



WEST OXFORDSHIRE
DISTRICT COUNCIL

Draft Core Strategy

Sustainability Appraisal

Appendix - Detailed appraisal tables

January 2011

West Oxfordshire Sustainability Appraisal Objectives

Headline Sustainability Objective	Sub-objective (Does the plan or proposal...?)
1. Ensure everyone has the opportunity to live in a decent, sustainably constructed and affordable home	<ul style="list-style-type: none"> ▪ Seek to increase affordable housing provision ▪ Provide high quality and sustainably constructed housing ▪ Provide a mix of housing to meet the current and future needs of the community
2. Improve health and well-being and reduce inequalities	<ul style="list-style-type: none"> ▪ Protect human health ▪ Support healthy and active lifestyles ▪ Improve accessibility to the countryside ▪ Improve access to healthcare and other services, particularly in rural areas
3. Promote thriving and inclusive communities	<ul style="list-style-type: none"> ▪ Tackle social exclusion wherever it exists ▪ Maintain or increase the vitality of town and village centres and communities ▪ Provide opportunities for cultural, leisure and recreational activity
4. Improve education and training	<ul style="list-style-type: none"> ▪ Seek to provide the infrastructure to improve education and skills
5. Maintain a low level of crime and fear of crime	<ul style="list-style-type: none"> ▪ Seek to ensure safe and supportive communities
6. Improve accessibility to all services and facilities	<ul style="list-style-type: none"> ▪ Reduce the need to travel ▪ Improve accessibility by public transport, walking and cycling access ▪ Maintain and improve accessibility by car ▪ Reduce traffic congestion
7. Improve the efficiency of land use	<ul style="list-style-type: none"> ▪ Maximise the use of previously developed land where appropriate ▪ Use land efficiently ▪ Protect mineral resources
8. Reduce waste generation and disposal	<ul style="list-style-type: none"> ▪ Facilitate the reuse, recycling and recovery of waste
9. Reduce air pollution and improve air quality	<ul style="list-style-type: none"> ▪ Reduce road congestion and negative impacts on air quality to ensure all areas meet air quality objectives ▪ Limit exposure to poor air quality

Headline Sustainability Objective	Sub-objective (Does the plan or proposal...?)
10. Address the causes of climate change by reducing greenhouse gas emissions and be prepared for its impacts.	<ul style="list-style-type: none"> ▪ Reduce the need to travel ▪ Promote the development of renewable, low-carbon, and local energy sources ▪ Seek to increase the energy and water efficiency of buildings through sustainable design and construction ▪ Take into account the likely impacts of climate change and use sustainable drainage solutions
11. Protect and improve soil and water resources	<ul style="list-style-type: none"> ▪ Seek to maintain and improve water quality ▪ Ensure that new development has the necessary water (including water efficiency), waste water and sewage infrastructure ▪ Protect the best and most versatile agricultural land ▪ Seek to bring contaminated land back into beneficial use through remediation
12. Reduce the risk from all sources of flooding	<ul style="list-style-type: none"> ▪ Seek to avoid development in flood risk areas ▪ Take into account the potential impacts of climate change ▪ Promote the use of sustainable drainage solutions
13. Conserve and enhance biodiversity and geodiversity	<ul style="list-style-type: none"> ▪ Avoid loss or damage to biodiversity or geodiversity, particularly designated sites, priority species and habitats ▪ Mitigate or compensate for unavoidable loss of biodiversity or geodiversity ▪ Maintain or enhance areas protected or managed for nature conservation and seek to extend such areas having regard to the 'target area' approach
14. Conserve and enhance landscape character and the historic environment	<ul style="list-style-type: none"> ▪ Conserve and enhance areas, sites and buildings that contribute to the natural and cultural (including archaeological and architectural) heritage of the District. ▪ Maintain or enhance landscape character as defined in character assessments and appraisals ▪ Promote access to and enjoyment of the District's historic environment and countryside.
15. Maintain high and stable levels of employment	<ul style="list-style-type: none"> ▪ Seek to provide a range of employment opportunities appropriate to the skills of the community ▪ Support vibrant market towns and a sustainable rural economy

Headline Sustainability Objective	Sub-objective (Does the plan or proposal...?)
16. Promote sustainable economic growth and competitiveness	<ul style="list-style-type: none"> ▪ Support, develop and attract competitive business sectors ▪ Seek to enable enterprise and innovation ▪ Promote a sustainable tourism sector ▪ Promote rural diversification

The appraisal comments are summarised by a scoring system as set out below:

++	Major positive – the option contributes significantly to the achievement of the objective
+	Positive – the option contributes to the achievement of the objective
+/-	Neutral – some positive and some negative impacts
-	Minor negative – the option would detract from the objective
--	Major negative – the option would detract significantly from the objective
?	Uncertain – the option is expected to have no effect on the objective or the effects of the option may depend on other factors or there is insufficient information available to make an assessment.

Core Strategy Objectives appraised against SA Objectives
Sustainability Objectives

	1. Ensure everyone has the opportunity to live in a decent, sustainably constructed and affordable home	2. Improve health and well-being and reduce inequalities	3. Promote thriving and inclusive communities	4. Improving education and training	5. Maintain a low level of crime and fear of crime	6. Improve accessibility to all services and facilities	7. Improve the efficiency of land use	8. Reduce waste generation and disposal	9. Reduce air pollution and improve air quality	10. Address the causes of climate change by reducing greenhouse gas emissions and be prepared	11. Protect and improve soil and water resources	12. Reduce the risk from all sources of flooding	13. Conserve and enhance biodiversity and geodiversity	14. Conserve and enhance landscape character and the historic environment	15. Maintain high and stable levels of employment	16. Promote sustainable economic growth and competitiveness	Comments
<p>The settlement strategy Provide new development, services and facilities of an appropriate scale and type and in locations which will help improve the quality of life of local communities and where the need to travel, particularly by car, can be minimised.</p>	+	++	++	+	?	++	?	?	+	+	?	+	?	?	+	?	Generally positive. Uncertain impact on many objectives as not location specific
<p>Locate new residential development where it will best help to meet local housing needs.</p>	++	+	++	?	?	+	?	?	+	+	?	?	?	?	?	?	Generally positive. Housing need focussed in main towns.

Sustainability Objectives		Comments
<p>Meeting the specific housing needs of our communities Plan for an appropriate mix of new residential accommodation which provides a variety of sizes, types and affordability with special emphasis on the provision of homes for local people in housing need who cannot afford to buy or rent at market prices as well as homes to meet the varying needs of older people.</p>	<p>1. Ensure everyone has the opportunity to live in a decent, sustainably constructed and affordable home 2. Improve health and well-being and reduce inequalities 3. Promote thriving and inclusive communities 4. Improving education and training 5. Maintain a low level of crime and fear of crime 6. Improve accessibility to all services and facilities 7. Improve the efficiency of land use 8. Reduce waste generation and disposal 9. Reduce air pollution and improve air quality 10. Address the causes of climate change by reducing greenhouse gas emissions and be prepared 11. Protect and improve soil and water resources 12. Reduce the risk from all sources of flooding 13. Conserve and enhance biodiversity and geodiversity 14. Conserve and enhance landscape character and the historic environment 15. Maintain high and stable levels of employment 16. Promote sustainable economic growth and competitiveness</p> <p>++ ++ ++ ? ? ? ? ? ? ? ? ? ? ? ? ?</p>	<p>Generally positive impact particularly on objectives relating to housing health and thriving communities. Uncertain impact on many objectives as not location specific.</p>

