

Welford-on-Avon

Neighbourhood Development Plan

2011 to 2031

Welford-on-Avon Parish Council



Made Version
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Foreword

Recent changes to planning laws in England have given parishes like Welford-on-Avon a greater say in how planning decisions which affect our communities are made. At the same time, there is a presumption in favour of 'sustainable development' in order that the national shortage of housing can be remedied. Once approved, the specific policies in The Welford Plan will ensure that all development in the village and wider parish is undertaken in a way that meets the expressed wishes of the residents.

The Welford Plan has been developed on behalf of Welford-on-Avon Parish Council by Welford residents who volunteered to participate in the Neighbourhood Plan Steering Committee. The Parish Council is extremely grateful for all the work that they have done. Without the work of the Steering Committee, the Plan would not exist and the essential protections for our historic village would not have been developed.

After extensive consultation with residents and the wider community, and using evidence from previous planning activities and surveys, the Steering Committee has developed a Vision and set of Strategic Objectives for Welford-on-Avon up to 2031. This date was chosen to ensure that The Welford Plan was consistent with Stratford District Council's (SDC's) new Core Strategy. The Vision and Strategic Objectives are supported in many instances by specific planning policies. These are either complementary to SDC's Core Strategy or address matters special to Welford. None of Welford's policies can, or do, conflict with national or district planning policies.

Under SDC's Core Strategy there is a requirement to build a significant number of new dwellings in the District by 2031. The Core Strategy indicates that 700 homes would be allocated to Category 2 Local Service Villages (which includes Welford) with no more than around 12% to any one settlement. This equates to approximately 84 homes. As of November 2016, there have been successful applications to build 115 new homes in Welford-on-Avon, all of which are within the built-up area boundary.

Whilst the Parish Council does not wish to rule out more new housing through the Plan Period, we believe strongly that – for reasons of sustainability – future applications for new housing must conform to the specific policies set out in the Welford Plan (as well as those in SDC's own Core Strategy). Also for reasons of sustainability, the Parish Council is keen to ensure that - going forward - Welford-on-Avon can boast excellent infrastructure and services within both the village and surrounding countryside.

The Welford Plan will be an important and influential document for Stratford-on-Avon District Council, developers and Welford residents alike, and will ensure that the village continues to develop in a manner which best meets the wishes and aspirations of all interested parties.

Simon Carter. Chair, Welford-on-Avon Parish Council
June 2017.

Welford-on-Avon. A Pen Picture

Welford-on-Avon is a picturesque village set in the heart of Warwickshire. It lies within a loop of the Warwickshire Avon about four miles west of Stratford-upon-Avon. The village is four miles south of Alcester and four miles east of Bidford-on-Avon.

The 2011 census showed that Welford Parish had a population of 1402 living in 605 households. The median age was 51, slightly older than that for Stratford District at 46. Data from Warwickshire County Council indicates that there is a far higher proportion of detached houses in Welford than Stratford District (55.1%/36.8%), more caravans/mobile homes (11.0%/1.9%) but concomitantly fewer semi-detached and terraced houses as well as flats.

Formerly part of Gloucestershire, but a Warwickshire village since 1931, Welford, like most rural parishes, has its historical roots firmly based in agriculture and is still predominantly bordered by arable farmland, with commercial horticulture also very much in evidence. The population will have grown quite slowly until it reached 516 at the time of the first census in 1801. By 2011 it had grown by a further 275% to over 1,400 and a little over 600 houses with the fastest growth rate occurring since the 1960s.

The Village has three public houses, four shops, a garage, a primary school, a children's play area, an indoor bowls club, a private marina, allotments and two Churches. The churches are the Parish Church of St Peter's and a Methodist Chapel. There are a number of Societies and Clubs run by local volunteers which include sports, gardening, history, scouts, brownies, painting and yoga.

Welford-on-Avon has been a desirable place to live for millennia, with a plentiful supply of water and fertile alluvial soils. The first settlements in Welford-on-Avon are believed to date from the Neolithic and Bronze Ages, possibly as outposts from the fortified encampments lower down the Avon valley such as at Bredon Hill. The oxbow curve of the river would also have been seen as offering an easily defended site.

Following on, the Romans had a presence here, evidenced by many Romano-British artefacts; other archaeological finds demonstrate continued settlement through to the present day. Parts of our church, St Peter's date back to the early eleventh century with evidence of earlier foundation. After 1066 and the Domesday Book, the benefice of Welford was gifted to the Priory of St Denis near Paris. In addition to St Peter's church, other well-known historic landmarks include the southern portion of Binton Bridges (C13th), and the Maypole site (C14th). The 17th century saw the introduction of the many timber-framed cottages and the Wesleyan Chapel was constructed late in the 18th century.

The road system as we know it today was also largely in place by 1800. The original village school was built in Victorian times and housed the first Parish Council meeting in 1894. More recently the Memorial Hall building was erected in 1924 and the Allotment Trust was established in 1940. The Conservation Area containing 65 listed and 80 non-listed buildings was designated in 1969.

The River Avon represents a major environmental dynamic in our Parish, with a significant area of its land within the flood zone. Welford Field SSSI is an unimproved field which lies in the flood plain of the River Avon on its south bank in a large river bend. Natural England's citation states that 'it is a herb-rich neutral grassland overlying alluvial clays which exhibit a distinct calcareous influence from the close proximity of the Lias limestone to the north. The field has a characteristic flood meadow community of meadow foxtail *Alopecurus pratensis* and great burnet *Sanguisorba officinalis*, Welford Field is now one of the seven last remaining flood meadow sites known in Warwickshire.'

Shakespeare's Avon Way, a national hiking route, crosses the parish and is to be protected along with the views of the village and the surrounding countryside from the route. Similarly the Greenway cycle path (formerly the route of the Stratford to Honeybourne railway line) provides a route into Stratford-upon-Avon for cyclists and walkers.

Introduction

The Welford-on-Avon Neighbourhood Development Plan (The Welford Plan) has been prepared by Welford-on-Avon Neighbourhood Plan Steering Committee on behalf of Welford-on-Avon Parish Council.

The Welford Plan is a new type of planning document that will set out the direction for development in the Parish of Welford-on-Avon from 2011 to 2031. It is part of the Government's new approach to planning, which aims to give local people more say about what goes on in their area. This is set out in the Localism Act 2011 which came into force in April 2012.

The whole Parish of Welford-on-Avon has been formally designated as the Neighbourhood Area through an application to Stratford District Council (SDC) on the 11th March 2013 under the Neighbourhood Planning Regulations 2012 (part 2 S6). This was approved by Stratford District Council on the 17th June 2013.

The Welford Plan sets out a Vision for the Parish up to 2031, defines the Objectives to achieve that Vision and sets out clear Policies to support those Objectives. The Welford Plan has been developed through extensive consultation with local people, businesses and community groups, Stratford on Avon District Council (SDC) and other regulatory and statutory bodies.

The Welford Plan sets the acceptable framework for development within the Neighbourhood Area in terms of housing type and design including protection of our heritage assets and the environment.

The Welford Plan provides an opportunity for local people to influence and take more control over the use of land within the Parish and to decide how they want the village to be in 2031.

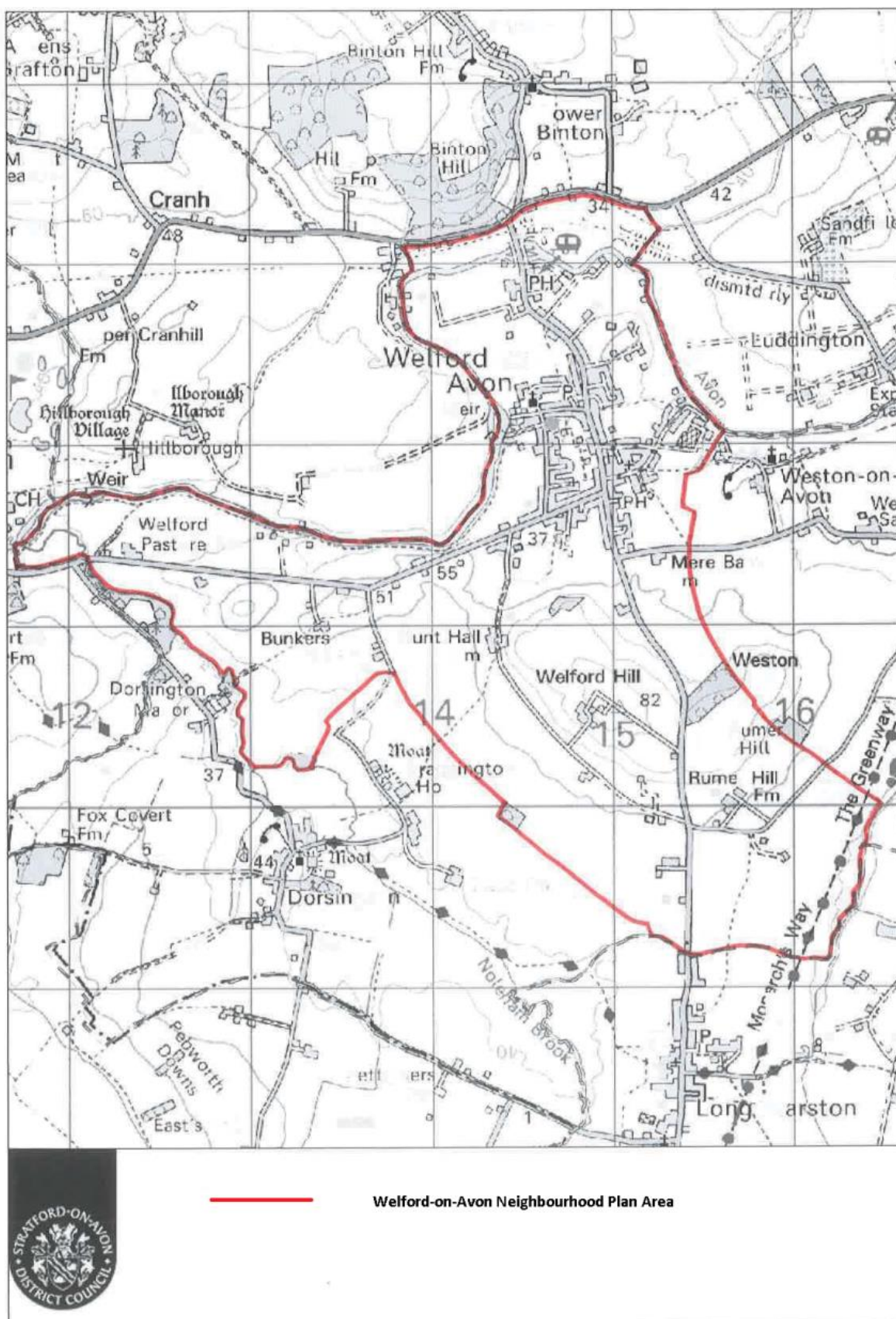


Figure 1 - The Civil Parish Boundary and designated Welford on Avon Neighbourhood Area

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How the Neighbourhood Development Plan fits into the Planning system

National Policy

In the past local parishes and villages have only been able to influence planning decisions which have been taken at the district level (for us Stratford-on-Avon District Council or SDC) through individual representation, statutory consultation with the Parish Council and input to our elected district and county councillor(s).

Changes to the planning system set out in the 2011 Localism Act gave residents new rights to shape the future of their local area through a Neighbourhood Development Plan. At the same time, many hundreds of pages of planning guidance were consolidated into a single document, the National Planning Policy Framework (NPPF). SDC is required to develop a Local Plan for the District which is consistent with the NPPF.

What is a Local Plan?

A Local Plan is one document that makes up the Development Plan for the area. The Local Plan for Stratford-on-Avon District is the Core Strategy. SDC has prepared a Core Strategy for the period 2011 – 2031 which was adopted on 11th July 2016.

What is a Neighbourhood Plan?

‘Neighbourhood Plan’ is shorthand for a Neighbourhood Development Plan.

A Neighbourhood Plan is a community-led framework for guiding the future development, regeneration and conservation of an area. A Neighbourhood Plan is about the use and development of land and may contain planning policies and proposals for improving the area. These policies may cover issues such as housing, employment, heritage and environment. The policies should support the overall objectives of the Neighbourhood Plan and these objectives should in turn support a vision that describes how the community should be at the end of the plan period.

Neighbourhood Plans are subject to independent examination and to a local referendum where a simple majority will determine the outcome. A Neighbourhood Plan carries equal weight to its Local Plan in making planning decisions and will be taken into account for all planning applications that are submitted within the Neighbourhood Area.

A Neighbourhood Plan can be ‘made’ in advance of or after the adoption of a Local Plan, but should there be any discrepancy between the two the Plan which was made later will take precedence.

Basic Conditions

All Neighbourhood Plans must meet certain basic conditions:

- Have appropriate regard to national policy
- Be in general conformity with the strategic policies of the Local Plan for the area
- Contribute to sustainable development
- Be compatible with EU obligations

The national policy is that defined in the NPPF and Planning Practice Guidance.

The basic conditions stipulate that the Neighbourhood Plan has to be in general conformity with the current Local Plan.

The third basic condition of all Neighbourhood Plans is that they contribute to the achievement of sustainable development. There are three dimensions of sustainability as defined in the NPPF:

- **an economic role** – contributing to building a strong, responsive and competitive economy
- **a social role** – supporting strong, vibrant and healthy communities
- **an environmental role** – contributing to protecting and enhancing our natural, built and historic environment

The Welford Plan; Sustainability, the Local Plan and EU Directives

The policies of Welford Plan are in conformity with those of the SDC Core Strategy.

The Welford Plan does not include Site Allocation and therefore an independent Sustainability Appraisal is not required.

All Neighbourhood Plans are required to comply with EU directives covering Strategic Environmental Assessments and Habitats. SDC have confirmed that neither a Strategic Environmental Impact Assessment nor a Habitats Directive Assessment is required to be undertaken for The Welford Plan in order to comply with the EU Directives.

How was the development of The Welford Plan managed?

In October 2012, Welford-on-Avon Parish Council resolved to develop a Neighbourhood Plan for the Parish. The Parish Council drew up the constitution for a steering committee which would manage the production of The Welford Plan. Volunteers with a passionate interest in the future well-being of Welford-on-Avon were sought to form the committee which first formally met on 20th November 2012. During the development of the Plan the committee membership maintained the project website (<http://www.welforward.org.uk>) where a large amount of project support material can be found.

