

STROUD DISTRICT COUNCIL

AGENDA  
ITEM NO

CABINET

9 December 2010

14

<b>Report Title</b>	<b>CORE STRATEGY – ALTERNATIVE STRATEGIES CONSULTATION RESPONSE</b>
<b>Purpose of Report</b>	To bring to Members attention the outcome of the public consultation on the Alternative Strategies stage of the Core Strategy preparation. This will provide information to facilitate discussion on these matters in order to steer the work of officers who will later present formal recommendations to Cabinet.
<b>Decision(s)</b>	<b>Cabinet RESOLVES to note the report.</b>
<b>Consultation and Feedback</b>	<p>The production of the Core Strategy is subject to legislative requirements for public engagement and involvement. To date there have been two major consultation exercises at the 'Issues' stage and the 'Alternative Strategies' stage.</p> <p>The Alternative Strategies consultation took place in Feb/March 2010. It involved a series of drop-in exhibitions at 8 parish cluster locations and an online questionnaire with publicity given through local media and via the Council's website.</p>
<b>Financial Implications and Risk Assessment</b>	<p>There are no direct financial implications arising from the report at this stage. This report adds to the item considered at Cabinet on 30 September 2010 (agenda item 11) where it was stated that the early confirmation and approval of a Core Strategy would minimise further costs generally, including costs associated with planning appeals.</p> <p>Des Knight, Interim Finance Manager Tel: 01453 754344 Email: <a href="mailto:des.knight@stroud.gov.uk">des.knight@stroud.gov.uk</a></p> <p>A risk assessment has been undertaken of the delivery of the Core Strategy in line with the timetable set out in the Local Development Scheme using the Corporate Risk scorecard. The risk has been scored at 9 giving a medium risk factor. It is important therefore that progress is maintained on this important area of work. The evidence base used for the preparation of the RSS is still relevant and cannot be ignored. It would be unwise to reduce housing numbers in an arbitrary manner and the early resolution of this issue would assist the delivery of the Core Strategy.</p> <p>Phil Skill, Head of Planning Tel: 01453 754345 Email: <a href="mailto:phil.skill@stroud.gov.uk">phil.skill@stroud.gov.uk</a></p>

<b>Legal Implications</b>	There are no legal implications arising directly from the report at this stage. Emma Godding, Solicitor Tel: 01453 754362 Email: <a href="mailto:emma.godding@stroud.gov.uk">emma.godding@stroud.gov.uk</a>
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<b>Options</b>	Not applicable
<b>Performance Management Follow Up</b>	Not applicable
<b>Background Papers/ Appendices</b>	Appendix A Report of Public Consultation on Alternative Strategies: Stroud District Core Strategy

### Consultation on Alternative Strategies

1. Seven potential strategy approaches were identified and formed the basis of an Alternative Strategies consultation document. A set of background Topic Papers was prepared to support this and a public consultation exercise was undertaken from 8 February – 22 March 2010. This period was extended for a small number of Parish Council's to allow them time to discuss the consultation documents at pre-set Parish meetings and submit comments following those meetings.
2. Public exhibitions formed part of the consultation exercise. These attracted over 450 people and between them they left 420 comments about the pros and cons of the seven alternative strategies, whilst 294 people voted on which of the seven were their most favoured strategies. The evidence from these responses indicates that the most favoured options are:
  - Strategy Option A (a single concentration of 2000 homes and supporting infrastructure and employment premises in one place);
  - Strategy Option D (the Stroud Valleys strategy of scattering the 2000 across a number of sites, with some degree of focus on the canal corridor); and
  - Strategy Option B (splitting the 2000 homes, supporting infrastructure and employment premises across two locations)
3. In addition to the comment received via the exhibitions, around 730 organisations and individuals have made formal representations. Whilst the use of the online questionnaire for responses was encouraged, over 400 responses were received by letter, email or on paper forms. In order to provide consistent analysis of the representations received, it has been necessary for this data to be input by officers into the online database. The 730 representations translate into over 14,700 individual comments as entered into the database.

4. An analysis of the responses has now taken place and the overall outcomes are set out in the Report of Public Consultation on Alternative Strategies: Stroud District Core Strategy as attached at Appendix A. Having invited representations on the document, the Council is required to take those representations into account in developing the Core Strategy. Consideration of the matters raised will inform decisions on the policy choices and direction for new development necessary in preparing a “submission” Core Strategy document. Following preparation of the submission document, further representations will be invited and the document then subject to examination by an independent inspector whose binding report would indicate whether it may be formally adopted as the key document within Stroud's Local Development Framework.

# Stroud District Core Strategy: ALTERNATIVE STRATEGIES CONSULTATION SUMMARY REPORT

NOVEMBER 2010

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# Introduction

This summary report details the key findings from a programme of consultation which took place between 8<sup>th</sup> February and 22<sup>nd</sup> March 2010 on the Core Strategy Alternative Strategies.

## 1.0 What have we done so far?

### LDF evidence base

- 1.1 Evidence gathering to identify key issues for consideration in the Core Strategy began in 2007. A number of research projects have been commissioned by the Council to underpin this work:

Commissioned Project	Consultant	Date
Stroud District Landscape Assessment	Landscape Design Associates	November 2000
Gypsy and Traveller Needs Assessment	Ark Consultancy	October 2007
Stroud Employment Land Review	GVA Grimley	October 2007
Gypsy and Traveller Accommodation Assessment (GTAA)	Gloucestershire County Council	April 2008
Strategic Flood Risk Assessment (SFRA)	Halcrow Group Limited	September 2008
Strategic Housing Market Assessment (SHMA)	Fordham Research	January 2009
Strategic Housing Land Availability Assessment (SHLAA)	Roger Tym & Partners	January 2010
Stroud Town Centres and Retailing Report	GVA Grimley	July 2010
Sustainability Appraisal (SA) and Strategic Environmental Assessment (SEA)	Scott Wilson	On going

Table 1: Commission Reports

### Key issues consultation - Friday 13th March 2009 and Friday 1st May 2009

- 1.2 In spring 2009, the Council carried out a consultation exercise with our stakeholders. This looked at nineteen key issues that are likely to influence the formulation of a Core Strategy for our District. This public consultation sought both to raise awareness about the Local Development Framework process and sought further commentary on the key issues as well as giving an ability to prioritise them. Public consultation comprised;
- A discussion paper: *Your District Your Future – Shaping the future of Stroud District: key issues discussion paper*. This paper presented a selection of 19 'key issues' that are likely to be important in the development of a Core Strategy for the District, together with a series of broad questions, which will have to be considered during its formulation. This discussion paper was intended to act as a prompt, to aid completion of the questionnaire. Comments on it were invited through the questionnaire
  - A questionnaire, made available online and as a printed document: *Your District Your Future – 20 questions that will help to shape the future of Stroud District*.

The questionnaire was based around the 19 key issues from the discussion paper

- A roadshow exhibition, consisting of eight afternoon and evening sessions, held at eight locations throughout the district (one in each “parish cluster”), where members of the public could drop in for more information and to chat with officers involved in the project.
- 1.3 In addition to notification (by letter and/or email) of every statutory consultee, general consultation bodies and anyone who had registered an interest in the Core Strategy, leaflets publicising the questionnaire and the consultation period were delivered to every household and business in the District, along with Council Tax and Business Rates mailings (mid March).
  - 1.4 Throughout the period, there was local press coverage including weekly feature articles about the Core Strategy and some of the key issues associated with ‘Economy, employment and infrastructure’, ‘Homes and sustainable communities’ and ‘our environment and surroundings’.
  - 1.5 A total of 238 ‘admissible’ (i.e. relevant and non-offensive) representations were received; this included 204 people who took part in the questionnaire. By subtracting the number of ‘negative’ votes that each issue received from the number of ‘positive’ votes, it was possible to put the 19 issues into an overall ranking, from the highest ‘popular’ priority to the lowest. The results are shown in Table 2 below:

Top 10 overall priorities		
Rank	Issue	
1 <sup>st</sup>	Issue 8	Maintaining and improving the sustainability of our villages
2 <sup>nd</sup>	Issue 2	Providing for job opportunities across the District
3 <sup>rd</sup>	Issue 13	Conserving and enhancing Stroud District’s countryside and biodiversity
4 <sup>th</sup>	Issue 3	Achieving a better transport system to help reduce CO2 emissions
5 <sup>th</sup>	Issue 16	Minimising waste generation and increasing recycling
6 <sup>th</sup>	Issue 4	Improving the vitality and viability of our town centres
Joint 7 <sup>th</sup>	Issue 10	Meeting the needs of an increasingly elderly population
Joint 7 <sup>th</sup>	Issue 14	Protecting and enhancing our historic environment
9 <sup>th</sup>	Issue 15	Contributing to the provision of renewable and low-carbon energy generation in the District
10 <sup>th</sup>	Issue 9	Improving provision of facilities for young people

Table 2 - The ten overall priorities for the Core Strategy, as defined by the results from Question 20

- 1.6 Analysis of the results further indicated that the Core Strategy should place climate change, the “green agenda”, local distinctiveness and care for our high quality natural and built environment at its heart.

### Developing the alternative strategies

- 1.7 Taking account of the issues and priorities from the earlier issues consultation six principal objectives for the Core Strategy were drafted. These objectives provided a more tangible and measurable way of taking forward the proposed Vision for the District. A set of seven spatial strategy options [Strategy Alternatives A – G] were drafted illustrating a range of routes that we could take to produce an overarching

strategic framework for the District. The following key sources were used to inform the seven alternative strategies.: National Planning Policy Statements (PPS's); Regional Spatial Strategy for the South West; Key Evidence Studies; Core Strategy Issues Consultation Response (Spring 2009); Parish Plans and Stroud Interim Sustainable Communities Strategy.

- 1.8 From all of these sources the following key spatial factors were identified:
- the settlement hierarchy set out in the Adopted Local Plan should be retained;
  - the need to focus some development around the Strategically Significant Cities and Towns (SSCT's);
  - a need to support and sustain our rural communities.