Sustainability Objectives	Sustainability Objectives																Comments
	1. Ensure everyone has the opportunity to live in a decent, sustainably constructed and affordable home	2. Improve health and well-being and reduce inequalities	3. Promote thriving and inclusive communities	4. Improving education and training	5. Maintain a low level of crime and fear of crime	6. Improve accessibility to all services and facilities	7. Improve the efficiency of land use	8. Reduce waste generation and disposal	9. Reduce air pollution and improve air quality	10. Address the causes of climate change by reducing greenhouse gas emissions and be prepared	11. Protect and improve soil and water resources	12. Reduce the risk from all sources of flooding	13. Conserve and enhance biodiversity and geodiversity	14. Conserve and enhance landscape character and the historic environment	15. Maintain high and stable levels of employment	16. Promote sustainable economic growth and competitiveness	
Sustainable communities with access to services and facilities																	
Ensure that land is not released for new development until the appropriate level of supporting infrastructure and facilities is secured	+	+	+	+	?	+	++	?	+	+	?	+	?	?	+	+	Generally positive. Risk that in seeking to secure infrastructure housing delivery is delayed.
Promote opportunities for local travel to be made on foot, by cycle and by public transport.	?	++	+	?	+	++	?	?	++	++	?	?	?	?	?	?	Generally positive particularly against health, and accessibility objectives and those relating to air quality and climate change
Achieve sustainable economic growth which improves the balance between housing and local jobs, provides a diversity of local employment opportunities, and flexibility to adapt to changing economic needs.	?	?	++	?	?	+	?	?	+	+	?	?	?	?	++	++	Generally positive particularly against economic/communities objectives. Improving the balance also positive as seeks to reduce commuting.

Sustainability Objectives	Sustainability Objectives																Comments
	1. Ensure everyone has the opportunity to live in a decent, sustainably constructed and affordable home	2. Improve health and well-being and reduce inequalities	3. Promote thriving and inclusive communities	4. Improving education and training	5. Maintain a low level of crime and fear of crime	6. Improve accessibility to all services and facilities	7. Improve the efficiency of land use	8. Reduce waste generation and disposal	9. Reduce air pollution and improve air quality	10. Address the causes of climate change by reducing greenhouse gas emissions and be prepared	11. Protect and improve soil and water resources	12. Reduce the risk from all sources of flooding	13. Conserve and enhance biodiversity and geodiversity	14. Conserve and enhance landscape character and the historic environment	15. Maintain high and stable levels of employment	16. Promote sustainable economic growth and competitiveness	
Achieve a prosperous and sustainable tourism economy.	?	?	+	?	?	?	?	?	?	?	?	?	?	?	++	++	Positive mainly against economic objectives.
Promote safe, vibrant and prosperous town centres and resist proposals that would damage their vitality and viability or adversely affect measures to improve the centres.	?	+	++	?	++	+	+	?	+	+	?	?	?	?	++	+	Positive mainly against economic, communities and accessibility objectives.
Maintain or improve where possible the health and wellbeing of the district's residents through increased choice and quality of shopping, leisure, recreation, arts, cultural and community facilities.	?	++	++	?	?	+	?	?	+	+	?	?	?	?	+	?	Positive mainly against communities and accessibility objectives.

Sustainability Objectives	1. Ensure everyone has the opportunity to live in a decent, sustainably constructed and affordable home	2. Improve health and well-being and reduce inequalities	3. Promote thriving and inclusive communities	4. Improving education and training	5. Maintain a low level of crime and fear of crime	6. Improve accessibility to all services and facilities	7. Improve the efficiency of land use	8. Reduce waste generation and disposal	9. Reduce air pollution and improve air quality	10. Address the causes of climate change by reducing greenhouse gas emissions and be prepared	11. Protect and improve soil and water resources	12. Reduce the risk from all sources of flooding	13. Conserve and enhance biodiversity and geodiversity	14. Conserve and enhance landscape character and the historic environment	15. Maintain high and stable levels of employment	16. Promote sustainable economic growth and competitiveness	Comments
Improve access to services and facilities without unacceptably impacting upon the character and resources of West Oxfordshire.	?	++	++	?	?	+/-	?	?	+/-	+/-	?	?	+	+	?	?	Generally positive against communities, biodiversity and landscape. May include improved access by car.
Protecting our environment and reducing the impact from climate change Conserve and enhance the high environmental quality of West Oxfordshire with protection and promotion of its diverse landscape, biodiversity and geological conservation interests, and its local cultural, heritage and environmental assets.	?	+	+	?	?	?	+	+	+	+	++	+	++	++	+	+	Generally positive against environmental objectives. High quality environment an economic asset and valued by local communities
Reduce the causes of and adverse impacts of climate change, especially flood risk.	?	?	?	?	?	++	+	?	++	++	?	++	++	+	?	?	Generally positive against environment and accessibility

Sustainability Objectives	1. Ensure everyone has the opportunity to live in a decent, sustainably constructed and affordable home	2. Improve health and well-being and reduce inequalities	3. Promote thriving and inclusive communities	4. Improving education and training	5. Maintain a low level of crime and fear of crime	6. Improve accessibility to all services and facilities	7. Improve the efficiency of land use	8. Reduce waste generation and disposal	9. Reduce air pollution and improve air quality	10. Address the causes of climate change by reducing greenhouse gas emissions and be prepared	11. Protect and improve soil and water resources	12. Reduce the risk from all sources of flooding	13. Conserve and enhance biodiversity and geodiversity	14. Conserve and enhance landscape character and the historic environment	15. Maintain high and stable levels of employment	16. Promote sustainable economic growth and competitiveness	Comments
Improve the sustainable design and construction of new development, including improving energy, water efficiency and water management.	+	+	?	?	?	?	?	++	?	++	++	++	+	?	?	?	Generally positive against climate change related objectives.
Ensure that new developments are located and designed to protect and enhance the individual form, character and identity of our towns and villages as well as contributing to the quality of life in West Oxfordshire.	?	?	++	?	?	?	?	?	?	?	?	+	+	++	?	?	Mainly positive against environmental objectives, particularly landscape character and historic environment, a key part of local communities identity/

Settlement Strategy –Options Appraisal

The following Sustainability Objectives are considered the most relevant when assessing and comparing the options for the future settlement strategy.