In broad terms, the tasks that the Steering Committee have undertaken have been to:

- Produce and review a substantial evidence base from the village, district and national policy (which can be found on the Welford-on-Avon Parish Council website (<http://welfordonavon.com>))
- Conduct surveys and consultations with local residents, businesses, land-owners and statutory consultees
- Obtain grants, both financial and in direct support, from Locality, a government funded body
- Interface with the officers at SDC responsible for Neighbourhood Planning
- Keep informed of the many changes to the planning process through the duration of the project
- Write, edit and format The Welford Plan document
- Project manage all activities.

Evidence from previous village surveys

Welford-on-Avon is fortunate to have had a number of previous village surveys which have informed us on the issues, concerns and aspirations of residents. These included the 1998 Village Design Statement, the 2007 Parish Plan, the 2008 Housing Needs Survey and Warwickshire Observatory analysis of the 2011 census. These surveys have enabled the Steering Committee to make an informed start on the development of the Neighbourhood Plan by not having to set off with a blank sheet of paper. Together they enabled the survey work to build on results without having to undertake more primary research.

The [Village Design Statement](#), adopted by Stratford-on-Avon District Council as a material consideration in determining planning applications, produced with support from the Countryside Commission, conducted an audit to determine what was good and what was less successful in the built environment. The survey also highlighted the importance to the residents of:

- Connecting spaces through internal and external footpaths
- Open community spaces
- Other important open spaces
- The rich array of trees
- High quality design of both new build and extensions

The Village Design Statement defined design principles covering landscape setting, buildings and the community.

The [Parish Plan](#), similarly adopted by Stratford-on-Avon District Council for determining planning applications, addressed the topics of:

- Traffic
- Transport
- Housing
- Access to health services
- Local business
- Recreation and leisure
- Public utilities and services
- Crime and disorder
- Local environment

Special questionnaires were developed for children and for young people for the Parish Plan.

The Parish Plan contributed significantly to the Vision and Objectives sections of The Welford Plan. Although several of the areas covered by the Parish Plan are outside the scope of The Welford Plan, its data on housing and land use, sports, leisure and recreation, and environment were particularly valuable in informing and setting a baseline for the initial Neighbourhood Plan Community Survey.

The adopted **Housing Needs Survey**, initially conducted by Warwickshire Rural Community Council in 2008, was updated by an addendum in April 2012. Together, they showed a need for 17 affordable and 4 local market houses of specified sizes and tenures. Affordable housing significantly in excess of this need has already been provided and is enumerated in the section 'housing numbers to date'.

The **Warwickshire Observatory** analysis of the 2011 census provided invaluable demographic data including the age profile of the parish, modes of travel, and type and tenure of housing and enabling comparison of these data with the District as a whole (see **Appendix B** for this data).



Figure 2 – The Maypole and Maypole Green (in the Conservation Area)

How was the community involved?

The Steering Group have regularly consulted and liaised with residents, local businesses and the wider community in order to ensure that, within the statutory constraints placed on Neighbourhood Plans, The Welford Plan accurately reflects the views and aspirations of the majority of consultees. A full [Consultation Statement](#) is one of the key documents submitted for Examination highlighting consultations conducted and responses received.

In addition, as part of the formal consultation on The Welford Plan, over one hundred statutory and other bodies have been consulted as required by the Localism Act. The bodies relevant to this Neighbourhood Plan have been identified by SDC. All these views have been analysed and included as appropriate in the submitted Plan.

Welford Plan policy or Parish Council project?

As community input was received, particularly from the April 2013 Community Survey, it became clear that the Vision and Objectives of The Welford Plan will be achieved in two distinct ways:

- 1) Through planning Policies defined in The Welford Plan which, together with the Local Plan, will control land use throughout the parish. These Policies are grouped into related areas addressing:
 - Heritage and environment
 - Infrastructure
 - Housing and land use
- 2) Through projects that are not easily achieved through the planning process but may be taken forward at the discretion of the Parish Council (see Appendix A). These projects address:
 - A multi-purpose community meeting place with sports and recreation facilities
 - Traffic management
 - Public transport, footpaths and cycle ways
 - Green initiatives

Future governance of The Welford Plan



Figure 3 - Church Street (in the Conservation Area)

Throughout the process of developing The Welford Plan responsibility for it has remained with the Parish Council. SDC appointed an 'Independent Examiner' who examined the Welford Plan in November 2015. SDC are also responsible for incorporating any changes recommended by the Examiner into The Welford Plan, and for conducting the referendum to determine its acceptance by the community. Once the referendum has shown acceptance and The Welford Plan is formally 'made', it becomes part of the Development Plan for the area.

There is no process for making minor amendments or updates to The Welford Plan – any changes would require the whole process to be repeated. It will be the responsibility of the Parish Council to keep the effectiveness of The Welford Plan under review.

The Parish Council will report on the operation of The Welford Plan to the Annual Parish Meeting. Every 5th year the Parish Council will appoint a broadly based group of parishioners to advise the Parish Council on whether changes required to The Welford Plan are of sufficient magnitude to justify developing a new Neighbourhood Plan.

Two years before the Plan's expiry in 2031, the Parish Council will appoint a broadly based group to produce the next Welford Plan for the parish.

The Vision for Welford-on-Avon in 2031

In 2031, Welford on Avon

- Will be a thriving, inclusive community, which
- Conserves and enhances the village and surrounding parish, and
- Meets the aspirations of those who live, work and visit here.

The Welford Plan Objectives for the period 2011 – 2031

1. The Heritage Assets of the village and the surrounding countryside, its character and street scene will have been conserved. These assets include listed buildings, conservation areas, important views and open spaces, sites of special scientific interest (SSSIs), river amenities and other specified sites.
2. The rural nature of the parish with open countryside, mature woodland with pleasant views set in a green environment will have been preserved.
3. The separate identity of Welford-on-Avon and adjacent settlements will have been maintained.
4. Excellent infrastructure will support an expanded range of community and business activities including a flourishing home working economy.
5. Infrastructure to meet the needs of all new developments which impact on the parish will have been secured in advance of their construction. This includes the provision of primary school places at Welford School and the provision of adequate waste water systems.
6. A mix of market and affordable housing developments that achieve the ambition of the SDC Local Plan in the period to 2031 will have been provided in a sustainable, phased manner and sympathetically integrated into the village environment.
7. Excellent design of all new development reflecting the character of the village will be championed.
8. *A multi-purpose community meeting place and sports facilities will support recreational and sporting activities for all age groups.*
9. *Traffic will have been managed and through traffic will have been controlled thus ensuring the village roads are safe for all residents. Any development will minimise commuting and traffic movements.*
10. *Public transport will have been improved, and the extensive network of footpaths and cycle ways further developed and maintained.*
11. *Sustainable green and low energy consumption using existing and emerging technologies will have been championed.*

Note: Objectives 1-7 will be delivered primarily through The Welford Plan whilst the italicised objectives 8-11 will be delivered primarily under the auspices of Welford-on-Avon Parish Council.

Welford Plan: Planning Policies

A. Heritage & Environment

Welford-on-Avon understands that it has a major responsibility to protect, preserve and enhance the village's distinctive character and the built and natural environment under our stewardship. Previous village consultations leading to the creation of the Village Design Statement in 1998 and the Parish Plan in 2007 indicated the importance of heritage to village residents. The consultation on 6th April 2014 on the initial Welford Plan policies demonstrated overwhelming support for the proposed Heritage and Environment policies as presented at that time.

The Welford Plan Objectives supported by Heritage & Environment Policies

- Objective 1 The Heritage Assets of the village and the surrounding countryside, its character and street scene will have been conserved. These assets include listed buildings, conservation areas, important views and open spaces, sites of special scientific interest (SSSIs), river amenities and other specified sites.
- Objective 2 The rural nature of the parish with open countryside, mature woodland with pleasant views set in a green environment will have been preserved.
- Objective 3 The separate identity of Welford-on-Avon and adjacent settlements will have been maintained.
- Objective 6 A mix of market and affordable housing developments that achieve the ambition of the Local Plan in the period to 2031 will have been provided in a sustainable, phased manner and sympathetically integrated into the village environment.
- Objective 7 Excellent design of all new development reflecting the character of the village will be championed.



Figure 4 - Cleavers - Grade II* listed building circa 1740 (in the Conservation Area)

HE1. Important Views

When considering new development proposals in and around the village of Welford-on-Avon, consideration will be given to the protection of the important views listed below and identified on the map at Figure 5:

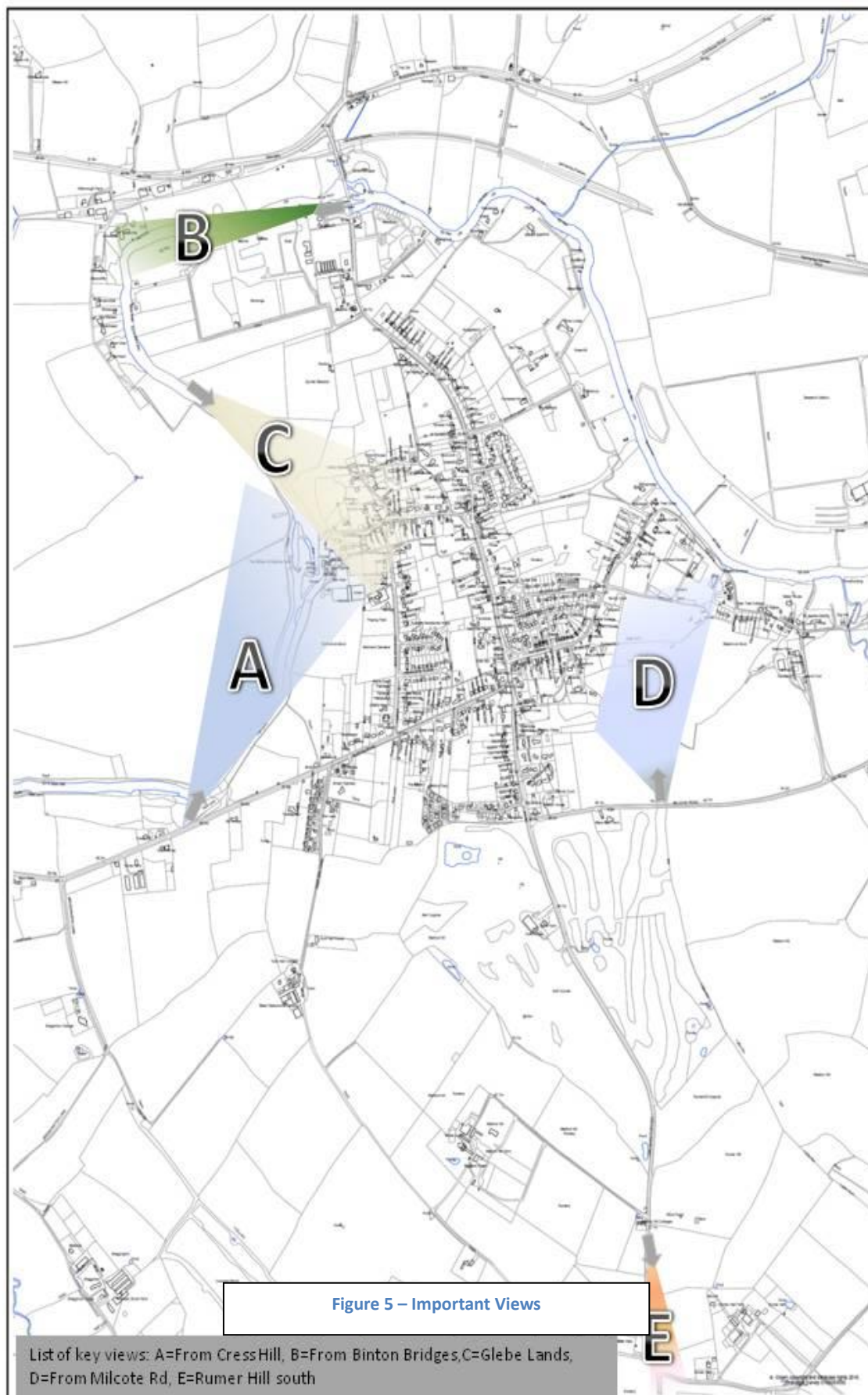
- ***View A: towards St Peter’s Church and over the village from Cress Hill***
- ***View B: downstream from Binton Bridges***
- ***View C: over the Glebe Lands towards St Peter’s Church and the river***
- ***View D: north-west from the Milcote Road towards Welford and Weston villages.***
- ***View E: south from the crest of the public road on Rumer Hill to the southern boundary of the parish towards Long Marston and the Cotswolds***

The impact on the views identified should be addressed by the applicant in the form of appropriate landscape and visual impact assessments and, where necessary, accompanied by mitigation proposals.

Distant vistas from key viewpoints are a major asset to the parish. Glimpses of the tower of St Peter’s Church rising above the village scene are a key asset to the parish and underscore our history and heritage. New developments should enhance or maintain the green and rural nature of these views across Welford-on-Avon village and should not draw the eye to any development as, for instance, the poor choice of roofing material on Welford Bowls Club currently does.

Justification

- NPPF section 11 (Conserving and enhancing the natural environment), paragraph 109 requires that the *“planning system should contribute to and enhance the natural and local environment by: protecting and enhancing valued landscapes”*
- SDC Core Strategy Policy CS.5 (Landscape) Section B, *“Proposals for development should 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 must be accompanied by a full Landscape and Visual Impact Assessment.”*
- SDC Core Strategy Policy CS.8 (Historic Environment) Section A, *“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: ... (4) the distinctive character of the market towns, villages and hamlets, including their settings, townscapes, streets, spaces and built form;”*
- SDC Core Strategy Policy CS.9 (Design and Distinctiveness) Section B (2), *“Proposals will reflect the context of the locality, ... making best use of on-site assets including landscaping features as well as public views and vistas and not harming existing ones.”*
- Village Design Statement 1998 Design Principles *“New development must recognise and be sympathetic to established variants of design, silhouette, scale, density, materials and colour.”*
- 2014 Neighbourhood Plan Draft Policy Consultation: 98% of those responding approved of this policy.
- The Stratford on Avon District Design Guide.
- The April 2013 Community Survey supports the general protection of all our green assets.



