

7 Delivering the Strategy

7.17 North Cotswold - Principal Settlements (POLICY SA3)

7.17.1 The North Cotswolds sub-area comprises:

- Blockley
- Chipping Campden
- Mickleton
- Moreton-in-Marsh
- Willersey

7.17.2 Together these settlements provide day-to-day infrastructure, services and facilities for local residents and those living in the wider rural areas.

Policy SA3

STRATEGIC DELIVERY - NORTH COTSWOLDS

Within the context of Policy INF1, the strategic infrastructure requirements for the North Cotswolds Sub-Area are:

Healthcare

- Expansion or replacement of doctors' surgery in Chipping Campden.

Flood management

- Flood alleviation bund and channel to the north-west and south of Moreton-in-Marsh.

Highways

- Improvements to A429 (Fosse Way), Moreton-in-Marsh;
- Junction improvements at A429 (High Street)/A44 (Oxford Street), Moreton-in-Marsh; and
- Junction improvements at A429 (High Street)/A44 (Bourton Road), Moreton-in-Marsh.

Education

- Expansion of Chipping Campden Secondary School.

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7.18 Blockley (POLICY S15)

7.18.1 Blockley is a sizeable village, which is able to cater for certain day-to-day community needs. These include convenience shopping, post office services, primary education, GP services, and social activities. Its close proximity to the larger service centre of Moreton-in-Marsh, moreover, means that residents do not have to travel far to access higher level services that are not available in the village, including banking and leisure facilities.

7.18.2 Although limited job opportunities exist within Blockley, there are several employment sites nearby within Blockley parish, including Draycott Works, Northcot Business Park (Paxford Brickworks) and Northwick Business Centre, as well as at Moreton-in-Marsh.

7.18.3 Sites BK_8 and BK_14A are allocated for housing development in Blockley. These sites, combined with existing commitments and previously-built dwellings, will help to address local affordable housing needs; sustain existing facilities; and maintain the village's role as a local service centre. taking account of environmental constraints and the size of the village. A proportion of of site BK_14A lies within Flood Zones 3b and 3a. A site-specific flood risk assessment and sequential planning of the site will be necessary. All built development must be contained within Flood Zone 1.

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Policy S15

BLOCKLEY

Allocated housing development sites:

- BK_8 Land at Sheafhouse Farm (13 dwellings net)
- BK_14A The Limes, Station Road (9 dwellings net)