- **Ensure everyone has the opportunity to live in a decent, sustainably constructed and affordable home**
- **Improve health and well-being and reduce inequalities (considered alongside accessibility objective)**
- **Promote thriving and inclusive communities**
- **Improve education and training**
- **Improve accessibility to all services and facilities**
- **Reduce air pollution and improve air quality**
- **Address the causes of climate change by reducing greenhouse gas emissions and be prepared for its impacts**
- **Protect and improve soil and water resources**
- **Reduce the risk from all sources of flooding**
- **Conserve and enhance biodiversity and geodiversity**
- **Conserve and enhance landscape character and the historic environment**
- **Maintain high and stable levels of employment**
- **Promote sustainable economic growth and competitiveness**

The following objectives have not been included in the comparative appraisal:

- **Improve the efficiency of land use** – all options seek to achieve this. There are no strategic opportunities for development on previously developed land.
- **Reduce waste generation and disposal** – this is a detailed construction and site design issue
- **Maintain a low level of crime and fear of crime** – this is a detailed site design issue

Settlement Strategy Options Appraisal

Sustainability Objective	Witney focus	Focus on Witney, Carterton and Chipping Norton	Dispersal
Ensure everyone has the opportunity to live in a decent, sustainably constructed and affordable home	+	++	+
	A positive impact subject to detailed design and housing mix. Although this option limits the main choice of new housing to Witney, this is the main area of housing need. May limit the ability to address housing needs elsewhere in the District.	A positive impact subject to detailed design and housing mix. Would concentrate new housing in the towns with the best services and facilities and main areas of housing need. A risk that rural needs are not adequately met.	A positive impact subject to detailed design and housing mix. Would help provide a wider choice of new housing locations. A risk that insufficient new housing is provided in the main centres of housing need.
Promote thriving and inclusive communities	+	+	+
	Reinforces the role of Witney as the main service centre but may limit opportunities to meet needs of local communities elsewhere.	Reinforces the role of the three main service centres in the north and south of the District but may limit opportunities to meet needs of local communities elsewhere.	Provides an opportunity to secure community benefits through development in many towns and villages although the scale and type of any benefits will reflect the scale and type of new development.
Improve education and training	+	+	-
	Although primary, secondary and tertiary education facilities are already present in Witney there is little spare capacity to accommodate further significant growth. New provision for education is essential to meet the needs of a growing population.	Primary schools in Chipping Norton are full/ limited spare capacity so additional provision required. There is spare capacity in the Carterton primary schools but a degree of flexibility is required to accommodate increases in RAF personnel. There is no 6 th form college in Carterton.	Access to education and training could be difficult under a more dispersed strategy. Only six towns have secondary schools. There are 32 primary schools outside these towns but many of these schools have little spare capacity. Many villages have no education facilities.

Sustainability Objective	Witney focus	Focus on Witney, Carterton and Chipping Norton	Dispersal
<p>Improve accessibility to all services and facilities</p> <p>Improve health and well-being and reduce inequalities</p>	<p>++</p> <p>New development in Witney is likely to have good access to services and facilities, particularly by means of transport other than the private car.</p>	<p>+</p> <p>The three main service centres have the widest range of services and facilities on offer and new development could help improve that range including additional bus services. Compared to Witney, the towns of Carterton and Chipping Norton are more isolated in transport terms.</p>	<p>-</p> <p>A more dispersed strategy could increase the number of people without good access to services and facilities. An increase in the number and frequency of journeys could result, mainly by private transport.</p>
<p>Reduce air pollution and improve air quality</p>	<p>-</p> <p>Need to ensure development does not add to the traffic problems in the Bridge Street Air Quality Management Area (AQMA). This is likely to require an alternative river crossing.</p>	<p>+/-</p> <p>Reduced pressure on road infrastructure/congestion compared to Witney focus. However, need to ensure that development does not add to the traffic problems in the Chipping Norton AQMA.</p>	<p>-</p> <p>Likely increase in the number and frequency of journeys by private transport and on rural roads/country lanes</p>
<p>Address the causes of climate change by reducing greenhouse gas emissions and be prepared for its impacts</p>	<p>+</p> <p>Concentration of development may provide the opportunity to incorporate CHP/district heating schemes in addition to micro-renewable energy schemes. This option provides the best potential for travel by sustainable modes.</p>	<p>+</p> <p>Concentration of development may provide the opportunity to incorporate CHP/district heating schemes in addition to micro-renewable energy schemes. Potential for travel by sustainable modes.</p>	<p>-</p> <p>More dispersed development unlikely to be at scale and density for CHP schemes. Micro-renewable energy more viable. A more dispersed development strategy could increase dependency on services and facilities elsewhere which could increase the number and length of trips, especially by car.</p>

Sustainability Objective	Witney focus	Focus on Witney, Carterton and Chipping Norton	Dispersal
Protect and improve soil and water resources	- This option will result in the development of large areas of green field land. The undeveloped areas on the fringe of Witney include some Grade 3a agricultural land and lie above vulnerable aquifers which will impact upon methods of surface water disposal. Investment in sewerage infrastructure required.	- This option will result in the development of large areas of green field land. Some Grade 3a agricultural land lies to the south and east of Chipping Norton. Water supply and sewerage are constrained. Capacity in the sewerage network at Carterton is severely limited especially at times of high rainfall.	-- This option will result in the development of green field land around many towns and villages. Unlikely to be adequate water and waste infrastructure to accommodate significant growth in the rural areas.
Reduce the risk from all sources of flooding.	+/- Flood risk is a significant factor affecting location and layout of development in Witney (see Witney appraisal). Need to ensure that sustainable building practices and sustainable drainage methods are employed. Potential to reduce flood risk.	+/- Surface water run-off from the Carterton area is associated with flooding in villages to the south. Need to ensure that sustainable building practices and sustainable drainage methods are employed.	+/- Subject to avoiding areas of flood risk and ensuring development does not create flood risk. Need to ensure that sustainable building practices and sustainable drainage methods are employed.

Sustainability Objective	Witney focus	Focus on Witney, Carterton and Chipping Norton	Dispersal
<p>Conserve and enhance landscape character and the historic environment, biodiversity and geodiversity</p> <p>(Sites of national or European importance for biodiversity are unlikely to be adversely affected by any of the options)</p>	<p>-</p> <p>Growth of Witney will impact upon the landscape character and historic environment of this market town and neighbouring villages. The Windrush Valley through Witney is important for its landscape, biodiversity and leisure opportunities.</p> <p>The degree of impact will be determined by the scale, location and design of new development.</p>	<p>-</p> <p>Chipping Norton is a historic town prominent in the landscape with much of the town situated within the Cotswolds AONB. Greenfield land fringing Carterton is also prominent in the landscape with the Shill brook valley important for its limestone grassland. The degree of impact will be determined by the scale, location and design of new development.</p>	<p>-</p> <p>The degree of impact will be determined by the scale, location and design of new development. Fifteen of the towns and large/medium-sized villages lie within the AONB. Most of the sites of biodiversity/geodiversity value are in the rural areas. New development could adversely affect their value although there may be opportunities for enhancement.</p>
<p>Maintain high and stable levels of employment</p> <p>Promote sustainable economic growth and competitiveness</p>	<p>+</p> <p>This option will help strengthen Witney's role as a main employment centre but to have the most positive effect on these objectives opportunities for new economic development will also need to be provided elsewhere in the District.</p>	<p>+</p> <p>This option will help maintain and enhance existing centres of employment but to have the most positive effect on these objectives, opportunities for new economic development will also need to be provided elsewhere in the District.</p>	<p>+/-</p> <p>This option will help maintain and enhance the existing settlement pattern – this is likely to depend upon specific site location and proposals.</p>

Economic Strategy

The following Sustainability objectives are considered particularly relevant to testing the sustainability of strategic options for the economic strategy in the Core Strategy:

- **Promote thriving and inclusive communities**
- **Improve accessibility to all services and facilities**
- **Improve the efficiency of land use**
- **Conserve and enhance landscape character and the historic environment**
- **Conserve and enhance biodiversity and geodiversity** (considered together with the above objective)
- **Maintain high and stable levels of employment**
- **Promote sustainable economic growth and competitiveness**

The following objectives are not included in the comparative appraisal as they are not considered relevant or key elements are considered in other objectives:

- **Ensure everyone has the opportunity to live in a decent, sustainably constructed and affordable home** – not relevant
- **Improve health and well-being and reduce inequalities** – options not considered to have a significant impact on health
- **Improve education and training** – consideration of skills included within employment objective.
- **Maintain a low level of crime and fear of crime** – detailed design issues not relevant to options considered
- **Reduce waste generation and disposal** – detailed design/operational issue
- **Reduce air pollution and improve air quality**– reducing congestion and the need to travel is also considered under the accessibility objective above.
- **Address the causes of climate change** – the key strategic consideration is considered to relate to reducing the need to travel and is considered under the accessibility objective
- **Protect and improve soil and water resources** – Site specific/detailed design consideration.
- **Reduce the risk from all sources of flooding** - Site specific/detailed design consideration.