HE2. Local Green Spaces

The following areas (including their flora and fauna) are of particular importance to the local community and are designated as Local Green Spaces:

- *LGS1 - Cress Hill*
- *LGS2 -The Permissive Path across the Glebe Lands from Synder Meadow to the gate at the bottom of Boat Lane.*
- *LGS3 - Millennium Project to the north of the River Avon at Binton Bridges*
- *LGS4 Village Greens at:*
 - a) Maypole Green*
 - b) 'The Greens' in Boat Lane and Church Street*
 - c) 'The Pound' to the south of the Churchyard at the junction of Boat Lane and Church Street*
 - d) 'Bell Green' at the junction of Church Street and High Street*
 - e) 'Bird Green' in Long Marston Road*
- *LGS5 - Islands in the River Avon abutting Binton Bridges*
- *LGS6 – the following sections of land forming part of and adjacent to the Shakespeare's Avon Way:*
 - a) The strip of land delineated on Figure 6 which runs from the bottom of Mill Lane to Cress Hill including footpath SD26*
 - b) Footpath SD27b which runs from the High Street to Duck Lane*
 - c) The strip of land delineated on Figure 6 which runs from the end of Duck Lane to the parish boundary with Weston on Avon including footpaths SD27 and SD336*
- *LGS7 – Synder Meadow*

The sensitive management of these areas will be actively encouraged.

The precise locations and boundaries of the Local Green Spaces are shown in Figure 6.

These areas have been demonstrated to be of significance to the local community and by designating them as **Local Green Space**, the approach to managing development should be consistent with the national policy for Green Belt. This protection shall extend to the flora and fauna of each area.

LGS1 Cress Hill is outside the built up boundary of the village and is owned and managed by Welford-on-Avon Parish Council. It is a well maintained public space regularly used for recreation, walking and angling. It is designated as a Local Wildlife Site. The site is approximately 1 hectare in size and is comprised in Land Registry Title Number WK370627. It was dedicated to the public in perpetuity for recreational purposes under the Queen Elizabeth II "Fields in Trust" scheme to commemorate the Queen's Diamond Jubilee in 2012.

LGS2 Permission to walk this path was obtained from Gloucester Diocese in 1998. The path runs from Boat Lane to the village sports field at Synder Meadow. The path is extremely well used providing outstanding views along the Avon which are not otherwise visible from public viewpoints. The permissive path is well defined and has been used without interruption for some 18 years.

LGS3 The Millennium Project to the north of the river.

LGS4 Village Greens.

The village greens within the settlement form part of the character and aesthetic of the street scene throughout the village. The conservation and protection of these valuable asset and their immediate surroundings form part of this Plan. They are extensively used as the centrepiece for many village communal activities. The grade II listed Maypole and surrounding registered Maypole Green are at the heart of the village with use including the traditional Maypole dance performed by Welford School children at the beginning of summer, the summer fete, street parties and remembrance events.

Other registered village greens are the grassed areas adjacent to the cottages in Boat Lane and Church Street and “The Pound” to the south of the Churchyard at the junction of Boat Lane and Church Street.

The village greens at the junction of Church Street and High Street known as “Bell Green” and the grassed area in Long Marston Road known as “Bird Green” are maintained by Welford on Avon Parish Council and have assumed the status over time of village greens.

LGS5 Islands abutting Binton Bridges.

LGS6 Shakespeare’s Avon Way. This footpath is one of England’s newest long distance footpaths running for some 88 miles following the source of the Avon at Naseby in Northamptonshire to its confluence with the Severn at Tewkesbury. The River Avon is of huge significance to Welford-on-Avon which of course bears the river’s name within its own. The Shakespeare “connection” is important to the village and this footpath which provides beautiful views along the river is regularly used for recreation. The footpaths (SD27 and SD336) within this LGS are maintained by Welford-on-Avon Parish Council.

LGS7 Synder Meadow. The village sports ground owned by Welford-on-Avon Parish Council is maintained and run by Welford-on-Avon Sports Club which includes very active football and cricket teams.

Justification

- Local communities, through Neighbourhood Plans, should be able to identify for special protection green areas of particular importance to them. By designating land as Local Green Space local communities will be able to rule out new development other than in very special circumstances (NPPF para 76). The Local Green Space designation should only be used:
 - Where the green space is in reasonably close proximity to the community it serves;
 - Where the green area is demonstrably special to a local community and holds a particular local significance, for example because of its beauty, historic significance, recreational value (including as a playing field), tranquillity or richness of its wildlife; and
 - Where the green area concerned is local in character and is not an extensive tract of land (NPPF para 77).
- NPPF Section 8 (Promoting healthy communities), Paragraph 78 states *“Local policy for managing development within a Local Green Space should be consistent with policy for Green Belts.”*
- NPPF Section 11 (Conserving and Enhancing the Natural environment) *“protecting and enhancing valued landscapes” Para 118 “when determining planning applications, local planning authorities should aim to conserve and enhance biodiversity”.*
- SDC Core Strategy Policy CS.5 (Landscape) Section A (2), *“Development should 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.”*
- Village Design Statement 1998 Design Principles *“Protect existing grass verges and encourage all new development to incorporate this village feature.”* and *“Ensure open spaces are maintained to reflect the character and evolution of the settlement pattern”*
- 2014 Neighbourhood Plan Draft Policy Consultation: 96% of those responding approved of this policy.
- SDC Ecological and Geological Study of Local Service Villages - Welford-on-Avon Settlement

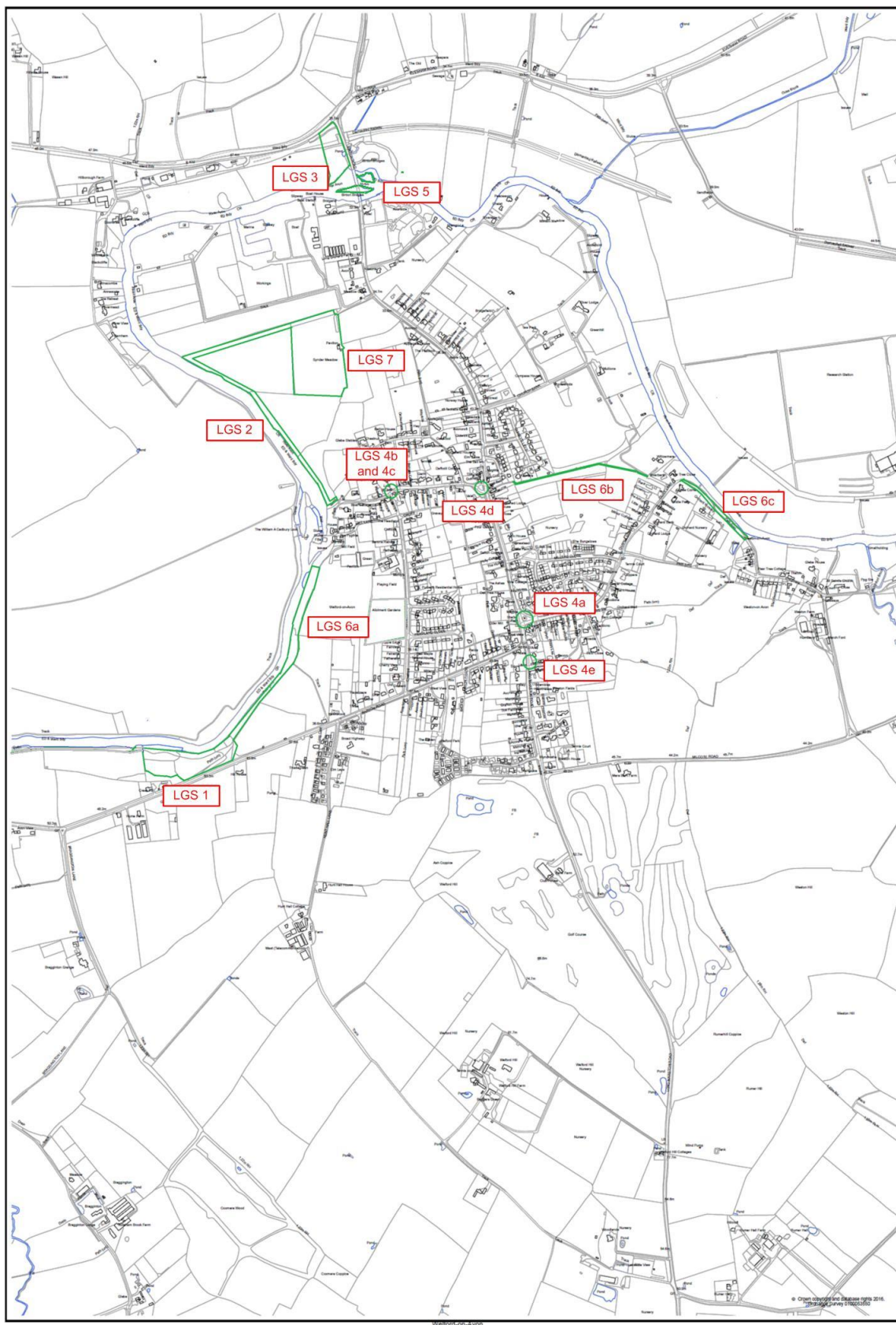


Figure 6 – Welford-on-Avon Local Green Spaces.

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HE3. Development which impacts Local Green Spaces

Development on any Local Green Space, as identified in Policy HE2, will only be supported in very special circumstances.

Development in the immediate vicinity of any designated Local Green Space will be expected to show how it enhances the character or setting of that Local Green Space.

Justification

- NPPF Section 8 (Promoting healthy communities), Paragraph 73 states “Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities.”
- SDC Core Strategy Policy AS.10 (Countryside and Villages) “All proposals will be subject to a thorough assessment to make sure their scale, nature and location are appropriate, including the need to: minimise impact on the character of the local landscape, communities and environmental features...”

HE4. The Conservation Area and other Heritage Assets

Development within or adjacent to the Welford on Avon Conservation Area, and/or comprising a heritage asset or within the setting of a heritage asset, will be supported providing it conserves or enhances the Conservation Area or heritage asset.

New development proposals will need to accord with national guidance and statutory regulations but should also reflect the Stratford-on-Avon District Design Guide, or equivalent superseding document.

National policy guiding development within a Conservation Area or affecting a heritage asset is covered in NPPF Para 126-135.

Development proposals should conserve and enhance the character of a Conservation Area, and sustain and enhance the significance of heritage assets.

Development proposals are encouraged to achieve the highest design standards as reflected in Core Strategy policies, the Welford Plan Housing and Land Use (HLU) policies and the Stratford on Avon District Design Guide or equivalent superseding document.

Fig 7 illustrates the extent of the Welford on Avon Conservation Area and heritage assets within and in the immediate vicinity of the village. These include a number of statutorily listed buildings.

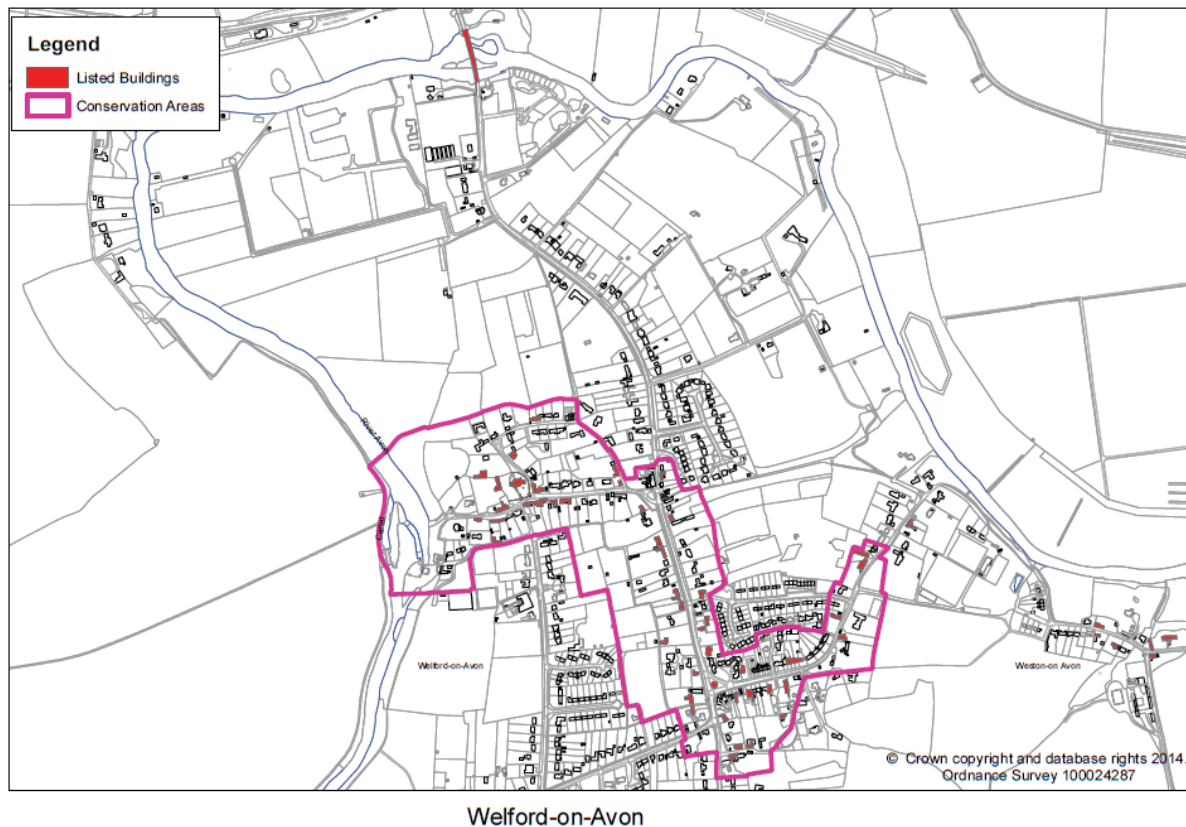


Figure 7 - Conservation Area Map

Justification

- Planning (Listed Buildings and Conservation Areas) Act 1990.
- NPPF Section 12 (Conserving and enhancing the historic environment), Paragraph 131 states “... local planning authorities should take account of ... the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality....”
- NPPF Section 12 (Conserving and enhancing the historic environment), Paragraph 137 highlights “Local planning authorities should look for opportunities for new development within Conservation Areas ... and within the setting of heritage assets to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to or better reveal the significance of the asset should be treated favourably.”
- NPPF Section 12 (Conserving and enhancing the historic environment), Paragraph 138 emphasises “.... Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area ... should be treated either as substantial harm under paragraph 133 or less than substantial harm under paragraph 134, as appropriate,”
- SDC Core Strategy Policy CS.8 (Historic Environment) Section A “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: ... , Conservation Areas, and their settings;”
- SDC Core Strategy Policy CS.9 (Design and Distinctiveness) Section B (2) “.... 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.”
- Village Design Statement 1998 Design Principles “Allow sufficient space between properties to reflect this village characteristic.”
- 2014 Neighbourhood Plan Draft Policy Consultation: 93% of those responding approved of this policy.
- The Community Survey from April 2013 demonstrated overwhelming support for the Conservation Area.

HE5. Open Countryside

The intrinsic character and beauty of the open countryside lying outside the Welford-on-Avon Built up Area Boundary should be preserved.