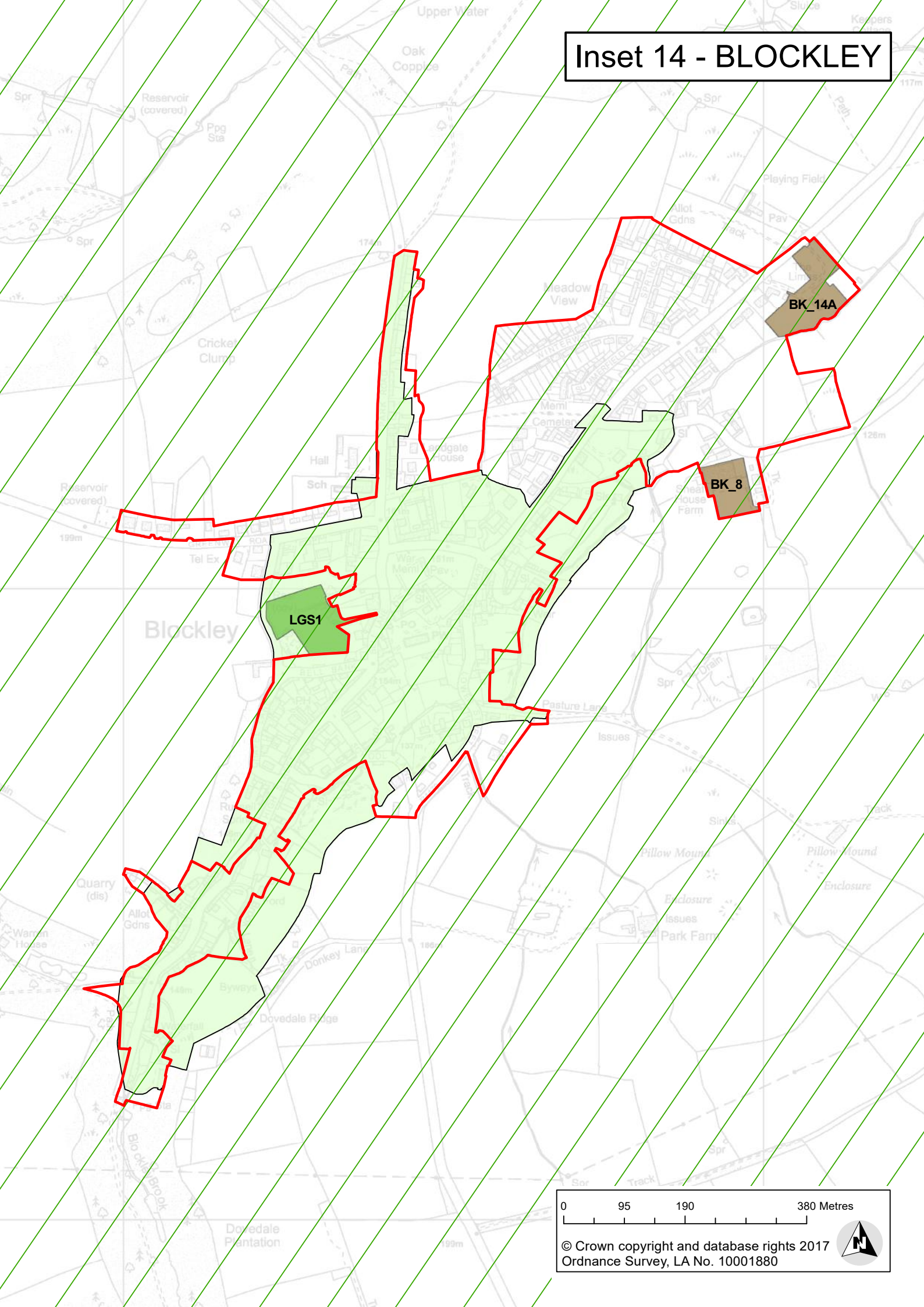
Established employment sites:

- Draycott Works (EES11)
- Northcot Business Park (Paxford Brickworks) (EES12)
- Northwick Business Centre (EES13)

The following non-strategic (local) infrastructure projects are proposed:


- a. Provision of allotments;
- b. Improvement of footpath and cycle links; and/or
- c. Provision of a youth shelter or other appropriate facility.

Inset 14 - BLOCKLEY



0 95 190 380 Metres

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7.19 Chipping Campden (POLICY S16)

7.19.1 Although only supporting a population of around 2,000, Chipping Campden is the main service centre in the far north of the District. The town possesses a good range of services and facilities, and the area has a good employment base, with a higher than average proportion of jobs in growth employment sectors. Along with Campden BRI, one of the District's largest employers, there are employment sites at Campden Business Park and at neighbouring Weston-sub-Edge.

7.19.2 Chipping Campden faces some significant issues; for example, the trend towards an ageing population is most extreme in the Campden Vale ward, where there is the lowest proportion of economically active people in the District. This will undermine the town's economy in the future. Furthermore, the proportion of people in senior management positions is high, which is perhaps a reflection of the high average house prices in Chipping Campden.

7.19.3 Chipping Campden has a high quality townscape together with a fine landscape setting within the AONB. New land allocations need to be sensitive to the environmental constraints and the need to ensure that the town's historic character is maintained. This will enable young people to take-up local employment opportunities and help to provide sufficient accommodation for an economically active population that supports the local economy. The additional housing will also help to sustain existing services and facilities.

7.19.4 For site CC_23/C developers will be required to demonstrate that there is adequate water supply capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing water infrastructure. A lower impact development that includes a single storey community facility such as a doctors surgery would be more acceptable in landscape terms.