The preliminary alternative strategies were further refined using the issues feedback and other influencing factors such as affordable housing, climate change, built and natural environment conservation and technical studies e.g. Strategic Flood Risk Assessment Level 1 (SFRA).

- 1.10 Following consideration against the Strategic Housing Land Availability Assessment (SHLAA) sites submitted in 2009, seven alternative strategies were reported to the Council's Planning Strategy Advisory Panel (PSAP). Deliverability and constraints for these housing sites were not considered in detail at this early stage. During this time and in parallel, work was done on accessibility to services and rural settlement classification. District Councillors were then invited to attend a policy seminar and workshop on the Core Strategy. Feedback was used to further develop a comparative method of analysis for each of the seven "alternative strategies". Each strategy offered different pros and cons, strengths and weaknesses and it was important that this information could be understood by stakeholders. In response to seminar feedback and other informal stakeholder testing the Council provided:-
- commentary on the consistency of the strategies with climate change criteria, (which are derived from PPS1 and its accompanying policy guidance); and
  - commentary on the consistency of the strategies with the six proposed Core Strategy objectives (which are derived from the Sustainability Appraisal process and Key Issues consultation analysis).
- 1.11 The Issues consultation feedback has thus had a vital role in shaping the direction of our Core Strategy to date.

### Alternative Strategies Topic Papers

- 1.12 In preparation for the Alternative Strategy Consultation the Planning Strategy Team prepared a number of topic papers covering housing, employment and the environment. The full set of topic papers can be found at:  
[http://stroud-consult.limehouse.co.uk/portal/cs-as/alternative\\_strategies?tab=files](http://stroud-consult.limehouse.co.uk/portal/cs-as/alternative_strategies?tab=files)

# Alternative Strategies Consultation

## 2.0 Method of consultation

### Public exhibitions

- 2.1 A series of public exhibitions were held at 10 locations across the District (at least one in each of the seven parish clusters). Three were held in town centre locations on Saturday mornings. These events were held at the following venues:

Venue	Cluster	Date	Time	Attendees
Upton St Leonards Sports Pavilion	Gloucester Fringe	Mon 22 <sup>nd</sup> February	3pm – 7pm	36
Cam Parish Council Offices	Cam/Dursley	Tues 23 <sup>rd</sup> February	3pm – 7pm	8
Stonehouse Town Council Offices	Stonehouse	Wed 24 <sup>th</sup> February	3pm – 7pm	45
Dursley Library	Cam/Dursley	Sat 27 <sup>th</sup> February	10am – 1pm	25
Berkeley Town Hall	Berkeley	Mon 1 <sup>st</sup> March	3pm – 7pm	31
Nailsworth Library	Stroud Valleys	Tues 2 <sup>nd</sup> March	3pm – 7pm	20
Frampton Community Centre	Severn Voice	Wed 3 <sup>rd</sup> March	3pm – 7pm	7
Wotton Farmers Market	Wotton	Sat 6 <sup>th</sup> March	10am – 1pm	80
Painswick Town Hall	Cotswold	Tues 9 <sup>th</sup> March	3pm – 7pm	29
Subscription Rooms	Stroud Valleys	Sat 13 <sup>th</sup> March	10am – 1pm	140
<b>Total Attendees</b>				<b>421</b>

Table 3: Public exhibition schedule and attendance

- 2.2 In total 421 people signed in to the exhibitions. Information on the seven strategies was provided as follows:
- Staff from the Planning Strategy team were on hand to explain the seven options and answer questions
  - Large display boards detailing the vision, objectives and the seven strategy options.
  - Copies of the consultation document and evidence base documents including the sustainability appraisal available for reference.
  - Mini guides and hard copies of the questionnaires for people to take away
- 2.3 There were a number of interactive tools set up to invite members of the public to state their opinions:
- Choices box - for people to choose their first, second and third strategy choice
  - Comment boxes - to write more detailed positive and negative comments about each of the seven strategies
  - Dotted maps - to show where people would like and/or would not like to see development within the district

## Parish Meetings

- 2.4 A series of presentations were given by the Planning Strategy Team to Parish Councils. The events were designed to be for information purposes to enable Parish Councils to engage and inform their communities on matters about the Core Strategy process, its content and the evidence base. One presentation was held in each of the eight parish clusters. In total 92 people attended the presentations. These events were held as follows:

Venue	Cluster	Date	Attendees
Thrupp Social Centre	Stroud Valleys	Tuesday 23 <sup>rd</sup> February	11
Painswick Town Hall	Cotswold	Thursday 25 <sup>th</sup> February	6
Kingshill House	Cam/Dursley	Friday 26 <sup>th</sup> February	16
Wotton Civic Centre	Wotton	Tuesday 2 <sup>nd</sup> March	15
Stonehouse Town Hall	Stonehouse	Thursday 4 <sup>th</sup> March	15
Upton St Leonards Sports Pavilion	Gloucester	Friday 5 <sup>th</sup> March	7
Whitminster Village Hall	Severn Voice	Monday 8 <sup>th</sup> March	12
Berkeley Town Hall	Berkeley	Thursday 11 <sup>th</sup> March	10
			<b>92</b>

Table 4: Parish meeting Schedule

## Youth Council Event

- 2.5 On Sunday 9<sup>th</sup> May 2010 a Core Strategy Consultation Workshop Day for Young People was held. Twelve members of Stroud District Youth Council attended the event as delegates. The SDC Senior Youth Officer and two Planning Strategy Officers facilitated the day.
- 2.6 The aim of the day was to provide the Youth Council with an opportunity to give their views and opinions on the Core Strategy. The day started with two mind mapping exercises. The first helped delegates think about where they lived now and what they liked and disliked about where they live. The second exercise focused on where the delegates would like to work and live in 16 years time and how they may travel to these places.
- 2.7 The straw poll activity showed that Strategy C was the first choice with Strategy E as second choice.
- 2.8 The interactive maps used in the public exhibitions were also on display, giving the delegates the opportunity to note where they would want and would not want to see development. The results showed that Sharpness/Newtown received the most number of votes as a suggested location, with west of Stonehouse second most favoured. Painswick was also selected. There was also a suggestion for Cam (based on the train station) and individual sites on the Cotswold Canals at Brimscombe and Dudbridge. No red dots were placed on the Map.
- 2.9 A report detailing the full outcomes of the day is available on request.

## Publicity for consultation

- 2.10 The Alternative Strategy consultation was publicised on the Council's website. A mini guide was printed and distributed along with posters advertising the public exhibitions to all Town and Parish Councils. An e-mail was sent to all consultees including

agents, developers and members of the public that had responded to the Issues stage in 2009 or had expressed an interest in the LDF process.

- 2.11 The consultation received press coverage on local radio with an interview with Pete Gilbert, Planning Strategy Manager and multiple local newspapers reported on the process. Sample headlines included:
- ‘Unveiling possible sites for new homes’ *Stroud News and Journal* 17 February 2010. This included a two page spread detailing each of the seven strategy options.
  - ‘Concerns over plans for 2,000 new homes in Stroud district’ *Gazette* 17 February 2010
  - ‘Take chance to have say on blueprint’ *Stroud Life* 3 March 2010

### Consultation process

- 2.12 The ‘Your District Your Future: Core Strategy consultation: Alternative Strategies for shaping the future of Stroud District’ was available online through the Limehouse consultation portal and a copy of the questionnaire was available in paper format for anyone without internet access. A mini guide was produced which highlighted the key details of the seven strategies and provided information on how people could respond.
- 2.13 Hard copies of the main document, evidence base reports, the mini guide and questionnaire were available to view at deposit locations including Town and Parish Council offices, libraries, Stroud Tourist Information Centre and the Stroud District Council offices.

### Response rate

- 2.14 In total 746 consultation responses were received in a number of formats:
- 300 responses were received online through the Limehouse Consultation Software
  - 263 paper copies of the questionnaire were received
  - 183 responses were received via e-mail or letters

### Statutory consultees

- 2.15 Responses were received from the following statutory consultees (excluding town or parish councils):

Organisation	Consultee
Environment Agency	Ms R Clare
Government Office for the South West (GOSW)	Mr T McCombe
Gloucestershire County Council	Mr Niblett
Gloucester, Cheltenham & Tewkesbury Joint Core Strategy	Ms T Crews
Highways Agency	Mr N Chapman
Natural England	Mr T Quinton

Table 5: Responses from Statutory Consultees

## Town and Parish Councils

2.16 Representations were received from the following Town and Parish councils:

Parish Cluster	Parish/Town Council
Berkeley	Berkeley Town Council
	Slimbridge Parish Council
Cam & Dursley	Cam Parish Council
	Dursley Town Council
	Nymphsfield Parish Council
Cotswold	Painswick Town Council
Gloucester Fringe	Brookthorpe Parish Council
	Hardwicke Parish Council
	Haresfield Parish Council
	Upton St Leonards Parish Council
Severn Voice	Whitminster Parish Council
Stonehouse	Eastington Parish Council
	Kings Stanley Parish Council
	Leonard Stanley Parish Council
	Standish Parish Council
	Stonehouse Town Council
Stroud Valleys	Brimscombe & Thrupp Parish Council
	Cainscross Parish Council
	Minchinhampton Parish Council
	Nailsworth Town Council
	Randwick Parish Council
	Rodborough Parish Council
	Stroud Town Council
	Whiteshill & Ruscombe Parish Council
Wotton	Kingswood Parish Council
	North Nibley Parish Council
	Wotton-under-Edge Town Council

Table 6: Responses from Parish Councils

# Key Findings

## 3.0 Public Exhibitions

### Dotted maps

- 3.1 At each exhibition two large maps of the District were displayed: one for people to place red dots where they would not like to see development and another for green dots where they would like to see development. It should be noted that the interactive maps will not be used as accurate 'development maps'. The primary purpose of the exercise was to engage visitors and stimulate debate.



General patterns worthy of note are:

- General support for development at Cam, West of Stonehouse and Sharpness
- Opposition to development at Berkeley, Brookthorpe, Kingswood, Upper Stroud and Wotton-under-Edge

### Strategy Comment Boxes

- 3.2 Cardboard boxes were placed under each strategy on the exhibition boards for people to write their positive and negative comments. These comments also remained anonymous. The comments will be analysed and taken into account in the preparation of the Preferred Strategy in 2011.