Subject to satisfying landscape quality, ecological and heritage considerations, development will be supported if it:

- Is a brownfield site; or***
- Is for the reuse or extension of an existing building; or***
- Is for sport and recreation; or***
- Is for a new isolated dwelling where there are special circumstances such as the need for a rural worker to be close to their place of work; or***
- Is a single dwelling of exceptional quality and design making a positive contribution to the character of the local area***

The specific area of open countryside between Welford-on-Avon and Weston-on-Avon is covered by Policy HE6 (Gap between Welford and Weston).

Welford-on-Avon's Built-up Area Boundary is shown in Figure 11 and its definition is more fully described in the section titled 'Housing Context'.

If need be the built up area boundary will be updated by Stratford-on-Avon District Council as part of their forthcoming work on the Site Allocation Plan.

Justification

- NPPF Section 11 (Conserving and enhancing the natural environment), Paragraph 109 *"The planning system should contribute to and enhance the natural and local environment by: protecting and enhancing valued landscapes, geological conservation interests and soils;"*
- NPPF Core Planning principles, Paragraph 17 includes *"contribute to conserving and enhancing the natural environment and reducing pollution. Allocations of land for development should prefer land of lesser environmental value"*
- NPPF Core Planning principles, Paragraph 17 lists them and includes *"encourage the effective use of land by reusing land that has been previously developed (brownfield land), provided that it is not of high environmental value"*
- Paragraph 55 of the NPPF requires Local planning authorities to 'avoid new isolated homes in the countryside unless there are special circumstances such as:
 - *the essential need for a rural worker to live permanently at or near their place of work in the countryside; or*
 - *where such development would represent the optimal viable use of a heritage asset or would be appropriate enabling development to secure the future of heritage assets; or*
 - *where the development would re-use redundant or disused buildings and lead to an enhancement to the immediate setting*
 - *the exceptional quality or innovative nature of the design of the dwelling.'*
- SDC Core Strategy Policy AS.10 (Countryside and Villages) sub-section b onwards highlights the limited conditions under which development may be acceptable in principle.
- English Heritage noted, in response to the pre-submission consultation, that there were historic farmsteads in the area outside the built-up area boundary and that any development proposal should be sensitive to these and associated non-designated heritage assets and thus maintain local distinctiveness

HE6. Gap between Welford and Weston

Development beyond the built up boundary of Welford on Avon which results in the reduction of the gap with Weston on Avon, as indicated on the map at Figure 8 will be resisted, unless the proposals comply with Policy HE5 (Open Countryside) and specifically allow for the preservation of the identity and integrity of the two settlements.

Welford-on-Avon and Weston-on-Avon are settlements that are proud of their separate identities which have been maintained since before the time of the Domesday Book. From medieval times the two villages have centred on their Grade 1 listed churches, St Peters and All Saints respectively. Currently, a significant green buffer is provided between the two settlements mostly by actively and productively managed farmland or, at the northern boundary toward the river, by a horticultural business.

Development will not be permitted in the land between the villages so as to preserve the identity and integrity of the settlements and the immediate natural environment.

Justification

- The NPPF Section 11 () Paragraph 112. *“Local planning authorities should take into account the economic and other benefits of the best and most versatile agricultural land.”*
- SDC Core Strategy Policy CS.15 (Distribution of Development) expects all development to protect and enhance the character of the settlement and its setting. Amongst the principles against which new development will be assessed is at CS.15.7e and is that *“ 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”*
- 2014 Neighbourhood Plan Draft Policy Consultation: 96% of those responding approved of this policy.
- This policy is consistent with the decision of the Inspector at the Gladman Inquiry (see Glossary) who noted at paragraph 65 of her report:

‘The open agricultural land between Welford and Weston is a feature of the historic and current relationship between the two settlements. The perception of openness between Welford and Weston would inevitably be reduced as a consequence of the development proposed... with consequent harm to the established character and appearance of the area. I share the concerns of local residents and English Heritage in this regard.’

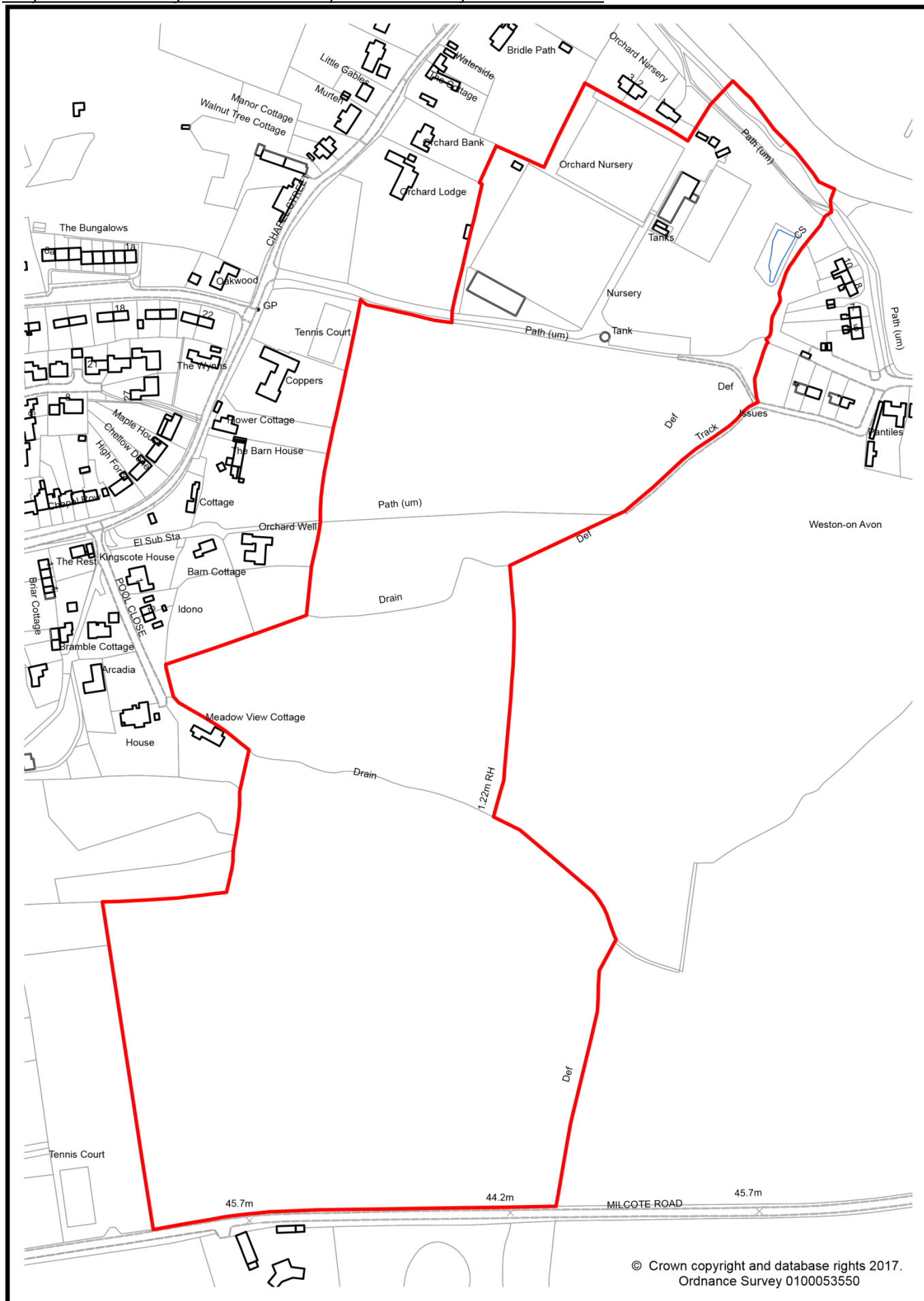


Figure 8 – Welford/Weston Buffer.

HE7. Landscape Design

Where relevant, given its scale and nature, new development will be encouraged to have regard to existing mature trees and support the planting of new trees and shrubs, further to the guidance within the Stratford on Avon District Design Guide or subsequent equivalent document. Particular encouragement is given to the use of natural hedging.

Development sites that abut public rights of way, including footpaths and/or cycle ways, are encouraged to use natural hedging as a boundary treatment in order to enhance the environmental and public amenity of these paths.

Welford-on-Avon is blessed by a rich diversity of mature trees which provide a rich backdrop to the village and its street scene. Applicants are encouraged to seek the advice of the SDC Tree Officer as part of the planning application process where such trees may be affected.

Tree Planting

Tree planting schemes should be an essential pre-requisite for all new building developments as part of sustainable development. These tree planting schemes should incorporate species approved by SDC.

This policy is also supportive of Policy HLU6 where the built environment blends with the agricultural/rural surroundings of the village.

Justification

- NPPF Core Planning principles, Paragraph 17 includes the principle to “*always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings;*”
- NPPF Section 7 (Requiring good design), Paragraph 58 requires that “*Planning policies and decisions should aim to ensure that developments:*
 - *respond to local character and history, and reflect the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation;*
 - *are visually attractive as a result of good architecture and appropriate landscaping.*”
- NPPF Section 11 (Conserving and enhancing the natural environment), Paragraph 118 states “*local planning authorities should aim to conserve and enhance biodiversity by applying the following principles ... planning permission should be refused for development resulting in the loss or deterioration of irreplaceable habitats, including ancient woodland and the loss of aged or veteran trees found outside ancient woodland,*”
- Paragraph 61 of the NPPF notes that ‘securing high quality and inclusive design goes beyond aesthetic considerations. Therefore, planning policies and decisions should address ... the integration of new development into the natural.... environment.
- SDC Core Strategy Policy CS.5 (Landscape) Section C “*Proposals that will have an impact on woodlands, hedges and trees should 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.*”
- Public Health Warwickshire’s consultation response supported the fact that tree planting was encouraged and further noted that ‘*this can help to reduce the impact of climate change and provide ecological habitats.*’
- Village Design Statement 1998 Design Principles “*Protect existing trees and encourage planting of appropriate species.*” and “*Review and update tree preservation orders*”
- 2014 Welford Plan Policy Consultation: 95% of respondents approved of this policy.
- Q19 and Q20 of the Community Survey showed a significant number of respondents who wanted both more trees to be planted and existing trees to be preserved.

HE8. Allotments

Development that enhances the use of the allotments in Headland Road, as indicated on the accompanying map at Figure 9 will be supported.

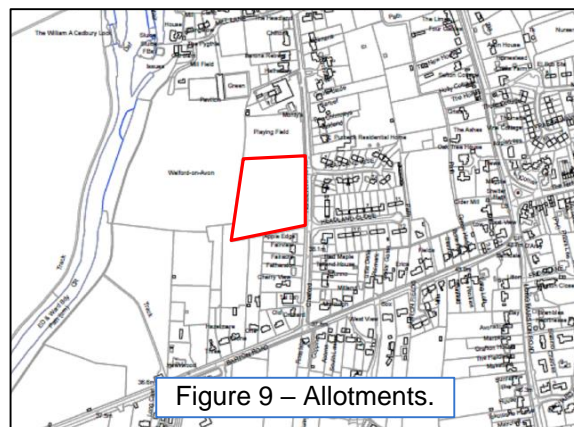
Development at the site that detracts from its use as allotments, will be resisted unless

- it provides for suitable replacement land and/or facilities of at least equivalent quality and condition for existing and/or future plot holders; or***
- clear and significant social, economic and or environmental community benefits would be derived from the proposal.***

Agreement for any development proposal needs to be secured from the Shorthouse Bidston Allotment Trust.

Justification

- SDC Core Strategy Policy CS.7 (Green Infrastructure) is supported by section 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.”
- SDC Core Strategy Policy CS.25 (Healthy Communities) Section B” *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:*
 - *(a) it can be demonstrated that there is an absence of need or it is surplus to requirements; and*
 - *(b) it does not make a valuable contribution to the amenity and character of the area.”*
- Considerable amenity is provided by the allotments in Headland Road that are owned and managed by the Shorthouse Bidston Allotment Trust (Charity 216334). Because of the contribution made by the allotments to economic and social sustainability it is important that this resource is strongly protected.
- 2014 Neighbourhood Plan Draft Policy Consultation: 92% of those responding approved of this policy.
- The April 2013 Community Survey responses included substantial support for preserving the current environment and maintaining the green areas of the parish in addition to the Conservation Area.



HE9. Flood Risk

Proposals for fluvial management which reduce the risk of flooding in Flood Zones 2 and 3 (as shown for illustrative purposes on the map at Figure 10) will be supported providing that appropriate landscaping is included.

Development within these Flood Zones will be resisted unless:

- It is demonstrably neutral or beneficial to the capacity of these flood zones,*
- The risk of flooding to existing properties is not increased, and*
- It does not result in any additional properties being placed at risk of flooding.*

Welford is defined by the River Avon and it remains a major influence on our environment. History has shown that the river and its needs must be accommodated. Past development and policies have diminished the Avon's flood plain natural ability to cope with flood conditions. In particular Binton Bridges form a barrier to flood water when the arches are blocked by debris.

Under the Planning Practice Guidance for the NPPF less vulnerable commercial development is allowed in all flood risk zones except the functional flood plain. Any replacement development in the flood plain is required to at least be flood plain neutral and will require as a minimum a site-specific flood risk assessment.

Local Plans must undertake a Strategic Flood Risk Assessment, NPPF Section 101 –“steer new development to areas with the lowest probability of flooding”.

Justification

- NPPF Section 10 (Meeting the challenge of climate change, flooding and coastal change), Paragraph 100 states “*Inappropriate development in areas at risk of flooding should be avoided by directing development away from areas at highest risk, but where development is necessary, making it safe without increasing flood risk elsewhere.*”
- NPPF Section 10 (Meeting the challenge of climate change, flooding and coastal change), Paragraph 104 also states “*For individual developments on sites allocated in development plans through the Sequential Test, applicants need not apply the Sequential Test. Applications for minor development and changes of use should not be subject to the Sequential or Exception Tests but should still meet the requirements for site-specific flood risk assessments.*”
- NPPF Planning Practice Guidance Paragraph 18 states “The aim should be to keep development out of medium and high flood risk areas (Flood Zones 2 and 3) and other areas affected by other sources of flooding where possible.”
- NPPF Planning Practice Guidance Paragraph 61 states “... neighbourhood planning should ... ensure policies steer development to areas of lower flood risk as far as possible; ...”
- SDC Core Strategy Strategic Objectives include “*The flood plain will have been maintained and, where opportunities arise, restored. The risk from flooding will not have increased. Water bodies will have reached a good status or potential in accordance with the Water Framework Directive.*”
- SDC Core Strategy Policy CS.4 (Water Environment and Flood Risk) Section A “*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 and conservation value.*”
- 2014 Neighbourhood Plan Draft Policy Consultation: 96% of those responding approved of this policy.
- 185 respondents (over 60%) to the April 2013 Community Survey specifically supported protection of the flood plain and the walks and wildlife around it.