7.19.5 Chipping Campden has an established and successful business park, providing important local employment opportunities. Site CCN_E1 forms a logical extension to Campden Business Park, and is located where there is existing infrastructure. Evidence demonstrates that this type of site is the most suitable and viable for delivering employment development. The site would make an appropriate contribution towards meeting the District-wide requirement for B class employment land, which is commensurate with one of the District's more sustainable settlements.

7.19.6 It is recognised that the wider Campden BRI site (Policy EC4) needs to be conceptualised and planned as a comprehensive redevelopment to secure the future of the organisation in Chipping Campden. The overriding constraint for the wider site area is its location within Flood Zone 3b, and Campden BRI is working with the Environment Agency to resolve that issue. Further significant constraints, particularly those relating to access and also the location within the AONB, must also be addressed through the master planning process. Policy EC4 provides detailed guidance for the Campden BRI site.

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7.19.7 Visitors clearly make an important contribution to Chipping Campden's economy, though the resulting additional car parking in the historic town centre has long been perceived as a problem. Off-street parking has been seen as a potential solution to the visual impact that parked vehicles have on the High Street. The allocation of land in the 2001-2011 Local Plan (Policy CHI.3) for the development of a car park at Wolds End is therefore retained as this remains the most realistic option for delivering off-street parking. Representations have been received from the site owners confirming the availability of the site for car parking and that works in accordance with planning permission have commenced.

7.19.8 It is anticipated that HGV routes and traffic management issues will be reviewed in and around Chipping Campden as part of the latest review of the Local Transport Plan by Gloucestershire County Council.

7.19.9 A new railway station at Chipping Campden is included in a provisional list of major schemes in the Local Transport Plan (2019-2026); hence the station site should be protected. Given the location of part of the old station within the Campden BRI site, it should be considered as part of the potential redevelopment of the wider site, referred to above. Proposals for the Stratford-upon-Avon - Honeybourne railway line re-opening are supported, as this would help to make a new station at Chipping Campden more viable.

7.19.10 The existing cemetery at Chipping Campden is nearing capacity, and the Town Council, and other local groups, have indicated that there is an urgent need to identify a new site.

7.19.11 Community-led planning documents and surveys have identified several further projects to those addressed elsewhere in the Plan. These include the provision of an indoor-based tourist attraction; improving leisure and play provision; and provision of a car park.

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Policy S16

CHIPPING CAMPDEN

Allocated housing development site:

- CC 23B/C Land at Aston Road (36 dwellings net)

Established employment site:

- Campden Business Park (EES9)