### Preferred Option Sheets

- 3.3 On entering the exhibition each member of the public was given a sheet of paper for them to note their first, second and third strategy choice and post it in a sealed box on exit. This exercise was designed to help gain an indicative idea of the preferred general locations for development. No contact details were collected; therefore the choice remained anonymous.
- 3.4 Respondents were asked to list their first, second and third choice from Strategy A-G. In total 295 people posted their preferred choice into the ballot boxes. Each first choice was given 3 points, each second choice given 2 points and each third choice given 1 point. The weighted total shows that Option A: Concentrated Growth Point Strategy scored the highest of the seven strategies, Option B: Concentrated Development Strategy scored second highest and Option D: Stroud Valleys Strategy third highest. The results are shown in Table 7

Cluster	1 <sup>st</sup> Choice	2 <sup>nd</sup> Choice	3 <sup>rd</sup> Choice
Berkeley	D	A	G
Cam/Dursley - Cam	C	G	D/F
Cam/Dursley - Dursley	C	D	F
Cotswold	A	B	D/G
Gloucester Fringe	A	B	D
Severn Voice	C	E/F	D/G
Stonehouse	G	D	F
Stroud Valleys - Nailsworth	A/C	E	B
Stroud Valleys - Stroud	A	B	E/G
Wotton	A	B	D
<i>Results of all 10 exhibitions</i>	A	B	D

Table 7: Feedback from exhibitions.

## 4.0 Main Consultation

- 4.1 A summary of the main findings from the Alternative Strategies Consultation are set out below:

### A Vision for Stroud District to 2026

*Question Q1. What do you think of the vision?*

#### Vision

*“Stroud District sits at the south-western edge of the Cotswolds Area of Outstanding Natural Beauty and extends westward across the Severn Vale, which is bordered by a rich estuarine landscape. We have a Vision that draws upon our special environmental, social and economic qualities.*

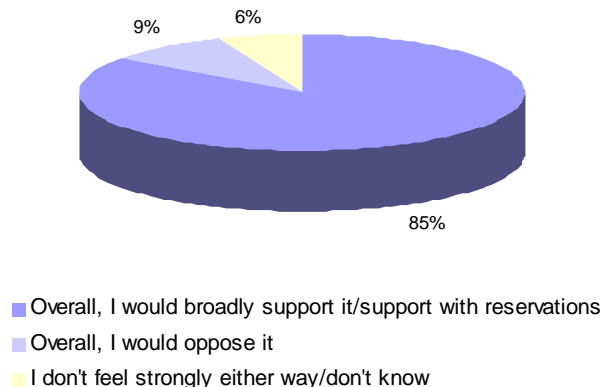
*Our rural District is living, modern and innovative. We have responded to climate change through our Local Development Framework core policies and actions. These contribute to reducing our CO2 emissions and adapting our lifestyles to live within our environmental limits.*

*Our District supports a network of market towns, well connected to their rural hinterlands and wider regional centres. Each contributes to our sustainable and thriving local economy. We capitalise on our heritage, skills, and knowledge –exploiting our unique assets to nurture growth in green technologies and creative industries. We are adaptable and able to respond to changing needs and modern lifestyles.*

*We enjoy a high quality of life within our vibrant and diverse communities, which have a strong sense of their own identity and local distinctiveness – from Wotton-under-Edge in the south, to Stroud Town in the centre and Upton St. Leonards in the north. They are all safe and secure places, where vulnerable people are supported.*

*Every day we see the richness, diversity and beauty of our District. We nurture our historic and cultural heritage, from our arts and crafts, through to the Cotswold Canals and our wool and cloth mills”*

- 4.2 The results were:



Commentary:

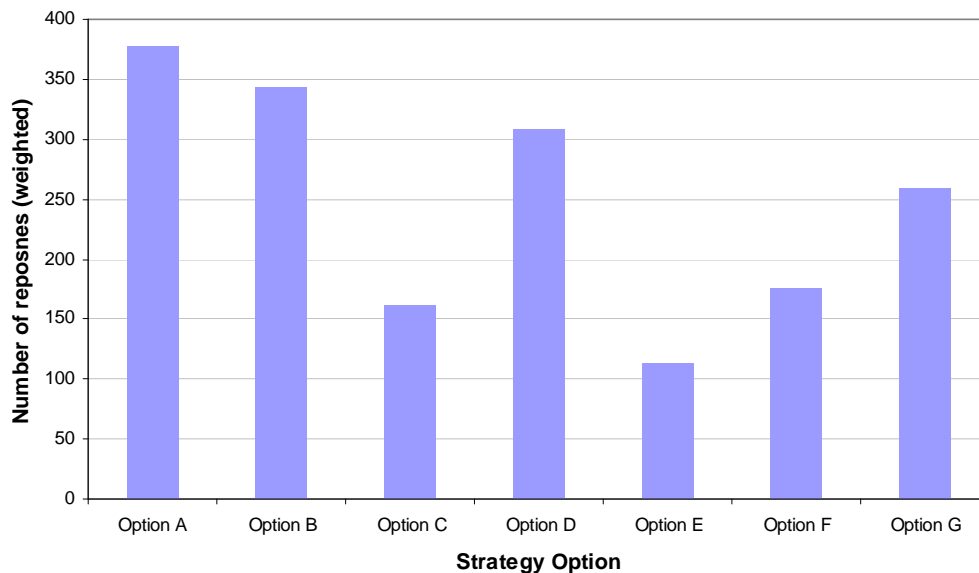
- 4.3 Overall 85% of people who responded to this question supported the Vision for the District. In total 86 comments were received regarding possible amendments to the Vision. Of these one in five comments wanted greater emphasis on the importance of employment to the District and also that the vision should state that local employment opportunities will be an important part of any proposed development. One in six comments referred to the need for the vision to place more support for nurturing the high quality natural environment and rural character of the District.
- 4.4 The Core Strategy objectives provide a tangible and measurable way of taking forward the overall Vision for the District. The limited comments on the 6 draft Core Strategy Objectives will be dealt with through the preparation of the preferred strategy.

### The Seven Strategy options

Question 2: Which of the seven options is your preferred strategy?

Seven Alternative Strategies	
A	Concentrated Growth Point Strategy
B	Concentrated Development Strategy
C	Cluster Strategy
D	Stroud Valleys Strategy
E	Town and Country Combination Strategy
F	Rural Communities Strategy
G	Dispersal Strategy

4.5 The results were:



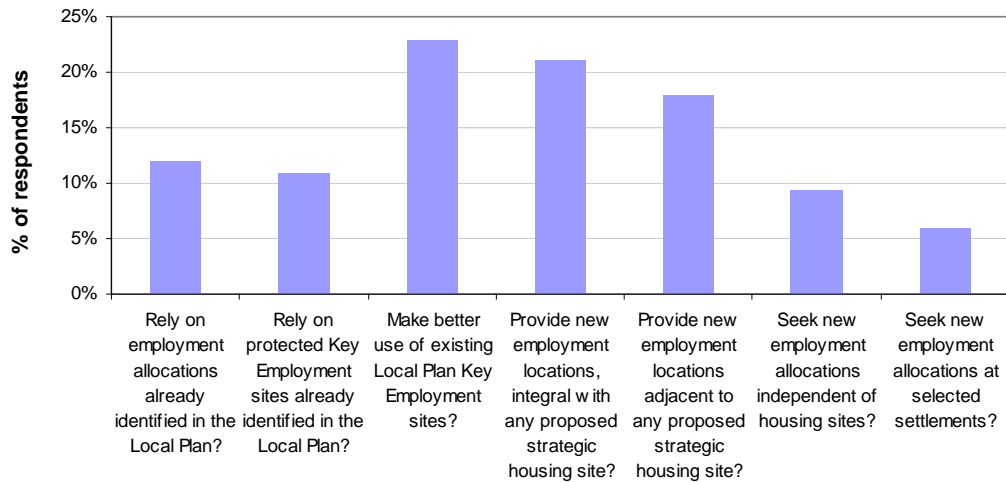
Commentary:

- 4.5 These are weighted results whereby each strategy chosen as first choice was given a value of 3, second choice a value of 2 and third choice a value of 1. The results showed that the most preferred strategy was Option A: Concentrated Growth Point Strategy, followed by Option B: Concentrated Development Strategy and Option D: Stroud Valleys Strategy. The least preferred strategy was Option E: Town and Country Combination Strategy.

### Employment Strategy

Question 3. Given the need to address climate change and reduce out-commuting, what sort of approach should the Council take to identify and secure employment land throughout the District?

- 4.7 The results were:



Commentary

- 4.8 The most favoured option for identifying and securing employment land in the District was to make better use of existing Local Plan Key Employment Sites (23%). Support for providing employment locations integral (21%) or adjacent (18%) to any proposed strategic housing site was higher than support for seeking employment allocations independent of housing sites (9%) or at selected settlements (6%).
- 4.9 Certain employment aspects will require further analysis such as whether the existing Key Employment Sites in the Local Plan have any spare capacity and what will be their relationship to any proposed housing. A common theme which ran through the comments made on employment was a clear desire that any Core Strategy should be employment led and that further evidence would be required to show how it will deliver employment opportunities in practice. It was considered that ideally development, including employment, should be on brownfield sites. Linked to the delivery issue was a clear wish that employment opportunities should either be provided prior with any new housing, or that it should be phased alongside housing provision. Giving people the choice to live and work in an area was seen as important for wider community resilience and to correct existing imbalances between housing and employment. These points are reflected in other background studies such as the GVA Grimley Employment Land Review (2007).

- 4.10 There was also recognition in the employment comments that some people would still need to travel outside the District. There was a wish to ensure that appropriate skills were available within the community in order that any employment opportunities could be taken locally thereby reducing the commuting potential.
- 4.11 Regeneration associated with the Cotswold Canals restoration project was seen as an opportunity for both employment and environmental enhancement. A basis to any future employment allocations was a need for adequate supporting infrastructure and also a potential to expand in situ. This may relate to the higher proportion of small and specialist businesses in the District. They are perceived as a strength in the local economy. Smaller employment sites in rural areas were generally seen as more problematical in terms of accessibility and/or deliverability.