Economic Strategy Comparative Appraisal

Sustainability objective	Steady growth	Indigenous growth	Higher growth	Small scale dispersal
Promote thriving and inclusive communities	<p style="text-align: center;">+</p> <p>Continued focus on the towns likely to increase vibrancy</p> <p>Continued support for rural diversification</p>	<p style="text-align: center;">+/-</p> <p>Continued support for rural diversification. Risk of longer term decline, particularly of older industrial areas in larger towns and villages, may impact on vibrancy of these market towns and increase social exclusion.</p>	<p style="text-align: center;">+/-</p> <p>Significant economic growth may enable up-skilling of local workers, promoting social inclusion and thriving communities. This is however likely to be threatened by the negative impacts of increased commuting and congestion</p>	<p style="text-align: center;">+</p> <p>Increased employment in rural areas. If closely related to villages could help to sustain rural services through an increased day time presence.</p>
Improve accessibility to all services and facilities	<p style="text-align: center;">+/-</p> <p>Potential job growth likely to exceed growth in the labour force, although less so if new land used for business relocations and loss of some sites.</p> <p>Potential to reduce out commuting in the short term but also risk of increasing net commuting and congestion in the long term.</p>	<p style="text-align: center;">+</p> <p>Lower potential job growth more in line with forecasted growth in labour force although still potential to exceed it.</p> <p>Less pressure on transport infrastructure particularly in towns such as Witney</p> <p>Long term stagnation or decline could lead to increasing out-commuting to growth centres</p>	<p style="text-align: center;">--</p> <p>Significant levels of job growth in excess of future labour supply likely to increase net-commuting and congestion on major routes such as the A40, in towns and rural roads.</p>	<p style="text-align: center;">+/-</p> <p>Public transport is limited in rural areas. Access would be mostly car based. Potential however to provide jobs near to where people live and away from congestion hot spots. Concern through consultation that it would increase traffic and congestion on local roads as such businesses do not employ local people. This risk could be controlled by limiting the size of units permitted.</p>

Sustainability objective	Steady growth	Indigenous growth	Higher growth	Small scale dispersal
Improve the efficiency of land use	+/- New areas of land likely to be taken up in the short-medium term. Increased economic activity may facilitate the regeneration of ageing existing employment premises in the long term.	+/- Limits need for new land but may inhibit the regeneration of older employment sites through a declining demand and by limiting potential for relocations.	+/- Provision of significant areas of new land likely to be taken up before regeneration of older estates - supply may exceed demand even in the longer term. Increased economic activity may facilitate the regeneration of ageing existing employment premises in the long term.	+/- Providing new opportunities for new build development may reduce demand for the re-use of existing buildings for employment use. This could partly be mitigated by criteria requiring available existing premises and buildings to be investigated before new build.
Conserve and enhance biodiversity, geodiversity, landscape character and the historic environment	- ? Significant new land requirement. Impact largely dependent on site specific location.	+/- ? Limited new land requirement – lesser potential for adverse impact although dependent on site specific locations.	- ? Significant new land requirement. Impact largely dependent on site specific location.	- ? Some potential to impact on the character and setting of local communities through visual prominence and traffic impact. This is however dependent on site location and could be mitigated through criteria based policy to limit traffic/landscape impacts.

Sustainability objective	Steady growth	Indigenous growth	Higher growth	Small scale dispersal
Maintain high and stable levels of employment	<p style="text-align: center;">+</p> <p>Reflects what has led to a reasonably successful economy to date</p> <p>Likely to increase the range and diversity of employment opportunities in the long term</p> <p>Potential to continue focus on larger towns with suitable infrastructure, whilst supporting rural economy</p>	<p style="text-align: center;">+/-</p> <p>Lower levels of job growth than recent years. Unlikely to impact employment levels in the short term.</p> <p>Limits longer term employment potential although more in-line with forecasted growth in the labour force</p> <p>Risk that lack of inward investment or flexibility in the long term may cause local economy and employment to stagnate and decline</p>	<p style="text-align: center;">++</p> <p>If achieved likely to increase the range of employment opportunities – higher skilled opportunities may not be accessible to large parts of the workforce without significant investment in training</p>	<p style="text-align: center;">+</p> <p>Potential to add to the range of employment opportunities, particularly in smaller villages and rural areas, and further offset the decline of employment in agriculture and land based sectors.</p>

Sustainability objective	Steady growth	Indigenous growth	Higher growth	Small scale dispersal
Promote sustainable economic growth and competitiveness	<p>+</p> <p>Ability to support existing manufacturing and related high technology sectors through providing land available for expansion and relocation</p> <p>Ability to further attract inward investment, and new sectors through land available</p> <p>Tourism, business start ups and rural diversification supported through criteria based policies allowing new small business premises</p>	<p>+/-</p> <p>Greater emphasis placed on growth in small business start ups, tourism, retail and rural diversification</p> <p>Limited land supply limits capacity to attract inward investment and spin offs from the Oxford high tech economy. Also limits ability to meet the needs of expanding or relocating firms.</p> <p>May result in the loss of some businesses in expanding sectors requiring significant land areas- typically in high tech manufacturing, previously attracted by land availability</p>	<p>++</p> <p>Potential to increase the District's role within the Oxfordshire high tech cluster, attracting emerging sectors to diversify the economy and offset decline in older sectors.</p> <p>Continued support for small business economy in rural areas and increased activity may stimulate local supply chains and increased investment in business incubation space</p>	<p>+</p> <p>Business start-ups and small businesses are a key feature of the West Oxfordshire economy and are a potential source of innovation.</p> <p>A more flexible approach could seek to provide more opportunities for new business start-up and move-on accommodation to support this sector and add to the diversity of the rural economy.</p>

Witney - Comparative assessment

Relevant SA Objectives

The following Sustainability Objectives are considered the most relevant when considering the appropriateness of the four strategic site options:

- **Ensure everyone has the opportunity to live in a decent, sustainably constructed and affordable home**
- **Improve health and well being and reduce inequalities**
- **Promote thriving and inclusive communities**
- **Improve education and training**
- **Improve accessibility to all services and facilities**
- **Reduce air pollution and improve air quality**
- **Protect and improve soil and water resources**
- **Reduce the risk from all sources of flooding**
- **Conserve and enhance biodiversity and geodiversity**
- **Conserve and enhance landscape character and the historic environment**
- **Maintain high and stable levels of employment**
- **Promote sustainable economic growth and competitiveness** (considered together with the above objective).