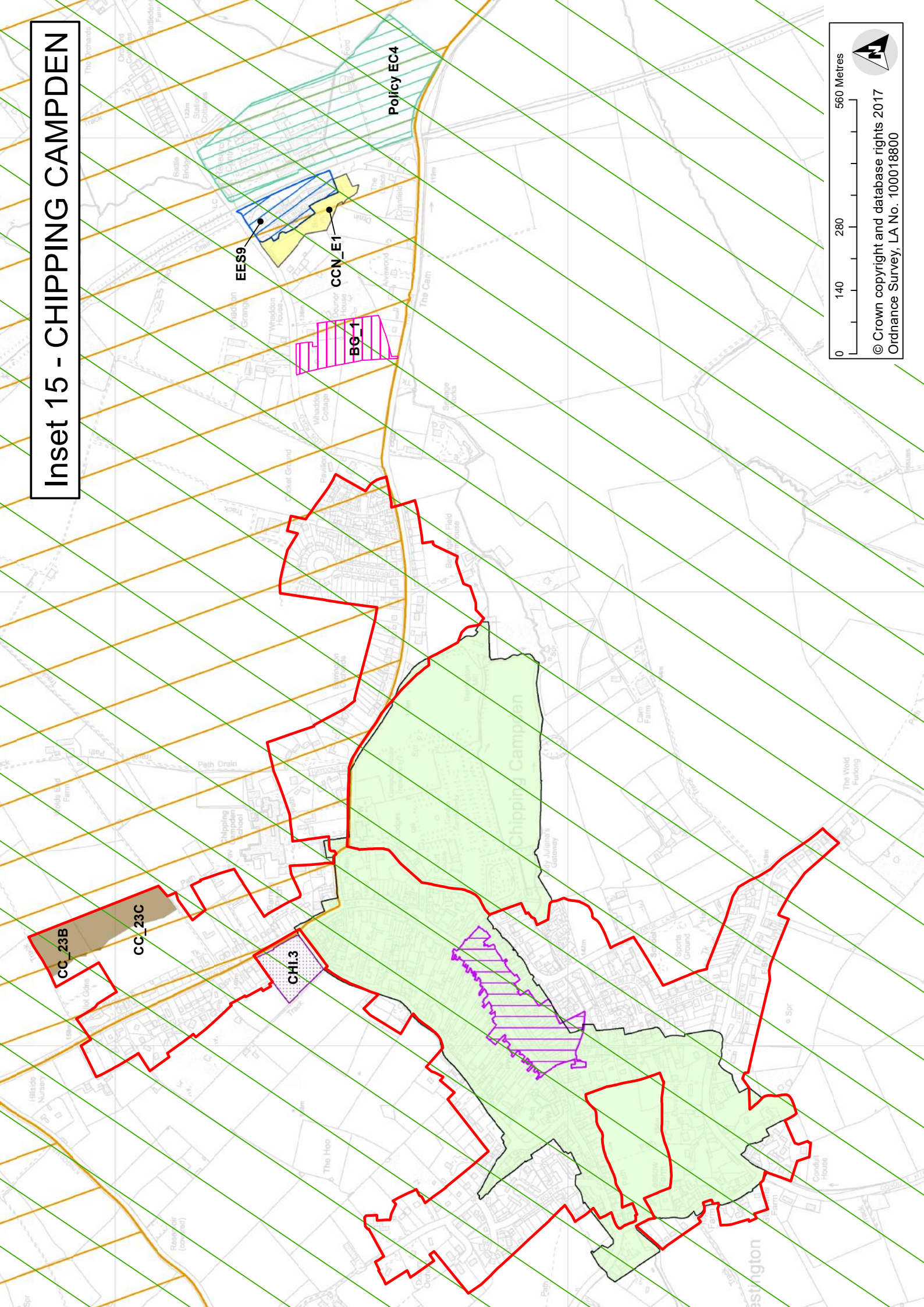
Allocated employment development site:

- CCN_E1 Battle Brook / Extension to Campden Business Park for B1, B2 and/or B8 class uses (0.67 ha)

The following non-strategic (local) infrastructure projects are proposed:

- a. Land at Station Road, Chipping Campden is allocated for use as a burial ground to meet local needs (Site Ref BG_1);
- b. Land at Wold's End Orchard is allocated for a public car and coach park (Site ref CHI.3);
- c. A new open space or pocket park in the north and the east of the village.

Inset 15 - CHIPPING CAMPDEN



0 140 280 560 Metres

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7.20 Mickleton (POLICY S17)

7.20.1 Mickleton is a sizeable village, which caters for most day-to-day community needs, including top-up shopping; routine post office services; primary education; and social activities. Its close proximity to Chipping Campden, moreover, means that residents do not have to travel far to access higher level services that are unavailable in the village, such as secondary education; doctor's surgery; banking; and leisure facilities.

7.20.2 Whilst there is limited employment within Mickleton, employment opportunities are available at Weston-sub-Edge, Willersey and Chipping Campden, all within five miles. Tourism also plays an important role locally.

7.20.3 Along with Chipping Campden and Willersey, Mickleton is part of a cluster of settlements that serve the northernmost part of the District. Collectively, these settlements have the necessary services and facilities to provide for the local population. The opportunity to improve bus services between Mickleton and Chipping Campden should be encouraged.

7.20.4 Taking account of environmental constraints and the size of the village, recent growth and the lack of developable and deliverable land, no housing allocations are made.

7.20.5 Planning permission has been granted for a substantial development of houses; self-catering lodges; and holiday homes at the Long Marston Estate (now called Meon Vale) in Stratford-on-Avon District, north of Mickleton. It is understood that affordable housing will be based on 35% of the total residential floor area and that residents of Campden-Vale ward would qualify. No additional employment is proposed as part of the development over and above the existing storage and distribution uses. This development accords with the Stratford-on-Avon District Core Strategy, and it is not considered to have any bearing on proposals for Mickleton.

