unit of accommodation is defined as one that has bedroom, living, cooking and bathroom facilities behind an individual 'front door', irrespective of type of housing or the provision of additional communal facilities.
- (5) Schemes, including Extra Care, should meet the care support arrangements specified in the latest relevant Warwickshire County Council guidance contained in Market Position Statements. The first suite of these statements includes 'Services for People with Disabilities' and 'Services for Older People'. They are available to view at www.warwickshire.gov.uk. Extra Care schemes should be provided in accordance with Warwickshire County Council's 'Extra Care Housing Strategy for Older People in Warwickshire'. This document sets out the justification for the Council's approach. Additional information is respect of arrangements to ensure

Section 5 Development Strategy – 5.5 Housing Mix and Type

the delivery of appropriate care and support packages will be set out in the Development Requirements SPD.

- (6) Specialised accommodation is housing for any age group that is purpose designed and designated in a planning obligation for a specific client group. The delivery of support or care will not result in the categorisation of housing as specialised accommodation if the housing is not purpose designed and designated.

Implementation and Monitoring

Responsible agencies	Stratford-on-Avon District Council & other stakeholders
Delivery mechanism	Determination of planning applications
Funding	Public & private sector funding streams
Timescale	Throughout the plan period
Risk	If the policy is not followed the required mix, size and tenure of the District's dwellings will be put at risk.
Monitoring indicators	<ul style="list-style-type: none">• The type, size and tenure of completed dwellings. 100% of new homes to be designed and built to lifetime homes standard.

5.6 Existing Housing Stock and Buildings

Strategic Objectives

- (3) *The character and local distinctiveness of the District will have been reinforced by ensuring new development is of high quality design, taking into account the intrinsic and special value of its landscapes and townscapes.*
- (15) *At least an additional 14,600 homes (an average of 730 per annum) will have been built across the District on brownfield and greenfield sites, reflecting the dispersed settlement pattern of the District. Where justified by the available evidence, the District Council will have worked with neighbouring councils to help meet any unmet housing needs arising outside the District. In addition, the needs of gypsies and travellers will have been met through the provision of 41 additional pitches by 2019 and an additional 30 pitches thereafter, a total of 71 pitches by 2031.*

Policy CS.20

Existing Housing Stock and Buildings

A. Conversions and Changes of Use

The District's existing housing stock will be managed and safeguarded as a vital resource. Proposals will not result in the net loss of dwellings through demolition or change of use unless there is a specific and overriding justification.

The subdivision or conversion of existing buildings into dwellings or existing houses into flats or Homes in Multiple Occupation (HMO) will be supported where the residential use is acceptable in principle and the conversion provides a satisfactory safe living environment and amenity for the intended occupiers and there would be no significant adverse impact on the amenities of neighbouring properties by virtue of the intensification of use.

The provision of flats above shops will also be supported in principle where the proposal does not dilute or undermine the commercial activity on site or in the vicinity.

B. Alterations and Modifications

Alterations and modifications to existing buildings and dwellings, including proposed extensions, outbuildings and annexes, will be of an appropriate scale and subservient in relation to the existing building, taking into account the site location and the cumulative impacts of previous extensions and development on the site where appropriate.

C. Replacement Dwellings

Renovating existing dwellings is often a more sustainable and environmentally friendly approach than replacing existing dwellings in their entirety. Where the existing dwelling is not considered suitable for retention, the replacement dwelling will be well sited in relation to the existing site and buildings, not visually intrusive, and not significantly larger than the dwelling it replaces.

Where a replacement dwelling is considered appropriate, the existing dwelling will have a lawful planning use as a dwelling and not have been demolished prior to the determination of the associated planning application and/or have been abandoned. Replacement dwellings should be sited within the lawful curtilage of the existing dwelling, unless significant environmental benefits would result.

Section 5 Development Strategy – 5.6 Existing Housing Stock and Buildings

D. Empty Homes

The Council will support in principle the re-use of empty homes for residential use where the home has an existing lawful residential use.

E. Requirements

1. Proposals will preserve and enhance the character of the locality and will not unacceptably detract from the amenities of any neighbouring property by reason of loss of daylight, loss of privacy, overshadowing, or overbearing impacts.
2. Proposals for new dwellings should help achieve sustainable mixed communities by contributing to the provision of a mix of housing to meet local needs.
3. In determining applications, other material planning considerations will be taken into account, in particular the impacts on highway safety, heritage assets, protected trees, openness in the Green Belt, protected species, flooding and drainage.
4. Proposals will be compliant with the considerations set out in the Development Requirements Supplementary Planning Document, as appropriate.

Explanation

- 5.6.1 The effective management of existing housing stock reduces the net loss of dwellings, impacting on overall housing need and the need to build new houses. Whilst the Council will seek to resist changes of use from residential, there may be circumstances where the change of use is acceptable because it has a community benefit such as the provision of a playschool or health facility. Subject to satisfactory assessment of the impacts, the Council will support such changes of use.
- 5.6.2 Empty homes are a wasted resource and can have a detrimental effect on the appearance and the quality of the location. They also provide a useful contribution to meeting housing needs. The Council is anxious to bring such buildings back into residential use not only to contribute to the net housing stock but also to improve the character and vitality of the locality. The Council has a good record of helping to return empty homes to residential use. As at October 2015 there were 612 properties in the District that has been empty for more than 6 months (DCLG Table 615).
- 5.6.3 Modifications to dwellings (such as extensions) and the replacement of dwellings can enable homeowners to realise the potential of their property, adapt their homes to changing needs and improve the quality of their lives without leaving their community. The Council supports such aspirations. At the same time, however, the Council must ensure it strikes an appropriate balance by also protecting the amenity of neighbouring residents, the character of the locality and by taking all other material planning considerations into account.
- 5.6.4 Conversion of existing buildings and dwellings can be an effective way of increasing housing supply and such sites could contribute to the District housing requirement as part of the 'windfall allowance'. However, the impacts of intensification of use can also be significant, particularly on neighbouring properties in addition to wider community infrastructure. Such issues are important considerations that the Council will take into account when considering any proposal.

Section 5 Development Strategy – 5.6 Existing Housing Stock and Buildings

5.6.5 The Development Requirements SPD will include further detail on how the Council will seek to effectively manage the existing housing stock and existing buildings.

Development Management Considerations

The District Council's Planning Advice Note 'Extending your home – a planning guide for householders' (April 2008) provides useful guidance on such schemes and will be used in considering planning applications.

- (1) The principle of the change of use from non-residential to residential will be assessed against relevant policies in this plan, such as CS.22 (employment uses), CS.23 (retail uses), CS.24 (tourism and leisure uses), CS.25 (community uses) and AS.10 (rural and agricultural uses).
- (2) Proposals in relation to the existing housing stock and buildings should also take full account of the requirement for enhancing local distinctiveness, achieving high quality design and providing satisfactory levels of amenity of existing, intended and neighbouring occupiers, as set out in Policy CS.9 Design and Distinctiveness.
- (3) Alterations and modifications to existing buildings must also take into account the site location. Where sites are located in the countryside or within a specific policy designation such as the Green Belt (CS.10), the Cotswolds Area of Outstanding Natural Beauty (AONB) (CS.11), a Special Landscape Area (CS.12) or an Area of Restraint (CS.13), proposals must satisfy the requirements of the respective policy, as appropriate.
- (4) Policy CS.19 Housing Mix and Type sets out the Council's requirements in respect of housing type, size and tenure mix and space standards.

Implementation and Monitoring

Responsible agencies	Stratford-on-Avon Council
Delivery mechanism	Through the determination of planning applications
Funding	Private sector, householders, empty properties assistance grant (as appropriate)
Timescale	Throughout the plan period
Risk	That there is a net loss of dwellings across the District resulting in unnecessary increased demand for new build properties. Loss of existing properties can also have a detrimental impact on the character and vitality of an area.
Monitoring indicators	<ul style="list-style-type: none"> • Number of empty properties returned to residential use against the target in the Empty Homes Strategy. • Number of dwellings lost to other uses.

5.7 Gypsies and Travellers and Travelling Showpeople

Strategic Objective

(15) *At least an additional 14,600 homes (an average of 730 per annum) will have been built across the District on brownfield and greenfield sites, reflecting the dispersed settlement pattern of the District. Where justified by the available evidence, the District Council will have worked with neighbouring councils to help meet any unmet housing needs arising outside the District. In addition, the needs of gypsies and travellers will have been met through the provision of 41 additional pitches by 2019 and an additional 30 pitches thereafter, a total of 71 pitches by 2031.*

Policy CS.21

Gypsies and Travellers and Travelling Showpeople

Proposals for the provision of permanent, temporary and transit Gypsy and Traveller pitches and Travelling Showpeople plots will be considered against the following criteria:

1. the site is not located within the Green Belt, unless there are very special circumstances, or the Cotswolds Area of Outstanding Natural Beauty (AONB), unless it complies with Policy CS.11;
2. the site is not located within an area of designated historic or environmental importance and will not compromise the objectives of any national or local designation, including Special Landscape Areas;
3. if located in proximity to the Cotswolds AONB, the site will have a buffer of appropriate scale and landscaping to minimise any adverse visual impact upon the AONB;
4. the site should avoid areas prone to fluvial, pluvial or surface water flooding, and exclude areas with a 1 in 100 or greater annual probability of flooding;
5. the site will not be located on unstable or contaminated land that cannot be mitigated;
6. the site will have safe access to the highway and avoid significant impact on minor rural roads;
7. the site will be in a sustainable location in reasonable proximity to local services and facilities, including health and emergency services, making them accessible by modes of transport more sustainable than the private car;
8. the location of the site will not result in unacceptable environmental impacts on the amenity of future occupiers of the site;
9. the development and use of the site makes best use of previously developed, untidy or derelict land where available and suitable and will not have unacceptable adverse impacts on the landscape, biodiversity or the built environment;
10. the site will have a good residential environment and be of good quality layout and design incorporating appropriate landscaping, security, utilities and facilities, and be acceptable in terms of foul and surface water drainage and waste storage and disposal;
11. the site will not have an unacceptable adverse impact on neighbouring residential amenity, including noise from any commercial activities; and

Section 5 Development Strategy – 5.7 Gypsies and Travellers and Travelling Showpeople

12. arrangements are put in place to ensure the proper management of the site to seek to ensure community cohesion between the settled and traveller communities.

The Gypsy and Traveller Local Plan will identify sites but consideration will also be given to the provision of pitches as a component of sites allocated for development in the Core Strategy, where this is considered appropriate.

Explanation

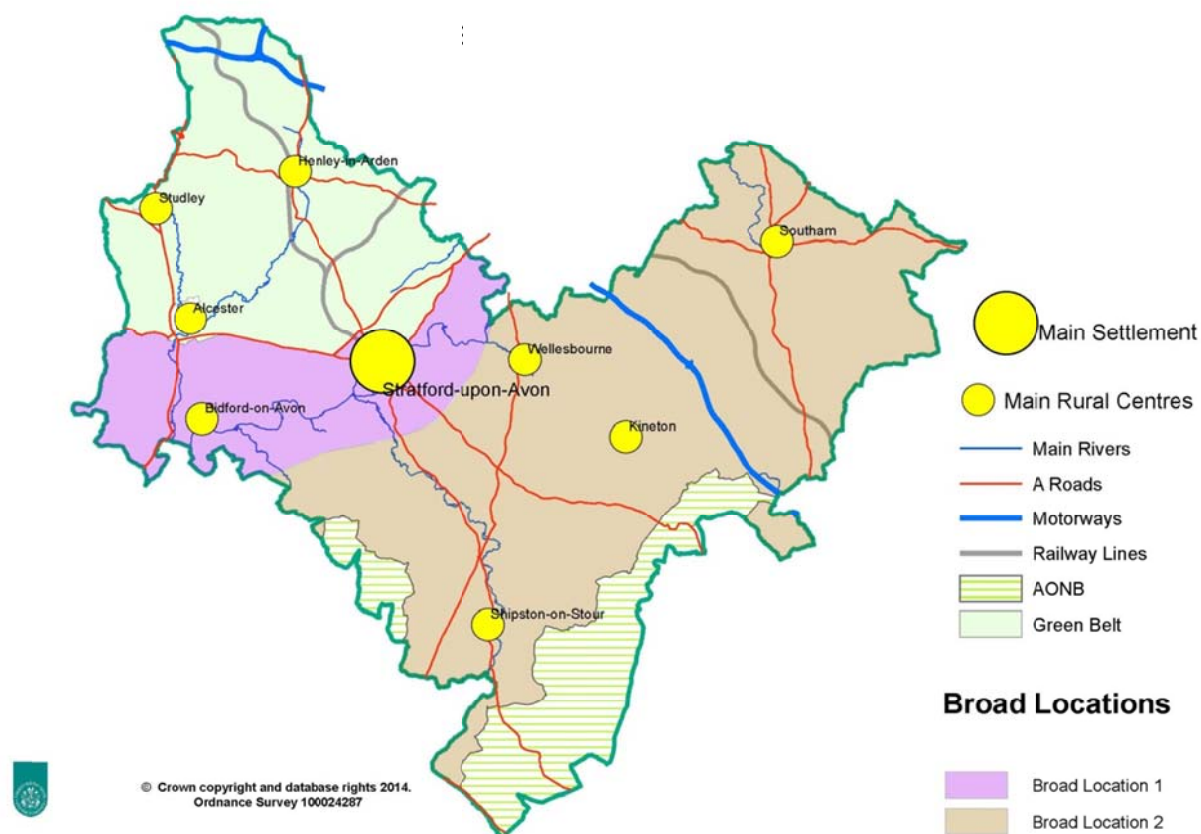
- 5.7.1 The National Planning Policy Framework (NPPF) requires the Council to identify sites to meet the accommodation needs of the gypsy and traveller community. Even though government policy requires the identification of sites for permanent and temporary pitches, the Council's Gypsy and Traveller Needs Assessment 2014 Update indicates that there is no need for transit site provision in the District. The County Council is seeking to bring forward Emergency Stopping Places in the County and the District Council and its neighbours will be key partners in this process. Temporary planning permission was granted in November 2013 for a facility in Stratford-on-Avon District for up to 12 caravans and towing vehicles near Southam. The permission runs to November 2016, enabling the effects of the use to be gauged over a temporary period.
- 5.7.2 National guidance suggests that local gypsies and travellers prefer small sites with a small number of pitches to accommodate immediate and extended family. The national 'Designing Gypsy and Traveller Sites' Good Practice Guide (Communities & Local Government (2008) has established that a site with a maximum of 15 pitches provides a comfortable environment and is easy to manage. Smaller sites with 3 to 4 pitches can also be successful, especially for an extended family.
- 5.7.3 Two preferred broad locations for gypsy and traveller provision have been identified. See Map 1.
- Broad Location 1 – the 'Avon Valley' outside of the Green Belt
 - Broad location 2 – the remainder of the district, but outside of the Cotswolds AONB.
- 5.7.4 In relation to proposed sites in the Green Belt, in accordance with the NPPF, 'very special circumstances will not exist unless the potential harm to the Green Belt by reason of inappropriateness, and any other harm, is clearly outweighed by other considerations'.
- 5.7.5 Sites allocated for development in the Core Strategy could contribute to the provision of pitches and the policy seeks to ensure that consideration is given to this as part of the masterplanning work and, where appropriate, through planning applications. If suitable opportunities are identified on such sites they will be identified as allocations in the Gypsy and Traveller Local Plan.

Development Management Considerations

- (1) Further guidance will be provided in a Gypsy and Traveller Local Plan.

Section 5 Development Strategy – 5.7 Gypsies and Travellers and Travelling Showpeople

Map 1 - Gypsy and Traveller Sites Provision – Broad Locations



Implementation and Monitoring

Responsible agencies	District Planning Authority & Warwickshire County Council, Registered Providers and other stakeholders
Delivery mechanism	Gypsy and Traveller Local Plan, determination of planning applications
Funding	Public & private sector funding streams
Timescale	Throughout the plan period
Risk	If the policy is not followed provision for Gypsy and Travellers may not be met, which may increase the likelihood of unauthorised encampments or provision may be met in locations the Council does not consider appropriate.
Monitoring indicators	<ul style="list-style-type: none"> • 5 year supply of Gypsy and Traveller pitches.

5.8 Economic Development

Strategic Objective

(13) A sustainable balance between employment growth and housing provision will be maintained as a result of the implementation of at least 35 hectares of additional land for general business uses, thereby helping to meet the needs of new and existing businesses wishing to locate or expand in the District.

Policy CS.22

Economic Development

Development that provides for a wide range of business and commercial activity will be promoted in sustainable locations in order to support and foster the growth and competitiveness of the District's economy, provide more jobs and improve the vitality of the local business environment.

Provision will be made for at least 35 hectares of employment land over the plan period 2011-2031. The primary purpose of this land is to provide opportunities for business uses falling within Class B1a (offices) and Class B1b (research and development) of the Town and Country Planning (Use Classes) Order.

A further 19 hectares of employment land are allocated to meet the specific needs of Redditch. (See Proposals REDD.1 and REDD.2)

In addition, approximately 100 hectares of land are identified at Gaydon/Lighthorne Heath to enable the expansion of Jaguar Land Rover's activities and a further 4.5 hectares to enable the expansion of Aston Martin Lagonda. (See Proposal GLH)

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

Opportunities for business development will be provided in the countryside, including farm-based activities, in accordance with Policy AS.10 Countryside and Villages.

The expansion of businesses in their existing locations will be supported, subject to the scale and type of activities involved, the location and nature of the site, its accessibility including by public transport, and impact on the character of the local area.

The incorporation of workspace associated with residential development will be encouraged in order to increase the scope for home-based working. The provision of workspace in a proposed dwelling will not make that dwelling acceptable if its location is contrary to policies elsewhere in the Core Strategy.

An existing employment site should not be redeveloped or converted to non-employment uses unless it is no longer viable or appropriate for a business purpose. The same principle applies to a site with planning permission for employment uses that has not been implemented. A rigorous assessment of each proposal of this nature will be undertaken.

Section 5 Development Strategy – 5.8 Economic Development

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

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

Explanation

- 5.8.1 The Government's 'Planning for Growth' agenda identifies the planning system as having a key role to play in rebuilding Britain's economy by ensuring that the sustainable development needed to support economic growth is able to proceed as easily as possible.
- 5.8.2 This is taken forward into the National Planning Policy Framework (NPPF) which identifies the economic role of planning as contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation.
- 5.8.3 For the purposes of national planning policies, economic development includes that within Class B of the Use Classes Order, as well as other forms of commercial activity such as retail and tourism. The policies also apply to other development which achieves at least one of the following objectives: provides employment opportunities, generates wealth, or generates an economic output or product. The same principles should therefore be applied at the local level.
- 5.8.4 In 2012, Stratford-on-Avon District supported over 64,000 jobs and over 12,000 firms. Between 2006 and 2012, the District saw a 9.4% fall in numbers of employees, likely to be due to the effects of the economic recession. Business base growth has also seen a small decline between 2006 and 2012, with 171 fewer firms in 2012 than 2006.
- 5.8.5 Employment activity in the District is spread across a relatively broad range of sectors. The top five employment sectors with the largest number of employees are: wholesale and retail, tourism, professional, scientific and technical services and manufacturing. Around a quarter of businesses in the District are classified as being knowledge-based.
- 5.8.6 The current unemployment rate (Job Seekers Allowance claimants) in the District is well below the national and sub-regional levels. In May 2016 it stood at 0.3% compared with 1.8% for the UK as a whole and 2.2% in the West Midlands.
- 5.8.7 Between 2001 and 2011, the District moved from experiencing a net outflow to a net inflow of commuters. At the time of the 2011 Census there were 2,635 more people travelling into the District to work than residents finding employment outside the District. There were nearly 23,300 people living and working in the District, which is 38% of its residents in employment, and a further 10,500 residents who mainly work at or from home. Generally, those commuting out of the District to work are more highly skilled than those commuting into the area. This is more likely to reflect the high levels of skills in the resident population than

Section 5 Development Strategy – 5.8 Economic Development

a deficit in highly skilled jobs within the District. High levels of commuting are also a reflection of the high cost of housing in the District for people on low wages.

5.8.8 In 2011 the most significant workplace destinations outside the District for its residents were Warwick District (9.6%), Birmingham (3.8%), Coventry (3.0%), Solihull (2.3%) and Redditch Borough (2.8%). The most significant origins of commuting into the District were Warwick District (8.1%), Redditch Borough (5.1%), Wychavon District (3.6%), Birmingham (3.3%) and Coventry (3.1%).

5.8.9 The Coventry & Warwickshire Local Enterprise Partnership 5-Year Strategy identifies the priority to create more jobs, particularly by higher growth, private sector businesses. It has set a number of key ambitions:

- to create an environment where it is easy for businesses to start, locate and thrive;
- to accelerate growth in the economy through targeted support in key strategic sectors; and
- to ensure that appropriate sites, premises and infrastructure are provided to support economic growth.

5.8.10 The Council will work with the CWLEP to develop a unified strategy to support inward investment as reflected in the management of development in the District. It also supports the development of any potential City Deal programme which is designed to drive the sub-regional economy by building on its strength in engineering, an approach that should have a long lasting effect on the economic health of the area.

5.8.11 A key aim of the Council's Corporate Strategy 2015-2019 is 'A flourishing local economy'. The Council wishes to increase the proportion of its residents that can find work in the District and increase the economic viability of the area.

5.8.12 This has been taken forward in the Council's Business and Enterprise Strategy (adopted in 2012). Its stated objectives are to:

- create an environment for businesses to start, locate and thrive;
- facilitate growth of the local economy through targeted support; and
- create new jobs and improve skills.

5.8.13 The Council commissioned an Employment Land Study in 2011 to form part of the evidence base for the Core Strategy. It concluded that, over the longer-term, Stratford-on-Avon District is relatively well positioned. It lies within one of the most economically dynamic parts of the West Midlands located close to the M40 corridor that connects London and Birmingham. It benefits from a high quality of life and environment, a strong skills base and high levels of economic participation. It is entrepreneurial, with higher than average business births, relatively strong business survival rates and self-employment almost twice regional and national averages. The District's economic structure means it is expected to be more economically resilient than many others.

5.8.14 It is likely that the District's geography and quality of life will support further growth of small and home-based businesses, including within rural areas. There is potential for both home and remote working to increase and for growth of home-based businesses over the plan period. For this reason, the District Council will look to provide support to small businesses in these areas. It will also be

Section 5 Development Strategy – 5.8 Economic Development

important that good quality telecommunications infrastructure is provided, particularly high-speed broadband.

- 5.8.15 The Study concluded that it would be appropriate to plan for the provision of 25-30 hectares (net) of employment land over a plan period to 2028. Additional employment allocations are appropriate to support higher value economic growth in Class B1a offices and B1b research development sectors in particular.
- 5.8.16 Conversely, the Study identified a sizeable surplus of more traditional employment sites across the District, primarily in industrial uses. It considered there to be potential for a selective release of existing poorer quality employment land in Stratford-upon-Avon in particular.
- 5.8.17 The CWLEP has produced a Strategic Economic Plan (SEP) setting out its ambitions for economic growth in the sub-region, in accordance with its Growth Deal with Government. At the heart of the SEP is the objective of unlocking the area's growth potential and investing in the infrastructure needed to achieve this. It recognises that the availability and deliverability of employment sites is fundamental to attracting new investors, retaining local businesses and supporting the manufacturing sector.
- 5.8.18 Related to this, the local authorities in the Coventry and Warwickshire sub-region commissioned an assessment of employment land requirements. It considered a range of demand scenarios and whether there is a need to provide a large employment site of sub-regional significance to attract major companies looking to relocate and expand. The Study indicates that, under its recommended scenario, which is aligned to the Growth Deal for the area approved by Government, the amount of additional employment land to be provided in the District should be slightly higher than that identified in the District Employment Land Study. Hence, the policy proposes 35 hectares. It also concluded that there is a case for an employment site of sub-regional importance but ideally it should be located close to Coventry.
- 5.8.19 The Council believes that the area has an important role to play in providing greater opportunities for investment by the high technology sector given its accessible location and environmental attractiveness. Increasing the provision of these types of jobs would help to address the loss of traditional employment, reduce the amount of out-commuting and maintain the District's economic competitiveness.
- 5.8.20 The proposals for employment provision set out in the Core Strategy reflect the wider anticipated performance of the local economy. There is a projected net growth of 12,100 jobs over the plan period to meet the local needs of the District. This increase reflects a fairly buoyant economy, although a significant proportion of these jobs are likely to be relatively low paid and part-time. Further jobs are expected to be created by the strategically significant investments proposed by Jaguar Land Rover and Aston Martin Lagonda, but the scale and trajectory of this additional job provision is uncertain.
- 5.8.21 Rural employment sites in the District are generally well occupied and actively used, and play an important role in supporting the rural economy. The planning process should also support the sustainability of the rural economy when

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considering the re-use and possible redevelopment of farm buildings for employment-generating activities.

5.8.22 The Council takes a positive attitude towards the creation of workspace closely associated with residential use. This can be incorporated into the design of dwellings, including live/work units and by providing small-scale business units within housing schemes. Such provision can help to reduce the need to travel to work and have a positive effect on energy consumption and traffic congestion.

Development Management Considerations

(1) Planning applications involving the loss of employment land or floorspace will be assessed against the following criteria:

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

Applicants will be expected to provide such an assessment as part of a planning application and to pay the Council to get it independently verified.

It is expected that modern business parks occupied predominantly by Class B1 uses which have been developed over the past twenty years or so will be retained for that purpose unless it can be demonstrated that the site is no longer attractive or suitable for such companies. The same principle will be applied to sites allocated and/or granted planning permission for such uses that have not been implemented.

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

- weigh market and economic information and impact against environmental and social information and impact;
- take full account of any longer term benefits, as well as the costs of development such as job creation or improved productivity, including any wider benefits to the national, regional or local economy;

Section 5 Development Strategy – 5.8 Economic Development

- consider whether the proposal would help to meet the wider objectives of the Core Strategy.
- (3) Business uses associated with housing development will not be supported where there is likely to be a detrimental impact on the amenity of residents by reason of noise, vibration, fumes, lighting, vehicle movements or activity during unsociable hours.
- (4) Economic development at the Gaydon Site (see Policy AS.11 Large Rural Brownfield Sites) is not included within the employment land provision specified in this policy. This principle has been applied for many years as the form of business activity on the site is of strategic significance rather than primarily to meet the employment needs of the District.

Implementation and Monitoring

Responsible agencies	Stratford-on-Avon District Council, businesses
Delivery mechanism	Through the determination of planning applications
Funding	Private sector investment, Coventry & Warwickshire Local Enterprise Partnership
Timescale	Throughout the plan period
Risk	Balanced decisions need to be made to ensure that appropriate and sufficient provision is made for business development and the creation of jobs in a manner that meets the needs of the District's residents but does not have an unacceptable level of impact on the amenity and character of the area.
Monitoring indicators	<ul style="list-style-type: none"> • Changes in the number and types of jobs provided in the District. • Amount of land developed for employment uses. • Implementation of sites allocated for employment purposes. • Amount of floorspace completed for different types of employment use. • Amount of land available for different types of employment use. • Loss of employment land through redevelopment to other uses.

5.9 Retail Development and Main Centres

Strategic Objective

- (11) *To support the role and function of the District's town and main rural centres, retail and commercial uses in them will have been retained and strengthened. Specifically, additional comparison goods retail floorspace will have been provided in Stratford-upon-Avon town centre on appropriate sites.*

Policy CS.23

Retail Development and Main Centres

Retail development and other commercial uses should be provided in a manner that helps to strengthen the function and character of the District's town and rural centres for the benefit of residents, businesses and visitors.

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

Large-scale retail development, defined as comparison retailing schemes exceeding 1,000 square metres (gross) and convenience retailing schemes exceeding 2,500 square metres (gross), should be located within or on the edge of Stratford-upon-Avon town centre, or the commercial core of a Main Rural Centre identified in Policy CS.15 Distribution of Development, or to serve the needs of the proposed new settlements at Gaydon/Lighthorne Heath and Long Marston Airfield.

The Site Allocations Development Plan Document will identify sites for large-scale retail development based on the justification for such provision to be made in specific locations.

The boundaries for Stratford-upon-Avon town centre and the commercial core of each Main Rural Centre are defined on the Policies Map.

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

1. there are no suitable sites available for the proposed development within or on the edge of Stratford-upon-Avon town centre or the commercial core of a Main Rural Centre; and
2. the proposal would not have a significant adverse impact on the vitality and viability of:
 - Stratford-upon-Avon town centre;
 - town centres outside the District; or
 - the commercial core of any of the Main Rural Centres.

The cumulative impact of large scale retail schemes outside Stratford-upon-Avon town centre and the commercial core of Main Rural Centres, including those in other local authority areas, on the vitality and viability of these centres will be taken into account. Retail proposals other than large-scale retail development, as defined above, are

Section 5 Development Strategy – 5.9 Retail Development and Main Centres

appropriate in principle outside Stratford-upon-Avon town centre and in any of the Main Rural Centres. However, evidence regarding impact will be sought in relation to such schemes where there is concern about their potential effect on existing centres.

Retail (Class A1) should remain the predominant activity at ground floor level on the primary shopping streets in Stratford-upon-Avon town centre as defined on the Policies Map. At least 60% of the total gross floorspace at ground floor level on each primary street should be retained in this use.

Throughout the District, the change of use of a property from one falling within Class A1 of the Town and Country Planning (Use Classes) Order to one within another class will be resisted unless the proposal satisfies the provisions of Policy CS.25 Healthy Communities.

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

Explanation

- 5.9.1 A network of centres across the District is recognised as being essential to provide easily accessible shops and services to meet the day-to-day needs of residents, as well as being the focus of local community facilities.
- 5.9.2 The National Planning Policy Framework (NPPF) expects planning policies to be positive in promoting competitive town centre environments and providing for the management and growth of centres over the plan period. Local planning authorities are expected to recognise town centres as the heart of their communities and pursue policies to support the viability and vitality of town centres, and also define a network and hierarchy of centres that is resilient to anticipated future economic changes.
- 5.9.3 Stratford-upon-Avon is the only 'strategic centre' in the District and, as such, it is the most appropriate location for major retail, leisure, commercial and office developments. It has a good quality retail offer given its size and a wide range of other commercial and leisure uses. However, high rents have meant that some independent traders and 'local' businesses have been pushed out of the main shopping area.
- 5.9.4 The town is facing growing competition from larger shopping centres nearby, such as Solihull, Royal Leamington Spa, Redditch and Banbury, and, increasingly, from electronic retailing - although increasing consumer spending and growth in leisure shopping had bolstered the town centre until the recent down-turn.
- 5.9.5 Consistent with national policy, the Council will pursue a strong 'town centre first' approach in order to maximise the prospects for new retail investment coming forward, to enable it to continue to compete with larger centres elsewhere, and to control the level and type of competition generated by retail facilities elsewhere in the town.
- 5.9.6 The boundary of Stratford-upon-Avon town centre has been extended to include land up to the railway station and existing commercial and leisure uses on the Bridgeway. This reflects the manner in which the commercial core of the town has grown in recent years and embraces other community and leisure uses that should be provided in town centres in accordance with national planning policy.