Not considered in comparative appraisal:

- **Ensure everyone has the opportunity to live in a decent, sustainably constructed and affordable home** – all options have potential to deliver a range of housing including affordable housing and sustainable construction techniques. Sites differ in terms of the amounts of potential housing and differences may occur in the proportion of affordable housing due to viability.
- **Maintain a low level of crime and fear of crime** – detailed design issue
- **Improve the efficiency of land use** – all strategic site options are Greenfield. All would be required to make efficient use of land.
- **Reduce waste generation and disposal** - detailed design issue
- **Address the causes of climate change by reducing greenhouse gas emissions and be prepared for its impacts** – reducing the need to travel considered under accessibility objective, flooding considered separately, all sites have potential to deliver renewable energy of some form and utilise sustainable construction techniques

Witney strategic options comparative appraisal

Objective	North	North East	East	South	West
<p>Improve health and well being and reduce inequalities</p> <p>Promote thriving and inclusive communities</p>	<p style="text-align: center;">+</p> <p>Potential to support a new health centre and other community facilities including sports pitch provision.</p> <p>Relatively accessible to town centre and associated health facilities</p> <p>Limited penetration to adjoining residential estates limits potential for integration</p>	<p style="text-align: center;">-</p> <p>Limited site size to support community facilities. Topography limits potential sports pitch provision.</p> <p>Relatively accessible to town centre and associated health facilities</p> <p>Difficult to integrate into rest of the town due to segregation of Jubilee Way</p>	<p style="text-align: center;">+/-</p> <p>Limited site size although potential to provide some community facilities on-site. Topography limits potential for provision of sports pitches. Good connections to existing pedestrian cycle routes and good accessibility to rest of the town. Cogges Link Road would however present a significant barrier to integration. A suitable buffer between development and the A40 would also be required.</p>	<p style="text-align: center;">--</p> <p>Presence of sewerage works and abattoir would adversely impact residential amenity – noxious smells.</p> <p>Potential to support a new health centre, and other community facilities including sports pitch provision and open space.</p> <p>A suitable buffer between development and the A40 would be required. A40 itself a significant barrier to the integration with the rest of the town.</p>	<p style="text-align: center;">+</p> <p>Potential to support a new health centre, community facilities and sport pitches.</p> <p>Deer Park Road a potential barrier to integration although good connections to existing pedestrian and cycle routes.</p> <p>A suitable buffer between development and the A40 would also be required.</p>

Objective	North	North East	East	South	West
Improve education and training	<p style="text-align: center;">+</p> <p>Potential to provide a new primary school or for expansion of existing school.</p> <p>Contribution to new secondary school provision required.</p> <p>Good accessibility to existing secondary schools</p>	<p style="text-align: center;">-</p> <p>Nearby schools at capacity. A new school would be required to serve the sites to the east. Limited land available.</p> <p>Contribution to new secondary school provision required.</p> <p>Good accessibility to existing secondary schools</p>	<p style="text-align: center;">+</p> <p>Nearby schools at capacity. A new school would be required to serve the sites to the east. Potential for a single form entry school.</p> <p>Contribution to new secondary school provision required.</p> <p>Good accessibility to existing secondary schools</p>	<p style="text-align: center;">+/-</p> <p>Potential to provide new primary school on site</p> <p>Potential to provide new secondary school although A40 severs the site from the rest of the town.</p>	<p style="text-align: center;">++</p> <p>Potential to provide a new primary school on site accessible to the development. This site has the best potential to provide a new secondary school facility to support new development and could deliver accessibility benefits to existing population given location of existing secondary schools.</p>

Objective	North	North East	East	South	West
<p>Improve accessibility to all services and facilities</p> <p>The appraisal against this objective focuses on accessibility by sustainable modes – walking cycling and bus travel</p> <p>The impacts of travel by car are considered under the next objective.</p>	<p style="text-align: center;">+</p> <p>This site has the best access to town centre facilities and secondary schools by all modes. Access to employment is poorest.</p> <p>The impermeable attributes of the southern section of the North Witney site and topography will affect pedestrian and cycle movement towards Witney town centre. Existing cycle infrastructure is not as comprehensive as East and West sites. The site would need to be served by a new local bus service but is distant from high frequency Oxford bound services.</p>	<p style="text-align: center;">+</p> <p>This East sites have the best access by all modes to GP Surgeries and best access by walking and cycling to supermarkets.</p> <p>Jubilee Way a potential barrier if sufficient crossing points not included.</p> <p>The site can be served by an extended local bus service. No access to Oxford Hill and high frequency bus services to Oxford.</p>	<p style="text-align: center;">+</p> <p>This East sites have the best access by all modes to GP Surgeries and best access by walking and cycling to supermarkets. Good access to secondary schools compared to South and West sites</p> <p>Opportunity to link to excellent existing pedestrian and cycle infrastructure</p> <p>Cogges Link a potential barrier if sufficient crossing points not included.</p> <p>The site can be served by an extended local bus service and is in relative proximity to high frequency services to Oxford.</p>	<p style="text-align: center;">+/-</p> <p>Second best access to employment but otherwise no better or worse than other development sites.</p> <p>The A40 poses a significant barrier to pedestrian and cycle movements severing this site from the rest of the town.</p> <p>The site can be served by a local bus service. Western part of the site close to high frequency bus services to Oxford. Eastern part of the site located close to bus services to Abingdon.</p>	<p style="text-align: center;">+/-</p> <p>This site has the best accessibility to employment by all modes but the highest average journey distances/times to other facilities.</p> <p>Opportunity to link to excellent existing pedestrian and cycle infrastructure and new links to Downs Road employment area.</p> <p>The site can be served by re-routing high frequency commercial bus services to Oxford and Carterton.</p>

Objective	North	North East	East	South	West
Reduce air pollution and improve air quality	<p>-</p> <p>Increases demand on the most sensitive areas of road network - Bridge Street</p> <p>Potential to deliver the West End Link Phase 2 river crossing which improves the performance of many of the problem junctions in the town. Reduces traffic flows along West End and Dry Lane but increases flows on Hailey Road (south bound).</p> <p>A northern distributor road acts as an important link, reducing flows on inappropriate routes/sensitive areas Increases flows on the A4095 eastbound</p>	<p>-</p> <p>Increases demand on the most sensitive areas of road network - Bridge Street</p> <p>Good access to A40 may increase longer distance traffic movements/ congestion</p>	<p>-</p> <p>Increases demand on the most sensitive areas of road network - Bridge Street</p> <p>Without the Cogges Link, performance of the network is notably worse, even with Shores Green upgrade, further increasing demand on sensitive areas. Good access to A40 may increase longer distance traffic movements/ congestion</p>	<p>+/-</p> <p>Whilst most of the road network in this area has capacity to accommodate more trips, the Ducklington Lane lights provide a major problem area and is over capacity in 2026.</p> <p>The location of employment on this site increases flows on the A415 northbound</p> <p>Good access to A40 may increase longer distance traffic movements/ congestion</p>	<p>+/-</p> <p>The road links in close proximity to this site all have spare capacity and are built to a high specification. The construction of the Downs Road junction displaces traffic from less appropriate routes.</p> <p>Good access to A40 may increase longer distance traffic movements/ congestion</p>

Objective	North	North East	East	South	West
Protect and improve soil and water resources	+/- Most distant from the sewage treatment works. A new sewage pumping station, pumping to Dark Lane sewage pumping station, with upgrades to this pumping station is likely to be required – subject to further detailed investigation Above a highly vulnerable aquifer – implications for drainage Some Grade 3a (high quality) agricultural land, the rest Grade 3b	+/- Local sewer and pumping station upgrades likely to be required Grade 3b agricultural land	+/- Local sewer and pumping station upgrades likely to be required Grade 3b agricultural land	+/- Direct connection to the sewage treatment works likely to be feasible Mainly grade 3b agricultural land, some Grade 3a	+/- Potential to connect to Ducklington Lane sewage pumping station with upgrades or a direct connection to the sewage treatment works may be feasible. Above a minor aquifer – implications for drainage Grade 3b agricultural land