Policy S17

MICKLETON

Established employment site:

- Seyfried Industrial Estate (EES8)

7 Delivering the Strategy

7.21 Moreton-in-Marsh (POLICY S18)

7.21.1 Moreton-in-Marsh is widely regarded as the main service centre for the north Cotswolds. Benefiting from a wide range of services, retailing, a popular weekly market, banking, and employment opportunities, it also has one of only two railway stations in the District. This, together with good bus services, makes Moreton-in-Marsh one of the District's most accessible settlements. The town is also home to the North Cotswold Hospital and the northern area branch office of the District Council.

7.21.2 Moreton has a good employment base (about 2,000 jobs), with a higher than average proportion of those jobs in growth employment sectors and a good balance of jobs to workers. The town's high sustainability ranking is despite the lack of both a secondary school and publicly-available leisure facilities. Its self-containment is relatively high, ranking only behind Cirencester and Bourton-on-the-Water.

7.21.3 The town is home to the internationally-renowned Fire Services College (FSC) while Cotswold Business Village, also on the eastern side of the town, is one of the main employment areas in the District. The Fire Services College has indicated a willingness to work with the wider community with the aim of making its facilities more widely available than has been the case to date.

7.21.4 Given these factors and the amount of development that has been permitted since 2011, the town is considered to have potential for its employment role to increase. This is reflected in Policy S18, which allocates further housing development.

7.21.5 The town's retail centre ranks fourth in the District. Moreton fulfils a 'key centre' role in the District's retail hierarchy, functioning as an important service centre and providing for an extensive rural catchment area. In accordance with the Town Centre and Retailing policies of this Plan, proposals for 'Town Centre' uses that maintain the position of Moreton-in-Marsh as a 'Key Centre' in the District's retail hierarchy will be permitted. Tourism and local tourist accommodation has a positive impact on the vibrancy of the Centre. However, parking issues and congestion hinder the retail and tourism function of the town; adversely affects local residents; and hampers the town's ability to strengthen / maintain its position as the main service centre for the north Cotswolds. In addition, the car parking at the train station is considered to be inadequate. Proposals for new development will take account of the provision of parking facilities and congestion issues in the centre of the town.

7.21.6 Site MOR_E6 has potential to provide a high quality business park to meet the requirements of Moreton and support the Fire Services College. The site is opposite the well established and successful Cotswold Business Village, and evidence demonstrates that locating employment next to the business park is the most suitable and viable for delivering employment development. Therefore, site MOR_E6 is proposed for B1 use class employment development. The site would make a significant contribution towards meeting the District-wide requirement for B class employment land.

7.21.7 In addition to allocating land for employment development, it is recognised that a more targeted approach is needed to support the continued prosperity of the District's larger institutions and employers, such as the Fire Services College. Guidance for development on the main Fire Services College site is set out in Policy EC4, which supports the modernisation and upgrading of facilities directly related to the fire and emergency services training sector.

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7.21.8 Developers will be required to demonstrate that there is adequate water supply capacity both on and off the site to serve their development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing water infrastructure. Evidence presented in the Water Cycle Study (August 2015) indicates that some upgrading of the waste water treatment works and sewerage infrastructure will be required in order for new development to be accommodated.

7.21.9 The capacity of M_19A and M_19B has been assessed to take account of a significant landscaping buffer that would be necessary to ensure the acceptable design of the site. Allowance has also been made for an existing public right of way. In line with Policy SA3, infrastructure requirements include highways improvements and flood alleviation measures (Moreton Drainage Scheme).