Section 5 Development Strategy – 5.9 Retail Development and Main Centres

- 5.9.7 The out-of-centre Maybird Retail Park is playing an increasingly important role and was extended in 2008. While there is some concern that it is causing harm to the town centre, it should be borne in mind that this scale of retail outlet could not have been provided more centrally. Furthermore, it means that local residents do not have to travel for this form of shopping. However, it is important that the Maybird Retail Park functions in a way that is complementary to the town centre. Accordingly, measures will be taken to further improve the physical and functional relationship between the two, with the principal objective of boosting trips to, and trade within, the town centre.
- 5.9.8 It is important to support the role of the rural market towns and other main rural centres in the District by attracting new shops and other businesses, with a specific emphasis on offering a wide choice of local produce. Market Town Visions and Parish/Town Plans produced for the Main Rural Centres stress the importance of supporting their local shops and services.
- 5.9.9 A boundary has been defined for the commercial core of each of the Main Rural Centres. However, their nature and relatively small size means that in certain instances a degree of flexibility could be justified in relation to the location of retail and commercial development in order to help bolster their role.
- 5.9.10 The Convenience Goods Retail Study commissioned by the Council specifically covered the towns of Stratford-upon-Avon, Alcester, Shipston-on-Stour and Southam. Given the lack of suitable sites within or on the edge of the commercial centres of these and other main settlements in the District, the Council is concerned about the impact a large foodstore on the edge of such a settlement would have on the role of the existing centre. It is acknowledged that such stores would widen choice for local residents and help to reduce the need to travel. However, the extensive geographical nature of the District means that communities also tend to look to those shopping centres which are the most convenient and relatively close to them. The provisions of the policy provide scope for the impact of a proposed store to be assessed in detail on a case by case basis.
- 5.9.11 The Study also concluded that there is no requirement to provide further convenience goods floorspace in Stratford-upon-Avon. In fact, there is a significant overprovision in the town under both scenarios. This is particularly the case as a Waitrose foodstore has recently been built on an edge of town site at Shipston Road and the Tesco store on Birmingham Road has planning permission for a large extension.
- 5.9.12 The policy makes specific allowance for the provision of retail floorspace associated with the proposed new settlements at Gaydon/Lighthorne Heath and Long Marston Airfield. The scale of these overall developments will make them the second and third largest settlements in the District, equivalent to the size of Alcester. As such, it will be important to provide sufficient shops and services to meet the needs of the new communities. A village centre incorporating a range of facilities is an integral part of Proposal GLH and Proposal LMA. However, the scale of retail provision should be directly related to the function of the new settlements themselves and within their local area.
- 5.9.13 A Comparison Goods Retail Study has also been produced for the Council. This Study covered Stratford-upon-Avon specifically as it is the focus of this form of

Section 5 Development Strategy – 5.9 Retail Development and Main Centres

shopping, being the only main town in the District. It found that 42% of all non-bulky comparison goods floorspace in the town is located out of centre, whilst the corresponding figure for bulky comparison goods is 89%. For the comparison sector as a whole, almost 60% of retail floorspace in Stratford-upon-Avon town is now located out of centre.

- 5.9.14 As acknowledged in the Study, the existing consumer choice in Stratford-upon-Avon town centre is more than adequate, but no centre can afford to 'rest on its laurels'. There is limited scope to provide further large-scale retail schemes in the town centre due to physical, conservation and traffic management constraints. Furthermore, it would be inappropriate to extend the primary shopping area in the town centre as this would tend to dilute it and be detrimental to the way in which it functions. However, the Council will encourage and support appropriate opportunities that arise to refresh and improve the town centre's retail offer.
- 5.9.15 As the Study found that there is no need to provide additional non-bulky comparison goods floorspace in the town until 2021, the Site Allocations DPD will be used to consider whether specific opportunities in the town centre for retail and other commercial uses should be identified.
- 5.9.16 Additional large-scale non-bulky comparison goods provision outside the town centre could put at risk its existing relatively healthy state; particularly given the recent economic recession and various sources of competition, including large retail centres close to the District and special forms of trading such as internet shopping.
- 5.9.17 Although the Comparison Goods Retail Study recommends that any additional bulky comparison goods floorspace should be provided within the town centre, it is recognised that, in practice, this may be hard to achieve. The Council is concerned that substantial additional floorspace of this nature outside the town centre would undermine its vitality and viability and the Core Strategy makes no provision for this form of retail development.

Development Management Considerations

- (1) The NPPF provides a local authority with the scope to set its own threshold for when a Retail Impact Assessment should be required (para. 26). This should be based on local circumstances and the view is taken that the modest size of even the larger settlements in the District justifies a lower threshold than the default threshold of 2,500 sqm specified in the NPPF for comparison retailing schemes. The policy therefore specifies that a Retail Impact Assessment will be required for comparison retail proposals over 1,000 sqm and convenience retail proposals over 2,500 sqm for sites outside Stratford-upon-Avon town centre. Applicants will be expected to provide a RIA as part of a planning application and to pay the District Council to get it independently verified.

Implementation and Monitoring

Responsible agencies	Stratford-on-Avon District Council, retail sector
Delivery mechanism	Through the determination of planning applications
Funding	Private sector investment
Timescale	Throughout the plan period
Risk	Balanced decisions need to be made to ensure that provision is made for retail uses in a manner that provides for the needs of residents but does not undermine the health and function of main centres.
Monitoring indicators	<ul style="list-style-type: none"> • Amount of new retail floorspace provided in the District. • Provision of new retail development within Stratford-upon-Avon town centre, on the edge of the town centre and elsewhere in the town, by type and occupancy. • Regular health check of Stratford-upon-Avon town centre to cover (inter alia): <ul style="list-style-type: none"> - diversity of main town centre uses - presence of national multiples and high profile retailers - retail rents - proportion of vacant properties at ground floor level - quality and mix of services - pedestrian flows. • Gains and losses of retail floorspace in commercial core of and elsewhere in Main Rural Centres.

5.10 Tourism and Leisure Development

Strategic Objective

(10) *The value of tourism to the District will have increased substantially, initially by 25% during the period 2011-2015, through the District Council working with its private sector partners, including Shakespeare's England. Stratford-upon-Avon will have re-established its position in the top 20 UK towns and cities for international visitors.*

Policy CS.24

Tourism and Leisure Development

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

Large-scale schemes for visitor attractions or overnight accommodation should, wherever possible, be located within the urban areas of Stratford-upon-Avon or a Main Rural Centre.

Elsewhere in the District, unless established through other provisions of the Plan such as Policy AS.11 Large Rural Brownfield Sites, large-scale proposals for new and major extensions to existing tourism-related development, including accommodation, will need to be justified taking into account:

1. the nature of the activity and whether it can only reasonably be located in a rural area;
2. the nature of the existing site and its relationship to the local area;
3. its impact on the character of the local landscape and settlements, including historic and natural features;
4. the benefits that the scheme offers to the local communities;
5. the benefits that the scheme would secure to wider economic or environmental interests;
6. the relationship between the development and major transport routes and impact on the highway network; and
7. the accessibility of the site by existing public transport and the scope to improve services.

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

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

Small scale tourism and visitor-based schemes, including those for new or extensions to existing visitor accommodation and conference facilities, will be supported where they

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are appropriate to the size and role of the settlement and/or to the specific nature of the location.

Increased access to and use of canals and navigable waterways in the District will be encouraged, including the provision of moorings and marinas where it respects and works with the natural features and function of the watercourse. Any proposed extension to or creation of new navigable waterways must ensure there are no overall detrimental impacts on the natural environment. Additional permanent moorings and marinas will only be supported where there is adequate access, availability of existing facilities such as transport links or shops, adequate water resources and foul waste infrastructure and it can be demonstrated that the Water Framework Directive status of navigable rivers will not deteriorate. Such schemes should not compromise the use or operation of existing navigable waterway features such as junctions or locks.

All forms of tourism and leisure development should be sensitive to the character of the area and designed to maximise the benefits for the communities affected in terms of job opportunities and support for local services.

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

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

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

Explanation

- 5.10.1 The tourism sector is an important component of the national economy. The Government is committed to building a strong, competitive economy and this principle should be applied to the provision of tourism-related development.
- 5.10.2 The National Planning Policy Framework (NPPF) specifically states that to promote a strong rural economy, plans should (inter alia) 'support sustainable rural tourism and leisure developments that support businesses in rural areas, communities and visitors, and which respect the character of the countryside. This should include supporting the provision and expansion of tourist and visitor facilities in appropriate locations where identified needs are not met by existing facilities in rural service centres.'
- 5.10.3 Tourism plays an essential role in supporting the economy of Stratford-on-Avon District. It currently attracts about 6.1 million trips a year, with spending of about £297 million in the area. Tourism is one of the main sources of employment in the District with around 7,000 jobs supporting the industry.
- 5.10.4 Stratford-upon-Avon itself has been highlighted as one of the 'Attract Brands' by Visit England. It represents a huge opportunity as the gateway to discover not

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only the town and its Shakespearean heritage but also the surrounding attractions in the rest of Stratford District.

- 5.10.5 The Good Practice Guide on Planning for Tourism (2006) explains that local planning policies should aim to maximise the benefits of tourism, in particular ensuring that the development is able to reach its potential to contribute to tourism in the area and for local communities to enjoy those benefits.
- 5.10.6 While engendering a positive approach to rural tourism, the Guide stresses that large-scale tourist proposals must be assessed against the whole range of sustainable development objectives. This includes not only their transport implications but also other sustainability considerations such as how they would assist rural regeneration and the well-being of communities.
- 5.10.7 A Stratford-upon-Avon Destination Tourism Strategy has been approved by a wide range of agencies and organisations, including the District Council. By helping to develop this strategy, the Council is acting as a catalyst, in partnership with the private sector and other tourism stakeholders. It seeks a balanced approach to tourism in the District, being led and developed by experts in the field that can deliver an effectively managed destination to visit, experience and return to. The strategy identifies a range of objectives, all of which will be dependent on the planning system in various ways to help achieve. The initial objective was to achieve a 5% growth in the value of tourism to the District's economy each year during the period 2011-2015, in line with projections set out in the Strategic Framework for Tourism for England produced by Visit England.
- 5.10.8 Tourism itself and the drivers for visitors are changing and in the last few years several significant trends have emerged or gained momentum. The 'staycation' phenomenon continues to grow and holidaying at home remains a key area of interest for the domestic market. The District is conveniently located in relation to other attractions such as The Cotswolds and Warwick as a centre for short breaks. This opportunity needs to be focused on in terms of both promotion and physical linkages.
- 5.10.9 The Council is working closely with a wide range of partners in the tourism sector, including Shakespeare's England, a private sector led, not-for-profit organisation covering Stratford-on-Avon and Warwick Districts created by local businesses and local authorities to manage sustainable tourism growth in the area.
- 5.10.10 There has also been an increase of interest in 'green, sustainable or responsible' tourism amongst consumers, who are looking increasingly for authentic experiences that provide benefit to the host destination and minimise the impacts. Overseas markets traditionally relied upon are not growing as fast but new markets are emerging that can take their place. In short, despite the global economic recession, tourism offers plenty of opportunities for growth.
- 5.10.11 Tourism is a vital component of the District's economy as it supports hospitality, catering, accommodation, retail and business. The specific role of business tourism in the District is important as it helps to diversify and widen the range of visitors. Companies look to hold conferences and other events in locations which are attractive to delegates. This opportunity is increased by the District's proximity to Birmingham and the National Exhibition Centre.

Section 5 Development Strategy – 5.10 Tourism and Leisure Development

- 5.10.12 Tourism also benefits local programmes of events, including the arts, sports and festivals, where local traditions can be shared with visitors. These activities help to build local pride and provide opportunities for new businesses, business growth and development.
- 5.10.13 As a catalyst for economic growth and employment, tourism provides opportunities for an increase in demand for businesses as well as tourist attractions for both visitors and residents. It is important to ensure tourism works to the advantage of the District by attracting and dispersing visitors to discover and experience the wide range of attractions the District has to offer and to maximise opportunities to increase the number of overnight stays, length of visitor stay and visitor spend.
- 5.10.14 A number of specific initiatives are being progressed in Stratford-upon-Avon (see the Area Strategy for the town in Section 6). These include the Historic Spine project aimed at making the route between Shakespeare's birthplace and resting-place more attractive and pedestrian-friendly, and the intention of the Shakespeare Birthplace Trust to provide an enhanced attraction in Henley Street which will incorporate a new learning and research centre for the enjoyment and study of Shakespeare.
- 5.10.15 The larger rural centres provide an appropriate focus for smaller-scale tourism activity outside Stratford-upon-Avon. Alcester wishes to develop a reputation as a festival town, a stop-over for walkers and cyclists, and to promote its Roman heritage. Shipston is looking to promote itself as a base from which to explore the Cotswolds and Shakespeare country. Southam has schemes to support local attractions such as the Holy Well ancient monument and to promote its Civil War links. Wellesbourne has a new tourist attraction known as Chedham's Yard, a restored blacksmith's and wheelwright's workshop dating from the early 19th century. The area strategies for the Main Rural Centres identify a number of tourism and leisure-related initiatives (see Section 6).
- 5.10.16 There is also a wide range of visitor attractions in the countryside, including country houses, parks and gardens and the canal network. These have a vital role to play in broadening the tourism offer, providing jobs and supporting local services.

Development Management Considerations

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

Section 5 Development Strategy – 5.10 Tourism and Leisure Development


Implementation and Monitoring

Responsible agencies	Stratford-on-Avon District Council, tourism agencies, private sector providers
Delivery mechanism	Through the determination of planning applications, specific projects and initiatives
Funding	Private sector investment, Stratford-on-Avon District Council
Timescale	Throughout the plan period
Risk	Balanced decisions need to be made to ensure that provision is made for tourism and leisure activities in a manner that does not undermine the character and qualities of the District.
Monitoring indicators	<ul style="list-style-type: none">• Provision and location of new tourism and leisure related development, including conference facilities and visitor accommodation.• Number of domestic and international visitors to the District.• Amount of spending by visitors• Number of overnight stays and occupancy rates in hotels and guest houses.• Number of jobs in the District related to tourism sector.

6.1 Stratford-upon-Avon Area Strategy

All Strategic Objectives are relevant to this Area Strategy.

Context

- 6.1.1 Stratford-upon-Avon remains a rare example of a largely intact medieval planned town. A charter was issued around 1196 for a New Town to be established to the north of the original settlement. The preservation of the town's medieval character and layout stems from the decline of the wool trade at the end of the 16th Century and only modest changes that took place as a result of the arrival of the canal and then the railway. Improved infrastructure allowed a greater number of visitors to experience the town's association with Shakespeare. Since then, tourism has become the key driver in Stratford's economy and development.
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- 6.1.2 The town is comparatively small, having approximately 26,000 residents in 2011 (excluding Tiddington and Alveston), an increase of 31% since 1981. However, in terms of dwellings there has been a 58% increase between 1981 and 2011, reflecting the national trend towards a smaller average household size and the considerable amount of housing development that has taken place in the town over the past ten years. There are about 11,500 dwellings in Stratford-upon-Avon town, excluding Tiddington and Alveston (as at 2011).
- 6.1.3 The town is the focus of international cultural attractions in the form of the Shakespeare properties and the Royal Shakespeare Theatre, as well as being attractive for its riverside and historic centre. It is well-positioned in the heart of the UK to take advantage of the demand for short breaks. It is essential that the town capitalises on these invaluable assets and works towards improving those features that require enhancement.
- 6.1.4 It is estimated that the town attracts around 2.5 million trips a year. Of these, about 88% are day visitors, with only 12% staying overnight. Expenditure by day visitors is only about £23 per head, whereas for staying visitors it is £88. This significantly greater spending on shopping, services and other attractions shows the importance of encouraging more people to stay overnight in the town.
- 6.1.5 In order to retain its high profile tourist image, it is essential that the historic character of the town, its key buildings and open spaces, as well as the world famous Shakespeare legacy, is protected and enhanced. This should embrace the town as whole, so that its market town scale and attractive landscape setting are retained. It is worth noting that in a recent visitor survey, 91% of visitors rated their overall enjoyment of the visit to the town as very high or high.
- 6.1.6 The huge numbers of visitors places a massive burden on the fabric and infrastructure of such a small town, which creates tension between meeting the needs of local residents and the expectations of the visitors. This pressure manifests itself in the central area in particular, where there is a considerable

Section 6 Area Strategies – 6.1 Stratford-upon-Avon

conflict between pedestrians and vehicles. This affects the quality of the visitor experience and undermines the historic character of the town centre.

- 6.1.7 Specific aspects of the town's infrastructure and services are under heavy pressure and are reaching capacity thresholds. This is the case with traffic on the road network, particularly during the morning and afternoon peaks and on certain days during the year such as Bank Holidays, when queuing and delays on routes into the town centre are considerable. Traffic causes adverse environmental impacts on various parts of the town due to noise, air quality and visual intrusion.
- 6.1.8 There are also major issues in education provision, with both the primary and secondary provision having little, if any, additional capacity. Conversely, the drainage system, including the Milcote Wastewater Treatment Works, has some spare capacity.
- 6.1.9 The town supports a much wider range of shops and services than would be expected for its size because of the large numbers of visitors it attracts. However, it cannot afford to 'rest on its laurels' and ongoing attention is needed to bolster its role as a sub-regional centre for shopping and other functions.
- 6.1.10 There has been a considerable amount of out-of-town centre retail development over the past twenty years which has boosted the commercial base of the town. The effect is significant and has meant that local residents do not have to travel elsewhere for this form of shopping. So far, this has not undermined the health of the town centre because it performs a wide range of roles, not just for shopping. However, it is important to ensure that this balance is maintained.
- 6.1.11 As with most towns, certain parts have become outworn, even redundant, over time. In recent years, much of the Birmingham Road area, which was the focus of industrial activity throughout the 1900s, has been redeveloped. However, there is further scope to improve the appearance and image of this part of the town. Opportunities for environmental improvements and regeneration exist in other parts of the town, such as in the Timothy's Bridge Road/Masons Road area and the canal corridor through the town.
- 6.1.12 Stratford-upon-Avon functions at various levels as a focus of shops and services. The town acts as a local centre for its own residents but also has an extensive catchment area for shops, jobs and a wide range of services such as education and health. The town's hinterland covers much of the central and western part of the District, including large rural centres such as Bidford-on-Avon, Shipston-on-Stour and Wellesbourne. As well as this local role, the town is a major attraction, drawing visitors from all around the country and from abroad. Its description as the 'international market town' is apposite given these wide-ranging but complementary functions.
- 6.1.13 As is to be expected with the largest settlement in the District, the proportion of its employed residents that also work in Stratford-upon-Avon itself is much higher than for the rural market towns and large villages. At the time of the 2011 Census, 54% lived and worked in the town. Besides this, its residents work in a wide range of places, with the next most important source of jobs being Warwick District at only 7%. A large proportion of those who work in the town live elsewhere in Stratford District (23%), with only 7% living in Warwick District, 4% in Wychavon, and even smaller numbers elsewhere.

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6.1.14 A household survey undertaken for the Retail Study published in 2008 identified a 'core catchment' which covers the town itself and a number of surrounding settlements. In this area, the town attracts 94% of available spending on convenience goods. Stratford-upon-Avon also has an extensive 'primary catchment' which covers Alcester, Bidford, Wellesbourne and Kineton. In this area, between 25% and 50% of convenience goods spending takes place in the town. In terms of non-food shopping, again the town itself is the dominant destination for local residents (58%), with Leamington the next most popular at only 5%.

Future development issues

6.1.15 Stratford-upon-Avon has a dichotomy of roles; as a small market town meeting the needs of its residents and a major tourist destination for which the historic character and heritage needs to be preserved. It is essential that the town meets these diverse expectations in an effective manner, and the scale of future development has an important bearing on this.

6.1.16 Considerable concern has been expressed by the local community that the town is growing too large and that its character is being threatened. This is due in part to the recent large-scale housing development along Birmingham Road and at Bridgetown (Trinity Mead). There is a risk that the character of the town will deteriorate if this type of development continues which, in turn, could have an impact on its image and attractiveness to visitors.

6.1.17 There are a number of significant constraints to development on the edge of the urban area, not least the fact that the approved Green Belt abuts the northern edge of the town and up to the A46 Northern Bypass between Alcester Road and Birmingham Road. There are also Areas of Restraint along the River Avon valley through the heart of the town and the historic open space of Shottery Fields. It is expected that the generally open nature of these areas should be maintained.

6.1.18 The Landscape Sensitivity Study identifies land at Clopton on the north-east edge of the town, Bordon Hill to the west and the Avon Valley as being of high sensitivity to housing development. The extent of this is even wider for industrial and other forms of commercial development, with the western flank of the town being of high landscape sensitivity. The landscape south of the A46 Northern Bypass and that abutting the south-eastern edge of the urban area is generally less sensitive to development in comparison.

6.1.19 In terms of ecological and habitat value, the Welcombe Hills to the north of the town are a Local Nature Reserve. There is also a Site of Special Scientific Interest known as Racecourse Meadow on the south western edge of the town which is sensitive to water run-off associated with Shottery Brook.

6.1.20 The central part of the town is a designated Conservation Area, within which there are a substantial number of listed buildings, and it extends eastwards to cover the river environs. Clopton Bridge is an Ancient Monument, as is the site of the Romano-British settlement on Tiddington Road.

6.1.21 Flood risk is a major constraint to development; with an extensive swathe of land along the Avon Valley lying within Flood Zone 3a which has a high probability of flooding. There are further localised areas prone to flooding, particularly in relation to Shottery Brook on the western side of the town.

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- 6.1.22 The whole of Stratford-upon-Avon was designated an Air Quality Management Area in January 2010. As a result, development proposals in the town need to show that air quality would not deteriorate as a result.
- 6.1.23 Much of the land on the south-eastern side of the town, between Banbury Road and Wellesbourne Road, is high quality agricultural land, being Grade 2 or 3a.
- 6.1.24 There is a particular heritage constraint in relation to Shottery, which was a separate village community until the post-war housing estates were built to the north and south of it. Nevertheless, the historic part retains its character and is a designated Conservation Area. There are a number of listed buildings within it, including the Grade 1 Anne Hathaway's Cottage and associated registered garden. It is critical that the character of the Cottage as a major tourist attraction, and its setting, are preserved.
- 6.1.25 The District Employment Land Study identified scope for certain industrial and commercial areas which have become outworn to be considered for mixed use purposes, including residential, such as the Western Road and Masons Road areas. This has now been progressed through the identification of an extensive area adjacent to the canal to be regenerated in a comprehensive manner. To facilitate this, it is necessary to provide suitable opportunities for businesses to relocate in the form of sites that are accessible and attractive. These are specifically provided on land south of Alcester Road and at Atherstone Airfield.
- 6.1.26 In order to attract new businesses and investment in the District, the Employment Land Study recommended that an additional 5-10 hectares of land should be allocated at Stratford-upon-Avon for Class B1 uses, with specific provision made in the form of a business park. The study indicated that the preferable location for this would be close to the A46 and the Stratford Parkway Station.
- 6.1.27 It is evident from the Convenience Goods Retail Study that there is no need for any further increase in this type of floorspace during the plan period. Conversely, the Comparison Goods Retail Study has identified a need for additional floorspace to be provided at 2021. While land between Rother Street and Grove Road may come forward for redevelopment and could be considered for retail uses, the primary shopping area needs to be consolidated rather than extended in this direction. For this reason, the comprehensive redevelopment of Town Square for retail purposes would be more effective as it lies at the heart of the town centre. As things stand, there is a planning permission for a scheme incorporating a multi-screen cinema. Consideration will be given to identifying specific opportunities in the town centre for retail development through the preparation of a Site Allocations DPD.
- 6.1.28 In terms of leisure and tourism related development, it is important that the range of attractions is broadened to help lengthen the visitor stay, increase expenditure in the town and attract a wider range of visitors and investors. This can be also be achieved by promoting the evening economy, enhancing the quantity and quality of the hotel offer and encouraging further high quality retail outlets. A purpose-built conference facility would also help to support the local economy. The profile of the town means that it offers an interesting venue for delegates.

Section 6 Area Strategies – 6.1 Stratford-upon-Avon

- 6.1.29 There are a number of important opportunities to enhance the appearance and function of the town through the regeneration and/or redevelopment of previously developed sites within the urban area.
- 6.1.30 Based on the strategy set out in Section 5 for distributing housing development in the District, and taking into account the number of dwellings built and granted planning permission since 2011, about 3,600 homes are to be provided in the town over the plan period. Policy CS.16 also indicates that Reserve Sites may need to be identified in the town through the Site Allocations Plan and/or the Neighbourhood Plan. As such, the above figure should be seen as a minimum to be provided for over the plan period.
- 6.1.31 A wide range of issues and opportunities relating to the future planning of the Stratford-upon-Avon area have been identified from various sources, including plans produced by the local community and studies produced for the Council.

Policy AS.1

Stratford-upon-Avon

The Council will apply the following principles in considering development proposals and other initiatives relating to the Stratford-upon-Avon area. It will assess the extent to which each of these principles is applicable to an individual development proposal. Developers will be expected to contribute to the achievement of these principles where it is appropriate and reasonable for them to do so, taking into account the provisions of the Infrastructure Delivery Plan.

A. Environmental

1. Ensure the town presents an attractive image and experience given its international standing and significance.
2. Retain the scale, character and form of the town and protect the individual character of each part in the design of development.
3. Co-ordinate new developments and open spaces so that they are integrated with the existing fabric of the town.
4. Ensure that any development on the approaches to the town retains and respects the existing landscape setting and green spaces and augments them.
5. Improve the quality and appearance of the main corridors and gateways to the town centre, including the Birmingham Road/Arden Street area.
6. Improve the way in which the town's historic environment and cultural heritage is conserved, interpreted and presented.
7. Enhance the setting of Shakespeare's Birthplace to reflect its status as an international cultural attraction.
8. Enhance the town's historic townscape and its associated public realm.
9. Improve the appearance and function of secondary shopping areas in the town centre.
10. Enhance the River Avon corridor through the town for its biodiversity, recreational and flood management value.
11. Improve linkages between key biodiversity areas and corridors, including the river, the racecourse and Welcombe Hills.

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12. Provide additional access to natural accessible greenspace given the shortfall against the standard set out in Policy CS.25 Healthy Communities.
13. Improve the appearance and image of the Stratford Enterprise Park.
14. Apply measures relating to the Air Quality Management Area designated for the town.

B. Social

1. Provide an upgraded or replacement Leisure Centre in the town.
2. Provide additional parks, gardens and amenity greenspace given the shortfall against the standard set out in Policy CS.25 Healthy Communities.
3. Provide additional play spaces for children and young people given the shortfall against the standard set out in Policy CS.25 Healthy Communities.
4. Provide additional pitches for mini and junior football and junior rugby given the shortfall identified in the town.
5. Provide additional allotments given the shortfall against the standard set out in Policy CS.25 Healthy Communities.
6. Support the provision of emergency services and the enhancement of health and medical facilities at Stratford Hospital.

C. Economic

1. Provide opportunities for existing companies to expand and to attract new companies to the town.
2. Investigate the potential for an Innovation Centre in the town.
3. Provide additional non-bulky comparison goods retail floorspace in the town centre, ideally through the redevelopment of Town Square.
4. Improve the physical and functional links between the town centre and the Maybird Retail Park.
5. Support uses which create a diverse and prosperous night-time economy for residents and visitors.
6. Improve the quality and variety of the visitor experience.
7. Support the creation of a new learning and research centre on Henley Street for the enjoyment and study of Shakespeare.
8. Investigate the provision of a major conference facility in or well-related to the town.
9. Support the provision of a creative industries hub in or well-related to the town centre.

D. Transport

1. Implement the Stratford Transport Package of traffic management measures.
2. Implement appropriate measures to improve traffic management on Birmingham Road.
3. Provide a bus-rail interchange adjacent to Stratford Railway Station as part of the redevelopment of the former Cattle Market site.
4. Assess the provision of a bus station within the town centre.
5. Assess the provision of a park-and-ride facility on the southern side of the town.
6. Improve the route between Stratford railway station and the town centre.

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7. Achieve an effective balance between long-stay and short-stay car parking in the town centre.
8. Implement the Historic Spine project to improve pedestrian facilities.
9. Provide a new road link between Warwick Road and Bridgeway to create easier access to car and coach parks.
10. Improve the pedestrian route between Bridgeway and the town centre, particularly at Bridgefoot.
11. Improve cycle routes throughout the town, particularly between residential areas and secondary schools.
12. Upgrade Lucy's Mill footbridge to make it more accessible to a range of users.

Development Proposals

6.1.32 To contribute to meeting the future needs of the District, the following sites are allocated for development. The extent of each site is defined on the Policies Map.

Proposal SUA.1: Canal Quarter Regeneration Zone	
Where it is to be delivered	Land at Western Road, Wharf Road, Timothy's Bridge Road and Masons Road Approx. 27 hectares (gross)
What is to be delivered	<ul style="list-style-type: none"> • Housing – approx. 650 dwellings by 2031 of which up to 25% will be provided as a mix of affordable homes • 9,000sqm of Class B1 distributed throughout the Canal Quarter • Linear park alongside canal • Multi-purpose community facility (if required)
When it is to be delivered	Phase 2 (2016/17 - 2020/21) approx. 80 homes Phase 3 (2021/22 - 2025/26) approx. 270 homes Phase 4 (2026/27 - 2030/31) approx. 300 homes Post 2031 approx. 350 homes
How it is to be delivered	Private sector, public sector, Canal & River Trust
Specific requirements	Production of a Framework Masterplan Supplementary Planning Document (SPD) to guide developers and the local planning authority in respect of environmental, social, design and economic objectives as they seek to create a new community in the Canal Quarter. The SPD will set out broad principles to show how the policy requirements, together with other policy requirements in this Core Strategy, should be delivered on the site. The SPD will also incorporate a Delivery Strategy in conjunction with Proposal SUA.2 and Proposal SUA.4.

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	<p>The development will:</p> <ul style="list-style-type: none"> • secure environmental, ecological and recreational enhancement of the canal corridor • provide pedestrian and cycle links through the area and with adjacent parts of the town and a vehicular crossing over the canal linking development off Masons Road and Timothy's Bridge Road • deliver traffic management measures • improve links to Stratford railway station • ensure implementation of the Steam Railway Centre is not prejudiced • secure appropriate treatment of any contamination • de-culvert watercourses
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Proposal SUA.2: South of Alcester Road	
Where it is to be delivered	South of Alcester Road Approx. 25 hectares (gross)
What is to be delivered	<p>Employment uses comprising:</p> <ol style="list-style-type: none"> 1. Class B1(a) office and Class B1(b) research and development uses, although scope for B1(c) light industry will be considered 2. Relocation of businesses from the Canal Quarter Regeneration Zone <p>During the plan period up to 10 hectares will be released, plus additional land to correspond with the area taken up by businesses relocating from the Regeneration Zone.</p> <p>Housing – approx. 65 dwellings on land to the east of the Western Relief Road</p>
When it is to be delivered	Phases 2 - 4 (2016/17 - 2030/31)
How it is to be delivered	Private sector
Specific requirements	<ul style="list-style-type: none"> • vehicle access to the employment development directly off Wildmoor Roundabout or proposed Western Relief Road • improvements to Wildmoor Roundabout as required by Highways England • provision for improvements to A46 adjacent to the site as required by Highways England • extensive landscaping on the southern and western

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	<p>boundaries of the employment development</p> <ul style="list-style-type: none"> • appropriate treatment and management of mature hedgerows along road frontages • protect and enhance ecological features • frequent bus service into the development <p>If a plot that has been developed on that part of the site allocated for the relocation of businesses from the Canal Quarter Regeneration Zone becomes available it should be marketed for a period of three months in order that another business in the Regeneration Zone has the opportunity to take it up. This provision will be applied for a period of two years from when that plot was originally implemented.</p>
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Proposal SUA.3: North of Bishopton Lane	
Where it is to be delivered	North of Bishopton Lane between the canal and The Ridgeway Approx. 25 hectares (gross)
What is to be delivered	<ul style="list-style-type: none"> • Housing – approx. 500 dwellings • Primary school - land and financial contribution • Public open space, including adjacent to canal and alongside A46 Northern Bypass
When it is to be delivered	Phases 2 - 3 (2016/17 – 2025/26)
How it is to be delivered	Private sector
Specific requirements	<ul style="list-style-type: none"> • appropriate layout and design to mitigate noise impact from A46 • surface water attenuation measures • provision of an appropriate form of crossing over the canal to cater for vehicles, pedestrians and cyclists • improvements to the canal towpath and access to it • contribution to community facilities (on and/or off-site)

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Proposal SUA.4: Atherstone Airfield	
Where it is to be delivered	<p>Atherstone Airfield, east of Shipston Road, Preston-on-Stour</p> <p>Approx. 10 hectares gross (5 hectares net), plus a 'reserve' of approx. 9 hectares gross (5 hectares net) should it be required, all to assist in the delivery of the Canal Quarter Regeneration Zone (see Proposal SUA.1)</p>
What is to be delivered	<p>Employment uses comprising:</p> <ol style="list-style-type: none"> 1. The relocation of businesses from the Canal Quarter Regeneration Zone falling within Use Classes B1c, B2 or B8; 2. The relocation of businesses from elsewhere in the District falling within Use Classes B1c, B2 or B8 but only insofar as this would help to facilitate (i) above and not in respect of the 'reserve' of approx. 9 hectares gross unless an exceptional justification is advanced as part of a planning application.
When it is to be delivered	<p>Phases 2 - 4 (2016/17 - 2030/31), subject to the reserve only being released at a point where it is demonstrated as part of a planning application that there is insufficient land at either SUA.2 or the first phase of this allocation to meet the needs of businesses relocating from the Canal Quarter Regeneration Zone.</p>
How it is to be delivered	<p>Private sector</p>
Specific requirements	<ul style="list-style-type: none"> • improvements to the access off Shipston Road if required in order to achieve a satisfactory access • mitigation to local road network where identified in a detailed transport assessment which should accompany a planning application • structural landscaping around the boundaries of the site to consolidate and complement that which already exists

6.2 Alcester Area Strategy

All Strategic Objectives are relevant to this Area Strategy.