## Strategy Option A: Concentrated Growth Point Strategy

### Question QA: What do you think of Strategy A?

- 4.12 In total 426 responses were received regarding Strategy A. Just under 50% broadly supported the Strategy, 43% broadly opposed the Strategy and 8% did not feel strongly either way.

### Question QA1: Do you object to a particular Location?

- 4.13 The impact on the character and appearance of the Landscape was listed as the main reason against development in these three areas. This included opposition to building on greenfield land. The increase in traffic, potential strain on infrastructure and increase in out commuting were given as other reasons against development.

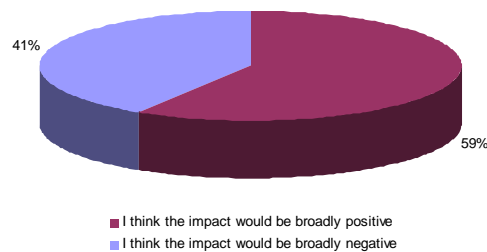


*with 2000 dwellings concentrated at either Cam, Eastington, or west of Stonehouse.*

### Question QA2: Do you support a particular Location?

- 4.14 Access to transportation links was listed as the main reason for supporting Strategy A. West of Stonehouse was listed as benefiting from good access to M5 junctions 12 and 13 motorway and a good rail link. Eastington was listed as having good access to M5 junction 13 and Cam was listed as benefiting from close proximity to a railway station.

### Question QA3: Do you think that this strategy would be a good thing or bad thing for employment provision in the District?



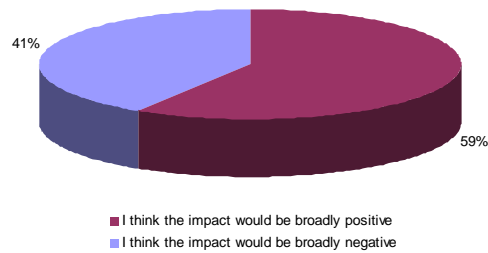
### Commentary:

- 4.15 Comments made regarding the positive impact on employment provision include that Strategy A could:
- provide employment in schools, shops, doctors and small businesses
  - provide local employment opportunities which could reduce out commuting
  - provide employment opportunities near existing good transport routes to encourage in-commuting from London, Swindon and Reading

- 4.16 Comments made regarding the negative impact on employment provision include that Strategy A could:
- develop dormitory towns located close to the motorway which would increase commuting and discourage local business opportunities
  - concentrate development in one area and therefore would not benefit other parts of the District

Question QA4: Do you think that this strategy would be a good thing or bad thing for the District's ability to adapt to climate change and minimise our contribution to it?

4.17 The results showed:



Commentary:

- 4.18 Comments made regarding the positive impact on climate change include that Strategy A could:
- enable employment within the new housing development to reduce travelling needs of the local community
  - enable large scale development to provide an opportunity to build an eco-town to increase sustainability by using new energy technologies
  - provide opportunity to develop effective and sustainable public transport systems.
- 4.19 Comments made regarding the negative impact on climate change include that Strategy A could:
- increase air pollution as out commuting via motorway and good road links would grow
  - destroy natural environment as development would be built on greenfield land
  - cause strain on existing infrastructure and cause congestion.

## Strategy Option B: Concentrated Development Strategy

### Question QB: What do you think of Strategy B?

- 4.20 In total 433 responses were received regarding Strategy B. Just under 53% broadly supported the Strategy, 40% broadly opposed the Strategy and 7% did not feel strongly either way.

### Question QB1: Do you object to a particular Location?

- 4.21 Comments were received that raised objection to development in each of the five locations. The impact of development on the landscape, character and appearance of the area was the most commonly cited reason. The adverse impact of development on the AONB and increase in congestion in local areas were the other reasons given. There was common opposition to development on greenfield land.



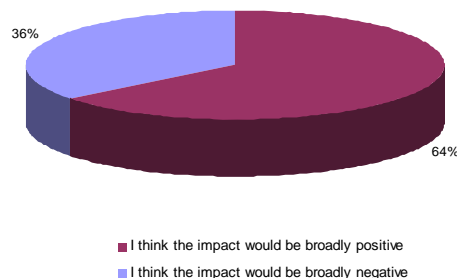
*with 1000 dwellings concentrated at two of the following settlements: Cam, Eastington, west of Stonehouse, Brimscombe or Whitminster.*

### Question QB2: Do you support a particular Location?

- 4.22 Comments were received that supported development in each of the five locations. The proximity of development to the motorway was referred to the most in reasons for support for development in Cam, West of Stonehouse, Eastington and Whitminster. Proximity to a railway station was given as reasons for support for Cam, West of Stonehouse and Eastington. The availability of brownfield land was the most commonly cited reason for support in Brimscombe and Thrupp. A general reason given for support was that the five locations already have existing job opportunities.

### Question QB3: Do you think that this strategy would be a good thing or bad thing for employment provision in the District?

- 4.23 The results showed:



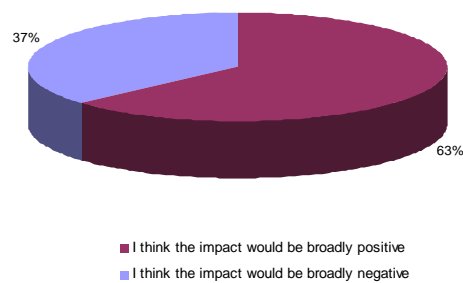
- 4.24 Comments made regarding the positive impact on employment provision include that Strategy B could:
- provide development close to existing employment areas and good transport links
  - provide opportunity to achieve local employment
  - provide employment benefits only if it is built locally and within development schemes

4.25 Comments made regarding the negative impact on employment provision include that Strategy B could:

- provide sites along the motorway corridor that could become commuter settlements for people working outside the District
- not ensure people moving into the new housing development would be guaranteed work in the local employment area
- fail to provide jobs in other towns and villages in the District. Employment opportunities should be widespread

Question QB4: Do you think that this strategy would be a good thing or bad thing for the District's ability to adapt to climate change and minimise our contribution to it?

4.26 The results showed:



4.27 Comments made regarding the positive impact on climate change include that Strategy B could:

- provide local employment which would reduce the use of the car and out commuting
- enable large scale development to provide an opportunity to build an eco-town to increase sustainability by using new energy technologies
- provide an opportunity to develop brownfield sites in the Parish of Brimscombe & Thrupp reducing the need for greenfield development

4.28 Comments made regarding the negative impact on climate change include that Strategy B could:

- increase out commuting as there will be no guarantee that local people will get the local jobs therefore increasing CO2 emissions and congestion
- damage the natural environment by using greenfield sites for development

## Strategy Option C: Cluster Strategy

### Question QC: What do you think of Strategy C?

- 4.29 In total 413 responses were received regarding Strategy C. Only 26% broadly supported the Strategy, 71% broadly opposed the Strategy and 3% did not feel strongly either way.

### Question QC1: Do you object to a particular location?

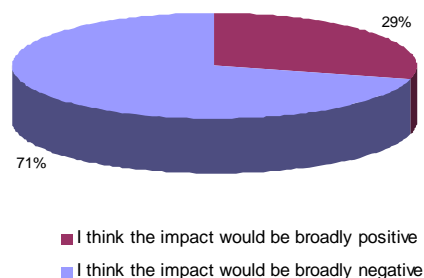
- 4.30 Comments received in opposition to Strategy C focused on concern regarding the impact of development on the AONB, in particular at Painswick, Randwick, Brimscombe & Thrupp and Wotton-under Edge. In total 20 comments were received regarding opposing development on Gunhouse Lane, Stroud and 89 comments were received in opposition to development in Holywell Farm, Wotton. Other reasons submitted against Strategy C include concern that local infrastructure, in particular in Randwick, Brimscombe & Thrupp and Wotton, would not support development of this scale.

### Question QC2: Do you support a particular location?

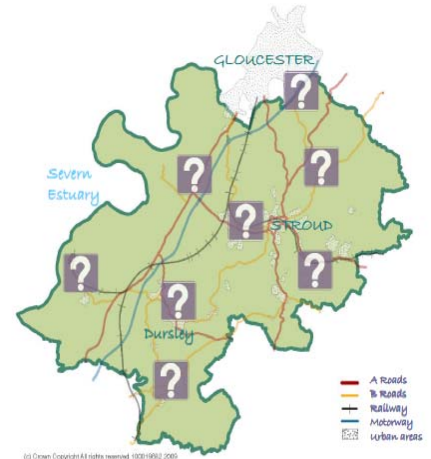
- 4.31 The majority of supportive comments received regarding Strategy C focussed on the potential to develop brownfield sites, particularly in Brimscombe and Thrupp.

### Question QC3: Do you think that this strategy would be a good thing or bad thing for employment provision in the District?

- 4.32 The results showed:



- 4.33 Comments made regarding the positive impact on employment provision include that Strategy C could:
- increase the number of employment opportunities throughout the District
  - provide opportunity to regenerate existing brownfield sites



200 to 250 dwellings at 8 Settlements, boosting local service centres that serve a rural hinterland. These could be located at:

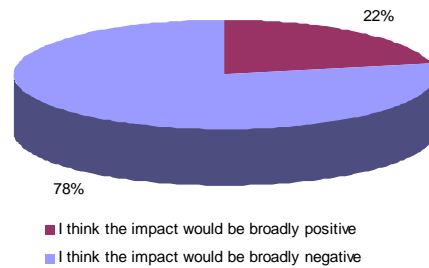
- Gloucester Fringe (either Haresfield or Upton St Leonards)
- Stonehouse Cluster (either at Stonehouse, Eastington, Kings Stanley or Leonard Stanley)
- Cotswold Cluster (at Painswick)
- Stroud Valleys (either at Stroud, Randwick, Caincross, Brimscombe & Thrupp or Minchinhampton)
- Cam/Dursley Cluster (either at Cam, Dursley or Stinchcombe)
- Wotton Cluster (at Wotton-under-Edge)
- Berkeley Cluster (either at Berkeley or Newtown/Sharpness)
- Severn Valley (either at Frampton-on-Severn or Whitminster)

4.34 Comments made regarding the negative impact on employment provision include that Strategy C could:

- fail to provide sufficient amount of employment opportunities and could lead to increased commuting to jobs outside the District
- struggle to find employment land within settlements
- fail to integrate employment locations within rural locations

Question QC4: Do you think that this strategy would be a good thing or bad thing for the District's ability to adapt to climate change and minimise our contribution to it?