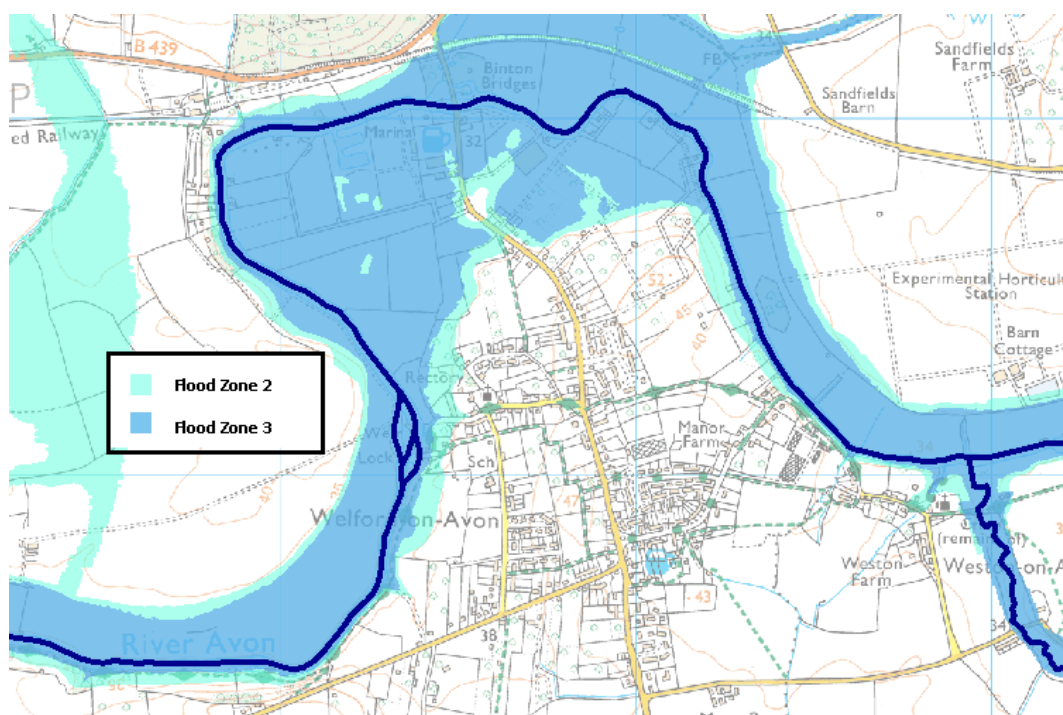


Figure 10 - Flood Zone Map (source: Environment Agency, July 2015) (Illustrative purposes only).

Flood Zone	Definition
Zone 1 Low Probability	Land having a less than 1 in 1,000 annual probability of river flooding. (Shown as 'clear' on the Flood Map – all land outside Zones 2 and 3)
Zone 2 Medium Probability	Land having between a 1 in 100 and 1 in 1,000 annual probability of river flooding. (Land shown in light blue on the Flood Map)
Zone 3a High Probability	Land having a 1 in 100 or greater annual probability of river flooding. (Land shown in dark blue on the Flood Map)
Zone 3b The Functional Floodplain	This zone comprises land where water has to flow or be stored in times of flood. (Not separately distinguished from Zone 3a on the Flood Map)

Source: National Planning Policy Guidance, 6 March 2014

B. Infrastructure

A number of services are critical to the successful development of a thriving village in 2031. Some services are already under strain whereas others are woefully inadequate and must be addressed. The key areas are:

- super fast broadband (wired and wireless)
- mains water pressure
- flood defence/protection from the River Avon
- surface water / waste water flooding
- electricity supply reliability & alternative energy supply options.

The objectives supported by Infrastructure policies

- Objective 4 Excellent infrastructure will support an expanded range of community and business activities including a flourishing home working economy.
- Objective 5 Infrastructure to meet the needs of all new developments which impact on the parish will have been secured in advance of their construction. This includes the provision of primary school places at Welford School and the provision of adequate waste water systems.

INF1. Dark Skies

Development should aim to minimise light pollution by avoiding obtrusive external property and street lighting.

In considering applications, parties will be encouraged to assess whether the proposed development could take place without external lighting.

All applications for new development must demonstrate how the dark skies environment will be protected through the submission of appropriate supporting documentation, to demonstrate that they accord with current professional guidance to achieve an appropriate lighting environment for the area.

Welford is currently devoid of street lighting and has very few areas which are permanently lit overnight. New development is encouraged to adopt an environmentally sustainable approach, supporting a dark skies environment.

Applications for developments will be encouraged to assess the need for the lighting scheme and consider whether the development could take place without lighting.

Flood lighting for recreational facilities is encouraged to be onto non-reflective surfaces using directional lighting.

Local Planning Authorities are recommended to distinguish between broad areas that merit different levels of lighting control, as outlined in the Institution of Lighting Professionals (ILP), Guidance Notes for the Reduction of Light Pollution (2011) or equivalent superceding guidance. This is supported as it can help assess the impacts of external artificial lighting.

Justification

- NPPF Section 11 (Conserving and enhancing the natural environment) Paragraph 125 states *“By encouraging good design, planning policies and decisions should limit the impact of light pollution from artificial light on local amenity, intrinsically dark landscapes and nature conservation.”*
- Campaign to Protect Rural England (CPRE) Report titled ‘Shedding Light’ which has good evidence supporting dark sky environments. The report also indicates a slight reduction in crime where street lighting is turned off.
- Ashford Borough Council, Dark Skies SPD, adopted in July 2014. Ashford is a borough sensitive to light pollution and this SPD outlines a planning policy context, describes the technical issues involved and defines standard planning conditions to achieve its Dark Skies ambition.
- The Core Strategy makes no reference to Dark Skies and as such this policy is the definitive policy for the Neighbourhood Area of Welford-on-Avon.
- The Gladman Inquiry Inspector’s report paragraph 84 (see Glossary) commends *‘the cherished ‘dark village’ environment that local residents have sought to protect’* She further notes that she was advised that there was no street lighting in the village.
- The Dark Skies policy was supported by over 90% of residents consulted in December 2013 and in the April 2014 Policy Consultation 95% approved of this policy.

INF2. Infrastructure

New development should have regard to the following core infrastructure services delivered to the area; superfast broadband, a mains water supply, flood defence measures relating to the River Avon; the control of surface and waste water and the reliable supply of electricity.

Any development proposal that could have a detrimental effect on, or would interrupt the provision of these services, will be resisted unless it is fully supported by an implementable mitigation scheme.

The core infrastructure services listed in this Policy have been designated as essential to the quality of life in Welford-on-Avon Parish in the second and third decades of the 21st century.

It would be desirable for a Comprehensive Infrastructure Plan for the Parish to be drawn up but it is recognised that this will require significant effort, skill and resources.

Where infrastructure problems already exist developers and statutory providers will be encouraged to provide a solution to alleviate the existing problem or a mitigation prior to building work commencing.

Capacity or performance mitigation is encouraged to be provided where the development could in the opinion of the Parish Council disrupt core service delivery to existing properties during the period the development takes place. Failure to produce an adequate mitigation plan could be a reason for rejecting a planning application.

Justification

- NPPF Core planning principles, Paragraph 17 indicates planning should *“proactively drive and support sustainable economic development to deliver the homes, business and industrial units, infrastructure and thriving local places that the country needs.”*
- NPPF Core planning principles, Paragraph 21 states *“local planning authorities should: ... identify priority areas for economic regeneration, infrastructure provision and environmental enhancement;”*
- NPPF Section 5 (Supporting high quality communications infrastructure) fundamentally supports high speed broadband and its importance is emphasised in Paragraph 42 which states *“Advanced, high quality communications infrastructure is essential for sustainable economic growth.”*

- NPPF Plan-making section Paragraph 162 requires local planning authorities to work with other authorities and providers to “assess the quality and capacity of infrastructure and its ability to meet forecast demands;”
- NPPF Plan making section Paragraph 177 highlights the fact that “It is equally important to ensure that there is a reasonable prospect that planned infrastructure is deliverable in a timely fashion.”
- SDC Core Strategy Policy CS.4 (Water Environment and Flood Risk) Section B states “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.”
- SDC Core Strategy Policy CS.25 (Healthy Communities) Section A states *“With the release of land for development, suitable arrangements will be put in place to improve infrastructure to mitigate the impact of development....”*
- SDC Core Strategy Infrastructure Delivery Plan at adoption (June 2016)
 - 7.1 states *“Severn Trent Water are currently developing a plan to cover the period 2015-2040”.*
 - 7.2 states *“Support will be given to flood alleviation measures under consideration by the Environment Agency”*
 - 7.4 states *“The Core Strategy looks beyond the aims of the sub-regional broadband project and seeks all new development to have connections enabling download speeds of 30Mbps in accordance with the Government’s commitment to the EU2020 Digital Agenda. Where no strategic telecommunications infrastructure is available, developers should provide suitable ducting to the premises for later connection.*
- 2014 Neighbourhood Plan Draft Policy Consultation: 90% of those responding approved of this policy.
- Flooding from River Avon, Surface Water Flooding and inadequate capacity of the foul water drainage were all highlighted through village feedback in the April 2013 Community Survey and the April 2014 consultation.

INF3. Access to Primary Education

New residential development which could generate a need for school places, will be supported where there are adequate primary school places at local schools or where the development includes proposals to allow adequate places to be created.

This provision should be at Welford-on-Avon Primary School or other local schools readily accessed by school bus or public transport.

Provision of primary school education is an essential resource for the community of Welford-on-Avon for the second and third decades of the 21st century. All children of primary school age should have the option of being educated in the local school to maximise sustainability through minimised travel, social cohesion, and a strengthened community.

The 6 mile upper limit to a choice of schools, (extended to a 15 mile upper limit to a school preferred on grounds of religion or belief) are not walking routes, and should therefore be measured along road routes.

Developers and statutory providers are required to ensure adequate provision is available at all times. It should be noted Welford School is full at the time of writing and creation of more places will necessitate a move from one form to two form entry which would require major investment in facilities.

Justification

- June Maw the Interim Service Manager at Warwickshire County Council was specifically asked to comment on this policy. Her feedback was *'Thank you for sight of the Neighbourhood Plan, especially INF3. My only comment would be a suggestion that the policy read "development will only be permitted where there are adequate places or where the proposed development includes plans to create adequate places."*
- NPPF Section 8 (Promoting healthy communities), Paragraph 72 "The Government attaches great importance to ensuring that a sufficient choice of school places is available to meet the needs of existing and new communities. Local planning authorities should take a proactive, positive and collaborative approach to meeting this requirement, and to development that will widen choice in education. They should:
 - give great weight to the need to create, expand or alter schools; and
 - work with schools promoters to identify and resolve key planning issues before applications are submitted."
- Infrastructure Delivery Plan at adoption (June 2016) Section 3 (Education) states *"At primary age, WCC needs to consider how best to meet additional pressure in Stratford, Wellesbourne, Welford on Avon, Fenny Compton, Lighthorne Heath, Tanworth in Arden, Studley, Alcester, Napton, Southam, Ilmington, Shipston, Quinton, Henley in Arden, Harbury, Great Alne, Bidford on Avon, Ettington and Long Compton. This will not see expansions of all of the named schools but will require discussions with all local providers to ensure a sustainable solution."*
- 2014 Neighbourhood Plan Draft Policy Consultation: 93% of those responding approved of this policy.
- Home to school travel and transport guidance (Statutory guidance for local authorities) DfE, July 2014.

C. Economic Development

The proportion of economically active residents who commute to and from the village is high. Over recent years, the number engaged in traditional rural activities has significantly reduced. Local businesses typically employ small numbers of people, for example Reids Storage, Kerr and Noble, Findons Nurseries, Welford Marina and the local public houses.

Encouraging local employment opportunities that enable Welford residents to work locally full or part time will enhance sustainability of the village:

- Economically: by increasing the use of local shops, pubs and other businesses
- Socially: by encouraging a more vibrant village during working hours
- Environmentally: by reducing the use of cars for commuting.

Local employment can be encouraged by a mix including:

- Home and remote working
- Live/work units
- Small business units
- Increasing employment at existing employees within the village
- Resisting the closure of existing shops and pubs
- Conversion of existing buildings to business use.

Home and remote working is supported by high speed broadband.

How the SDC Core Strategy supports the objectives:

We have considered commercial development within the built-up area boundary and concluded the Core Strategy amply provides policies to support economic development in a village such as Welford.

In principle the following are supported:

- a. Retention of commercial property in the village even as a change of business category, SDC Core Strategy Policy CS.25 (Healthy Communities, Section A)
- b. New shops opening in Welford, SDC Core Strategy Policy CS.23 (Retail Development and Main Centres)
- c. New farm shops selling local produce, SDC Core Strategy Policy AS.10 (Countryside and Villages) Category P
- d. Conversion of non-residential buildings to other business use, SDC Core Strategy Policy AS.10 (Countryside and Villages).

No specific Welford Plan Policies over and above those in National Planning Policy and the SDC Core Strategy are required for economic development.

D. Housing & Land Use

The Welford Plan Objectives are supported by the following Housing & Land Use Policies

1. The Heritage Assets of the village and the surrounding countryside, its character and street scene will have been conserved. These assets include listed buildings, conservation areas, important views and open spaces, sites of special scientific interest (SSSIs), river amenities and other specified sites.
2. The rural nature of the parish with open countryside, mature woodland with pleasant views set in a green environment will have been preserved.
4. Excellent infrastructure will support an expanded range of community and business activities including a flourishing home working economy.
5. Infrastructure to meet the needs of all new developments which impact on the parish will have been secured in advance of their construction. This includes the provision of primary school places at Welford School, primary health care services and the provision of adequate waste water systems.
6. A mix of market and affordable housing developments that achieve the ambition of the Local Plan in the period to 2031 will have been provided in a sustainable, phased manner and sympathetically integrated into the village environment.
7. Excellent design of all new development reflecting the character of the village will be championed.
9. Traffic will have been managed and through traffic will have been controlled thus ensuring the village roads are safe for all residents. Any development will minimise commuting and traffic movements.
10. Public transport will have been improved, and the extensive network of footpaths and cycle ways further developed.
11. Sustainable green and low energy consumption using existing and emerging technologies will have been championed.