Context

6.2.1 The historic market town of Alcester overlies the site of a significant Roman settlement on Icknield Street. The town was granted a Royal Charter to hold a weekly market in 1274 and prospered throughout the next centuries. In the 17th century it became a centre of the needle industry. With its long narrow Burbage plots and tueries (interlinking passageways), the town centre street pattern of today and many of its buildings are medieval.



- 6.2.2 The town sits at the confluence of the Rivers Arrow and Alne, about 6 miles west of Stratford-upon-Avon and 6 miles south of Redditch. It is the largest of the main rural centres in the District with a population of about 7,100 at the time of the 2011 Census (Alcester and Kinwarton parishes combined), an increase of 17% since 1981. The number of dwellings has increased by 45% between 1981 and 2011, although there had been very little residential development in the town over the past ten years until very recently. At 2011 the town comprised about 3,000 dwellings, including that part of the urban area within Kinwarton Parish.
- 6.2.3 The bypasses were completed in 1990 and take through traffic around the west and south of the town. There are frequent bus services to Stratford, Redditch and Evesham.
- 6.2.4 Alcester has experienced serious flooding from surface water and watercourses that run through it, the River Arrow, River Alne and Spittle Brook. In the July 2007 floods more homes were affected in Alcester than in any other settlement in the District. Alcester formed a unique Town Flood Forum that has been very active in recent years. Flood risk has been partially remedied by the installation of two pumping sets and the repair and replacement of substantial parts of the 'Old Town Drain'. This work was undertaken by a joint agency approach involving Warwickshire County Council, Stratford District Council and the Environment Agency. The combined sewerage system in Alcester has had a complete overhaul involving Severn Trent, with £2.4m having been spent.
- 6.2.5 The town has a wide range of services, including primary and secondary schools, doctors, dentists, library, leisure centre and fire station. The former hospital has now been replaced with a primary care centre incorporating GP surgeries. Residents value the number of small independent shops concentrated in or adjacent to the High Street and are concerned that these are gradually been lost to other uses.
- 6.2.6 Although Alcester supports a wide range of shops and services, its catchment is relatively small, it serves a range of communities, including the large village of Bidford-on-Avon for certain purposes, and neighbouring parts of Worcestershire. This is because Stratford-upon-Avon and, to a lesser extent, Redditch and

Evesham are not that far away. The presence of three secondary schools means that this aspect of the town's function covers a considerably wider area.

- 6.2.7 The town also has a diverse economy with a wide range of jobs. Most industry is based on the well-established estate at Arden Forest, in neighbouring Kings Coughton and the high-technology innovation centre/incubation units at Minerva Mill. The Town Plan found that local businesses experienced problems enlarging or relocating in Alcester due to a lack of available sites, and finding employees with suitable skills and experience.
- 6.2.8 According to the 2011 Census, a substantial proportion of its employed residents work within the town (36%). The other dominant relationship in relation to workplace is the remainder of Stratford District (25%), whereas only 7% work in Redditch. In terms of those who work in the town, 18% live elsewhere in Stratford District, while 18% live in Redditch Borough, 8% in Wychavon and 6% in Birmingham/Solihull.
- 6.2.9 As for retail catchments, the 2008 household survey revealed that for residents of the Alcester and Bidford-on-Avon area, the main destinations for main food shopping are Stratford-upon-Avon (34%), Alcester itself (25%), Evesham (14%) and Redditch (10%). For non-food shopping, the dominant relationship is with Stratford-upon-Avon (33%), followed by Redditch (16%).

Future development issues

- 6.2.10 The promotion of tourism is an important objective of the community, with a particular focus on the town's Roman heritage, about which a museum has been established containing a wide range of local finds. This attraction is an important part of Alcester's tourism offer and is also well-used by schools from a wide area. The Vision for Alcester initiative has identified projects to promote its attractive environment and links to nearby attractions.
- 6.2.11 The Conway and Ten Acres Estates in the northern part of Alcester contains the most deprived area in the District, falling within the top 30% nationally in terms of income, education and skills according to the Indices of Deprivation 2007 produced by the Warwickshire Observatory. The Town Plan indicates that there is a strong support for housing to meet the needs of local people, particularly affordable housing to rent and to buy, and sheltered or adapted housing for elderly people.
- 6.2.12 Vision for Alcester and Alcester Town Council have instigated the provision of improved facilities for all ages at Jubilee Fields, adjacent to the Conway Estate, including a new youth club venue and a Multi Use Games Area. The Town Council has recently secured further facilities for outdoor sports, in particular football. It is also keen to resolve the shortage of allotment and cemetery space.
- 6.2.13 There is scope to introduce a range of transport-related measures, including improvements for pedestrians and parking management around the Town Hall and High Street, traffic management in the central area, and a network of walking and cycling routes within the town and into the countryside. As a rural market town, Alcester is predominantly served by the motor car. The town has identified a shortage of long stay parking facilities and to meet the demand created by special events such as the Food Festival.

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- 6.2.14 As the Alcester Town Plan stresses, the small size of the town, and easy access to town and countryside, contribute to the feeling of a close knit community, proud of its heritage and traditions. However, Alcester is the largest of the main rural settlements in the District and supports a wide range of shops, services and jobs. For that reason, the town is a suitable location for further housing and employment.
- 6.2.15 The Green Belt surrounds the town, although various parcels of land on the edge of the urban area are excluded from it in order to provide scope for future development. There is also a designated Area of Restraint that runs along the Arrow Valley through the town which should be protected from development that would harm its open character.
- 6.2.16 The River Arrow runs north to south through the town and the River Alne joins it from the east at Oversley Green just south of the urban area. Together, their valleys form an extensive flood risk area. Careful planning and investment will be required when considering development in the town regarding the sustainability of the sewerage system which has recently been upgraded to meet the challenge of future weather conditions in relation to the existing housing stock.
- 6.2.17 The other significant constraint to development is the extensive archaeological remains from the Romano-British period. There are a number of Scheduled Ancient Monuments within and adjacent to the urban area and other remains that are worthy of protection.
- 6.2.18 The Landscape Sensitivity Study identifies extensive areas of land adjacent to the town as being of high sensitivity to development. These are mainly along the river valleys and the rising land to the east forming Captains Hill. Land between the urban area and the western bypass is of low to medium sensitivity for housing development, although much more sensitive for commercial development. Areas of land to the north of the town and east of Kinwarton Farm Road are of medium sensitivity.
- 6.2.19 There is no high quality agricultural land around the town. Neither are there any nationally significant ecological or geological features on the edge of the town.
- 6.2.20 As identified both in the Alcester Town Plan and the Employment Land Study, there is a need for more employment land to be provided to meet the requirements of existing companies and to attract new ones to the town. The most appropriate location for this form of development is north of the existing industrial estate off Arden Road. The Employment Land Study recommends such an extension for B1 (office, research & development and light industry), B2 (general industry) and a limited amount of B8 (storage & distribution) uses.
- 6.2.21 Another main focus of attention is the need to support the role of the town centre which is a very attractive and important rural centre for shops and services. There is also considerable scope to attract more visitors given the town's historic heritage and character. While there is no need for a significant increase in shopping provision, opportunities should be taken to bolster the town's commercial base in order to maintain its role and viability.
- 6.2.22 Based on the strategy set out in Section 5 for distributing housing development in the District, and taking into account the number of dwellings built and granted planning permission since 2011, about 530 homes, plus windfall development, are to be provided in the town over the plan period. Policy CS.16 also indicates that

Reserve Sites may need to be identified in the town through the Site Allocations Plan and/or the Neighbourhood Plan. As such, the above figure should be seen as a minimum to be provided for over the plan period.

6.2.23 A wide range of issues and opportunities relating to the future planning of the Alcester area have been identified from various sources, including plans produced by the local community and studies produced for the Council.

Policy AS.2

Alcester

The Council will apply the following principles in considering development proposals and other initiatives relating to the Alcester area. It will assess the extent to which each of these principles is applicable to an individual development proposal. Developers will be expected to contribute to the achievement of these principles where it is appropriate and reasonable for them to do so, taking into account the provisions of the Infrastructure Delivery Plan.

A. Environmental

1. Protect and enhance the historic fabric of the town and its associated open spaces.
2. Assess the scope to introduce traffic management measures in the town, particularly High Street.
3. Enhance the biodiversity and recreational value of the River Arrow Nature Reserve.
4. Protect existing woodland and reverse fragmentation, including through the provision of development buffer zones.
5. Enhance the Arden Forest Industrial Estate through the use of planting and Green Infrastructure features.
6. Improve the appearance of Hopkins Precinct and its surroundings and the manner in which the area is managed.

B. Social

1. Identify and implement specific initiatives to meet the needs of people living on the Conway and Ten Acres Estates, including the provision of affordable homes.
2. Improve indoor recreation and leisure facilities in the town.
3. Improve outdoor play and leisure facilities on Jubilee Fields and on the western side of the town.
4. Provide additional play spaces for children and young people given the shortfall against the standard set out in Policy CS.25 Healthy Communities.
5. Provide additional allotments given the shortfall against the standard set out in Policy CS.25 Healthy Communities.
6. Create additional cycle routes connecting to nearby settlements and National Cycle Network Route 5 which runs between Stratford-upon-Avon and Redditch.
7. Utilise the Arrow and Alne river corridors as linear features for recreational opportunities.

C. Economic

1. Provide opportunities for existing companies to expand and to attract new businesses to the town.
2. Promote the town as an attractive destination for tourists and day visitors.
3. Enhance existing car parks and provide additional parking to encourage more people, including visitors, to use the town centre shops and facilities.

Development Proposals

6.2.24 To contribute to meeting the future needs of the District, the following sites are allocated for development. The extent of each site is defined on the Policies Map.

Proposal ALC.1: North of Allimore Lane (southern part)	
Where it is to be delivered	Land between the edge of urban area and Western Bypass Approx. 7 hectares (gross)
What is to be delivered	<ul style="list-style-type: none"> • Housing – approx. 190 dwellings • Public Open Space
When it is to be delivered	Phases 2 - 3 (2016/17 - 2025/26)
How it is to be delivered	Private sector
Specific requirements	<ul style="list-style-type: none"> • vehicle access off Eclipse Road • ensure vehicle, pedestrian and cycle links can be provided to adjoining land to north (see Proposal ALC.2) • substantial landscape buffer alongside bypass • protect important natural features on the site • pedestrian and cycle links, including to town centre • contribution to community facilities (on and/or off-site)

Proposal ALC.2: North of Allimore Lane (northern part)	
Where it is to be delivered	Land between the edge of urban area and Western Bypass Approx. 6 hectares (gross)
What is to be delivered	<ul style="list-style-type: none"> • Housing – approx. 160 dwellings • Public Open Space
When it is to be delivered	Phases 2 - 3 (2016/17 - 2025/2026)

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How it is to be delivered	Private sector
Specific requirements	<ul style="list-style-type: none"> • vehicle access off Birmingham Road • substantial landscape buffer alongside bypass • pedestrian and cycle links, including to town centre • contribution to community facilities (on and/or off-site)

Proposal ALC.3: North of Arden Road

Where it is to be delivered	Land north of Arden Forest Industrial Estate Approx. 11 hectares (gross)
What is to be delivered	<ul style="list-style-type: none"> • Employment within Class B1, B2 and B8 uses
When it is to be delivered	By 2031
How it is to be delivered	Private sector
Specific requirements	<ul style="list-style-type: none"> • extensive landscaping within the site and along northern and western boundaries • protect and enhance the watercourse that runs along southern boundary • the form of development should cause no harm to the settling of Coughton Court <p>Outside the area allocated and within the Green Belt, the provision of structural landscaping or a secondary/emergency access off Tything Road (if required) will be treated as 'very special circumstances' in accordance with paragraph 88 of the NPPF.</p>

6.3 Bidford-on-Avon Area Strategy

All Strategic Objectives are relevant to this Area Strategy.

Context

- 6.3.1 Bidford-on-Avon dates back to Saxon times, although the Roman Rykneld Street originally crossed the River Avon at this point.
- 6.3.2 This large village lies six miles to the west of Stratford-upon-Avon and six miles to the north-east of Evesham. The parish population (which includes the villages of Broom, Barton and Marlcliff), was 5,350 according to the 2011 Census; an increase of about 69% since 1981. The number of dwellings in the parish has increased by 86% over this period. It is estimated that the population of Bidford-on-Avon village itself is now close to 5,000 and comprises about 2,200 dwellings (as at 2011).
- 6.3.3 The relief road, which was built in 1978, tends to sever more recent residential areas from the village centre, although two pedestrian/cycle crossings help the situation. The centre itself has many attractive features and the riverside recreation ground, known as Big Meadow, is a popular attraction.
- 6.3.4 There is a reasonable range of shops and services in the village centre although the provision has declined in recent years, which is reflected in the number of previously commercial premises that have been converted into dwellings. There is a primary school and medical centre, both of which meet the needs of local residents and surrounding villages. The latter is relocating to a larger facility just outside the village to cater for its growing catchment population. However, the closure of the secondary school in 1985 had a significant effect on the community. A large foodstore was built on the Salford Road, just outside the village centre, in the late 1990s.
- 6.3.5 A frequent (half-hourly) bus service runs through Bidford-on-Avon on Mondays to Saturdays linking with Evesham and Stratford-upon-Avon. There is also a daily (including Sunday) service between Redditch and Evesham which passes through the village.
- 6.3.6 The local shops and services help to meet the day-to-day needs of the village's residents and those who live in surrounding communities. However, Bidford-on-Avon's catchment is relatively small due to the proximity of the larger towns of Stratford-upon-Avon, Evesham and Alcester.
- 6.3.7 A well-established industrial estate off Waterloo Road supports a wide range of jobs, although the 2011 Census showed that only 25% of employed residents also worked in the local area (Bidford and Salford Ward). 34% of the Ward's employed residents work elsewhere in the District, compared with only 6% who work in Wychavon and 5% in Warwick District. About 20% of the jobs in the Ward are taken by residents living elsewhere in Stratford District, with Wychavon (12%) and Redditch (8%) being the only other dominant sources of workers.



6.3.8 The household survey carried out in 2008 for the Retail Study showed that Stratford-upon-Avon is used by 34% of residents in the Alcester and Bidford-on-Avon area for their main food shopping, compared with 14% who go to Evesham and 10% to Redditch. Only 8% use the food shops in Bidford-on-Avon itself for this purpose. For non-food shopping, 33% of residents use Stratford-upon-Avon on a regular basis, 16% go to Redditch and only 4% to Evesham.

Future development issues

6.3.9 The community is concerned about the scale of development that has taken place in Bidford-on-Avon in recent decades, which has changed its character. Despite this level of growth, there has been little investment in infrastructure and there is limited and, in some respects, a declining range of shops and services in the village.

6.3.10 There is also local concern that the drainage system, both surface and foul, has little spare capacity and that further development would increase the risk of flooding in some parts of the village. Furthermore, the primary school has limited capacity to deal with further large-scale growth. Such development would also lead to an increase in out-commuting due to the limited number of local jobs available.

6.3.11 Future development in the village is intended to reflect the comparatively modest provision of shops, services and infrastructure. It is essential that further development does not increase the drainage problems experienced and preferably helps to alleviate the situation. Opportunities should be taken to limit the impact of vehicles in the village, through the use of traffic management measures and improvements to pedestrian and cycle links.

6.3.12 There are significant constraints affecting large areas of land on the edge of the village. All of the southern edge along the Avon valley is affected by flood risk (mostly Flood Zone 3a, high probability). This land is also designated as an Area of Restraint within which the open nature of the landscape should be protected. Small Brook, a minor watercourse that runs along the northern and western edges of the village, is also prone to flooding.

6.3.13 The land rises quite sharply to the east and particularly to the west of the village at Marriage Hill. The Landscape Sensitivity Study identifies these rising areas as being of high/medium sensitivity to development. It also specifies the Avon Valley as being of high sensitivity. Furthermore, much of the land around the village is high quality (Grade 2) agricultural land, including the area between Victoria Road and Waterloo Road.

6.3.14 There are no nationally significant archaeological constraints affecting land around the village apart from the bridge over the River Avon which is an Ancient Monument. The village centre and river environs to the south lie within a Conservation Area. There are no nationally significant ecological or geological features on the edge of the village.

6.3.15 While the Employment Land Study concludes that additional land for employment purposes is not required in Bidford-on-Avon unless there is large-scale housing development, a small amount may be appropriate to help increase the opportunity

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for residents to work locally. The regeneration of certain parts of the well-established Waterloo Park Industrial Estate will be encouraged.

- 6.3.16 Particular attention needs to be given to the village centre in order to arrest its recent decline so that it provides an attractive focus of services and activities for the local community. The provision of small-scale shopping and other commercial uses will be encouraged, along with projects to enhance the environmental quality of the centre and its links with the rest of the village.
- 6.3.17 Based on the strategy set out in Section 5 for distributing housing development in the District, and taking into account the number of dwellings built and granted planning permission since 2011, about 770 homes are to be provided in the village over the plan period. Policy CS.16 also indicates that Reserve Sites may need to be identified in the village through the Site Allocations Plan and/or the Neighbourhood Plan. As such, the above figure should be seen as a minimum to be provided for over the plan period.
- 6.3.18 A wide range of issues and opportunities relating to the future planning of the Bidford-on-Avon area have been identified from various sources, including plans produced by the local community and studies produced for the Council.

Policy AS.3

Bidford-on-Avon

The Council will apply the following principles in considering development proposals and other initiatives relating to the Bidford-on-Avon area. It will assess the extent to which each of these principles is applicable to an individual development proposal. Developers will be expected to contribute to the achievement of these principles where it is appropriate and reasonable for them to do so, taking into account the provisions of the Infrastructure Delivery Plan.

A. Environmental

1. Protect and enhance the historic character of the village core.
2. Preserve the riverside setting of the village and the views towards it.
3. Improve the drainage infrastructure in order to reduce the risk of flooding, including the combined sewer outflow at The Pleck.
4. Reduce the impact of traffic through the village.
5. Provide additional natural accessible greenspace given the shortfall against the standard set out in Policy CS.25 Healthy Communities.
6. Support the multi-functional use of land to the south of the river for recreation, biodiversity and flood alleviation.
7. Enhance the character and setting of the Bidavon/Waterloo Industrial Estate.
8. Enhance biodiversity at Bidford Grange Golf Course, including through tree planting.

B. Social

1. Improve sports and social facilities, including the ongoing modernisation of Crawford Hall.
2. Provide a pedestrian/cycle bridge across the River Avon to improve access to the Big Meadow.

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3. Provide additional play spaces for children and young people given the shortfall against the standard set out in Policy CS.25 Healthy Communities.
4. Provide additional pitches for mini and junior football given the shortfall identified in the village.
5. Investigate the creation of a greenway with public access along the dismantled railway line on the northern edge of the village.

C. Economic

1. Support the regeneration of the industrial estate and redevelopment of vacant and underused plots within it.
2. Assess the need for additional employment development in the village.
3. Enhance the role of the village centre as a focus of shops and services in order to attract more customers.
4. Seek to attract more leisure visitors to the village by promoting its riverside setting and Big Meadow recreation ground.

6.4 Henley-in-Arden Area Strategy

All Strategic Objectives are relevant to this Area Strategy.

Context

6.4.1 Henley-in-Arden is an attractive market town with a renowned one mile-long main street. It lies eight miles to the north of Stratford-upon-Avon, six miles east of Redditch and eight miles west of Warwick.



6.4.2 The powerful De Montfort family settled here after the Norman Conquest. It built the castle which stood on the site of a former hill fort known locally as the Mount, which is now an ancient monument. Market charters were granted in the 12th and 13th centuries and the 15th century Market Cross still stands in the old Market Place. The length of the High Street is lined with historic red brick and black and white half-timbered buildings, many of which are listed.

6.4.3 The combined population of Beaudesert and Henley-in-Arden parishes was just over 3,000 at the time of the 2011 Census, an increase of nearly 13% since 1981. However, the actual number of dwellings has increased by about 42% between 1981 and 2011 and the town now consists of about 1,200 dwellings, including those lying within Beaudesert Parish (as at 2011).

6.4.4 Henley-in-Arden's position on the road network and its proximity to the M40 makes it an attractive location for certain types of business, for example the coach operators on Liveridge Hill. On the other hand the town is well-placed for commuting into the Birmingham and Solihull conurbation. The town benefits from being on the railway, known as the Shakespeare Line, which provides a regular service between Birmingham and Stratford-upon-Avon. Improvements to the service frequency, passenger information and access to the station are ongoing.

6.4.5 The Parish Council is working with partners, such as local companies and agencies, to encourage and attract business and employment to the town. It wishes to retain existing employment sites and is particularly keen to provide small units for local industrial, craft and high-tech businesses.

6.4.6 Henley-in-Arden has a secondary school and a wide range of community and leisure facilities. It also supports a variety of shops, food and drink establishments, banks and other services. The once thriving agricultural market has sadly ceased to operate and the site has recently been redeveloped for housing. The Parish Plan showed the strong level of support for improving the range of shops. The historic environment, heritage centre, specialist shops and cafes all attract tourists to the town and the Parish Council is working with the County Council to encourage coach parties to stop off when passing through.

6.4.7 While the community wishes to meet local need for both housing and employment, it also wishes to preserve the existing character of the settlement and resist expansion into the surrounding Green Belt wherever possible. Other priorities for local people include providing and improving recreation spaces and allotments, and increasing police presence.

- 6.4.8 For its size, Henley has a good range of shops and services, assisted in part by visitors to the town. However, its role as a service centre is localised due to the proximity of a number of large towns, ie Stratford-upon-Avon, Warwick and Redditch. The presence of a secondary school and part of Warwickshire College widens its sphere of influence for education purposes.
- 6.4.9 Only 28%, a relatively small proportion of Henley's employed residents, actually work in the town (2011 Census). However, there is no dominant destination in terms of commuting patterns, with 19% working elsewhere in the District, 11% travelling to Birmingham, 9% to Solihull, 9% to Warwick District and only 3% to Redditch Borough. Of the jobs it supports, 19% are taken by people who live elsewhere in Stratford District. The other dominant source is Birmingham/Solihull (23%), with only 7% coming from Redditch Borough and 6% from Warwick District.
- 6.4.10 In terms of shopping habits, a Household Survey carried out in 2008 showed that Redditch is the most popular place for main food shopping (34%) and non-food shopping (43%) for people who live in the Henley and Studley area. However, this figure masks the inclination of Henley residents to look mainly to Stratford-upon-Avon and Warwick/Leamington for shopping.

Future development issues

- 6.4.11 The key factor that influences the extent and manner in which future development should take place at Henley-in-Arden is the designated Green Belt that surrounds the town. As such, exceptional circumstances will need to be proven if land currently within the Green Belt is to be identified for development.
- 6.4.12 In reality, there are significant constraints affecting the periphery of the town. The railway line is carried on an embankment along much of its western boundary and this creates a very strong physical edge. To the east of the town, the valley of the River Alne is a wide flood risk area and there is an extensive Scheduled Ancient Monument covering Beaudesert Mount. This is part of a steeply rising scarp that creates a distinctive backdrop to the town. An embankment associated with a disused railway line forms a strong edge to the north and there are extensive playing fields associated with the secondary school and further education college on the south side.
- 6.4.13 These features are reflected in the Landscape Sensitivity Study which identifies all of the countryside around the town as being of high or high/medium sensitivity to development.
- 6.4.14 In terms of other constraints, there is no high quality agricultural land around Henley-in-Arden or designated ecological sites of national importance. However, Beaudesert Mount and the river environs on the eastern and southern edges of the town lie within the town's Conservation Area.
- 6.4.15 There is no case for large-scale employment development at Henley-in-Arden. However, the Employment Land Study did identify the need for small workspace units in the town. Such provision would help to off-set the loss of employment opportunities in the town over recent years.
- 6.4.16 Based on the strategy set out in Section 5 for distributing housing development in the District, and taking into account the number of dwellings built and granted planning permission since 2011, about 90 homes are to be provided in the town

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over the plan period. Policy CS.16 also indicates that Reserve Sites may need to be identified in the town through the Site Allocations Plan and/or the Neighbourhood Plan. As such, the above figure should be seen as a minimum to be provided for over the plan period.

6.4.17 A wide range of issues and opportunities relating to the future planning of the Henley-in-Arden area have been identified from various sources, including plans produced by the local community and studies produced for the Council.

Policy AS.4

Henley-in-Arden

The Council will apply the following principles in considering development proposals and other initiatives relating to the Henley-in-Arden area. It will assess the extent to which each of these principles is applicable to an individual development proposal. Developers will be expected to contribute to the achievement of these principles where it is appropriate and reasonable for them to do so, taking into account the provisions of the Infrastructure Delivery Plan.

A. Environmental

1. Protect the historic character and appearance of the town and the open spaces within it.
2. Improve the appearance of and access to Henley railway station.
3. Enhance the biodiversity value of the disused railway line to the north of the town.
4. Protect existing woodland and reverse fragmentation through new planting and restoration of connections between woodland.
5. Strengthen connections to nearby green infrastructure assets such as the Stratford-upon-Avon Canal, Austy Wood and Bannam's Wood.
6. Investigate the removal of weirs and/or the provision of fish passes on the River Alne through the town.

B. Social

1. Improve public transport services in the area, including bus services to Redditch and Warwick.
2. Improve facilities at the railway station, including additional car parking and a pedestrian bridge.
3. Manage Beaudesert Mount sensitively as a popular recreational attraction.
4. Provide additional parks, gardens and amenity greenspace given the shortfall against the standard set out in Policy CS.25 Healthy Communities.
5. Provide additional play spaces for children and young people given the shortfall against the standard set out in Policy CS.25 Healthy Communities.
6. Provide additional allotments/community orchards given the shortfall against the standard set out in Policy CS.25 Healthy Communities.

C. Economic

1. Provide scope for employment uses in the town, including small workspace units, to support local job opportunities.
2. Encourage the provision of further shops in the town centre.
3. Promote the town as a visitor attraction, including for coach tours.
4. Support the reinstatement of Henley Market on an appropriate site.

6.5 Kineton Area Strategy

All Strategic Objectives are relevant to this Area Strategy.

Context

- 6.5.1 The first recorded mention of Kineton, spelt Cynton, is in a Saxon Charter of AD969. In 1227, it was granted a Market Charter and two years later, a Charter for Fairs. Kineton's role as an important administrative centre can be traced back to 1160 where, following the reorganisation of local government by Henry II, it gained an important role by being the centre of the Kineton Hundred.
- 6.5.2 Kineton's relationship with the English Civil War Battle of Edgehill in 1642 is well documented. Today the battlefield lies mostly within the restricted area of Defence Munitions (DM) Kineton (owned by the Ministry of Defence) although a monument commemorating the battle and those who died can be found on the Banbury Road, about a mile outside the village.
- 6.5.3 The village is located approximately 5 miles south east of Wellesbourne and 10 miles north east of Shipston-on-Stour. About 2 miles to the north is former RAF Gaydon, which is now a vehicle testing ground and its motor vehicle research and development centre for Jaguar Land Rover and Aston Martin.
- 6.5.4 At the time of the 2011 Census, the population of Kineton was about 2,300, an increase of nearly 16% since 1981. The number of dwellings has increased by 39% during that time and the village now comprises about 900 dwellings (as at 2011).
- 6.5.5 Kineton has a small area of influence due to the relatively limited range of shops and services it provides. There are only a small number of villages close by which look to Kineton as their local service centre because Shipston and Wellesbourne exert their influence. The particular exception is in relation to secondary education because it has a High School which draws pupils over a wide area, from Wellesbourne down to the District boundary to the south and east.
- 6.5.6 The 2011 Census showed that 30% of its employed residents also work in the Ward, while 22% work elsewhere in the District and 13% work in Warwick District and only 8% in Stratford-upon-Avon. In terms of the place of residence of people who work in Kineton Ward, 24% live elsewhere in Stratford District and 13% in Warwick District.
- 6.5.7 The household survey carried out in 2008 for the Retail Study showed that Stratford-upon-Avon is used by 34% of residents in the Wellesbourne and Kineton area for their main food shopping compared to 25% who go to Leamington/Warwick and 8% to Wellesbourne. For non-food shopping the main destinations are Stratford-upon-Avon (45%), Leamington (18%) and Banbury (17%).



Future development issues

- 6.5.8 There is a significant risk of flooding in the valley of the River Dene which runs along the southern edge of the village, although this is far greater downstream from Kineton. The ecological quality of the River Dene within the Kineton area has been categorised as poor. A new discharge consent therefore would be required to support further significant development at Kineton.
- 6.5.9 There are significant capacity constraints at Kineton Wastewater Treatment Works. Despite likely capacity in the network at Kineton, the impact of any future growth upon the Combined Sewer Outflow at Banbury Road needs further investigation.
- 6.5.10 Situated on the northern bank of the River Dene is the site of the Scheduled Monument known as King John's Castle. The site features the earthwork remains of a Motte and Bailey Castle, which is now open to the public and forms an important amenity open space. Additional amenity and recreational green space can be found in the swathe of open land between Kineton and Little Kineton.
- 6.5.11 Kineton published a Village Appraisal in 2003. It encourages appropriate new employment opportunities and emphasises that infill and redevelopment proposals should be sensitive to the character of the area. The need for better facilities for children is identified. The retention of village shops and other services through the planning process is one of the key actions.
- 6.5.12 The scale of development in Kineton is intended to be limited given the comparatively modest provision of shops and services. Opportunities should be taken to limit the impact of vehicles in the village, through the use of traffic management measures and improvements to pedestrian and cycle links, and to encourage accessibility to the rural areas through enhanced public transport links.
- 6.5.13 The Conservation Area and historic character of the village is an important local feature which offers distinctiveness to the village centre. Infill and redevelopment proposals should be sensitive to the character of the area therefore.
- 6.5.14 There is no identified need for further retail floorspace in Kineton although the established role of the existing centre should be maintained. Particular attention needs to be given to enhancing the role of the village centre so that it provides an attractive focus of services, facilities and activities for the local community. The retention and provision of small-scale shopping and other commercial uses will be encouraged.
- 6.5.15 There are significant constraints affecting large areas of land on the edge of the village. The southern edge is bordered by the Avon Valley but due to the steep valley is not adversely affected by flood risk in this immediate location. In addition, the Battle of Edgehill Historic Battlefield lies to the south and south east of the village.
- 6.5.16 There are two areas located to the south east and south west of the village of high landscape sensitivity. Areas to the north west and south of the existing settlement boundary are recorded as high/medium landscape sensitivity. Land parcels to the north east of the village, in the vicinity of the secondary school, have the least sensitivity to residential development.