7.21.10 An archaeological assessment and evaluation will be required prior to development of site M_60.

Policy S18

MORETON-IN-MARSH

Allocated housing development sites:

- M_12A Land at Evenlode Road (63 dwellings net)
- M_19A and M_19B Land south east of Fossey Avenue (91 dwellings (net) and 28 dwellings (net))
- M_60 Former Hospital site (21 dwellings net)

Established employment sites:

- Cotswold Business Park/Village (EES32)
- Fossey Industrial Estate (EES33)

Allocated employment development site:

- MOR_E6 Fire Service College B (7ha) for B1 uses

**Inset 17 -
MORETON-IN-MARSH**

Stratford District /
West Oxfordshire District

Policy EC4

MOR_E6

EES32

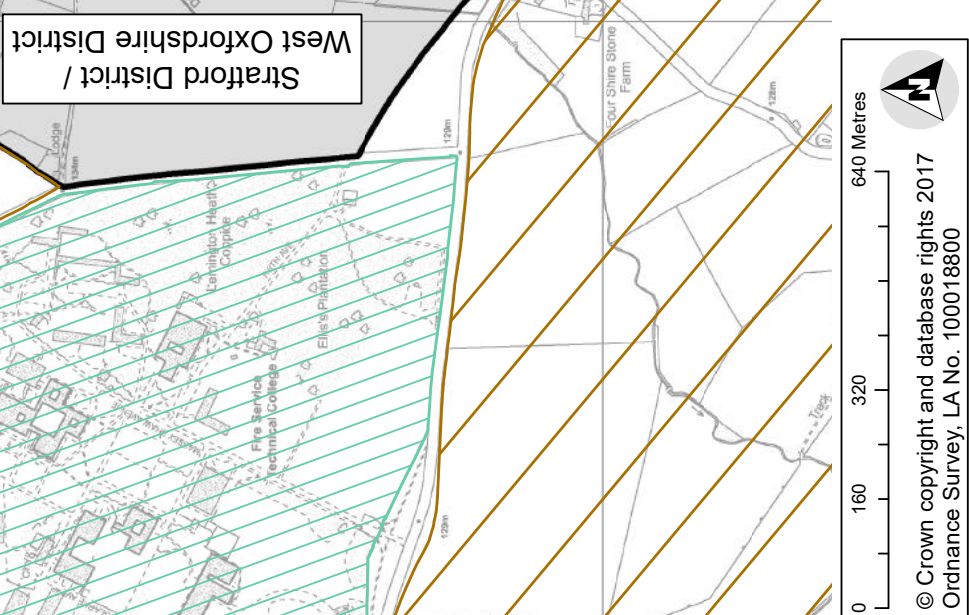
M_12A

M_19A

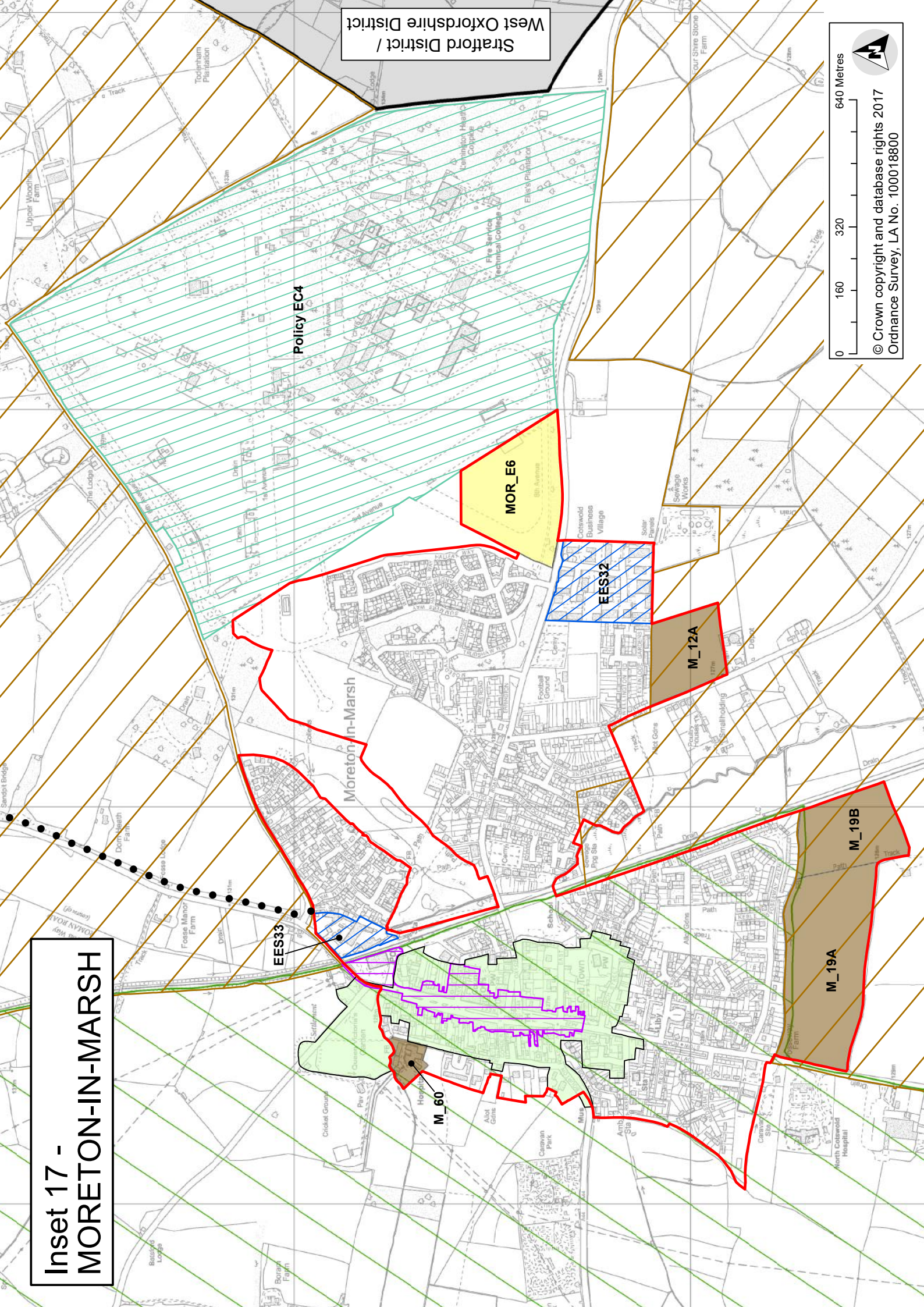
M_19B

M_60

EES33



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7.22 Willersey (POLICY S19)

7.22.1 Willersey is a relatively small village with a number of everyday facilities. The village has its own industrial estate, and is also located near other job opportunities at neighbouring Weston-sub-Edge and in Worcestershire. Willersey has good bus links to larger service centres, including Broadway, Evesham and Cheltenham.

7.22.2 Although facilities are fewer than they once were, Willersey's close proximity to Broadway means that residents are less than two miles from most services that are unavailable in the village. Moreover, Chipping Campden, which has secondary education and leisure facilities, is within three miles.

7.22.3 Along with Chipping Campden and Mickleton, Willersey is part of a cluster of settlements that serve the northernmost part of the District. Collectively, these settlements have the necessary services, facilities and employment opportunities to provide for the local population.

7.22.4 Site W_7A/WIL_E1C has potential to enable further employment development in Willersey to build upon the success of the existing industrial estate. Evidence demonstrates that locating new employment sites next to existing, successful industrial estates is the most suitable and viable for delivering employment development. To help enable employment development to occur and improve the site's viability, it is proposed that housing is also developed on the site. A mixed use allocation is therefore proposed.

7.22.5 Development will help to support the community's expressed desire for smaller starter homes; sustaining existing facilities; and maintaining Willersey's role as a local service centre. In accordance with INF1, new development should have regard to the need for hydraulic modelling to understand the extent of the sewerage upgrades necessary for further housing development and its phasing. Developers will also be required to demonstrate that there is adequate water supply capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing water infrastructure.