4.35 The results showed:



4.36 Comments made regarding the positive impact on climate change include that Strategy C could:

- reduce out commuting
- develop brownfield sites

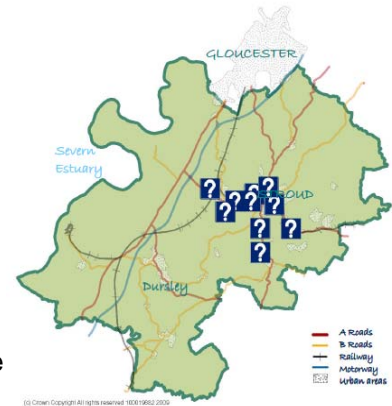
4.37 Comments made regarding the negative impact on climate change include that Strategy C could:

- increase out commuting which will increase carbon footprint as a result of lack of local jobs and effective public transport
- Increase car usage and traffic congestion
- limit the chance to developing a sustainable site as sites will be dispersed across the District
- Increase loss of greenfield land

## Strategy Option D: Stroud Valleys Strategy

### Question QD: What do you think of Strategy D?

- 4.38 In total 403 responses were received regarding Strategy D. 46% broadly supported the Strategy, 45% broadly opposed the Strategy and 9% did not feel strongly either way.



*Three 200 dwelling sites and the remaining 1400 to be found through a variety of smaller sites within the Stroud valleys (with a degree of focus upon canal corridor regeneration sites).*

### Question QD1: Do you object to a particular Location?

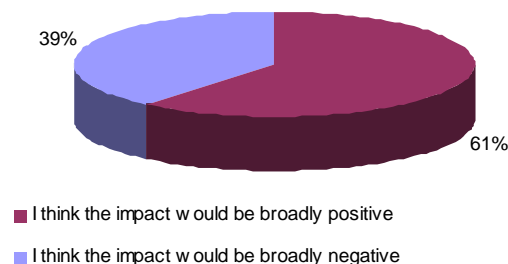
- 4.39 General objections to Strategy D were that development within the AONB or on greenfield land would harm the character and appearance of the area. Other reasons given against development included concerns over increased congestion on local roads.
- 4.40 Comments in relation to specific locations included concern over the ability of infrastructure and services in Brimscombe and Thrupp to cope with new development, the loss of greenfield sites and the adverse impact on the AONB.
- 4.41 Individual locations which received the highest number of objections included Gunhouse Lane in Stroud and Windsoredge in Nailsworth.

### Question QD2: Do you support a particular Location?

- 4.42 General support for Strategy D quoted the benefit of reusing brownfield sites over greenfield locations which would minimise impact on AONB and protect the character of the area. Other reasons given for support included new development could give rise to the regeneration of the canal providing a distinctive living and working environment. Local existing infrastructure could also be incorporated into new development reducing the need for new systems.
- 4.43 Particular locations suggested for development include the derelict buildings within the Parish of Brimscombe and Thrupp and a potential mixed use development scheme at Brimscombe Port. Stonehouse and Stroud Urban areas were both highlighted as having good accessibility and infrastructure and good links to employment areas. Both were thought to be able to absorb large amounts of development.

### Question QD3: Do you think that this strategy would be a good thing or bad thing for employment provision in the District?

- 4.44 The results showed:



4.45 Comments made regarding the positive impact on employment provision include that Strategy D could:

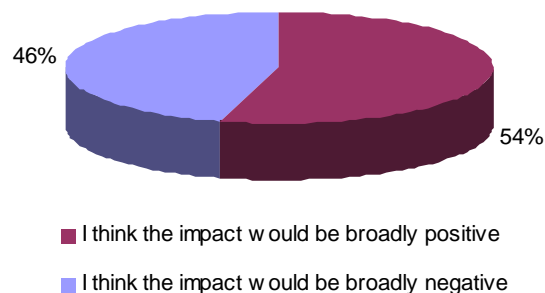
- develop brownfield land in Stroud Valleys without compromising the landscape
- make Stroud an employment focus and increase employment opportunities within the local area
- reduce out commuting by developing housing within close proximity to employment sites
- create opportunity to develop the canal corridor

4.46 Comments made regarding the negative impact on employment provision include that Strategy D could:

- fail to bring in adequate employment opportunities with the 200 dwelling developments
- encourage people to out commute
- increase traffic in Stroud

Question QD4: Do you think that this strategy would be a good thing or bad thing for the District's ability to adapt to climate change and minimise our contribution to it?

4.47 The results showed:



4.48 Comments made regarding the positive impact on climate change include that Strategy D could:

- provide jobs locally near existing employment opportunities which would reduce the need to travel to work
- redevelop brownfield land
- seek benefit of existing good transport links, walking/cycling routes and railway links

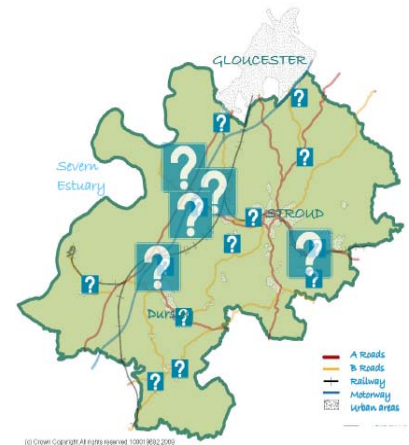
4.49 Comments made regarding the negative impact on climate change include that Strategy D could:

- increase CO2 emissions through increased local traffic and out commuting
- have an adverse impact on AONB
- increase loss of greenfield land

## Strategy Option E: Town and Country Combination Strategy

### Question QE: What do you think of Strategy E?

- 4.50 In total 416 responses were received regarding Strategy E. Only 19% broadly supported the Strategy, 79% broadly opposed the Strategy and 2% did not feel strongly either way.



*One site of 1000 dwellings at either Cam, Eastington, Brimscombe, West of Stonehouse or Whitminster; and at least 10 sites of 100 dwellings or less, dispersed across the District to support small towns and larger villages...*

*These could be at:*

*Alkington, Berkeley, Bisley, Cam, Chalford, Dursley, Eastington, Frampton-on-Severn, Ham & Stone, Hardwicke, Harescombe, Haresfield, Hinton, King's Stanley, Kingswood, Leonard Stanley, Minchinhampton, Moreton Valence, North Nibley, Nympsfield, Painswick, Rodborough, Standish, Stonehouse, Stroud, Thrupp, Upton St Leonards, Whiteshill & Ruscombe, Whitminster, Woodchester and Wotton-under-Edge.*

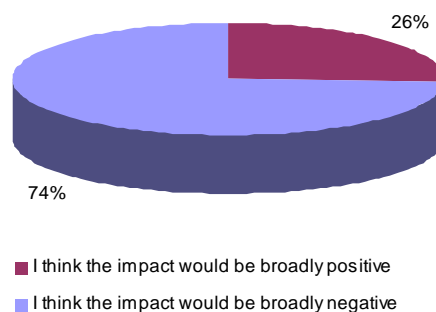
- 4.51 General objections to Strategy E raised concern about the loss of greenfield land and the adverse impact of development on the AONB. Comments were raised which suggested that employment development should be built prior to the start of residential development. There was concern that large scale housing alongside associated employment land could be out of keeping with the character of area.
- 4.52 Due to the large number of comments received on individual settlements and sites within this Town and Country Combination Strategy it has not been possible to provide commentary on objections to each location within this report. All comments are available to view online at: [http://stroud-consult.limehouse.co.uk/portal/cs-as/alternative\\_strategies](http://stroud-consult.limehouse.co.uk/portal/cs-as/alternative_strategies)  
Click on blue box 'Read Document and view comments'

### Question QE2: Do you support a particular Location?

- 4.53 General support for Strategy E quoted support particularly for small scale development across smaller communities. This included a focus on the development of brownfield sites and a focus on canal side redevelopment.
- 4.54 Due to the large number of comments received on individual settlements and sites within this Town and Country Combination Strategy it has not been possible to provide commentary on each location within this report. All comments are available to view at [http://stroud-consult.limehouse.co.uk/portal/cs-as/alternative\\_strategies](http://stroud-consult.limehouse.co.uk/portal/cs-as/alternative_strategies)  
Click on blue box 'Read Document and view comments'

### Question QE3: Do you think that this strategy would be a good thing or bad thing for employment provision in the District?

- 4.55 The results showed:



4.56 Comments made regarding the positive impact on employment provision include that Strategy E could:

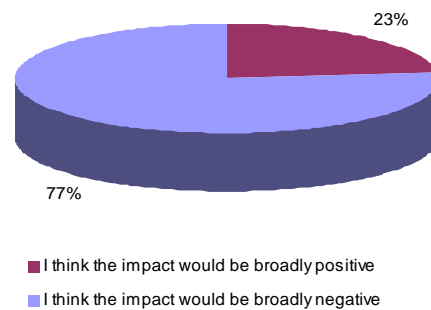
- increase employment opportunities within the District

4.57 Comments made regarding the negative impact on employment provision include that Strategy E could:

- fail to provide job opportunities on smaller sites
- fail to provide a positive impact of local communities as small scale employment sites will be widely dispersed
- fail to integrate employment within residential developments
- increase car dependency as public transport systems in rural areas are not efficient
- fail to boost Stroud's economy as a whole

Question QE4: Do you think that this strategy would be a good thing or bad thing for the District's ability to adapt to climate change and minimise our contribution to it?