- 6.5.17 An additional Area of Restraint is also proposed for Kineton, which although essentially rural in character, merits the same approach as other settlements in protecting the River Dene. The open nature of the landscape in this area should be protected.
- 6.5.18 While the Employment Land Study concludes that additional land for employment purposes is not required in Kineton, it is important to retain the already established industrial estate in the village and existing levels of employment in the area.
- 6.5.19 Based on the strategy set out in Section 5 for distributing housing development in the District, and taking into account the number of dwellings built and granted planning permission since 2011, about 220 homes are to be provided in the village over the plan period. Policy CS.16 also indicates that Reserve Sites may need to be identified in the village through the Site Allocations Plan and/or the Neighbourhood Plan. As such, the above figure should be seen as a minimum to be provided for over the plan period.
- 6.5.20 A wide range of issues and opportunities relating to the future planning of the Kineton area have been identified from various sources, including plans produced by the local community and studies produced for the Council.

Policy AS.5

Kineton

The Council will apply the following principles in considering development proposals and other initiatives relating to the Kineton area. It will assess the extent to which each of these principles is applicable to an individual development proposal. Developers will be expected to contribute to the achievement of these principles where it is appropriate and reasonable for them to do so, taking into account the provisions of the Infrastructure Delivery Plan.

A. Environmental

1. Maintain a green corridor along the Dene Valley to preserve the separate identities of Kineton and Little Kineton and the open character of the landscape.
2. Enhance biodiversity at DM Kineton by supporting the aspirations of the Warwickshire Biodiversity Action Plan.
3. Recognise and protect the importance of King John's Castle as an important multifunctional area for its biodiversity, recreation and archaeological significance.
4. Increase access to the River Dene Valley between Bridge Street and King John's Castle while also enhancing biodiversity in the area.
5. Preserve the historic character of the Market Square.
6. Ensure Seven Trent Water has carried out the necessary works at Kineton Waste Water Treatment Works before new housing is implemented.
7. Investigate the removal of weirs and/or the provision of fish passes on the River Dene.

B. Social

1. Support the replacement or major refurbishment of Kineton High School including the upgrading of the swimming pool to become a community facility to serve the eastern area of the District.
2. Provide additional play spaces for children and young people given the shortfall against the standard set out in Policy CS.25 Healthy Communities.
3. Create circular walking routes to the north of Kineton leading from within the settlement out into the wider countryside.
4. Create additional cycle links that connect to established routes, including National Cycle Network Route 48 and those to the north west and south east of the village.

C. Economic

1. Retain and enhance the established industrial estate at Brookhampton Lane.
2. Maintain the existing level of shops in the village centre and support the provision of new retail outlets.
3. Attract more visitors to the village due to its relationship with the Battle of Edgehill.

6.6 Shipston-on-Stour Area Strategy

All Strategic Objectives are relevant to this Area Strategy.

Context

- 6.6.1 The town is of Anglo-Saxon origin; its name being derived from Scepeswasce or Sheepwash. It was founded on the grant of land to the monks of Worcester cathedral confirmed by King Edgar in his charter of AD964, and the town and surrounding hundred remained an outlier of Worcestershire until 1931. Following a fall in the demand for local wool, the local economy was in part sustained by the opening, in 1836, of a horse-drawn Stratford and Moreton tramway, which allowed agricultural produce to be transported more quickly to Birmingham.
- 6.6.2 The town is located on the River Stour at the heart of probably the most rural part of the District, lying about 10 miles south of Stratford-upon-Avon and 14 miles to the west of Banbury. It is close to the northern edge of the Cotswolds and is a focal point for communities within an extensive rural area. Located on the A3400 (formerly the A34) between Stratford-upon-Avon and Oxford, the town was once an important stopping place for stagecoaches and many former coaching inns remain.
- 6.6.3 The 2011 Census recorded a population of just over 5,000 in the parish as a whole, a growth of 62% since 1981. However, in terms of increase in dwellings, the town has doubled in size between 1981 and 2008, the largest increase of any settlement in the District. There are about 2,400 dwellings in the town (as at 2011).
- 6.6.4 Shipston-on-Stour's distinctiveness and townscape is a key asset, and provides the town with a unique sense of place and character. The town is home to a rich historic environment, including a wealth of Medieval and Georgian buildings, which mirrors the settlement's historic importance as a regionally important sheep and wool market town. The heritage of the town is reflected in the designation of an extensive Conservation Area and the presence of numerous listed buildings from a range of periods.
- 6.6.5 Just to the south of Shipston lies the Cotswolds Area of Outstanding Natural Beauty and the town is one of the 'gateways' to it. The protection and enhancement of the landscape of this important asset is a priority for the local community.
- 6.6.6 Shipston has the widest local catchment of all the District's main rural centres due to its distance from larger towns. As a result, a considerable number of rural communities in the southern part of the District look to the town for shops and services. While their dependency on Shipston has reduced in recent decades due to the use of the private car and the provision of large food stores and other attractions elsewhere, the town retains a valuable role as a service centre.



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- 6.6.7 At the time of the 2011 Census, 31% of Shipston's employed residents also worked in the Ward, and 25% worked elsewhere in the District. There is a relatively modest relationship with other areas, with 7% working in Cotswold District, 5% in Cherwell and 8% in Warwick and 12% in Stratford-upon-Avon. Of those who travel to Shipston to work, 38% also live in the District, with only 3% each from Cotswold and Warwick Districts.
- 6.6.8 The household survey carried out in 2008 for the Retail Study showed that Stratford-upon-Avon is used by 35% of residents in the Shipston area for their main food shopping, compared with 25% who go to Banbury, 25% who shop in Shipston itself and 9% in Stow. For non-food shopping the main destinations are Stratford-upon-Avon (48%), Banbury (20%) and Shipston (12%). There is local support for maintaining a strong retail presence in the town centre.

Future development issues

- 6.6.9 The recent loss of IMI Norgren, which was the largest local employer in Shipston, and several other local firms, has hit the economic base of the town. Consequently the Town Plan looks for a concerted effort to meet the needs of new and expanding businesses. It also seeks to promote tourism opportunities, taking advantage of the town's proximity to Stratford-upon-Avon and the Cotswolds, which will help to bolster the local economy.
- 6.6.10 The capacity of transport infrastructure, including roads and public transport, is a key concern in rural parts of the District. The Community Transport Strategy seeks to mainstream community transport services in order to sustain established initiatives. The services provide an essential link to Shipston for many rural communities nearby. There have been two cycle routes implemented recently from Shipston to Moreton-in-Marsh and to Southam.
- 6.6.11 The Town Plan identifies the importance of improving sport and recreation facilities for local people. There is also an emphasis on education with a specific reference to the prospect of creating a 6th Form at the High School.
- 6.6.12 The centre of Shipston-on-Stour was very badly affected by the 2007 flood event. As a result of this, the Environment Agency is undertaking further modelling to determine the most effective way of reducing the risk of a similar situation occurring.
- 6.6.13 In addition, upsizing of the waste water infrastructure network would be required to accommodate future growth at Shipston-on-Stour. This however, is not considered a significant constraint to future development.
- 6.6.14 The Conservation Area and historic character of the town is an important local feature which offers distinctiveness to the town centre. Infill and redevelopment proposals should be sensitive to the character of the area therefore.
- 6.6.15 The rising land to the west of Shipston, incorporating Hanson Hill and Waddon Hill, forms a prominent backcloth to the town which is apparent from along the Stour Valley and further to the east.
- 6.6.16 Particular attention needs to be given to enhancing the role of the town centre so that it provides an attractive focus of services, facilities and activities for the local community. The retention and provision of small-scale shopping and other commercial uses will be encouraged, along with projects to enhance the

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environmental quality of the centre and its links with the rest of the town. According to the Convenience Goods Retail Study there is a quantitative case for providing additional floorspace in the town. Ideally this should be located within or adjacent to the town centre.

- 6.6.17 The town has already been extended considerably southwards in recent years and further development in this direction would be some distance from shops and facilities. On the eastside the floodplain of the River Stour is an overriding constraint to development. To the north, landscape constraints and the sloping ground rule out major expansion.
- 6.6.18 In terms of sensitivity to residential development, there are areas located to the northwest, north and east of high landscape sensitivity and high/medium landscape sensitivity. Land parcels to the west and south west have the least sensitivity to residential development. Therefore, with appropriate mitigation measures, small parcels of housing development could be accommodated in this area.
- 6.6.19 The Employment Land Study concludes that Shipston-on-Stour's remoteness from the motorway network and larger settlements affect its commercial attractiveness, albeit the quality of the place is high. There are 2.0 hectares of land available for employment development at Tileman's Lane, which would appear adequate to support the future employment needs of the settlement.
- 6.6.20 In addition, within the surrounding rural areas provision should be made to meet the needs of small businesses and support the continuing use of successful local employment sites, including the intensification of activities on them where appropriate.
- 6.6.21 Based on the strategy set out in Section 5 for distributing housing development in the District, and taking into account the number of dwellings built and granted planning permission since 2011, a minimum of 510 homes are to be provided in the town over the plan period. Policy CS.16 also indicates that Reserve Sites may need to be identified in the town through the Site Allocations Plan and/or the Neighbourhood Plan. As such, the above figure should be seen as a minimum to be provided for over the plan period.
- 6.6.22 A wide range of issues and opportunities relating to the future planning of the Shipston-on-Stour area have been identified from various sources, including plans produced by the local community and studies produced for the Council.

Policy AS.6

Shipston-on-Stour

The Council will apply the following principles in considering development proposals and other initiatives relating to the Shipston-on-Stour area. It will assess the extent to which each of these principles is applicable to an individual development proposal. Developers will be expected to contribute to the achievement of these principles where it is appropriate and reasonable for them to do so, taking into account the provisions of the Infrastructure Delivery Plan.

A. Environmental

1. Minimise the risk of flooding in the town from the River Stour and other sources ensuring that land that may be required for flood alleviation measures is kept free from development.
2. Protect and enhance the character of the historic town centre.
3. Enhance the attractiveness of the River Stour corridor and its setting to the town.
4. Provide additional natural accessible greenspace given the shortfall against the standard set out in Policy CS 25 Healthy Communities.
5. Investigate and identify a suitable area to be designated as a Local Nature Reserve in the Shipston area, possibly through the provision of a wetland area in association with measures aimed at managing flood risk upstream of the town.
6. Investigate the scope to utilize land to the east of the town for flood alleviation and biodiversity purposes.

B. Social

1. Provide a new Medical Centre in the town.
2. Support the expansion of Shipston High School, including improvements to sports facilities, and possibly to provide a 6th Form.
3. Improve leisure facilities in the town, both built and open spaces, including the refurbishment of Townsend Hall.
4. Support improvements to the Portabello crossroads and Darlingscote crossroads on the A429.
5. Improve the public rights of way network, in particular access to open countryside.
6. Maximise the opportunities to use land to the east of the river as a multi-purpose leisure area, including the provision of a pedestrian bridge across the river.
7. Provide additional play spaces for children and young people given the shortfall against the standard set out in Policy CS.25 Healthy Communities.
8. Provide additional allotments given the shortfall against the standard set out in Policy CS.25 Healthy Communities.
9. Provide additional pitches for mini football, junior rugby, cricket and hockey (the latter in the form of an all-weather surface), given the shortfall identified in the town.

C. Economic

1. Diversify the local economy and increase the provision of premises for local businesses.
2. Support the business uses on the Tilemans Lane/Shipston Business Village estate and retain it for employment purposes.
3. Support the growth of new local enterprises fostered by effective business support.
4. Support the vitality of the town centre, including through improved shopping and service outlets.
5. Promote the role of tourism in the town and surrounding area.
6. Improve the quantity and range of visitor accommodation.

6.7 Southam Area Strategy

All Strategic Objectives are relevant to this Area Strategy.

Context

6.7.1 Southam is a market town situated in the north east corner of the District, about six miles to the east of Leamington Spa. It grew up at the intersection of several roads, including the Welsh Road used by drovers moving sheep between Wales and London. It was first mentioned in AD998 when it was granted to the Priory of Coventry by King Ethelred. In 1227 it was granted a charter for a market and annual fair.



6.7.2 The town has seen significant development in recent years. A large housing development took place on the east side of the town during the 1990s after the bypass was constructed. By 2011 the parish population had reached just over 6,500, 26% more than in 1981. In terms of dwellings, this increased by 59% between 1981 and 2008. The number of dwellings in the town now stands at about 2,800 (as at 2011).

6.7.3 The bypass (A423) provides significant benefits by diverting through traffic between Banbury and Coventry away from the town centre and residential neighbourhoods. However, it is also a significant constraint to integrating communities to the east of the road with the rest of the town. Further growth of the town must be sensitive towards this particular issue.

6.7.4 Southam town centre retains a range of shops, commercial activities such as banks, local services and facilities and pubs. Other services in the town include primary and secondary schools, a leisure centre, library, medical centres, police station and post office. There are good public transport services to the towns of Leamington Spa and Rugby, as well as community transport services that connect the town with nearby villages.

6.7.5 There is a well established employment area on Kineton Road that provides a range of jobs. This has seen a significant expansion in recent years. It now comprises a traditional industrial estate and the more recent Holywell Business Park, and the town has been successful in attracting a number of large companies. A large foodstore was opened there in 2010 and it will be important to ensure this functions in a manner that supports rather than undermines the role of the town centre.

6.7.6 Southam functions as a service centre for much of the eastern part of the District. A large number of rural communities look to the town for their everyday needs. Some of these are quite sizeable, such as Harbury, Long Itchington, Napton and Stockton. Southam College strengthens the town's role due to its extensive catchment which includes neighbouring parts of Rugby Borough.

6.7.7 At the time of the 2011 Census, 30% of the Southam's employed residents actually worked in the town, with 15% going elsewhere in the District to work.

The other dominant source of jobs for local people is Warwick District at 22%. In terms of where people live who work in Southam Ward, 19% reside in other parts of Stratford District, while Warwick District is quite a significant source at 14%. Rugby and Coventry are much less of a draw, at 8% and 7% respectively.

- 6.7.8 A Retail Study Household Survey (2008) indicated that the dominant destinations for main food shopping by local residents are Leamington (68%), Southam itself (18% - pre Tesco) and Banbury (11%). For non-food goods, the main destinations are Leamington (50%), Southam (30%) and Banbury (10%).

Future development issues

- 6.7.9 Southam is one of the largest rural centres in the District and is the focal point of shops, services and jobs for a sizable rural catchment. As such, it is reasonable for the town to be considered suitable for additional housing and business development. Having said that, its character as a rural market town needs to be protected and there are various constraints to further development on its periphery.
- 6.7.10 Development to the east of the bypass would tend to exacerbate the issues of severance and integration that has been experienced with large housing estates built in the 1990s. If any development is to be acceptable in this area, high quality crossings of the bypass for pedestrians and cyclists will be essential in order to provide attractive links to the town centre, schools and various facilities. However, the Landscape Sensitivity Study identifies much of this area as being of only medium value in terms of impact from housing development. Land on the southern edge of the town is of similar value.
- 6.7.11 The sloping and elevated land relating to the Stowe Valley on the west side of the town is particularly sensitive in landscape terms and would impinge on what remains of the open aspect of this part of the town's setting. Due to this importance to the form and character of the town, it is designated as an Area of Restraint. The Landscape Sensitivity Study identifies the entire western flank of the town as high/medium value, although small parcels may be suitable for development.
- 6.7.12 None of the land on the periphery of Southam is of high quality agricultural value. However, there are a number of specific ecological and archaeological features that need to be taken into account, including some of the best surviving ridge and furrow in the area. There is also an extensive Conservation Area covering the central part of the town and the open space to the west of the town centre.
- 6.7.13 There is a mineral safeguarding area to the north east of the town, beyond the bypass. The cutting sides of the bypass at its northern end, and the quarry associated with Southam Cement Works, are designated as Regionally Important Geological Sites (RIGS).
- 6.7.14 Further large-scale development proposals in the town will be dependant on additional capacity being provided at the Itchen Bank Wastewater Treatment Works. This will require the involvement of Severn Trent Water.
- 6.7.15 Flood risk is a further issue that needs to be assessed. The River Stowe valley through Southam to its confluence with River Itchen lies within Flood Zone 3a. It

is important that development does not result in flooding or increase the risk of flooding further downstream.

- 6.7.16 The route of the proposed High Speed Two railway runs close to the southern edge of the town. It is essential that the design of the railway minimises and mitigates its noise, visual and other impacts on the local area.
- 6.7.17 The Employment Land Study found that the rationale for a further large employment allocation in the town is questionable, unless there is significant housing growth, taking into account the availability of employment development around Warwick and Leamington. However, provision of small business floorspace on existing sites should be encouraged.
- 6.7.18 The important role of the town centre needs to be improved through a wide range of measures to improve its economic viability and physical appearance. This may involve redevelopment schemes, enhancement of the public realm and traffic management measures, all aimed at making the centre a more attractive place to visit and do business.
- 6.7.19 Southam performs a range of functions for its rural hinterland and this role should be protected and enhanced. Furthermore, accessibility to and from surrounding villages should be continuously improved if its importance as a service centre is to be sustained.
- 6.7.20 Based on the strategy set out in Section 5 for distributing housing development in the District, and taking into account the number of dwellings built and granted planning permission since 2011, about 1,100 homes are to be provided in the town over the plan period. Policy CS.16 also indicates that Reserve Sites may need to be identified in the town through the Site Allocations Plan and/or the Neighbourhood Plan. As such, the above figure should be seen as a minimum to be provided for over the plan period.
- 6.7.21 A wide range of issues and opportunities relating to the future planning of the Southam area have been identified from various sources, including plans produced by the local community and studies produced for the Council.

Policy AS.7

Southam

The Council will apply the following principles in considering development proposals and other initiatives relating to the Southam area. It will assess the extent to which each of these principles is applicable to an individual development proposal. Developers will be expected to contribute to the achievement of these principles where it is appropriate and reasonable for them to do so, taking into account the provisions of the Infrastructure Delivery Plan.

A. Environmental

1. Enhance the character of Southam as a historic market town.
2. Improve the function and appearance of the recreation ground off Market Hill.
3. Investigate the scope for pedestrianisation and traffic management measures in parts of the town centre.

4. Enhance green infrastructure to support the function and use of the River Stowe and River Itchen as natural river corridors which provide multi-functional benefits.
5. Improve the green infrastructure network to enhance linkages to and between important biodiversity and geodiversity features in the town's hinterland, such as Ufton Fields SSSI and Long Itchington and Ufton Woods SSSI.
6. Minimise and mitigate the impacts of activities at the former Southam Cement Works and associated quarry.
7. Support the restoration of the disused quarry alongside the A426 to provide a high quality area for leisure and recreation, whilst supporting biodiversity and nature conservation interests.
8. Mitigate the impact of the proposed High Speed Two railway on the landscape, properties and proposed development in the local area.
9. Protect and enhance the Holy Well and its setting.
10. Create flood storage upstream of Southam to alleviate flooding in the town.
11. Investigate river restoration opportunities at the confluence of the River Stowe with the River Itchen to promote fish passage and improve migratory opportunities.

B. Social

1. Provide a new community hub in the town centre, to include a library and one-stop shop facility.
2. Provide additional parks, gardens and amenity greenspace given the shortfall against the standard set out in Policy CS.25 Healthy Communities.
3. Provide additional play spaces for children and young people given the shortfall against the standard set out in Policy CS.25 Healthy Communities.
4. Provide additional pitches for mini football and junior rugby given the shortfall identified in the town.
5. Improve pedestrian and cycling links to the town centre.
6. Improve countryside walks that are accessible from the town, particularly along the Stowe Valley.
7. Develop a traffic free cycle link to National Cycle Network Route 41 between Leamington Spa and Rugby, and the Grand Union Canal to the north of the town.
8. Investigate the scope to designate additional land along the Stowe valley to the west of the town as public open space.

C. Economic

1. Strengthen the role of Southam town centre as a focus of shops and services and tourism activity.
2. Provide a museum in the town to display local historical artefacts, including the Cardall Collection.
3. Support the role and provision of heritage and tourism attractions, including the canal corridor and Civil War links.
4. Retain the remainder of Holywell Business Park for employment use.

Development Proposals

6.7.22 To contribute to meeting the future needs of the District, the following sites are allocated for development. The extent of each site is defined on the Policies Map.

Proposal SOU.1: West of Banbury Road	
Where it is to be delivered	Land between Banbury Road, Kineton Road and the industrial estate Approx. 22 hectares (gross)
What is to be delivered	<ul style="list-style-type: none"> • Housing – approx 200 dwellings • Employment uses on western part of site adjacent to Kineton Road • Relocated and enhanced sports facilities
When it is to be delivered	Phases 2 - 3 (2016/17 - 2025/26)
How it is to be delivered	Private sector, sports clubs
Specific requirements	<ul style="list-style-type: none"> • vehicle access to residential development off Banbury Road • vehicle access to employment development off Kineton Road • pedestrian and cycle links, including crossing at Leamington Road • consider impact of adjoining industrial estate • contribution to community facilities (on and/or off-site) • take into account proximity of proposed route of High Speed Two

Proposal SOU.2: West of Coventry Road	
Where it is to be delivered	Land between northern edge of urban area and petrol filling station Approx. 9 hectares (gross)
What is to be delivered	Housing – approx. 165 dwellings
When it is to be delivered	Phases 1 - 2 (2011/12 - 2020/21)
How it is to be delivered	Private sector
Specific requirements	<ul style="list-style-type: none"> • vehicle access off Coventry Road to north of roundabout

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	<ul style="list-style-type: none"> • pedestrian and cycle links to Mayfield Road and Ploughmans Holt • extensive landscaping along southern and western boundaries of the site • contribution to community facilities (on and/or off-site)
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Proposal SOU.3: South of Daventry Road	
Where it is to be delivered	South of Daventry Road and north of Welsh Road East Approx. 25 hectares (gross)
What is to be delivered	<ul style="list-style-type: none"> • Housing – approx. 500 dwellings • Financial contribution towards primary education in the town • General store of approx. 280 sqm net – land and building • Public open space, including approximately 1.6 hectares of sports pitches • Multi-purpose community building of approximately 500 sqm to include a hall, kitchen facility, toilets, storage space and changing rooms for sports pitches, together with associated car parking and secure cycle stands.
When it is to be delivered	Phases 2 - 3 (2016/17 – 2025/26)
How it is to be delivered	Private sector
Specific requirements	<ul style="list-style-type: none"> • extensive landscaping along eastern boundary of the site • appropriate treatment and management of mature hedgerows along road frontages • contribution to community facilities (on and/or off-site) • enhancements to the appearance and environment of the existing underpass of the A423 Southam Bypass, including improvements to the lighting and drainage in the area as appropriate • signalised pedestrian crossing at junction of A425 Daventry Road and A423 Southam Bypass

6.8 Studley Area Strategy

All Strategic Objectives are relevant to this Area Strategy.

Context

- 6.8.1 Studley is one of the largest villages in Warwickshire. It lies in the Green Belt just to the south of Redditch, which is in Worcestershire, and about three miles to the north of Alcester. The growth of Studley was based on the development of the needle industry which flourished in the area from the 17th century. During the 19th century steam-powered mills were built to produce needles, fishing hooks and fishing tackle, and between 1841 and 1881 the population of the parish doubled.
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- 6.8.2 In 2011, the population of Studley Parish as a whole stood at nearly 5,900. This is only a slight increase from the 1981 situation although this is because Mappleborough Green has become a separate parish. The population of the village itself was about 5,800 in 2011. However, the number of dwellings has increased by about 34% since 1981 and now stands at approximately 2,500 (as at 2011).
- 6.8.3 The village is a distinctive triangle shape bounded by the line of the A435 Alcester Road to the east and the A448 Bromsgrove Road to the south-west. To the north is an area of recreational uses and attractive farmland. While the village is surrounded on all sides by Green Belt, this area is particularly significant in preserving the separate identity of Studley from Redditch.
- 6.8.4 The A435 passes through the heart of the village and carries in the order of 20,000 vehicles per day. Traffic problems have long been acknowledged, but a bypass scheme was dropped from the national road programme and the road has since been detrunked. The County Council has considered alternative bypass schemes but it does not feature in the current capital programme. An Air Quality Management Area was declared in 2006.
- 6.8.5 Local residents are still aggrieved by the decision to cancel the bypass scheme, and traffic management improvements are identified as a very high priority in the Parish Plan.
- 6.8.6 Studley supports a reasonable range of retail services for its size, including three supermarkets, butchers and chemist. However a number of outlets have closed in recent years and there has been a trend towards cafes and takeaways opening up. There is a widely held concern that the centre of the village is deteriorating. The Studley Improvement Partnership (SIP) focuses on short and medium term actions to improve the local environment of the village centre.
- 6.8.7 The village has a primary and secondary school and various community facilities. It has several active sports clubs and recently obtained a skatepark. There is a half hourly bus service to Redditch and hourly services to Stratford and Evesham. The well-equipped modern village hall was opened in 2003.

- 6.8.8 There are a number of industrial areas on the outskirts of Studley (in Sambourne Parish), at Poplars Trading Estate and Green Lane/The Slough. The industrial area on the northern edge of Studley provides a mix of employment opportunities and includes the large ex-Needles Factory. The Parish Council is keen to support existing employers in the village.
- 6.8.9 The geographical extent of Studley's role as a service centre is limited because Redditch, including district centres such as Matchborough and Woodrow, is close by. Despite this, the village has an important role in meeting day-to-day needs. Smaller communities close to Studley also look to its shops and services as they are accessible and convenient. The High School bolsters this role, particularly as its catchment extends into adjacent parts of Redditch.
- 6.8.10 Not surprisingly, Studley has a dominant relationship with Redditch (Worcestershire), with approximately 24% of its employed residents working in the town (2011 Census). The same applies to those who work in Studley Ward with only 7% living elsewhere in Stratford District and 31% living in Redditch.
- 6.8.11 Redditch is also by far the most important destination for main food and non-food shopping for the residents of Studley and surrounding villages.

Future development issues

- 6.8.12 The Parish Plan reflects the view of many residents that recent decades have seen a change in Studley's character and identity. There is an expectation that its village atmosphere will be maintained as this is highly valued by local people. There is some support for the provision of housing for young people, sheltered housing and small family homes. Also, there are very few large properties within the affordable housing stock of the village and it would be useful to address this gap.
- 6.8.13 It is evident that the most critical feature about Studley which should be preserved is its separate identity from Redditch. One of the key purposes of the Green Belt is to prevent settlements from merging into one another and it is important that the gap of open countryside between the two is not encroached on by development. The eastern and western edges of the village are also very strongly defined.
- 6.8.14 The landscape around Studley is also very attractive. This is confirmed by the Landscape Sensitivity Study which identifies all the land around the village as being of high or high/medium sensitivity to the impact of development. It concludes that only specific small parcels of land might be suitable for housing development. Rough Hill and Wirehill Woods to the north west of the village are designated as a Site of Special Scientific Interest.
- 6.8.15 The character and quality of the landscape and the strongly defined physical edges to the village are the main factors in assessing the scope for future development on the edges of Studley. The only other significant constraint affecting the fringes of the village is a localised area affected by flood risk to the east of Birmingham Road and Castle Road.
- 6.8.16 The high volume of traffic on the A435 through Studley has a major impact on the local environment and on people using the village centre. As things stand, this situation means there is a significant constraint on any development that would

worsen this situation. This matter will need to be resolved in order for large-scale development to be appropriate in and on the edge of the village.

6.8.17 A further major factor which will have a bearing on development in Studley is the Air Quality Management Area covering the village centre that was declared in 2006. As a result, it is necessary to assess whether a development proposal would worsen air quality in the area and, if so, whether it would be possible to mitigate this impact.

6.8.18 A key challenge facing Studley is the need to enhance the image of the village centre so that it becomes a more attractive place to visit and do business. There is a wide range of issues to address, most pressing of which is the management of traffic in order to reduce its impact on the environment and pedestrians. Ideally, this needs a comprehensive approach that will allow the introduction of an integrated scheme of improvements to the public realm.

6.8.19 Based on the strategy set out in Section 5 for distributing housing development in the District, and taking into account the number of dwellings built and granted planning permission since 2011, about 100 homes are to be provided in the village over the plan period. Policy CS.16 also indicates that Reserve Sites may need to be identified in the village through the Site Allocations Plan and/or the Neighbourhood Plan. As such, the above figure should be seen as a minimum to be provided for over the plan period.

6.8.20 A wide range of issues and opportunities relating to the future planning of the Studley area have been identified from various sources, including plans produced by the local community and studies produced for the Council.

Policy AS.8

Studley

The Council will apply the following principles in considering development proposals and other initiatives relating to the Studley area. It will assess the extent to which each of these principles is applicable to an individual development proposal. Developers will be expected to contribute to the achievement of these principles where it is appropriate and reasonable for them to do so, taking into account the provisions of the Infrastructure Delivery Plan.

A. Environmental

1. Retain the separate and distinct identity of Studley and maintain the open gaps with Redditch and Middletown/Sambourne.
2. Support projects to assist the environmental regeneration of the village centre.
3. Implement traffic management measures in the village centre.
4. Investigate opportunities for mitigating the impact of through traffic on the A435 through Studley and Mappleborough Green.
5. Apply the provisions of the Air Quality Management Area Action Plan which covers the village centre.
6. Create village 'gateway' features to emphasise the sense of place.
7. Provide additional natural accessible greenspace given the shortfall against the standard set out in Policy CS.25 Healthy Communities.

8. Enhance the village's green infrastructure network by improving linkages to and between features such as Rough Hill Wood SSSI, River Arrow and into Redditch.
9. Promote the River Arrow valley as a multi-functional green infrastructure corridor.
10. Investigate river restoration opportunities to promote fish passage and improve migratory opportunities.

B. Social

1. Assess the opportunity to implement a comprehensive scheme to enhance the community facilities on High Street.
2. Improve links to National Cycle Network Route 5 between Redditch and Stratford-upon-Avon which runs through Studley.
3. Provide additional parks, gardens and amenity greenspace given the shortfall against the standard set out in Policy CS.25 Healthy Communities.
4. Provide additional play spaces for children and young people, particularly in the southern part of the village, given the shortfall against the standard set out in Policy CS.25 Healthy Communities.
5. Provide additional pitches for mini and junior football and junior rugby given the shortfall identified in the village.

C. Economic

1. Retain the main employment sites on Birmingham Road/Redditch Road, Brickyard Lane and The Slough/Green Lane in business use.
2. Bolster the role of the village centre as a focus of local shops and services.
3. Investigate the scope to increase the amount of off-street car parking for people visiting the village centre.

6.9 Wellesbourne Area Strategy

All Strategic Objectives are relevant to this Area Strategy.