7.22.6 An archaeological assessment and evaluation will be required prior to development of site W_7A/WIL_E1C.

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Policy S19

WILLERSEY

Allocated housing development site:

- W_1A and W_1B Garage Workshop and Garden behind the Nook, Main Street (5 dwellings net)

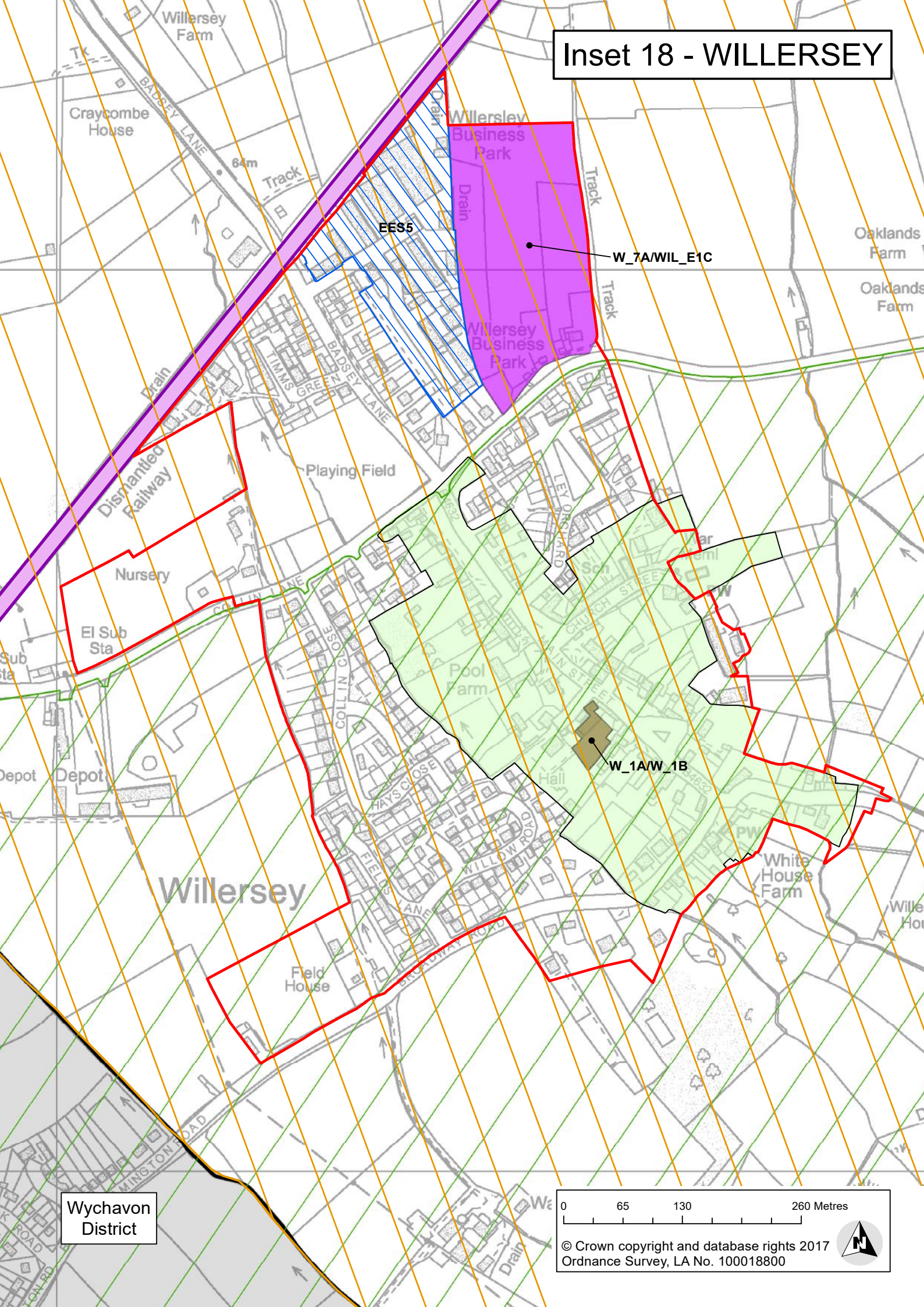
Established employment site:

- Willersey Industrial Estate (EES5)

Allocated mixed use development site:

- W_7A/WIL_E1C - Land north of B4632 and east of employment estate (49 dwellings net and 1.97 hectares for B1, B2 and/or B8 use class employment land)

Inset 18 - WILLERSEY



Wychavon District