Objective	North	North East	East	South	West
Reduce the risk from all sources of flooding	<p style="text-align: center;">+</p> <p>Part of the site either side of Hailey Road drain is within Flood Zones 2 and 3. Flooding has occurred in this area due to under-capacity of culvert under Eastfield and Hailey Road.</p> <p>Potential to reduce flood risk. The Environment Agency has identified balancing ponds within this site as a solution to alleviate flooding problems but a scheme is unlikely to be eligible for public funding. If developed increase in surface water flow must also be addressed.</p>	<p style="text-align: center;">+/-</p> <p>None of the site is within an identified Flood Zone.</p> <p>Subject to adequate sustainable drainage being implemented to address runoff to Madley Brook – the site is unlikely have an adverse impact on flood risk.</p>	<p style="text-align: center;">+/-</p> <p>None of the site is within an identified Flood Zone.</p> <p>Subject to adequate sustainable drainage being implemented to address runoff the site is unlikely have an adverse impact on flood risk.</p>	<p style="text-align: center;">+/-</p> <p>None of the site is within an identified Flood Zone although Colwell Brook flows through the site.</p> <p>Subject to adequate sustainable drainage being implemented to address runoff the site is unlikely have an adverse impact on flood risk.</p>	<p style="text-align: center;">+/-</p> <p>None of the site is within an identified Flood Zone although Colwell Brook flows through the site.</p> <p>Subject to adequate sustainable drainage being implemented to address runoff the site is unlikely have an adverse impact on flood risk.</p>

Objective	North	North East	East	South	West
Conserve and enhance biodiversity and geodiversity	<p>-</p> <p>Irregular field pattern with strong hedgerows and hedgerow trees and copses of mature trees typical of ancient woodland clearance.</p> <p>Ecologically valuable network of hedgerows with a diverse range of common and less common species and good structural diversity</p> <p>Small areas of woodland have some local ecological value</p> <p>Central area of grazed improved grassland of some ecological importance</p> <p>Ponds provide potential for great crested newts</p>	<p>-</p> <p>Agricultural land with varied field sizes, irregular boundaries, and good hedgerows and hedgerow trees reflecting ancient woodland clearance. Hedgerows have good structural characteristics though less good species diversity.</p> <p>Area of unimproved grassland of conservation value, due to its status and size</p> <p>Cogges Wood, an Ancient Woodland and Local Wildlife Site lies just to the north of this site.</p> <p>Badger recorded nearby.</p>	<p>-</p> <p>Irregular field pattern, hedgerows and hedgerow trees along field boundaries reflects ancient woodland clearance. Poorer hedgerows but good trees.</p> <p>Proposal incorporates establishment of a community woodland.</p> <p>Previously identified as supporting a number of breeding skylark (UKBAP Priority Species)</p> <p>Bat roosting potential in mature trees</p> <p>Badgers on site and</p>	<p>-</p> <p>Mostly arable and improved pasture of little ecological constraint.</p> <p>There are some significant hedgerows and mature trees along field boundaries, minor watercourses and also former railway line.</p> <p>Colwell Brook may have potential to support protected species such as crayfish and water vole.</p> <p>Bat roosting potential in mature trees</p> <p>Rough grassland and allotment gardens has potential to support reptiles</p>	<p>-</p> <p>Mostly arable and improved pasture with little ecological constraint.</p> <p>Relatively poor species and structural diversity of the hedgerow network.</p> <p>Small copse of significant trees along in the north west corner has conservation value.</p> <p>Previously identified as supporting a number of breeding skylark (UKBAP Priority Species)</p> <p>Colwell Brook may have potential to support protected species such as</p>

Objective	North	North East	East	South	West
Continued... Conserve and enhance biodiversity and geodiversity	Bat roosting potential in mature trees Rough grassland around immature plantation has potential to support reptiles		Barn Owl recorded close by.	Badger, Barn Owl and Brown Hare (UKBAP species) recorded within the site	crayfish and water vole. Rough grassland around Colwell Brook has potential to support reptiles Badgers on site and Barn Owl recorded nearby.
Conserve and enhance landscape character and the historic environment	- Area between Hailey Road and New Yatt Road of high importance and sensitivity. The small scale valley provides enclosure and seclusion at lower levels but long views to the west from higher points on the site. Views to the north, to Hailey, are largely screened by topography and vegetation although the physical gap	-- The site forms part of the undulating valley side, part of the ridge encircling the east and north of the town forming a backdrop in many views of the town. There is high intervisibility across the countryside to the west and north and across the Madley Park development set lower in the landscape.	-- Undulating valley side and the eastern side of the Windrush Valley forming a very prominent ridge enclosing the eastern side of the town. An area of high landscape importance and sensitivity. There is high intervisibility to the countryside to the south west, west and	+/- Large flat valley floor with slight undulations. The area has a strong rural character and connection with the Lower Windrush Valley rather than Witney itself, the A40 clearly marking the boundary between town and country. The small gap between Witney and the villages of	+/- Part of the high ridge between the Upper and Lower Windrush Valley although below the crest of the ridge. This is a large scale landscape with a weak landscape structure. Views back from the south are easily blocked by vegetation and could be further reduced by screen

Objective	North	North East	East	South	West
Continued... Conserve and enhance landscape character and the historic environment	<p>between Witney and Hailey is particularly sensitive.</p> <p>Area between New Yatt Road and Woodstock Road is of low- moderate sensitivity as a small plateau with low intervisibility to the wider countryside, though important the rural character of New Yatt Road is maintained</p> <p>Several historic farmsteads in proximity including 3 listed buildings.</p> <p>Aerial photography has identified the presence of Bronze Age Funerary monuments in the area – although not thought to be of national importance.</p>	<p>An area of high landscape importance and sensitivity.</p> <p>Jubilee Way and planting associated with it form a strong boundary between town and countryside.</p> <p>Romano British pottery has been found nearby although not thought to be of national importance.</p>	<p>north and has visual connections with the historic cores of Witney and Cogges.</p> <p>Development of the land off Stanton Harcourt Road site would introduce further urbanising elements into the sensitive landscape of the Windrush in Witney area – although less so if Cogges Link Road is implemented.</p> <p>The area contains evidence of Iron Age, medieval, and Romano British settlement and activity although not thought to be of national importance</p>	<p>Ducklington and Curbridge is vulnerable to erosion.</p> <p>Although there are some long views of this area from higher ground, potential for high intervisibility is easily blocked by vegetation in the flat landscape.</p> <p>Moderate to high landscape importance and sensitivity</p> <p>A late British early Anglo Saxon cemetery was revealed during the construction of the A40 – it's extent was never fully revealed. It is not thought to be of national importance.</p>	<p>planting. Existing buildings on the adjoining employment site are visible and dominate long views back towards the site.</p> <p>Low to medium landscape value.</p> <p>Development within a strong landscape structure would have little visual impact.</p> <p>Aerial photography has identified the presence of Bronze Age Funerary monuments in the area – although not thought to be of national importance.</p>