Principles for housing development

As a general principle, housing developments will be supported which:

- meet established local housing needs
- comply with the Local Plan
- comply with policies (such as size and dispersal) identified in The Welford Plan
- are delivered in a sustainable way consistent with our village environment.

Housing context

Core Strategy 2011 – 2031

The Stratford-on-Avon District Council Core Strategy provides for at least 14600 new homes across the District in the period 2011 – 2031. The Core Strategy also defines in SDC Core Strategy Policy CS.15 (Distribution of Development) a wide range of sustainable locations appropriate for development, including Local Service Villages such as Welford-on-Avon.

NPPF reference to rural housing

Paragraph 55 of the NPPF requires that, in order *‘to promote sustainable development in rural areas, housing should be located where it will enhance or maintain the vitality of rural communities. Local planning authorities should avoid new isolated homes in the countryside unless there are special circumstances.’*

Core Strategy: development in countryside and villages

In order to maintain and enhance the rural character of the District and maintain balanced rural communities, SDC Core Strategy Policy AS.10 (Countryside and Villages) defines a wide range of activities and development types that may be provided in the rural parts of the District. This includes the whole of Welford-on-Avon Neighbourhood Area within which lies the settlement (or Local Service Village) of Welford-on-Avon.

One form of development acceptable in principle under Core Strategy Policy AS.10 (Countryside and Villages) is small-scale schemes for housing in accordance with SDC Core Strategy Policy CS.15 (Distribution of Development). SDC Core Strategy Policy CS.15 requires that such housing development will take place;

- on sites defined in a Neighbourhood Plan
- through small-scale schemes on unidentified but suitable sites within their Built-Up Area Boundary (where defined)

In relation to these 2 classes of sites:

- 1) As explained below, the Welford Plan has chosen not to include Site Allocation
- 2) Small scale schemes on unidentified (windfall) and sustainable sites would offer the opportunity for an appropriate scale of additional development in Welford-on-Avon phased across the remainder of the plan period to 2031.

Paragraph 5.2.12 of SDC Core Strategy Policy CS.16 (Housing Development) describes ‘windfalls’ as *‘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’*. The policy makes *‘an allowance for windfall development in Phases 3 and 4 of the plan period’* that is 2021 – 2031. *‘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.’*

Housing requirements

SDC Core Strategy Policy CS.15 (Distribution of Development) designates Welford-on-Avon as a category 2 Local Service Village (LSV). This categorisation is based on the size and services of the settlement as follows:

- Size of settlement (i.e. within the physical confines of the village); 200 – 600 dwellings
- General store; medium or small with medium to long opening hours
- Primary school; large, 210 or more places
- Public transport; fair, less frequent than two hourly Monday – Saturday but including a morning and afternoon work service.

SDC Core Strategy Policy CS16 (Housing Development) allocates the following housing requirements in total to category 2 Local Service Villages: *‘approximately 700 homes in total of which no more than 12% should be provided in an individual settlement’*. This would result in a total of approximately 84 homes in Welford-on-Avon for the plan period to 2031.

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The Development Management Considerations of SDC Core Strategy Policy CS.16 (Housing Development) notes that development in and adjacent to the village settlement itself will count towards the objective of 84 homes. Housing delivered in rural locations outside settlements will count towards the rural area total of approximately 750 homes across the whole district for the whole plan period.

Built-Up Area Boundary for Welford-on-Avon

The Built-Up Area Boundary (BUAB) for Welford-on-Avon is shown in Figure 11. The Welford Plan has based the BUAB on the 2012 Strategic Housing Land Availability Assessment (SHLAA) Map updated to reflect all planning permissions since the start of the plan period in 2011. The methodology used to review, validate and update the BUAB is more fully documented in SDC Informal Planning Guidance dated August 2016 (Defining the Confines of a Settlement).

Note that any planning application for development outside the village boundary will be considered having regard to Policy HE5 (Open Countryside) whilst applications for development inside the village boundary will be considered having regard to Policy HLU1 (New Residential Development).

Site Allocations Plan

Stratford-on-Avon District Council proposes to develop a Site Allocations Plan (SAP). It is expected that this Plan will include settlement boundaries for Local Service Villages such as Welford-on-Avon. It is anticipated that Neighbourhood Plans will steer and inform any proposals to be included in the SAP, such as settlement boundaries. Welford-on-Avon Parish Council look forward to engaging proactively with SDC in developing the Site Allocation Plan. It is not anticipated that the SAP will allocate sites for development within Local Service Villages. It could be however that, by further extending the settlement boundary at some point in the future, SDC through the SAP or other plan processes could allocate additional land for development. The current timescale shows the SAP being adopted by end of 2018.

Housing numbers to date in the plan period

As of November 2016 and since the start of the plan period (2011) planning applications for a total of 115 houses have been approved. All of these houses are within the settlement boundary and so contribute to the requirements of approximately 84 houses to be provided in Welford-on-Avon across the Plan Period to 2031.

Several of the approved applications are for developments of more than 10 houses including Samantha Close, Barton Meadows, land rear of The Willows, land south of Barton Road and land east of Weston House.

Of the total of 115 houses, 30 are affordable, thus demonstrating Welford-on-Avon's success in meeting and significantly exceeding the objectives set by its Housing Needs Survey.

Approach to housing policy taken in The Welford Plan

As a consequence of the number of housing approvals in Welford-on-Avon since the start of the Plan Period in 2011, The Welford Plan takes the following broad approach to further housing development:

- Inside the settlement boundary, small-scale schemes on unidentified but suitable sites will be supported. Requirement 1 of SDC Core Strategy Policy CS.15 (Distribution of Development) requires that, for residential development, the number of houses proposed is consistent with the overall scale of development identified in SDC Core Strategy Policy CS.16 (Housing Development) for the settlement.

All development proposals in Welford-on-Avon will therefore have regard to the Approximate Upper Limit of 84 houses, see Policy HLU1 (New Residential Development).

- Outside the village boundary (and hence in the countryside) development will only be supported on brownfield sites or for clearly defined purposes, see Policy HE5 (Open Countryside)

Site Allocations in the Welford Plan

A Neighbourhood Plan may contain Site Allocations which precisely define sites for either a specified number of houses or for employment purposes, and which would be the outcome of an objective assessment of possible sites within the Parish. The Parish Council, after detailed discussion, took the decision not to include Site Allocations in the Welford Plan. The reasons for this decision include:

- Sites with approved permission for housing development well in excess of the Approximate Upper Limit have already been allocated.
- To avoid a potential challenge to the Welford Plan, all possible sites would need to be fully evaluated against exacting criteria. Sites could not be arbitrarily excluded from assessment which is necessarily impartial and fully transparent. In the Parish Council's judgement SDC are better resourced and skilled to perform this considerable task.
- The Community Survey showed a high degree of divergence as to the most and least preferred sites for development.
- A Site Allocation exercise may well trigger the need for a Strategic Environmental Impact Assessment and possibly an assessment under the EU Habitats Directive, neither of which the Steering Committee has the skills or resource to undertake.
- SDC's ambition to produce a Site Allocation Plan for Local Service Villages, including Welford-on-Avon, could give the opportunity, by making adjustments to the Built-Up Area Boundary, to allocate additional sites for development.



Figure 11 - Welford-on-Avon - Built-Up Area Boundary

HLU1. New Residential Development

New residential development will have specific regard to the role of Category 2 Local Service Villages as identified in the Stratford-on-Avon District Council Core Strategy.

Proposals for new residential development within the built up area boundary of Welford-on-Avon will be supported on infill sites. New residential development beyond the boundary should also take account of Policy HE5 (Open Countryside) and Policy HE6 (Gap between Welford and Weston).

All proposals that have the potential to generate significant amounts of traffic movement need to clarify how the existing highway network can accommodate this, or be improved to accommodate the impact.

The Built-Up Area Boundary is shown in Figure 11.

The Housing context section clearly demonstrates that Welford-on-Avon has already well exceeded the indicative dwelling requirement set out in SDC Core Strategy Policy CS.16. Further development during the Plan Period should therefore take the form of small-scale windfall development on infill and re-development sites within the village boundary or individual dwellings in open countryside that are consistent with policy.

Justification

- NPPF paragraph 32 requires that ‘*all developments that generate significant amounts of movement should be supported by a Transport Statement or Transport Assessment.*’ Because of the existing traffic constraints within the village, including pinch points at the Bell Inn and Binton Bridges, together with the significant volumes of additional traffic through the village from the several significant developments at Long Marston, it is appropriate that any new developments that are likely to generate significant traffic movements should be accompanied by a Transport Statement or Transport Assessment. These should demonstrate that sustainable transport modes have been taken up (NPPF paragraph 32 first bullet) and that improvements can be undertaken within the transport network that cost effectively limit the significant impacts of the development (NPPF paragraph 32 third bullet).
- SDC Core Strategy Policy CS.15 (Distribution of Development) Requirement 1 requires that, for residential development, the number of homes proposed is consistent with the overall scale of development identified in SDC Core Strategy Policy CS.16 (Housing Development) for the settlement. In the case of Welford-on-Avon this scale of development is 84 homes.
- Significant numbers of respondents to the Community Survey wanted to see little or no development within the parish. Where development did occur there was a desire for the impact to be minimised.
- The Community Survey also asked in question 19 ‘what would you consider sustainable development and how would you like to see it implemented?’ 25 of the responses to this question focussed on ‘small developments’ as being key to the ongoing sustainability of Welford-on-Avon.

HLU2. Design Excellence

New development is encouraged to adopt high levels of design quality. Where appropriate depending on its scales and nature, it should have regard to the Stratford-on-Avon Design Guide and Building for Life 12 criteria, or equivalent superseding guidance.

Particular encouragement is given to proposals that demonstrate innovation and/or reflect the Welford-on-Avon Village Design Statement in reflecting the character and vernacular of the area.

Development proposals, where appropriate, depending on their scale and nature, should demonstrate how they have respected:

- Established building lines and the rhythm of the architecture including the separation between buildings, and between buildings and site boundaries.
- Established plot widths, density, footprint and scale in the immediate vicinity.
- The amenity of neighbouring properties.

Justification

- Paragraph 58 of the NPPF requires that *'neighbourhood plans should develop robust and comprehensive policies that set out the quality of development that will be expected for the area.'*
- Paragraph 64 of the NPPF requires that *'permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.'*
- SDC Core Strategy Policy CS.9 (Design and Distinctiveness) requires developments to improve the quality of the public realm and enhance the sense of place, reflecting the character and distinctiveness of the locality. It further requires design to be attractive, sensitive, distinctive, connected, environmentally sustainable, accessible, safe and healthy.
- Stratford District Design Guide addresses the challenge of managing change in order to foster and protect the identity of place.
- The Welford-on-Avon Village Design Statement contains many design principles which support the elements of this policy.

HLU3. Footpaths & Cycle Ways

Development sites that abut public rights of way, including footpaths and/or cycle ways, are encouraged to consider the use of natural hedging as boundary treatment in order to enhance the environmental and public amenity of these paths.

Development, of an appropriate scale and nature, in the vicinity of this network, will be encouraged to include proposals that connect to existing cycle ways and footpaths and improve access and safety for all users.

A much valued characteristic of Welford is its network of footpaths and rights of way, many of which are at the heart of the village. Views can be partially or totally hidden by close board fencing and the effect of such fencing on both sides of narrow footpaths can result in a claustrophobic tunnel effect cut off from the surrounding landscape.

The network has significant amenity value for residents and visitors alike. The aim of extending it is to maximize road safety for pedestrians of all ages and abilities as well as cyclists by ensuring safe access to the centre of the village. This could be achieved in many ways, for example by providing pavements where required, improving existing pavements and road crossing points or including the provision of dropped kerbs.

Developers should ensure that boundaries next or adjacent to footpaths should predominantly comprise natural planting and that there are provisions to ensure that this is maintained.

A safe pedestrian network will enhance the environmental sustainability by minimizing the need for local car journeys.

The Parish Council will continue to exercise their voluntary role in maintaining the entire network of footpaths and cycle ways and encourage landowners to discharge their statutory duty to adequately maintain boundaries abutting them.

Justification

- SDC Core Strategy Policy CS.9 (Design and Distinctiveness) requires development to enhance the network of footpaths and retain existing rights of way.
- Stratford on Avon District Design Guide (section 7.4.1 to 7.4.6) addresses boundary features
- Community Survey: respondees to Q16 prioritised the improvement and maintenance of footways, cycle ways and bridleways as an area for focus.
- Village Design Statement noted that ‘Welford is very fortunate in having many pathways through and round the village and it is to be hoped that these are not reduced in any way. Hedges must also be retained’



Figure 12 – Part of the extensive network of footpaths

HLU4. New Residential Development Mix and Type

***New Residential Development should reflect the mix defined in the Core Strategy
Proposals for the following types of development will be particularly supported:***

- ***Local Choice schemes based on objectively assessed local housing needs***
- ***The provision of dwellings appropriate to older residents wishing to down-size, including bungalows***
- ***Houses specifically designed for first-time buyers***
- ***Extra Care accommodation, as defined by Warwickshire County Council.***

The Community Survey identified key issues in respect of housing mix and type:

- The mix of new market homes should support a change in the village housing stock towards smaller, family homes thus encouraging a re-balancing of village demographics towards one more in line with the district as a whole.
- The mix of housing should enable the elderly to move more easily into appropriate housing within the village both through 'down sizing' and by moving into sheltered accommodation, and so not be obliged to move out of the village. This is particularly important given the age profile of Welford-on-Avon which shows a higher median age (51 compared with 46) and a higher percentage of residents over 65 (29% compared with 22%) than the district as a whole. See the Demographics data in Appendix B.
- The building of bungalows should be encouraged, not least because many bungalows have been taken out of the village housing stock in recent years by their re-development as 2 storey houses.

Justification

- Paragraph 50 of the NPPF requires Local Planning Authorities to plan for a mix of housing based on current and future demographic trends, market trends and the needs of different groups in the community
- Question 10 of the Community Survey also identified the requirement for accommodation within the village for elderly people. Of the responses to this question, 12.6% identified the need for sheltered accommodation and 18.4% for accommodation for the elderly, excluding sheltered, a total of 31%. One aim is to allow more elderly Welford residents to continue to live within the village close to their roots, friends and relatives. Appropriate warden assisted bungalows will therefore be strongly supported.
- The Community Survey showed that, in addition, 30% wanted to see housing being provided for people with Welford roots. The provision of a higher proportion of 1 and 2 bedroom homes should help existing residents who no longer wish to live in a large house but want to remain in the village to 'down size' to a smaller home.