4.58 The results showed:



4.59 Comments made regarding the negative impact on climate change include that Strategy E could:

- create a mixed use development which could help reduce the need to out commute for work and services
- allow a renewable energy scheme on the site of 1,000 dwellings
- help reduce car reliance by building 1,000 dwellings with an adequate public transport system and cycle/walk routes

4.60 Comments made regarding the negative impact on climate change include that Strategy E could:

- have a big impact on carbon footprint as large scale development built near the motorway will increase outward and inward commuting
- increase loss of greenfield and agricultural land and have adverse effect on the AONB
- fail to incorporate energy efficiency schemes into smaller scale developments

## Strategy Option F: Rural Communities Strategy

### Question QF: What do you think of Strategy F?

- 4.61 In total 415 responses were received regarding Strategy F. Only 30% broadly supported the Strategy, 68% broadly opposed the Strategy and 2% did not feel strongly either way.

### Question QF1: Do you object to a particular Location?

- 4.62 General objections to Strategy F raised concern about the ability of small villages to cope with the proposed scale of development. It was thought that many of the small villages lack a basic level of services and facilities and are unsustainable in terms of public transport links. Concern was raised over traffic congestion in the small villages. Greenfield development was not supported. Many felt that the Strategy failed to meet objectives CP4, 5, 10a, 10b, 11 and 12 and contravened the needs identified within the Housing Needs Assessment.

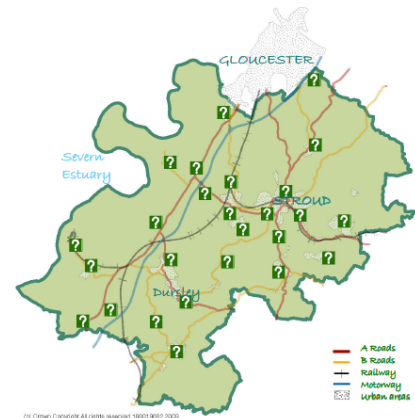
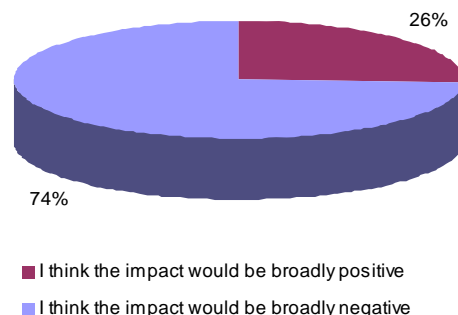
- 4.63 Due to the large number of comments received on individual settlements and sites within this rural communities Strategy it has not been possible to provide commentary on objections to each location within this report. All comments are available to view online at [http://stroud-consult.limehouse.co.uk/portal/cs-as/alternative\\_strategies](http://stroud-consult.limehouse.co.uk/portal/cs-as/alternative_strategies) Click on blue box 'Read Document and view comments'

### Question QF2: Do you support a particular Location?

- 4.64 General support for Strategy F quoted support particularly for the expansion of existing settlements which could bring potential benefits for the local population i.e. bus services, schools, shops and jobs.
- 4.65 Due to the large number of comments received on individual settlements and sites within this rural communities strategy it has not been possible to provide commentary on each location within this report. All comments are available to view online at [http://stroud-consult.limehouse.co.uk/portal/cs-as/alternative\\_strategies](http://stroud-consult.limehouse.co.uk/portal/cs-as/alternative_strategies) Click on blue box 'Read Document and view comments'

### Question QF3: Do you think that this strategy would be a good thing or bad thing for employment provision in the District?

- 4.66 The results showed:



*Dispersal Strategy with at least 25 sites spread across a wide range of the District's parishes, each site accommodating between 50 to 100 dwellings...*

*These could be at:*

*Alkington, Berkeley, Bisley, Cam, Chalford, Dursley, Eastington, Frampton, Ham & Stone, Hardwicke, Harescombe, Haresfield, Hinton, King's Stanley, Kingswood, Leonard Stanley, Minchinhampton, Moreton Valence, North Nibley, Nympsfield, Painswick, Rodborough, Standish, Stonehouse, Stroud, Thrupp, Upton St Leonards, Whiteshill & Ruscombe, Whitminster, Woodchester and Wotton-under-Edge.*

4.67 Comments made regarding the positive impact on employment provision include that Strategy F could:

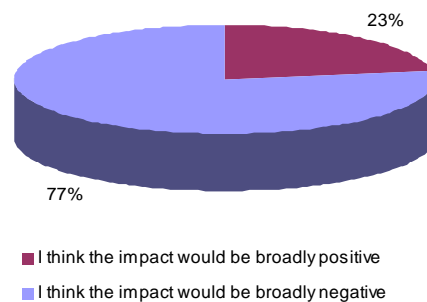
- increase employment opportunities across the District
- give people the advantage of having more choice where they would like to live and work
- focus on canal regeneration

4.68 Comments made regarding the negative impact on employment provision include that Strategy F could:

- make little difference to employment at this scale
- create difficulty in ensuring adequate infrastructure for employment areas
- fail to locate employment sites at the most appropriate sites if the decision is taken to locate employment sites next to housing sites and housing sites are delivered first
- create unrealistic assumption that employers will be drawn to dispersed locations that will in turn employ from the local population that may not have appropriate skills required

Question QF4: Do you think that this strategy would be a good thing or bad thing for the District's ability to adapt to climate change and minimise our contribution to it?

4.69 The results showed:



4.70 Comments made regarding the positive impact on climate change include that Strategy F could:

- create smaller scale scattered development which can be incorporated into communities with little or no adverse impact
- create opportunity to reduce distance travelled to work
- provide opportunity to build on brownfield sites if the strategy is focused on in-filled development
- enable communities to have alternative energy sources and reduce overall impact on the environment

4.71 Comments made regarding the negative impact on climate change include that Strategy F could:

- increase commuting and reliance on the car
- be built in locations with no strategic infrastructure or public transport routes
- amplify issues regarding adverse impact on the environment
- put unnecessary strain on local government services and infrastructure
- reduce sustainability of rural settlements by adding new housing
- increase carbon footprints

## Strategy Option G: Dispersal Strategy

Question QG: What do you think of Strategy G?

- 4.72 In total 421 responses were received regarding Strategy G. Only 36% broadly supported the Strategy, 62% broadly opposed the Strategy and 2% did not feel strongly either way.

Question QG1: Do you object to a particular Location?

- 4.73 General objections to Strategy G raised concern about the lack of basic level of services and facilities in villages and that they are unsustainable in terms of public transport links. Furthermore, small scale development would be unlikely to sustain or enhance the services and facilities that do exist. Many felt that the Strategy failed to meet objectives CP4, 5, 10a, 10b, 11 and 12 and contravened the needs identified within the Housing Needs Assessment.

- 4.74 Due to the large number of comments received on individual settlements and sites within this Dispersal Strategy it has not been possible to provide commentary on objections to each location within this report. All comments are available to view online at

[http://stroud-consult.limehouse.co.uk/portal/cs-as/alternative\\_strategies](http://stroud-consult.limehouse.co.uk/portal/cs-as/alternative_strategies)

Click on blue box 'Read Document and view comments'

Question QG2: Do you support a particular Location?

- 4.75 General support for Strategy G quoted support for small scale development possible 15 – 25 dwellings on brownfield sites. Greenfield locations would not be supported.

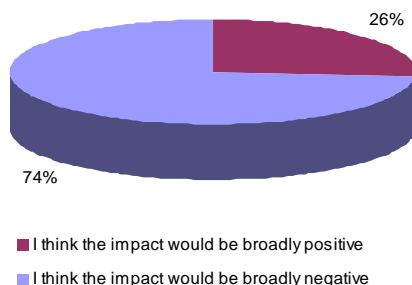
- 4.76 Due to the large number of comments received on individual settlements and sites within this Dispersal Strategy it has not been possible to provide commentary on each location within this report. All comments are available to view online at

[http://stroud-consult.limehouse.co.uk/portal/cs-as/alternative\\_strategies](http://stroud-consult.limehouse.co.uk/portal/cs-as/alternative_strategies)

Click on blue box 'Read Document and view comments'

Question QG3: Do you think that this strategy would be a good thing or bad thing for employment provision in the District?

- 4.77 The results showed:



*Focussing on a wide range of small sites. At least 40 sites of 10 to 50 dwellings, distributed amongst the District's parishes...*

*These could be at:*

*Alkington, Berkeley, Bisley, Cam, Chalford, Dursley, Eastington, Frampton, Fretherne, Hamfallow, Ham & Stone, Hardwicke, Harescombe, Haresfield, Hillesley and Tresham, Hinton, King's Stanley, Kingswood, Leonard Stanley, Longney, Minchinhampton, Moreton Vaience, North Nibley, Nailsworth, Nympsfield, Painswick, Pitchcombe, Rodborough, Slimbridge, Standish, Stinchcombe, Stonehouse, Stroud, Thrupp, Upton St Leonards, Whiteshill & Ruscombe, Whitminster, Woodchester and Wotton-under-Edge.*

4.78 Comments made regarding the positive impact on employment provision include that Strategy G could:

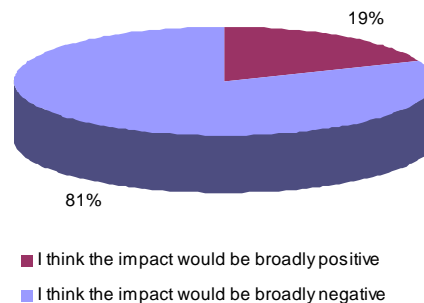
- develop smaller sites which could be targeted to help local businesses and encourage local employment growth
- give people the opportunity to choose where they live and work
- focus employment development on the canal corridor along the Stroud Valleys

4.79 Comments made regarding the negative impact on employment provision include that Strategy G could:

- not be considered an employment-led approach as the large number of small sites would not bring forward the accommodation needed by modern businesses
- do little to stop people commuting to their place of work
- struggle to identify such a large number of small scale sites which are suitable for development
- create unrealistic assumption that employers will be drawn to dispersed locations and in turn employ local population which may not have appropriate skills
- not guarantee building extra housing in so many locations that will generate local jobs
- include development too small to provide employment benefits
- create a situation where small employers do not want to set up in a village as the infrastructure is not strong enough

Question QG4: Do you think that this strategy would be a good thing or bad thing for the District's ability to adapt to climate change and minimise our contribution to it?