Objective	North	North East	East	South	West
<p>Maintain high and stable levels of employment</p> <p>Promote sustainable economic growth and competitiveness</p>	<p>+</p> <p>Limited potential to accommodate a significant amount of employment development due to small scale landscape and sloping nature of main site, and relatively distant from A40 and main transport route. Eastern part of site of land may have more potential for employment development although small in scale.</p>	<p>+/-</p> <p>Topographic and landscape characteristics of the site considered unsuitable to accommodate large scale employment development.</p>	<p>+/-</p> <p>Topographic and landscape characteristics of the site considered unsuitable to accommodate large scale employment development.</p>	<p>+</p> <p>Potential to accommodate employment development. Potential for good access to A40. Attractiveness impacted by poor quality environment due to proximity to sewage works. Relatively poor pedestrian cycle access to rest of the town due to segregation caused by the A40.</p>	<p>++</p> <p>Very good potential to accommodate employment development. Site located adjacent existing developed employment area including high tech manufacturers. An area of demand for employment premises which will increase with implementation of A40/Downs Road Junction.</p>

Carterton

The following Sustainability Objectives are considered the most relevant when considering the appropriateness of the four strategic options for the expansion of Carterton:

- **Ensure everyone has the opportunity to live in a decent, sustainably constructed and affordable home**
- **Improve health and well being and reduce inequalities**
- **Promote thriving and inclusive communities**
- **Improve education and training**
- **Improve accessibility to all services and facilities**
- **Improve the efficiency of land use**
- **Protect and improve soil and water resources**
- **Reduce the risk from all sources of flooding**
- **Conserve and enhance biodiversity and geodiversity**
- **Conserve and enhance landscape character and the historic environment**
- **Maintain high and stable levels of employment**
- **Promote sustainable economic growth and competitiveness** (considered together with the above objective).

Not considered in comparative appraisal:

- **Maintain a low level of crime and fear of crime** – detailed design issue
- **Reduce waste generation and disposal** - detailed design issue
- **Reduce air pollution and improve air quality**- main impact here is traffic congestion considered under the accessibility objective
- **Address the causes of climate change by reducing greenhouse gas emissions and be prepared for its impacts** – reducing the need to travel considered under accessibility objective, flooding considered separately, all sites have potential to deliver renewable energy of some form and utilise sustainable construction techniques

Carterton strategic options comparative appraisal

Sustainability Objectives	Option 1 - no new major expansion	Option 2 - northern extension	Option 3 - eastern extension	Option 4 - western extension
Decent, sustainably constructed and affordable homes	+	++	++	++
	Opportunities remain for new housing and employment. New affordable housing achievable on a few larger sites only (unless site threshold reduced).	Will create a new area of opportunity to deliver a wide choice of housing, including a significant supply of affordable housing.	Will create a new area of opportunity to deliver a wide choice of housing, including a significant supply of affordable housing.	Will create a new area of opportunity to deliver a wide choice of housing, including a significant supply of affordable housing.
Improve health and well being and reduce inequalities	+/-	+/-	+/-	+/-
	Development within the town, off Milestone Road, is constrained by current levels of aircraft noise. The extent of severe noise is expected to be reduced as quieter aircraft are introduced from 2011-2016	Subject to noise assessment, likely to be within PPG24 Noise Exposure Category B. Area subject to current aircraft noise but likely to be at a level which can be mitigated through detailed design. Quieter aircraft are expected to be introduced from 2011-2016 Potential to increase countryside access through extending the Kilkenny Lane country park.	Subject to noise assessment, likely to be within PPG24 Noise Exposure Category B. Area subject to current aircraft noise but likely to be at a level which can be mitigated through detailed design. Quieter aircraft are expected to be introduced from 2011-2016 Potential to increase countryside access through extending the Kilkenny Lane country park.	Initial noise assessment indicates site within PPG24 Noise Exposure Category B. Area subject to current aircraft noise but at likely to be at a level which can be mitigated through detailed design. Quieter aircraft are expected to be introduced from 2011-2016 Potential to increase countryside access in the Shill Brook Valley corridor.

Sustainability Objectives	Option 1- no new major expansion	Option 2 - northern extension	Option 3 - eastern extension	Option 4 - western extension
Thriving and inclusive communities	+/- No significant impact although limits potential to add to the vitality of the town through increasing population and improving infrastructure.	+/- Potential to support new infrastructure in the town although site partly segregated from the town by country park and difficult to integrate.	+/- Potential to support new infrastructure/facilities although the physical extent of this area is potentially the most constrained of the three extension options and could limit opportunities to meet needs other than housing.	+/- Large development area with potential to support improved infrastructure and on-site facilities. Site, however, remote from the town and segregated by the Shill Brook valley. Difficult to integrate into the town.
Education and training	+/- Some spare capacity in primary schools. Potential for some contributions to secondary school/sixth form provision.	+/- Potential to support on site primary school and contribute to secondary school/sixth form provision	+/- Potential to support on site primary school and contribute to secondary school/sixth form provision. Physical area is the most constrained.	+/- Large development area with potential to support on site primary school and contribute to secondary school/sixth form provision
Improve accessibility to all services and facilities	+/- Much of the town is within reasonable walking and cycling distance of services and facilities, although housing on the northern fringes is disadvantaged by greater distances (town centre 1.5	- Relatively remote from town facilities (2-3km to town centre) limits walking and cycle potential. Eastern part of the area lies within 1km from the main bus services along	+ Close to main bus services, new employment areas and new neighbourhood facilities provided at Shilton Park although town centre 1.5-2km away.	+/- Lack of existing cycle and pedestrian infrastructure. This area is relatively close to town centre (1-2.5km) and secondary school but constrained by lack of access across Shill Brook valley unless new crossing

Sustainability Objectives	Option 1- no new major expansion	Option 2 - northern extension	Option 3 - eastern extension	Option 4 - western extension
	- 2km away).	Monahan Way and Shilton Park neighbourhood facilities. Existing country park a barrier to accessibility, once crossed potential to link with current pedestrian/cycle infrastructure in Shilton Park or improve along Swinbrook and Burford Roads. Other than B4020 Shilton Road, or Shilton Link Road, the area is served by narrow country roads and has the largest impact on rural road network.	Proximity to existing pedestrian and cycle infrastructure towards Carterton town centre. However, crossing Monahan Way a potential barrier. New neighbourhood facilities in this area are unlikely to be viable given proximity to Shilton Park. Good access to the local and strategic highway network.	provided. Large development area, potential to support on-site neighbourhood facilities. Not directly served by main Carterton-Witney-Oxford bus services. Bounded by a rural road network – improvements to Alvescot Road likely to be needed and/or new crossing of Shill Brook valley to link to Upavon Way.
Improve efficiency of land use	+	-	-	-
	Will maximise use of previously developed land within the town. Will help focus on the creation of a new urban form through major redevelopment of MOD estates.	Much of the area is covered by a minerals consultation area and buffer zone for active and expanding limestone quarry off Burford Road. Mineral bearing land could be sterilised by	Release of further extensive Greenfield land has the potential to undermine redevelopment of sites within Carterton. Area reserved to meet future community needs such as additional playing	Release of further extensive Greenfield land has the potential to undermine redevelopment of sites within Carterton.

Sustainability Objectives	Option 1- no new major expansion	Option 2 - northern extension	Option 3 - eastern extension	Option 4 - western extension
		development. Release of further extensive Greenfield land has the potential to undermine redevelopment of sites within Carterton.	fields.	
Protect and improve soil and water resources	+/- No significant impact	- Loss of agricultural land. Carterton sewage treatment works and sewer network likely to need upgrading.	- Loss of agricultural land. Brize Norton sewage pumping station and sewer network likely to need upgrading - pumping station overwhelmed in wet weather.	- Loss of agricultural land. Carterton sewage treatment works, Alvescot Road pumping station and sewer network likely to need upgrading.