Context

- 6.9.1 Wellesbourne is a large village and sits on the A429, located around 6 miles south of Warwick and 5 miles east of Stratford-upon-Avon. Junction 15 on the M40 is only four miles to the north, making it highly accessible.
- 6.9.2 The name was first recorded in AD862 as Wallesburam. It was later referred to as Walesborne in the Domesday Book. Much more recently, in 1872, Joseph Arch addressed a gathering of agricultural labourers which led to the formation of the first Agricultural Workers' Union.
- 6.9.3 The village once comprised two separate villages known as Wellesbourne Mountford and Wellesbourne Hastings, separated by the River Dene. In 1947 the two parishes were merged and it is now considered to be a single village. For these historical reasons Wellesbourne does not have a concentrated village centre. It also lacks a modern community and leisure centre to meet the needs of its much expanded population.
- 6.9.4 According to the 2011 Census, the Parish (which includes the village of Walton), had a population of 5,850, an increase of 46% since 1981. In terms of dwellings, this increase is even more pronounced with the stock having grown by 74% between 1981 and 2011. The village now has about 2,500 dwellings (as at 2011).
- 6.9.5 There has also been extensive employment-related development on the airfield, taking advantage of the village's proximity to the M40. The airfield, which originated in the Second World War, also provides a popular facility for business and leisure flights and is home to a number of flying schools. A market held on the airfield each Saturday claims to be one of the largest in the country. Chedham's Yard is a recently opened visitor attraction, comprising a restored blacksmith's and wheelwright's workshop dating from the 19th century.
- 6.9.6 Despite its size and good range of shops and services, Wellesbourne has a limited catchment. This is particularly due to its proximity to the much larger centres of Stratford-upon-Avon and Warwick/ Leamington, both of which are strong draws for local residents. Furthermore, it does not have a secondary school so young people have a reduced association with their home community. The medical centre has a particularly important role in serving smaller communities in the area.
- 6.9.7 Travel to work patterns (as at 2011 Census), show a relatively strong relationship with the adjacent Warwick District, with 19% of Wellesbourne Ward's employed residents working there. A relatively modest 24% live and work in the Ward. A large proportion of those who work in Wellesbourne live in other parts of Stratford District (24%), while 17% live in Warwick District.



6.9.8 The household survey carried out in 2008 for the Retail Study showed that Stratford-upon-Avon is used by 34% of residents in the Wellesbourne and Kineton area for their main food shopping compared to 25% who go to Leamington/Warwick and 8% to Wellesbourne. For non-food shopping the main destinations are Stratford-upon-Avon (45%), Leamington (18%) and Banbury (17%).

Future development issues

6.9.9 The capacity of transport infrastructure, including roads and public transport, is a key concern for Wellesbourne's residents. Other local concerns include the significant capacity constraints at the Wastewater Treatment Works. The capacity of smaller treatment works in the local area also needs further investigation to ensure future housing growth is adequately supported. In terms of water quality, an additional consent would be required to support further development in the village but this is not considered to be a significant constraint.

6.9.10 The River Dene flows through Wellesbourne on its course to joining the River Avon to the north-west of the village. The river corridor links the village to the well-known heritage asset of Charlecote Park managed by the National Trust.

6.9.11 The river is also a significant biodiversity corridor and the majority of the floodplain is dominated by improved grassland, ponds, woodlands and plantations. A further local watercourse and floodplain also exists at the north eastern edge of the village. Large parts of the village have suffered from a number of flooding events in recent years, including most recently when 70 properties were flooded in Wellesbourne during the floods of July 2007. A flood alleviation scheme has now been agreed by the Environment Agency and, with funding from the District Council, has been partly implemented.

6.9.12 One SSSI is located close to the village, namely Loxley Church Meadow. In addition Biodiversity Action Plan priority habitats are recorded as present near Wellesbourne, namely the wet woodland of Wellesbourne Wood and an area of lowland mixed deciduous woodland situated to the south east of the village.

6.9.13 Whilst there are no areas of Natural Accessible Greenspace present in the village, there is an extensive area of well-used allotments on Kineton Road. A range of sport and recreational facilities are also located in Wellesbourne. However, there is a relative under provision of parks, gardens and amenity greenspace in the village and open space in the sub-area as a whole.

6.9.14 Scope for development is restricted by the airfield to the west and the floodplain around the north eastern edge of the village. In addition, further development close to the River Dene is undesirable, even outside the floodplain, as this would lead to the loss of important open spaces.

6.9.15 Particular attention needs to be given to enhancing the role of the village centre so that it provides an attractive focus of services, facilities and activities for the local community. There is no identified need for further retail floorspace to be provided in Wellesbourne. However, the retention and provision of small-scale shopping and other commercial uses will be encouraged, along with projects to enhance the environmental quality of the centre and its links with the rest of the village.

Section 6 Area Strategies – 6.9 Wellesbourne

- 6.9.16 In terms of sensitivity to residential development, the river valley is classified as an area of high landscape sensitivity. Areas to the north, north east, west and south west of the existing settlement boundary are recorded as high/medium landscape sensitivity. Land parcels to the south and the east of the village have the least sensitivity to residential development.
- 6.9.17 These constraints lead to the conclusion that land on the southern and eastern side of the village is the most appropriate for development. Whilst the southern location is some distance from the shops and services in the village centre and the primary school, it is relatively close to a supermarket, recreation facilities and the main employment area. The open nature of the landscape means that strong planting features will be required to break up the visual impact of the development.
- 6.9.18 The Employment Land Study concludes that improvements should be made to the M40 Distribution Park and a wider range of employment generating uses should be supported at the site. Planning permission has recently been granted for the regeneration of the site, comprising the replacement and refurbishment of various units for industrial, warehousing and ancillary office floorspace.
- 6.9.19 Within Wellesbourne, support should be given to the provision of small scale business units to assist the expansion of local companies and to help diversify the economic base.
- 6.9.20 Just to the north of the village is Horticulture Research International, which is part of the University of Warwick. It is a well-established base for research and teaching in plant and environmental sciences. There is some uncertainty about the future of some of the current uses on the site, with the prospect of certain activities moving to the main University campus. However, it provides a significant opportunity to expand research activities and jobs in the District in an accessible and attractive location.
- 6.9.21 Based on the strategy set out in Section 5 for distributing housing development in the District, and taking into account the number of dwellings built and granted planning permission since 2011, about 830 homes are to be provided in the village over the plan period. Policy CS.16 also indicates that Reserve Sites may need to be identified in the village through the Site Allocations Plan and/or the Neighbourhood Plan. As such, the above figure should be seen as a minimum to be provided for over the plan period.
- 6.9.22 A wide range of issues and opportunities relating to the future planning of the Wellesbourne area have been identified from various sources, including plans produced by the local community and studies produced for the Council.

Policy AS.9

Wellesbourne

The Council will apply the following principles in considering development proposals and other initiatives relating to the Wellesbourne area. It will assess the extent to which each of these principles is applicable to an individual development proposal. Developers will be expected to contribute to the achievement of these principles where it is appropriate and reasonable for them to do so, taking into account the provisions of the Infrastructure Delivery Plan.

A. Environmental

1. Protect the openness of the River Dene valley through the village and create wider public access to it.
2. Reduce the impact of heavy goods vehicles in the village associated with the M40 Distribution Park.
3. Ensure the Wellesbourne Wastewater Treatment Works is upgraded by Severn Trent Water to facilitate future development in the village.
4. Improve linkages with important biodiversity features such as the Smatchley, Loxley and Wellesbourne Woods, Loxley Church Meadow and the River Dene.
5. Provide additional natural accessible greenspace given the shortfall against the standard set out in Policy CS.25 Healthy Communities.

B. Social

1. Provide a multi-purpose community and leisure centre.
2. Create additional car parking in Wellesbourne village centre.
3. Expand the existing Medical Centre or provide a new facility.
4. Provide additional play spaces for children and young people given the shortfall against the standard set out in Policy CS.25 Healthy Communities.
5. Provide additional pitches for mini and junior football, cricket and tennis courts given the shortfall identified in the village.
6. Improve links to National Cycle Network Route 41 between Warwick and Stratford-upon-Avon which runs through Wellesbourne.

C. Economic

1. Enhance the village centre, including the attraction of new shops and services.
2. Retain and support the enhancement of the established flying functions and aviation related facilities at Wellesbourne Airfield.
3. Assess the need for additional employment development in the village
4. Improve local job opportunities by increasing the concentration of activity on the M40 Distribution Park for uses within Class B.
5. Promote links with Charlecote Park and Compton Verney as local visitor attractions.
6. Support the use of the Horticultural Research International (Warwick University) site for research and development and educational purposes.

6.10 Gaydon/Lighthorne Heath

All Strategic Objectives are relevant to this Area Strategy.

Context

- 6.10.1 The site is located adjacent to the village of Lighthorne Heath and near to the villages of Gaydon and Lighthorne. It is largely bounded by the M40 to the east; the B4451 to the south; the B4100 to the west; and Chesterton Wood to the north. It also includes areas of land between the B4100 and Chesterton Road, Lighthorne.
- 6.10.2 The proposal covers approximately 290 hectares. It comprises a new settlement of approximately 3,000 dwellings (with 2,300 dwellings to be built by 2031) and associated services, facilities and necessary off-site infrastructure, together with provision for Jaguar Land Rover and Aston Martin Lagonda to expand their operations.
- 6.10.3 This strategic location is situated about 12 kilometres south of Warwick and Leamington Spa and 15 kilometres north of Banbury, adjacent to Junction 12 on the M40. The site consists mainly of gently sloping, arable farmland with well-defined hedgerows, woodland blocks and scattered trees, and isolated farm buildings. Within the site lies Gaydon Coppice, a designated Ancient Woodland.
- 6.10.4 The adjacent community of Lighthorne Heath and the nearby villages of Gaydon and Lighthorne collectively comprise about 650 dwellings. Lighthorne Heath was constructed to house military personnel associated with RAF Gaydon during the 1950s. The houses were transferred to the District Council in the 1970s or sold on the open market. The village of Gaydon was originally focused around the church. Subsequent 20th century development has infilled many of its open spaces and extended its physical form up to the junction of the Banbury Road and Southam Road. Lighthorne is a small village comprising traditional buildings nestling along a narrow steeply sided valley and more recent development on higher ground at its western end.
- 6.10.5 Directly adjacent to the proposed location is the Gaydon Site, one of the principal design and engineering centres for Jaguar Land Rover. Over the past thirty years or so a design and research centre and extensive test track facilities have become established, now used for the development of Jaguar and Land Rover vehicles, along with those of Aston Martin Lagonda.
- 6.10.6 Jaguar Land Rover is a major international business which has a network of sites within the West Midlands and the North of England. The company is one of the nation's most important businesses and, as an advanced manufacturing firm developing leading technologies including in low emissions vehicles, it is a key driver of economic recovery. Aston Martin Lagonda is similarly well established at Gaydon, which is the global headquarters of the business. The Company is of international renown and invests considerable resources into research, development, testing and manufacture of vehicles. It is important within the local and regional economy, generating skilled and well paid jobs both directly and within the supply chain.
- 6.10.7 The Gaydon Site is a key economic asset within the District and the wider region, employing several thousand people, together with indirect employment in

Section 6 Area Strategies – 6.10 Gaydon/Lighthorne Heath

relation to logistics and suppliers. The site is located adjacent to an established highway network, including the M40 which is an important transport gateway into Coventry and Warwickshire.

Justification

- 6.10.8 The Strategy set out in Section 5 of the Core Strategy for distributing housing development across the District is based on the need to protect Stratford-upon-Avon, the main rural centres and local service villages from excessive development that would be harmful to their respective character and function. Therefore, in order to meet the overall housing requirement for the District, a new settlement provides an appropriate and effective means of meeting those needs during the current plan period and beyond.
- 6.10.9 Such an approach is acknowledged in the National Planning Policy Framework (NPPF), which states that ‘the supply of new homes can sometimes be best achieved through planning for larger scale developments, such as new settlements...that follow the principles of Garden Cities.’ (para. 52)
- 6.10.10 One of the key elements of the proposal is to provide Jaguar Land Rover with the scope required to expand its well-established operations at the adjacent Gaydon Site. The company requires sufficient and appropriately located land to support its growth and future business needs in order to maintain its competitiveness and high skilled workforce. It requires this certainty in order to have confidence in its ability to invest, expand and broaden operations in the future as part of a long term plan which will be of benefit to the local, sub-regional and national economy. In similar vein but at a much reduced scale, Aston Martin Lagonda also requires expansion land that can be secured as part of the overall proposal.

Vision

- 6.10.11 The new settlement will be a sustainable and vibrant new community that is inclusive and diverse with its own distinctive local identity focused, where appropriate, upon contemporary design and innovation. The design principles will draw upon the characteristics and influences of south Warwickshire market towns within the context of creating a 21st century community that includes existing and proposed homes, employment and leisure provision.
- 6.10.12 The overall vision for the site will showcase housing and engineering excellence; providing a living and working environment that operates as a fully integrated community. The traditions of the model village movement will provide the guiding principles to be established in both the design and the governance of the new community. The new community will integrate and embrace existing housing at Lighthorne Heath and employment at both Jaguar Land Rover and Aston Martin Lagonda. A new community ‘hub’ will be located so that it is easily accessible to existing and proposed residents, employees and visitors to the new village.
- 6.10.13 It is important that the overall vision is clearly established to help develop the community's own identity. To this end, the Council will facilitate the production of a Framework Masterplan Supplementary Planning Document (SPD) with input from the existing local communities alongside the promoters/developers of the new community and Jaguar Land Rover. The SPD will provide a guide as to how

Section 6 Area Strategies – 6.10 Gaydon/Lighthorne Heath

the policy requirements of the Core Strategy can be incorporated into the new community in order to attain environmental, social, design and economic objectives in relation to the development. The SPD will need to be approved before the Council grants any planning permissions for the new development, unless exceptional circumstances arise. Planning applications will need to generally accord with the broad objectives of the SPD. Planning applications will need to be accompanied by a detailed Masterplan or similar document clearly demonstrating how the SPD's objectives can be attained in an integrated way. As regards Jaguar Land Rover, the proposals will reflect the evolving business requirements of the company.

Development Proposal

6.10.14 To contribute to meeting the future needs of the District, the following site is allocated for development. The extent of the site is defined on the Policies Map.

Proposal GLH: Gaydon/Lighthorne Heath	
Where it is to be Delivered	Land largely bounded by M40, B4451 and B4100 and to north and east of Lighthorne Heath Approx. 290 hectares (gross)
What is to be Delivered	<p>Land comprising approximately 100 hectares at the southern end of the allocation to enable the expansion of Jaguar Land Rover (JLR) to meet the business needs for uses that can include:</p> <ul style="list-style-type: none"> • Research, design, testing and development of motor vehicles and ancillary related activities. • Other advanced engineering technologies and products. • Offices. • Low volume manufacturing and assembly operations. • Development of associated publicly accessible event, hospitality, display, leisure and conference facilities and marketing infrastructure. • Automotive education and training including ancillary accommodation. <p>Land comprising approximately 4.5 hectares to the west of Lighthorne Heath to enable the expansion of Aston Martin Lagonda (AML) to meet the business needs of the company for uses that can include:</p> <ul style="list-style-type: none"> • Research, design, testing and development of motor vehicles and ancillary related activities. • Other advanced engineering technologies and products. • Low volume manufacturing and assembly operations. • Offices.

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	<ul style="list-style-type: none">• Automotive education, conference and training including ancillary accommodation.• Leisure, promotional and marketing uses related to existing uses on the site.• Ancillary new and replacement car parking.• Complementary and ancillary uses for staff and visitors• Ancillary car storage. <p>Housing – approximately 3,000 dwellings (2,300 dwellings by 2031) to include (alongside private sector housing):</p> <ul style="list-style-type: none">• Extra care for the elderly;• Private sector rental;• Opportunities for self-build residential accommodation, and• The delivery of 35% affordable housing in accordance with Policy CS.18. <p>One main village centre, to be delivered within the defined first phase of development. The main village centre shall be appropriately located to serve both the existing residents of Lighthorne Heath and the existing and proposed workforce communities. The main village centre shall incorporate:</p> <ul style="list-style-type: none">• a range of shops and services to support the existing and new communities, and• a community hub to include a meeting space, health, police office and leisure facilities, and• a three form entry primary school, <p>all as identified within the Infrastructure Delivery Plan.</p> <p>A contribution to support off-site provision for secondary (including sixth form) schooling.</p> <p>A comprehensive green infrastructure strategy incorporating:</p> <ul style="list-style-type: none">• Structural landscaping and open space, both alongside the M40 and to establish and/or reinforce visual and functional buffers to maintain the separate identity and integrity of the existing villages of Lighthorne and Gaydon.• A managed ecological reserve at Lighthorne Quarry, linking to managed networks within and adjacent to the development.• A network of open spaces to include provision for children’s play, formal sports, allotments and community woodland. The open space within the site will provide for ecological mitigation as part of the wider biodiversity strategy and the use of
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Section 6 Area Strategies – 6.10 Gaydon/Lighthorne Heath

	<p>Sustainable Urban Drainage Systems (SUDS) and will relate to wider countryside accessibility.</p> <p>A comprehensive pedestrian and cycle network to provide links to the surrounding countryside, villages and employment areas.</p> <p>The phased delivery of utilities and infrastructure to include:</p> <ul style="list-style-type: none"> • New primary substation • new mains gas pipeline • Upgrade work to the foul sewer infrastructure • Superfast fibre optic broadband <p>The phased delivery of highway and transport infrastructure as set out in the Infrastructure Delivery Plan, but also to include any further specific schemes that may be identified as necessary to mitigate more local impacts.</p> <p>Frequent, express bus services to Warwick/Leamington and Banbury, including railway stations.</p>
When it is to be Delivered	<p>JLR Development: Phases 2-4 (2016/17 to 2030/31) and post 2031</p> <p>AML Development: Phases 2-4 (2016/17 to 2030/31)</p> <p>Housing and related development: Phase 2 (2016/17 – 2020/21) approx. 425 homes Phase 3 (2021/22 – 2025/26) approx. 875 homes Phase 4 (2026/27 – 2030/31) approx. 1,000 homes Post 2031 approx. 500 homes</p>
How it is to be Delivered	Private sector, public sector, infrastructure and service agencies
Specific Requirements	<p>Production of a Framework Masterplan Supplementary Planning Document (SPD) to guide developers and the local planning authority in respect of environmental, social, design and economic objectives as they seek to create a new community at Gaydon/Lighthorne Heath. The SPD will set out broad principles to show how the above policy requirements, together with other policy requirements in this Core Strategy should be delivered on the site. It will need to accord with the following specific requirements:</p> <ul style="list-style-type: none"> • All elements of the proposal, including both the new housing and related facilities and the expansion of the Jaguar Land Rover facility, will be considered comprehensively in order to promote an integrated

Section 6 Area Strategies – 6.10 Gaydon/Lighthorne Heath

	<p>approach to the overall development as far as this is practicable.</p> <ul style="list-style-type: none">• The proposed new housing and expansion of the Jaguar Land Rover facility will properly integrate with, complement and where appropriate deliver related enhancements to the existing employment land at the Gaydon Site and the existing urban fabric at Lighthorne Heath.• The expansion of the Jaguar Land Rover facility will be considered within the context of the wider long term aspirations for the existing Jaguar Land Rover operations on the Gaydon Site.• Whilst respecting the operational requirements in both existing and proposed employment areas, land uses within the site and beyond should integrate both physically through the provision of public routes and visually through urban design principles.
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6.11 Long Marston Airfield

All Strategic Objectives are relevant to this Area Strategy.

Context

- 6.11.1 The site is situated to the west of the B4632 Campden Road, approximately 5 kilometres (3 miles) south of Stratford-upon-Avon. The villages of Long Marston and Quinton are close by but physically separate from the proposed development. Also, to the south of the site is the former Long Marston Depot that is partly being redeveloped for housing, and now known as Meon Vale.
- 6.11.2 The entire area involved extends to about 205 hectares. The airfield was an RAF training station between 1941 and 1954. It now comprises a range of uses including microlight flying, business, open storage and leisure, including major entertainment events.
- 6.11.3 The main part of the site is flat and featureless, comprising runways and grassed areas between them, and a small number of remaining aircraft hangers. There are scattered areas of storage and other small-scale commercial activities. There is a long earth embankment along the western boundary of the airfield itself that was constructed as a noise bund for the drag racing activity. The western part of the site comprises an area of undeveloped land outside the curtilage of the historic airfield. It includes an area of woodland, hedgerows and a watercourse.
- 6.11.4 About 3 kilometres to the south of the site is Meon Hill that lies within the Cotswolds Area of Outstanding Natural Beauty. Although views across the site are afforded from the top of Meon Hill, those from public vantage points on the rights of way around the hill are limited.

Justification

- 6.11.5 The Strategy set out in Section 5 of the Core Strategy for distributing housing development across the District is based on the need to protect Stratford-upon-Avon, the main rural centres and local service villages from excessive rates of development that would be harmful to their respective character, function and sustainability. Therefore, in order to meet the overall housing requirement for the District, a new settlement provides an appropriate and effective means of meeting those needs during the current plan period and beyond.
- 6.11.6 Such an approach is acknowledged in the National Planning Policy Framework (NPPF), which states that ‘the supply of new homes can sometimes be best achieved through planning for larger scale developments, such as new settlements...that follow the principles of Garden Cities.’ (para. 52)
- 6.11.7 The site is well-located to provide a substantial amount of housing close to and well-related to Stratford-upon-Avon without the need for a further large-scale expansion of the urban area, over and above that already committed during the current plan period. The wide range of shops, services and jobs provided in the town are accessible by various existing and potential modes of transport. Conversely, the size of the new settlement as proposed means that it is large enough to provide and support various facilities on the site, including retail, education, health and leisure, so that its residents will not need to travel to meet their day to day requirements.

Section 6 Area Strategies – 6.11 Long Marston Airfield

- 6.11.8 A large part of the site is brownfield and much of that which is greenfield is not within the area proposed for built forms of development. The site is largely unaffected by national or local constraints and designations. There is a flood zone running along the western part of the site but this lies within an area proposed as an extensive open space and wildlife corridor rather than for development.
- 6.11.9 A key aspect of the proposal is the scope that it offers to provide a major component of a new route around Stratford-upon-Avon from the south to the A46(T) Alcester Road at Wildmoor. From here, M40 Junction 15 at Warwick is only 12 kilometres to the north-east.

Vision

- 6.11.10 The design and layout of the new settlement will seek to identify and establish a character that draws from that of the surrounding area and its proximity to Stratford-upon-Avon. It will be a mixed-use development which provides a range of accessible services, facilities and employment opportunities that are convenient and accessible to the community itself and the local area. At the heart of the community will be a large local centre, positioned to be visible upon arrival and within walking distance of most residents.
- 6.11.11 A wide range of transport choices will be available in order for the residents to gain access to Stratford-upon-Avon and all it has to offer. Vehicle movements into the town will be regulated in an effective way through traffic management measures. There will also be a convenient walking and cycling route into the town using the established Greenway that runs along the western edge of the site. Public transport services could take a number of forms, including the potential for a facility running alongside the Greenway.
- 6.11.12 There will be a network of landscape corridors on the edge of and within the developed area which incorporate attractive open spaces, wildlife habitats, allotments and other amenities. Key spaces will be focused on formal and informal parks of varying sizes that coincide with features such as streams and vistas.
- 6.11.13 The provision of a relief road running between Shipston Road (A3400) and Evesham Road (B439) on the western edge of Stratford-upon-Avon is an integral part of the proposal. The design of this road will need to take fully into account a number of significant issues, including flood risk, ecological mitigation and management, and impact on the character of the landscape. Specifically, through the use of mitigation where appropriate, proposals should seek to avoid harm to Racecourse Meadow Site of Special Scientific Interest, consistent with Policy CS.6.
- 6.11.14 It is important that the overall vision is clearly established to help develop the community's own identity. To this end, the Council will facilitate the production of a Framework Masterplan Supplementary Planning Document (SPD) with input from the existing local communities alongside the promoters/developers of the new community, and the appropriate infrastructure and service agencies including bus operators. The SPD will provide a guide as to how the policy requirements of the Core Strategy can be incorporated into the new community in order to attain environmental, social, design and economic objectives in relation to the development. An essential component of the SPD will be a clear

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indication as to when key aspects of infrastructure and services are expected to be provided to support the new settlement and its residents. The SPD will need to be approved before the Council grants any planning permissions for substantial new development, unless exceptional circumstances arise. Planning applications will need to generally accord with the broad objectives of the SPD. Planning applications will need to be accompanied by a detailed Masterplan or similar document clearly demonstrating how the SPD's objectives can be attained in an integrated way.

Development Proposal

6.10.15 To contribute to meeting the future needs of the District, the following site is allocated for development. The extent of the site is defined on the Policies Map.

Proposal LMA: Long Marston Airfield	
Where it is to be Delivered	Land west of B4632 Campden Road Approx. 210 hectares (gross)
What is to be Delivered	<p>Housing – approximately 3,500 dwellings (2,100 dwellings by 2031)</p> <p>A main village centre comprising a range of shops and services to include community and leisure facilities. A community hub, including a shop, police office and community facility, to be delivered within the defined first phase of development</p> <ul style="list-style-type: none"> • Two primary schools, and • A secondary school, <p>all as identified within the Infrastructure Delivery Plan</p> <p>A comprehensive Green Infrastructure strategy incorporating:</p> <ul style="list-style-type: none"> • structural landscaping and open space; • a network of open spaces to include provision for children's play, formal sports, allotments and community woodland. <p>Employment – approximately 13 hectares in total (with no more than 8 hectares by 2031), of which no less than 10% should be in the form of small business workshops.</p> <p>The phased delivery of highway and transport infrastructure as set out in the Infrastructure Delivery Plan, to include:</p> <ul style="list-style-type: none"> • a connection to the strategic highway network (A46) at Wildmoor through the construction of a south-western relief road between A3400 Shipston Road and B439 Evesham Road, together with a road between B439 and A46 Alcester Road to be provided by others;

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	<ul style="list-style-type: none"> any specific schemes that may be identified as necessary to mitigate local traffic impacts, including in Stratford-upon-Avon and rural communities. <p>Walking and cycling network within the site, together with links to the surrounding countryside and to Long Marston village.</p> <p>Frequent public transport services to Stratford-upon-Avon, including the station, and Honeybourne Station, potentially using the route of the former railway line between Stratford and Honeybourne.</p> <p>Land safeguarded for the possible provision of a railway station adjacent to the former Stratford to Honeybourne line.</p> <p>The phased delivery of utilities infrastructure to include:</p> <ul style="list-style-type: none"> New primary substation Upgrade work to the foul sewer infrastructure Superfast fibre optic broadband
When it is to be Delivered	Phases 2-4 (2016/17 to 2030/31) and post 2031
How it is to be Delivered	Private sector, public sector, infrastructure and service agencies
Specific Requirements	<p>Production of a Framework Masterplan Supplementary Planning Document (SPD) to guide developers and the local planning authority in respect of environmental, social, design and economic objectives as they seek to create a new community at Long Marston Airfield. The SPD will set out broad principles to show how the above policy requirements, together with other policy requirements in this Core Strategy should be delivered on the site. It will need to accord with the following specific requirements:</p> <ul style="list-style-type: none"> All elements of the proposal will be considered comprehensively in order to promote an integrated approach to the overall development as far as this is practicable. Land uses within the site and beyond should integrate both physically through the provision of public routes and visually through urban design principles. Completion of a south-western relief road before more than 400 dwellings can be occupied, unless a transport assessment demonstrates a higher threshold is appropriate.

6.12 Countryside and Villages

Strategic Objective

- (1) *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.*

Policy AS.10

Countryside and Villages

This policy applies to all parts of the District apart from those which lie within the Built-Up Areas Boundaries defined for Stratford-upon-Avon and the Main Rural Centres, the area covered by Proposal GLH, the area covered by Proposal LMA and land covered by Policy AS.11 Large Rural Brownfield Sites.

In order to help maintain the vitality of rural communities and a strong rural economy, provision will be made for a wide range of activities and development in rural parts of the District.

All proposals will be thoroughly assessed against the principles of sustainable development, including the need to:

- minimise impact on the character of the local landscape, communities and environmental features;
- minimise impact on the occupiers and users of existing properties in the area;
- avoid a level of increase in traffic on rural roads that would be harmful to the local area;
- make provision for sustainable forms of transport wherever appropriate and justified;
- prioritise the re-use of brownfield land and existing buildings; and
- seek to avoid the loss of large areas of higher quality agricultural land.

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

Community

- (a) Small-scale schemes for housing, employment or community facilities to meet a need identified by a local community in a Parish Plan, Neighbourhood Plan or other form of local evidence, on land within or adjacent to a village.

Residential

- (b) Small-scale housing schemes, including the redevelopment of buildings, within the Built-Up Area Boundary of a Local Service Village (where defined), or otherwise within the physical confines, in accordance with Policy CS.15 Distribution of Development and Policy CS.16 Housing Development.
- (c) Conversion to a residential use of a building within the physical confines of a village.
- (d) Conversion to a residential use of a redundant or disused building in open countryside, constructed of brick or stone, that is listed or of local historic, architectural or other merit. In such cases, residential should be the only viable use and the building should be capable of conversion in a manner that is appropriate to its character and setting.

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- (e) A dwelling that forms part of the conversion of a building in open countryside where it is ancillary to a business and is necessary to ensure the efficient and secure operation of the business.
- (f) A replacement dwelling subject to its scale and design not causing inappropriate harm to the character of the area or to neighbouring properties.
- (g) Redevelopment of a bad neighbour site for residential development where the current use has been the cause of prolonged environmental conflict.
- (h) A small-scale expansion of an existing mobile or park home site where this would secure benefits to its function and appearance.
- (i) A permanent dwelling for occupation by a person engaged in an agricultural operation or other form of use that can only reasonably be carried out in the countryside, subject to a functional need being established.
- (j) A new single dwelling in open countryside which is of exceptional quality and design and makes a positive contribution to the character of the local area.

Business

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

Tourism and Leisure

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

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

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

For proposals relating to sites within the Green Belt or the Cotswolds Area of Outstanding Natural Beauty, the specific provisions of Policy CS.10 and Policy CS.11 respectively will be taken fully into account.

Explanation

- 6.12.1 The Commission for Rural Communities (now part of DEFRA), in its Position Statement published in 2008, asserted that ‘Our challenge is to chart a course by which rural communities, equally with urban communities, can become more sustainable in the future’. There is a crucial relationship between rural economies and the survival of rural life and the management of the countryside as a whole.
- 6.12.2 The National Planning Policy Framework (NPPF) emphasises that planning policies should support sustainable economic growth in rural areas by taking a positive approach to new development. Planning strategies should maintain a prosperous rural economy including policies to:
- support the sustainable growth and expansion of all types of business and enterprise;
 - promote the development and diversification of agricultural and other land-based rural-businesses; and
 - support sustainable rural tourism and leisure developments that benefit businesses, communities and visitors.
- 6.12.3 The NPPF also seeks the delivery of a wide choice of homes in rural communities through a responsive approach to local circumstances and to reflect local needs.
- 6.12.4 Stratford-on-Avon is a predominantly rural district; there are over 200 individual villages and hamlets and about half of its residents live outside Stratford-upon-Avon and the Main Rural Centres. All four aims of the District Council’s Corporate Strategy have a bearing on how planning policy should have a bearing on development in the countryside:
- addressing local housing need
 - a District where business and enterprise can flourish
 - improving access to services
 - minimising the impacts of climate change.
- 6.12.5 A key priority in the Corporate Strategy is to improve the prospects of success for rural businesses. This is also reflected in the Sustainable Community Strategy vision that ‘our rural areas will be providing more businesses and jobs’. Many rural firms aspire to grow and even those that don’t still need to innovate and develop so that they remain viable, provide local employment opportunities and support local services.