HLU5. Garden and Back-land Development

Development in residential gardens, back-land development and tandem development will be supported if it:

- does not have a detrimental effect on the surrounding area and neighbouring properties;***
- does not have the potential for loss of amenity of neighbouring properties; through loss of privacy, loss of daylight or loss of car parking, and***
- is of a scale and size suitable for the plot.***

Each application for such development will be assessed on its impact on the distinctive character of the village, impact on neighbouring properties and alignment with the Village Design Statement and the Stratford-on-Avon District Design Guide.

Justification

- NPPF paragraph 53 resists inappropriate development of residential gardens where, for example, development would cause harm to the local area.
- Stratford District Design Guide addresses the challenge of managing change in order to foster and protect the identity of place.
- Community Survey question 11 showed a strong bias against building in domestic gardens, with 177 respondees being totally against whilst 25 were fully supportive.

HLU6. Development at the village edge

Development at the edge of the village and visible from the surrounding open countryside will be supported providing it creates a sensitive transition from the countryside to the village.

Development should:

- ***Be of a similar density and scale to buildings in the immediate neighbourhood and 'round off' the village rather than create new, visually intrusive additions to it***
- ***Not reduce the impact or result in the loss of distinguishing natural features, such as tree lines, that could not otherwise be replaced or addressed through mitigation such as the planting of appropriate new vegetation.***
- ***Use appropriate plant species in a comprehensive landscape scheme, conserve traditional boundary treatments wherever possible and use boundary treatments which integrate best with the rural character***
- ***Mitigate any potential increased flood or surface water threat.***

A sensitive transition will allow a gradual visual transition between open countryside and the built up area. This will be achieved by sensitive use of the natural topography, the design, layout, density and height of building, and the shielding impact of existing and proposed tree and hedge planting.

Peripheral fencing should be shielded using traditional Warwickshire hedging to the same height bordering the development.

For the avoidance of doubt, proposals for new residential development inside the built-up area boundary will also be considered having regard to Policy HLU1 (New Residential Development) and proposals for development outside the built-up area boundary will be considered having specific regard to Policy HE5 (Open Countryside).

Justification

- Paragraph 61 of the NPPF notes that 'securing high quality and inclusive design goes beyond aesthetic considerations. Therefore, planning policies and decisions should address ... the integration of new development into the natural, built and historic environment.
- Village Design Statement highlights '*Soft edges to the village are desirable – no large blocks of buildings on the periphery*'.
- Stratford District Design Guide section 7.4 addresses the general treatment of boundaries facing open countryside and is particularly against the use of close board fencing.
- This policy is in line with the Inspector at the Gladman Inquiry (see Glossary) who commented at paragraphs 63 and 64 of her report which dismissed an appeal of a proposed development close to but outside the village boundary that:

'the density of development proposed would be in complete contrast to the established pattern at the edge of the village here. The existing strong vegetated boundary along the edge of the village here would prevent a development of the scale and density proposed from relating visually to the housing within the village. It would not be seen as a 'rounding off', or an appropriate or sympathetic expansion of the village. Rather, it would appear almost as a self-contained residential estate within an open countryside location. Although planting could help mitigate the visual impact of the development in views from the north, that would take at least 15-20 years to mature and even then, there would still be visual permeability in the winter months. The existing settlement does not require new planting to mitigate or soften its boundary with the adjacent countryside.'

HLU7. Caravan sites

Applications for new or extended caravan sites for holiday or permanent residence, or proposals to amend extant permission for holiday caravans to allow for permanent residency, will be assessed on their individual merits.

Proposals should address how they impact upon the resources of the area, and those specifically within Welford-on-Avon, and where applicable, how this could be mitigated.

Currently there are 148 holiday caravans on four sites within the Village, in addition to 26 park homes on a single site, see breakdown in table 3 of Appendix B. Current planning permissions for the 4 holiday caravan sites in Welford have some combination of these conditions:

- To close for a number of months each year
- To be used only for holiday use
- Not to be used as a main residence

Proposals for new or extended caravan sites for permanent residency, or proposals to amend extant permission for holiday caravans to allow for permanent residency will be considered having regard to Policy HE 5 (Open Countryside) or HLU 1 (New Residential Development) as appropriate.

Justification

- In reply to Q21 of the Community Survey, 99% of respondents thought that the quantity of caravan accommodation was either about right or too many.



Figure 13 – Binton Bridges caravan site as seen from Binton Bridges

Glossary

Affordable Housing	Is provided to specified eligible households whose needs are not met by the market. They can offer a variety of tenure, for example rental or shared equity.
Approximate Upper Limit	A guideline as to the Approximate Upper Limit for growth in each settlement would be provided by establishing that no more than a specified percentage of the combined total for housing provision for a Category of LSVs should be built in any one village in the Plan Period.
Back-land Development	Is the development of landlocked sites behind existing buildings, such sites often have no street frontage.
Brownfield (previously developed land)	Land that has previously contained a permanent structure. Domestic gardens, parks and recreation grounds, allotments and land that has been occupied by agricultural buildings are now explicitly excluded.
Built-Up Area Boundary	A boundary drawn around a settlement such as Welford-on-Avon as part of SDC's Site Allocations Plan. The boundary will include within it adequate land allocated to development to meet the housing target defined for the settlement.
CIL	Community Infrastructure Levy is a fixed rate charge per square metre of additional floor space and is paid by developers. The money raised through CIL will be used to help fund the physical, green and social infrastructure needed to support development. CIL will replace S106 agreements for funding the general infrastructure required to achieve growth and for dealing with cumulative impacts.
Core Strategy	Provides the strategic context for development decisions in the District up to 2031. Its purpose is to provide a spatial vision for the District and set out a development strategy and appropriate policies to guide housing, employment, infrastructure and service provision
Development	The carrying out of building, engineering, mining or other operations in, on, over or under land, or the making of any material change in the use of any buildings or other land New Residential Development – any new build of a residential dwelling.
Development Plan Documents	DPDs build on the foundations of the Core Strategy and provide more detailed planning guidance in specific areas. SPDs that are of particular relevance to Welford-on-Avon include : <ul style="list-style-type: none"> • Site Allocations DPD which will define specific sites for housing and employment. • Gypsy and Traveller Site Allocations DPD which will define the location of sites for gypsies and the travelling community.
Flood Risk Zones	These were defined in the Technical Guidance to the NPPF superceded by and reaffirmed in the Planning Practice Guidance of 6 April 2014. Welford has all four flood zone types:- Zone 1 – low probability – less than 1 in 1000 year flood risk Zone 2 – medium probability – between 1in 100 and 1 in 1000 year flood risk Zone 3a – high probability – less than 1 in 100 year flood risk Zone 3b – functional flood plain – typically flooding more than once in 20 years
Gladman Inquiry	Appeal reference APP/J3720/A/14/2217495 by Gladman Developments Limited against a decision by SDC to refuse permission for a development of up to 95 houses at land north of Milcote Road, Welford-on-Avon. Decision date 18 December 2014
Greenfield	Land that has not been previously developed including land in agricultural use, private gardens, parks, playing fields and allotments.
Local Development Framework	Is a 'folder' of local development documents which collectively will set out the spatial planning strategy, policies and proposals for the local planning authority's area. In the case of Welford the planning authority is Stratford District Council.
Local Development Scheme	A public statement of an LPA's programme for the production of Local Development Documents. The LDS is reviewed and updated on a regular basis to reflect changes in circumstances.
Local Green Space.	A green area that is special to the community and designated by a Neighbourhood Plan. It is given the same protection in planning terms as Green Belt. The designation should only be used: <ul style="list-style-type: none"> • where the green space is in reasonably close proximity to the community it serves; • where the green area is demonstrably special to a local community and holds a particular local significance, for example because of its beauty, historic significance, recreational value (including as a playing field), tranquillity or richness of its wildlife; and

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	<ul style="list-style-type: none"> • where the green area concerned is local in character and is not an extensive tract of land. <p>Paragraphs 76 and 77 of the NPPF define Local Green Space in more detail.</p>
Local Market Housing	Is built for sale on the open market, but with the restriction that it must first be offered to local people each time it is sold.
Market Housing	Market housing is built for sale, without restriction, on the open market.
Physical Confines	A boundary drawn pragmatically to show the current extent of development within a settlement such as Welford-on-Avon with the purpose of distinguishing the existing built-up area inside the boundary from countryside outside.
Plan Period	The Core Strategy covers the period 2011 - 2031 superceding the previous Local Plan which covered 1996 - 2011
Planning Practice Guidance	PPG is an online resource which supports the NPPF and allows important information previously only published in separate documents to be accessed quickly and simply by any user of the planning system.
Residential Gardens	Land within the curtilage of a residential building(s) and/or where the previous lawful use was for private residential gardens.
Site of Specific Scientific Interest	Sites of Special Scientific Interest (SSSI) are designated by Natural England as one of the country's very best wildlife and/or geological sites. SSSIs include some of the most spectacular and beautiful habitats.
Sustainable Development	<p>Defined in the NPPF as:-</p> <p>There are three dimensions to sustainable development: economic, social and environmental. These dimensions give rise to the need for the planning system to perform a number of roles:</p> <ul style="list-style-type: none"> •• an economic role – 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; and by identifying and coordinating development requirements, including the provision of infrastructure; •• a social role – supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations; and by creating a high quality built environment, with accessible local services that reflect the community's needs and support its health, social and cultural well-being; and •• an environmental role – contributing to protecting and enhancing our natural, built and historic environment; and, as part of this, helping to improve biodiversity, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change including moving to a low carbon economy.
Tandem Development	Tandem development is a particular case of back-land development comprising one home behind another served by the same driveway
Upper Limit	See Approximate Upper Limit
Village Green	An area of mown grass with or without trees which forms an essential part of the character of the village which may or may not be protected.

The survey conducted as part of evidence gathering for The Welford Plan identified a number of projects that are not appropriate to be achieved through the planning process but which might be taken forward at the discretion of the Parish Council.

Objective 8 A multi-purpose community meeting place and sports facilities will support recreational and sporting activities for all age groups.

Current sporting and recreational facilities are considered to be inadequate to serve a village of Welford's size through to 2031. Located on the flood plain of the River Avon, the outdoor facilities at Synder Meadow have suffered rapid deterioration, especially the changing room provision and equipment storage areas. In addition there are no tennis courts. Apart from the bowling club there are no public indoor sports facilities. There was considerable support in the Community Survey for improved outdoor and indoor sports and recreational facilities although views were divergent on how and where these might be delivered. Many proposed improved sporting facilities and a new community centre or hall. The facilities should address the needs of all age groups and interests in the parish especially those for whom transport is difficult and for whom limited facilities currently exist.

Once the Community Infrastructure Levy (CIL) is introduced by SDC, developer contributions might be sought to help fund a new sporting and recreational complex. The project to deliver this must involve all interested parties in the parish. The resulting plan should demonstrate financial and environmental sustainability, including the provision of adequate parking. Such a project would be supported by Policy CS.25 (Healthy Communities): 'the provision of new and enhanced community, cultural, sports and leisure facilities will be encouraged as a way of promoting healthy communities'.

The Parish Council is re-engaging with Welford Sports Club and other interested parties to ascertain how this objective might be realised.

Objective 9 Traffic will have been managed and through traffic will have been controlled thus ensuring the village roads are safe for all residents. Any development will minimise commuting and traffic movements.

The Welford Plan survey identified a number of issues that may be addressed by appropriate traffic management solutions whose implementation could be led by the Parish Council. These issues arise particularly from the increase in traffic flow from developments at Long Marston, congestion at the pinch points at Binton Bridges and The Bell and the constant abuse of the weight restriction on Binton Bridges by farmers and commercial vehicles.

Additional issues of concern include:

1. The area around the Maypole, including the village stores and butchers has inadequate parking which further creating traffic hazards particularly around the shop entrance and the junction of Barton Road with Long Marston Road.
2. The speed of vehicles entering the village from Long Marston, Barton and Milcote.
3. The single track part of Headland Road between Mill Lane and Church Street, with particular impact on school traffic.
4. The lack of a cycle way joining Welford-on-Avon to the Greenway via Weston-on-Avon.
5. The sheer size of vehicles passing through the village including over Binton Bridges (whilst also ignoring the bridge weight restriction)

The Parish Council will continue to act both strategically and tactically in order to reduce traffic flow both emanating in Welford and passing through the village.

Objective 10 Public transport will have been improved, and the extensive network of footpaths and cycle ways further developed.

The low frequency of public transport from the parish to the neighbouring towns of Stratford-upon-Avon, Bidford-on-Avon and Evesham is seen as an issue. A project to improve connectivity by public transport could be driven by the Parish Council. This would enhance environmental sustainability and improve a key facility particularly for those who do not have access to a motor vehicle.

The Parish Council will continue to maintain footpaths and cycle ways. It will investigate what improvements in public transport might be achieved.

Objective 11 *Sustainable green and low energy consumption using existing and emerging technologies will have been championed.*

Many respondents to The Welford Plan survey called for ‘green initiatives’, which could be led by the Parish Council and could make the parish more environmentally sustainable whilst reducing its carbon footprint. Examples that could be encouraged include solar power, heat pumps, anaerobic digesters and other sources of alternative energy.

Responsibility for this objective, along with developing a comprehensive infrastructure plan, lies with Stratford District Council as identified in the developing Core Strategy.

Dark Skies

The Parish Council may seek to have designated several Dark Skies Discovery Sites within the Parish by the UK Dark Sky Discovery Partnership including Cress Hill and land around Synder Meadow, although a broad dark skies policy will be adopted to minimise light pollution across the entire parish. Formal designation will provide an additional small level of protection from light pollution and demonstrate the commitment of the parish to environmentally sustainable use of energy.

A decision on further action to be taken will be made by the Parish Council once the effectiveness of Policy INF 1 has been assessed.

Appendix B - Demographics

The 2011 census shows that Welford Parish has a population of 1420 living in 605 households. The age profile of the village is:

0-9	10-19	20-29	30-39	40-49
10.1%	10.3%	9.9%	10.6%	15.4%
50-59	60-69	70-79	80-89	90 +
14.0%	14.5%	9.2%	5.0%	1.1%

The average age is higher than Stratford District as a whole with a median age of 51 compared with 46 for the District. The percentage of residents over 65 is 29.0% compared with 22.0% for the District, and the proportion of households comprising a single person households over 65 is 16.7% compared with 14.4%.

The proportion of children and young people age 19 and under, however, is similar to the District with 21.7% compared with 21.4%.