4.80 The results showed:



4.81 Comments made regarding the negative impact on climate change include that Strategy G could:

- reduce commuting
- provide opportunity to develop brownfield sites
- develop more organic, low key, sustainable forms of development
- support and increase use of public services locally increasing local resilience

4.82 Comments made regarding the negative impact on climate change include that Strategy G could:

- put pressure on local infrastructure
- increase carbon footprint by encouraging use of private car
- create unrealistic situation to co-relate housing and employment opportunities
- increase loss of greenfield land
- reduce sustainability of rural settlements rather than and improve them
- adversely impact local wildlife

## Proposed Policies

### Policy CP1 – District Response to climate change, natural resource use and wider environmental issues

All developments must incorporate features that reduce the consumption of natural resources and help deliver a low carbon, energy neutral and climate change resilient District, unless it can be demonstrated that doing so is not technologically practicable, would make the scheme unviable or impose excessive costs on occupiers. Developments are expected to:-

- A) Achieve the BREEAM “excellent” standard or an equivalent quality assured scheme, with a strong emphasis on energy, water and materials. These requirements will be met through:
  - (a) Energy and water efficiency,
  - (b) Sustainable construction materials, and,
  - (c) Waste reduction.
- B) for residential schemes achieve at least Level 4 of the Code for Sustainable homes.
- C) Achieve carbon neutrality for both regulated and estimated unregulated emissions. This may be met through a combination of (A) and (B) above, with any shortfall being met by financial contributions to enable residual carbon emissions to be offset elsewhere in the District.

### Policy CP2a – Vibrant and Inclusive Communities

To ensure that new development contributes to the provision of sustainable and inclusive communities (including the provision of community facilities) to meet identified long term needs, planning permission will be granted for proposals that address the requirements of:

- a) An ageing population, particularly in terms of housing, health and wellbeing;
- b) Children, young people and families, including the co-ordination of services to meet their needs;
- c) People with special needs, including those with a physical, sensory or learning disability or problems accessing services; and
- d) The specific identified needs of minority groups in the District.

Proposals will need to demonstrate that:

- i) The accommodation proposed is to meet the needs of those with an existing long standing family, educational or employment connection to the area; and  
The site is located either within or adjacent to an identified settlement boundary in order to maximise the possibilities for social inclusion and sustainable patterns of living.

### Policy CP2b – Vibrant and Inclusive Communities

Planning permission for proposals that would result in the loss of sites and premises currently or last used for provision of facilities, services, leisure or cultural activities for the community will only be granted if:

- a) An alternative facility to meet local needs is available, or will be provided, at an equally accessible location within the vicinity; or
- b) In the case of existing recreational or amenity open space, existing recreational facilities within an area of open space will be significantly enhanced by redevelopment of an appropriate proportion of the whole open space.

### Policy CP3 – Developing the Right Homes in the Right Place

Provision will be made for at least 9,100 net additional dwellings for the period 1 April 2006 until 31 March 2026. Planning permission should be granted for residential development providing a mix and balance of densities, dwelling types, tenures and sizes. Affordable housing must reflect the sizes and types that meet the proven needs of people who are not able to compete in the general housing market.

Development proposals will be required to demonstrate how they have responded to policy requirements through the submission of Design and Access Statements, clear and informative plans, elevations and street scenes and where required Masterplans, Development Briefs, Concept Statements and Design Codes.

(In the event that overall requirements change as a result of final revisions to the Regional Spatial Strategy for the South West, or that actual completion rates diverge from expected rates, later phases of development of some of the provision above may be delayed or brought forward according to the circumstances.)

### Policy CP4 – Affordable Housing

*(Policies to be added here in relation to location can only be added at preferred options stage – refer back to the strategy options section)*

Planning permission will be granted for residential development providing a mix and balance of densities, dwelling types, tenures and sizes seamlessly integrated with existing development or proposed mixed-use development. Affordable housing should reflect the sizes and types that meet the proven needs of people who are not able to compete in the general housing market as well as reflecting the dwelling sizes and design in the proposed development.

All residential proposals of at least 4 dwellings (net) or capable of providing 4 dwellings (net) covering a net site area of at least 0.16 ha will provide at least 40% of the net additional units proposed as affordable dwellings, where viable.

The Council will negotiate the tenure, size and type of affordable units on a site by site basis having regard to housing needs, site specifics and other factors.

## Policy CP5 – Location of New Housing Development

*(Policies to be added here in relation to location can only be added at preferred options stage – refer back to the strategy options section)*

Residential development proposals will need to:

1. Be built at an appropriate housing density identified through SHLAA where that does not harm the character, appearance or environment of the site or its surroundings or to the amenity of occupiers of nearby properties;
2. Be readily accessible by public transport, bicycle and foot to shopping and employment opportunities, key services and community facilities or contribute towards provision of new sustainable transport infrastructure to serve the area;
3. Have a layout, access, parking, landscaping and community facilities that are appropriate to the site and its surroundings;
4. Relate to new job opportunities at a ratio of 2 job opportunities per proposed dwelling, preferably available within 2km radius from where the houses are to be provided.
5. Provide for renewable or low carbon energy sources in association with the proposed development; and
6. Enable provision of infrastructure in ways consistent with cutting carbon dioxide emissions and adapting to climate change and its consequences.

Existing employment sites will continue to be safeguarded unless they are allocated for other purposes in the Core Strategy or a future L.D.F. document.

## Policy CP6 – Gypsy, Travelling Showpeople and Traveller Pitch Requirements

The Council must be satisfied that a need for site provision exists locally and is clearly demonstrated and that the proposal represents an adequate way of meeting this established need set out in the current Gypsy and Traveller Accommodation Assessment. If the need cannot be met at any existing suitable sites the following location criteria will apply:

- The proposal will not have a significant detrimental impact on neighbouring residential amenity or other land uses;
- The site has safe and satisfactory vehicular and pedestrian access to the surrounding principal highway network
- The site is situated in a suitable location in terms of local amenities and services including schools, shops, health services, libraries and other community facilities; and
- The site will enable vehicle movements, parking and servicing to take place, having regard to the number of pitches/plots and their requirements as well as enabling access for service and emergency vehicles.

Occupation of a site will be restricted to gypsies, travellers or travelling showpeople and may be limited to a temporary period and/or for the benefit of named occupiers.

## Policy CP7 – New Employment Development

Permission will be granted for industrial or business development, or for the expansion or intensification of existing industrial or business uses, provided that the proposals would:

1. Be of a type and scale of activity that does not harm the character, appearance or environment of the site or its surroundings or to the amenity of occupiers of nearby properties;
2. Be readily accessible by public transport, bicycle and foot or contribute towards provision of new sustainable transport infrastructure to serve the area;
3. Have a layout, access, parking, landscaping and facilities that are appropriate to the site and its surroundings;
4. Provide for renewable or low carbon energy sources in association with the proposed development; and
5. Enable provision of infrastructure in ways consistent with cutting carbon dioxide emissions and adapting to changes in climate (including SuDS).

Existing employment sites will be safeguarded unless new proposals are put forward that intensify the employment use of the site, supported by enabling development if necessary. In any event on these sites a minimum of two jobs should be provided in addition to those currently on site for each new dwelling where such mixed uses are proposed.

## Policy CP8 – High Quality Development

The District Council will work with partner organisations to achieve high quality sustainable development by ensuring that development achieves the following:

1. Sustainable construction techniques, including facilities for the recycling of water and waste, and measures to minimise use of, and/or produce, energy;
2. No unacceptable levels of air, noise, water, light or soil pollution or exposure to unacceptable risk from existing or potential sources of pollution;
3. Adequate water supply, foul drainage and sewage capacity to serve the development and satisfactory provision of other utilities, transport and community infrastructure;
4. No increased risk of flooding, including of the development itself;
5. An appropriate and well-mannered design and appearance, compatible with the surroundings, including the local topography, built environment and heritage
6. No adverse affect on the amenities of neighbouring occupants;
7. Retention of important landscape features, nature conservation interests, existing trees, hedgerows and other natural features;
8. Contribution to a sense of place both in the buildings and spaces themselves and in the way in which they integrate with their surroundings including appropriate landscaping, open space and amenity space;
9. A design and layout that assists crime prevention and community safety;
10. Efficiency in terms of land use, achieving higher development densities in locations that

are more accessible by public transport and other non-car modes;

11. It is not prejudicial to the development of a larger area in a comprehensive manner;
12. Safe, convenient and attractive accesses on foot and by cycle and suitable connections with existing footways, bridleway, cycleways, local facilities and public transport; and
13. It is located near essential services and has good transport links to services by means other than motor car.

Development proposals will be required to demonstrate how they have responded to the above criteria through the submission of Design and Access Statements, clear and informative plans, elevations and street scenes and where required Masterplans, Development Briefs, Concept Statements and Design Codes.

### **Policy CP9 – Developers’ Contributions, Community Facilities and Green Infrastructure**

Where implementation of a development would, in the opinion of the District Council, create a need to provide additional or improved infrastructure, amenities or facilities or would exacerbate an existing deficiency in their provision, the developer will be expected to make up that provision. Where the developer is unable to make such provision, the District Council may require the developer to make a proportionate contribution to the overall cost of such provision.

Various types of contribution will be used, including the following:

1. In-kind contributions and financial payments.
2. Phased payments and one-off payments.
3. Maintenance payments.
4. Pooled contributions.
5. A combination of the above.