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- 6.12.6 Rural services have declined significantly in recent years through the processes of centralisation and rationalisation. Stratford-on-Avon District has the lowest proportion of parishes with key services, such as a general store, post office and doctor's surgery, of any part of Warwickshire. Public transport is poor or non-existent in a number of rural settlements.
- 6.12.7 House prices are higher in the District than the average for Warwickshire. Consequently, in many villages there is a significant need for affordable housing. This has been confirmed by various Housing Needs Surveys commissioned by the Council and through more detailed assessments carried out by individual communities.
- 6.12.8 The attractive environment, combined with relatively low crime and unemployment rates, make rural parts of Stratford-on-Avon District attractive places to live, work and visit. This exerts pressure for development in the countryside. The importance of maintaining and enhancing the environmental quality of the countryside, whilst at the same time providing for the needs of rural communities and businesses, is a critical function of planning policy relating to the countryside.
- 6.12.9 The Council wishes to ensure that all three aspects of sustainable development - environment, economy and society - are achieved in a balanced manner in the countryside and the villages that lie within it.
- 6.12.10 The Government's Rural Statement (DEFRA, September 2012) stresses the crucial role of farming and food production in rural life. Many types of development relating to agriculture do not need planning permission or are subject to a notification process. It is also important to ensure that diversification schemes are supported, particularly those that will bring long-standing benefits to the individual farm operations and to the wider rural economy. In particular, the re-use of farm buildings provides opportunities to support new businesses in the countryside in a sympathetic manner.
- 6.12.11 While provision is made for a wide range of development and activities in the countryside, it is stressed that all schemes will be assessed against the impact that is likely to be caused to the character of the local area as well as the benefits that would arise for rural communities, the local economy and businesses.
- 6.12.12 Consideration will be given to identifying specific sites for business uses in villages through the process of producing the Site Allocations Development Plan Document.
- 6.12.13 The provisions of Parish Plans and Neighbourhood Plans will be taken into account when assessing development proposals in rural parts of the District.
- 6.12.14 It is not possible to indicate how every potential form of development proposal that might come forward in the rural parts of the District will be treated. Provision is made in the policy for the merits of other forms of development and activity that are not specifically identified to be assessed. However, the Council will apply a strong level of restriction on development in the countryside in order to protect it for the sake of its intrinsic value and to ensure that natural assets and resources are preserved.

Development Management Considerations

- (1) In relation to part (a) in the policy - these are schemes specifically identified and supported by the community usually through a Parish Plan or Neighbourhood Plan. In relation to housing development, schemes can comprise mixed tenure or solely affordable (social) units, according to the nature of the need identified.
- (2) In relation to part (b) in the policy - provides scope for small-scale 'market-led' schemes that are not required to meet a proven local need.
- (3) In relation to parts (a) and (b) in the policy - boundaries for rural settlements have not been identified at this stage. Such boundaries will be defined in the Site Allocations Development Plan Document. A site should have a clear physical and functional relationship to the settlement. The scale and nature of development that is appropriate in a particular location will be based on the principles set out in the first part of the policy, other policies in the Core Strategy and relevant material considerations. It is not possible to define 'small scale' in terms of the number of dwellings as this will vary depending on the village and site involved.
- (4) In relation to parts (b) and (c) in the policy - the provisions of Policy CS.22 Economic Development regarding the loss of a business use, and Policy CS.25 Healthy Communities regarding the loss of a community facility, will be taken into account
- (5) In relation to part (d) in the policy - there may be circumstances where the conversion to residential use of a building of historic or other interest which is situated in open countryside offers the only viable prospect of maintaining that building in a good state of repair. However, evidence must be produced to show that the building has been marketed for a business use. In the case of a listed building it will be necessary to demonstrate that a business use is not a viable option because of the particular characteristics of the building and/or its site and surroundings.
- (6) In relation to part (e) in the policy - schemes with an element of residential development will be considered when a dwelling is proven to be essential for the efficient and secure operation of a business use. Sufficient evidence will be sought by the Council through a comprehensive appraisal of the business in order to justify permanent residential accommodation. A business plan should be submitted with a planning application to demonstrate the degree of linkage between the business and residential uses. In all cases the scale of the residential element must be directly related and subsidiary to the business uses. Any dwelling approved on this basis will be subject to a strict occupancy condition.
- (7) In relation to part (f) in the policy - unless significant environmental benefits would accrue, a replacement dwelling should be located within the curtilage of the existing dwelling. The existing dwelling should have the benefit of a lawful planning use and not have been substantially demolished and/or abandoned.
- (8) In relation to part (g) in the policy - a documented history of environmental conflict will be required to accompany a planning application to seek to justify a redevelopment scheme.
- (9) In relation to part (h) in the policy - any proposal must be comprehensive and show how improvements to the existing site would be secured.

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- (10) In relation to part (i) in the policy - the Council will require sufficient evidence to demonstrate that there is an essential need for a person or persons to be present on the site at all times sufficient to justify the provision of residential accommodation. A case based solely on grounds of security will not necessarily be sufficient. The future sustainability of the enterprise will be taken into consideration along with established functional and financial tests.
- (11) In relation to part (k) in the policy - a key consideration in assessing whether the building involved is appropriate for business uses will be its proximity to the road network, settlements and services. A location which is not very accessible would be inappropriate as it would create the need to travel longer distances by vehicle for a wide range of purposes. A ten year period will be applied in order to reduce the possibility of buildings being constructed ostensibly for agricultural purposes but then quickly being proposed for another use. The provisions of Policy CS.23 Retail Development and Main Centres will be taken into account for schemes involving retail uses.
- (12) In relation to part (l) in the policy - the restriction on holiday lets is applied in order to limit the scope for new dwellings to be created in open countryside through new build.
- (13) In relation to part (m) in the policy - to be appropriate, a site should be close to a main centre of population and be adjacent to a main road along which a frequent bus service runs and where it would be safe to walk and cycle.
- (14) In relation to part (n) in the policy - it is necessary to consider the established nature and scale of the existing business.
- (15) In relation to part (o) in the policy - where planning permission is required, applicants will have to demonstrate a functional need for the proposed building. This should take the form of a statement accompanying the application explaining the purpose of the building or other works in relation to the existing or proposed operations. An independent assessment of the case will be undertaken on behalf of the Council where necessary. Such a statement may be requested in relation to an Agricultural Notification in specific cases.
- (16) In relation to part (p) in the policy - in assessing the merits of such proposals, the extent to which it would contribute to and not conflict with the long-term operation and viability of the farm holding will be taken into account. The role of Whole Farm Plans is encouraged in this respect. A condition will be applied to any permission to control the proportion of goods to be sold that is not produced locally.
- (17) In relation to part (q) in the policy - schemes will be subject to the provisions of Policy CS.23 Retail Development and Main Centres. A condition will be applied to any permission to control the types of goods that can be sold.
- (18) In relation to part (r) in the policy - specific consideration will be given to the extent to which roads would be used by horses and the impact this would have on other road users.
- (19) In relations to part (s) in the policy – consideration will be given to the potential for nuisance to be caused by a particular type of activity to other people seeking to enjoy the area, e.g. for its tranquillity. Schemes will be expected to incorporate appropriate management measures to avoid unacceptable impacts on the area.

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- (20) In relation to part (t) in the policy - the applicant will be required to show why the accommodation proposed is appropriate in relation to the existing use. The scale of the accommodation must be justified based on the nature of the existing use on the site and be ancillary to the needs of that use.
- (21) In relation to part (u) in the policy - any proposal must be comprehensive and show how improvements to the existing site would be secured.
- (22) In relation to part (v) in the policy - to enable the Council to properly assess the impact of proposals, the submission of adequate details will be required at the outset. Applications must include: a course layout plan, including the siting and size of any buildings and car parking; plans showing the existing and proposed contours of the site; and a landscaping scheme identifying existing features to be removed and retained, and proposed new planting.

Implementation and Monitoring

Responsible agencies	Stratford-on-Avon District Council, developers and landowners, communities, businesses (including farmers)
Delivery mechanism	Through the determination of planning applications, preparation of Parish/Neighbourhood Plans, investment by businesses
Funding	Not applicable
Timescale	Throughout the plan period
Risk	The provisions of the policy need to be applied in a balanced manner in order to protect the character of the countryside and the villages within it, but also to ensure that the social and economic health of rural areas is supported.
Monitoring indicators	<ul style="list-style-type: none"> • Number and nature of planning applications determined in relation to each provision of the policy. • Assessment of complex cases, the issues raised and how they were balanced out.

6.13 Large Rural Brownfield Sites

Strategic Objective

- (1) *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.*
- (12) *Previously developed sites in sustainable locations will have been re-used for purposes that are of an appropriate type and scale, while retaining their important natural, historic and other features.*

Policy AS.11

Large Rural Brownfield Sites

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

- (a) The extent to which the nature of the proposed development would be in the national or local interest.
- (b) Whether the form and scale of the proposed development could reasonably be provided elsewhere in the District in a manner that is consistent with the overall development strategy set out in this Plan.
- (c) The extent to which the nature of the proposed development would be beneficial compared with the current use and condition of the site.
- (d) The scale and nature of impacts, including visual, noise and light, on the character of the local area and local communities.
- (e) The extent to which features that are statutorily protected or of local importance are affected and any impact on them can be mitigated.
- (f) The scope to minimise the need to travel and promote the use of transport other than the private car.
- (g) The absence of development on any area of the site liable to flood risk.

The approach to previously developed sites situated in the Green Belt is set out in Policy CS.10.

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

1. Gaydon Site

The following uses are appropriate in principle:

- research, design, testing and development of motor vehicles and ancillary activities;
- other advanced engineering technologies and products;
- low volume manufacturing and assembly operations;
- offices;
- automotive education, conference and training including ancillary accommodation;
- leisure, promotional and marketing uses related to existing uses on the site;
- ancillary new and replacement car parking;
- complementary and ancillary uses for staff and visitors; and
- car storage.

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Other uses will be acceptable if they are compatible with those specified above and satisfy the provisions of this policy.

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

- (a) consider the views which have been expressed through ongoing engagement with local communities;
- (b) address the impact on existing properties at Lighthorne Heath and on the surrounding rural area;
- (c) provide comprehensive structural landscaping around the perimeter and within the site as appropriate;
- (d) retain and enhance ecological and archaeological features on the site; and
- (e) assess the impact of traffic arising from the proposed development on the local road network and the need for any off-site highway improvements or other appropriate mitigation measures.

2. Former Engineer Resources Depot, Long Marston

The following uses are appropriate in principle:

- leisure-related activities and accommodation;
- employment uses within Classes B1, B2 and B8;
- other forms of employment that make use of the rail connection to the site; and
- residential development that is consistent with the approach set out in Policies CS.15 and CS.16.

Other uses will be acceptable if they are compatible with those specified above and satisfy the provisions of this policy.

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

- (a) provide a fresh Masterplan in advance of any future development proposals on the site that materially depart from the existing commitments and thereafter justify any significant departures from its provisions;
- (b) provide comprehensive structural landscaping around and within the site, to be implemented as an integral component of any development, and arrangements for its long-term maintenance;
- (c) provide an effective public transport service linking the site with Stratford-upon-Avon;
- (d) implement the findings of a Transport Assessment which is required to be submitted as part of any large-scale development proposal;
- (e) mitigate the impact of development and uses on the site on the character of adjacent parts of the Cotswolds Area of Outstanding Natural Beauty;
- (f) mitigate the impact of buildings, activities and associated features on views across the site, particularly from public vantage points around the periphery of the site and from Meon Hill;
- (g) complement the tourism and leisure functions of Stratford-upon-Avon;
- (h) assess the potential effect on natural features within and adjacent to the site and take the opportunity to enhance such features;
- (i) retain and enhance the extensive open landscape areas and woodland plantations within the site as an integral part of any development scheme; and

- (j) remove existing buildings and structures on the site, apart from those which are capable of beneficial use within the proposed form of development.

3. Former Southam Cement Works, Long Itchington

The following uses are appropriate in principle:

- leisure, tourism and recreation; and
- residential and employment development that is consistent with the approach set out in Policies CS.15, CS.16 and CS.22.

Other uses will be acceptable if they are compatible with those specified above and satisfy the provisions of this policy.

A comprehensive Masterplan must be prepared in conjunction with the owners of the site, local communities and agencies.

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

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

4. Former Harbury Cement Works, Bishop's Itchington

The following uses are appropriate in principle:

- storage and distribution and other forms of business operations that provide and make use of a rail connection into the site;
- leisure, tourism and recreation; and
- residential development that is consistent with the approach set out in Policies CS.15 and CS.16.

Other uses will be acceptable if they are compatible with those specified above and satisfy the provisions of this policy.

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

- (a) take into account the Masterplan that has been produced for the site and justify any significant departure from its provisions;
- (b) restrict new buildings to the previously developed parts of the site;
- (c) carry out a comprehensive assessment of the ecological value of the site, with appropriate provision made to protect important habitats and species;

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- (d) carry out a comprehensive assessment of features of geological and archaeological interest to be protected as part of any development;
- (e) provide comprehensive structural landscaping around and within the site, to be implemented as an integral component of any development, and arrangements for its long-term maintenance;
- (f) minimise the impact of buildings, activities and associated features, particularly from public viewpoints around the periphery of the site;
- (g) provide an effective public transport service linking the site with nearby settlements, particularly Southam; and
- (h) implement the findings of a comprehensive Transport Assessment which is required to be submitted as part of any development proposal.

Explanation

- 6.13.1 Government policy, as reflected in the National Planning Policy Framework (NPPF), encourages the re-use of land that has been previously developed, provided that it is not of high environmental value. It also promotes mixed use developments and looks to them to secure multiple benefits.
- 6.13.2 The NPPF also stresses that developments which generate significant movement should be located where the need to travel will be minimised and the use of sustainable transport modes, which includes public transport, can be maximised.
- 6.13.3 There are a number of brownfield sites across Stratford-on-Avon District that have been the focus of previous activity, eg. mineral workings, or remain in active use. While Policy AS.10 Countryside and Villages provides scope for the re-use and redevelopment of small-scale brownfield sites, it is also necessary to provide clear guidance on how more extensive sites of this nature should be treated. This is particularly the case since the re-use of brownfield land should be maximised if it is in a sustainable location.
- 6.13.4 It is clear from the provisions of the NPPF that the consideration of large-scale developments on brownfield sites raises a wide range of issues that need to be balanced out carefully. The District Council takes the view that it is necessary to assess whether there are strategic economic, social or environmental benefits in utilising large brownfield sites as well as to consider the local circumstances and impacts.
- 6.13.5 The overarching premise of the approach is that development or redevelopment of these sites should be principally for uses that are not and could not be provided for in more sustainable locations in the District, such as within or on the edge of Stratford-upon-Avon or a Main Rural Centre. The form of development specified in relation to the four sites covered in the policy, or proposed on any other site covered by the scope of this policy, should not be treated as being instead of the scale, type and location of development which is in accordance with the overall development strategy set out in Policy CS.15 Distribution of Development.
- 6.13.6 Because such sites tend to be in locations that are some distance away from existing centres of population and activity, they are often not the most sustainable in terms of access and linkages. Consequently, large-scale

Section 6 Area Strategies – 6.13 Large Rural Brownfield Sites

development on them has to be justified on the basis of overriding benefits in order for a proposal to be acceptable.

6.13.7 The four specific sites covered in the policy have been assessed against its provisions with regard to the nature of development that is appropriate in each case. A number of specific issues have been identified that need to be addressed when development schemes are promoted for each site.

Development Management Considerations

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

Implementation and Monitoring

Responsible agencies	Stratford-on-Avon District Council, landowners and developers
Delivery mechanism	Through the determination of planning applications
Funding	Not applicable
Timescale	Throughout the plan period
Risk	If the policy is not applied rigorously it could result in the overall development strategy for the District being undermined and harm being caused to the character of the area and communities.
Monitoring indicators	<ul style="list-style-type: none">Assessment of the housing, business, commercial and tourism indicators in relation to development proposals on any sites covered by this policy.

6.14 Redditch

Context

- 6.14.1 There is an expectation that Bromsgrove District and Stratford-on-Avon District would have to play a role in meeting the future housing and employment needs of Redditch due to capacity constraints within the town itself. This was initially identified through the West Midlands Regional Spatial Strategy. Although the RSS has been revoked, the circumstances that underpinned the situation still remain and it has been necessary to identify appropriate solutions through the duty to co-operate process.
- 6.14.2 A number of studies have been produced to inform the issue and to provide the evidence base for the respective development plans for the three local authorities.
- 6.14.3 With regard to housing, land on the northern edge of Redditch in Bromsgrove District has been identified to accommodate 3,400 dwellings to meet the town's housing requirements. There may be scope for some housing development on the eastern edge of the town within Redditch Borough itself. Adjacent land in Stratford-on-Avon District to the west of the A435 could have some very limited capacity consistent with the scale of development identified in Policy CS.16, but this is constrained by landscape issues and the importance of retaining the identity and character of Mappleborough Green.
- 6.14.4 In relation to employment, a shortfall of 27.5 hectares of land for employment purposes to satisfy forecast demand in Redditch has been identified. The Borough Council undertook an assessment of land within its area but could not identify suitable provision to meet the shortfall. A comparative analysis of potential sites in Redditch, Bromsgrove and Stratford-on-Avon identified land on the north-eastern edge of Redditch (known as the Redditch Eastern Gateway) as offering the most appropriate opportunity in terms of the amount of land required. This location also provides scope to create a high quality business park due to its physical characteristics and road access. Such a development would help to diversify the local economy and enhance the town's image. For this reason, a minimum of 15% of the floorspace provided on the Redditch Eastern Gateway should be for B1(a) and (b) uses. Such development would also generate additional employment and GVA benefits in neighbouring parts of Stratford-on-Avon District.
- 6.14.5 Two separate and related areas of land constitute the proposed development, which is being referred to as the Redditch Eastern Gateway:
1. Land at Winyates Green, south of the A4023 Coventry Highway and to the west of the A435. This area is entirely within Stratford-on-Avon District and lies outside the Green Belt.
 2. Land at Gorcott Hill, north of the A4023 Coventry Highway. This area is partly within Bromsgrove District Council and partly within Stratford-on-Avon District. The latter area lies within the Green Belt.
- 6.14.6 The two areas together comprise nearly 29 hectares, which is comparable to the amount of land the town needs for employment purposes.
- 6.14.7 A key factor is providing a suitable access to both parcels of land. Although other means of access are available to each one, these are not suitable to serve the

Section 6 Area Strategies – 6.14 Redditch

scale and/or type of development proposed. The most appropriate solution would be in the form of a roundabout on the A4023 from which direct access to land to the north and south could be provided. However, the cost of constructing such a roundabout would not be viable unless both parcels are made available for development.

- 6.14.8 There are also specific issues that need to be addressed when considering the detailed layout and design of the development, including the nature conservation value of some parts of the area and the effect on the setting of Gorcott Hall which is a Grade II* listed building.
- 6.14.9 Further detailed analysis needs to be undertaken to assess the level of traffic movements that the proposed development would generate, particularly in the form of Heavy Goods Vehicles, on the A435 southwards through Mappleborough Green and Studley. Existing traffic flows already cause environmental impacts and there is a designated Air Quality Management Area in the middle of Studley. Effective ways of mitigating the impact of this traffic will need to be identified and implemented as an integral part of the development proposals.

Development Proposals

- 6.14.10 To contribute to meeting the future needs of Redditch, the following sites are allocated for development. The extent of each site is defined on the Policies Map.

Proposal REDD.1: Winyates Green Triangle, Mappleborough Green	
Where it is to be delivered	Land south of A4023 and east of Far Moor Lane, Redditch Approx. 12 hectares (gross)
What is to be delivered	Employment within Class B1, B2 and B8 uses
When it is to be delivered	By 2031
How it is to be delivered	Private sector
Specific requirements	<ul style="list-style-type: none"> • provide for a minimum of 15% of total floorspace within Class B1(a) office and Class B1(b) research and development uses • primary vehicle access off A4023 • protect important natural features on the site • retain mature hedgerow along western boundary • protect amenity of adjacent residential properties • traffic management and mitigation measures on A435 as appropriate • pedestrian and cycle links to adjacent residential areas • de-culvert and enhance the existing watercourse feature • protect priority habitats within the site

Proposal REDD.2: Gorcott Hill, Mappleborough Green	
Where it is to be delivered	Land north of A4023 and west of A435 Approx. 7 hectares (gross)
What is to be delivered	Employment within Class B1, B2 and B8 uses
When it is to be delivered	By 2031
How it is to be delivered	Private sector
Specific requirements	<ul style="list-style-type: none"> • provide for a minimum of 15% of total floorspace within Class B1(a) office and Class B1(b) research and development uses • vehicle access off A4023 • protect character and setting of Gorcott Hall • retain mature hedgerows and trees on the site • traffic management and mitigation measures on A435 as appropriate • pedestrian and cycle links across A4023 to adjacent residential areas • protect and enhance the Pool and Blacksoils Brook • protect priority habitats within the site

7.1 Healthy Communities

Strategic Objective

(8) Community facilities and open space will have been improved across the District. Through collaborative working between the District, Town and Parish Councils and key partners in education, public safety, health and other services, opportunities to improve the health and wellbeing of the District's communities will have been realised as a result of the development process.

Policy CS.25

Healthy Communities

A. Infrastructure, Services and Community Facilities

With the release of land for development, suitable arrangements will be put in place to improve infrastructure, services and community facilities to mitigate the impact of development and integrate it with the existing community (see also Policy CS.27 Developer Contributions). Opportunities to secure improvements for the wider community will be explored through collaborative working with Warwickshire County Council, Town and Parish Councils and other partner organisations.

The provision of new and enhanced community, cultural, sport and leisure facilities will be encouraged as a way of promoting healthy, inclusive communities. Where appropriate, new community uses will be required as an integral part of residential developments. They are to be located where they are accessible by all reasonable sustainable modes of transport by potential users. Shared use of community spaces will also be encouraged.

It is expected that existing community facilities, such as shops, pubs, medical and leisure, will be retained unless it can be demonstrated that one or more of the following criteria is satisfied:

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

In all instances the potential to mitigate within the local area the loss of a community facility will be considered alongside any proposal for development on the site of the existing facility.

B. Open Space and Recreation

New housing development will enable an increase in or enhancement of open space and recreation facilities to meet the needs of its residents.

Where it is justified by the scale of new development, developers will be expected to contribute towards the provision of open space in order to help achieve the standards set out in the Council's Open Space, Sport and Recreation Assessment. These are:

Parks & Gardens and Amenity Greenspace

District-wide: 1.15 hectares per 1,000 people

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

Unrestricted Natural Accessible Greenspace

District-wide: 4.92 hectares per 1,000 people

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

Main Rural Centres: 0.75 hectares per 1,000 people

Local Service Villages: 0.75 hectares per 1000 people

Children and Young People's Equipped Play Facilities

District-wide: 0.25 hectares per 1,000 people

Individual settlement: 0.25 hectares per 1,000 people

Outdoor Sport

Additional pitch/facility requirements on the basis of Sport England's Playing Pitch Strategy Guidance and the Council's needs assessment.

Allotments and Community Gardens

District-wide: 0.4 hectares per 1,000 people

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

Developer contributions will also be spent on built recreation facilities where justified by an increase in population.

These standards will be kept up to date, and will reflect guidance from Sport England, Play England, Fields in Trust and other relevant bodies, through the District Active Communities Strategy and Open Space Strategy.

Consideration will be given to more diverse forms of provision (e.g. community orchards, local nature reserves etc.) where these respond to local needs and make a positive contribution towards the local environment. Regard will be paid to the Woodland Trust's Woodland Access Standard.

New open space provision will be designed to complement and enhance the existing open space provision in the area. Where appropriate, improvements to the quality and/or accessibility of existing provision will be sought. Where developments are of a suitable scale provision will be made on site.

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

1. it can be demonstrated that there is an absence of need or it is surplus to requirements; and
2. it does not make a valuable contribution to the amenity and character of the area.

Explanation

Infrastructure, Services and Community Facilities

- 7.1.1 The Sustainable Community Strategy (SCS) sets out a vision for Stratford District in 2026. It has been compiled by the District Council and its strategic partners in Warwickshire County Council (including transport and education), health agencies, the police and the private, voluntary and community sectors. It is closely linked to other strategies and plans including the Local Development Framework whose spatial planning objectives should align with SCS priorities.
- 7.1.2 One of the key challenges outlined in the plan is that of the lack of access, especially from the rural areas, to services, facilities and activities. Public transport is poor in many areas and distances too great, especially for young people and older age groups.
- 7.1.3 The SCS includes the following statements:
'We want to:
- Provide more opportunities and facilities for children and young people;
 - Improve access for children and young people (by taking services into rural areas and improving transport);
 - Improve access to services and facilities generally by:
taking services closer to rural communities;
improving transport links by extending community schemes, pressing for more funding for other rural initiatives and lobbying for better public transport;
 - Improve transport links between key health facilities;
 - Encourage more residents to get involved in sport, leisure and recreation activities and extend opportunities for them to do so across the District;
 - Reduce health inequalities by targeting resources at areas where they are needed most and by delivering more accessible homes, transport, leisure and employment opportunities; and
 - Encourage alternatives to private car use by promoting and supporting public transport, car sharing, home working, better facilities for cyclists and pedestrians, and promoting better rail services including a bus-rail interchange in Stratford'.
- 7.1.4 The Council will continue to work with its strategic partners to secure improvements to community facilities and services. It will liaise with partners across a broad spectrum of social infrastructure including education, public health, general health care, police and other service providers to improve access to and facilitate the modernisation of services and facilities and to promote a reduction in social and health inequalities. The Infrastructure Delivery Plan provides an indicative list of projects to facilitate the growth outlined in the Core Strategy.
- 7.1.5 In terms of educational provision, a dispersed policy for residential development across Stratford District will help ensure the continuing financial viability of many small village schools that currently have declining pupil numbers.
- 7.1.6 Warwickshire County Council is continuing to consider the options available in a changing context of Academies, University Technical Colleges and Studio Schools. The conversion of a number of schools to academy schools could impact on the

Section 7 Infrastructure – 7.1 Healthy Communities

authority's ability to bring about change, but the new regime (or subsequent arrangements) should introduce other opportunities. The Council will liaise closely with the County Council and other education providers to ensure that the needs of new development are met.

- 7.1.7 The Council will also work with Town and Parish Councils to help secure improvements to community facilities through the Neighbourhood Development Plan process.

Open Space and Recreation

- 7.1.8 Access to good quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. This is the key theme of the Council's Active Communities Strategy (2013-2018) which links the corporate objectives of Stratford on Avon District Council for safe, healthy, sustainable and inclusive communities, to the current national and local Health and Wellbeing agenda, as reflected in Warwickshire's Joint Health and Wellbeing Strategy (2012) and Joint Strategic Needs Assessment (JSNA).
- 7.1.9 The National Planning Policy Framework (NPPF) requires that planning policies be based on robust and up-to-date assessments of the needs for open space, sport and recreation facilities in the local area. Planning policies should also protect and enhance public rights of way and access.
- 7.1.10 An open space, sport and recreation audit was commissioned by the Council in 2011. It recommends standards of open space provision in new developments based on a quantitative and qualitative assessment of the existing provision and a survey of local needs. It suggests that the policy should be flexible enough to allow more creative and diverse forms of open space provision - such as community orchards, local nature reserves or allotments - that respond to local needs and make a positive contribution towards the quality and diversity of the local environment. It also suggests that given the size of new developments in the District, there may be a need, in certain circumstances, to move away from small scale on-site provision, where this limits the amenity and recreational value of that provision, to consideration of pooled contributions towards larger or shared community facilities. However care must be taken to ensure that local needs are met.
- 7.1.11 The main audit report is accompanied by a Playing Pitch Strategy, which considers the supply and demand for a range of outdoor sports pitches in more depth. This should be considered alongside Sport England's Facility Planning Model and Design Guide in developing proposals for new facilities. These also provide standards for built recreation facilities (swimming pools, sports halls, artificial grass pitches, etc.) which will also be sought where justified by an increase in population.
- 7.1.12 The adequacy of existing open space, sport and recreation facilities varies between areas of the District and between different types of open space. In most cases the standards recommended in the assessment reflect the existing levels of provision, which consultation with local communities and stakeholders revealed to be sufficient. However, some notable deficiencies are identified. These are set out in Section 6 of this Core Strategy in the Area Strategies. Attention and resources should be focused on these areas of under supply and on providing increased provision to meet the needs of new communities and further population growth.

Section 7 Infrastructure – 7.1 Healthy Communities

7.1.13 Across the District as a whole, the study found that the greatest requirements are for additional facilities for children and young people. It also identified requirements for additional outdoor sports facilities to meet current and future demand, further details of which are provided in the Playing Pitch Strategy.

7.1.14 The recommended standards for Natural Accessible Greenspace are based on Natural England's standards but, in common with many other authorities' standards, they are not as ambitious. Instead they are based on what are considered to be the 'effective catchments' of such areas, ranging from 12 to 20 minutes walking time. As access to natural greenspace is generally more constrained in larger settlements, the standards for Stratford-upon-Avon are higher than in smaller settlements, in keeping with Natural England's recommendations.

Development Management Considerations

Community Facilities

- (1) Whilst the introduction of CIL reduces the apparent need to liaise with infrastructure providers in establishing appropriate planning obligation packages, it is important that dialogue is maintained with key infrastructure providers on all significant developments.
- (2) Any proposals that would involve the loss of a local shop, public house or other local facility should include a thorough analysis of the existing operations of the business or service and its importance to the local community.

Open Space

- (3) The open space standards, kept up to date in the District Council's Active Communities Strategy and Open Space Strategy, will be supported by calculators to establish the baseline requirements for the provision and maintenance of public open space, play and built recreation associated with new development. This baseline requirement should then act as a starting point for determining the particular needs of a development or community.
- (4) In planning new open spaces consideration should be given to opportunities for off-road footpaths and cyclepaths, in accordance with policies CS.7 Green Infrastructure and CS.26 Transport and Communications, the Infrastructure Delivery Plan and Warwickshire County Council's Local Transport Plan.
- (5) The co-location of community facilities and dual use of school facilities should be supported to help maximise their use and value as a community resource.
- (6) Wherever possible, provision should be made on-site as an integral part of development. It should be of an appropriate type to serve the needs of the development and in a location well related to its users.
- (7) Whenever new public open space is created, consideration should be given to the inclusion of facilities that encourage sport and physical activity in line with the wider agenda for health and wellbeing.
- (8) The siting of play areas should ensure that the peace and comfort of residents is not unduly disturbed, whilst also providing good natural surveillance of them.
- (9) Arrangements for ongoing maintenance should be made with the applicant and/or Parish, Town Council or third party.

Implementation and Monitoring

Responsible agencies	Stratford-on-Avon District Council, Warwickshire County Council, Town and Parish Councils, National Health Service, Academy and Foundation Schools, other partner organisations
Delivery mechanism	The policy will be delivered by the determination of planning applications and associated developer contributions for relevant applications, together with co-operative working between Planning and other departments within SDC (especially Leisure Services); joint working with WCC (Public Health, Education and others); and liaison with other partner organisations (e.g. NHS, police)
Funding	Developer contributions (S106 and S278 Agreements and CIL), capital programmes of SDC, WCC, Town and Parish Councils and other partner organisations, external grants, other sources
Timescale	Throughout the plan period
Risk	If the policy is not applied it could result in insufficient social infrastructure for local communities, a deterioration in health and wellbeing and an increase in social and health inequalities.
Monitoring indicators	<ul style="list-style-type: none"> • New and enhanced community facilities including open space/play areas/sports pitches and recreation facilities. • Loss of community facilities including open space/play areas/sports pitches and recreation facilities. • Residents' satisfaction surveys will be undertaken relating to local areas, community facilities and the provision of open space. Parish and Neighbourhood Plans may identify the need for additional or improved open spaces and community facilities in their local areas. • Sustainability indicators relating to safeguarding and improving community health, safety and wellbeing are applicable to this Policy, as are those for reducing barriers to those living in rural areas.

7.2 Transport and Communications

Strategic Objective

(14) *Transport services will have been improved and congestion reduced across the District. Working with Warwickshire County Council, the District Council will seek to ensure that new development contributes towards achieving the aims and goals set out in the Local Transport Plan for an inclusive and accessible transport system.*

Policy CS.26

Transport and Communications

A. Transport Strategy

Development proposals should be consistent with and contribute to the implementation of the transport strategies and priorities set out in the Warwickshire Local Transport Plan (LTP), including its area strategies. Stratford-on-Avon District Council, Warwickshire County Council and, where appropriate, Highways England, will work together to achieve the objectives and implement the proposals in the LTP, with particular emphasis on encouraging modal shift with greater use of more sustainable forms of transport and improving the safety of all road users.