Figure 14 - Children's Play Area next to Welford Primary School

Table 1: Tenure

Housing tenure (Table 1) is based on 605 homes across the Parish with at least one resident whilst housing type is based on 661 'home spaces', 56 of which have 'no usual resident'. This difference, and the high proportion of caravan/mobile homes, may be explained by caravans used for holiday purposes but reporting in the census.

Housing	Welford	Stratford District
Owned outright	55.2%	39.1%
Owned with mortgage	26.1%	32.7%
Share ownership	2.1%	1.1%
Rented - social	8.8%	12.9%
Rented - private	5.6%	12.7%
Rented - free	2.1%	1.5%

The profile of dwellings within Welford is highlighted in Table 2 with a far higher proportion of detached residences and caravans/mobile homes as might be expected in a rural based settlement with far lower Terraced properties and Flats.

Table 2: Type

Housing	Welford	SDC
Detached	55.1%	36.8%
Semi-detached	23.6%	30.3%
Terraced	8.9%	19.4%
Flat	1.4%	11.7%
Caravan/mobile home	11.0%	1.9%

In addition to the 26 park homes licensed at Long Cast, Hunt Hall Lane which are permanently occupied, 148 holiday caravans are licensed in Welford. Table 3 below outlines the sites

Table 3: Holiday caravan sites

Site Name	Location	Number of Pitches
Avonside	Binton Bridges (S of river)	30
Millfield	Mill Lane	12
Welford Park (formerly West View Park)	Barton Road	67
Binton Bridges (formerly Welford Riverside)	Binton Bridges (N of river)	39
Total		148

Table 4 shows the modes of travel to work. Welford has a significantly higher proportion of retired people than the district as a whole. It can also be seen that both in Welford and the wider district, there is a high reliance on private transport to travel to work compared with the environmentally more sustainable modes of public transport, cycling or walking.

Table 4: Modes of travel to work

Mode of transport	Welford-on-Avon	Stratford District
Work mainly at home	9.1%	6.9%
Public transport	2.4%	2.6%
Private car, van or motorcycle	48.1%	50.5%
Cycle	0.6%	1.5%
On foot	3.4%	7.2%
Other mode of transport	0.3%	0.6%
Not in employment	36.1%	30.7%

References:

- Warwickshire Observatory produced by Warwickshire County Council
- Matthew Stead, SDC Caravan Licensing

Appendix C – Evidence Base Index

1. Consultations

- [1] [\[1\] Community Survey household delivery envelope 10Mar13](#)
- [2] [\[2\] Community Survey household questionnaire 10 Mar 13](#)
- [3] [\[3\] Community Survey - NP Overview leaflet 10Mar13](#)
- [4] [\[4\] List of business consultees - Community Survey](#)
- [5] [\[5\] Community Survey - business delivery envelope 10Mar13](#)
- [6] [\[6\] Community survey - cover letter to businesses](#)
- [7] [\[7\] Community Survey business questionnaire 10Mar13](#)
- [8] [\[8\] English Heritage response to Neighbourhood Area consultation](#)
- [9] [\[9\] Community Survey - mailer for 25 Apr meeting 20150707](#)
- [10] [\[10\] Community survey analysis May 2013](#)
- [11] [\[11\] Community survey - written comments 21 May 13](#)
- [12] [\[12\] Community survey - 2pp summary - Jul 13](#)
- [13] [\[13\] Mailer for Vision & Objectives consultation event](#)
- [14] [\[14\] Vision & Objectives consultation questionnaire Dec 2013](#)
- [15] [\[15\] Vision & Objectives consultation - guidance notes Dec 2013](#)
- [16] [\[16\] Vision & Objectives consultation results Dec 2013](#)
- [17] [\[17\] Mailer for Policies consultation event](#)
- [18] [\[18\] Consultation event Apr 2014 - feedback form](#)
- [19] [\[19\] Policies consultation summary Apr 2014](#)
- [20] [\[20\] Pre sub consultation custom envelope Nov 14](#)
- [21] [\[21\] Pre-sub consultation 8pp NP digest](#)
- [22] [\[22\] Pre-sub consultation - questionnaire](#)
- [23] [\[23\] Pre-sub consultation letter to non-resident consultees](#)
- [24] [\[24\] List of non-resident consultees pre-submission Nov 14](#)
- [25] [\[25\] Covering email to statutory consultees](#)
- [26] [\[26\] List of Statutory consultees - pre-sub consultation](#)
- [27] [\[27\] Pre-submission consultation analysis](#)
- [28] [\[28\] Gladman-response to Policies consultation 140502](#)
- [29] [\[29\] Change log](#)
- [30] [\[30\] Consultation timeline](#)
- [31] [\[31\] NP pre-submission full version 26 Nov 14](#)
- [32] [\[32\] Neighbourhood Plan constitution final](#)
- [33] [\[33\] Framptons on behalf of Rosconn](#)
- [34] [\[34\] Framptons re land east of Weston House](#)
- [35] [\[35\] Warwickshire CC - multiple department response](#)
- [36] [\[36\] English Heritage consultation response](#)
- [37] [\[37\] SDC pre-sub consultation response](#)

[38]	[38] Warwickshire CC - Flood Risk Management response
[39]	[39] Natural England - pre sub consultation response
[40]	[40] Vision & Objectives consultation presentation Dec 2013
[41]	[41] Policies consultation presentation Apr 2014
[42]	[42] WCC Education pre-sub consultation response
[43]	[43] SDC pre-sub consultation annotated 15 Jan 15
[44]	[44] Independent Health Check and Welford refinements

2. Welford-on-Avon Specific Information

Date	Previous Parish Council Commissioned Documents
1998	Village Design Statement
2007	Parish Plan
Sep 2008	Housing Needs Survey
Apr 2012	Housing Needs Survey - addendum
Jun 2015	Policy HE1 - Detailed Views, Locations & GPS Co-ordinates

Date	Welford-on-Avon Detailed Information
May 1982	Green Registration: Maypole
May 1982	Green Registration: The Pound
May 1982	Green Registration: The Greens
Apr 1998	Welford-on-Avon conservation area map
Jun 2009	Warwickshire County Council Verges including Bell Green
2011	10 Year Census Data
Jun 2012	Ecological & geological study of Local Service Villages - Welford
Dec 2013	Historic Environment Record - Welford and Weston

3. Stratford-on-Avon District Council Files

Date	Stratford-on-Avon District Council Core Files
July 2006	Local Plan Review 1996-2011
July 2006	Guide to Defining Built-up Area Boundaries
11 July 2016	Adopted Core Strategy
11 July 2016	Infrastructure Delivery Plan at adoption
Feb/Mar 2014	Core Strategy - focussed consultation - Housing Requirement and Strategic Site Options (February/March 2014)
June 2014	Proposed Submission Core Strategy
Aug 2014	5 year Housing Land Supply Calculation as at 30 March 2014
Feb 2015	5 Year Housing Land Supply Calculation as at 31 December 2014
Mar 2016	5 Year Housing Land Supply Calculation as at 31 March 2016

Date	Stratford-on-Avon District Council Additional Files
Apr 2001	Stratford-on-Avon District Design Guide

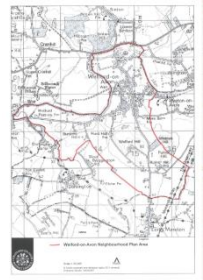







Apr 2006	Statement of Community Involvement
Apr 2007	Local Choice - meeting the needs of rural communities, Supplementary Planning Document
Oct 2007	Sustainable Low-Carbon Buildings, Supplementary Planning Document
Jan 2008	Strategic flood risk assessment
Jul 2008	Meeting Housing Needs Supplementary Planning Document
Jul 2010	Stratford-on-Avon District Ecological and Geological Assessment
Jun 2012	Special Landscape Areas Study
Jul 2012	Historic Environment Assessment - Local Service Villages (Snitterfield to Wooton Wawen section)
Jul 2012	Landscape Sensitivity Assessment for Villages (Background, Methods and Summaries)
Jul 2012	Landscape Sensitivity Assessment for Villages (Local Service Villages: Welford-on-Avon to Wooton Wawen)
Jan 2013	Strategic Housing Land Availability Assessment
Jan 2013	Strategic Housing Land Availability Assessment - Maps for Local Service Villages
Jan 2013	Strategic Housing Market Assessment update
Oct 2013	CIL: preliminary charging schedule
Mar 2014	Water Cycle Study Update

4. Government and National Planning Documents

Date	Central Government Documents
2011	Localism Act (Department of Communities and Local Government)
Mar 2012	National Planning Policy Framework (NPPF)
Mar 2012	Technical Guidance to the NPPF (subsequently withdrawn on 7 Mar 2014)
Mar 2014	NPPF - Planning Practice Guidance (replaces Technical Guidance from 6 Mar 2014)
Jul 2014	Simplifying Neighbourhood Planning (DCLG consultation)
Jul 2014	Home to School Transport Statutory Guidance

Date	Additional Key Planning Information
Aug 2010	Agricultural Land Map (West Midlands) (Natural England)
Dec 2012	Agricultural Land Classification (Natural England)
Jan 2015	Building for Life 12 (Design Council)

5. Maps

Map Name	Description	Map
Neighbourhood Plan Area	This map shows the full scope of Welford on Avon parish including the area of land north of the river Avon up to the B439 road between Bidford and Stratford. Approved Neighbourhood Plan Area equivalent to the entire parish of Welford-on-Avon	
Views & Vistas (Policy HE1)	A table has been produced with details of each location including GPS co-ordinates and bearings. A map may be produced in the future	Views and Vistas
Local Green Spaces (Policy HE2)	This maps shows the newly defined Local Green Space areas around Welford-on-Avon village which gain substantial protection from development once the plans are made.	
Conservation Area (Policy HE4)	An alternative representation of the Welford-on-Avon Conservation Area as a simple map.	
Agricultural Land Quality (HE5)	This map shows the grade 2 and grade 3A areas of agricultural land.	
Built-Up Area Boundary as defined in the SHLAA and used for multiple policies (HE5, HE6)	This map was produced by Stratford-on-Avon District Council in 2012.	
Land Use - Allotments (HE8)	This map shows multiple different types of land use highlighting the key location of the Allotments	
Flood Plain(Policy HE9)	This map was produced from the Environment Agency own website with the simple addition of a legend.	
Sewers (Policy INF2)	Severn Trent Sewer Map (10th December 2014)	
Footpaths & Cycle-ways (Policy HLU4)	a map of all the footpaths is not currently available to include all permissive paths.	

6. Additional Evidence

Additional Miscellaneous Documents & References

[Department of Transport - Transport Assessment Guidelines](#)
[May 2000 Built-up area boundary map of Welford](#)
[Warwickshire Highway Construction Details 2013](#)
[Warwickshire Guide to Road Design](#)
[DCLG Permitted Development for Householders - Technical Guidance April 2014](#)
[Habitat Biodiversity Audit 2013 - Cress Hill](#)
[Historical Environmental Record \(Document\)](#)
[Historical Environmental Record \(Map\)](#) - large file
[Potential New Settlements and Sustainable Urban Extensions Report](#) by Peter Brett consultants
[Nick Boles response on relative position of NPs](#)
[Strategic Flood Risk Assessment: Final Report - Oct 13](#)
[Strategic Flood Risk Assessment: Level 1 Main Document \(32MB FILE!\)](#)
[Strategic Flood Risk Assessment: Historical Flood Records \(30MB FILE!\)](#)
[Strategic Flood Risk Assessment: Surface Water Flood Maps \(27MB FILE!\)](#)
[Strategic Flood Risk Assessment: Sewer Flooding](#)
[Strategic Flood Risk Assessment: Canals & Reservoirs](#)
[Strategic Housing Market Assessment Update - Jan 2013](#)
[Sustainable Low Carbon Buildings SPD from SDC](#)
[Long Compton NDP Consultation Draft](#)
[CIL - SDC Preliminary Draft Charging Schedule](#)
[Village Boundary guidelines](#)
[Planning Aid Presentation](#) (requires PowerPoint)
[Agricultural Land Classification for Natural England](#)
[Welford Dwelling breakdown from Warwick Observatory](#)
[Welford population breakdown from Warwick Observatory](#)
[Cress Hill designation as Local Wildlife Site by SDC](#)
[Stratford Voice Letter to SDC Council re housing - May 2013](#)
[Welford Business Survey Consultees](#)
[Planning Officers S106/CIL Advice Note - April 2011](#)
[Sport England NPPF Summary \(draft\)](#)
[High court challenge to Neighbourhood Plan fails](#)
[Appeal falls foul of neighbourhood plan](#)
[Latest CORE Strategy from SDC](#)
[Broughton Astley NP trumps lack of 5 year supply](#)
[Latest Quarterly 5 year housing supply from SDC \(Mar14\)](#)
[Easier neighbourhood planning?](#)
[Written ministerial statement by Nick Boles](#)
[Weight of emerging Neighbourhood Plans](#)
[Setback for neighbourhood plan](#)
[Northumberland win on dark skies policy](#)
[Latest Newsletter on NP - Edition 8](#)

[Education Provision for Welford on Avon](#) agenda item 5

[Planning Resource](#) (incl comment Worcestershire housing figures are unreliable)

[Cash boost for councils backing neighbourhood planning](#)

[SDC Housing Supply](#)

[Tattenhall NP Site](#)

[Online Planning Guidance Service](#)

[Agricultural Land Classification for West Midlands](#)

[Valuation Office Agency](#)

[Minister unveils permitted development package](#)

[DCLG Consultation on possible permitted development rights for farm building conversions](#) - see paras 32-38

[RTPI Up Front E-Bulletin - July](#)

[RTPI Planning Aid website](#)

[SDC Statement of Community Involvement, 2006](#) - appendices 4&5 have consultee lists

[SDC Sustainability Appraisal, 2011](#)

[SDC Intended/Proposed Core Strategy - July Release](#)

[Stratford Neighbourhood Plan video](#)

[Special Landscape Areas](#) Arden SLA, which includes Binton Woods, borders the parish to the N of the B439. See figure 8 in the document

[Landscape Sensitivity Survey](#) LARGE DOCUMENT - Welford is covered at pages B784 - 831

[Ecological & Geological Survey](#)

[Historic Environment Assessment](#) LARGE DOCUMENT - Welford is covered at pages 258 - 265.

[January 2013 Strategic Housing Land Availability Assessment \(SHLAA\)](#)

[SHLAA Selected Site Information](#)

[Locality Neighbourhood Planning Support site](#)

[Lessons from flagship neighbourhood plan](#)

[Two more NP plans approved](#)

[Notes on Neighbourhood Planning - issue 5](#)

[SDC paper discussing possible methodologies for determining the numbers of houses to be built in LSVs \(including Welford\) up to 2028.](#)