### **Policy CP10a – Maintaining a Quality Living and Working Countryside**

In order to protect the separate identity of settlements and the quality of the Stroud District countryside, proposals outside identified settlement boundary limits will not be permitted except where:

1. It contributes to diverse and sustainable farming enterprises within the District, or in the case of other countryside based enterprises and activities, it contributes and/or promotes recreation in, and enjoyment of the countryside; and
2. It does not lead to excessive encroachment or expansion of development away from the original buildings; and
3. It is contained within suitably located buildings which are appropriate for conversion, or in the case of replacement buildings would bring about environmental improvement; or
4. In the case of extensions to dwellings, does not result in inappropriate increases in the

scale, form or footprint of the original building;

5. In the case of replacement dwellings the proposal must:
  - (i) Bring about environmental improvements; or
  - (ii) Not result in inappropriate increases in the scale, form or footprint of the original building.
6. In the case of essential community facilities, they cannot be accommodated within the identified settlement boundary or through the re-use/replacement of an existing building;

It provides affordable housing to meet identified rural community needs for those with an existing family or employment connection. Any such development will provide affordable housing in perpetuity and must contribute to the maintenance of sustainable, mixed, inclusive rural communities.

### **Policy CP10b – Maintaining the Quality of Rural Life**

The vitality of rural towns and villages shall be managed by:

1. Supporting the retention of local community facilities and shops selling basic foods and locally sourced products;
2. Identifying the opportunities for provision of rural affordable housing schemes where there is a proven need;
3. Supporting and helping to implement rural transport initiatives that improve accessibility and help to protect rural character;
4. Facilitating appropriate rural and farm diversification ;
5. Ensuring that new development respects the special character and sense of place in villages and hamlets;
6. Protecting the open countryside and in particular the Cotswold Area of Outstanding Natural Beauty from inappropriate development;
7. Protecting international, national and locally designated sites of importance for biodiversity and seeking improvements in biodiversity through new development and other initiatives
8. Permitting development of new retail floor space to meet local needs within defined settlements.

### **Policy CP11 – Maintaining the Quality of the Landscape and Historic Townscapes**

Permission for development should be granted where:

1. There is little or no adverse effect on the landscape and historic townscape character of the District, including the Cotswold Area of Outstanding Natural Beauty, important habitat and biodiversity features, public viewpoints, the settlement pattern and/or local vernacular;

2. There are measures to ensure that landscape and historic townscape character areas are enhanced

### **Policy CP12 – Demand Management and Sustainable Travel Measures**

Planning permission should be granted for schemes that:

- a) Provide for a variety of forms of transport as alternatives to the car to allow more sustainable choices;
- b) Are located where there are, or will be, at the time of development choices in the mode of transport available and which minimise the distance people need to travel;
- c) Improve the existing infrastructure network, including road, rail and public transport, facilities for pedestrians and cyclists, including provision for those with reduced mobility, and other users;
- d) Provide appropriate vehicular parking, having regard to car ownership;
- e) Mitigate any adverse effects upon the transport network that arise from the development proposed;
- f) Enhance road safety; and
- g) Do not cause highway problems or lead to traffic related environmental problems.

Development proposals shall be consistent with and contribute to the implementation of the agreed transport strategy set out in the Gloucestershire Local Transport Plan.

### **Policy CP13 – Encouraging healthy lifestyles through cycling and walking**

The District Council will support and encourage the enhancement of cycle and footway infrastructure across the District aimed at providing a network of safe walking and cycle routes between and within population centres.

To encourage this, where new development has an impact on the demand for cycle and walking facilities, we propose to seek contributions to secure new provision or the enhancement of existing routes and facilities. Should such facilities be required, we will encourage their development in safe, well-lit areas where there will be an increased sense of safety for all users.

### **Policy CP14 – Biodiversity and Geological Conservation**

Sites designated as of importance for nature conservation and geological understanding at an international or national level will be conserved and enhanced and inappropriate development will be resisted.

Development:

- A) Which may harm county designated sites (Key Wildlife Sites (KWS) & Regionally

Important Geological Sites (RIGS) in Gloucestershire), whether directly or indirectly, or

B) Which may harm habitats or species of principle importance in England for nature conservation, veteran trees or features of the landscape that are of major importance for wild flora and fauna (including wildlife and river corridors), whether directly or indirectly, or

C) That compromises the implementation of the national, regional, county biodiversity and geodiversity action plans

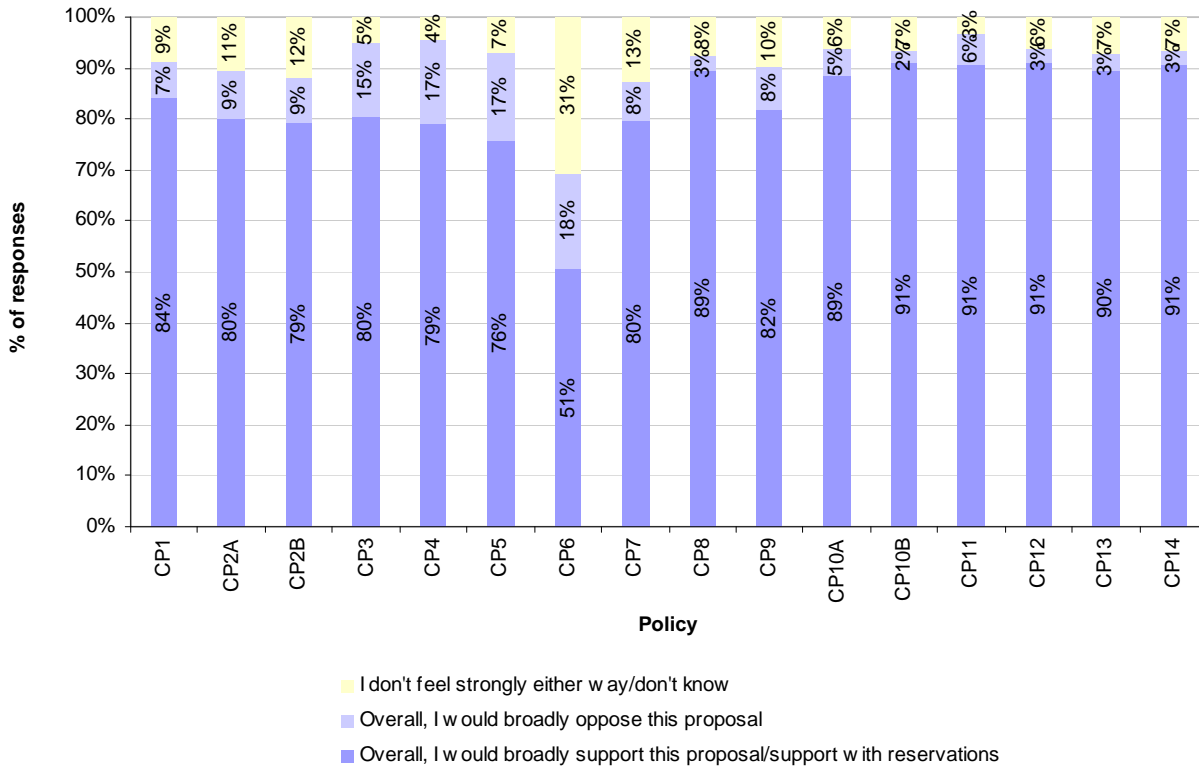
will be only permitted if it has been clearly demonstrated that the need for the proposal outweighs the need to safeguard the nature conservation importance, and that no alternative site that would result in less or no harm is available which will meet the need, and:

- i) Mitigation measures can be put in place to prevent damaging impacts; or
- ii) Appropriate compensation measures to offset the scale and kind of losses are provided.

The degree of protection given will be appropriate to the status of the site in terms of its international or national or local importance.

*Question CP1 – CP14. What do you think of Policy Proposals CP1 – C14?*

4.83 The results were:



Commentary:

- 4.84 Overall, the results show all but one of the sixteen Core Strategy Policies are significantly supported. Policy CP6: Gypsy, Travelling Show people and Traveller Pitch Requirement received support from only 51% of respondents who commented on the policy. 18% opposed the policy and 31% did not feel strongly either way.
- 4.85 It must be noted that controversy, suspicion, mistrust and media attention can surround gypsy and traveller matters. Some people now question the need for this old nomadic way of life. Tighter planning controls and our changing employment structure coupled with less seasonal farm work for example has made acceptable stopping places for this social group much harder to find. However, gypsies and travellers have been recorded as having the worst health and education status of any group in England. In response, Government planning statements and advice currently promotes the recognition and protection of their traditional travelling way of life. In turn, the Council has a responsibility to develop strategies that meet gypsy and traveller needs fairly. They, like other groups, should have access to suitable accommodation, education, health and welfare provision. Therefore a policy need has been established which can be supported by a robust evidence base. The Gypsy and Traveller Accommodation Assessment (GTAA) provides such a recognised evidence base. A policy in the Core Strategy will complement the evidence and should enable an assessment of Gypsy and Traveller need as well as provision of suitable sites. Having such a policy should reduce the number of unauthorised encampments and provide a context in which enforcement action can be taken more effectively if necessary.
- 4.86 More detailed and technical comments regarding the 16 policies will be taken into account through the preparation of the preferred strategy. The proposed revocation of the Regional Spatial Strategy (RSS) will also need to be taken into account.

# The Future

## 5.0 What next?

- 5.1 Responses to the Alternative Strategies Consultation will be considered and used to help prepare the Preferred Options document. This is currently anticipated to be published for public consultation in autumn 2011. The Preferred Strategy will set out what Stroud District Council considers should be the direction of spatial development for the district. The table below sets out the timetable envisaged as at November 2010. However, this may be subject to future change in the light of developing coalition government planning policy. Please contact the Planning Strategy Team for subsequent updates.

Core Strategy Process Stage	Timing
<i>Develop the preferred strategy</i>	
Publication Stage: Public Consultation	Autumn 2011
<i>Refine the preferred strategy if necessary</i>	
Submission to Secretary of State	Spring 2012
<i>Prepare for examination of the submitted strategy</i>	
Public Examination	Summer 2012
Inspectors Binding Report	Autumn 2012
Adopted Core Strategy	Autumn 2012

## 6.0 Further Information

- 6.1 Further information about the Core Strategy is available by emailing [core@stroud.gov.uk](mailto:core@stroud.gov.uk) or by telephoning a member of the Core Strategy Team on 01453 754143.
- 6.2 Your details can be put on our consultation database, ensuring that you are automatically notified at each stage of formal consultation.