B. Transport and New Development

Development will only be permitted if the necessary mitigation is provided against any unacceptable transport impacts which arise directly from that development. This will be achieved, as appropriate, through:

1. the submission of a Transport Statement or Assessment and the implementation of measures arising from it;
2. ensuring that the scale of traffic generated by the proposal is appropriate for the function and standard of the roads serving the area;
3. the implementation of necessary works to the highway;
4. contributions towards local public transport services and support for community transport initiatives;
5. the provision of new, and the improvement of existing, pedestrian and cycle routes;
6. the provision of a Travel Plan to promote sustainable travel patterns for work and education related trips;
7. entering into freight or bus quality partnerships; and
8. providing access to the rail network and the use of existing or potential railway sidings.

In addition, contributions towards strategic transport improvements and measures which mitigate the cumulative impacts of development will be sought through the Community Infrastructure Levy (see also Policy CS.26 Developer Contributions).

The Council will encourage the provision of electric charging points for low emission vehicles in new development as part of the transition to a low carbon economy (see also Policy CS.3 Sustainable Energy).

C. Parking Standards

Parking provision will reflect local circumstances and have regard to the need to promote sustainable transport outcomes. Development should not have excessive on-site parking but provision will need to be sufficient in relation to an individual scheme to avoid unacceptable impact on the amenity of the local area or highway safety.

The Council will publish guidance on parking standards to influence the levels of parking provided in new developments. This will be provided in a Development Requirements Supplementary Planning Document.

D. Transport Schemes

The Council will support the strategic transport schemes set out in the Infrastructure Delivery Plan, subject to the outcome of detailed assessment where appropriate.

Land will be safeguarded for these schemes as necessary and also for the possible reinstatement of the railway line southwards from Stratford railway station to Long Marston. There is a presumption against development that would prejudice the implementation of any individual scheme that is safeguarded to the extent to which it is shown on the Policies Map.

Schemes and initiatives that address local issues, such as community transport, road safety, parking, congestion and air quality, will be supported subject to assessment.

E. Aviation

General aviation activity within the District will be supported at the existing airfields of Snitterfield and Wellesbourne. Proposals for development associated with aviation activity requiring planning permission will be permitted within the established limits of an existing airfield subject to them not having an unacceptable effect on the environment of adjacent areas and on local residents and businesses.

F. Information and Communication Technologies

New development will contribute to and be compatible with local fibre or other high speed broadband infrastructure. This will be demonstrated through a 'Connectivity Statement' submitted with planning applications where appropriate, based on the scale and nature of the proposed development. Such statements should set out the anticipated connectivity requirements of the development, known data networks nearby and their anticipated speed (fixed copper, 3G, 4G, fibre, satellite, microwave, etc.), and a description of how the development will connect with or contribute to any such networks.

The Council will expect new development to be connected to high speed broadband infrastructure capable of providing a minimum download speed of 30Mbps. Where no strategic telecommunications infrastructure is available, as a minimum and subject to such provision not rendering the development unviable, suitable ducting that can accept fibre should be provided either to:

- the public highway; or
- an existing local access network; or
- another location that can be justified through the connectivity statement.

Major infrastructure development must provide ducting that is available for strategic fibre deployment. Developers are encouraged to have early discussions with strategic providers.

Explanation

- 7.2.1 The need for improvements to accessibility feature strongly in the Council's Corporate Strategy and the Sustainable Community Strategy. Measures advocated to improve physical accessibility include reducing congestion through better management of the road network, improving walking and cycling facilities and encouraging the use of public transport. The Corporate Strategy also promotes the rolling out of high speed broadband and the need for accessible and affordable community transport. These corporate priorities align with the health and wellbeing agenda and reflect the essentially rural nature of most of the District.
- 7.2.2 A core planning principle in the National Planning Policy Framework (NPPF) is that planning policies and decisions should 'actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable'.
- 7.2.3 It reflects the need to balance this overall objective with local circumstances in stating that 'The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel. However, the Government recognises that different policies and measures will be required in different communities and opportunities to maximise sustainable transport solutions will vary from urban to rural areas'.
- 7.2.4 The transport impacts of a dispersed pattern of future development in the District have been modelled in the Strategic Transport Assessment (Warwickshire County Council, October 2012). The assessment found that permitting a larger proportion of residential development in the villages rather than in Stratford-upon-Avon and the Main Rural Centres would be less likely to focus stress on particular points of the highway network and could lead to a greater degree of 'self-containment' by supporting new and existing shops and services such as rural schools. On the other hand there will be limited opportunity to reduce car dependency if the location of new development is too widely dispersed as there would be little if any financial incentive for commercial bus operators to provide new services, or ability for the County Council to subsidise conventional bus services or community transport. In selecting a strategic location for a new strategic development in the District, the ability of its residents to travel by sustainable means has therefore been accorded a high priority.
- 7.2.5 The Council will work with Warwickshire County Council and the Local Enterprise Partnership in encouraging the accessibility of key destinations by sustainable transport. It also supports the County Council's work with bus operators and other transport providers to improve general levels of accessibility in the District.
- 7.2.6 The Council will further support the transition to a low carbon economy through the development of information and communications technology to reduce the need to travel and through the encouragement of electric vehicle charging points to reduce vehicle emissions.
- 7.2.7 LTP3 focuses particularly on the complex transport issues affecting Stratford-upon-Avon. Between 2000 and 2009 traffic in Stratford-upon-Avon town increased by nearly 5%. The majority of this growth took place between 2000 and 2007 before the economic downturn. It relates strongly to local housing, employment and retail growth in and around the town and across the wider district. Within the

Section 7 Infrastructure – 7.2 Transport and Communications

town traffic causes adverse environmental impacts in terms of noise, visual intrusion and pollution.

- 7.2.8 The level and distribution of growth outlined in this Core Strategy will exacerbate traffic congestion in Stratford-upon-Avon town unless a package of town centre initiatives is implemented. These initiatives will generally be funded through the Community Infrastructure Levy as they mitigate the cumulative impacts of development. Other measures which relate directly to mitigating the impacts of a particular development will be sought through planning obligations.
- 7.2.9 The town centre initiatives are shown in the Infrastructure Delivery Plan (IDP).
- 7.2.10 Along the A435 corridor, particularly the settlements lying to the north of Alcester (i.e. Coughton, King's Coughton, Studley and Mappleborough Green) there are serious adverse effects on quality of life due to high traffic volumes containing a large number of HGVs. The impacts on many other small towns and villages in the rural areas are mainly related to through traffic, especially HGVs, and to high vehicle speeds.
- 7.2.11 Local schemes and initiatives to address these and other traffic-related issues will be developed through collaborative working with Town and Parish Councils. Those projects already identified (often in a Town or Parish Plan) are shown in the Area Strategies in Section 6 of this plan.
- 7.2.12 The NPPF states that, where there is robust evidence, local planning authorities should identify and protect sites and routes which could be critical in developing infrastructure to widen transport choice. This principle should be applied to all transport-related schemes identified in the IDP as it is essential to protect land that is likely to be required for their implementation from being unduly affected by development.
- 7.2.13 The Council will publish guidance on all vehicular parking standards with benchmark levels of provision for each land use in urban and rural areas. These should be interpreted flexibly, reflecting the scale and character of the development, the nature of the surrounding area, opportunities for sustainable modes of transport, highway safety and local amenity issues.
- 7.2.14 The Council will promote the growth of new and existing telecommunication systems to ensure that people and enterprises have access to the latest technology and a choice of providers and services. It will support the use of information and communication technologies to reduce the impacts of individual travel decisions at work, at home and for leisure.
- 7.2.15 The Coventry, Warwickshire and Solihull Superfast Broadband Project aims to deliver the Government's 2015 targets that every property should be able to access broadband speeds of at least 2Mbps and that superfast broadband (defined as providing more than 24Mbps) should be available to 90% of premises in each local authority area. The project is supported by the Coventry & Warwickshire and Greater Birmingham & Solihull Local Enterprise Partnerships (LEPs). The project's work to roll out a wholesale Superfast Broadband Network across the sub-region is now underway and is due for completion in 2016.
- 7.2.16 Part F of the policy aims to deliver part of the UK government's commitment to the EU2020 Digital Agenda. The EU2020 target is internet speeds of 30 Mbps or above for all European citizens (Superfast), with half European households subscribing to connections of 100Mbps or higher (Ultrafast).

Development Management Considerations

- (1) All developments that generate significant amounts of movement should be supported by a Transport Statement or Assessment. This should consider whether opportunities for sustainable transport modes have been taken up, whether safe and suitable access to the site can be achieved for all people, and whether improvements can be undertaken that cost effectively limit the significant impacts of the development. It is recommended that pre-application dialogue with the highways authorities takes place at the earliest stages in development proposals to clarify the nature and significance of transport issues.
- (2) All developments which generate significant amounts of movement, including all proposals where there is expected to be a material impact on the Strategic Road Network, should have a Travel Plan detailing provision for sustainable transport movements (pedestrian and cycle provision and public/community transport); safe and secure layouts; incorporation of facilities for plug-in and other low emission vehicles where feasible; and that consideration has been given to the needs of disabled people by all modes of transport.
- (3) Where appropriate, walking and cycling facilities will be expected to be incorporated into development proposals at the outset of the process. Such facilities will need to be safe, convenient to use and well connected to other parts of the settlement to attract significant usage.
- (4) The extent of Snitterfield and Wellesbourne airfields is defined on the Proposals Map in the Stratford-on-Avon District Local Plan Review (see Inset Maps 5.8 and 5.9).
- (5) Whilst none of the airfields located within the District are covered by official safeguarding maps issued by the Civil Aviation Authority (CAA), informal safeguarding arrangements have been in place for a number of years in respect of both Wellesbourne and Long Marston airfields. In accordance with the advice set out in ODPM circular 01/2003 non-official safeguarding maps are in place for these airfields together with an agreed consultation procedure. The general advice contained in Circular 01/2003 applies to 'non-officially' safeguarded airfields as well as those with official safeguarding from the CAA.
- (6) Any proposals for broadband infrastructure under Part F of the policy should be assessed to ensure that they are fit for purpose and capable of being upgraded and/or expanded in future as appropriate. Provision should ideally be provided on a wholesale basis to allow a range of ISPs to provide services. CSW Broadband Project and its successors will provide assistance in assessing Connectivity Statements and will provide information on local access points and the development of the strategic network.

Implementation and Monitoring

Responsible agencies	Stratford-on-Avon District Council, Warwickshire County Council, Town and Parish Councils, Highways England, transport operators
Delivery mechanism	The policy will be delivered by the determination of planning applications and associated developer contributions for relevant applications, together with co-operative working between the District and County Councils and other partners.
Funding	Developer contributions (S106, S278 and CIL), WCC, Highways Agency, LEP, transport operators
Timescale	Throughout the plan period
Risk	If the policy is not applied it could result in a worsening in traffic congestion and a failure to maximise opportunities for travel by sustainable modes of transport.
Monitoring indicators	<ul style="list-style-type: none"> • Number of Travel Plans completed and the extent to which they have been implemented. • Percentage of residents finding it easy to access key local services. • Value of developer contributions towards sustainable transport. • Sustainability indicators relating to transport, climate change and to reducing barriers to those living in rural areas are applicable to this policy. • Extent of coverage of areas enabled for superfast broadband services.

7.3 Developer Contributions

Strategic Objective

(9) *All eligible development will make contributions to infrastructure and community facilities through CIL, planning obligations or a combination of the two. All critical projects listed in the Infrastructure Delivery Plan will be delivered in order to ensure that new development is supported and accompanied by the necessary infrastructure.*

Policy CS.27

Developer Contributions

The Council will introduce a Community Infrastructure Levy (CIL) to fund infrastructure and community facilities necessary to accommodate growth and to mitigate cumulative impacts.

Affordable housing and local infrastructure, including facilities and services that are essential for development to take place on individual sites, or which are needed to mitigate the impact of development at the site or neighbourhood level, will be secured through planning obligations (Section 106 and Section 278 agreements). Where appropriate, infrastructure (including community facilities, open space, indoor and outdoor recreation facilities, transport and green infrastructure) will be sought on-site.

Infrastructure should be delivered concurrently with or in advance of development and have regard to the phasing of housing delivery in the plan as set out in Policy CS.16 Housing Development.

Further detail will be provided in a Development Requirements Supplementary Planning Document.

Explanation

- 7.3.1 The National Planning Policy Framework (NPPF) specifies that local planning authorities should work with other authorities and providers, to assess the quality and capacity of local infrastructure and take account of the need for strategic infrastructure including nationally significant infrastructure within their areas.
- 7.3.2 The infrastructure providers have identified a number of areas where existing infrastructure and services are at capacity and where existing development would create a need for additional investment to improve existing or provide new infrastructure and/or services. These are listed in the Infrastructure Delivery Plan.
- 7.3.3 In accordance with the CIL regulations, the Council will produce a Regulation 123 List that will clarify which items of infrastructure are to be funded in whole or part by CIL, and what will be secured through planning obligations.
- 7.3.4 Under new powers introduced in the Localism Act, the Government now requires a proportion of levy revenues raised in each neighbourhood to be passed back to that neighbourhood. The Council will work with Parish and Town Councils and infrastructure providers to identify suitable local projects.

Development Management Considerations

- (1) In addition to a development's CIL liability, consideration should be given to whether the development has direct impacts to be mitigated through a S106 agreement. These will most commonly, but not exclusively, relate to affordable housing, open space, play and recreation facilities in accordance with the District Open Space Strategy and Active Communities Strategy and to transport.

- (2) Where a development is to provide a facility to serve a wider population than just the development itself (such as a school or health centre) there may be scope for some of the cost to be offset against the CIL liability as a 'payment in kind'. Further guidance will be made available.

Implementation and Monitoring

Responsible agencies	Stratford-on-Avon District Council, Warwickshire County Council and other strategic partners
Delivery mechanism	This policy will be delivered through the introduction and use of a Community Infrastructure Levy Charging Schedule and the continued negotiation of Section 106 and (with WCC) Section 278 agreements
Funding	Developers
Timescale	Throughout the plan period
Risk	If the policy is not applied appropriately opportunities to raise funds for infrastructure and community facilities will be lost.
Monitoring indicators	<ul style="list-style-type: none"> The Infrastructure Delivery Plan and Regulation 123 List will be reviewed on an on-going basis (with appropriate consultation). Maintenance and reporting of schedule of infrastructure projects delivered; Maintenance and reporting of a Schedule of Section 106 agreements and the spending of monies received. Maintenance and reporting of a Schedule of CIL contributions and spending. Sustainability indicators relating to safeguarding and improving community health, safety and wellbeing, to transport and to reducing barriers to those living in rural areas are relevant to this policy.

8.1 Changes to the Proposals Map in the Stratford-on-Avon District Local Plan Review

- 8.1.1 A Development Plan Document submitted to the Secretary of State is required to show how the Proposals Map in the current adopted Plan would be affected by the provisions of the new Plan once it is adopted.
- 8.1.2 The Policies Map confirms how the provisions of the adopted Core Strategy affect the Proposals Map in the Stratford-on-Avon District Local Plan Review, insofar as they relate to 'saved' policies in that Plan.
- 8.1.3 It should be noted that Regulation (9) now uses the term 'Policies Map' rather than 'Proposals Map'.

The Policies Maps are available to view separately.

A. Green Belt

The following boundaries of the Green Belt are amended in accordance with Policy CS.10:

- Land north of Arden Road, Alcester
- Land at Gorcott Hill, Mappleborough Green

B. Special Landscape Areas (SLA)

The following areas are confirmed in accordance with Policy CS.12:

- Arden SLA (as modified)
- Cotswold Fringe SLA
- Feldon Parkland SLA
- Ironstone Hills SLA

C. Areas of Restraint (AoR)

The following areas are confirmed in accordance with Policy CS.13:

- Alcester AoR
- Bidford-on-Avon AoR
- Kineton AoR
- Shipston-on-Stour AoR (as modified)
- Southam AoR (as modified)
- Wellesbourne AoR

D. Vale of Evesham Control Zone

The following boundary change in accordance with Policy CS.14:

- Atherstone Airfield – removed from Vale of Evesham Control Zone

E. Retail Development and Main Centres

The following Town and Village Centre boundary changes in accordance with Policy CS.23:

- Stratford-upon-Avon town centre boundary (as modified)
- Alcester town centre boundary
- Bidford-on-Avon village centre boundary
- Henley-in-Arden town centre boundary

Section 8 Policies Map – 8.1 Changes to the Proposals Map in the Stratford-on-Avon District Local Plan Review

- Kineton village centre boundary
- Shipston-on-Stour town centre boundary
- Southam town centre boundary
- Studley village centre boundary
- Wellesbourne village centre boundary

F. Site Allocations

The following allocations are confirmed:

- Site Allocation: Stratford-upon-Avon Regeneration Zone (see Proposal SUA.1)
- Site Allocation: South of Alcester Road, Stratford-upon-Avon (see Proposal SUA.2)
- Site Allocation: North of Bishopton Lane, Stratford-upon-Avon (see Proposal SUA.3)
- Site Allocation: Land at Atherstone Airfield (see Proposal SUA.4)
- Site Allocation: North of Allimore Lane, Alcester - southern part (see Proposal ALC.1)
- Site Allocation: North of Allimore Lane, Alcester – northern part (see Proposal ALC.2)
- Site Allocation: North of Arden Road, Alcester (see Proposal ALC.3)
- Site Allocation: West of Banbury Road, Southam (see Proposal SOU.1)
- Site Allocation: West of Coventry Road, Southam (see Proposal SOU.2)
- Site Allocation: South of Daventry Road, Southam (see Proposal SOU.3)
- Site Allocation: New Settlement at Gaydon/Lighthorne Heath (see Proposal GLH)
- Site Allocation: New Settlement at Long Marston Airfield (see Proposal LMA)
- Site Allocation: Winyates Green Triangle, Mappleborough Green (see Proposal REDD.1)
- Site Allocation: Gorcott Hill, Mappleborough Green (see Proposal REDD.2)

G. Safeguarded Land

The following land is safeguarded (See Policy CS.26):

- Stratford-upon-Avon, South Western Relief Road
- Stratford-upon-Avon, West of Shottery Relief Road
- Former railway line southwards from Stratford railway station to Long Marston:
 - Land at Station Road, Long Marston
 - Land at Milcote Crossing

8.1.4 The following matters are illustrated on the Policies Map:

- Flood Risk areas as defined by the Environment Agency
- High Speed Two safeguarding as specified in the HS2 Safeguarding Directive
- Built-Up Area Boundaries (BUAB) for Stratford-upon-Avon and the Main Rural Centres updated from the Proposals Map in the District Local Plan Review to include sites subsequently completed or with planning permission on the edges of these settlements. Sites at Stratford-upon-Avon and the Main Rural Centres confirmed as allocations on adoption of the Core Strategy are included within the BUABs.

Appendix 1 : Local Service Villages Methodology

1. Background

The Local Service Village (LSV) category of settlement is an integral part of the proposed distribution of housing development in the Core Strategy. The role of these settlements is greater than that of the Local Centre Villages (LCV) in the District Local Plan.

In the Local Plan, only housing development to meet a proven local need would be appropriate, through the operation of the 'local choice' policy (COM.1).

In the Core Strategy, in order to achieve the scale of development envisaged, the role of LSVs is to meet local need and also an element of demand for market housing from new households, including those moving into the District.

As a means of applying the proposed 'dispersal' approach to future housing development in the District, a methodology has been devised to define a wider range of settlements as LSVs, compared with the LCV category in the District Local Plan.

2. Evidence Base

There is a clear interrelationship between the overall scale of housing development envisaged for LSVs, the number of settlements to be identified in this category, and the number of dwellings that each settlement might be expected to provide in order to achieve the dispersal strategy.

Given the wide range of settlements in the LSV category, in terms of size and character, it would be inappropriate to assume that each one should take a similar (average) amount of housing development. To avoid this misinterpretation, it is necessary to provide an indication of the scale of development that would be suitable for each settlement. Two approaches to doing this were considered:

- a. Set a percentage increase in dwellings that would be applied to each LSV regardless of the level of facilities and accessibility; and
- b. Identify bands of settlements to which a different scale of housing development would be applied, according to the range of facilities available in the settlement and accessibility.

Of these two approaches, it was decided that the latter would, on balance, be the more appropriate as it takes into account other factors, not just the current size of the settlement.

The methodology initially used in producing the Third Draft Core Strategy (February 2012) was a reasonable approach. However, it did not assess the quality of a particular service, e.g. size and opening hours of a general store, frequency of a bus service.

The methodology has been refined in producing the Proposed Submission Core Strategy by applying a qualitative assessment of three key services: general store, primary school and public transport, together with the existing size of the settlement.

The following scoring system has been used:

- Size of settlement:** Large (600-1000 dwellings) = 3 points
 Medium (250-600 dwellings) = 2 points
 Small (100-250 dwellings) = 1 point

- General Store:** Large/long opening hours = 3 points
 Medium or small/medium to long opening hours = 2 points
 Medium or small/short opening hours = 1 point
- Primary School:** Large (210 or more places) = 3 points
 Medium (105-209 places) = 2 poi
 Small (less than 105 places or infant/junior only) = 1 point
- Public Transport:** Very good (at least hourly Mon-Sat) = 3 points
 Good (at least two hourly Mon-Sat) = 2 points
 Fair (less frequent than two hourly Mon-Sat, but includes a morning and afternoon work service) = 1 point
- The availability of a public transport service close to a village has been taken into account, not just those that run through or adjacent to a village. A maximum distance of 500 metres between the edge of a village and the service has been applied.

The size of the settlement has been applied as the overriding factor, ie. to be a LSV a settlement has to have at least 100 dwellings regardless of the presence of key services. It is appropriate and logical to apply such an approach in order to avoid a situation where a very small settlement could be identified as a LSV solely, for example, by being on a frequent public transport route.

The table below provides the scores based on this approach. It should be noted that the information about service provision will need to be checked and updated on a regular basis in order to apply the LSV categorisation accurately.

Settlement	Size	Shop	School	Public Tr	Total
Alderminster	1	0	0	3	4
Alveston	1	0	0	3	4
Aston Cantlow	1	0	0	1	2
Bearley	2	0	0	2	4
Binton	1	0	0	0	1
Bishop's Itchington	3	2	3	3	11
Brailes	2	2	2	2	8
Broom	1	0	0	0	1
Butlers Marston	0	0	0	1	1
Cherington/Stourton	1	0	0	0	1
Claverdon	2	1	3	0	6
Clifford Chambers	1	0	0	2	3
Earlswood	2	2	0	3	7
Ettington	2	2	2	1	7
Farnborough	1	0	0	0	1
Fenny Compton	2	3	2	1	8
Forshaw Heath	1	0	0	0	1
Gaydon	1	1	0	2	4
Great Alne	1	0	2	3	6
Halford	1	0	0	1	2
Hampton Lucy	1	0	2	0	3

Appendix 1

Settlement	Size	Shop	School	Public Tr	Total
Harbury	3	3	3	3	12
Ilmington	2	0	2	1	5
Kings Coughton	0	0	0	3	3
Ladbroke	1	0	0	1	2
Lighthorne	1	0	0	1	2
Lighthorne Heath	2	2	1	3	8
Little Compton	1	0	0	0	1
Little Kineton	1	0	0	0	1
Long Compton	2	2	1	1	6
Long Itchington	3	2	2	3	10
Long Marston	1	2	0	1	4
Loxley	1	0	1	1	3
Mappleborough Green	1	0	2	0	3
Moreton Morrell	1	0	2	1	4
Napton-on-the-Hill	2	3	2	2	9
Newbold-on-Stour	1	1	1	3	6
Northend	1	0	0	1	2
Oxhill	1	0	0	1	2
Pillerton Priors	1	0	0	1	2
Priors Marston	1	0	1	0	2
Quinton	3	2	3	2	10
Radway	1	0	0	0	1
Ratley	1	0	0	0	1
Salford Priors	2	2	2	3	9
Sambourne	1	0	0	0	1
Shotteswell	1	0	0	0	1
Snitterfield	2	2	2	1	7
Stockton	2	2	2	3	9
Stretton-on-Fosse	1	0	0	0	1
Tanworth-in-Arden	1	0	3	0	4
Temple Grafton	0	0	2	0	2
Temple Herdewycke	2	0	2	1	5
Tiddington	3	3	2	3	11
Tredington	1	0	1	3	5
Tysoe	2	2	3	1	8
Ullenhall	1	0	0	0	1
Warmington	1	0	0	0	1
Welford-on-Avon	2	2	3	1	8
Whichford	1	0	0	0	1
Wilmcote	2	2	2	3	9
Wood End	1	0	0	3	4
Wootton Wawen	2	2	2	3	9

3. Categories

Based on the total scores in the table, and taking into account the prerequisite that a settlement has to have at least 100 dwellings to be a LSV, the following categories have been identified:

Category 1 (Score 10+)

Bishop's Itchington, Harbury, Long Itchington, Quinton, Tiddington

Category 2 (Score 8-9)

Brailes, Fenny Compton, Lighthorne Heath, Napton-on-the-Hill, Salford Priors, Stockton, Tysoe, Welford on-Avon, Wilmcote, Wootton Wawen

Category 3 (Score 5-7)

Claverdon, Earlswood, Ettington, Great Alne, Ilmington, Long Compton, Newbold-on-Stour, Snitterfield, Temple Herdewycke, Tredington

Category 4 (Score 2-4)

Alderminster, Alveston, Aston Cantlow, Bearley, Clifford Chambers, Gaydon, Halford, Hampton Lucy, Ladbroke, Lighthorne, Long Marston, Loxley, Mappleborough Green, Moreton Morrell, Northend, Oxhill, Pillerton Priors, Priors Marston, Tanworth-in-Arden, Wood End

Having established an appropriate means of categorising the LSVs, the next step was to assess the scale of housing development that would be appropriate, in broad terms, in settlements falling within each category given their existing size and character.

In doing so, it was also necessary to bear in mind the overall amount of housing development that would be necessary in the LSVs in order to achieve the development strategy proposed in the Core Strategy.

The following scale of housing has been identified for each category of LSV over the plan period, which is considered to be both appropriate and achievable subject to the satisfaction of policies in the Core Strategy that seek to regulate the amount, location and nature of development:

Category 1: approximately 450 homes in total, of which no more than around 25% should be provided in an individual settlement.

Category 2: approximately 700 homes in total, of which no more than around 12% should be provided in an individual settlement.

Category 3: approximately 450 homes in total, of which no more than around 13% should be provided in an individual settlement.

Category 4: approximately 400 homes in total, of which no more than around 8% should be provided in an individual settlement.

Within the Green Belt Local Service Villages, housing development will take place wholly in accordance with the provisions of Policy CS.10.

It should be noted that the capacity of individual villages to take development, and the assessment of specific sites for their suitability for development, will take into account the presence of environmental designations, such as Green Belt, Cotswolds AONB, Special Landscape Areas and Conservation Areas.

Appendix 2: Relationship between Core Strategy Policies and 'Saved' Policies in the Local Plan Review 2006

The Core Strategy supersedes the Saved Policies of the Local Plan Review 2006. As such, none of the policies in the Local Plan Review will continue to be 'saved' following adoption of the Core Strategy.

The following table shows the extent to which policies from the Local Plan Review will be replaced by policies in the Core Strategy. As can be seen, the Core Strategy consolidates many of the issues covered by separate policies in the Local Plan.