Sustainability Objectives	Option 1- no new major expansion	Option 2 - northern extension	Option 3 - eastern extension	Option 4 - western extension
Reduce the risk from all sources of flooding	+/- No significant impact subject to adequate and sustainable drainage for new development.	+/- Study required to determine best way to drain this area. Sustainable urban drainage scheme required to avoid increased surface water run-off – sewage pumping stations overwhelmed in wet weather. Water supply requirements to be modelled – need to avoid risk of low water pressures.	+/- Significant flooding problems have arisen in this area due to surface water run-off. Sustainable urban drainage scheme required to avoid increased surface water run-off - likely to result in additional balancing ponds. Potential to deliver wider benefits. Water supply requirements to be modelled – need to avoid risk of low water pressures.	+/- Sustainable urban drainage scheme required to avoid increased surface water run-off via the Shill Brook - significant flooding problems have arisen downstream. Sewage pumping stations are overwhelmed in wet weather. Water supply requirements to be modelled – need to avoid risk of low water pressures.
Conserve and enhance biodiversity and geodiversity	+/- No significant impact.	+/- Mainly large scale arable farmland although some woodland copses including a significant area of woodland at Lodge Plantation. Bats and brown hare recorded close by.	+/- Mainly large scale arable farmland.	+/- Mainly large scale arable farmland. The Shill Brook Valley is a Biodiversity Conservation Target Area for limestone grassland restoration and management and includes designated local wildlife sites. Development could adversely impact upon this

Sustainability Objectives	Option 1- no new major expansion	Option 2 - northern extension	Option 3 - eastern extension	Option 4 - western extension
				area and/or provide funding for habitat improvement. Water vole and brown hare recorded close by.
Conserve and enhance landscape character and the historic environment	+/- Would have least impact upon the setting of Carterton and surrounding villages.	-- Prominent open limestone wolds landscape with extensive views. Relatively unspoilt open countryside which has strong links with the Cotswold landscape to the north. A network of bridleways connecting with Kilkenny Lane provides good countryside access for walkers and cyclists. Western part of site, part of setting to Shilton village and its Conservation Area. Eastern part within minor valley and less visually prominent or part of settlement gap.	-- Key part of the countryside setting to Brize Norton village and its listed buildings. Built development here is likely to lead to coalescence of town and village. This ridge of land sloping to the north, south and south-east helps to screen views of Carterton and RAF Brize Norton from the Burford Road area of the village – buildings on this slope are likely to be prominent and difficult to screen. A footpath crosses north-south connecting with the new playing fields.	- Prominent open limestone wolds plateau separated from Carterton by the Shill Brook Valley. This rural landscape has little relationship with Carterton which is well screened from this direction. There are long distance views out from this area, including to and from Shilton Conservation Area to the north. Weak landscape structure. Potential to create a new strong landscape structure within which development could be acceptable. A footpath crosses the area north-south.

Sustainability Objectives	Option 1- no new major expansion	Option 2 - northern extension	Option 3 - eastern extension	Option 4 - western extension
		Aerial photography identified presence of a crop mark or later Iron Age and Romano British settlement although not thought of national importance.		
High and stable levels of employment Sustainable economic growth	+/- Large areas of land with planning permission remain available for new employment opportunities. Limited ability to meet longer term employment needs.	+/- Large areas of land with planning permission remain available for new employment opportunities. Large potential development area with potential for some employment development to meet longer term needs. Relatively distant from existing employment areas and area less likely to be attractive to new employers.	- Large areas of land with planning permission remain available for new employment opportunities. Although close to existing employment areas there is insufficient land to provide both a sustainable residential area and any significant new employment opportunities.	+ Large areas of land with planning permission remain available for new employment opportunities. Large potential development area with potential for some employment development to meet longer term needs. Relatively distant from existing employment areas and area less likely to be attractive to new employers than land elsewhere on the edge of Carterton.

Chipping Norton

The following Sustainability Objectives are considered the most relevant when considering the appropriateness of the eastern expansion of Chipping Norton:

- **Ensure everyone has the opportunity to live in a decent, sustainably constructed and affordable home**
- **Improve health and well being and reduce inequalities**
- **Promote thriving and inclusive communities**
- **Improve education and training**
- **Improve accessibility to all services and facilities**
- **Reduce air pollution and improve air quality**
- **Protect and improve soil and water resources**
- **Reduce the risk from all sources of flooding**
- **Conserve and enhance biodiversity and geodiversity**
- **Conserve and enhance landscape character and the historic environment**
- **Maintain high and stable levels of employment**
- **Promote sustainable economic growth and competitiveness**

Not considered relevant to appraisal:

- **Maintain a low level of crime and fear of crime** – detailed design issue
- **Improve the efficiency of land use** –strategic site option is Greenfield, required to make efficient use of land.
- **Reduce waste generation and disposal** - detailed design issue
- **Address the causes of climate change by reducing greenhouse gas emissions and be prepared for its impacts** – reducing the need to travel considered under accessibility objective, flooding considered separately, site option has potential to deliver renewable energy of some form and utilise sustainable construction techniques

Chipping Norton East – Strategic Area for Development

Relevant Sustainability Objectives	Impact/Comment
<ul style="list-style-type: none"> • Decent, sustainably constructed and affordable homes • Improve health and well-being • Thriving and inclusive communities • Improve education and training 	<p style="text-align: center;">+</p> <p>Mixed use development to include new housing as well as employment, healthcare, primary school/expansion, and other community facilities Housing will make a major contribution towards meeting identified local needs.</p>
<ul style="list-style-type: none"> • Improve accessibility to all services and facilities • Reduce air pollution and improve air quality 	<p style="text-align: center;">+</p> <p>Close proximity to town centre, schools and new health care facilities. Footpath crossing southern area links London Road with adjoining residential areas and town centre. Good sustainable location for access to town facilities. Primary schools have little/no capacity - provision for new primary school required.</p>
<ul style="list-style-type: none"> • Protect and improve soil and water resources • Reduce flooding risk 	<p style="text-align: center;">+/-</p> <p>Loss of agricultural land. Generally Grade 3 agricultural land (some high quality Grade 3a) Land on high plateau within Flood Zone 1 but surface water run-off to be addressed. Within water source protection zone. Sewers have limited capacity.</p>
<ul style="list-style-type: none"> • Conserve and enhance biodiversity and geodiversity • Conserve and enhance landscape character and the historic environment 	<p style="text-align: center;">-</p> <p>Site lies outside AONB but on prominent open plateau adjoining town and Conservation Area (although modern development forms much of town edge). Buildings and other structures prominent. Encroachment of urban area beyond present soft rural edge. Impact upon setting of Conservation Area. Possible adverse impact upon trees and hedgerows. Proximity to Glyme Valley Biodiversity Conservation Target Area. Brown hare recorded close by.</p>

Relevant Sustainability Objectives	Impact/Comment
<ul style="list-style-type: none"> • High and stable levels of employment • Sustainable economic growth 	<p style="text-align: center;">+</p> <p>Potential for new employment opportunities, including land already with planning permission for employment development. New employment opportunities will strengthen the role of this service centre.</p>