Saved Local Plan Policy		Replacement Core Strategy Policy	
Section 2: Strategy			
STR.1	Settlement Hierarchy	CS.15	Distribution of Development
STR.2	New Housing Provision	CS.15 CS.16	Distribution of Development Housing Development
STR.2A	New Housing Provision	CS.16	Housing Development
STR.2B	New Housing Provision	CS.9 CS.15	Design & Distinctiveness Distribution of Development
STR.3	New Industrial Provision	CS.22	Economic Development
Section 3: Key Development Principles			
PR.1	Landscape & Settlement Character	CS.5 CS.9 CS.15	Landscape Design & Distinctiveness Distribution of Development
PR.2	Green Belt	CS.10	Green Belt
PR.5	Resource Protection	CS.2 CS.3 CS.4 CS.6 CS.7	Climate Change & Sustainable Construction Sustainable Energy Water Environment & Flood Risk Natural Environment Green Infrastructure
PR.6	Renewable Energy	CS.3	Sustainable Energy
PR.7	Flood Defence	CS.4 CS.7	Water Environment & Flood Risk Green Infrastructure
PR.8	Pollution Control	CS.4 CS.6 CS.9	Water Environment & Flood Risk Natural Environment Design & Distinctiveness
PR.10	Safeguarded Land	CS.26	Transport & Communications
Section 4: Protecting & Enhancing Environmental Features			
EF.1	Cotswolds AONB	CS.11	Cotswolds AONB
EF.3	Areas of Restraint	CS.13	Areas of Restraint
EF.4	Historic Landscapes	CS.5 CS.8	Landscape Historic Environment
EF.5	Parks & Gardens of Historic Interest	CS.8	Historic Environment
EF.6	Nature Conservation & Geology	CS.6	Natural Environment
EF.7	Nature Conservation & Geology	CS.6 CS.7	Natural Environment Green Infrastructure
EF.9	Trees, Woodland & Hedgerows	CS.5	Landscape
EF.10	Trees, Woodland & Hedgerows	CS.5 CS.8	Landscape Historic Environment

Saved Local Plan Policy		Replacement Core Strategy Policy	
EF.11	Archaeological Sites	CS.8	Historic Environment
EF.11A	Archaeological Sites	CS.8	Historic Environment
EF.11B	Archaeological Sites	CS.8	Historic Environment
EF.13	Conservation Areas	CS.8 CS.9	Historic Environment Design & Distinctiveness
EF.14	Listed Buildings	CS.8	Historic Environment
Section 5: Promoting & Securing Appropriate Standards of Development			
DEV.1	Layout & Design	CS.9	Design & Distinctiveness
DEV.2	Landscaping	CS.5 CS.9	Landscape Design & Distinctiveness
DEV.3	Amenity Open Space	CS.25	Healthy Communities
DEV.4	Access	CS.9 CS.26	Design & Distinctiveness Transport & Communications
DEV.5	Car Parking	CS.26	Transport & Communications
DEV.6	Services	CS.15 CS.16 CS.25 CS.27	Distribution of Development Housing Development Healthy Communities Developer Contributions
DEV.7	Drainage	CS.4 CS.9	Water Environment & Flood Risk Design & Distinctiveness
DEV.8	Energy Conservation	CS.2 CS.3 CS.9	Climate Change & Sustainable Construction Sustainable Energy Design & Distinctiveness
DEV.9	Access for People with Disabilities	CS.9 CS.19	Design & Distinctiveness Housing Mix & Type
DEV.10	Crime Prevention	CS.9	Design & Distinctiveness
DEV.12	Telecommunications	CS.26	Transport & Communications
DEV.14	Advertisements	CS.9	Design and Distinctiveness
Section 6: Supporting & Building Communities			
COM.1	Local Choice	CS.15 AS.10	Distribution of Development Countryside & Villages
COM.2	Local Shops & Services	CS.23 CS.25	Retail Development & Main Centres Healthy Communities
COM.3	Local Shops & Services	CS.23 CS.25 AS.10	Retail Development & Main Centres Healthy Communities Countryside & Villages
COM.4	Open Space	CS.25 CS.27	Healthy Communities Developer Contributions
COM.5	Open Space	CS.25 CS.27	Healthy Communities Developer Contributions
COM.6	Open Space	CS.27	Developer Contributions
COM.7	Bus Service Support	CS.26 CS.27	Transport & Communications Developer Contributions
COM.8	Rail Service Support	CS.26 CS.27	Transport & Communications Developer Contributions
COM.8A	Aviation	CS.26	Transport & Communications
COM.9	Walking & Cycling	CS.26 CS.27 AS.1-9	Transport & Communications Developer Contributions Relevant Area Strategy Policy

Saved Local Plan Policy		Replacement Core Strategy Policy	
COM.10	Public Car Parks	AS.1-9	Relevant Area Strategy Policy
COM.11A	Traffic Management	CS.14	Vale of Evesham Control Zone
COM.12	Existing Housing Stock	CS.20	Existing Housing Stock & Buildings
COM.13	Affordable Housing	CS.18	Affordable Housing
COM.14	Mix of Dwelling Types	CS.19	Housing Mix & Type
COM.15	Accessible Housing	CS.19	Housing Mix & Type
COM.16	Existing Business Uses	CS.22 CS.23 CS.25 AS.10	Economic Development Retail Development & Main Centres Healthy Communities Countryside & Villages
COM.17	Rural Employment	AS.10	Countryside & Villages
COM.18	Home-Based Working	CS.22	Economic Development
COM.19	Retail Development	CS.23 AS.10	Retail Development & Main Centres Countryside & Villages
COM.21	Visitor Accommodation	CS.24	Tourism & Leisure Development
COM.22	Visitor Attractions	CS.24	Tourism & Leisure Development
COM.23	Water Based Recreation	CS.24	Tourism & Leisure Development
Section 7: Controlling the Location, Scale & Mix of Development - 1. Stratford-upon-Avon			
SUA.1	Town Setting	AS.1	Stratford-upon-Avon
SUA.2	Town Character	AS.1	Stratford-upon-Avon
SUA.3	Environmental Enhancement	AS.1	Stratford-upon-Avon
SUA.4	Transport	AS.1	Stratford-upon-Avon
SUA.5	Transport	AS.1	Stratford-upon-Avon
SUA.6	Town Centre	CS.23	Retail Development & Main Centres
SUA.7	Town Centre	CS.23	Retail Development & Main Centres
SUA.8	Town Centre	AS.1	Stratford-upon-Avon
SUA.9	Town Centre	CS.22 CS.23	Economic Development Retail Development & Main Centres
SUA.10	Town Centre	CS.15	Distribution of Development
SUA.11	Tourism, Leisure & the Arts	CS.24	Tourism & Leisure Development
SUA.12	Tourism, Leisure & the Arts	CS.24 AS.1	Tourism & Leisure Development Stratford-upon-Avon
Section 7: Controlling the Location, Scale & Mix of Development – 2. Main Rural Centres			
MRC.1	Retail and Commercial Development	CS.23 AS.1-9	Retail Development & Main Centres Relevant Area Strategy Policy
MRC.2	Public Transport	CS.26 AS.1-9	Transport & Communications Relevant Area Strategy Policy
MRC.5	Public Open Space	CS.25 AS.1-9	Healthy Communities Relevant Area Strategy Policy
Section 7: Controlling the Location, Scale & Mix of Development – 3. Countryside			
CTY.1	Control Over Development	CS.15 AS.10	Distribution of Development Countryside & Villages
CTY.2	Re-use of Rural Buildings	CS.20 AS.10	Existing Housing Stock & Buildings Countryside & Villages

Saved Local Plan Policy		Replacement Core Strategy Policy	
CTY.2A	Re-use of Rural Buildings	CS.20 AS.10	Existing Housing Stock & Buildings Countryside & Villages
CTY.3	Re-use of Rural Buildings	AS.10	Countryside & Villages
CTY.4A	Agricultural & Farm Diversification	AS.10	Countryside & Villages
CTY.4	Agricultural & Farm Diversification	AS.10	Countryside & Villages
CTY.5	Housing 'Exception' Schemes	CS.15 CS.18	Distribution of Development Affordable Housing
CTY.7	Gypsy Sites	CS.21	Gypsies & Travellers
CTY.8	Mobile Homes	AS.10	Countryside & Villages
CTY.9	Holiday Accommodation	AS.10	Countryside & Villages
CTY.10	Rural Recreation	CS.7 CS.24 AS.10	Green Infrastructure Tourism & Leisure Development Countryside & Villages
CTY.12	Golf Courses	AS.10	Countryside & Villages
CTY.13	Equestrian Activities	AS.10	Countryside & Villages
CTY.14	Farm Shops	AS.10	Countryside & Villages
CTY.16	Gaydon Site	AS.11	Large Rural Brownfield Sites
CTY.18	Engineer Resources Depot	AS.11	Large Rural Brownfield Sites
CTY.19	Southam Cement Works	AS.11	Large Rural Brownfield Sites
CTY.20	Harbury Cement Works	AS.11	Large Rural Brownfield Sites
Section 8: Implementation			
IMP.4	Infrastructure Provision	CS.27	Developer Contributions
IMP.5	Infrastructure Provision	CS.26 CS.27	Transport & Communications Developer Contributions
IMP.6	Transport Assessments	CS.26	Transport & Communications
IMP.7	Green Transport Plans	CS.26	Transport & Communications

The following 'Saved' Local Plan policies are not replaced by policies in the Core Strategy. This is because it is not deemed necessary to continue to 'save' these policies as the issues they seek to address are dealt with adequately in the Core Strategy approach as a whole, by national planning guidance set out in the NPPF or by other legislation.

- STR.4 Previously Developed Land
- PR.9 Hazardous Substances
- PR.11 Bad Neighbour' Uses
- EF.12 Conservation Areas
- DEV.11 Public Art
- IMP.1 Supporting Information
- IMP.2 Supplementary Planning Guidance
- IMP.3 Supplementary Planning Guidance

Glossary of Technical Terms

Affordable housing: Social rented, affordable rented and intermediate housing, provided to eligible households whose needs are not met by the market. Eligibility is determined with regard to local incomes and local house prices. Affordable housing should include provisions to remain at an affordable price for future eligible households.

Social rented housing is owned by local authorities and private registered providers (as defined in section 80 of the Housing and Regeneration Act 2008), for which guideline target rents are determined through the national rent regime.

Affordable rented housing is let by local authorities or private registered providers of social housing to households who are eligible for social rented housing.

Intermediate housing is homes for sale and rent provided at a cost above social rent, but below market levels. These can include shared equity (shared ownership and equity loans), other low cost homes for sale and intermediate rent, but not affordable rented housing.

Homes that do not meet the above definition of affordable housing, such as low cost market housing, may not be considered as affordable housing for planning purposes.

See also definitions for General Needs Housing, Low Cost Market Housing and Specialised Accommodation.

Aged or veteran tree: A tree which, because of its great age, size or condition is of exceptional value for wildlife, in the landscape, or culturally.

Air Quality Management Area (AQMA): Areas designated by Local Authorities because they are not likely to achieve national air quality objectives by the relevant deadlines. The area may encompass just one or two streets, or it could be much larger. The Local Authority is subsequently required to put together a plan to improve air quality in that area – a Local Air Quality Action Plan.

Ancient Woodland: An area that has been wooded continuously since at least 1600 and is therefore of very high wildlife value and considered to be irreplaceable.

Annual Monitoring Report (AMR): Part of the Local Development Framework (LDF), the AMR assesses the implementation of the Local Development Scheme and the extent to which policies in LDFs are being successfully implemented. The AMR is now called the Authority Monitoring Report.

Area of Outstanding Natural Beauty (AONB): An AONB is an area of high scenic quality which has statutory protection in order to conserve and enhance the natural beauty of its landscape. Natural England has a statutory power to designate land as AONBs under the Countryside and Rights of Way Act 2000. They have equal status to National Parks in terms of their designation being of national importance.

Areas of Restraint: A specifically defined and protected environmental area of open land that is subject to protection to preserve the structure and character of the settlement which it helps to shape.

Best and most versatile agricultural land: Land in grades 1, 2 and 3a of the Agricultural Land Classification.

Biodiversity: A term commonly used to describe the variety of life on earth. It encompasses the whole of the natural world and all living things including plants, animals and other organisms which, together, interact in complex ways with the inanimate environment to create living ecosystems.

Building Research Establishment Environmental Assessment Method (BREEAM): An assessment method used to improve measure and certify the social, environmental and economic sustainability of new buildings, particularly non-domestic buildings.

Brownfield Land: see **Previously Developed Land**

Building for Life: A measurement of the quality of development initiated by the Commission for Architecture and the Built Environment (CABE).

Code for Sustainable Homes: The national standard for the sustainable design and construction of new homes. The Code aims to reduce carbon emissions and create homes that are more sustainable.

Combined Heat and Power (CHP): CHP is the generation of both usable heat and power (electricity) in a single, highly efficient process. CHP can use renewable or fossil fuels.

Community facilities: The term community facilities includes provision for health and social care, education, emergency services, meeting spaces and cultural facilities (including libraries, arts and places of worship), open space, sports venues and local shops and pubs.

Community Infrastructure Levy (CIL): A charge or levy that Local Authorities in England and Wales are empowered, but not required, to charge on most types of new development in their area. CIL charges are based on simple formulae that relate the charge to the size and character of the development paying for it. This allows Local Authorities to raise funds from owners or developers of land undertaking new building projects in their area which can be used to fund a wide range of infrastructure needed to support the development of the local area.

Comparison goods: Retail goods (apart from convenience goods) which comprise bulky and non-bulky goods. Bulky goods include DIY, furniture and floor coverings, major household appliances, audio-visual equipment and bicycles.

Non-bulky goods are defined as 'all other comparison goods', eg. clothing, footwear, jewellery, CDs/DVDs.

Convenience goods: Everyday items including food and drink, tobacco, newspapers and household goods such as cleaning materials, kitchen disposables, household hardware and small appliances.

Conservation Area: A specifically defined and protected environmental area in view of its special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance. They are designated by Local Planning Authorities. It is a statutory recognition of the value of a group of buildings and their surroundings and the need to protect not just the individual buildings, but the character of the area as a whole.

Curtilage: The legal term for the property boundary, for example a house and its garden.

Decentralised Energy: This term broadly refers to energy that is generated off the main grid, including micro (small scale) renewables, heating and cooling. It can refer to energy from waste plants, combined heat and power, district heating and cooling, as well as geothermal, biomass and solar energy. Schemes can serve a single building or a whole settlement.

Designated Heritage Asset: A World Heritage Site, Scheduled Monument, Listed Building, Registered Park and Garden, Registered Battlefield or Conservation Area designated under the relevant legislation.

Development Plan: A statutory document within the Local Development Framework (LDF). The collective term for all of the adopted plans and documents that can be used to determine planning applications. The LDF sets out the Local Authority's policies and proposals for the development and use of land in their area. For Stratford-on-Avon District, the Development Plan will eventually comprise the Core Strategy, the Gypsy and Traveller Local Plan and the Site Allocations Plan prepared by the District Council, the Minerals Local Plan and Waste Local Plan prepared by Warwickshire County Council, and any Neighbourhood Plans prepared by Parish and Town Councils. The term also covers policies in the existing Local Plan which have been saved under the Planning and Compulsory Purchase Act 2004, until they are replaced.

Development Plan Document (DPD): Spatial planning documents that are subject to independent examination. They can include a Core Strategy or Local Plan, Site Allocations Plan, and plans relating to specific topics or areas (where needed). Individual DPDs can be reviewed independently from other DPDs. They have status as a part of the Development Plan.

Edge of Centre: For retail purposes, a location that is well connected and up to 300 metres of the primary shopping area. For all other main town centre uses, it is a location within 300 metres of a town centre boundary. For office development, this includes locations outside the town centre but within 500 metres of a public transport interchange. In determining whether a site falls within the definition of edge of centre, account should be taken of local circumstances.

Emergency Stopping Place: Areas where Gypsies and Travellers are permitted to stay temporarily if the Local Authority deems it appropriate, removing the need for them to occupy less suitable unauthorised sites. Stays would not be expected to exceed 28 days at a time unless there were exceptional welfare needs that justify longer.

Environmental Impact Assessment (EIA): The process refers to the evaluation of the potential positive or negative impacts likely to arise from a major project on the environment, consisting of natural, social and economic aspects. The Town and Country Planning (Assessment of Environmental Effects) Regulations impose significant new duties upon Local Planning Authorities. The purpose of the assessment is to ensure that decision makers, e.g. Local Planning Authority, consider the ensuing environmental impacts when deciding whether to proceed with a project.

European Site: This includes candidate Special Areas of Conservation, Sites of Community Importance, Special Areas of Conservation and Special Protection Areas, and is defined in Regulation 8 of the Conservation of Habitats and Species Regulations 2010.

Examination in Public (EiP): An examination chaired by an independent Inspector into objections to a Local Development Document (LDD) and the overall ‘soundness’ of the Plan.

Extra-care Housing: Extra care housing developments comprise self-contained homes with design features and support and care services available to enable self-care and independent living. Each household has its own front door. It is for people whose disabilities, frailty or health needs make ordinary housing unsuitable but who do not need or want to move to long term care (residential or nursing homes).

Fields in Trust: This is an independent UK-wide organisation dedicated to protecting and improving outdoor sports and play spaces. Its purpose is to ensure that everyone young and old, abled and disabled and whether they live in an urban or rural area, has access to free local outdoor space for sport, play and recreation.

General Needs Housing: All housing of any tenure other than that which is specialised housing. See also definition of Specialised Accommodation.

Geodiversity: An understanding of the variety of rocks, minerals, fossils, soils, landforms and natural processes that make up the physical environment, landscape, fuels and raw materials that society operates within and uses.

Greenfield land: Land that has not been previously developed including land in agricultural use, private residential gardens and parks, playing fields and allotments.

Green Belt: A specifically defined area within which most forms of development are strictly controlled. The purpose of the Green Belt is to maintain the ‘openness’ of the land and prevent urban sprawl (i.e. unplanned development). Importantly, the quality of the landscape is not relevant to its inclusion within the Green Belt. Green Belt is different to greenfield land. There is a general presumption against inappropriate development, which is defined as development that is harmful to the purposes of the Green Belt. The Government attaches substantial weight to the need to avoid harm to the Green Belt. More specifically, the National Planning Policy Framework (NPPF) indicates that most forms of development are inappropriate, with some specified exceptions to this that will be permitted as long as they meet certain criteria, such as maintaining the openness of the area and not conflicting with the purposes of including land in the Green Belt.

Green Infrastructure: A network of high quality, multi-functional green spaces and other environmental features, urban and rural. The greatest benefits will be gained when it is designed and managed as a multifunctional resource which is capable of delivering a wide range of environmental and quality of life benefits for local communities.

Gypsy and Traveller: Persons of nomadic habit of life whatever their race or origin, including such persons who on the grounds only of their own or their family’s or dependants’ educational or health needs or old age have ceased to travel temporarily or permanently. It excludes members of an organised group of travelling show people or circus people travelling together as such.

Habitats and Birds Directives: These form the cornerstone of Europe's nature conservation policy. They are founded on the Natura 2000 network of protected sites and the strict system of species protection. All in all the directive protects over 1,000 animals and plant species and over 200 so called "habitat types" (eg. special types of forests, meadows, wetlands, etc.), which are of European importance.

Heritage asset: A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. They include nationally designated heritage assets, eg. Ancient Monuments, Listed Buildings, and those identified by the Local Planning Authority, including local listing.

Historic Environment Record: A database of sites of known historic or archaeological importance, managed by Warwickshire County Council.

Homes in Multiple Occupation (HMO): A single dwelling comprising separate non-related households, usually sharing facilities such as kitchens and bathrooms.

Housing Market Area: These illustrate the influence of an urban area on a wider geographical area. They are defined by analysing commuting and migration patterns. Significantly, these areas are not bound by administrative boundaries.

Housing Needs Assessment: An assessment of housing needs in the local area. This assessment plays a crucial role in underpinning the planning policies relating to affordable housing. In addition, the information on local needs is required to determine the location of such housing and guide new investment.

Household Projections: Produced by the Department for Communities and Local Government and linked to the latest Office for National Statistics Sub-National Population Projections. The projections are trend-based and indicate the number of additional households that would form if recent demographic trends continue.

Housing Trajectory: A planning tool designed to support the 'plan, monitor, manage' approach to housing delivery by monitoring both past and projected housing completions across the lifetime of the Development Plan.

Infrastructure: The network of essential physical services that most buildings or activities are connected to. It includes not only physical services in an area (eg. gas, electricity and water provision, telecommunications, sewerage) and networks of roads, public transport routes, footpaths etc. but also community facilities and green infrastructure. New or improved infrastructure will generally need to be provided where significant levels of new development are proposed.

Landscape Character Assessment: An assessment undertaken to help identify various landscape types with a distinct character that is based on a recognisable pattern of elements, including combinations of geology, landform, soils, vegetation, land use and human settlement.

Landscape and Visual Impact Assessment: A structured process for assessing the potential impacts of a proposed development from both landscape character and visual perspectives, often produced as part of an Environmental Impact Assessment.

Lifetime Homes: A set of 16 design criteria that provide a modal for building accessible and adaptable homes. This standard is widely used in planning policies and forms part of the Code for Sustainable Homes.

Listed Building: A building or structure that is considered to be of special national architectural or historic interest. It is protected by law from unauthorised alterations or demolition.

Live/work unit: A purpose-designed unit or group of buildings enabling the occupiers to live and work within the same premises.

Local Development Framework (LDF): Consists of a set of Local Development Documents, including Development Plan Documents (DPDs) and Supplementary Planning Documents (SPDs). Collectively they provide the spatial planning strategy for the Local Planning Authority's area. It also includes the Statement of Community Involvement, Local Development Scheme and the Annual Monitoring Report.

Local Development Scheme (LDS): This is a public statement of a Local Authority's programme for the production of Local Development Documents. The LDS is reviewed and updated on a regular basis to reflect changes in circumstances. This may be either as a result of the Annual (Authority) Monitoring Report, which should identify whether the Local Authority has achieved the timetable set out in the original scheme, or if there is a need to revise and/or prepare new LDDs.

Local distinctiveness: A term that describes the unique features of a place and embraces issues such as landscape character, biodiversity, historic features and building design.

Local Enterprise Partnership (LEP): A partnership organisation between Local Authorities and businesses, formed to help determine local economic priorities, enable business and civic leaders to come together to drive sustainable local economic growth and assist in creating the conditions for private sector job growth in their communities. They are also a key vehicle in delivering Government objectives for economic growth and decentralisation, whilst also providing a means for Local Authorities to work together with business in order to support the economic growth.

Local Nature Partnership: A body, designated by the Secretary of State for Environment, Food and Rural Affairs, established for the purpose of protecting and improving the natural environment in an area and the benefits derived from it.

Local Planning Authority: The public authority whose duty it is to carry out specific planning functions for a particular area. All references to the local planning authority apply to Stratford-on-Avon District Council in its statutory duty to produce a Development Plan and determine planning applications.

Local Plan: The plan for the future development of the local area, drawn up by the Local Planning Authority in consultation with the community. In law this is prescribed as a Development Plan Document adopted under the Planning and Compulsory Purchase Act 2004. A Core Strategy is a Development Plan Document and is a form of Local Plan.

Local Transport Plan (LTP): The Transport Act 2000 introduced a statutory requirement for local transport authorities to produce a LTP every five years and to keep it under review. The Department for Transport expects authorities to consider their contribution to national transport goals as over-arching priorities for their LTPs.

Local Wildlife Sites: Non-statutory areas of local importance for nature conservation that complement nationally and internationally designated geological and wildlife sites.

Low Cost Market Housing: Low cost market housing is sold at a price lower than the normal market value. By definition, although it is more 'affordable' to potential purchasers, low cost market housing does not fall within the planning definition of affordable housing as set out in the NPPF.

Main town centre uses: These are defined as including retail development (including warehouse clubs and factory outlet centres); leisure, entertainment facilities and the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).

National Character Areas: Represent the division of England into 159 distinct natural areas. Each is defined by a unique combination of landscape, biodiversity, geodiversity and cultural and economic activity. Their boundaries follow natural lines in the landscape rather than administrative boundaries, and provide a decision-making framework for the natural environment.

National Planning Policy Framework (NPPF): National guidance published by the UK Government in March 2014 which sets out the key issues to be considered in relation to planning policy and development management. It replaced previous national planning guidance, formerly enshrined in a series of Planning Policy Guidance Notes (PPGs) and Planning Policy Statements (PPSs). The Government expects the NPPF to provide a framework within which local people and their accountable Councils produce their own Local and Neighbourhood Plans. The NPPF constitutes guidance for Local Planning Authorities and decision-makers both in drawing up plans and as a material planning consideration in determining planning applications.

Neighbourhood Development Plans: A plan prepared by Parish/Town Councils or Neighbourhood Forums to establish general planning policies for the development and use of land within a particular neighbourhood area. Subject to conformity with the strategic policies of the Core Strategy or Local Plan, an independent examination and support in a community referendum, a Neighbourhood Plan will become part of the planning framework for land uses in the local area.

Pitch: A pitch is the space required to accommodate one Gypsy and Traveller household and will vary according to the size of the household in a similar way to housing for the settled community. A caravan does not equate to a household. One household may comprise three generations of extended family living in several caravans. Typically, a family pitch will provide space for a mobile home and touring caravan, parking and an amenity block.

Planning Condition: A condition imposed on a grant of planning permission (in accordance with the Town and Country Planning Act 1990) or a condition included in a Local Development Order or Neighbourhood Development Order. Such conditions permit development to go ahead only if their stipulations are satisfied.

Planning Obligation: Legally enforceable agreements between a Local Planning Authority and a developer, or undertakings offered unilaterally by a developer, which ensure that necessary mitigating works related to development are undertaken. They are often called Section 106 Agreements.

Previously Developed Land: Land which is or was occupied by a permanent structure, including the curtilage of the developed land (although it should not be assumed that the whole of the curtilage should be developed) and any associated fixed surface infrastructure. This excludes:

- land that is or has been occupied by agricultural or forestry buildings;
- land that has been developed for minerals extraction or waste disposal by landfill purposes where provision for restoration has been made through development control procedures;
- land in built-up areas such as private residential gardens, parks, recreation grounds and allotments; and
- land that was previously-developed but where the remains of the permanent structure or fixed surface structure have blended into the landscape in the process of time.

Priority Habitats and Species: Species and Habitats of Principle Importance included in the England Biodiversity List published by the Secretary of State under section 41 of the Natural Environment and Rural Communities Act 2006.

Ramsar Sites: Wetlands of international importance, designated under the 1971 Ramsar Convention.

Registered Social Landlord: A term introduced in the Housing Act 1996 to describe local housing companies and housing associations that are registered and monitored by the Housing Corporation (now the Homes and Communities Agency).

Regulation 123 List: Regulation 123 restricts the use of planning obligations for infrastructure that will be funded in whole or in part by the Community Infrastructure Levy (CIL). The Local Authority is expected to publish a list of infrastructure that will benefit from CIL on its website. The key purpose of the Regulation 123 List is to define the items where Section 106 contributions will not be sought, rather than to restrict the use of CIL funds.

Renewable and Low Carbon Energy: Includes energy for heating and cooling as well as generating electricity. Renewable energy covers those energy flows that occur naturally and repeatedly in the environment – from the wind, the fall of water, the movement of the oceans, from the sun and also from biomass and deep geothermal heat. Low carbon technologies are those that can help reduce emissions, compared to conventional use of fossil fuels.

Rural Exception Sites: Small sites used solely for affordable housing on land within or adjoining existing small rural communities which would not otherwise be released for general market housing because it is subject to policies of restraint. Such sites seek to address the needs of the local community by accommodating households who are either current residents or have an existing family or employment connection. Small numbers of market homes may be allowed at the Local Authority's discretion, for example where essential to enable the delivery of affordable units without grant funding. The affordable housing provided on such sites should meet local needs in perpetuity and count towards the overall level of housing provision.

Scheduled Ancient Monument: Features (both underground or on the surface) of national archaeological or historic interest designated by the Secretary of State for Culture, Media and Sport, which are the subject of legal protection to prevent them being damaged or destroyed. The regulations are similar to those applied to listed buildings but are administered by English Heritage rather than Local Authorities.

Section 106 Agreement: A legal agreement between developers and a Local Planning Authority made in accordance with section 106 (s.106) of the 1991 Planning Act, usually to secure benefits for local residents without which a planning application would be refused (also see **Planning Obligations**).

Section 278 Agreement: A legal agreement made between a developer and the Highway Authority (ie. Warwickshire County Council) to enable works to be carried out on the public highway to facilitate development.

Setting of a heritage asset: The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.

Sites of Importance for Biodiversity: Comprise international sites (Special Areas of Conservation, Special Protection Areas and Ramsar sites), national sites (Sites of Special Scientific Interest) and locally designated sites including Local Wildlife Sites.

Social Rented: This is housing available to rent at below market levels. Lower rents are possible because the Government subsidises Local Authorities and Registered Social Landlords (RSLs) in order to meet local affordable housing needs.

Sites of Special Scientific Interest (SSSI): Specifically defined sites or areas designated as being of national importance because of their wildlife, plants or flowering species and/or their unusual or atypical geological features. SSSIs are designated by Natural England and have protected status under the Wildlife and Countryside Act 1981. The protection is subject to Government Regulations.

Sites and Monuments Record: A database maintained by Warwickshire Museum which contains records detailing the sites of archaeological interest in the County.

Special Landscape Area: A designation covering in landscape in the District which is judged to be of high quality at the local level and which requires protection from inappropriate forms of development and activity.

Specialised Accommodation: Specialised accommodation is housing for any age group that is purpose designed and designated in a planning obligation for a specific client group. The delivery of support or care will not result in the categorisation of housing as specialised accommodation if the housing is not purpose designed and designated.

Statement of Community Involvement (SCI): This sets out the standards to be achieved by the Local Authority in involving the community in the preparation, alteration and continuing review of all Local Development Documents (LDDs) and planning applications. The SCI is a clear public statement enabling the community to know how and when they will be involved in the preparation of an LDD and how they will be consulted on planning applications.

Strategic Environmental Assessment (SEA): A procedure set out in the Environmental Assessment of Plans and Programmes Regulations 2004 which requires the formal environmental assessment of certain plans and programmes which are likely to have significant effects on the environment.

Strategic Flood Risk Assessment (SFRA): A high-level assessment of flood risk carried out by or for Local Planning Authorities with the purpose of assisting them to deliver sustainable development and to avoid development in areas that are at risk of flooding or that would increase flooding elsewhere.

Strategic Housing Land Availability Assessment (SHLAA): This is a key component of the evidence required to support the delivery of sufficient land for housing to meet the community's need for more homes. These assessments are required by national planning policy as set out in the NPPF.

Strategic Housing Market Assessment (SHMA): The purpose of a SHMA is to analyse data and trends relating to local housing markets within a sub-region and across administrative boundaries and to guide, inform and support the development of planning and housing policies over that area. It provides evidence for the preparation of Development Plan Documents for the local authority areas covered.

Supplementary Planning Document (SPD): Provides further detail to explain how the policies in a Core Strategy, Local Plan or other Development Plan Document will be implemented. They can be used to provide further guidance for development on specific sites, or on particular issues, such as design. SPDs are capable of being a material consideration in planning decisions but are not part of the Development Plan.

Sustainable transport: Any efficient, safe and accessible means of transport, other than the private car, which has an overall low impact on the environment, including walking and cycling, low and ultra-low emission vehicles, car sharing and public transport.

Sustainability Appraisal: The Planning and Compulsory Purchase Act 2004 requires Local Development Documents (LDDs) to be prepared with a view to contributing to the achievement of sustainable development. Sustainability appraisal is a systematic process that assesses the social, environmental and economic effects of the strategies and policies in a LDD from the outset of the preparation process. This helps to ensure that decisions are made that accord with sustainable development requirements.

Sustainable Community Strategy (SCS): Produced by Local Authorities, in conjunction with other service providers and local organisations, through the Local Strategic Partnership (LSP). They outline the needs and priorities of the community and also shape the activities of the organisations within the LSP, to fulfil those requirements. The SCS should inform the Local Development Framework and act as an umbrella framework for other strategies produced for the area.

Sustainable Development: In broad terms, this means development that meets the needs of the present without compromising the ability of future generations to meet their own needs. The Government has set out five guiding principles for sustainable development in its strategy 'Securing the Future – UK Government Strategy for Sustainable Development'. The five guiding principles, to be achieved simultaneously, are:

- Living within environmental limits
- Ensuring a strong, healthy and just society
- Achieving a sustainable economy
- Promoting good governance
- Using sound science responsibly.

The NPPF sets out a definition of sustainable development and identifies how it is to be identified and delivered (see paragraphs 6-16).

Sustainable Drainage System (SuDS): Seeks to minimise wastage of water, including the use of appropriate groundcover to enable maximum penetration of clean water run-off into the ground, promote the filtration and evaporation of water as close to the source as possible and break down pollutants and, where appropriate, recycle grey water within the development. Designed to minimise the impact of development on the natural water environment, they are an alternative to drainage through pipes directly to a water course and help enhance water quality and biodiversity, maintain groundwater levels and reduce the risk of flooding.

Town Centre: Area defined by the Local Authority's Development Plan and shown on the Policies Map, including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area.

Transit Site: Authorised sites which are used for stays of up to three months by Gypsies and Travellers. The sites are provided on a permanent basis, usually by Local Authorities, and have basic amenities and services which include water supply, shared toilets, washing facilities/utility room and waste disposal.

Transport Assessment: A comprehensive and systematic process that sets out transport issues relating to a proposed development. It identifies what measures will be required to improve accessibility and safety for all modes of travel, particularly for alternatives to the car such as walking, cycling and public transport, and what measures will need to be taken to deal with the anticipated transport impacts of the development.

Transport Statement: A simplified version of a transport assessment where it is agreed the transport issues arising out of a development proposal are limited and a full Transport Assessment is not required.

Travelling Showpeople: Members of a group organised for the purposes of holding fairs, circuses or shows (whether or not travelling together as such). This includes such persons who, on the grounds of their own or their family's or dependants' more localised patterns of trading, educational or health needs or old age, have ceased to travel temporarily or permanently, but excludes Gypsies and Travellers.

Travel Plan: A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives through action and is articulated in a document that is regularly reviewed.

Use Classes: The definition of development includes material changes of use of land or buildings. Uses fall within four main categories or 'classes':

- Class A – covers shops and other retail premises
- Class B – covers offices, workshops, factories and warehouses
- Class C – covers residential uses
- Class D – covers non-residential institutions and assembly and leisure uses.

There are subsets within each class. In addition there are also uses that are *sui generis* (i.e. in a class of their own). Changes of use within a use class do not come within the definition of development. Certain changes between particular use classes are allowed under permitted development rights.

Water Framework Directive: This is a piece of European legislation that promotes a positive approach to water management. The Directive helps to protect and enhance the quality of surface freshwater (including lakes, streams and rivers), ground waters, and groundwater-dependent ecosystems.

Whole Farm Plan: This is a business plan which sets out how a farm is to operate in the future and what investment is likely to be required in order to achieve its stated objectives, including the use of buildings and land. It should include an operations plan that describes the farm and how it is run. Advice on producing a Whole Farm Plan is available from the Department for Environment, Food & Rural Affairs.

Wildlife Corridor: An area of habitat connecting wildlife populations separated by human activities or structures. This allows an exchange of individuals between populations which may help prevent the negative effects of inbreeding and reduced genetic diversity that often occur within isolated populations. Corridors may also help facilitate the re-establishment of populations that have been reduced or eliminated due to circumstances.

Windfall Allowance: This is an allowance as part of the housing supply to take account of the fact that some of the housing being provided in the Local Authority area will come from unidentified sites that get planning permission. These will typically be smaller sites such as conversions or changes of use.

Windfall Sites: Sites which have not been specifically identified as available in the Development Plan process. They normally comprise small, previously developed sites that have unexpectedly become available and are suitable for certain forms of redevelopment.

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